

Corn Maize, Kaffir Corn To McGregor

In Hardest Year of History
Floyd County Ships Cereals
To East Texas

J. H. Ratjen, who lives northwest of Lockney was in town the latter part of last week and talking to J. B. Downs, told that he is making up a car load of corn, maize and kaffir corn on his place and H. Quebe's farm adjoining on which lives a Mr. Lindeman, and that he will probably ship this week to Mr. Quebe at McGregor. Part of the car will be rent corn from Mr. Quebe's place and the rest will be supplied by Mr. Patjen at a price giving entirely satisfactory returns from his farm for the year. Of course he holds enough to run his own stock until another season.

Thus is demonstrated the fertility of Floyd county soil. In the driest year of her history, Floyd county ships produce to supply the demand at other points.

Hunting

The first of the week Dr. J. L. Guest, R. M. Broyles and C. M. Muncy left for the brakes country north of Silverton on a hunting trip. They went after big game and will be gone about a week in the attempt to find same. If their luck holds good they will, no doubt, be able to find some deer, and maybe a "great big grizzly bear."

Car of Hogs

Tuesday morning Seven Bros. shipped a car of medium fattening hogs to the Fort Worth market. Hogs are about \$7.90 on the market now and as the grade was good they expect to receive a good price for the car.

Baptist Meeting

J. H. Bennett, of Claude, Texas, Baptist Evangelist, will hold a meeting at the Baptist Church at Lockney beginning Sunday, November 28. Everybody is invited out to hear him.

G. A. Lider and J. W. Adams, of Floydada, were in Lockney Tuesday morning.

Buckskin Breeches.

Mr. Tuttle's Daughter Living

In last week's issue of this paper we stated that G. O. Tuttle received a letter from his home-people at Canton, Illinois stating that his little ten-year-old daughter, Pansy, was dead. This letter came from Iowa, where are his father's people, who, in some way understood that the little girl was dead and wrote consoling him.

A few days after, however, to his great joy, he had a letter from the child's grandmother, to whom she had been sent, stating that the daughter was speedily recovering from the attack of fever she had had and would soon again be perfectly well.

To him this was as though one dead had returned to life and made welcome news, indeed.

PROGRAM FOR BIBLE DAY SERVICE

To Be Held Sunday Night,
November 21, At The Baptist Church

The following program has been arranged by the Baptist Sunday School for Bible Day Services and will be rendered by them on Sunday night, November 21, 1909:

Song, "Fountain of Life,"
Sunday School.
Invocation, Bro. Thompson.
Bible Day Greeting
Nannie Mae Lewis
Reading, Vera Fry
Duet, Misses Pearl and
Flora Byars.
Twenty-third Psalm in Concert.
"All for Jesus", Primary Grades
Little Dew Drops, David Muncy
Burning Ice, Edna Livesay
The Bible, Elmer Burns
Song, "We Love the Bible So"
The Bible Spectrum, By
Nine Girls.
Little Harry's Letter,
Flora Byars.
Scripture Quotations.
Quartette: Vera Fry, Flossie
Muncy, Tate Fry, Jesse Thompson.
Reading, Miss Dena Muncy.
The Light of the World, By
Seven Boys.
The Living Banquet, Primary
Grades.

C. H. Fawks, of Hobart, Oklahoma, returned home from Lockney a short time ago, he having been out to visit J. C. Markham, northeast of town.

About Advertising.

A Few Remarks And Suggestions That May Be Worth Considering

[By Don H. Biggers, Secretary of the Plains and Panhandle Federation of Commercial Clubs and Newspapers.]

There is but one kind of advertising that is worth anything, and that is the kind that attracts attention and produces results, and to spend money for any other kind of advertising simply represents so much waste.

No kind of business proposition can succeed without some kind of advertising or publicity, but the purpose of this article is not so much for the purpose of how to advertise as it is to tell how and why not to advertise through certain sources. Advertising is a science, as much so as any other feature of business, and calls for the exercise of good judgment, and to the extent that the advertiser fails to exercise judgment in advertising to that extent he is the victim of his own folly.

There is no occasion and little excuse for any man to waste money for advertising, and there is no limit to the benefits of the proper kinds of advertising.

Fortunes have been made by advertising, and never was there a time when judicious advertising produced greater results than it does at present, yet the average advertiser doesn't make advertising the practical business proposition he should, and from this results the foolish expenditure of millions every week. Most of this money is thrown away by the advertisers in the small towns and for that reason the trouble is of greater magnitude and brings about its worst results.

