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H. B. ADAMS, Editor and Owner

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SPLIT VOTING IN ELECTION RULED LEGAL BY POLLARD

Democrats bolting their party ticket to vote for Republican electors for the presidency and vice presidency, but yet desirous of casting those same ballots for the Democratic nominees for State offices were assured that such action would not make their vote illegal in a pronounced issue Friday by Alvin S. Moody of Houston, State chairman for the anti-Smith Democrats of Texas from headquarters in the Southland Hotel.

Moody's assurance is based on an opinion he received from Attorney General Claude Pollard, which was offered on the strength of a sample ballot submitted Pollard by Moody after Moody had marked it for Republicans and for Democrats.

Pollard's letter reads in part: "If a voter desires to vote for the Republican presidential electors and at the same time vote for all the Democratic nominees for State offices it is legal for such a voter to run a line through the presidential electors on the Democratic ticket, leaving the presidential electors on the Republican ticket unmarked; and when he reaches the nominees for State offices, leave same unmarked on the Democratic ticket and run a line through the nominees for State offices on the Republican ticket. This, of course, would necessitate running of a line through the entire ticket of any other party appearing on the ballot."

Moody announced in this connection that copies of sample ballots appropriately marked for the edification of anti-Smith voters would be distributed over the State within the next few weeks.

Texas appears in the Hoover column by a substantial margin in the Literary Digest 1928 presidential pool (27,160 for Hoover, 19,104 for Smith). Hoover and Smith are running nip and tuck in Alabama with Hoover slightly ahead, but Virginia and North Carolina give the republican nominee a substantial lead. Arkansas, Georgia, Louisiana, and South Carolina are the only states which, this far, have registered a preference for Governor Smith.

While the poll cannot possibly be taken as an accurate indication of the final outcome, it is deeply significant of the shifts of democrats to the republican candidate, and of republicans to the democratic candidate. Above all, the Literary Digest poll indicates that the "Solid South" on Nov. 6 will NOT be solid for the apostle of Tammany. That Mr. Hoover should lose a vast number of republican votes is highly improbable. Every indication at present is that our next chief executive will be President Hoover.

The country's best hope of prolonging prosperity lies in the election of Herbert Hoover. Continuance of government co-operation in developing and maintaining high wages, which means high buying power and active markets; restriction on immigration and the protective tariff are cited as the means by which prosperity would be continued under Mr. Hoover.

"Mr. Hoover knows the industrial life of the world, he knows where our foreign markets are and every branch of our home market, he has worked with his hands and knows what it is to labor." No man has a better understanding of the problems of labor, nor a deeper interest in its welfare. He knows business because he is a business man. He knows labor because he is a laboring man. To both he has been fair and square, helpful and sympathetic.

Gov. Smith, on the other hand, is schemer of an organization which has always stood for an open-door policy in immigration, which would flood the Nation with cheap labor, and is the nominee of a party which has always stood for "tariff for revenue only," a policy which has always resulted in lower wages and often in panics, since everything produced in America can also be produced abroad where wages are 50 per cent cheaper and therefore the foreigner can undersell the American producer.

"The American worker wants to ride home in his own little car with a big pay envelope, and he knows under what party he is sure to get it."

THE SIDEWALKS OF NEW YORK

East Side, West Side, All around the town, Saloons on every corner, London whiskey flowing down, With booze in the White House, Me and Mamie O'Rourke, Will trip and dip and swagger On the sidewalks of New York.

LETTERS FROM THE PEOPLE

Will Rogers, the great joker, tells us that a woman can make a poorer political speech than any man he ever heard any time she tries.

The trouble with the women in their efforts at political speaking is that they say what they sincerely believe will be best for themselves and their country, while most men politicians say what they think will win a majority of the votes at the next election, keep the party machine in clover and the wool pulled over the eyes of the voters.

Women know what prohibition has done for them and that is why they are out making speeches for those who champion its cause. They know it has helped them in a material sense and their little failures in elocution of the political type will not deter them in their efforts to suppress the monster that has ever offered them poverty. Their speeches may seem crude to some, but to others their sincerity will be heard as a song of the heart and in a little less than a month from now all will join in and sing the chorus to those who are out pleading for the cause of ram and ruin. That chorus will be the one little word "No!"

J. L. BLALOCK, Sweetwater, Texas.

If the "true" Democrats who are charging anti-Smith men with being bolters and threatening to disfranchise them really intend to follow that course, then they should make a clean sweep if it and let out all the Democrats who voted for Butte—about 200,000 strong. But I guess it was all right for our leading Democrats to bolt! Now, however, that others are planning to do what they did, they are called "bolters" and "skalawags." Let 'em go ahead and bar 'em. By the time they let out 200,000 Butte and 300,000 anti-Smith men, there will not be enough voters left to elect their Emmanuel.

W. F. MATHEY, Sr., Ixey, Texas.

Let me say plainly that the men of West Texas are 2 to 1 for Hoover and the women are almost solid for him—and everyone who has traveled over Texas knows that this part of the State ranks high on education and general intelligence. And, even so, they are sick and tired of being made technicians and newspaper writers, who paign conducted by a bunch of political victims of a propaganda camouflagedly ignore the facts in the case.

One of these politicians, nominated for State Senator, had the nerve to tell his constituents that if Hoover carried the Plains region it would be impossible to get the rest of Texas to the great new Texas Tech at Lubbock.

vote the proper financial support for I personally know this statement to be untrue and thousands of West Texans will deeply resent, with their ballots, any such campaign methods.

The German and Mexican counties may go just as strong for Smith as we out here will go for Hoover, but if there can be any part of Texas stronger for the Tech than we are it is these very German and Mexican counties, for they feel that the influence of this great school will be felt after Al Smith has been forgotten.

CHRIS L. ADAIR, Tahoka, Texas.

will never cast my vote for any person, for any public office whatsoever, who votes for Al Smith, whose religious and political affiliations are against the best interests of my country. Let every other anti-Smith man and woman in Texas make this same vow and it will knock a host of the political pie hunters off the fence when they think about the times in the future that they had need badly the anti-Smith bolters votes.

A. C. TRAWEEK, Mineral Wells, Texas.

If anything connected with the present tragic presidential campaign can be termed "funny," it is the way Roman Catholics are "sicking" Protestants upon one another. Tammany and the Knights of Columbus slink around and whisper and whine, while the Protestants shout from the house tops, and spend their good money hiring radio stations. It being impossible for Tammany to disprove one word of the accusations brought against it, it naturally limits its replies to mutterings in private to those unintelligent enough to hearken, persuading these dupes to do Tammany's fighting and to spend their own money doing it. In this city alone, how much money has been spent for and against Alfred E. Smith? And every cent of it Protestant money! Meantime, the instigators are laughing among themselves at the gullibility of Americans, who consider themselves so wise.

THOMAS E. PROPHITT, 1618 Fifth Avenue, Fort Worth, Texas.

LOCKNEY DAIRY MEN TO GET SHIPMENT OF REGISTERED JERSEY CATTLE

E. W. Thomas, manager of the Lockview Farm, left last week for Dallas where he will purchase a carload of registered Jersey cattle for use by farmers in the vicinity of Lockney. He expects the shipment to arrive this week. There will be between twenty and twenty-five animals, cows and heifers. D. T. Sim-

ons, field representative of the American Jersey Cattle Club, will assist Mr. Thomas in the selection.

Eight of the Jerseys will go to the Lockney Masterman Bull Circle recently organized. The others will be distributed among farmers in this vicinity.

KNOW TEXAS

Manufacture of carbon black from natural gas is a growing industry in Texas and now employs about 1,500

ANNOUNCEMENTS

We are authorized to announce the following named candidates for the offices under which their name appears, subject to the November election.

For State Representative: A. B. TARWATER of Hale County

For District Attorney, 64th Judicial District: MEADE F. GRIFFIN

For District Clerk Floyd County: T. P. GULMARIN For Re-election

For County Judge: Wm. McGEHEE For Re-election

For County Attorney: ROBT. A. SONE

For Sheriff and Tax Collector: P. G. STEGALL For Re-election

For County Clerk: TOM W. DEEN For Re-election

For Tax Assessor: C. M. MEREDITH For Re-election

For County Treasurer: MRS. MAUD MERRICK For Re-election

For County Superintendent of Public Instruction: PRICE SCOTT For Re-election

For Commissioner, Precinct No. 2: E. H. RANKIN For Re-election

For Commissioner, Precinct No. 3: M. H. TAYLOR

For Public Weigher, Precincts Nos. 2 and 3: J. M. FLOYD

people.

Texas has moved into second place in production of natural gas, registering a 45 per cent increase last year. The Southwestern Bell Telephone

Company forecasts that Texas will have 1,270,000 telephones by 1950. It now has about 635,000.

Of the 14,000,000 acres of the original pine forest area in Texas only about 1,100,000 acres remain in virgin timber.

FLOYD COUNTY ABSTRACT CO. R. C. SCOTT, Manager Abstracts of Title to all Lands and Town Lots in Floyd County Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles. Room 7, First National Bank Building Floydada, Texas

For Real Life INSURANCE See A. J. Cooper The Southwestern Service Man of Lockney.

