

THE LOCKNEY BEACON

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-EIGHT

Lockney, Texas, Thursday, January 17th., 1929

Number 18

Move On Foot To Open Denver Highway

Road from Lubbock to Silvertown Will Be Opened and Turned Over to State at Early Date

A local committee is very busy at this time working on the opening of the highway from Lubbock to Silvertown, that runs along the side of the Denver Railway, and definite plans for the opening will be completed within the next few days.

The highway engineers have supplied the towns along the line with a map of the road showing where it is supposed to run. The road will enter the town of Lockney at the south end of Main Street, pass through town on Main Street until it has crossed the Denver Railway, near the depot, where it will turn up the west side of the road and will run the whole way to Silvertown on the west side of the track. The only railway crossing there will be on the line will be here in Lockney, as the road will run on the east side of the Denver from Idaloo to Lockney and the west side from Lockney to Silvertown. This cut-off will connect with four big highways at Clarendon, on the north, and seven big highways, at Lubbock, on the south. Saving about two hundred miles in distance between St. Louis, Oklahoma City, and El Paso, and will be one of the most traveled roads in this part of the state.

This road will automatically become a designated highway, as the state designated this road about a year ago, subject to its being opened and put up to grade, and when this is done, the state will take over the road and maintain same.

Charlie A. Walling Dead

Charlie A. Walling, age 41 years, died at Olton, Texas, January 13th, of flu and pneumonia, and was buried in Floydada cemetery, Monday afternoon, January 14th.

Mr. Walling was born in Walnut Springs, Bosque County, Texas, and at the age of three years old moved with his family to Floyd County, which he spent all but the last nine years of his life.

He is survived by his wife, Mrs. Mollie Walling, and daughter, Miss Willie Wanda Walling of Canyon, and the following brothers and sisters: I. Walling, of Olton; Earl Walling, of Los Angeles, Calif.; K. Walling, of Oklahoma; Mrs. Leta Crawford, of Los Angeles, Calif.; Mrs. Ed Burrus, of Olton, and Mrs. John McDonald of Lockney.

Funeral services were conducted at the Floydada cemetery Monday afternoon, Elder J. J. Day officiating, and interment was in the Floydada cemetery.

Baby Dies from Flu-Pneumonia

Little Herman Flea Creed, age three years, one month, and five days, died at the sanitarium in Lockney Monday morning from flu-pneumonia. The family lived in the Cedar Hill community, having come here recently from Oklahoma to pick cotton, and had located near a brother-in-law of Mr. Creed, northeast of Lockney. The story goes that the father had come to Lockney Sunday after medicine, and when he returned home that the mother had disappeared. The child was brought to the sanitarium here Sunday afternoon, but too late to save its life. The name of the parents was given as Mr. and Mrs. R. A. Creed.

The child was buried in the Lockney cemetery Monday afternoon, Rev. E. D. Morgan officiating, and interment was under the direction of Grady R. Crager, funeral director.

POST TO FLOYDADA ROUTE DESIGNATED

Ralls, Jan. 12.—Information received today from state highway authorities is that the road from Post to Floydada via Ralls was designated yesterday by the state highway commission as a state highway.

This is one of the principal roads in Crosby county and plans are now under way to call an election for paving same through the county. This designation will connect Highway No. 7 at Post with Highway No. 53 at Ralls and the Lee Highway at Floydada.

Visits of the Stork

Born to Mr. and Mrs. Dr. C. J. McCollum, at 6:35 Wednesday morning, January 16th, a girl, Joe Rodgers, Saturday, January 5, a girl; still-born. Prof. G. D. Tate, Sand Hill, Tuesday night, January 15th, a boy.

Mr. and Mrs. John R. Thomson of Plainview were here the past week visiting Mrs. O. E. Hickey. Mrs. Thompson is a niece of Mr. Hickey.

BIG ENGINES BEING TRAINED THIS WEEK

Panhandle Sand and Gravel Company Getting Ready to Begin Operations

The big Fairbanks Engines at the pits of the Panhandle Sand & Gravel Company, just below the caprock, on the Denver Railway line, in Floyd County, are being trained in this week, and all adjustments being made on the engines and dynamos, getting in readiness to put the sand and gravel pit into operation.

There has been an expenditure of more than \$100,000 made in getting this plant ready for operation, and when completed it will be probably the largest plant of the kind to be found in the whole United States.

The Denver Road ballasted all the new lines they have built on the Plains extensions from this pit, and in doing so merely cleared away the gravel necessary for the laying of side tracks into this immense pit.

Tax Collector Will Be Here Monday

Will Collect County, State, and Auto Taxes at the Security State Bank Monday

The tax collector's force from Floydada will be in Lockney next Monday, January 21st, for the purpose of collecting all state and county taxes, and will also receive registration for the automobiles and other motor vehicles that have not yet been registered in the county.

It has stated in a former notice in this paper that no car licenses would be issued on the day the force was in Lockney, but since all car owners have not registered their cars up to this time, receipt and numbers will be issued here next Monday. Those who have not registered their cars are taking a big risk in running with the last year's numbers, as they are subject to a fine, and there is no telling what day a State Highway officer will land in the county, and when one does it is "just going to be bad" for those who have not registered their cars, as there has been no time extension allowed by the state, and the law on this matter is very plain, and there is not a chance to keep from paying a fine when you are picked up.

Remember the date, Monday, Jan. 21st, if you want to save a trip to the county seat to pay your taxes.

ROAD BOND ISSUE CARMES IN CROSBY

Crosbyton, Jan. 12.—Road Precinct No. 2 Crosby county was successful today in carrying a bond election to hard-surface Highway No. 53 from the city of Crosbyton to the Dickens county line.

This precinct includes the city of Crosbyton and has a record of never having a bond election defeated. Crosbyton going 432 to 55 for the bonds with a slightly smaller majority in the rural boxes.

The Crosby county good roads association of which W. M. Romane is president was responsible for a strenuous campaign carried on in behalf of the bond issue. A north and south highway through the county has recently been completed also being built by bond issue.

Boy Scouts

The Boy Scouts held their regular meeting last Friday evening and those present were: Gerald Sams, Glenn Stevenson, Garland Sams, D. Trammel, Carver Monroe, Ralph Arceaux, Douglas Adams, Ben Whitfill, and Rowan Ward. Messrs. Ward, Monroe, and Roberts were there also. Mr. Roberts showed how to administer first aid and how to bandage and treat a wound properly and also how to sign the Morse code.

The scouts are getting ready to pass the second class test. There is to be a Boy Scout Jubilee at Liverpool, England, and scouts from all over the world will be there. It is expected that the United States will send two thousand scouts there and the scouts here have a chance to go from this district.—Glenn Stevenson, Scribe.

Irick 4-H Club

Friday morning, January 11, Miss Bass met with the 4-H Club girls. We elected a new president and reporter. She also issued our 2nd year certificates. Miss Bass explained everything about our home improvement articles which was a dresser scarf for the first year and a guest towel for the second year. We will meet again Jan. 23.—Reporter.

Mrs. J. T. Collie of Lubbock was a week-end guest of Mrs. N. E. Greer, last week.

Waller Motor Co. Has New Car Agency

Contract Is Signed Wednesday for Agency in Lockney Territory for Popular Cars

A contract was entered into between Waller Motor Company of this city and the Willys-Overland Company, by which Waller Motor Company becomes the distributing agency for the Whippet and Willys-Knight cars in this territory.

This year's line of Whippet and Willys-Knight cars are in keeping with the new advancements in the automobile industry, and have the latest body designs in many colors, also the Whippet car is sold in both the four and six cylinder, and is advertised as the best buy that can be made in its car class.

Mr. Waller states that he is now ready to begin supplying the demand for this popular car in this territory, and is now taking orders for immediate delivery. He invites the people of this section to call at his garage and see these cars and get literature concerning them.

FLOYD COUNTY SHOW BIDS FAIR TO BE BEST HELD

The fact that Floyd county poultry breeders will not have to compete with "professional showmen," this year, bids fair to make the 1929 show one of the best ever held in the county, according to Wm. Langfeldt, Superintendent, as he states that a great amount of interest has been displayed by owners of average farm flocks.

J. T. Hatch, Judge, has been requested to emphasize production in judging the entries, as efforts are to be made to especially benefit the average producer.

Specific poultry problems affecting the individual breeder will be discussed by Judge Hatch, upon request, after the judging is completed.

NOTICE TO CITY TAX PAYERS

January 31st is the last day you can pay your city tax—without penalty.

Special notice is given that all persons owing delinquent taxes will be expected to pay their taxes at this time, as the city is going to force collection on delinquent taxes.

Prairie Chapel Home Demonstration Club

The Prairie Chapel Home Demonstration Club met Tuesday, January 8, with Mrs. W. A. Lovell. Because of the small number of members present we did not elect officers for the coming year.

Our next meeting will be held in the Domestic Science rooms at the teachers' Tuesday, January 22. Be there by 1:30 p. m. Remember this is the time for Miss Bass to meet with us and also to elect officers. We have decided to hold all meetings at the teachers', as it is more convenient for most members and avoids confusion in changing meeting places. Please come and bring some one with you.—Reporter.

Irick Home Demonstration Club

The Irick Home Demonstration Club met at the home of Mrs. W. E. Taack, Friday, January 11th, eight members being present.

Soon after we arrived we were invited to the kitchen, to our surprise Mrs. S. T. Cooper had brought a turkey, dressed ready to cook.

Miss Bass, as always, willing to help us in every way she can, gave us a demonstration on roast turkey. While the turkey was cooking the following officers were elected: Mrs. W. C. Poage, president; Mrs. W. E. Taack, vice-president; Mrs. G. L. Moreland, secretary; Mrs. C. W. Murphy, reporter. After the election of officers, Miss Bass talked on home furnishings.

Now comes the best of all, the lunch, of turkey dressing, gravy, and cocoa. We hope more of the ladies will be with us next time, which is the second Friday in February, on one dish dinners. Come and be with us.—Reporter.

Roseland 4-H Club

The Roseland 4-H Club girls met Monday, January 14, with Miss Bass and cut out their aprons. Thelma Smith was elected president of the club.

They will meet again Friday, Jan. 18th.—Reporter.

T. J. Thornton and sons, Burton and Fred, went to Fort Worth this week to confer with doctors in regard to the health of T. J. Thornton. We understand Grandpa Thornton will remain there for treatment.

FOR SALE—Single Island Red cockerels.

Work Begun On Remodeling Building

Will Convert Building on Corner Main and Lucust Into Fifteen Room Hotel

Stephenson and Thurmon, contractors, begun work on the building formerly owned by C. R. McCollum, but now the property of Artie Baker, at the corner of Main and Lucust streets Monday morning. The building will be remodeled and converted into a fifteen room hotel. There will be fifteen rooms upstairs, and the first work was the closing up of a number of windows and the cutting out of other windows so that there would be windows in each room, after the work in the second story is completed the lower story will be remodeled and a lobby, dining room, coffee shop and some store buildings arranged.

Stephenson and Thurmon will have the brick and carpenter work on the building. Geo. Kinyon will do the wiring of lights, power, and individual telephones in each room; Williams Plumbing Co. will do the plumbing work, and Uncle Frank Ford will act as overseer on the job, or in other words, Uncle Frank is bossing the job from "a to zard."

In the remodeling of this building into a hotel, does not interfere in any way with the hotel proposition that has been underway here for several months, as none of the subscription money is to be used in this project, as Mr. Baker is remodeling this building under a contract between he and Mr. McCollum as stipulated in a deal when Mr. Baker bought the building. The other hotel proposition will be taken up at a later date, and will probably be built just south of the Beacon office, or the subscription money that is now in the hands of the executive committee and the pledges will be used on another hotel proposition or not used at all.

Mr. Baker expects to make a nice little hotel out of this building, but does not think it will be sufficient to take care of the hotel needs of the town.

PERSONAL MENTION

Mr. and Mrs. C. H. Rose and children have been in Lawton, Okla., for several days at the bedside of Mr. Rose's father, who is very sick.

Messrs. Dr. C. D. Henry, Blank and H. B. Adams attended the Rotary Luncheon at Plainview Tuesday at noon. Rue P. Pursell, of Amarillo, District Governor of Rotary Clubs, was present at the meeting. Tuesday night Mr. Pursell delivered the charter to the new Rotary Club at Floydada.

Lindsay Busby is building a new residence in the southeastern part of town, which he and his family will occupy when completed.

Mrs. T. T. Threet has been in Amarillo for more than a week at the bedside of her daughter-in-law, Mrs. Roy Threet.

Mrs. A. P. Barker, assisted by Mrs. H. H. Ball, entertained the Bridge Club at the Barker home Tuesday afternoon.

Mr. O. R. Hickey, who has been living on a farm on Route Two, out of Floydada for the past year, has returned to Lockney.

Miss Vanona Farnsworth of Cheyenne, Wyoming, is here visiting her sister, Mrs. Frank Morris, and other relatives.

Mr. and Mrs. E. W. McJunkin left Tuesday for their home in Pampa, Texas, after spending a few days here visiting Mrs. McJunkin's sister, Mrs. Clyde Cummings, who has been sick for several days.

BANDITS' ARMS BARRED BY BILL

Measure Would Prevent Ownership of Machine Guns and Bombs

Austin, Texas, Jan. 13.—The deadly implements used by racketeers, gangsters, and bandits would be outlawed by Senator Thomas Pollard in a bill he will introduce Monday, the emergency clause of which says that it should be passed under rule suspension because there is no law against them in Texas.

Under the bill it would be unlawful for any person to receive, possess, own or have under his control or management any bomb, machine gun or infernal machine, designed to destroy human life, or cause bodily injury, or any machine or instrumentalities containing explosives designed to destroy human life or cause bodily injury and which "is not designed or suitable for any useful purpose."

Violation of the act is made a felony punishable by confinement in the penitentiary from one to ten years.

GRADY CRAGER BUYS NEW HEARSE AND AMBULANCE

Mr. Grady Crager, funeral director of Lockney, has just purchased a new hearse and ambulance, and now has the new machine in Lockney for service. It is a special Studebaker hearse and ambulance in one, and is quite a large addition to his business.

Mr. Crager is quite a proficient undertaker and is building up a good trade in his line in this section of the country, and he will now be better prepared to take care of the business than ever before.

J. C. WOOLEY AND FAMILY MOVING TO MCADOO

Mr. J. C. Wooley and family are this week moving to near McAdoo, Texas, over in Dickens County, where he will farm this year. Mr. Wooley came here some time ago from Hill county, where he had lived for many years. He states that he likes the country around Lockney better than any part of the Plains, and says we may look for him to move back to this immediate section most any time to make his home, or as soon as he can trade his Hill county property for some good farm land close to Lockney. He has two sons living near McAdoo.

Miss Maeron Meriwether, who is attending Tech College at Lubbock, has been home with her parents, Mr. and Mrs. A. R. Meriwether, in Lockney, for several days, while she was sick with an attack of the flu.

Grady Melton, Earl Quisenberry and family of McKinney, Texas, spent Saturday and Sunday with Mrs. Quisenberry's sister, Mrs. Clyde Cummings.

T. E. L. Sunday School Class Social

The T. E. L. Sunday School Class met at the home of Mrs. D. P. Carter for business and social meeting, Jan. 11. After a short business session we enjoyed a very pleasant social hour. Piano music was rendered by Mrs. Biggers and Miss Mildred Carter. Delicious refreshments were served by the hostesses, Mrs. Carter and Mrs. Livingston. Each hostess was presented with a birthday remembrance.

Eighty regular class members and three visitors were present. All report a pleasant hour spent together.—Reporter.