Fake advertising is the thing to be most studiously shunned, for it is the kind that catches most victims, and produces least results. Policy advertising is another bad business and is closely allied to fake advertising.

Fake advertising is usually done by an artist. His scheme is anything that will catch the easy mark, and his least concern is results to his victims. Hotel directories, desk blotters, advertising clocks and all classes of dope labled out by tourists embraces the fake advertising list. Money spent for advertising in school catalogues, directories,

programs, etc., gotten up by some church, school or local concern is a combination of policy, charity and diplomacy. In practically every instance the result would be the same if the money was contributed directly and the advertising omitted.

Perhaps the query will arise and naturally it should, of what concern is this to you? of what concern is it to the community? It is the individual advertiser's business, over which he certainly has the right of exclusive supervision.

To the extent that the whole community suffers by reason of these extravagances, the community has a right to protest. Morally, at least, the individual has no right to indulge a folly to the extent that it became an imposition upon the community.

Pro Rata Received

The Secretary of the Commercial Club is in receipt of the following letter from the secretary of Tulia Commercial Club, Jas. Frye:

"Tulia, Texas, Nov. 14, '09.
Lockney Commercial Club,
Lockney, Texas,

Dear Sir:—Enclosed please find my check, \$8.33 your pro rata of the \$50.00 for third premium in the sweep stakes agricultural exhibit at the State Fair of Dallas Oct. 16-31, 1909.

Yours very truly,
Cent'l. Plains Agricultural Ass'n.
by JAS. FRYE, Sec'y."

Entertainment Good

The entertainment which was announced for Saturday night in last week's issue of this paper was, on account of bad weather, postponed until Monday night. On Monday night the clouds were still as thick but a few ventured out to hear a real good program. In the debate on the question of the influence of the Civil authorities and Christianity on Civilization, Alex Deavenport who had the affirmative won, though Geo. Mickey for the negative put up some good argument.

It's Like Trying

To sit on an ant hill and look unconcerned to endeavor to get any satisfaction out of any cough syrup other than Dr. King's New Discovery for coughs, colds, etc., sold at

RANDOLPH BROS.

Rain Falls In Lockney Country

Is General Over The Panhandle And Plain--Near
Three Inches

On Friday night of last week a general rain fell over the west part of Texas, the Panhandle and plains and the Lockney country was not slighted. Something near three inches fell at Lockney. At one time during the down-pour nearly one inch was recorded in twelve minutes, and the rain continued falling lightly all night. During the night the temperature fell slightly and cold, foggy weather continued until Monday night shortly after dark when the mists cleared away before a nor' wester.

The wheat which is already in the ground will be benefitted as well as a good sod season given for sod plowing. While, as the season for the first half of the winter is assured, wheat and oats will be planted right on up to Christmas.

From the indications the acreage of land put under cultivation this year will far exceed any previous record, especially in the small grains, the farmers going in heavily for wheat, oats and spelts this season.

Lands Sold.

Following is a list of lands sold recently by J. M. Hughes Land Co., given us this week:
C. T. Nance to J. Rector, N. 1-2 of Survey 25, Block B4, consideration, \$6160.

J. W. Collins to W. A. Hilton, N. E. 1-4 of survey No. 50, Blk. D2, consideration \$5000.

W. B. Wilson to Walter Kitrell, S. 1-2 of Survey No. 4, Blk. B4, consideration, \$5120.

W. B. Wilson to Lee Cantrell, N. 1-2 of Survey No. 4, Blk. B4, consideration \$5120.

W. C. Nichols to Mrs. Olivia A. Brown, N. E. 1-4 and east 1-2 of the N. W. 1-4 of survey No. 63, Blk. D3, consideration \$3600. Total, \$25,600.

Four of these mentioned, J. Rector, W. A. Hilton, Walter Kitrell, Lee Cantrell, will move to this section as soon as they can arrange their business, and those who have sold, so far as we have yet learned, will also remain in the Lockney country to continue farming and stock-raising.

Land Broke in the Next Sixty Days

Will make a third more than the same land plowed next spring--provided you plow it good and deep and provided further that you plow it with a Racine-Satley Gang or Sulkey or a P. & O. Implement. Plant wheat and spelts for winter grazing--drill it in with a Superior Wheat Drill and pack it well. Let us show you the implements that do the business.