Let Us Do Your Cleaning and Pressing— We make a specialty of Cleaning, Pressing and Alteration work. We give prompt and efficient service. Call us when you are in need of any kind of work in our line We call for and deliver, post phone 114, and we will do the rest. Suits made to measure. Ladies' work a specialty. MERCHANTS' TAILORING PARLOR Calvin Harris, Manager In Rear of Griffith's Confectionery

Remain Healthy Use Common sense Statistics issued by public health bureaus confirm the belief that illness reaches its peak during winter-time. It's good common sense to forestall illness by keeping your medicine chest full of reliable specifics an remedies that treat germs roughly. We've a Complete Stock COMPLETE LINE OF ALL KINDS OF SCHOOL SUPPLIES STEWART DRUG COMPANY

NOW OPEN Fifth Annual BARGAIN RATE OFFER For Mail Subscriptions This is another tremendous value. The Dallas Morning News, daily and Sunday, 365 days, mailed to your at a substantial saving. The regular rate is \$10.00 \$7.45 a year, for only Those who do not desire the big Eunday edition, during this campaign we will mail the daily edition only at a reduced rate. Regular rate \$8.00 a year \$5.95 now. The Dallas Morning News Supreme in Texas Order subscription through local agent in your city. This rate is good for subscriptions only in the states of Texas, Oklahoma, Louisiana, Arkansas and New Mexico. GRIFFITH'S CONFECTIONERY, Local Agent

To The Farmer THE GIN WHERE YOUR COTTON BRINGS THE MOST MONEY There are reports going around that our gin is not in first class condition, and that we only gin Round Bales We wish to correct this rumor, by telling you that our gin is equipped with all modern cleaners, and we have installed new saws to make this season. Consequently we can guarantee you as good a turnout as any gin in town, and will make you a round or square bale without delay. Try us and be convinced. Patterson-Thornton Gin Company

THE LOCKNEY LONGHORN

Official Publication of Lockney Public Schools.

Lockney Texas, Thursday, October 18th., 1928

Volume 1 No. 6



This Week's Issue of
THE LONGHORN
IS DEDICATED TO
RENO LIVINGSTON
WHO DIED OCTOBER 10th., 1928

COUNTY BRIEFS

CENTER

Oct. 15—It is a lot cooler tonight, but believe the coldest of the spell has past.

The writer would like very much for the weather man to delay frost until the last of the month this year.

Had good services Saturday night and Sunday. Bro. Bost was here to fill his regular appointment.

Bro. Bost and family took Sunday dinner with Mr. and Mrs. Fields.

C. O. Spence and family and Claud Carpenter and family brought their lunch and ate at the school house before going on to singing at Campbell in the afternoon.

Mr. and Mrs. G. W. Bryant took Sunday dinner with Mr. and Mrs. W. B. Jordan.

Inez Spence spent Sunday with Mary Fields.

Hansel McAda was the Sunday guest of Mr. J. W. Cole.

Our school dismissed Friday afternoon for a month to pick cotton.

Mr. and Mrs. Matthews visited Mr. and Mrs. Kirk, Sunday afternoon.

Mrs. Montgomery was sick the latter part of the week, but is all right now.

Fairview and Center boys played ball Friday afternoon. It was more of a practice game as Fairview had to play the teacher and an outsider to have a team.

Miss Lola Kiermier of South Plains spent Saturday night and Sunday with Miss Alma Montgomery.

Mr. and Mrs. Roy Hollums came in Saturday to help his father gather his cotton crop. They are through with their crop. Their home is in Wise County.

Most of the Center folk went to Campbell Sunday afternoon to the South Side Singing Convention.

Mr. and Mrs. G. C. Tubbs were driving out this way Sunday afternoon and called at the Jordan home.

Roy O'Brien spent Saturday night with home folk.

NEWLAN

Oct. 15—Bro. Patterson's preaching day was at Mayview and Newlan, but he preached at Dougherty in the lumber yard. He will preach again at the lumber yard next Sunday and invites everyone to come out.

Mr. and Mrs. Furrow, Mr. and Mrs. John Custer and family spent Sunday evening at the Bloodworth home.

The McKinzie twins of Cedar Hill community are speeding up trying to get the quarter section of hygeria combined on their dad's place near Dougherty, as they seem to be getting home sick. We can't imagine why, unless its because of certain little school teacher some where.

Mrs. Claud Kuykendall is spending this week with her mother, Mrs. L. J. McKenzie of Cedar Hill.

Mr. D. J. Carden is strutting around bragging about his incubator hatch, got a 90 per cent hatch and a little over a week ago he went down to turn the eggs, he had placed the eggs out for turning, something called his attention on the outside, he forgetting all about his eggs, went on to town, came back and at the supper table happened to think about the eggs, there they had been airing at least 8 or 10 hours. Well he says he doesn't know which it was the incubator or his hens, but any way he says he believes in plenty of airing.

Mrs. S. J. McKenzie and family spent Saturday night and Sunday at the Kuykendall home.

HILLCREST

Oct. 15—Attendance at school still falling off as the cotton opens and the need for the children to pick it grows.

Mr. and Mrs. A. B. French and children are here for an indefinite visit in the home of her parents, Mr. and Mrs. R. D. Hopkins. They came from Bay City here.

Mr. and Mrs. Orval Hix have a new son in their home. He came October 12th.

Mr. and Mrs. M. M. Vincent of Emory, Texas, spent last week in the home of her brother, A. T. Swepston and family. They lived here three years ago, and Mrs. Vincent taught school here.

Lawrence Lewis and Hal Drape and two of their friends from Floydada were visitors in this community, Sunday.

Among those from here who attended the singing at Campbell Sunday and children, Mr. and Mrs. Clifford Curry and children, and Guy day were: Mr. and Mrs. J. B. Bark Garrison.

The oil derrick which has been here a year or more was torn down and the last of it moved away Saturday.

STARKEY

Oct. 16—Mrs. C. H. Griggs and little son spent the week-end in Floydada visiting relatives.

Mr. Martin Howard and sisters, Misses Abella and Ester, have re-

turned from their extended trip from East Texas points.

Starkey community extends hearty congratulations to the newly weds, Mr. and Mrs. Alton Berchfield, now making their home in Floydada.

Mr. J. H. Burgett and family spent the week-end in Floydada, with his parents, Mr. and Mrs. J. T. Burgett.

Mr. Jarvey Reasover is able to be out and at work again after an illness of several weeks.

R. L. Hinkson and family of McAdoo, visited his parents, Mr. and Mrs. J. T. Hinkson, over the week-end.

All people are very busy gathering their crops, while school is dismissed for the benefit of crop gathering.

Mrs. W. S. Lackey, and daughters of Floydada, spent the week-end with their husband and father, who is baching in order that the girls may be in school.

Mr. and Mrs. Clyde Jones of Floy-

dada spent Sunday in the parental home of Mr. and Mrs. John Moore.

The ladies enjoyed the evening spent with Miss Bass at the school house. Plans were laid for the new year's club work.

Aiken and Irick Services For Next Sunday

Will be very glad to see you at the following services next Sunday:

At Aiken—Sunday School 10:00 a. m. Preaching at 11:00 a. m.; Epworth League 7:15 p. m. Preaching at 8:00 p. m.

At Irick—Sunday School 11:00 a. m., preaching at 3:30 p. m.

Wife and I have been to see her mother, Mrs. W. H. Lance, of Chillicothe, Texas, who has been very ill for some time, but is now improving.

I took Lance Webb to his school at Prairie Chapel, where he began teaching Monday, in Dickens county. J. N. S. WEBB, Pastor.

GOODNIGHT

Oct. 16—The Goodnight school is now the proud possessor of a Stereopticon. This will give us opportunity to give interesting and intellectual programs in visual education—that type which the university is stressing so much just now. The possession of this machine was made possible by the special efforts of our principal, Mr. McDaniel, and by the kindness of the business men of Quitaque. The following is a list of the houses who donated so liberally to this machine: Ford Motor Co., Head and Hargreaves Dry Goods, J. W. Wooldrige Co., First National Bank, Hokus-Pokus, Quitaque Gin Co., Chevrolet Motor Co., Quitaque Coal Co., A. L. Patterson Dry Goods, City Drug Store, "M" System Grocery Co., C. N. Marshall, Jewelry, Wilson Lumber Co., E. G. Rice Dry Goods, Odie Perrell of Goodnight.

Mr. Bob White is very sick this week.

Audie Walker and Miss Luava Woods were married last week.

Mr. Odie Perrell made a business trip to Turkey yesterday.

We are much in need of cotton pickers in this district. Fields are very white, with comparatively few pickers.

PROVIDENCE

Oct. 15—The people are very busy gathering their crops now.

Mr. F. Linderman and Bill spent the day with Mr. and Mrs. Wade Lovvorn, Sunday.

Messrs. Bill and Roy Bennett motored to Dimmitt Sunday morning, they visited Misses Mabel and Fannie Kimbell, while there. They returned home Sunday evening. Mr. Herman Ratjin visited in the

Kress community Sunday evening.

The young folk attended a party at Mr. and Mrs. Jake Hamilton's of the Whitfield community, Saturday night.

Miss Bonnie Nell White spent Saturday night with Irene Gilbreath.

Mr. and Mrs. Doc Bennett visited Mr. and Mrs. Wade Lovvorn, Sunday afternoon.