Senior Epworth League Program

Sunday, January 20, 1929

Topic: "The Christian Man in Business."

Leader—Earl Rives.

Song.

Scripture: Rom. 12:11; I Cor. 12:12-17; comments by leader.

Reading—Virginia Thomas.

Topic Discussions:

a. "What Do You Think?"—Mildred Thomas.

b. "Can It Be Done?"—Winfred Cooper.

"What Are the Guiding Principles for the Christian in Business?"

a. Honesty—Alice Stewart.

b. Kindness—Mary Thomas.

c. Service—Ruby Cox.

"What Are the Conditions?"—Charley Mosely.

Song.

Song.

Announcements.

League Benediction.

Baptist Church

As a result of the B. Y. P. U. Training School held in our church last week the B. Y. P. U.'s were reorganized and the General Organization set up with A. A. Suits, General Director and M. E. Lowrance, Associate Director and new workers in every union. All officers and leaders were solemnly dedicated and installed in their places at the morning service. Each one took his place Sunday evening and we have now five Unions functioning with the necessary helpers and 68 in attendance. The Primary Union started off with six present and Mrs. Lowrance leading. This is for children eight and under. Parents can come and bring their children to this union and attend the Adult Union. Mr. H. R. Wilson as president of the Adult Union got off to a good start with 17 in the organization. Only a few seniors came, but led by their Counselor Mrs. W. D. Biggers, they are working for a larger attendance and will organize fully Sunday evening at 6:15. General Director Suits says we must work to have 175 in all unions by spring. We have a place for every body and every age. We all need training.

We hope to see all the have-been-sick back in Sunday school Sunday at 9:45. Study the wonderful lesson and pray for the best. The pastor will give two more pictures of the Christ at 11 The Wonderful Christ at 7:15. The Sinner's Christ. We should see Jesus. E. D. MORGAN, Pastor.

Norton Baker Opening Store at Plainview

Former Lockney People Putting In First Class Store—Now Open for Business

This week the Baker Furniture & Undertaking Co., of Lubbock, have opened a large furniture store and undertaking establishment in the Veigel building in Plainview.

Several former Lockney boys are connected with this new establishment. Mr. Norton Baker, son of Mrs. Alice Smith, and brother to the Baker brothers of Lockney, is the owner of this new store, as well as a like establishment in Lubbock. Norton was formerly in the furniture business in Lockney, and was reared in this city, and is well known to all those who have lived here for a number of years. Associated with Mr. Baker in the Plainview store will be Richard P. Phillips and T. J. Honea, both former Lockney boys. Mr. Phillips will have control of the Undertaking Department of the store, and will look after all calls for funeral and ambulance service. Mr. Phillips has had several years experience in the undertaking business with such firms as Garner Bros., at Plainview, and Mr. Baker at Lubbock, is an energetic and capable man in this line of the business. T. J. Honea will be connected with the sales force of the store.

Mr. D. E. Sellers will have the general management of the store, as Mr. Baker will continue to make his home in Lubbock.

An especial invitation is extended to all the people of Lockney and the Lockney country to pay this new store a visit when in Plainview, and in another column of this issue will be found an advertisement offering some special prices for the next week to those who wish to take advantage of their opening bargains.

PLAINVIEW, Texas, January 10, 1929—"Where a man's treasure is, there is his heart also." It can also be wisely stated that where a man's money is there is his interest. Baptists from all over the great Panhandle-Plains country have money invested in their beloved institution—Wayland Baptist College. However, the influence Wayland yields is far greater than her financial investment.

President McDonald feels that all Baptists on the Plains should know every detail regarding the achievements of their school and therefore has set aside a time each year for the assembling of the pastors and laymen of the churches in the territory contiguous to the college that they may know the institution which they are helping to support. Every Baptist church should be glad of the opportunity to assist in the advancement of such a school as Wayland.

The following program has been thoughtfully arranged and capable speakers for the two days program will bring a spirit of progress and throw a new light on the potential possibilities of the Panhandle-Plains Baptists. Marcellus Watkins college evangelist is making an urgent plea for the united support of all Baptists in attendance at this conference. May every Baptist church be represented. Following is a program of the meeting which is to be held:

Thursday

Song service will be conducted by J. D. Riddle of Amarillo.

11 A. M. Devotional—Rev. E. V. May, Brownfield.

11:30 A. M. "Potential possibilities of the Panhandle-Plains Baptists"—Rev. B. G. Holloway, Slaton.

Lunch 12:30

2:00 P. M. Devotional—Rev. C. E. Dick Crosbyton.

2:30 P. M. Unity of Baptist sentiment—Rev. V. M. Cloud, Hereford.

3:00 P. M. Devotional—Rev. D. H. Truhite, Pampa.

7:40 P. M. Christian Education as a mission factor—Dr. W. R. White, Lubbock.

Friday

9:45 A. M. Devotional—Rev. R. C. Joyner, Wellington.

10:15 A. M. The Women's Part in the Panhandle Plains Baptist Program—Mrs. E. W. Provence, Lubbock.

10:50 A. M. Panhandle-Plains Baptists Building for tomorrow—Dr. G. L. Gates, Amarillo.

Arrangements are being made for bed, breakfast and lunch for all who come. Pastors are urged to bring representatives from their churches, and if possible notify us of the approximate number. Help us to make this a great occasion.

8:00 P. M. Devotional—Rev. E. V. May, Brownfield.

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H. B. ADAMS, Editor and Owner

TERMS OF SUBSCRIPTION

One Year \$1.50
Six Months .75
Three Months .40
Subscription Cash in Advance

ADVERTISING RATES

Display, per column inch 35c
Classified Advs. per word 2c
No Classified Adv. less than 25c

THE CURSE OF THE CHAIN STORE

At this time West Texas is reaching a point where something must be done to retard the advance of the Chain Stores, or else the country will begin to lose ground, deteriorate in development, towns grow smaller instead of larger, farmers will have fewer and less prolific markets, and the country in general take a step backward, instead of forging forward as has been the case for the years that have passed since the Indians were forced back, and the onslaught of the white man begun.

In writing this article, we don't want to be misunderstood, or the thought to arise that we are talking about such stores as Piggly Wiggly, Helpy-Selfy, Hokus Pokus, "M" Systems, and such stores, as they are not in any way chain stores, while some people seem to think they are. This class of stores are owned individually in each town, by local men, who live in the town where the store grocery business before they bought is operated, as a rule were in the the fixtures and names for these various stores, and the only way that they are connected so that they could in any way be called a chain store, is the fact, that through using a system combining with hundreds of other grocery men, that they get a special discount on the groceries they are thereby placed in position to sell a few cents cheaper. A Piggly Wiggly, Helpy Selfy, or other such grocery has no financial connection with any stores in the line as the name of their store and if they failed to make good locally it does not in any way revert back to the other stores that belongs to the same organization. In other words, if one of the local stores like above mentioned in Lockney should fail, the loss would all come out of the pocket of the man who locally owns the store, as it is an individual's store, just the same as the store that does not use any of these names or does not belong to any association for the purpose of having more buying power.

The Chain Store is a store that is owned by a corporation that places stores in towns all over the country, have one headquarters for their main business, and use hirelings to manage their business in the stores scattered over the country—such stores as J. C. Penny, Woolworth, Acorn Stores, A. V. C., Montgomery Ward, Sears, Roebuck & Co., etc.

The chain store is proving a curse to every community in which they locate, and the reason is that they take practically all the money they handle out of the community and put very little into the community, and if they are allowed to continue the day is not far distant when the country will suffer in an untold amount from the ravaged that they place on the community in sapping the life out of it.

Say the chain stores were left alone and use the same tactics they do today, what would be the result? This is what the outcome would be: In a few years all the stores that are owned and operated by individuals or local corporations, would be forced out of business, as the combined strength of the chain store is such that the man with small capital has no chance against these monopolies. As a rule they sell goods cheaper, both in price and quality, the people have no rights in the matter with them, you take the goods, if they suit or don't suit you keep them.

Then there is another side to this question that is far greater than the price and quality of the goods, and that item is the detriment that they are to the towns and the country surrounding the towns where they are located. First, they contribute nothing to the advancement of the towns in which they are located, but live off the efforts and achievements of the smaller retail concerns. They never pay their part in anything of a public nature. We venture to say that the chain stores in the town of Plainview did not give one nicked toward helping the town secure the Ft. Worth & Denver Railway; they do not contribute to building churches, schools, libraries, and public enterprises. They do not contribute to charities of any kind; in most cases they do not even bank their money in the banks of the towns in which they are located, but on the contrary express or parcel post their daily balances to the head office in the central towns of such companies, and thereby sap the ready cash out of the communities where their branch stores are getting the money to finance the central organization. This means that in a few years the smaller retail stores will quit, be forced out of business, the clerks from these smaller stores will be forced to hunt employment in other localities, mostly in the larger cities; there will be

no need for additional buildings for three or four chain stores will cover the field, and they will handle large stocks, and pay little for their help, use the cheapest labor, as they do today, and there will be no cause or reason for the towns to build and develop.

Maybe the farmer might say, "that does not effect me," but here he is badly mistaken, for when you make the town smaller, you cause less mouths available to be fed from the adjoining farm. You can bring your butter and eggs to town today and get between forty and sixty cents a pound for your butter, but if you are forced to sell this butter to the packing houses, it is ten or fifteen cents a pound cheaper, and the farmer stands the loss. The farmer living near a good town always gets from 15% to 50% more for his products than the farmer who lives miles away from a good town; in other words, the livelier the town near the farm home, the better price the farmer gets for his products. The market is principally controlled according to surroundings and not according to the world market. Your products may be worth twice as much in New York as they are in Lockney, so what difference does it make to you what the price is in New York. The same applies to your cotton, grain, etc., you may read in the papers that the price is so and so in New Orleans or New York, but you are selling the products in Lockney, Floydada, or Plainview, and you are taking the price for your products that the buyers in these towns are offering you, and no matter whether the price suits you or not you are helpless to get more, so the smaller you make these towns, the smaller the demand for your goods, the less buyers you have to make offers for your goods, and your market is crippled in such a way that you cannot get one cent more for your goods than the packing house or big cotton or wheat concern has to offer, and if there is no demand locally, no competition locally, the big packing houses, cotton and wheat dealers soon become aware of the fact, and force the price to the bottom. Every year after the cotton and wheat gets out of the hands of the farmer it immediately goes up; this only proves what would happen if the large corporation had full sway in this country. They would force the nose of every producer to the grindstone, and when the farmer got to the point where he refused to accept their dictations and take their price, they would enslave him, force him to do their bidding, and cause the common classes of people to be under a perfect system of peonage.

The local retailer, the man who invests a few thousand dollars in merchandise, sells at a legitimate profit, pays moderate prices for his labor, and joins in helping every movement for the upbuilding of the community is the man that is the friend to the townspeople and the farmers, and when you dispense of his business, and cause him to fail because you can buy goods of an inferior quality a few cents cheaper from a chain store or mail order house, you have not only ruined the little man, but you have at the same time thrown a monkey-wrench into your own cog-wheels that will tear asunder the very foundation of your entire structure, and will drive your own business upon the rocks within a short time, and you will awake to find that you are in the clutches of

an opticus that will squeeze your life blood out and send you to the poor house or suicide's grave.

There is only one way, as we see it, at the present time to stop this degradation of our country, and that is through legislative action. In the State of Texas, there is a law, and the best law the state has ever passed in regard to corporations, and that is the law forcing insurance companies to invest a certain per cent of the premiums in the State of Texas, or else they cannot do business in the state. Now the above law is constitutional, it has stood the fire test, and the insurance companies have to accept it if they do business in Texas. Why not pass a similar law making it essential that every chain store in Texas invest at least 50% cent of capital of each store in the town where the store is in operation; practically every other business man has far more than 50% invested in the town where he conducts his business and as a rule he has every cent he has invested in the town where he operates his business, and such a law would be constitutional, just as the insurance law is constitutional. If something isn't done along this line, in a few years the country will feel the effects of chain store in a way that will prove that it is the biggest curse that was ever perpetuated upon the people. The country cannot thrive and grow unless the business of the country grows. A farm is poor property when there is no market close. For instance, take the lands where there are no towns, or many miles to a town, the land is practically worthless, a few dollars per acre is all it will sell for, maybe two dollars in proportion to the distance from a good town, and the amount of population surrounding, and there will always be a very small population in sections where there are no good markets available. West Texas needs good merchants, good business men, and good farmers to develop it, but it does not need such companies as the mail order and chain stores to retard the development. Give this serious thought, before it is too late to check these monopolies, for once in power you will have a hard time correcting the injury that has been done.

At the Methodist Church

Next Sunday morning at 11 a. m. subject of sermon will be, "The Delight of Christian Service."

At the evening hour the fifth in the series on "The Prodigal Son." Sins awakening. We invite you to come worship with us. J. E. STEPHENS, Pastor.

Woman's Missionary Society

The Methodist ladies met at the church Monday, the 14th, in a study meeting, with eleven ladies present. Mrs. Webb, Supt. of Study, conducted the class, one interesting and profitable meeting was held, and all enjoyed the study.

We wish more of our ladies would attend. The society will meet on Tuesday afternoon instead of Monday. Let all the ladies take notice.—Mrs. STEPHENS, Reporter.

LUBBOCK DEFEATS THE ROAD BOND ISSUE

Lubbock, Jan. 14.—A \$1,000,000 bond issue for state designated highways was voted down by Lubbock county citizens Saturday. The vote was 1,541 for, 1,527 against.

WORST STORY I HAVE HEARD

There was an old Stochman by the name of Angus that used to walk six miles downtown to work every morning, and six miles home again at night. A friend of his that had a car passed him one day and says to him, "Hey, Angus, want a ride?"

So Angus got in and rode, and seemed mighty tired. "What do you walk so far for? Is it for your health?" "No for pleasure." "Pleasure; I thought you was crazy! Ain't you too tired for pleasure walking?" "No" says Angus, who didn't know

any Scotch, "I get all my pleasure that way. Walking and thinking how much gasoline I ain't using up"

Miss Velma Griffith left this week for her home in Washington, D. C., after several weeks spent with her parents, Mr. and Mrs. Theo Griffith.



SPRING DRESSES

As cheerful and gay as the new spring season . . . these stunning dress models appear in smart profusion. Printed silks, georgettes, chiffons, flat crepes and crepe de chines, in all the gorgeous new colors the new season. Specially priced at

\$10.75 to \$27.50

Also showing the new spring coats in a wide range of material.

C. R. Houston Company
Floydada, Texas

The Day's Destiny . . . At His Finger Tips

The lonely vigil of the train dispatcher is a picture familiar to everyone. Few realize, however, the part played in almost every life by the Power Dispatcher.

Perhaps you have never heard of him, yet millions of men, women and children in the United States are quite as dependent on him as passengers on the railroad train are dependent on the train dispatcher.

He it is who is on the other end of the wire when you turn on an electric light . . . who releases and controls the great cataract of power and light which make the wheels of modern life go around.

Seated quietly at his keyboards—watching the clock, the weather and the delicate instruments which trace the flow of energy—his is the task and responsibility of keeping the supply of electric current constant and ready to meet any demand.

Let this service falter once, and the social, industrial and economic life of the city and the country side is paralyzed—and even life may be endangered.

But the electric light and power companies have seen to it that the service will not falter. Through a system of interconnection, other reservoirs of power may always be tapped in the event of any failure on the part of the power Dispatcher's lines.

Thus is life, business and the pursuit of happiness in America made safe and secure every hour of the day, every day of the year.