Yours for a Square Deal

E. P. THOMPSON=Hardware Man

SAFETY WITHOUT COST

It is a satisfaction to know at all times that your money is safe in the bank. This is certain. You can keep your money securely in the bank and at the same time draw out whatever amounts you wish or pay sums to other persons without coming to the bank. The check account makes this possible. It eliminates the risk of carrying money on your person; it avoids disputes over bills that you have paid; it turns the responsibility of keeping your money safely from yourself to us. It is our business to keep the people's money safely; we are equipped to do this. We can tell you more about the check account if you are interested. In fact, we'll be glad to do this for your personal information.

THE FIRST NATIONAL BANK

LOCKNEY TEXAS

The Lockney Beacon

Homer Steen, Editor and Manager

Entered April 14th, 1902, as second-class mail matter, post office at Lockney, Texas, act of Congress of March 3, 1879.

TERMS OF SUBSCRIPTION

One Year.....	\$1.00
Six Months.....	.50
Three Months.....	.25

Display advertising rates on application. Bills due the first of each month.

Local notices, ten cents per line first insertion, five cents per line each subsequent insertion.

Thursday, Nov. 18, 1909.

In last week's issue of this paper we showed by reports that the year 1909 has been the driest in the history of the plains. We draw attention again to this fact and further to the record of the Panhandle and Plains country at the Dallas State Fair which closed its gates on October 31. Near forty first and second prizes were awarded the Plains and Panhandle exhibits and half of these were first prizes. On rust-proof wheat, on alfalfa, on sugar and garden beets, celery and kershaw the Plains won first prize, and second on many varieties of farm produce, oats, alfalfa seed, sweet potatoes, beans, tomatoes, cantaloupes, squashes, being among them. With this in mind would ask, could any other section have equaled it in the driest year they have ever had?

This writer has also talked to a number of farmers in this section and almost all of them have feed to market either in the form of livestock or out of the field—one man, it is shown, shipping a car from his own and an adjoining farm of corn, maize and kaffir, while another is shipping a car of fat hogs,—and again the question, could any other section equal it in their worst year? Perhaps there are some to equal but none to excel.

We are informed reliably that should Floyd county have had a sufficient quantity of some of the various products displayed at the Dallas Fair she could have taken some four or five first prizes, whereas "she had none." It behooves us to prepare next fall to know what requirements are made by the Fair association on each product, and to fill these requirements as to quantity. The quality being assured we can take some blue ribbons.

And yet this is the worst year we have ever had.

1,500 Acres to Broomcorn

Amarillo, Texas, Nov. 6.—A. J. Lundegreen, the pioneer broom corn man of the Amarillo country, stated before a meeting of the Amarillo farmers' Institute this afternoon that he has prepared his land for 1,500 acres to broom corn next year. He added that this will be one of the largest, if not the largest, tract in the whole country.

Mr. Lundegreen stated that an acre of Panhandle land properly cultivated will yield \$100 annually. This exclusive of the seed and fodder of the plant, which are valuable for feed. The culture of broom corn will doubtless become general in this section of the State next year.

Farmers from all over Floyd county and edges of adjacent counties are ginning at Lockney this year, and making this a selling center for their produce and surplus feed. As long as Lockney keeps accommodating farmers as she has for the last eight years just so long will they make it their trading and selling point.

From one to five tons of feed selling at from \$12 to \$18 per ton in Lockney every day would not indicate that there had been a shortage in crops this year except that the price is an indication.

Cousins Appointed

Dispatches Friday of last week stated that R. B. Cousins, at present State Superintendent of Public Instruction, has been appointed president of the West Texas Normal located at Canyon City, the appointment to be effective on January 1st. On that date Mr. Cousins will resign at Austin and come west to take up the work at the new state school. F. M. Bralley who is Superintendent of the Institute for the Blind has been promoted to the State Superintendent's place, to be effective on January 1, when Mr. Cousins steps out.

Program For Senior League

The following program will be rendered by the Senior League Sunday, November 21, at 6:30 p. m., at the Methodist Church:
 Leader—Mr. J. C. McKelvy.
 Subject—Love.
 Scripture lesson—I Cor. XIII.
 Talk on subject by leader.
 Song—No. 130.
 Reference reading by leaguers.
 General Discussion.
 Prayer.
 Song.
 League Benediction.

Sanger on Advertising.

(Alexander Sanger, of Sanger Bros.)

From the standpoint of a retail advertiser of twenty-five years' experience I consider a newspaper with all its various forms of publicity not only a public necessity but the most public spirited and most enterprising institution that exists in any community, and in addition, I consider its advertising columns properly used, the most valuable asset, to the retail merchant, that he has at his disposal, and the advantages which may be obtained through the use of advertising space is only limited to his ability and disposition to use it. The fullest expression of the friendly feeling I entertain for the newspaper fraternity and the high regard I

have for the value of retail advertising might be stated in the wish that every merchant in all our respective towns might come to know and appreciate, as I believe I do, the value of advertising.