Messrs. Harold McLaughlin, Bill and Roy Bennett, attended the circus in Plainview last Thursday night.

Mr. Harold McLaughlin and Nela White spent the day with Mr. and Mrs. Joe Phillips, near Curlew, Sunday.

Mr. and Mrs. Foster James visited in the Gamble home in the Prairieview community, Sunday.

A basket ball game was played at the school house last Friday afternoon by East Mound and Providence. The Providence girls won the game.

Copy of Official Ballot of the General Election We Publish this Copy of the Ballot so that the people may become familiar with same so they can vote intelligently for Presidential Nominees. Showing How To Mark Ballot For HOOVER and Curtis on Republican Ticket and the State Democratic Ticket

Table with 5 columns: Democratic Ticket, Republican Ticket, Communist Ticket, Socialist Ticket, and Electors for President and Vice-President of the United States. Each column lists candidates for various offices and districts.

No. 1468
BANKS
OFFICIAL STATEMENT OF FINANCIAL CONDITION of the

Security State Bank

At Lockney, State of Texas, at the close of business on the 3rd day of October, 1928, published in the Lockney Beacon, a newspaper printed and published at Lockney, State of Texas, on the 18th day of October, 1928.

RESOURCES

Loans and discounts, undoubtedly good on personal or collateral Security	\$152,315.50
Loans secured by real estate worth at least twice the amount loaned thereon	1,000.00
Overdrafts, undoubtedly good	1,728.22
Real Estate (Banking House)	10,000.00
Furniture and Fixtures	4,000.00
Cash on hand	7,016.74
Due from approved reserve agents	45,526.35
Total	\$221,586.81

LIABILITIES

Capital Stock	\$ 25,000.00
Other Surplus Fund	2,500.00
Undivided Profits, net	5,390.36
Individual Deposits subject to check	169,947.51
Time Certificates of Deposit	13,397.25
Cashier's Checks	
Outstanding	2,160.40
Other Liabilities	3,191.29
Total	\$221,586.81

STATE OF TEXAS, County of Floyd.

We, Carl McAdams, as President, and Gip Hudson, as Assistant Cashier of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief.

CARL McADAMS, President.
GIP HUDSON, Asst. Cashier.

Subscribed and sworn to before me this 13th day of October, A. D. 1928.
W. R. CHILDERS,
Notary Public, Floyd County, Texas.

CORRECT—ATTEST:
A. C. WIMBERLY
J. C. BROYLES
GEO. T. MERIWETHER
Directors

CHIROPRACTOR
S. T. Cooper, D.C., Ph. C.
(PALMER METHOD)

Office upstairs next to First National Bank.

No charge for spinal analysis.
Phones: Office 101; Res. 172

HEAL THOSE SORE GUMS

If you suffer from sore gums, bleeding gums, loose teeth, Foul breath, or from Pyorrhoea in even its worst form, we will sell you a bottle of Leto's Pyorrhoea Remedy and guarantee it to please you or return money. This is different from any other treatment, and results are certain.—Stewart Drug Company.

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ATTORNEYS AT LAW

General Practice
Booth Bldg.

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The Old Reliable Abstract Man.

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PORTRAITS, VIEWS, PANORAMA VIEWS

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Floydada, Texas

GRADY R. CRAGER

UNDERTAKER & EMBALMER

Hearse To All Parts Of The Country

Day Phones 126 and 121 Night 79

In Crager Furniture Company

Day and Night Service

Lockney, Texas

Protect Your Family and Business

With the right kind of insurance. We write all standard policies. 365 days a year service to the policy holders.—Southwestern Life Insurance Co.

FARM LOANS

We are in position to make farm loans at 6 per cent interest on good improved farms in Floyd and adjoining counties, with liberal annual option, you pay no agents commission.

Room 2 1st Nat'l Bank Bldg.

Phone No. 96

W. R. CHILDERS and

W. C. ROBERSON

Agent

McCOY

Oct. 15—Miss Illma Jackson spent the week-end with her mother.

Miss Lou Bery visited in the Blanco community, Sunday.

Mr. and Mrs. Roy Sparkman of Mayview, spent Saturday night with Mrs. Sparkman's father, Mr. Pharr.

Mrs. J. W. Jackson and family motored to Ralls, Sunday, to visit her daughter, Mrs. Stanley Childress.

Mr. and Mrs. Harvey Tardy took dinner with Mrs. Tardy's mother, Mrs. W. W. Smith.

Mr. J. R. Gray was operated on for appendicitis Wednesday of last week. He is getting along nicely.

Rev. Strong from New Mexico conference preached at the McCoy M. E. church, Sunday. He will be the pastor for the rest of the conference year.

BLANCO

Oct. 15—Mr. Clyde Snell and Miss Irene Cates, who are attending Floydada High School, spent the week-end at home.

Misses Jessie Dalton, of Starkey, and Lou Berry of McCoy, were the Sunday guests of Miss Opal Smith.

Mr. and Mrs. R. D. Badgett attended Sunday School and church at McCoy, Sunday.

Mrs. Hal Hamilton and little daughter, Mary Jane, of Plainview, spent the week-end in the home of Mr. S. F. Smith.

Mrs. Wm. Snell spent Wednesday afternoon with Mrs. Holleyfield, of McCoy.

Mrs. Frank Hendrix, of Munday, is

spending a few days with her parents, Mr. and Mrs. S. F. Smith.

Mr. Wm. Snell is attending court at Floydada this week.

LAKEVIEW

Oct. 15—Several from this community attended the singing convention at McAdaa, last Sunday.

Sunday School was well attended last Lord's Day.

Mrs. Luther Kiker will begin organizing a music class here this week.

Mrs. Elmer Ray entertained a few friends at her home Saturday night, with an old-fashioned ice cream supper.

The Home Demonstration Club spent last Wednesday with Mrs. Tom Hopper. All reported a good time.

The club would be interested in meeting a good expression teacher, who would consider a class at Lakeview.

LAND! LAND!

We have land to Sell and to Lease for Farming, Stock Farming and Grazing purposes, from about 80 acres up, in Floyd, Briscoe, Hall, Motley and other counties.

W. M. MASSIE & BRO.

Floydada, Texas

SOMETHING NEW IN GAS HEATERS

We have the exclusive agency in Lockney for the WARD GAS FURNACE. Not a heater but a real GAS FURNACE for your HOME, STORE or OFFICE. It will save you DOLLARS and KEEP YOU WARM.

SOUTH PLAINS LUMBER CO.

PHONE No. 9
LOCKNEY, TEXAS

Or Born With a BANK ACCOUNT

C. Van D. was born with a silver spoon in his mouth—had everything a young man could wish for—except a sense of economy. Today, parents dead, fortune gone, he lives on the charity of his friends.

A. B. was born of poor parents, who yet had the good sense to start him in with a savings account. Since childhood he has kept his deposits. Now he belongs to the best clubs and drives a custom-built car.

THE FIRST NATIONAL BANK

A SAFE DEPOSITORY FOR YOUR MONEY

"There is no Substitute for Safety"

Do you tell the truth when you say

"You Want To Trade At Home"

mail order business that hurts," and yet every merchant in Lockney spends more money for printed matter in other towns than they do in their home printing office. There is no excuse for this. We can sell you the printing just as cheap, same quality, as you can buy from Dorsey, Exline, Hargrave, Clark & Courts, Maverick Clark, or any other printing house in the United States. If the job is one that cannot be printed in the local office, we can buy it from the big printing offices, sell it to you at the same price they charge you for it, and still get a commission of 20 to 33 1-3% for handling the job. If you want other people to spend their money at home, set an example by trying to spend your money at home, and start in today letting your local printer figure on all your printing bills.

We Can Furnish You Loose Leaf Book Backs and Fillers

Just the other day we sold a book back, and it was a dandy too. We bid against a big printing concern on it—the big printing concern said the back was worth \$36. We delivered the back same size, same material, same quality for \$25, a saving of \$11 to the customer. We can save any man in Floyd County money on their ledgers, loose leaf or Paramount Bound, and we can also furnish the fillers for these books at a substantial saving. If you buy elsewhere, you will show you just prefer spending your money out of town.

We Have Our Money Invested in Lockney

We say truthfully, and can substantiate the fact, that we have just as good printing material as any office in Texas—there are some larger, but none better equipped. You may not know it but we have \$25,000 invested in printing material and building in Lockney, and all of our material is the best of its kind that can be bought. We can do work cheaper and just as good as it can be obtained anywhere, for our overhead expenses are less than most any other printing office doing the amount of work we do.

We have never figured on a transient job of work, that the customer did not give us the job, and tell us we were cheaper than those in other towns. Harley Sadler told some Lockney people that the Lockney Beacon printed job printing cheaper, and just as good, as they could get printing anywhere in Texas, and Harley should know for he buys lots of printing.

Building a town depends on whether the business men trade in the town, as well as the farmers and laborers—and it is the "pot calling kettle black," when you censor farmers and laborers for not buying their Dry Goods, Groceries, Hardware, Implements etc., in Lockney, when the business men buy their printing in Dallas, St. Louis or some other city.

There is enough printing business in Lockney to cause us to double our capacity, if we were allowed to do all the printing, and that would mean a larger pay roll in the Lockney Beacon, and our employes would spend more money in Lockney.