Every new electrical invention finds an abundance of power ready to serve it. Through the enterprise of the electric light and power companies, electric power plants and service facilities are being constructed in advance of consumer demand. Since 1900 the capacity of these electric plants has been doubled every five years.



"A postage stamp is licked before it start, but it always finishes."



Bank service means a great deal more than the mechanical job of figuring dollars and cents and interest. It includes personal contact and personal service to each bank patron.

We think we are capable of giving sound advice in most banking matters. This advice is yours for the asking.

THE FIRST NATIONAL BANK

"There is no Substitute for Safety"

Texas Utilities Co.

Your Electric Servant

COUNTY BRIEFS

LUTHERAN NEWS

Jan. 14.—Mr. and Mrs. Billie Sammann and baby are having a siege of la grippe.
Mrs. Ooley of Plainview, was in our midst last week on business.
Mr. Terrell and wife visited in the Bellview community Sunday.
Mr. Arthur Heyermaier and family returned from Brenham, after visiting his parents during the holidays.
Mr. Crouch is still confined to the house.
Russell Crouch was a Floydada caller last Saturday.
Mr. McLaughlin and son, Wyatt, were in Plainview Saturday.
Mr. Chas. Veigel of Plainview was in our midst last Friday on business.
The flu families are all about to get well, we are glad to report.
D. J. Kennedy and family were Floydada visitors last Tuesday on business.
Ben Quebe threshed grain last week.
W. A. Boedeker is threshing his grain this week.

Mr. Taylor has been on the sick list with the flu.
Mr. Brock has been on the sick list again.
Rev. Herber returned from his visit the past week.
D. J. Kennedy and wife were visiting in Lockney Saturday.
Mr. Collins of Taylor locality visited his brother here Sunday.
J. C. Calwell of Quannah was in our midst last week.
Geo. Dieter butchered hogs Thursday.

PRAIRIEVIEW

PRAIRIEVIEW
Jan. 14.—Sunday school was held at this place Sunday.
We have been having some very pretty weather the past week, makes one think of spring.
Mr. and Mrs. J. W. Gamble and children, and Mr. and Mrs. H. O. Dickens visited a while Saturday nite in the Hoyle home.
Mr. and Mrs. Perry Wood visited relatives at Lakeview Sunday.
Mr. and Mrs. Ben Brandes and children were pleasant callers Sunday afternoon in the Gamble home.
The Prairieview Club ladies are planning to build their club house

soon. The next meeting will be the 29th, with Mrs. A. H. Herring as hostess. Mrs. Kelly will be present and give a demonstration on pastry. Every member is urged to be present.
Mrs. Hudgin is the proud owner of a new Oldsmobile sedan.

LAKEVIEW

Jan. 14.—Several students, who have been absent from school on account of sickness, were able to resume work last Monday.
Miss Ona Phifer, third and fourth grade teacher, is back at work today, after an absence of two weeks.
The Sunset senior and junior basketball teams were defeated by Lakeview teams, at this place last Friday.
Messrs. Homer Hambright and Homer Gilpin attended the singing convention at McAdoo last Sunday.
Miss Thelma Kinnard spent Saturday night and Sunday with Mrs. Howard of Floydada.
The Home Demonstration Club met with Mrs. Elmer Newton last Wednesday afternoon.
Mr. and Mrs. Geo. Gilpin spent last Sunday with Mr. and Mrs. Jim Robertson of McAdoo.

PLEASANT VALLEY

Jan. 14.—Flu is still bad and many are on the sick list this week. Not a family in the community has escaped.
Mrs. W. E. McClure and children, Zelma, Beula Fay, and Jeanne have been on the sick list the past week.
Mr. and Mrs. D. P. Childress and family visited in Floydada Sunday.
Mr. and Mrs. T. B. Mitchell and family visited Mr. and Mrs. Davis Sunday.
Mr. and Mrs. W. F. Barnes visited Mr. and Mrs. W. M. Thorn of Petersburg Sunday.
Mr. and Mrs. R. C. Yarbrough and son, Herchel, and Mr. C. S. Colson went to Rush Springs, Okla., Thursday of last week for the week-end.
Mr. and Mrs. Lee Reeves visited Mrs. Reeves' sister, Mrs. La France, Saturday.
Mr. and Mrs. W. E. Lowrance and Mr. and Mrs. F. U. Payne attended the B. Y. P. U. convention at Crosbyton Sunday afternoon.
Mr. and Mrs. W. C. Hubbard are the proud owners of a new Ford Sedan. Mr. and Mrs. Hubbard motored to Canyon Sunday.
Mr. and Mrs. N. T. A. Byers spent Sunday afternoon with Mr. and Mrs. E. J. Pratt.
Bro. and Mrs. Morgan, and Miss Conn, of Dallas, visited Mr. and Mrs. W. E. Lowrance Saturday night. Miss Conn is the State B. Y. P. U. worker.
Mr. and Mrs. Simmons moved last week to the Judge McGehee place, west of Lockney. Mr. Bert Vernon will on to the Simmons place.
Mrs. E. J. Blankenship spent Wednesday of last week with Mrs. W. H. Fields.
Mr. C. F. Harris is on the sick list this week.
Mr. and Mrs. Sam Powers returned home last week, after spending the holidays with their parents. Mr. and Mrs. N. T. A. Byers.
Mrs. E. T. Pratt visited Mrs. C. F. Harris Wednesday of last week.

Little Fay Reeves is back in school after a week's illness.

Official statement of the financial condition of the—

Security State Bank

at Lockney, State of Texas, at the close of business on the 31st day of December, 1928 published in the Lockney Beacon, a newspaper printed and published at Lockney, State of Texas on the 17th day of January 1929.

RESOURCES

Loans and discounts, undoubtedly good on personal or collateral property	\$119,227.75
Loans secured by real estate worth at least twice the amount loaned thereon	1,000.00
Overdrafts, undoubtedly good	1,603.54
Real estate (Banking House)	10,000.00
Furniture and fixtures	4,000.00
Cash on hand	7,285.45
Due from approved reserve agents	97,212.58
Acceptances and Bills of Exchange, undoubtedly good	103,801.68
TOTAL	\$344,131.00

LIABILITIES

Capital Stock	25,000.00
Other surplus fund	4,000.00
Undivided profits net	2,500.00
Dividends unpaid	2,500.00
Individual Deposits subject to check	296,869.58
Time Certificates of Deposit	15,146.75
Cashier's Checks	5,772.22
Other Liabilities (Bank Clearings)	22,342.45
TOTAL	\$344,131.00

stern of the vessel remained imbedded in the mud.

Photo shows member of the crew of the Chewink tending the air pumps forcing air into the pontoons raising the S-4.

Mr. and Mrs. Frank E. Pearson and children of Plainview spent Sunday in Lockney, visiting Mr. and Mrs. H. B. Adams and family.

Lockney Beacon want adv. pay

When some nerve gets squeezed by slip of the spine Vital energy's reduced along that nerve line. Distress of the body will appear here and there. Spinal adjustment gives the needed repair. All that is needed is just the bare hands. This the Chiropractor's trained to do. He understands.

DR. C. J. McCOLLUM
McCollum Building Locust Street

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

WHY NOT TRADE HERE—

We appreciate your business and want it. For your cows and chickens we have maize, Kaffir Barley Chops, Oat Chops, cotton seed meal, bran, Shorts, O. B. Mixed feed, Tankage and Alfalfa hay, also other feeds.

We handle only the best Colorado Coals. Come in and see us.

SOUTH PLAINS GRAIN COMPANY

Phone 23 Lockney, Texas



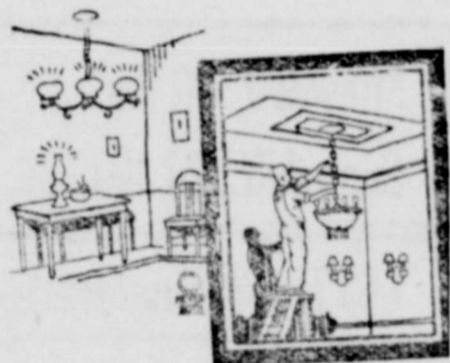
The House that Grew...

Sometimes the old house just naturally has to expand. You can make the extra rooms at low cost by partitioning with Sheetrock, the fireproof wall-board.

Sheetrock, which we sell and recommend most heartily, is made of pure gypsum rock, in great, broad sheets. Saws and nails like lumber. Decorates perfectly (all joints concealed). Let us show you a sample and estimate for you.

SHEETROCK

South Plains Lumber Company



MODERN FIXTURES ADD CHARM

OLD-FASHIONED lighting fixtures are as dowdy as old-fashioned hats. Modern fixtures add charm to a room as well as make it more livably cheerful. We can get you just the kind of fixtures you will like best. Phone us and we will gladly quote prices.

Let Me Figure Your House Wiring

OUR WIRING MEETS EVERY BUILDING CODE REQUIREMENT

GEO. F. KINYON

Phone 92 In Beacon Office

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

Have your Abstracts made by **ARTHUR B. DUNCAN** The Old Reliable Abstract Man Floydada, Texas

WILSON STUDIO & ART SHOP
FLOYDADA, TEXAS
PORTRAITS, VIEWS, PANORAMA VIEWS
KODAK FINISHING, ENLARGING ART PICTURES AND FRAMING

Have Your Abstracts Made By **ARTHUR B. DUNCAN** The Old Reliable Abstract Man Floydada, Texas

GRADY R. CRAGER
UNDERTAKER & EMBALMER
Hearse To All Parts Of The Country
Day Phones 126 and 121 Night 75
In Crager Furniture Company
Day and Night Service
Lockney, Texas

HEAL THOSE SORE GUMS
If you suffer from Sore Gums, Bleeding Gums, Loose Teeth, Foul Breath, or from Pyorrhea in even its worst form, we will sell you a bottle of Leto's Pyorrhea Remedy and guarantee it to please you or return money. This is different from any other treatment, and results are certain—Stewart Drug Co.

Public Sale
MONDAY, JAN., 21

—at the old J. H. Fowler farm, one mile west and one mile north of Lone Star school. Eleven miles due north of Lockney.

Livestock

- Two gray horses about 17 hands high and smooth mouth.
- Two black mares, smooth mouth.
- One bay horse coming 5, 17 hands.
- One sorrel mare coming 6, 16 1-2 hands high.
- One sorrel mare coming 6, 15 hands high.
- One dun mare, coming 8, 15 hands high.
- One gray horse, 15 hands, smooth mouth.
- One bay horse, 16 hands, and smooth mouth.
- One jersey cow, 6 years old. A good one.
- One jersey and holstien, coming 3, a good one.
- One jersey and holstien coming 4, a good one.
- 2 jersey bull yearlings.

- One roan durham cow.
- One jersey steer.
- One blue fillie, coming two years old.
- One jersey cow, 4 yr. old, giving milk

Farm Implements

- One two-row P & O lister.
- One two-row go-devil.
- One two-row John Deere go-devil.
- One two-row P & O cultivator.
- One six-foot Avery Tandem Disc, new.
- One old Tandem Disc.
- One P & O Lister.
- One Oliver Cultivator
- One 3 section drag harrow.
- One McCormick-Deering row binder.
- One McCormick-Deering header and with binder.
- One walking turning plow.
- One Weber wagon, a good one.
- Several pairs of chain harness.
- A complete blacksmith outfit.

TERMS OF SALE—All sums under \$25 cash; all sums over \$25 six months time on bankable notes bearing 10 per cent interest from date of sale. 10 per cent discount for cash one sums over \$25.

FREE LUNCH ON GROUND
E. G. BRAGG, Owner

SEALE & McDONALD, Auctioneers.

J. I. HAMMOND, Clerk.



SCHEDULE:

- Lv. Lockney 8:28 p. m.
- Ar Wichita Falls 2:45 a. m.
- Ar. Fort Worth 6:35 a. m.
- Ar. Dallas 8:10 a. m.

Cold, Uncomfortable Feet

Hard Stiff Leather that Cracks and Breaks

YOU



Can get a shoe that is always soft and pliable and comfortable no matter how much you get it in mud and water, barnyard manure or soaked up with perspiration.

WOLVERINE SHOES

Always Soft

\$4.00 to \$6.00 the pair

They don't scuff.

They don't get hard and stiff.

They don't rip

Sold in Plainview only by

STUBBS'

"On The Corner"
PLAINVIEW, TEXAS

Mr. and Mrs. Willard Phillips visited Mr. and Mrs. Clarence Powell Saturday night.

Mr. and Mrs. Foster James spent the night with Mr. and Mrs. Doc Bennett.

Mr. and Mrs. Brock and Miss Brock attended singing at Whitfield Sunday night.

A few of the young folk attended a party in the Williamson home Saturday night.

Messrs. Will and Roy Bennett and Josh Walling went to the skating rink at Tulla Wednesday night.

Miss Nela White spent Sunday evening with Miss McPeak.

Miss Freida Shrader and Willie have returned home after spending the holidays with relatives in East Texas.

Mr. and Mrs. Abbott Derrick, who have been visiting friends and relatives, have returned home.

ALLMON

Jan. 14.—A number of people in the Allmon community have been quite sick with flu. So far, there has been no death in the community. Several have had severe cases of pneumonia, but are now convalescing. A number of school children having been missing school on account of the flu.

The Allmon High School is planning on giving a box supper in the near future in order to buy school equipment. We are in need of some good play ground equipment and new library books. We hope these will be procured.

Mrs. J. E. Featherston and daughter, Miss Lou, had relatives as guests for Sunday dinner.

Mr. and Mrs. J. S. Jones spent Sunday afternoon with Mr. and Mrs. Alvin Foster.

Mr. and Mrs. Black of Petersburg visited in the home of Mr. and Mrs. Odell Sunday.

A nephew of Mr. E. G. Williams visited in his home for several days last week.

Mr. S. A. Shearer and family moved to Silverton. They expect to locate there permanently.

Mrs. Gross, and son, Oliver, of the Sand Hill community visited Mr. and Mrs. Roy Chapman Sunday.

Mr. C. H. McElroy and son, Chas were visitors in Lorenzo Sunday.

A meeting of the Allmon community is called for Tuesday night to discuss the problem of dragging the roads in this vicinity.

Mr. and Mrs. D. W. Burke and family of Conway, Ark., have moved into this community. It is hoped that they will remain here.

Roseland Home Demonstration Club
The Roseland Home Demonstration Club met at the club room, Monday, January 14, at 1:30 o'clock, with Mrs. Thomas as hostess.

The subject discussed was "Home Furnishings." This was a call meeting as we did not meet at our regular date the first Friday in January. There were fourteen members present. Miss Bass gave a very interesting lesson on the subject.

Our next meeting will be the first Friday in February. The subject will be, "One Dish Dinner." Mrs. Malone will be the leader. We hope all our old members and a number of new ones will be present. Every one come and help to make this the best club year ever.—Reporter.

O. C. Walker spent last week in Dallas, buying goods for the Walker & Greer store in this city.

W. C. Watson has been in bed several days this week with an attack of the flu.

PRAIRIE CHAPEL
Jan. 15.—Looked as if we might have some snow this morning, but it is clear again tonight.

Mr. Frank Jones and daughter, Flora Lee, attended church here Sunday.

Mr. Glen Griffith and family spent Sunday in the home of Mrs. Harrison.

Miss Jessie Lee Evans spent the week-end in Lockney, visiting her sister, Mrs. Irick.

Mrs. G. E. Tannahill entertained with a turkey dinner Sunday. Those present to enjoy the feast were: Mr. and Mrs. Joe Reeves, of the Lone Star community; Mr. and Mrs. Allen, of Lockney; and Mr. and Mrs. Street, of the Providence community.