The Perfect Man

There is a man who never drinks,
 Nor smokes, chews nor swears;
 Who never gambles, never flirts,
 And shuns all sinful snares—
 (He's paralyzed.)

There is a man who never does
 A thing that is not right;
 His wife can tell just where he is
 At morning, noon and night—
 (He's dead.)

—Exchange.

Advertise in The Beacon.

Candy Held to be Mailable

Washington, Oct. 29.—The postoffice department having been advised that postmasters are refusing to receive packages containing candy for dispatch by parcel post, all postal officials have been instructed that the prohibition against "confections" in the parcel post extend only to fruit preserved with sugar. Consequently, candy not containing fruit is so substantially packed not to be liable to damage other articles in the small mail.—The Woman's National.

Express

All express I haul from Plainview can be found at the City Confectionery where charges may be paid and receipts given.
 J. R. MERIWETHER.

LOCKNEY LUMBER CO.

Has in stock a general line of dressed and undressed lumber ranging from windmill tower timber to finished stuff for cabinets

**Screen Doors, Windows, Sash,
 Doors, Brick and Lime**

For your business, we are yours

LOCKNEY

TEXAS

NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

MINNEAPOLIS

LEONARD K. THOMPSON, President

Record for 1908		January 1, 1909	
Total Income.....	\$1,491,494.01	Admitted assets.....	\$5,601,953.23
Excess of income over disbursements.....	471,989.90	Total paid policyholders.....	7,333,528.25
Paid policyholders and beneficiaries.....	713,502.33	Insurance in force.....	23,901,654.00
Increase in surplus.....	52,984.88	Surplus.....	203,805.57

The policies of the Northwestern National are the foremost exponents of all that is best in life insurance, the most liberal issued, simple agreements, easily understood by all who read them

DESIRABLE AGENCIES OPEN TO MEN OF ABILITY AND RELIABILITY

A. H. CHAMBERS, State Agent

519 WILLSON BUILDING

DALLAS TEXAS

Seasonable Hot Drinks

Now that the cold weather has set in not a day will pass but that a hot drink such as we serve would set your blood to tingling and make you feel just right to stand the cold

WE SERVE

Tomate Bouillon - Clam Bouillon
Beef Tea - Jamaica Ginger
Mocha Coffee
Sodas of all kinds and Hot Chocolate

Come around--you'll like them

The City Confectionery

"Its on Your Way."

Lockney - - - Texas

"Buckskin Breeches"

We have just opened our new line of Buckskin Breeches and can certainly recommend them to our customers as the best in their line. They are as good as the name means, except they're not made of Buckskin. The next time you want to look at a pair of breeches that will wear, call in and look at the "Buckskin"

J. A. BAKER Lockney Texas

Land To Lease

We have some choice tracts of unimproved land near Lockney, to lease for farming and grazing, three to five years, absolute. Also we have considerable choice land near Lockney for sale. Write us for particulars

W. M. Massie & Bro.

Floydada - - - Texas

:: Simon Pure Niggerhead Coal ::

We have the real articles in Simon Pure Niggerhead Coal. Also Feed and Grain. Put up at our wagon yard when in Plainview

Tandy-Coleman Co., Plainview

Resolutions of Respect

Passed by Floyd City Lodge No. 712, A. F. & A. M.:

Whereas, it has pleased the Almighty Ruler of the Universe our brother, Joseph Hammonds; be it resolved by this Lodge that we have lost a good and true friend and faithful brother, and we extend our sympathies to the bereaved family of our deceased brother, and may they be able to bow themselves in humble submission to the giver of all good, and to any that the will of God is accomplished.

Be it further resolved that a copy of these resolutions be furnished the family of the deceased, and to The Hesperian, Lockney Beacon, and a copy spread upon the minutes of this Lodge.

Com. { TOM W. DEEN
C. W. THAGARD
C. SURGINER.

"From Dawn to Dusk"

The best and most appropriate present that you can give to sweetheart, mother, father, wife husband, sister, brother, daughter, son, aunt, uncle or friend is a copy of that "Book Beautiful" "From Dawn to Dusk," by Wm. Darius Fisher. For sale at all bookstores. Or sent postpaid on receipt of 50 cents. McDonald & Co., Canadian, Texas.

Business Locals

Seven Bros. will pay the cash for hogs and cattle.
Lockney, Texas.