We can sell you the little sale tickets you use so much of in your stores and other places of business, just as cheap as you can buy them from the National Cash Register Co., or any other company.—

TRY US AND BE CONVINCED AND HELP KEEP YOUR PRINTING DOLLARS AT HOME

The Lockney Beacon

Winter Specials

Best Prices in Lockney on Leather Coats
Sweaters, Caps, Lumber Jacks, Etc.

Also new shipment of Men's Dress Hats. New-
est things for men at prices from \$5.00 down.

E. Guthrie & Co.

Leaders in Low Cash Prices
LOCKNEY, TEXAS

BAPTIST CHURCH NEWS

The attendance at the Bible School last Sunday was the best for some time and with a better average grade on the part of the members.

Be on hand at 9:45 Sunday morning and bring your Bibles.

There are at least one hundred children of Baptist families within reach of this school who are not attending neither are their parents. Are they being taught the Bible at home? There is a place for everyone who

will come, and welcome.

The matter of selecting a pastor for the church was not settled last Sunday, and Rev. J. H. Clouse, of Amarillo, has been invited to fill the pulpit next Sunday morning and evening at 7:30.

Everybody is invited, but it is especially urged that members attend and hear this good preacher.

The B. Y. P. U. societies meet promptly at 6:45 p. m.
The loyal support of every member

of the church is especially urged at this time, when the church is without regular pastor.

BOARD OF DEACONS.

PIGGLY-WIGGLY
All Over the World
And Lockney Too

LOCKNEY CLINIC NEWS ITEMS

Born to Mr. and Mrs. Jesse Williams, Oct. 8th, a boy.
Born to Mr. and Mrs. Monroe Smith, Oct. 13th, a girl.

Otha Denny sustained a painful injury to his left hand Friday of last week. A glancing blow of the hammer that he was using caught his left hand on a shaft. No bones were broken. Mr. Denny is an employee at the Lockney Cotton Oil Mill.

H. B. Alexander, employee of the Lockney Cotton Oil Mill, sustained injuries to his face, Monday afternoon, when he fell from a scaffolding across a "saw horse" while at his regular duties in the separating room at the oil mill. The injury to his left eye was the most serious of these injuries, there being considerable hemorrhage into the membrane of the eye-ball. Physicians say that although the injury was severe, there will probably be no permanent impairment of sight.

Miss Erna Bean, daughter of Mr. and Mrs. Frank Bean, was injured when she was thrown from a horse at her home east of Lockney late Monday afternoon. Miss Bean was riding across a field when the horse shied as it passed a pile of picked cotton, throwing the girl to the ground. The injury was to the left shoulder in which the collar bone was broken. Miss Bean was thrown from the same horse which caused this injury, last year at which time she sustained a dislocation of the right elbow.

Tandy Quisenberry is recovering from having stepped upon a large nail driving its point deep into his left foot. The nail penetrated between the third and fourth toes going almost completely through his foot.

Dr. S. M. Henry and Mr. J. H. Mann returned Monday morning from New Mexico, where they had been attending to some business. Their report as to farming conditions in the country to the west in comparison to those of Floyd county is the same that we hear from the south, east, and north, namely that Floyd county crops are as good or better than any thing that they saw on their trip.

Work is progressing on the building that will house the Lockney Clinic and Hospital. Equipment has been shipped and the Doctors Henry report that they will be ready to open the hospital on or about the first of November.

Dr. Mary M. Henry has moved her office to the hospital building at 3rd and Maple streets, where she will see her patients in the future.

Young Mr. Shæder, nephew of Karl Sammann, the Providence community, who was injured by wire cuts while riding on the running board of an automobile some time ago, is reported to be doing nicely and is regaining use of both hands. Nerves and tendons severed in this injury are reuniting and performing their function.

Mrs. Fred Gross of the Sand Hill community was taken to the Lubbock Sanitarium Wednesday for an operation for appendicitis.

PIGGLY-WIGGLY
All Over the World
And Lockney Too

IRICK

Miss Ruth Murphy left Sunday morning for Spearman, where she

has accepted a position as school teacher.

A large crowd attended the play, "Eyes of Love" at Irick Friday night. Miss Ollie Glass left Sunday morning to attend the Dallas Fair.

Miss Bass met with the 4H Club girls Friday afternoon. The 4H Club work is progressing nicely. Miss Bass presented the 2nd year club pin to the members.

Mr. and Mrs. Bud Howell and daughter, from Lockney, called on Mr. and Mrs. Lewis Howell, Sunday.

Miss Edith Glass spent Saturday night with the Murphy girls.

Misses Ruth and Eathyle were shopping in Plainview, Saturday afternoon.

A light shower fell over the community Sunday night.

A large crowd attended the singing at the school house, Sunday night.

Miss Opal Ashby spent Sunday with Donna Nell Murphy.

PIGGLY-WIGGLY
All Over the World
And Lockney Too

PLEASANT HILL

Oct. 15.—School is progressing nicely and only a few of the children are out for cotton picking.

Mr. and Mrs. Battey and children attended singing at McAdoo, Sunday. They report a fine time.

Mr. and Mrs. Dow Smallin visited friends and relatives in Petersburg, Sunday.

Mr. Floyd Wilkes, spent Saturday night with O. J. Evers.

The club met last week with Mrs. Dan Day. A large crowd was present, and all report a fine time.

A number of the young people went to Roaring Springs Sunday on a picnic. They had a grand time.

The cotton is opening fast. Every one is busy and all seem happy over the good crops.

Mrs. T. J. Cardinal spent Tuesday afternoon visiting Mrs. Tom Hall.

PIGGLY-WIGGLY
All Over the World
And Lockney Too

Eight boys winning first place in the South Plains Fair were given a trip to the State Fair at Dallas by the Lubbock Chamber of Commerce. The boys were from eight different communities in the section.

LONE STAR

Oct. 15.—Mrs. J. A. Hutchinson and daughter, Inez, of Huntington Park, Calif., are visiting in our community.

The regular meeting of the P. T. A. for Friday night was postponed on

HOKUS-POKUS SPECIALS SATURDAY

Brooms, 50c value 35c

Brooms, Crown brand 63c

Raisins, 4 lb. pkg 29c

Macaroni, Spaghetti, pkg 06c

Pecans, new crop, nice ones lb . . . 21c

Dried Peaches, 10 lb. box \$1.16

Prunes 70-80, 10 lb box 89c

G. S. MORRIS

account of threatening weather.

A number of people from our community attended the circus at Plainview last Thursday.

Mrs. Annie Allen of the Prairie Chapel community, and Mrs. J. F. Dollar and children of Irick community visited Mr. W. G. Rigdon and family, Sunday afternoon.

Mr. J. H. Phillips went to Plainview Sunday, where he will remain under the care of a physician for several weeks.

Mr. and Mrs. W. R. Jones of Turkey spent the past week with Mr. R. L. Jones and family.

A new drinking fountain has been installed in the hall of our school building.

Mrs. Albert King's mother, Mrs. Thomas, of Amarillo, is here on a visit.

Messrs. J. D., W. H., and G. B. Johnston and daughters, spent Sunday in Ralls.

Rev. Lance Webb preached at the Methodist church Sunday and Sunday night.

A number of people from our community attended the funeral of Reno Livingston, last Friday.

A basket ball game was played on the school ground Friday between the Roseland boys and our boys. The result was a victory for Roseland.

Miss Eva Lee Bennett of Lockney was the guest of Mrs. E. R. Bryant, for the week-end.

TO THE PUBLIC

BIG PEERLESS RADIO FREE
WILL GIVE FREE CONCERT

On Arrival of
BIG PEERLESS RADIO
Watch for Announcement

Shipment of South Texas Honey just received. Come in and get sweetened up.

We deliver the goods, wait on customers and give responsible people thirty days time on their grocery bills. Trade where you get service and courteous treatment.

A few more gallons of those good East Texas
Sorghum Molasses

RILEY & BREWSTER



THESE THEY OFFER—

- Easy Steering Tread
- Equal Tension Cord Construction
- Extra Long Tread Wear
- Unusual Traction
- Mileage Records

We have just the tire for your car.

Lockney Auto Co.

FEDERAL TIRES

HELPY-SELF

A LOCKNEY INSTITUTION
Owned and Operated by Smalley & Son

Saturday Special

LOOK - LOOK

FRESH GRAPES, pound 08c

Karo Syrup, Red Label, per gallon 68c

Mary Jane Syrup 71c

Brer Rabbit Syrup, gal. . . 74c 1-2 gal. 39c

A Big 1c Sale on Macaroni for Saturday and Monday
A big double Package 8c

Cane Sugar 15lbs. 99c

Rumford Baking Powder, 1 lb. can 22c

Try a Sack of our Oklahoma Flour. We have a full Car
At Attractive Prices

ISIS THEATRE

Program Week Commencing
Monday, October 22

Monday—
JAMES CRUZE
"Excess Baggage"

STARRING WILLIAM HAINES
PARAMOUNT NEWS

Tuesday—
Roy Rogers will present his famous
Whistling Act
**Old Time Fiddlers
Contest**
Also Regular Picture Program

Wednesday and Thursday—
EDMUND LOWE AND
MARY ASTOR
—IN—
"Dreseds to Kill"

COMEDY—"KNIGHT OF DAZE"

Friday—
GEORGE O'BRIEN AND
LOIS MORAN
—IN—
"Sharpshooters"

COMEDY—"JACK and JILTED"
PARAMOUNT NEWS

Saturday—
BUCK JONES
—IN—
"Black Jack"

COMEDY—"WILD PUPPIES"
PARAMOUNT NEWS

SUNSET
Oct. 15—Rev. J. N. S. Webb preach-
ed Sunday afternoon.