Misses Leota Griffith and Linnie Hise spent Saturday night and Sunday with Miss Thelma Hise.

Mrs. John Belt and Mrs. Carthel visited our school Friday afternoon.

Mrs. J. C. Weathers also came Monday afternoon. We are so glad to have the patrons of the community visit us, and invite each and every one to come when they can.

Miss Opal Carthel spent the week-end visiting in Littlefield.

Attendance in school is some what better than usual this week, however, there are still several cases of flu in the community.

Mr. Lovell and family of this community attended the funeral of the

small child of Aron Creed who lived east of Lockney. The child first had whooping cough, then contracted pneumonia.

Mrs. J. B. Teaff and Mrs. Floyd Teaff and small son were Quitaque visitors Thursday.

Mr. Boedeker and family visited in the home of Mr. and Mrs. Shearer Sunday.

Miss Coleman has been having the sixth grade make a special study of "tongue twisters" in English for this week.

The play, "The Arrival of Kitty," which was to have been given here by Aiken last Thursday night, was postponed on account of sickness will be brought here Thursday night, Jan. 17. In return the high school play here, "A Fortunate Calamity," will be given at Aiken Friday nite, Jan. 18.

Our boys will play their second scheduled game here with Sand Hill Friday afternoon. All the patrons and parents of the community come and help us boost for them. By so doing will help them to win.

PROVIDENCE

Jan. 16.—Mr. L. A. Williams and family are visiting with Mr. and Mrs. O. L. Bennett this week. They will make their home near Hale Center this year.

Miss Noma McPeak spent last Saturday evening with Miss Nela White.

GRAPES AND CELERY CARROTS TURNIPS

HELPY-SELFY

CAULIFLOWER BEETS ONIONS

SPECIALS Saturday and Monday

FREE! With every \$2.50 Purchase we will give 6 lbs. Shawnee Flour FREE! With \$5.00 Purchase we will give 12 lbs. Flour

ORANGES, large, doz. **35c** CARROTS, bunch **9c**

Brown's Chocolates, lb. **25c** Cream Oil Soap, 3 for **20c**

SOAP Big Four, large cake, limit 5 bars, not soap alone, 2 bars **5c**

Pork & Beans, 12 cans **\$1** Brown's Crackers, 13 oz. **25c**

MEAL Snowdrit, 10 lbs. **29c**
Snowdrif, 24 lbs. ... **70c**

BANANAS, lb. **10c** LETTUCE, firm heads, each **9c**

BACON SLICED POUND **29c**

TOMATOES, No. 2 can **9c** TOMATOES, No. 2 1-2 can **14c**

Toilet Paper 6 oz. Roll, Limit 5, each **5c**

Peaches, No. 2 1-2 can **22c** Apricots, new crop lb. **18c**

Coffee, Brazos 1 Pound **51c**
3 lb. Tin .. **\$1.50**

CORN, No. 2 can **13c** Borax Wash. Powder, 6 for **25c**

PEAS, No. 2 can **14c** Corn Flakes, large, 2 for **25c**

MACARONI SPAGHETTI AMERICAN BEAUTY **3 for 20c**

BLOCK SALT **42c** BRAN, Sack **\$1.85**

Peaches gallon - 49c

COCOANUTS, 2 for **15c** LEMONS, dozen **37c**

SHORTS, GREY, Per Sack **\$2.25**

10 lbs. Sugar 63c

Announcement

Due to the small floor space we have moved to 714 Broadway, in the building recently occupied by the Boyle Music Company. We have a stock of some of the finest combinations that have ever been shown in Plainview. Call in and see us.

W. L. Meier Music Company
Phone 858 Plainview, Texas

SPECIALS FOR SATURDAY

48 pound sack good Everlite Plainview flour	\$1.63
48 pound sack Plainview flour	\$1.54
24 pound sack Plainview meal	65c
50 pounds Irish Potatoes	89c
East Texas Ribbon Cane Syrup	98c
8 pound Bucket of Compound	\$1.15

DRY GOODS

15 PER CENT OFF ON BOOTS.

Khaki Pants	\$1.50
Ladies' Silk Bloomers	85c
Men's Dress Shirts, Broadcloth	\$1.50
We Carry Davis Hats for Men and Boys. Prices Right	
30 x 3 1-2 Inner Tube, extra heavy	75c
29 x 4:40 Inner Tube, extra heavy	\$1.00

Walker & Greer

MUNCY

Jan. 15.—The change in weather, the past few days, seems to be better, in regard to the sick in the community. We hope that every one will be able to be up in a few days.

Miss Jewel Williams is at the bedside of her mother and sister, at Lockney.

Mr. W. G. Ferguson and family spent Sunday afternoon with W. N. Vandergriff and family.

Mr. Hugh Carroll has been doing some building at the elevator, the past few days.

Mr. Walter Overton from New Mexico, visited his aunt and uncle, R. E. L. Muncy and family, Sunday and Monday.

Mr. J. F. Biggs and family spent Sunday afternoon with Mr. and Mrs. Smalley.

Joe Ferguson visited Shirley Race Sunday.

Mildred Southern has been real sick with the flu, but we are glad to report her better.

Mr. and Mrs. A. B. Muncy were in Floydada Monday afternoon.

Mr. Yancy Moore visited A. B. Muncy Friday.

IRICK

Jan. 14.—The pretty weather we have been having for the last few days, has been greatly appreciated by the farmers of this place, who still have cotton in the field.

Rev. Cormack's sermon was enjoyed very much by us last Sunday afternoon.

Mr. Auto Hampton and Black Hampton, who have been visiting in Rock Springs, Texas, for the last two weeks, returned home last Tuesday.

We were very sorry to hear of Grandmother Holmes of Sand Hill passing on to the promised land last week. We will miss her very much for she was loved by all who knew her.

Miss Opal Ashby visited Miss Donna Nell Murphy Sunday evening.

Mr. Leonard Dollar left Tuesday morning for Silvertown. He has accepted a position there.

Irick played ball with Sand Hill last Friday afternoon. Sand Hill lost by one point. The score being 15 and 16.

Misses June Guthrie, Evon Griffith, and Mary Leda McAdams of Lockney, spent Saturday night and Sunday.

day with Miss Dorothy Glass.

Miss Bass, our Demonstration agent, met with the club girls Friday morning and awarded certificates. She also met with the ladies in the afternoon. Mrs. Cooper brought a nice turkey that was dressed and baked. All reported a nice time.

Mr. and Mrs. Reed, officer of Floydada, visited Mr. and Mrs. W. T. Glass Sunday.

We are going to put on a play entitled, "Wind Ginger" soon. Watch for date. We will assure you it will be well worth your time.

The young people enjoyed the singing Sunday night at Mr. W. T. Taack. Miss Lillie May Taack is visiting in Plainview this week.

Mr. and Mrs. E. Price of Lockney took dinner with Mr. and Mrs. W. T. Glass, Sunday.

Mr. and Mrs. J. H. Hanna left last Thursday for New Mexico, after having received a message of the death of Mr. Hanna's mother.

CENTER

Jan. 14.—Had a nice rain last week which was fine especially on wheat but more moisture is needed to make wheat what it really should be.

We had fairly good crowds out Sunday at all services even if they were slow getting there.

Had a good singing Sunday afternoon. Not many visitors though. Mr. and Mrs. Flippin and children from Campbell and Mr. and Mrs. Earl Branson from Crosbyton county.

Ruby Cook, Clara Tubbs, Ruth and Doris Jordan took Sunday dinner with Maxine Ross.

Mrs. Montgomery, Miss Alma and Floyd took Sunday dinner with Mr. and Mrs. T. L. King.

Mr. and Mrs. G. W. Bryant spent Sunday with Mr. and Mrs. T. J. Gill.

Mr. and Mrs. Elvis Gill took Sunday supper with Miss Alma Montgomery.

Elizabeth and T. C. Goodman entered school here today.

Mrs. W. L. McAda was called to the bedside of her father at McGregor, Texas, last Saturday.

T. C. Hollums spent Saturday night and Sunday with Grady McAda.

Mr. and Mrs. C. O. Spence took Sunday dinner with Mr. and Mrs. Mankin.

Rev. and Mrs. Merle Weathers took Sunday dinner at the Veach home.

Mr. and Mrs. Earl Branson visited his parents until singing time Sunday.

Miss Katherine Tubbs visited Miss Elizabeth Gill last Sunday.

Travis Lightfoot and Ralph Tubbs spent Sunday with J. B. Jordan.

Friday night of this week is our club night.

Our workers meeting which was postponed Jan. 8 will meet at Center church Jan. 23. An invitation and hearty welcome to all.

ANTELOPE

Jan. 14.—Bro. Lontroupe delivered two fine sermons here at this place Sunday morning and evening. Quite a few were out to hear him.

The party at Mr. Ted Jones' Saturday night was very much enjoyed by all who attended.

Quite a few from here attended the singing at McAdoo Sunday.

Miss Bass met with the club ladies Thursday and gave a very interesting lesson.

Mr. and Mrs. J. A. Jones were shopping in Roaring Springs Saturday.

Misses Kate Stewart and Morris of Crosbyton spent the week-end with Mrs. J. A. Jones.

Mr. and Mrs. Frank Suddith of Roaring Springs spent Sunday here visiting relatives and friends.

Mr. and Mrs. Palmer visited John Aston and family last week.

Mr. Burl Holt has gone to Waco, Texas, after his father and mother. His mother was operated on there during the holidays.

The club ladies are entertaining their husbands with a party Tuesday night.

Mrs. W. W. Wisdom was shopping in Floydada Saturday.

Mrs. Charley Nickles visited Mrs. P. H. Thomas last week.

Mrs. P. H. Thomas was called to the bed side of her sister, who is ill with pneumonia at Ringling, Okla.

Mr. Horace Nickles was visiting in Joe Bailey Sunday afternoon.

LONE STAR

Jan. 14.—The attendance at school has been light for the past week owing to the prevalence of flu.

Lorene Wylie of the Whitfield community is ill with pneumonia at the home of her aunt, Mrs. W. B. Hatchett.

Mr. and Mrs. T. J. Jarboe visited Mr. and Mrs. W. W. Cooper of Irick Sunday.

Mmes. Applewhite, Thomas, and Withers, and Roy Parrish spent Sunday in Crosby county with Mrs. Thomas' daughter.

Mr. J. H. Phillips is in Plainview under the care of physicians.

Mrs. Taylor, Mr. and Mrs. Homer Abney visited Mrs. Taylor's mother and brother at Vealmoore, Texas, Saturday and Sunday.

Mrs. Bryson of Dallas is visiting her mother, Mrs. J. H. Phillips, who is quite ill with tonsillitis.

The work of moving the Baptist church to Sterley is progressing very slowly.

Mr. Frank Slaughter and sons of Aiken, visited Mr. W. S. Rexrode and family Sunday.

AIKEN

Jan. 15.—There is scarcely a family in our community but has had the

See The
New Superior
Whippet
In Both Four and Six Cylinders
Now On Display
In Our Show Rooms
Waller Motor Co.
Lockney Distributors

flu. The attendance at school has been poor the past week.

Mrs. McReynolds has been real sick the past few days. She has been suffering with something like paralysis. She was brought home today from the sanitarium at Plainview. The many friends of Mrs. McReynolds wish for her a speedy recovery.

Miss Hastings is back in school this week after having the flu.

Addie Shugart has been home the past two weeks recovering from flu, and taking care of the rest of the family, who are ill.

We were sorry to hear of Mrs. McGabe's illness. He was not able to be with us Sunday on this account. Bro. Chal's father is living with him now.

Prairie Chapel will give their play here Friday night. The title of the play is, "The Unfortunate Calamity." Every one come and help our school. Mr. and Mrs. Haehurst visited relatives at Plainview Sunday.

The small grandson of Mr. Willis has been seriously ill.

Bro. Cormack, the Methodist pastor, plans to move in the new parsonage this week.

Mr. and Mrs. Owens visited in Plainview Monday.

Announcing 1929

Michelin Tire Store

MICHELIN, THE WORLD'S GREATEST TIRE FOR THE MONEY

DID YOU KNOW THAT WE ARE SELLING THE CHEAPEST TIRES IN THE HISTORY OF THE INDUSTRY

We offer quality tires only—no secondary line.

HIGH PRESSURE

30 x 3 1-2 Standard	\$6.35
31 x 4 Clincher	\$7.40
(30 x 3 1-2 Oversize)	
31 x 4 Heavy duty	\$9.15
32 x 4 Regular Straight side	\$11.00
33 x 4 Regular Straight Side	\$11.90
32 x 4 1-2 Regular Straight side	\$11.35
30 x 5 Oversize priced at	\$19.75
30 x 5 Extra Heavy Duty Super	\$25.50
33 x 5 Oversize priced at	\$21.50
35 x 5 Oversize priced at	\$23.25
32 x 6 O. S. Heavy Duty at	\$32.50

HIGHEST MILEAGE RECORDS per Dollar invested on QUALITY TIRES

BALLOON SIZES

29 x 4:40 Regular priced at	\$6.65
29:4:40 Heavy Duty priced at	\$7.70
29 x 4:40 6-Ply Oversize priced at	\$9.75
30 x 4:50 Standard priced at	\$8.50
30 x 4:50 Super Tread	\$10.75
29 x 4:75 Standard priced at	\$9.75
29x4:75 Heavy Duty Priced at	\$11.80
31 x 4:95 Standard priced at	\$11.65
29 x 5:00 Standard priced at	\$10.00
28 x 5:25 Standard priced at	\$11.25
30 x 5:25 Standard priced at	\$11.90
31 x 5:25 6-Ply Heavy Duty priced at	\$14.50
31 x 5:25 6-Ply Heavy Duty priced at	\$17.50
30 x 6:00 Standard priced at	\$13.80
30 x 6:00 Super priced at	\$19.10
33 x 6:00 Standard priced at	\$14.80
33 x 6:00 6-Ply Heavy Duty priced at	\$17.35
33 x 6:00 6-Ply Heavy Duty Super	\$20.50

Above prices are not to be confused with cheap or inferior grades.

All other sizes not listed above priced in proportion. MICHELIN heavy red inner tubes from 98c up according to size.

Waller Motor Company

14th Annual Market Clearance

SALE

Our buyers are now at the worlds greatest furniture market and have notified us to clean the floors to make room for new lines of merchandise. Our buying power this year is greater than ever before having just added three new stores to our chain of seventeen now in operation and more to come.

10% OFF ON TIME PAYMENTS. 20% OFF FOR CASH PAYMENTS

These discounts off from our regular low prices. We offer you some sure enough bargains. Our stocks are not complete, as usual at this time just after the holiday rush, but we do have good stock to select from. COME EARLY!

PLAINVIEW BRANCH

Amarillo Furniture Co.

One Block West of Santa Fe Depot

Plainview, Texas

What's Doing in West Texas

A deal whereby \$14,400 was the price for a five year lease on the building at the corner of Eighth and Hutchinson Avenue in Ballinger was paid recently by G. A. Ladig. Mr. Ladig intends to make improvements inside the building.

A recently discovered area of pure sand and gravel near Hamlin will be the incentive for building of ten miles lines to it from the Abilene & Southern, the Orient and the M. K. & T. roads. The sand and gravel area is about three square miles and 100 cars of sand a day for several years can be shipped from it.

For the second time in one year the post office at Albany has been enlarged. Each time one hundred and fifty boxes were added. Albany citizens consider this a good sign of progress. The total number of boxes now is 1366.

A contract has been let in Coleman for a building 60 x 120 feet to house the Whippet-Willys Knight agency under direction of W. A. Forgey. A fifty foot space next to the building will be used by Mr. Forgey also.