Mrs. J. D. Childress and daughter,
Ruth, and Mrs. Charlie Wilson at-
tended the fair at Silvertown, Satur-
day.

Miss Lola Knierim spent the week-
end in the Center community.

Mrs. J. N. Nelson and children took
dinner Sunday with Mr. and Mrs.
Percy Orman and family.
Mrs. Claude Leach and children
and Mrs. Lanam and daughter, at-
tended the fair at Silvertown, Satur-
day.
Miss Bessie Wood spent the week-
end in Plainview.
Mrs. Vane Gilliland left for Tem-
ple, Texas, Sunday, where she will
be under the care of physicians.
Mr. and Mrs. N. D. Clark were
Lockney visitors, Wednesday.

Linnie and Lillian Milton took din-
ner Sunday with Maurine and Doris
Shearer.
Mr. and Mrs. Wade Daventon are
driving a new Buick car.
Rev. Jones Weathers will preach
here next Sunday morning, Oct. 21.
The South Plains gin is in opera-
tion now, having ginned fifteen bales
last week.
The school board met Saturday night
and decided to dismiss school on
Friday, Oct. 26th, for cotton picking.

PLEASANT VALLEY

Oct. 15.—Everyone was glad to see
the shower Sunday night, after such
a windy day Sunday. Mr. Alf Wat-
son has a bucket fastened on a post
to measure the rainfall, and reports
one-fourth inch rain at his place
Sunday night.
Mr. and Mrs. W. E. Lowrance spent
Sunday with Mr. and Mrs. T. B.
Mitchell, Sunday.

S. L. Hohnes happened to an acci-
dent at school Friday of last week.
While playing near a ditch, he step-
ped on a piece of glass, cutting his
foot badly. First aid was rendered
by Mr. Lowrance, and he is getting
along nicely this week.

Mr. and Mrs. Lowrance and Mr.
and Mrs. F. U. Payne attended
church at Floydada, Sunday night.

Mr. and Mrs. C. F. Harris and
family spent Sunday with Mr. and
Mrs. Vick Harris, of Floyd.

Mr. and Mrs. Reeves and Fay, vis-
ited Mr. and Mrs. Mathews in the
Cedar community, Sunday.

Mrs. Smith of Knox City, is vis-
iting her daughter, Mrs. S. L. Hohnes,
this week.

Mr. and Mrs. C. W. Henderson of
Floyd visited their parents, Mr. and
Mrs. Collis, Sunday.

Mr. Hubbard is on the sick list this
week, being confined to his bed most
of the time.

Mr. and Mrs. C. F. Harris and Mr.
and Mrs. T. B. Mitchell, spent Sunday
evening in the Hubbard home.

Mrs. H. O. Shurbet and Mrs. Lee
Reeves, spent Sunday evening with
Mrs. W. E. McClure.

Mr. and Mrs. Mark Davidson of
Floyd spent Sunday evening with Mr.
and Mrs. Alf Watson.

Mrs. J. J. Harris spent
Sunday in the Reasonover home.

Mr. and Mrs. N. T. A. Byers spent
Sunday with Mr. and Mrs. T. J. Marr.
Mr. and Mrs. A. R. Robinson of
Murray, Texas, came in last Wednes-
day to visit the Reasonovers.

Mr. and Mrs. Clark of Plainview
visited Mr. and Mrs. W. H. Fields,
Sunday.

Mr. and Mrs. J. L. Brooks of Chil-
dress visited his cousins, Mr. and
Mrs. T. J. Marr, Wednesday of last
week.

Alene Reasonover had her arm put
out of place Saturday evening while
playing. We are glad she was able
to be in school Monday morning.

MUNCY

Oct. 16.—Mrs. W. G. Ferguson and
family spent Sunday afternoon with

Mr. W. M. Vandergriff and family.
Mr. and Mrs. Lee Nichols were
shopping in Floydada, Monday.

Shirley Sandefur spent the night
with Clyde Nichols last Saturday
night.

Mr. and Mrs. Otis Huckaby spent

the night with Mrs. Huckaby's fath-
er, Mr. Foster, Monday night.

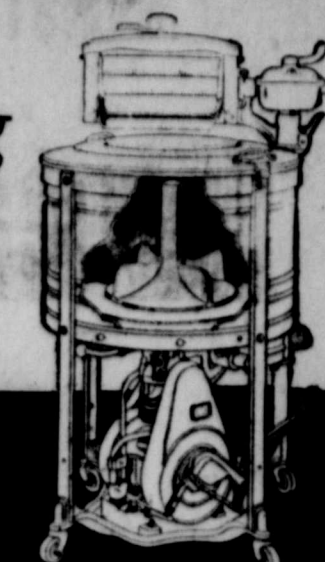
Mr. and Mrs. E. E. Husky are pick-
ing cotton for Leo Frizzell this week.
Mr. J. H. Mathis of the Cedar
community was at the Muncy home
Monday.

The heads on a curve at the top of the spine,
We abuse it 'till it's way out of line,
We allow it far forward to slump,
The spine to balance it develops a hump.
Of all cases that Chiropractors treat
Many in poor posture have their seat.

DR. C. J. McCOLLUM
McCullum Building Locust Street

BARGAINS! BARGAINS!
Ladies' and children's Felt Hats going at each
\$1.98
Felt House Slippers Per Pair
58c
Chiffon Hose
98c
Girls' gingham school dresses with long sleeves each
69c each
Baby's Rubber Pants each
19c
Plenty of work shirts \$1.00 value at,
75c each
Good grade 27-inch outing for
15c yard
FREE! FREE! FREE!
50 SURPRISE PACKAGES GIVEN FREE. ONE
WHILE THEY LAST TO EACH CUSTOMER
TRADING \$1.00 AND MORE
THE BARGAIN STORE
Successors to Northcutt

**Stop Worrying
About
Washday!**



HAAG
EIGHTY OWNPOWER

EVEN though you have no electricity in
your home, you can face washday
with a smile if you have a new Haag
Eighty Ownpower washer.

It washes all your clothes easily, quick-
ly, thoroughly. And it is perfectly safe—
for clothes and operator alike.

You've never seen such a high-grade
metal washer at such a moderate price.
It is Haag-built, hence thoroughly de-
pendable. It is equipped with the famous
Haag submerged agitator, and operated
by a 4-cycle built-in gasoline engine that
is absolutely trouble-proof.

Come in and see the Haag Eighty Own-
power tomorrow—and bring a friend.

Baker Mercantile Co.

New Goods Arriving Daily—

New goods are arriving at this store by both
freight and express and we are showing new goods
nearly every day. Come in and look the new arri-
vals over, and get first selection of the things you
need in Ladies' coats, dresses and accessories. Men's
and Young Men's Clothing, shirts ties, underwear
and other accessories.

Nice line of trunks, suit cases, traveling bags
etc., just arrived. If you are planning a trip now
is the time to buy.

NEW PIECE GOODS MATERIALS

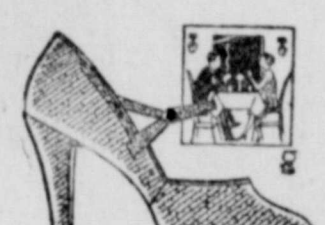
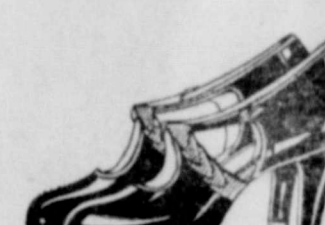
We are showing a nice line of all the latest cloths
in the very best shades in Piece Goods. If you do
your own sewing, here is your chance to get the very
latest creations in the way of materials.

E. L. Ayres, Dry Goods

ANNOUNCEMENT—

I have leased the Home Grain Com-
pany, and will be in the market for
grain of all kinds in the future. See
me before you sell.

BUSTER ARMSTRONG
Phone 72

Consolidation Sale

Due to the fortunate purchase of two splendid stocks of Shoes, we are offering our friends and
patrons throughout the Plainview trade territory a SHOE SALE entirely unprecedented in the num-
ber, Variety and Prices of the thousands of pairs of shoes we have in stock.

EVERYTHING TO GO



We are clearing this stock and everything is to go, at prices that
will put fine fall and winter shoes within the reach of everyone. Come
early while our stocks still complete.
Shoes formerly to \$10.00, \$11.50 and \$12.50 the
pair, now
\$1.95, \$2.95, \$3.95 and \$4.95
NOTHING OVER \$4.95
SPECIAL PRICES ON LADIES' HOSIERY

In line with this stupendous Shoe Sale, we are offering special prices on Ladies Hosiery, and
have ordered hundreds of pairs of the newest Hose of this sales event. New colors and styles all
included.
Hose to \$2.25, now \$1.95 Hose to \$1.95, now **\$1.45**
REMEMBER this is a real sale and everything goes—Prices Strictly Cash

Robinson's Bootery

Come Early While Selections Are Good

PLAINVIEW, TEXAS

HOOVER SEES SECTIONALISM ENDED IN SOUTH

Alabama and Vermont Have Different Accents but Same Hearts, He Says

TRACES SOUTHERN PROGRESS

Urges Tariff Protection as Outlined by Henry Clay. Says Underwood Schedule Would Ruin Farmers.

ELIZABETHTON, Tenn. — Herbert Hoover, in his address here, expressed his profound interest in the amazing progress of the South during the past few years. "In every phase of life," he declared, "the South is moving forward. The ability and energy of the people is constantly growing and is of more dynamic scope. I know that the people of the South will agree with me that these results could never have been attained but for helpful co-operation and sound policies in the national government, and that change of these policies can bring only distress and disaster."

Turning specifically to politics, he added:

"I realize that I come here as the candidate of a political party with



HERBERT HOOVER

whose policies many of you within my sight and many within the sound of my voice have often differed. I respect your views regarding that difference. Yet so closely welded in common interest are the pressing issues of our nation today that it should be no longer unusual for a citizen of any region to vote for a President who represents the principles which correspond with his convictions."

Farmer, tariff and prohibition were touched upon clearly and frankly by the candidate. He advocated strengthening of the protective tariff "as Henry Clay of Kentucky advocated it," and he expressed particular desire to see "complete protection for the farmer of the home market." Such protection, he said, is vital to the South, and would produce a needed further diversification on Southern agriculture. "Retreat to the Underwood tariff schedules," he declared, "would ruin millions of farmers."

Abolition of the liquor traffic, according to Mr. Hoover, "has become a fundamental part of our fundamental law." Later in his speech he explained: "The purpose of the 18th Amendment is to protect the American home. A sacred obligation is imposed on the President to secure its honest enforcement and to eliminate the abuses which have grown up around it. I wish it to succeed."

Some of the other important portions of his address were:

State Boundaries Vanish

"I am from the West, where our people are proud to be the melted product of both the North and the South. Our accent differs from that of the people of Alabama and Vermont, but we have the same hearts, the same kind of homes, the same ideals and aspirations. Every morning and evening we read the same news; every night we listen by radio to the same voices."

"Our mental and physical frontiers are gone. It happens that we need geographical divisions for statistical and descriptive use but otherwise we could leave this question to orators and humorists."

"To the Westerner, appreciative of history and tradition, this occasion presents a double significance. As you have shown today, this locality was once the nation's frontier. Here were enacted some of the most stirring scenes in the brilliant drama of our pioneer era. Seven years before the Declaration of Independence there came to the banks of the Watauga—which was then the far west—the first permanent settlers. They erected what was to all practical purposes a free and independent state, under their own constitution. Historians of our frontier agree that no more striking proof of the native capacity of our early Americans for local self-government was ever given."

"These states in common with those to the North have the same drama of all history—the expansion of America

economic theory but as a practical and definite policy of protecting the standards of living of the American family.

Tariff a Safeguard

"The purpose of the tariff is not to balance the books of business corporations but to safeguard the family budget. With the increasing pressures from countries of lower standards of living it has become the fundamental safeguard of the American workman and the American farmer. I wish to see complete protection for the farmer of our home market. It is vital to the South as well as to other parts of the country. It would produce a needed further diversification on Southern agriculture. A retreat to the Underwood tariff schedules on farm produce would ruin millions of our farmers today."

"And likewise the great manufacturing industries of the South are dependent upon it. Your vast spinning industry, your iron and steel industries are the product of it."

"No more beneficent exhibit of the result of the Protective Tariff Act passed in 1922 exists than in this very city. Here factories are in course of erection and expansion whose establishment within the United States is due solely to that tariff act. Directly and indirectly they will provide an improved livelihood to more than 15,000 homes. If it were not for that protection these goods would be imported today as the product of foreign labor."

"We must continue our endeavor to restore economic equality to those farm families who have lagged behind in the march of progress."

Congress Aids Farmer

"In the past seven and a half years Congress has passed more than a score of constructive acts in direct aid of the farmer and the improvement of his marketing system. They have contributed greatly to strengthen the agricultural industry. Our party has undertaken to go farther than this and to still further reorganize farmers' marketing systems placing it on a basis of greater stability and security. This is no proposal of subsidy or fee or tax upon the farmer. It is a proposal to assist the farmer onto his own feet into control of his own destinies. This is not a theoretic formula. It is a business proposition designed to make farming more profitable. No such far-reaching and specific proposal has ever been made by a political party on behalf of any industry in our history. It marks our desire for establishment of farmers' stability and at the same time maintains his independence and individuality."

"I have had the good fortune of many journeys to the South and of many warm friendships there. To me came the opportunity of service during the long months of greatest disaster which has ever come to our own country, outside of war—the Mississippi flood. In that service I came to even more fully appreciate the character and the devotion of the Southern people."

"I rejoice with you at the wonderful development in the South not alone because of the benefits which it has brought but because it represents something more fundamental. Many of our most difficult problems in national life have come because of the extraordinary growth of our great cities. History shows that crowded cities too often breed injustices and crimes, misery and suffering. The people of the South, and of New England especially, are showing the country how to join industry with agriculture to their mutual benefit. The importance of your effort and your success cannot be over stated."

"The Federal Government can assist this movement of wider spread of industry by scientific research, by surveys of the resources of each region and study of its interest and adaptability of various industries. And the Government can do more. It can directly assist not only the South but the whole nation in this course by the improvement of our roads, waterways and ports, and by the encouragement of the spread of electrical power to factory and farm by building up of the merchant marine and expansion of the foreign markets natural to each section."

HOOVER'S FARM PROGRAM PRAISED AS BEST YET

DETROIT.—Herbert Hoover's analysis of the farmers' needs and his proposal for farm relief go farther in understanding and in plan than the celebrated "Des Moines Conference," out of which so many of the recommendations for farm treatment have grown. Mr. Hoover goes farther than the plan of the "Committee of Twenty-two," organized at the Des Moines Conference. He goes farther in his plan for practical, workable relief than the McNary-Haugen Bill.

This is the conclusion of J. F. Cox, Dean of Agriculture in the Michigan State College. Dean Cox was the personal representative of Governor Groesbeck, of Michigan, at the Des Moines Conference and a member of the agricultural "Committee of Twenty-two." Dean Cox accompanied the Michigan delegation to the Cedar Rapids agricultural conference with Secretary Hoover on August 22.

"Mr. Hoover's program as announced in his speech accepting the nomination and further amplified and emphasized at his great West Branch address involves all the basic principles. His program goes further than any previously considered, even by those of us who initiated the definite proposals of farm relief at the Des Moines Conference," says Mr. Cox.

cans from a feeble foothold on the Atlantic Seaboard to the most powerful nation in the world in scarce two centuries. The great west was won not by the action of the government, but by the individual effort of intrepid and courageous men from all these Atlantic states. They built their own self-government.

Recalls Pioneers

"Tennessee, Kentucky, and Texas were gained by pioneers under Sevier, Robertson, Clark, Boone, Houston and others. They won not only homes for themselves, but for a long time determined the course of history westward. The Mississippi River ceased to be a boundary, and year after year the powerful pulsation of westward expansion throbbed with heroism and sacrifice. They were ready to fight for the simple right of self-government. General Fremont, the Pathfinder to the Pacific Coast, came from Georgia, and true to tradition he fought for and erected the first self-government of my own state of California."

"To me it is an inspiration to be standing on this spot, for in a sense I have a common heritage with you. The earliest ancestor of whom I have record, Andrew Hoover, a settler in Maryland about two centuries ago, migrated to North Carolina and built his home a hundred miles from this spot. In Randolph County of that state he did his part in building the community, and his grave lies in the little burying ground on what was then the Uharrie River Farm. His son, my great-great-grandfather, was part of that movement which started west from your frontier."

"As Secretary of Commerce I have been profoundly interested in the amazing progress of the South in the past seven and one-half years. In order that the Department might assist to the fullest extent in that progress we increased our branch offices in the South from three in 1920 to twenty-nine in 1928. As a result of the contact thus established we were able to observe your increasing prosperity."

"The record is impressive. In every phase of life the South is moving forward. New vistas of betterment are opening. The ability and energy of the people is constantly growing and is of more dynamic scope. They have engaged in every form of useful community effort to improve both the material and spiritual side of life."

Southern Resources

"The South possesses vast resources of raw materials and electrical power, easy access to the sea, a great reserve of labor, a wealth of soil, a moderate climate. Most of these factors have been here always. Such resources exist in many other countries, but if they are not accompanied by the leadership, by intellect and character, as well as sound policies of government, there could be no such develop-

ment as we have witnessed in the South during this last seven years. That leadership has not been by immigration from the North. It has been the product of Southern men and women.

"The South has again proved to have in her blood that strain of leadership and fortitude which contributed so much to found our republic and so much to build our own West."