The Midland courthouse was remodeled this week to handle the vastly increased land and lease sales in Midland and the Midland oil field area. Two new abstract offices and chamber for J. M. Gilmore corporation judge was created.

Farm demonstration week in Wheeler county during 1928 resulted in a profit or saving of \$10,320.90 on dairy cattle, swine, poultry according to T. R. Brown, county agent. He reports that 518 farms adopted improved practices in poultry alone.

The nail picking machine which is the property of the State Highway Muleshoe to Olton. The machine is used in this territory exclusively and is worked on the principal of a huge magnet which gathers the metal off the highways so it can be placed where it is harmless.

An up-to-date hatchery for O'Donnell is practically assured according to H. H. Williams who intends to install a 18,000 egg capacity incubator by the 20th of this month. Custom hatching will be done and a complete line of chicken feed handled.

A bond issue of \$150,000.00 for street improvement was carried at Graham recently. Work is expected to start on the streets as soon as the bonds are sold and will include paving and the hardsurfacing of the highways leading into the town.

Twenty carloads of Kimble county pecans have been shipped to the Schriener-Hodges company from Junction lately. The last two cars had 33,000 pounds each. The firm has shipped out about six hundred and fifty thousand pounds and large quantities are being received daily.

The citizens of the fast building residence section in the south part of Big Spring are launching a movement to bring about a sidewalk building program so that free mail delivery may be extended to that portion of the city. The service will be extended as soon as the property owners meet the requirements.

Archer City is experiencing an improvement boom. A new Baptist church costing \$25,000 is being built and \$80,000 worth of water and sewer extensions being installed. Work is under way on the new City Hall and Masonic Temple to cost some \$20,000.

A building of buff brick, concrete and steel, 75 x 140 feet is the home of the Ford Motor Company in Plainview. The building has 10,500 feet of floor space which will be utilized for the best possible service to the patrons.

"OLD WEST" LIVES AGAIN IN EXPEDITION MOVING AGAINST MURDEROUS BAND OF INDIANS

Douglas, Ariz., Jan. 13.—The Old West lived again today along the Mexican border.

A vigilante expedition was moving against a murderous band of Apache Indians living in the wilds of the Sierra Madra mountains of Sonora, Mexico.

The civilization which forced Geronimo and his band of Apaches out of southern Arizona and New Mexico in the 80's, after a series of depredations, Indian escapades, nine days ago for the first time began to feel its way into the rugged mountains of Sonora, to wipe out the last descendants of the most famous of Indian chieftains in the Southwest.

Francisco Fimbres, gentleman, led eleven scouts beyond Bacerae, last Mexican outpost, to avenge the death of his wife in an Indian ambush in 1926, and to endeavor to rescue his young son from the Apaches who, Fimbres believed, were rearing the child as one of them, possibly to lead them to greater crimes against the "pale face" when he grew to be a warrior.

The last foray of the band into American territory was recorded in 1924, when the tribe came north in the spring and remained in the Big Hatbott country of New Mexico all summer, raiding and pillaging.

Cowboys Led by Sheriff Frank Fisher, prospector, was slain by the Apaches in 1925, and an avenging expedition of 40 cowboys, led by Deputy Sheriff Sam Hayhurst,

an old frontiersman, tracked the band into Mexico. They recovered stolen stock but failed to locate the Indians.

The Fimbres vigilantes have been swallowed up by mountain silence. The silence was broken out but once since the Mexican band set forth, by the return of Ramon Quejada, one of the group, Friday night.

Quejada was delirious when brought to Augua Prietta by a Chinese vegetable grower, he had Fimbres 40 miles east of Rushaya, when attacked by a fever.

Forced from Caves
In the meantime, officials in the cities on both sides of the border feared that the Apache band, which had swooped down on defenseless Mexicans to rob and kill for years, may have been forced from their caves in the mountains by heavy snows. The Indians may have surprised and murdered the Fimbres scouts, in their migration from the peaks to the valleys, it was said.

Dozens of cowboys today were gathered on the Arizona side of the border, ready to join civilian volunteers in Mexico and ride to the aid of the Fimbres scouts.

FIRST BAPTIST CHURCH BURNS AT FORT WORTH

The Reverend Frank Norris in Austin—Investigation Made by District Attorney

Fort Worth Texas, Jan. 12.—The First Baptist Church, largest structure in Fort Worth given over to religious worship, as well as the four-story Sunday school building, was wrecked by flames which were first discovered at 6 o'clock Saturday morning. Loss of buildings and furnishings is estimated at \$300,000 partly covered by insurance.

The Rev. J. Frank Norris, pastor of the church, was in Austin when the fire broke out. He started for Fort Worth in an automobile borrowed from a friend there immediately when his wife telephoned him shortly after the fire was detected. He arrived here 1:20 p. m.

Following the finding of several charred tubs in the smoldering ruins and a five-gallon jug of gasoline in the Sunday school building, an investigation was started by the District Attorney, Ranger Capt. Tom Hickman is assisting the District Attorney in the inquiry. Another investigation is being made by City Fire Marshal Claude Ligon.

Saturday morning's blaze was one of the most spectacular ever seen in Fort Worth. Practically the entire fire fighting force was called to the scene by Fire Chief Standifer Ferguson. So rapidly did the fire spread and so fast did it burn that the firemen were helpless to do anything except to prevent the spread of the leaping flames.

The building next door, also owned by the church, in which Dr. Norris' office was located, was saved.

It was afternoon before Fire Marshal Ligon and his aids could make their way into the burning ruins to investigate the possible cause of the fire. It was then that Firemen R. C. Stevens and J. C. Allison, central fire station, found a tub said to have contained gasoline and water on the third floor of the Sunday school building. The five-gallon jug of gasoline was discovered in the

basement of the same building, they reported.

Two charred tubs were found in the ruins of the church building proper by the investigators. The District Attorney ordered a chemical analysis of the contents of the tubs.

Fred Holland, former Fort Worth policeman, building custodian, declared there were tubs in the church building, but that they had been used to contain floor oil. He said he knew of no gasoline on the church premises, in fact, that he had expressly forbidden any being brought on the premises on account of the fire hazard. He said he was unaware of any new tubs in the building such as that found which contained a mixture of gasoline and water.

Fire Marshal Ligon said the structure was so completely burned out that the origin of the fire will be hard to determine.

When the Rev. Mr. Norris returned from Austin Saturday afternoon smoke was still arising from the destroyed building. Tears came into the pastor's eyes as he walked the square block around the structures which had been built under his pastorage.

"The worst loss is the demoralization of the forces," Mr. Norris said, but we will start building back now."

Plant Valued at Million
The church auditorium had a seating capacity of 4,500; the church plant, including departments, gymnasium, etc., had an approximate value of \$1,000,000.

"Dr. Norris went to Austin yesterday with some friends to attend sessions of the legislature," Mrs. Norris said. "I was trying to get him when fortunately he called. I had to tell him the awful news that the church building was on fire."

Patrolman Bradford, who covers the beat which includes the block of church property, did not know who turned in the fire alarm.

"Officer Bob Moreland and I were over about the Northern Texas Traction Company when we heard the wagons," Bradford said. "We came over immediately and at that time the fire seemed pretty well started."

"I have frequently reported to the Central Police Station and to church officials that the church is left open and that anybody who wants to can go in there," Bradford said. "Every once in a while some try to use the church as to sleep. It may be possible that somebody like that threw down a cigarette and started the blaze."



Among men who have had connections with this bank for years it is a well established fact that it is good business to bank here. You will find our officers and assistants are skilled not only in the operation of the modern bank, but also are men of seasoned judgement in advising you on affairs.

The Security State Bank

The Plainsman



Shortest Line—Quickest Time

Through, all steel train with Pullman service between Floydada and Oklahoma City making direct connections at Oklahoma City with Fast Pullman trains to St. Louis, Kansas City and Chicago.

Schedules

East Bound	West Bound
6:00 P. M. Lv. Floydada	Ar. 12:40 P. M.
10:00 P. M. Ar. Quanah (B)	Ar. 7:45 A. M.
10:10 P. M. Lv. Quanah	Lv. 8:30 A. M.
6:50 A. M. Ar. Oklahoma City	Lv. 11:20 P. M.
8:20 A. M. Lv. Oklahoma City	Ar. 6:20 P. M.
11:30 P. M. Ar. Saint Louis	Lv. 10:45 P. M.
7:30 P. M. Ar. Kansas City	Lv. 11:00 A. M.
7:45 A. M. Ar. Chicago	Lv. 11:30 P. M.



QUANAH ACME & PACIFIC RAILWAY CO.

FOR FURTHER INFORMATION CALL OR WRITE

T. K. HAWKINS
General Passenger Agent
Quanah Texas

Public Sale

Thursday, January 24th

At my place 4 miles north of Lockney, 13 miles due east of Plainview on the Quitaque road. Sale begins at 10:30 a. m.

- The following described property:
- HORSES**
 - Two mares, 7 years old, wt. 2,800 extra good.
 - One black mare, wt. 1,400, 6 yr. old.
 - 1 shetland pony, 6 years old, fine for kid pony.
 - One bay mare, 7 years old, weight 1,100, gentle.
 - One coming 2 year old filly, unbroke.
 - COWS**
 - 8 jersey milk cows, giving milk, ages two to six years. 3 1-2 to 4 1-2 gallon cows.
 - Some of these cows are just fresh and others will be fresh in three months.
 - 10 coming 2-year old heifers, five heavy springers.
 - 7 heifer calves, 10 bull calves.
 - 1 registered bull.
 - HOGS**
 - Three nice feeder shoats.
 - CHICKENS**
 - 150 yearling white leghorn hens.
 - FARM IMPLEMENTS**
 - 1 Deering header and binder combined.
 - 1 International tractor.
 - 2 Emerson 2-row listers, in good shape.
 - One 14 hole Kentucky wheat drill fair condition.
 - One 1-row Oliver lister.
 - 3 Oliver disc breaking plows.
 - One Emerson 2-disc plow.
 - One wheat drill.
 - One Emerson 2-row go-devil.
 - One cultivator.
 - One McCormick row binder.
 - MISCELLANEOUS**
 - One incubator.
 - One coal heater.
 - Four sets chain harness collars and bridles.
 - Many other items too numerous to mention.

TERS—all sums under \$25 cash, sums over \$25, ten months time will be given on bankable notes bearing 10 per cent interest.

Free Lunch on Grounds

PRAIRIE CHAPEL HOME DEMONSTRATION CLUB WILL SELL PIES AND CAKES

G. E. TANNAHILL, OWNER

W. A. NASH, auctioneer

M. A. McCraw, Clerk

ISIS THEATRE

Program Week Commencing
Monday, January 21

Monday and Tuesday—
RICHARD BARTHELMESS
—IN—

"The Patent Leather Kid"

PARAMOUNT NEWS

Wednesday and Thursday—
MILTON SILLS
—IN—

"The Crash"

COMEDY—"FACE VALUE"

Friday—

RICHARD DIX
—IN—

"Warming Up"

COMEDY—"HAPPY HEELS"
PARAMOUNT NEWS

Saturday—

TOM MIX
—IN—

"Silver Valley"

COMEDY—"BEAR KNEES"
PARAMOUNT NEWS

McCOY

Jan. 14.—There was no preaching at either the Methodist or the Baptist church Sunday.

Miss Lou Berry is spending a few days with her brother at Tulia.

Mr. and Mrs. Clyde Bagwell were the Saturday night guests of Mr. and Mrs. C. D. Thacker.

Every one enjoyed the party given at the home of J. L. Pittman Saturday night.

Mr. Son Jackson visited in the home of S. F. Smith Sunday night.

Mr. Elber Ewing visited in the Blanco community Thursday night.

Mrs. J. W. Jackson has purchased a new Whippet coach.

Mr. Archie Curry and family, who have been real sick, are feeling better now.

LIBERTY

Jan. 14.—Miss Elsie Anderson spent Saturday night and Sunday with Mildred Pope.

Orvis Seal and little niece of Lockney were visiting in the McCormick home Sunday.

Vieta Dunlap visited Pauline Strickland Sunday night.

Mr. Orvall Love and Misses Verna Dunlap and Altha Strickland visited Mr. and Mrs. Sid Williams Saturday night.

Christalene Bean spent Sunday

night with Jennie McCormick.

Clifton Gilly spent Saturday night with A. J. Anderson.

Maxine and Asale McGuffey attended church services here Sunday. Little Eunice Langley has been sick with the flu.

Misses Elsa Anderson and Mildred Pope attended the show at Lockney Saturday night.

Mrs. Jim Anderson and daughter and little grandson spent Friday afternoon with Mrs. W. W. Anderson.

Misses Mozelle Williams and Bennie Malone had the misfortune of falling off a horse Friday afternoon. Neither of the girls were hurt bad. Bennie was taken home, but is back in school again now.

Frederick Williams was taken home from school Friday because she was sick.

Mrs. and Mrs. A. J. Jetton spent Sunday afternoon with Mr. and Mrs. John Clendennen.

Mr. Andrew Jetton made a business trip to Tulia last Monday returning Tuesday.

J. C. Anderson spent the week-end visiting his sister, Mrs. Earl Baker, of Floydada.

Autra James was a Lockney visitor Saturday.

Mr. and Mrs. Bill Elliott of Floydada spent Sunday with her parents of this community.

Misses Mildred Pope and Mary Box visited Misses Erma and Berna Bean Friday night.

Mrs. Sam Box and little children returned home Wednesday from a three weeks visit with her mother in Oklahoma. She reports an enjoyable time.

Mr. and Mrs. W. W. Anderson and children, Darwin, Evelyn, and Omer Lee spent Sunday with Jim Anderson and family.

Mr. and Mrs. Jim McGuffey and children returned Friday from Vernon, after a short visit with relatives.

BLANCO

Jan. 14.—Mrs. L. C. Wheeler has returned from a short stay with her mother.

Mr. and Mrs. Will Snell had as their guests Sunday: Misses Lorraine Holleyfield, Jessie Dalton, and brothers, Leland, Choice and Wayland.

Mr. and Mrs. H. T. Bridges and daughter, Miss Eloise Bridges, Fred Taylor and children, Ralph and No-

vella visited in the S. F. Smith home Sunday.

Mr. Sam Smith attended church at Cone Sunday.

Miss Opal Smith spent Monday at Mrs. Fred Taylor's of Floydada.

Mr. Hal Ferguson and Jack Hurd left for their home in Dimmitt last Monday.

Mr. Roy Holmes and Miss Eloise were in this community last Thursday night.

STARKEY

Jan. 14.—The flu is still raging in the community and many are sick.

Mr. J. T. Permitter on January 5th received a message to come to Brownsfield and be at the bed side of a sister, Mrs. J. P. McDermitt. After the death and burial of the sister Mr. Permitter and family returned home Jan. 12.

Mr. Bill Hoard is making some improvements, recently drilling a well and installing a Delco Light plant.

Mr. W. F. Ferguson made a business trip to Lubbock Saturday.

Master Rufus Kelley is the proud owner of a new Buick sedan.

The construction crew are making headway on the new highway that is built east of the former highway.

Mr. J. H. Burgett and family visited in Floydada Saturday.

Social Meeting at Home of Mrs. J. H. Hohlaus

The Methodist ladies held a business and social meeting at the home of Mrs. Hohlaus, January 7th. Mother Strong conducted the devotional.

Mrs. Stephens leading in prayer. The president, Mrs. L. A. Cooper, called the meeting into business session. The usual order of business was disposed of, after which the pastor, Rev. Stephens, discussed the question of paying off the church debt on our church building, and asked the society to pledge \$100, which was promptly done, without a dissenting note.

A social hour was had and delicious refreshments, consisting of cake, whipped cream, and coffee were served by the hostess, assisted by Mrs. Adams. Every one expressed the pleasure they had in the entertainment and refreshments so graciously served by the hostess and her assistant.—Mrs. Stephens, reporter.



"You Can't Beat Our Loans"

Phone 185

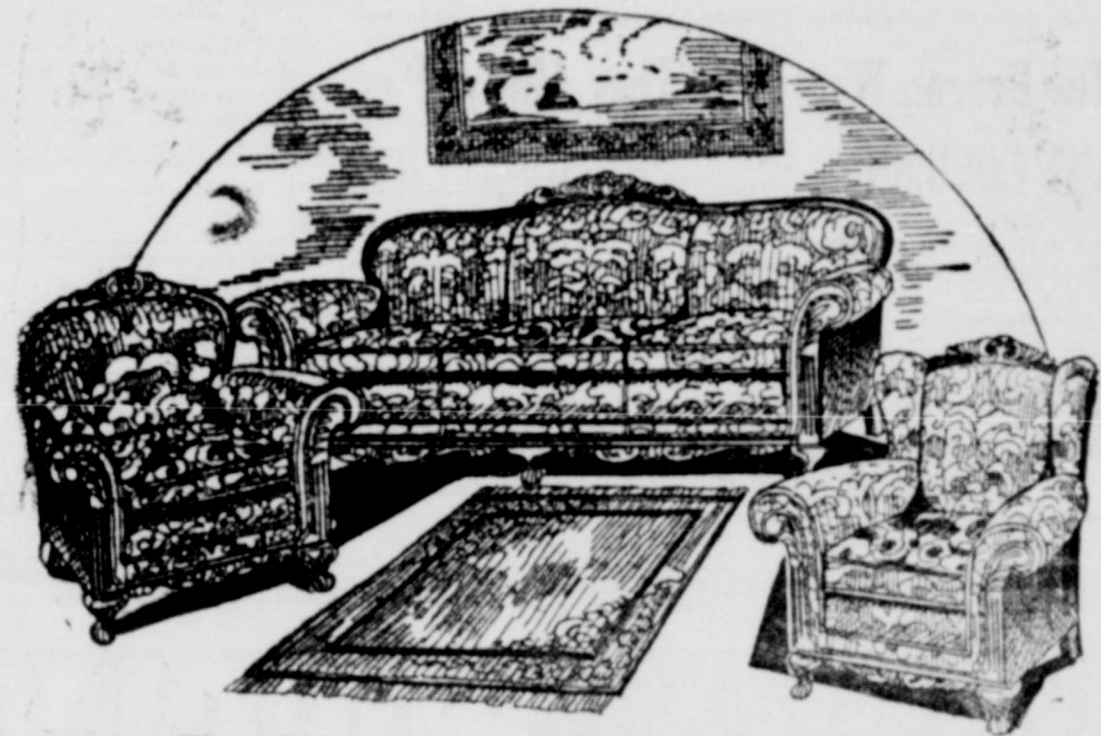
Norton Baker's New Furniture Store Open For Business

We have just opened our new furniture store in the Veigel building in Plainview and invite all our old friends and customers of the Lockney country and the town of Lockney to call and see us, and inspect our stock of household furnishings.

You will find in our stock everything in the household furnishing line: Such as bed room suites, living room suites, dining room suites, window shades, floor coverings, breakfast suites, day beds, junior dining room suites, kitchen cabinets, occasional tables, odd chairs, and in fact everything that goes to make a first class furniture store, and you will also find that our prices are the very lowest, quality considered.

Your Home Furnished for \$224.50

Nice selections of suites of furniture will be offered as special inducements to have you visit us the coming week, and for this opening week only. They are



Three-piece Living Room Suite for one week only

\$96.50

Four-piece Bed Room Suite, one week only

\$59.50

Eight-piece Dining Room Suite, for one week only

\$68.50

Combine the above three-suites and you furnish your home for

\$224.50

Complete Bedstead, spring and mattress **\$17.70**

UNDERTAKING DEPARTMENT

Mr. Richard P. Phillips, formerly of Lockney, will have charge of our Undertaking Parlors, and will look after all business in this department.

Hearse and Ambulance

Calls answered at all hours, day or night. Courteous, Prompt and dependable service offered by this establishment at all times and in cases of emergency.

PHONES: DAY No. 991 NIGHT No. 993

Baker Furniture & Undertaking Co.

D. E. Sellers, Manager
In Veigel Building Plainview, Texas



Lockney Auto Company



LIBERAL ALLOWANCES
MADE ON OLD TIRES

Have You Seen the Greatest Heavy Duty Tire Ever Built

"In all our experience handling tires we've never seen a tire to equal this Federal heavy-duty Double Blue Pennant Balloon. "It's not only an extra-ply tire but also a REAL oversize tire—built in an oversize mold.

"It has the High Crown Tread that makes 100% contact with the road.

"It's the easiest riding, longest wearing tire we've ever handled—and we back it as the greatest tire value on the market today."

FEDERAL TIRES

HOKUS-POKUS SPECIALS Saturday

We Have Come to Stay—Not To Play

- Lettuce, large Iceberg each **7 1/2 c**
- Apples, fancy nice size, (plenty of 'em)
per dozen **23c**
- Bananas, bright yellow, No. 1, doz. . **28c**
- 4 lb Market Day special Raisins, bag **32c**
- Blackberries, gal solid pack East Tex **58c**
- Sliced Bacon, Northern Sugar
Cured, per pound **24c**

OUR BUYING POWER PERMITS IT

G. S. MORRIS

Read The Beacon Want Ads. They Always Pay

WANT COLUMN

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

SEE us for an estimate on remodeling your home with sheetrock.
South Plains Lumber Company

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

NEW, modern greenhouse, four blocks

west of sanitarium, Floydada, Texas. —Hollums, Floydada Florist. 25-tf-c

FOR RENT—Old Beacon office on Locust Street.—H. B. Adams.

SAVE fuel bills this winter by having Oriental Stucco put on your house. —South Plains Lumber Company

TWO GOOD homes in McKinney, Texas to exchange for a well improved quarter-section of land. Must act quick.—Baker & Carter.

FOR SALE—PARMAK RADIO, in good shape with tubes.—Phone 92.

MAKE your home beautiful and comfortable with Oriental Stucco. —South Plains Lumber Company

FOR RENT—Nice office space in the new Beacon building.—Phone 92.

SHEETROCK is low in price high in comfort and satisfaction. —South Plains Lumber Company

MAKE use of that spare room by making it nice and cozy with sheetrock. —South Plains Lumber Company

FOR SALE—Ford truck and Ford Sedan.—See Watt Griffith. 17-tf-c

STRAYED—Bay mare, roached mane, white hind feet. Owner call at my place.—Gleen Watson. 17-2t-p

CHINESE ELMS—Grown in Hale County.—See Dave Bowman, Plainview. 17-tf-c

FOR SALE—Star wind mill, tower, and casing, in first class condition, will sell for \$50.—See J. W. Monroe. 17-tf-c

FOR SALE or RENT—A good home in southwest Lockney.—J. H. Henson. 16-tf-c

FOR SALE OR TRADE—15-27 Case tractor, will sell or trade for work stock.—See E. R. Bryant. 17-tf-c

FOR SALE—5-room residence in North Lockney. Small cash payment, balance monthly payments, like rent.—W. J. Myers. 17-tf-c

FOR SALE—A five tube Atwater Kent radio, in good shape, cheap.—See Dr. N. E. Greer. 18-1t-c

FOR SALE—5,000 deheaded Hegira bundles at one cent per bundle.—T. J. Pemberton, 7 miles southwest of Lockney. 18-2t-pd

STRAYED—Two red pigs, 7 weeks old, strayed from my house, will pay reward for information or return.—Lindsay Busby. 1t

FOR SALE—Willys Knight sedan, good condition every way, license paid. Absolutely the biggest bargain in Texas.—Happy's Hamburger House, Lockney, Texas. 18-1t-p

FOR RENT—Four room house for rent, good work teams for sale.—See Ira Simpson or phone 102W. 1t-c

FOR SALE—Some Silver-laced Wyandotte cockerels, \$1.50 each.—See Mrs. O. D. Wofford, Phone 9901F4, Route 2. 18-2t-pd

NOTICE

I am taking a course in hair dressing and beauty culture, but expect to be in Lockney on Saturdays and appointments can be made by calling 54.—Lucile Carter.

R. U. STRONG AND HEALTHY
If not your spine may be the backbone of your trouble. Due to falls, strains, occupational positions, etc., spinal vertebra become misaligned (Subluxated). This in turn cuts off nerve supply from the brain to the body producing a weakened condition or disease.

Have your spine examined without cost or obligations on your part.
S. T. COOPER, D. C. Ph. C.
Chiropractor

FOR funeral flowers, phone us or leave your orders with Mrs. Honea, at Baker Mercantile Co.—Hollums, Floydada Florists. 18-tf-

FOR RENT—Some nice rooms.—Mrs. U. S. Braswell. 18-1t-c

FOR RENT—Bed room, all modern conveniences.—Call Beacon office.

CARD OF THANKS—We wish to extend our heartfelt thanks to the many friends and neighbors for the kindnesses and sympathy extended to us during the illness and death of our beloved husband and father, Mr. M. F. Barber. We especially want to extend our thanks and appreciation for the beautiful floral offerings and to those who looked after the family and out-of-town friends during this trying hour. May God's richest blessings rest on you all.—Mrs. M. F. Barber and children.

Farm Loans and Life Insurance

We have plenty of money to loan on Farm and Ranch land in Floyd and adjoining counties, at 6 per cent.

Don't you know it is better to have your insurance with a well known Company?

Don't you know it is better to have a well known representative write your business, who has a contract with the company for the territory in which he lives?

W. R. CHILDERS
Representing the Southwestern Life Insurance Company of Dallas, Texas.
W. C. ROBERSON
Solicitor, Office in First National Bank Building, Lockney, Texas.

SHERIFF'S SALE

THE STATE OF TEXAS
County of Floyd
Notice is hereby given that by virtue of a certain pluries execution issued out of the Honorable County Court of Hale County, on the 9th day of January, 1929, by Jo. W. Wayland Clerk of said county court, for the sum of six hundred twenty-three & 33-100 dollars and costs of suit, under a judgment, in favor of W. J. B. Gouldy in a certain cause in said court, No. 1652, and styled W. J. B. Gouldy vs. Mrs. W. D. Long, placed in my hands for service, I, P. G. Stegall, as Sheriff of Floyd County, Texas, did on the 10th day of January, 1929, levy on certain real estate, situated in Floyd County, Texas, described as follows, to-wit: All of blocks numbers one and six in Wilson Addition to the town of Lockney, Floyd County, Texas; also lot number 10, in block No. two and improvements thereon in Original town of Lockney, Floyd County, Texas, and leveled upon as the property of Mrs. W. D. Long and that on the first Tuesday in February, 1929, the same being the 5th day of said month, at the Court House door, of Floyd County, in the town of Floydada, Texas, between the hours of 10 a. m. and 4 p. m., by virtue of said levy and said execution, I will sell said above described real estate at public vendue, for cash, to the highest bidder, as the property of said Mrs. W. D. Long.

And in compliance with law, I give notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in the Lockney Beacon, a newspaper, published in Floyd County.

Witness my hand, this 10th day of January, 1929.

P. G. STEGALL,
Sheriff Floyd County, Texas.
By T. B. HILL, Deputy.

ROSELAND

Jan. 14.—Bro. H. P. Ashby filled his regular appointment for the Baptist Sunday morning and afternoon and visited in the J. J. Smith home.

Mr. and Mrs. Callahan and family of Sunset attended church at Roseland Sunday morning and visited in the Casey home.

Mr. and Mrs. John Allen of Dallas, Texas, were recent guests of Mr. and Mrs. W. A. Whitlock. Mr. Allen is a nephew of Mr. Whitlock.

Mr. Henry Roberson is reported very ill at present. He is at the home of his brother, Frank Roberson.

Mr. and Mrs. Silas Ellis have moved from the Alken community to the Roy Myers place.

Mr. Frizzell is driving a new Chevrolet car.

Mr. and Mrs. E. Durham of Cedar visited Mr. and Mrs. C. V. Ford Sunday.

The baby girl of Mr. and Mrs. Delbert Bybee is reported ill this week.

Little Carlye Whitlock has had a severe case of chicken pox the past week.

Frank Brown has been sick with flu the past week.

The Roseland girls' basket ball team went to Cedar Friday afternoon. After an interesting game, Cedar won by a small margin.

Mr. and Mrs. R. L. Thomas were Floydada shoppers last Wednesday.

BIG REDUCTION ON FURNITURE FOR THE NEXT TEN DAYS

- Congoleum Rugs, 9 x 12, only \$7.50
- Cane Bottom Chairs, each \$1.00
- A few more Coal Cook Stoves, regular \$37.50 values, while they last only \$25.00

Living Room and Bed Room Suites selling at about 10 per cent above cost

Junior Breakfast Room Suites, worth \$75.00 selling now for \$35.00 & \$45.00

Everything else in the Furniture line in the same proportion. We must have the cash. Nothing charged at these prices.

CRAGER FURNITURE COMPANY

Reduced Prices on
Clothing. Snap up
these Bargains in
GOOD
WARM
CLOTHING



WELCOME TO LOCKNEY

Poultry raisers of Floyd County. Come in and look at the New Buckeye Incubators. You will want to see this wonderful Incubator before you buy. Our dry goods sales were seventy per cent spot cash last year, which was made possible by poultry and dairying. Get the habit of paying cash and "Save the Silverware Coupons."

Baker Mercantile Co.

"The Store With The Goods"

PIGGLY WIGGLY HELPS THOSE WHO HELP THEMSELVES

Saturday Specials

Full Cream Cheese, pound. **30c**

Lettuce NICE AND CRISP, HEAD **6c**

With a Purchase of \$2.50 of other merchandise we will sell
20 pound Sugar for **\$1.00**

Big Red Apples, doz **29c**

EXTRA HIGH PATENT
Plainview Flour, sack **\$1.56**

BIG SALE ON

57 HEINZ 57 VARIETIES 57

This Company will hold a demonstration at Our Store
Saturday, January 19th. This Will Be a Treat

THE LOCKNEY LONGHORN

Official Publication of Lockney Public Schools.

Lockney, Texas, Thursday, January 17th., 1929

Volume 1 No. 19

EDITORIAL STAFF

Editor—Frances Savage.
Associate Editor—Fay Royal.
Exchange Editor—Emory Huggins.
Literary Editor—Kline Nall.
Athletic Editor—D. V. Biggers.
Joke Editor—Caretton Cook.

Reporters—Mary Nell Meadors, Beatrice Nicholas, Elvie Cook, Margaret Collier, Rowena Ewing, Ralph Arceneaux, Vaud Teaver, Miss Newman for Primary Department, Miss Simpson for Grammar School.

BENJAMIN FRANKLIN

Benjamin Franklin was one of the first great Americans and was what can be said of few men in all the world's history, a man distinguished in almost every field of endeavor.

The following inscription carved on a medallion of him, "He has seized the lightning from heaven and the sceptre from tyrants," mentions but two of the numerous phases of his activity. Scientist, author, statesman, philosopher, inventor, printer, diplomat, humorist—surely few other men ever ventured on so many careers and worked them out so successfully. America's patron saint of common sense—he is called, and this description fits him well; for in everything he did, in everything he said, and in everything he wrote there was an evidence of plain, common sense.