"Our national officials are chosen in order that they may protect the political and economic health of the American people. In a contest such as this there is no place for personal bitterness. A great attribute of our political life has been the spirit of fair play with which our Presidential contests have been waged in former years and the sportsmanlike spirit in which we have accepted the result. We prove ourselves worthy of self-government and worthy of confidence as officials in proportion as we keep these contests free from abuse, free from misrepresentation and free from words and acts which carry regret. Whatever the result, we remain fellow countrymen."

"It is if that spirit I wish to discuss the problems that concern our country and the methods I believe necessary to obtain their solution."

"Our country has entered upon an entirely new era. For fourteen years our attention in public life has been mainly given to the great war and reconstruction from it. These fourteen years have witnessed a revolution in our world relations, in many phases of our economic life, and our relations of government to them. Due to the ingenuity and hard work of our people and the sound policies in government we have come since the war to be the greatest reservoir of the world's wealth."

Nation No Longer a Borrower

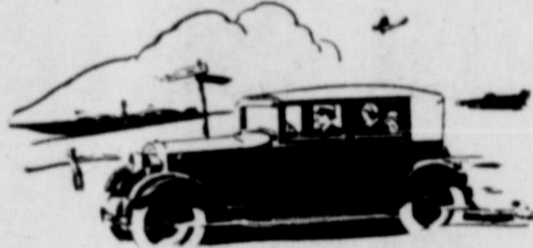
"We have transformed ourselves from a country borrowing capital from abroad to the foremost lender of capital to foreign countries. Our people, growing in efficiency and productive power, are pressing for expansion of world markets."

"I wish to remind you of something which may sound humble and commonplace, but it vibrates through every hope of the future. It is this—the unit of American life is the family and the home. It is the economic unit as well as the moral and spiritual unit. But it is more than this. It is the beginning of self-government. It is the throne of our highest ideals. It is the source of the spiritual energy of our people."

"For the perfecting of this unit of national life we must bend all of our material and scientific ingenuity. For the attainment of this end we must lead every energy of the Government."

"I advocate strengthening of the protective tariff as Henry Clay of Kentucky advocated it not as an abstract

To the 5000 who daily become owners of the new Ford car



THE service obligation of the Ford Motor Company and its dealer organization is now growing at the rate of 5000 cars a day. It is to these new car owners that this message is addressed.

The new Ford is a remarkably fine car for one that costs so little. It is simple in design, constructed of the finest materials, and built to unusually close measurements.

These are the reasons it performs so wonderfully. These are also the reasons its service requirements are so few and the up-keep cost so low.

When you receive your new car, the dealer will explain the simple little things that should be attended to at regular intervals to insure the best performance. He will also tell you something of his own facilities for doing this work promptly and at small cost.

With the purchase of your car, you are entitled to Free Inspection Service by your dealer at 500, 1000 and 1500 miles. This service is due you and we urge you to take full advantage of it. Proper care during this breaking-in period means a great deal to the life of your car.

Included in the Free Inspection Service is a check-up of the battery, the generator charging rate, the distributor, the carburetor adjustment, lights, brakes, shock absorbers, tire inflation and steering gear. The engine oil is also changed and chassis lubricated.

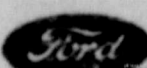
No charge whatever is made for labor or materials incidental to this inspection service, except where repairs are necessary because of accident, neglect, or misuse.

The labor of changing the engine oil and lubricating the chassis is also free, although a charge is made for the new oil.

We believe that when you see the good effects of this inspection you will continue to have it done regularly throughout the life of your car.

Wherever you live, you will find the Ford dealer very helpful in keeping your car in good running order for many thousands of miles at a minimum of trouble and expense.

He operates under close factory supervision and has been trained and equipped to do this work promptly, thoroughly and economically.



FORD MOTOR COMPANY

Highest Prices paid for Your Heads—

Why break your back unloading them, when you can sell and dump here also.

Get a Beautiful Mirror Calender

—with your first five ton, THEN you can see yourself it PAYS TO TRADE WITH THE . . .

Lockney Coal & Grain Company



\$39

NEW COATS

The season's new and smart models will be found in this showing at \$39.00. Lavishly fur trimmed broadcloth in tans and rich brown hues.

Come to Martin Dry Goods Company and see the greatest showing of women's fine winter coats you have seen this season. A range of prices that will be pleasing to you for there is a range to choose from at every price we quote.

\$25.00 \$29.75 \$35.00

\$39.00 to \$89.75

Martin Dry Goods Co.

Floydada - - - Texas

CARTER-THOMAS WEDDING

A wedding fraught with much interest was solemnized Saturday morning at 9 o'clock, when Miss Ina Lee Thomas, daughter of Mr. and Mrs. M. C. Thomas of Sweetwater, and Otis D. Carter, son of Mr. and Mrs. D. P. Carter of Lockney, were united in marriage at the First Baptist Church of Snyder with Rev. W. F. Ferguson, pastor of the church, officiating in the presence of friends and relatives of the couple using a most beautiful ring ceremony.

trip that will take them to Fort Worth, Dallas and other points east. They expect to return this week-end. The setting for the wedding was a bower of greenery entwined with roses and autumn leaves. The altar was banked with ferns and two large floor abaskets, with arched handles filled with lovely bouquets of pink and white lilacs reflected a garden appearance. There was a short program of nuptial music with Mrs. Clifton Aiken sister of the bride, singing "I Love You Truly," accompanied by Miss Genora Cole at the piano and Miss

Eula Orn and Miss Lorine Williams of Sweetwater, who played subdued obligato violin music. Miss Cole also played the Lohengrin music for the processional. The bride entered on the arm of her father. Her gown was very striking in its simplicity, being of rich brown transparent velvet with brown felt hat and velvet slippers to match. She carried an arm bouquet of rosebuds tied with ivory tulle. Rose petals from the heart of a pink rose were scattered in the pathway of the bride by little Miss Doris Jo Thomas, sister of the bride. Little Miss Gennell Thomas, niece of the bride was ring bearer. The bride's sister, Miss Golda Thomas, was maid of honor, and was gowned in a dark blue transparent velvet, and carried an arm bouquet of roses. Mr. Carter had as his best man Mr. W. H. Ritzenthaler, junior editor and advertising manager of the Scurry County Times-Signal.

success. Out of town guests who attended the wedding were: Mr. and Mrs. M. C. Thomas, Mr. and Mrs. Glenn Thomas, Mr. and Mrs. Thomas Aiken, Mr. and Mrs. Clifton Aiken, J. E. Cunningham, Misses Eula Orn and Lorine Williams and Mrs. J. D. Williams and Mrs. Orn all of Sweetwater and Mr. and Mrs. Thomas H. Clark of Lubbock.—Synder-Times Signal. Mr. Otis Carter is the son of Mr. and Mrs. D. P. Carter of Lockney, and is well known to most of the people of this city, having in former years been connected with the Lockney Beacon. Otis is an energetic young man of sterling character, and has many friends and acquaintances in this section of the country who extend congratulations and best wishes for a long and happy married life.

Zeppelin a few inches from the earth and began walking it, crew, passengers and all, to the ground. SAM BELYEU ERECTING NEW STUCCO HOME Sam Belyeu is having a nice six-room stucco house erected in the northeastern part of town. J. H. Webster has the contract, and the construction is well under way at this time. Boy Scout Meeting Last Friday night the boy scouts met at the Methodist church and drilled for a few minutes. After they were through drilling, Mr. Ward, the Scout Master, took them to his office at the elevator, where the scouts studied on their second class scout test, after which they were dismissed. The Boy Scouts will meet again next Friday night. Odus Percyfield of Homletta, Okla., was here last week visiting with friends. Misses Alexander and Meddie King of Quitaque, were here over the week-end visiting Miss Grace Wise.

WE OFFER A SPECIAL POULTRY SERVICE

Through the courtesy of the Purina Mills we have secured the services of—

Miss Ray Shearer

POULTRY SPECIALIST

who will call on the various Poultry Raisers of the community answering all questions on matters of Breeding, Feeding, Culling, Diseases, or any matter pertaining to better poultry methods.

Anyone with any special or urgent needs call this store.

This Service is Absolutely Free

DON'T HESITATE TO CALL!

Thornton's Feed and Seed Store



Make That HOME DREAM Come True

YOU have thought about it—you have planned it—now is the time to realize it! We want to build your Dream Home.

Phone 7
J. C. WOOLDRIDGE LUMBER COMPANY

Miss Thomas has for the past eight months been supervisor of instruction of the Wood Instrumental Training School in Snyder, where she also teaches voice and piano. She is active in Sunday School and young people's work and is very popular both in Sweetwater and Snyder. Mr. Carter for the past two years has been associated with the Times-Signal. He was graduated from Simmons University with honors with the class of 1926, and during his senior year was editor-in-chief of the Simmons Brand, weekly newspaper of the university. He has been director of music at the First Baptist Church for over a year and has been identified with Sunday School and young people's work since coming to Snyder. The Times-Signal joins with the happy couples many friends in extending best wishes of happiness and

ZEPPELIN LANDS ON AMERICAN SOIL Trip Across Atlantic Ocean In 111 Hours and Forty-Six Minutes Lakewood, N. J., Oct. 15.—The German Graf Zeppelin landed on American soil at 5:38 o'clock Monday afternoon after a stormy journey of 111 hours and 46 minutes from Friedrichshafen. Just as the Graf Zeppelin was pulled to earth, the crowd burst through the police lines which were guarded by state police, and surged close about the airship, interfering with the work of the landing crew. Police charged into the throng and there was considerable scuffling and several minor personal encounters before the crowd was forced back into place. After considerable delay for customs inspection and other formalities, the ground crew lifted the great



COAL THAT SATISFIES
DON'T YOU THINK —it good business to buy your Coal now, rather than take chances on supplies next winter. Call on us for your feed requirements; sell us your grain. We appreciate your business.