Benjamin Franklin was born January 17th, 1706 in Boston, Massachusetts, where he died, April 17th, 1790, he was easily the second citizen of the New World—George Washington alone, towering above him.

Mid-Term Exams

Listen, my children, and you shall hear
Of the mid-term exams of Johnnie Fear
On the 17 of January, '29.
Now a man is hard to find
Who can pass them on this day
and year.

He said to his friend, you'll be near
So if I can't answer them, I'll never fear,
Because you can show me where to find
The correct answer at any time.
You're the kind of a friend I love so dear.

You know the rest from books you have read
How Johnnie looked, then turn and fled.
He had been writing there all that day,
And hadn't had a thing to say
On the mid-term exam, as I have said.

—By Carl McAdams.

Our Pep Squad

Say, fellows, it's a poem to the pep squad I propose,
Of course, they've teased us, and oh goodness knows
They've always wanted things their way,
But when we've gone from here,
And in some distant day, we recall
The pep squad of dear old Lockney High,
We'll have recollections that money never could buy.
For their smiles, their cheers, and their yells,
We've found them to be true friends,
Just genuine girls.
So before the year's over and we've drifted apart,
Let's thank our pep squad,
The pride of our hearts.

—By Winfred Fowler.

JOKE

Miss Simpson: "Name an extinct animal."
Small Boy: "Tommy."
Miss Simpson: "But Tommy isn't an extinct animal."
Small Boy: "Yes, ma'am. He was our cat and the dog got hold of him."

The fourth grade has been studying the poles in class. "Tommy," said the teacher, "What is it that is white and lives near the poles, and its name begins with a B."
Tommy: "Oh yes, I know, Commander Byrd."

Miss Collins: "How did Columbus feel when he made his voyage to America?"
Student: "Sad."
Miss Collins: "Why do you think he was sad?"
Student: "Because it says in a poem, 'Columbus sailed the ocean, blue.'"

Miss Rice: "This gas is deadly poison. What steps would you take if it should escape?"
Homers: "Long ones."
Pop Biggers: "What is the highest form of animal life?"
Dummy: "The giraffe."

Dorothy—(effectively) "Daddy, you wouldn't like me to leave you, would you?"
Daddy—(fondly) "Indeed I would not, dear."
Dorothy—"Well, then I'll marry."
Mr. Raybold. He's willing to live here with us."

Lockney Plays Second Game With Tullia High

The basket ball girls went to Tullia last Friday afternoon for another game and more experience, both of which they received—and more. If you do not know who won, ask them if they know anything about a score of 48 to 19. Just watch them though; they are getting ready for the biggest game of the season. They are scheduled to play Tullia again in two weeks. When Glenna Collins and Beatrice Nicholas get well again, who knows whose score will run high? A number of girls will receive sweaters this year. They are working not only on the ball court to deserve them, but also they are selling candy every day, and lunches every Wednesday.

The Lockney girls have seven games scheduled to play on the home court, they are as follows:
January 16—Aiken—3:15.
January 17—Prairie Chapel—4:30.
January 18—Lorenzo—3:00.
January 19—Quitaque—10:30.
January 19—Quitaque—2:00.
January 23—Irish—3:15.
January 25—Petersburg—3:15.
The Aiken, Prairie Chapel, and Irish games are to be played with Lockney's second team. The girls hope all who are interested in them will come to see them play.

INTERMEDIATE DEPARTMENT

Room 7A

Quite a large number of pupils has been out since Christmas on account of the flu. Those absent from 7A were Dovie Williams, Lillie Hise, Wood Stevenson, Rowan Ward, Raymond Whitley, and Mary Wofford. This room, however, has held the attendance above the other rooms and we hope that it may soon be perfect.

We have begun our library work with interest, and hope to continue thus, as each book we read adds two points to our English grade.

Ben Whitell asked Mrs. Ward the other day, "Mis' Ward, kin I ride Rowan's bike?"
Mrs. Ward replied, "Maybe Rowan is going to ride it."
Ben said, "No, he ain't, 'cause he just got run over."

Room 7B

The following were absent this week: Lelon Fields, Evelyn McDonald, William Hise, Kenneth Hohlaus, James Cox, Rachel Graves, Carrie Lee Prickett, Ogden Lankford, Weldon Dodson, Buster Broyles, John Smith, and Lela Comer.

Hubert Witte made a hundred percent on an arithmetic test last week. Room 7B is reviewing in history for the mid-term examination, which will be given January 17.

Room 6A

There has been a number absent on account of sickness. Mary Williams was absent all week, also Vernon Williams, Glen Fore, J. C. Anderson, and Janet Huskey were absent all week. Mary Gaynelle Thomas was absent Wednesday. Maxine Cunningham and Mildred Cunningham were absent the first of the week. Fay Cook was absent Monday. We hope that every one will soon be able to be in school all the time.

Room 6B

Among those who were absent this week are Vernola Reecer, Virginia Hohlaus, Gordon Suits, Henry Brotherton, Austin Meriwether, Gaynelle Smith, and Elna Witte.

Room 5A

The absent pupils from room 5A this week are: Josephine Smith, Murray Williams, Eugene Prickett, S. J. Bullman, Helen Ruth Lard, Delbert Hamilton, Oleta Huggins, Meda Ruth Thomas, John Henry Alexander, and Raymond Gentry; they have been out on account of sickness.

Jennie Lynn Henderson is entering the 5th grade from Blaco Canyon; we are very glad to have her with us and hope that she will enjoy being with us.

Room 5B

We have had several pupils absent because of illness. They are: Mary Roselea Jackson, four days and Friday morning; Junior Bushy, Monday morning; Zona Mae Grubbs, two days and Wednesday morning; Iced D. D. D. ley, two days and Wednesday morning; Olin Huff, three days; Junior Teaver, Monday; Vada Shadix, Tuesday morning; Walter Reeves, Tuesday; Inez Baxter, last four days; Jaunita Still, Wednesday; Joe Brannan, Wednesday; Essie Mae Hamilton, Wednesday afternoon, because of going to a funeral; Willie Mae Doak moved to Plainview Monday. We are sorry to have her leave us, but we hope that she will enjoy school there.

English Honor Roll

Eugene Prickett, Jimmie White, Lora Beall, Othel Cockerham, Estelle Hodel, Mary Louise Woodworth, Robert Jackson, Kenneth Orman, Lawrence Thompson, Wilma Pearson, Vada Shadix, Gwen Wofford, Glenna Whitell, Modell Brown, and Lois Good.

Character of Benjamin Franklin

Written by Local Junior

The life of that great man, Benjamin Franklin, shows the versatility of his extraordinary character. To prove this, let us think of the many things mentioned in his autobiography with which he was able to employ himself. He was an artist at printing, the most esteemed printer of colonial days, and even remembered with reverence by the masters of modern printing. He had mastered the art of swimming to a perfection, and greatly astonished some English people by his adaptability to the water. At one time, he opened a school of swimming in London and would have continued it if other things more important had not demanded his time. Dr. Franklin was one of the first American boosters for municipal improvements. He founded the first street light system in America, the first circulating public library, and besides many other important works, he founded a college in Philadelphia that was to become nationally known. Then he is classed as the best American writer of the Revolutionary Period of American literature. His immortal autobiography is still read by thousands, and many praise its decisive, clear, smooth style. Mr. Franklin will always be remembered as the man who caught electricity from the skies by means of a kite and transmitted it to a bottle. He is admitted by most nations to be the discoverer of this mighty force. Then last but not least came his ability as an ambassador. He charmed the magnificent court of France, then the gathering place of all the wit, learning, and brilliance of Europe, and secured for the English colonies the aid of that mighty European power in our war of independence against England. With any man other than the beloved Franklin to champion our cause, we might never have won our independence and never have been the great nation that we are today.

One of Franklin's outstanding characteristics was his tendency towards thrift. He ran away from his home in Boston when only a mere boy and arrived in Philadelphia with just enough money to buy three loaves of bread for his dinner. Many times in his life, he was almost penniless, but as he was always very frugal, by the close of his life he had acquired a great fortune. Sometimes, he only had hot gruel and water for his dinner in order to save his money. But as he was a follower of the great dietitian, Tryon, he knew that this diet was good for him.

Franklin was a very shrewd man. He and a number of his friends among whom was that famous, early writer, Thomas Godfrey, formed a literary club known as the Junto. In this club, they had debates, and discussions of various themes and topics of the day. Franklin's shrewdness placed him above the others. He could always convince them of his viewpoint whether it was right or wrong.

Humor is one thing that makes life spicy, and really worth living, and Franklin was naturally endowed with more than his share. Mr. Osborne was a member of the Junto and very critical of everything that Franklin's friend, Ralph, wrote or said. Once the members of the Junto decided to write an original poem on the eighteenth Psalm. As Ralph wanted to know what Osborne really thought of his work, he committed it secretly to Franklin to be read as Franklin's own composition. This he did, and Osborne was very flattering to the work. In fact, he said that the version far surpassed the original. When Franklin told Osborne and all the club members of the trick that had been played on them, the affair was taken as a great joke, and Mr. Osborne was unmercifully teased.

Self-reliance is one of the greatest essentials of success. Dr. Franklin always depended on himself in great affairs as well as in everyday occurrences. When he found himself in London without the promised credential letters from Governor Keith, he did not hesitate to seek employment on his own good character. He immediately set to work in a printing shop, and established for himself a good reputation. Franklin never depended on anybody. In his great work of discovering the positive and negative force of electricity, he entered scientific fields never before explored by other men in ages gone by. And only a man who is a great leader can be appointed to represent a country in affairs of vital importance.

These characteristics are all needed to make a successful man or woman. Franklin was great. He possessed an extraordinary character. And may the world give praise and homage to this great American patriot, to this father of American liberty.

Distance—"There is one thing I don't like about Stringfellow."
Arthur Cox—"What's that?"
Distance—"Who, the confound, low-browed-half-baked idiot is always calling somebody names."

"Icebound To Be Presented in Floydada"

Icebound, the senior play, which was presented at the high school auditorium December 20, will be given at Floydada January 18. The seniors of the Floydada High School have agreed to exchange plays with the seniors here. The date for the play which Floydada will present has not been set yet.

You have, no doubt, heard what a god play Icebound was if you did not see the play. Your presence at Floydada, January 18, will greatly encourage the players.

A few of the students of the graduating class of 1926 have been mentioned in this column from time to time, and we are now giving you the "dope" on a few others.

Eunice White, now Mrs. Raymond Gibson is living in Lubbock.

Eva White or Mrs. Nix is living in Sudan, Texas.

Margaret Jarnagin is in Dallas where she is taking a nurse's training course at Parkland Hospital.

Louise McRee, who was married to Mr. Farris Howard of Texhoma, Okla., last July, is now residing in Texhoma and is employed as teacher of the fourth grade in the public school there.

Alma Smith, who was recently married to Mr. Ed Holmes is living in Sand Hill, south of Lockney.

Eunice Coleman is teaching school at Prairie Chapel.

Lloyd "Cotton" Wofford is living in Oklahoma.

Glady Marie Rosenberg, now Mrs. Grady Garrett, lived in Breckenridge, Texas, a short time ago.

Paul Ragie and wife, formerly Marie Carter, are making their home in Santa Fe, New Mexico.

Robert Ayres is employed in the Baker Mercantile Company of Lockney.

Lula Wright, who is now Mrs. Douglas Watson, lives north of Lockney.

Mary Pope Walker resides in Lockney, and operates a beauty shop here.

Jessie "Averdupoise" Harris lives near Lockney.

Fourth B

Several children have been absent from Fourth Grade B room this past week on account of illness. We hope to have them back in school soon. Those absent are: Evelyn Beck, Guy Phenix, Telephus Guinn, Annie Mildred Cheek, and Kathryn Barr.

Mary Elizabeth Broyles visited our room Thursday and told us the story of "The Three Pigs." We enjoyed the story very much.

The room had a story telling hour Friday afternoon from 2:30 to 3:00. We heard the stories of "Little Black Sambo" and "The Happy Prince."

Fourth A

The fourth grade is working on individual project work in Silent Reading. They are finding it great fun.

We have tried many experiments in health lately. Some of them are seeing if we breathe out carbon dioxide and proving that carbon dioxide is a poisonous gas. We find these things very beneficial.

Most pupils in the fourth grade were present, last Thursday, at the P. T. A. meeting. We gave them a small demonstration of an opening exercise.

The Eskimo house is almost finished! Every morning the children get to color a block on the house, if they have done the following six rules:

1. Wash teeth twice a day.
2. Wash face, hands, neck, and ears.
3. Comb hair.
4. Clean finger-nails.
5. Sleep with window up.
6. Spread clothes out at night.
7. Drink a glass of water before breakfast.

We studied about the Erie Canal and its problems last week. We intend studying about New York City and its wonders this week. Do not be surprised if some child asks you something about New York.

Much fun has been created in our arithmetic. Ciphering matches have kept us working. We are learning many new "short cuts" in multiplying.

PERSONALS

Bertha Ragie and Letha Orr were Lubbock shoppers Saturday.

Onal Matthews and Moruca King returned to school Monday following several days' illness.

Charles Bruton was absent Friday. Adolphus Grubbs came to school again Monday.

Mildred Paves was absent Friday. Elsie Alexander, Edwin Hammonds and Melba Floyd were out of school Monday.

Lucia Williams has been sick with the flu for several days; however, she is expected back in school in a few days.

Roads and Re-Creation Is Discussed by Sophs

Good Roads On the Plains

Does Floyd County or any other county of the Plains need good roads? Yes, Floyd County and all of the other counties of the Plains need roads that can be traveled during rainy weather as well as dry weather. During a rainy season travel from one town to another is almost impossible on the state highway, much less on any other road. If the farmers of a community cannot get to town to market their products, what happens? He has to hold over his products and the price is likely to go down, or many other mishaps may occur. Such things as eggs spoiling, need of some important article, for the home use, or an emergency might call for getting to town as soon as possible.

Not only would good roads help the farmer, it would assist in doubling the size of our city. It would do this by bringing more people through the city on their summer vacation. They would see what a wonderful country it is and would bring their families to Lockney and the whole South Plains. If the roads were better, a trip to Amarillo or Plainview would only be a short drive in any kind of weather. A network of paved roads would have the same effect as a network of railroads would have on a county or state. Lockney, and all other cities of the Plains, would be connected with every large commercial center in Texas. For these reasons Floyd County should have paved roads!

—Theme by Ralph Arceneaux, Sophomore.

Need for Good Roads

For many years the people of West Texas have been traveling on rough roads when they could have had good roads easier than any other part of the nation, as the county is not rough and broken. The roads are now improving very rapidly, but still they are not nearly as good as they should be.

The people have finally begun to see the need for good roads much more than they used to, but they seem to think that an improved road would not do them any good unless it passes just in front of their door. They do not realize that they will get much more than their money's worth by traveling on them only a few times each year.

If the people would only stop to think, they know that the roads cost very little and could help enough to build up the country to pay for the cost of keeping them in good condition.

—Theme by Ernest Baxter, Sophomore.

Recreation for Boys and Girls

The city of Lockney needs better places of entertainment for the boys and girls. If the boys and girls are to be good citizens for tomorrow, they need a place where they can mix and mingle together in wholesome entertainment.

If the people expect the boys and girls to be good, they must establish something good to occupy their thoughts. The boys' and girls' brains have to work, and if they are not working for good, they are thinking and planning unwholesome and bad things.

A good play ground would be one of the best additions to the city, for it would provide a place for the children to go. It is natural for a boy and girl to want some place to go; and if there was a play ground near, they would go there instead of "carrying." The boys and girls could play tennis, volley-ball, basket ball, or other games. While the small children could play on the merry-go-round or watch the fish in the great earth tank. A large concrete tank would be the outstanding of amusement in the summer, for nearly all boys and girls like to swim. The great trees would provide a place where the boys and girls could stroll and lounge. The playground, as a whole, would be the center of entertainment for the young and old.

The chamber of commerce is the amusement and business center of the business men of the town. The P. T. A. furnishes the business and social center for the women. But, what is the center of amusement for the children? This is a question that needs an answer.

—Theme by Mattie Belle Wofford, Sophomore.

Irene Thompson and Elsie Anderson were absent some of last week because of sickness.

Roy Thornton and Katherine Alexander were sick the first of this week. Leslie Mae Floyd was absent Monday.

Velma Williams, who has been sick the past two weeks, is in school again.

Marie Reeves was absent last Tuesday because of illness.

Boogon—"Did you hear about Coach Reid's breakdown?"

Winfred—"Auto or nervous?"

Boogon—"Neither, over resolutions!"

Longhorn Team Wins From P. V. Bulldogs

On Friday, January 11, the Longhorn basketball team traveled to Plainview and played the Plainview Bulldogs. The Longhorns won by a score of 29 to 21 in a hard fought game, this being the fifth game of the season and the third victory.

The starting line-ups were:
Plainview: Crouthers and T. H. forwards; Brown, center; Laird, guards.

Lockney: Phillips and forwards; Walls, center; Bigget, Fowler, guards.

Substitutes for the Longhorns were: Miller, Stowe, Edwards, and Trammel.

PRIMARY DEPARTMENT

The following pupils were on the honor roll for the month of December:

First grade—Mary Elizabeth Broyles, Mary Taylor Ball, Mary Deane Carroll, Evelyn Stalcup, Melba Teaver, Charles Baker, Arthur Barker Jr., Earl Beck, Bobbie Ewing, Eldon Hill, Bill Miller, Wendell Newman, Bill Teuton Jr., and Hugh Trussell.

1B room—Charles Hartley, Edith Gray, Grace Grubbs, Christine Reeves, Helen Phillips, and Helen Beard.

2B room—Leona Dagley, Alice Baker, Evelyn Barr, Georgia Belyeu, Billie Jean Biggers, Burdine Persons, Ireta Fay Roberson, Mary Ruth Thornton, Mary Beth Trussell, Harris Ball, Gordon Fore, Jack Harris, Harold Ormon, and Leland Turner.

Third grade—Lurline Pettigrew, Marvin Brotherton, Riddell Instell, Muriel McGonigull, Helen Ruth Busby, Lillian Busby, Frances Humphries, and Mertie Mae Webb.

Fourth Grade A—Bol. Collier and Delbert Witte.

Fourth Grade B—Evelyn Beck.

First Grade A

We are happy to have Mary Deane Carroll, Clifton Blank, Eldon Hill and Lucile Tyson back in school.

The story of "The Three Pigs" was studied in reading last week, and the pupils who told the story were allowed to tell it to other pupils. Mary Elizabeth Broyles and the Taylor Ball were selected to tell the story.

Mary Elizabeth told the story in fourth B room and Mary Taylor in second grade room. These pupils told the story very nicely and we were glad to have them tell for other children.

We are having an interesting Eskimo life this month. A kimo scene has been arranged on a table showing an igloo, boats, Polar bears, walrus, and an Eskimo man with his dogs. We are also making kimo booklets.

Rom 1B

Miss Coleman's room visited us Friday and taught us how to march. We enjoyed their coming.

Terrisa Lawton, Agnes Lawton, Dorothy Lee Cheek, Ruby Williams, and J. B. Woods have returned to school.

Gerald Bowers withdrew from school Thursday because he moved with his parents to Goliad, Texas.

We are making an Eskimo scene table and studying Eskimo life.

Second Grade

There were two new pupils enrolled in the second grade this week. Kathryn and Francis Henderson.

Lyndalle Baker is out on account of illness. We were glad to see those who have been absent return and hope Lyndalle is able to return soon.

The second grade has begun its study of foreign children beginning with the study of the Eskimo. They are correlating this study with their construction work.

In number work we are doing subtraction which leads us into thrift. We are anxious to begin the study of thrift and start a savings account.

Third Grade

We are progressing nicely with our picture show project. Some of the pupils are busy drawing pictures, some printing, while others are making tickets, practicing in the orchestra, and numbering seats.

Mrs. J. S. Webb visited with us Friday afternoon. We are always glad to have visitors.

Curtis Williams of Fairview entered the third grade Monday.

We are very glad to have our patients back with us.

Teacher: "And just think one of you may be president some day. All of you who would like to be president please rise." (All rose except George) "Well, matter? What?"

George—"Well, matter? What?"

Teacher: "And just think one of you may be president some day. All of you who would like to be president please rise." (All rose except George) "Well, matter? What?"

SUNSET

Jan. 14.—We had a very small attendance at Sunday school Sunday morning. Helen Upton spent the week-end at home. Mr. and Mrs. Sim Reeves took dinner with Mr. and Mrs. Charlie Knier Sunday. Mr. and Mrs. Lee Pearson returned Sunday from Hereford and Clovis, N. M., where they had been visiting relatives. Ruth Childress spent Sunday with Claude Leach and children. Mr. and Mrs. G. Milton were Floydada shoppers Saturday. Hansel and Grady McAda of the center community visited in the Sunset community Sunday. Mrs. Vane Gilliland went to Temple, Texas, last Wednesday. Doodle Milton spent Saturday night with Cecil Cooke. Harper is driving a new Ford. Mr. and Mrs. Danick and Misses Edie, Edith, Leona, and Aletta Moton spent Sunday afternoon visiting Mr. and Mrs. Fowler of the Lone Star community. June Weast has been absent from school two weeks on account of the flu. Mamie Lou Jarnagin visited our school Monday. Mr. and Mrs. R. M. Haverty were Floydada visitors Saturday. Weldon Oaf, the little son of Mr. and Mrs. Frank Oaf, is at Silverton with pneumonia. Irene Simpson entered school Monday. She has been going to school in Lubbock this school year. We are glad to have her back with us.

GOODNIGHT

Jan. 15.—Well, the weather looks like Santa might be going to come again in January. It is almost ready to snow. There is still lots of sickness. Those on the sick list being: Mrs. Webber Taylor, Joe Taylor, Ernest Kelley, Virgil Elliott, Mrs. Gus Smith, and the Wilson Trapp family. E. A. Kent and family visited in Quitaque Sunday. Gerdis Cogdill visited Virgil Elliott. C. I. Keisling was in Lubbock Sunday. Mrs. Keisling and little son, Harold, will be home again Thursday. The homefolk will be glad of course. The little fellow is almost well again. Mr. and Mrs. F. M. Ramsey and family visited Arch Ramsey and family at Quitaque Sunday. Maggie Lee Baker spent the week-end at home.

mon of Sunset. Mr. Gus Smith was in Quitaque Sunday. Mr. and Mrs. V. E. Fisher and daughter, Jessie, visited with Mr. and Mrs. W. D. Fisher at Quitaque, Sunday. Ruth Taylor spent Sunday with Iva Marie Davis. The Taylor boys attended the ball game at Quitaque Saturday night. The T. J. Reeves family visited their parents, Mr. and Mrs. A. B. Smith, Sunday. George Tibbets of Quitaque spent Saturday night with Ursel Taylor. Margaret Keisling spent Sunday evening with Eula Edwards. Mr. J. L. Edwards and son, Loyd, made a business trip to Floydada Saturday. Mr. and Mrs. Bob White and son, O. C., visited Mr. Ben White at Gasoline, Sunday. Mr. and Mrs. Chester Clark of Lakeview spent the week-end in the J. L. Merrell home. Mr. and Mrs. Roye P. McDaniel were guests in the J. L. Edwards' home Sunday. Miss Sallie aBker went to Floydada Sunday. Grandma Orr is on the sick list this week. Mr. and Mrs. Lock Payne of Quitaque visited in the Cecil Payne home Sunday. Mr. and Mrs. Otis Purcell and family visited Carter Boggs and family in Quitaque Sunday. Mr. and Mrs. John Boyles of Quitaque visited her parents, Mr. and Mrs. R. C. Cogdill Sunday. Mr. and Mrs. Leonard Merrell spent Sunday with Mr. and Mrs. John Taylor.

FAIRVIEW

Jan. 15.—Mr. and Mrs. E. J. Hoffman and family spent the week-end at Hale Center. Miss Winnie Wilson of Knox City visited her mother, Mrs. W. B. Wilson, this week. Fairview basket ball boys beat the Center team 19-10 on the home court Friday. The girls were beat 12-8, however, it won't happen again. Both teams will play the Floydada second team at Floydada Friday night. Fairview Baptist have gotten their light system repaired and are glad to be able to have night services again. The flu is still prevalent in our community and a case or two of pneumonia have been reported. Miss Inez Casey and parents of Whiteflat visited relatives and friends at Balls, Lubbock, and Big Spring.

this week-end. Mr. Lee Burget, who has been ill with pneumonia, is able to sit up now. The Fairview Dramatic Club met and organized Thursday night and the following officers were elected: Bill Beedy, president; Walton Wilson, vice-president; Inez Casey, secretary-treasurer; Lee Rushing, sargeant-at-arm; Mrs. R. E. McAfee, director. The director, Miss Anna Austin, and Bill Beedy, cast committee. A play, "The Winding Road," has been selected and work will begin as soon as the books come.

MAYVIEW

Jan. 14.—Quite a few are still sick with the flu, but no serious sickness to report. Most everyone from here attended preaching at Dougherty Sunday and Sunday night. Rev. Jameson, the Methodist pastor, preached. School is not well attended this week on account of the flu. J. E. Hunter and family of Mataford visited C. A. Smith and family, Sunday. Misses Annie McNeill and Sarah Davis, who are attending high school in Floydada and Grace McNeill of this place, visited our school Friday afternoon. Most of the young people of our community attended the party at Mr. Ferguson's of the Dougherty community Saturday night. All report an enjoyable evening. Mrs. C. E. Bartlett continues to improve, but is still bedridden. Sunday school at this place was well attended Sunday morning. Rev. Jameson visited in the C. E. Bartlett home Sunday afternoon. Mrs. Martin Duvall discontinued her class in expression at this place as she has charge of the real estate at Dougherty she felt that she did not have time to teach.

HILLCREST

Jan. 14.—Our school increased last week from four to eight pupils, but the attendance has fallen off again this week because of the sickness. Miss Mary Ann Svepston, who was exempt from most of her mid-term

final exams in Floydada High Schools spent last week with her grandmother, Mrs. L. H. Lewis, who has just recovered from an attack of the flu. Mr. and Mrs. Jeff Foard and children, who moved into the house vacated in October by Orval Hix and family, have all been sick, except one son, with the flu. A daughter and her husband from Muskogee, Okla., are visiting with them and helping to care for them just now. W. B. Garrison was a business visitor in Plainview Monday and Tuesday. J. H. Norvell and son, Tommie, are victims of the flu just now. We hope they recover soon. Mrs. L. H. Lewis entertained her husband with a birthday dinner Sunday. Those who spent and enjoyed the day with them were A. T. Svepston and family, of this place; Mr. and Mrs. Green Bostick and children, of Whiteflat; Mr. and Mrs. John Lewis, of Silverton; Miss Virginia Lewis and Mrs. Hazel Hughes, of Floydada, and Charlie Lewis and Carroll Burnham of the Lewis ranch.

PLEASANT HILL

Jan. 14.—School is progressing nicely. A few are out on account of sickness, but nearly all are in regular attendance. Mr. and Mrs. Norman Smallin and children of Petersburg, visited their son and wife, Mr. and Mrs. Dow Smallin, this week-end. Miss Winnie Rae Shelton has been ill, but is better at the present. Misses Cardinal and Camden were Floydada visitors Wednesday.

W. T. S. T. C. News

Jan. 12.—James Cole is not in school this quarter. Elma Cummings from Floydada is again in school here. The Buffaloes played their first home League game on Friday evening, winning the game with the Oklahoma Bulldogs by a very small margin. The second game was played Saturday evening, and the score stood in the Buffs favor 25-19. The stude body pepped up and helped the boys make the two goals that decided the game. Three Floyd County citizens witnessed Saturday's game. Lela Swain was delighted to see her brother there. Edd Bishop was one of the visitors Saturday evening. Alma Smith and Edd Holmes were married at Plainview Saturday evening, January 5. Alma is an ex-student of W. T. and was well known here. Mr. Holmes is the manager of Hilltop Farm near Floydada. Mr.

and Mrs. Holmes will make their home at the Hilltop Farm in the Sand Hill community. Delmar Ashworth, of Lipscomb, was in Canyon over the week-end. Herschel Clawson was visiting in Canyon during the week-end. Uncle Buried Last Week Mr. L. M. Light of Amarillo, died following an operation for appendicitis, Saturday, January 5th, at Amarillo, and was buried at that place on Monday, January 7th. Mr. and Mrs. Grady R. Crager of Lockney attended the funeral, Mr. Light being Mrs. Crager's uncle.

TO THE PUBLIC

CAR OF PRIMROSE FLOUR

A car of that good Gainesville Flour has just arrived—all the different size sacks—48 lbs., 24 lbs. and 12 lb. sacks.

Meal in 24 lb., 10 lb., and 5 lb., sacks

Also Shorts and Bran.

A fresh shipment of the famous

ALL GOLD AND 1869 COFFEE

The very best of meats in our market department. We butcher our own meats, and get the best at all times, as we buy our market products from our home farmers and butcher them ourselves.

RILEY & BREWSTER

Stop That Cold NOW



Slight colds are not, generally, dangerous in themselves but most often are signals of more serious illness not to be lightly regarded. We have many highly endorsed cures, cold tablets and cough medicines that will stop that cold now and avert further illness.

STEWART DRUG COMPANY

It is Impossible to Mention but a few Items in this advertisement as everything is on Sale



This is the greatest Sale we have ever had.

We are going to move. You are going to SAVE!

Great crowds are jamming and packing our store, eagerly buying the best values we have ever offered. We are expecting the largest attendance the next few days we have ever had at any previous sale. Prices have hit a new low mark here. Folks we are going to move into our spacious new home and we don't want to move any of this present stock of goods with us. Don't let this keep you away from this sale. It affords you an opportunity that you can't pass up. Great savings prevail all over the house. Nothing has been reserved. You won't have another opportunity like this in a long time. Grasp it now.

MARTIN'S REMOVAL SALE
GREATER VALUES THAN EVER BEFORE

MEN, young or old, all sizes, all heights, every man, read this ad, then act, and act QUICK for this is the FINAL LOW PRICE on MEN'S SUITS.

GROUP NUMBER 1

All this season's suits, there are just 85 in the lot. They are valued from \$32.50, \$35.00 and \$37.50, your choice of any suit in the lot.

\$19.90

GROUP NUMBER 2

Just 32 suits in this lot. They are regular \$22.50 and \$27.50 values. Your choice of any suit in the lot

\$14.85

WOMEN'S WINTER COATS AND DRESSES

They have to move and move quick, these prices will do it. Just glance at them and then come. All \$49.00, \$59.00, \$69.00, \$79.00 and \$89.00 coats at

JUST \$29.50

LADIES' NEW SPRING COATS AND DRESSES GO IN THIS REMOVAL SALE AT

25 PER CENT OFF

Martin Dry Goods Company

FLOYDADA, TEXAS



Mark Our Word!

For Cleaning, Pressing, and alterations our work is among that of the best. We believe in giving you snappy service along with quality work. TRY US.

Merchants Tailoring Parlor

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