SOUTH PLAINS GRAIN COMPANY

Phone 23 Lockney, Texas



I Save You Money On Repair Work and Wiring

No matter how large or how small the job of installing fixtures or wiring, from complete buildings to single rooms, my experience can save you money. LET ME FIGURE ON YOUR JOB

I shall be glad to give you an estimate without obligation. All work guaranteed to conform to the insurance and building codes.

Have your motors and fans cleaned for the coming season. See or phone me.

Geo. F. Kinyon

In Beacon Office Phone 92

LADIES always welcome

Any woman motorist may drive to our station with perfect confidence. Because we take especial pains to maintain our establishment so that this invitation may be extended confidently. Our Station is always neat and clean. Every employe is courteous, specially trained, and skilled in tire care. Whatever she may require in tire needs, we have in stock. New tires—Goodyears . . . the best by choice of motorists than any other kind. Good service—our own Good-year standard.

OZARK FILLING STATION

JACKSON BROS., Proprietors

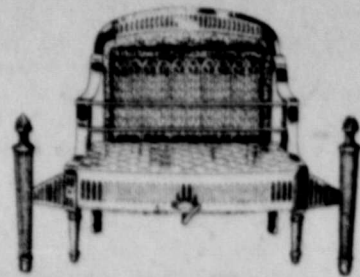
Perhaps WE Can Solve YOUR Problem

IN ANY man's life a thousand little problems arise which can be solved only by money. It's our business to co-operate financially with responsible parties. By consulting with us about your problem you can solve it in the best possible manner.

The Security State Bank



"You Can't Beat Our Loans" Phone 185



REZNOR GAS HEATERS

The most famous Gas Heater on the market. Our stock is complete and priced from—

\$5 to \$35

A complete line of DETROIT JEWEL gas ranges at prices from

\$47.50 to \$120

WE ALSO CARRY CHEAPER RANGES

REMEMBER TO SEE THESE RANGES BEFORE YOU BUY

We have The New Perfection Oil Burner AND THE Coleman Cook

gasoline burner for those not on the gas lines. These new stoves are very fine and much improved over the old styles.

BE SURE TO SEE THEM BEFORE YOU BUY

Everything in Hardware

Baker Mercantile Co.

PIGGLY WIGGLY

HELPS THOSE WHO HELP THEMSELVES

All Over the World and Lockney Too

You will find the finest stock of fruits and vegetables at Piggly Wiggly at all times

Our House Will Be Brim Full of Bargains Saturday And Monday

WE FEATURE PLAINVIEW FLOUR

Our Market Affords the Finest of Meats that can be had

WANT COLUMN

Hemstitching done in gold and silver thread at The Thrifty Nifty Shop, Floydada, Texas.

WHEN in need of thoroughbred or high grade Jersey cow, fresh, call Dr. Freeman, Dougherty, Texas. 42-52t

FOR SALE—Turkey Red wheat seed, test 61 lbs., home raised, good seed \$1.20 per bushel at bin.—W. P. Hewitt, 22 miles northeast of Lockney.

NEW, modern greenhouse, four blocks west of sanitarium, Floydada, Texas.—Hollums, Floydada Florist. 25-tf-c

FOR SALE—80-acre, tract 2 miles west of Lockney.—Write J. L. Celsor at Sentinel, Okla., for easy terms and price.—J. L. Celsor.

REMEMBER

That you can buy good grown nursery stock, guaranteed to be as good as you can get from anywhere, at Dalmont's Nursery, 10 miles west of Lockney, on the draw. Write or come to see us. 2-4t-p

FOR SALE OR TRADE—A Chevrolet truck, in good condition, Phone 99.—Lockney Laundry. 4-2t-pd

FOR SALE—One 10x20 granary, in A1 condition.—See Dorsey Baker. 4-tf-c

20 Acres of improved land 2 1-2 miles south of town in exchange for town property, or will sell, \$3,500.—W. J. Beck, Plainview. 4-2t-pd

WILL BUY 1,000 tons bundle Hegaria and Kaffir.—Shurbet and Meriwether. 4-2t-c

FOR SALE—Ford truck, 2 army wagons, with cotton frames, or trade for anything.—See Watt Griffith.

FOR SALE—Some good milch cows also fine young Poland China boar, Will consider trade.—J. H. Nall. 4-2t-c

FOR SALE OR TRADE—Shaples cream Separator, practically new, will sell or trade for good milch cow.—See R. H. Tinsley. 4-3t-pd

STRAYED—Red Jersey Yearling bull, weight about 450 lbs.—Notify E. R. Harris. 1t-p

CABBAGE

About 800 lbs. Mountain Cabbage at 3 1-2c per lb. 150 bushels of Mountain Apples, prices range from \$1.15 to \$1.85 per bushel.

ARTHUR ROBERSON

Marriage Licenses

The following marriage licenses have been issued by the County Clerk the past week:

Roy Smith and Miss Ruby Brown, October 8th.

G. E. Blookie and Miss Leona Ray, October 13th.

Hilery Shurbet and Miss Louise Hanna, October 14th.

Lawton N. Taylor and Miss Barbara Rogers, October 14th.

MARY BAKER UNDERGOES OPERATION IN GOOD FORM

Mrs. Alice B. Smith, mother of Miss Mary Baker, returned Friday of last week from Rochester, Minnesota, where she spent two weeks at the bedside of her daughter, Miss Mary Baker, who underwent an operation on her spinal column. Miss Mary, who has been a cripple for most all of her life, on account of an ailment in her spinal column, submitted to a precarious operation in the sanitarium of Mayo Brothers, in which bones were removed from her back, and bones taken from her leg substituted, in an effort to cure her of the spinal column trouble. Mrs. Smith reports that the operation seemed to be a success, and that hopes are now entertained that Miss Mary will soon be strong again, and that through this operation she will be restored to a normal condition.

The many friends of Miss Mary and the family will be glad to learn that the operation is considered a success, and hope for her a speedy recovery.

Shurbet-Hanna

Mr. Hillery Shurbet and Miss Louise Hanna were married at Ralls, Texas, Sunday afternoon. Mr. Shurbet is the son of Mr. and Mrs. H. O. Shurbet of the Pleasant Valley community, and Miss Hanna is the daughter of Mr. and Mrs. A. R. Hanna of the Sand Hill community.

The young people will make their home at the H. O. Shurbet home for the present.

Erwin-Gibner

Miss Marguerite Erwin and Mr. Pope Gibner of Spearman, Texas, were married at Lubbock at 10 o'clock last Saturday night. Miss Emma and Jimmie Hodel of Lockney were present at the wedding ceremony. Miss Erwin had several friends in Lockney.

CARD OF APPRECIATION—Words are inadequate to express our heartfelt appreciation for sympathy and kindness shown us on account of the death and funeral of our son and brother, Reno Livingston. This means all those who spoke so kindly and sent such beautiful floral offerings. We wish especially to thank Bro. C. J. McCarty for his impressive funeral address and to Drs. C. D. Henry and Greer for their pro-

fessional and friendly administration.—Mr. and Mrs. S. J. Livingston and family.

Senior Epworth League

Program for October 21st
Topic—"The Church Necessary to Conserve Christian Life."
Leader—Jewel Webb.
Song.—
Prayer—"That Workers Be Raised Up in Our Church."
Scripture—Col. 3:8-17.
Song.—
What Do You Think.—T. H. Stewart.

The Value of Organized Christianity.—Ethelene Wofford.

Reasons for Joining the Church.—Frances Savage.

Why Join the Church?—Clifford Reasonover.

Excuses Offered for not Joining the Church.—Miss Rice.

A Challenge to Consecrated Living.—Ermine Ida Thomas.

Mr. and Mrs. Ed Hayes of Lubbock spent Tuesday night and Wednesday in Lockney visiting Mr. and Mrs. J. Sams, and Mr. and Mrs. H. B. Adams.



IT'S YOUR RESPONSIBILITY

the health and growth of your child

Serve foods that provide that health and promote growth. SMAX—the All Wheat Cereal—contains all the food elements necessary to growth and strength, also Bran, nature's laxative.

SMAX is so delicious and is easily prepared—cooks in 3 minutes. Ask Your Grocer.



Slip into a **Bradley** and out-of-doors

Prepare for the cooler days by visiting this store early, before the Fall Stocks are broken.



THIS STYLISH JOHANSEN

FEETURE ARC SHOE is just the shoe you have been wanting. Many styles and lasts priced \$5.00 to \$10.00.

SPECIALS for SATURDAY

AND ALL NEXT WEEK

- Childs Play Suits, each **88c**
- Mens' overalls and jumpers, each **95c**
- 12 Thick Pencil Tablets for **30c**
- A \$2.50 Duck Pant for **\$1.95**

SAVE THE SILVERWARE COUPONS

BAKER MERCANTILE CO.

"The Store With the Goods"