Farmers keep your money at home by patronizing the Plainview Wire Fence Company.

My brand is cross on left hip. Keep a look out for cattle with this brand.

J. J. NORRIS.

Carbon or transfer paper in sheets 25X38 inches or 8 1-2X11 inches. Call at the Beacon office.

When you want Carbon paper—supply on hand at Beacon office.

Call up the line car at the garage for a trip to points by way of Plainview. Will meet trains every day.

Lockney Auto Line.

Wanted.—Chickens, butter and eggs. Highest market price paid in trade at our store.

J. A. BAKER.

We pay you the highest market price for feed on accounts. Randolph Brothers Lockney Tex.

All coal must be paid for before delivery. D. Griffith & Bro.

AN UP-TO-DATE ABSTRACT.

Of Title to every piece of land in Floyd County.

TOM P. STEEN.
Floydada Texas

CONTRACTORS

We are frame, concrete, brick, building contractors. Estimates made on short notice. Plans and specifications furnished. See SANDERS & MYERS, Lockney, Texas.

AGENTS WANTED.

To sell our fence. Call or write us at once.

Plainview Wire Fence Co.
Plainview, Texas.

All coal must be paid for before delivery. D. Griffith & Bro.

For first class carpenter work see J. L. Landrum.

Try Albatross Flour. Best on earth. Seven Bros.

Four dozen Ladies' Dressed hats for sale at reduced prices.

IDEAL MILLINERY.

I will be in Lockney in a short while with a number of A No. 1 Jersey milch cows. Anyone contemplating or wishing to buy one would do well to get in touch with me. JOHN MCGLOSSON, Box 161, Waco, Texas. 3t.

Thanksgiving Dinner

At The

Commercial

November The Twenty-fifth

Turkey-Pies and Things

Served at

Twelve-thirty, Sharp

Come

Fifty Cents

Takes in the Whole Thing

What Every Woman Admires



Clever Men Wear Clever Clothes

Clever clothes are the Perlberg kind—made strictly to your measure by master tailors.

They are clever because they are right in style, right in material, right in fit, right in quality.

You may pay more—but you cannot get more clothes cleverness elsewhere. Pick out the cloth you like—the fashion in which you want your suit or overcoat made—then let us send your measures to

S. E. Perlberg & Co.

Merchant Tailors, Chicago

They will guarantee the finished garments to be satisfactory in every way—and we stand back of their guarantee. Whether you want a suit at \$15, \$18, \$20 or \$25, you can get good honest value and good dependable garments by ordering from the Perlberg Samples.

Over 500 different patterns await your selection. Come in and look them over.

Then you'll know why our customers buy Perlberg Clothes year after year.

C. R. McCOLLUM DRY GOODS CO.

Lockney, Texas

We Are In This Business For Our Health

And for other reasons and for the money there is in it. In fact, we are more anxious about the latter right now than about our health. This gets to the point, then, where

We want to Tell You About our job-printing. It is the kind that gives value received. We give full value in excellence of workmanship and stock and therefore our customers come again. We put out all kind of Commercial Printing in the neatest and most up-to-date manner. Let us show you on the next job.

Yours For Business,

Beacon Publishing Company, Lockney, Texas.

"A Thing of Beauty is a Joy Forever"

That's Why Our Photos Are Appreciated Let us Convince you that our Work is right, Come in and look at some of it. You don't have to buy. Bring a Friend

NORTON BAKER STUDIO, WEST SIDE STREET

TOM. P. STEEN

Abstracter

Two years as county surveyor and four years as county clerk, and having spent considerable time and labor in bringing an abstract of Floyd County lands down to date gives me an intimate knowledge of titles to Floyd County lands. get an abstract to your land so that if there be a defect in the title it may be remedied.

Floydada, Texas.

SEED OATS

I have as good seed oats as can be bought will exchange for cash or cattle of any kind. See me at once

M. M. Day Lockney, Tex.

Veterinary Surgeon

I have just returned from Dallas, where I have been taking a special course in veterinary work

Am back now ready to take care of your sick stock. Phone or bring them to me at Floydada.

M. F. HUSKEY

Henry Thagard left Wednesday for points in Oklahoma to be gone about a week on business.

R. E. Cox will move to his farm eight miles northeast next week.

Miss Beulah Denny is now saleslady for C. R. McCollum Dry Goods Co.

Buckskin Breeches. Read the ad.

Returned Home

B. R. Turner, wife and daughter, Mrs. Oscar Shurbet, returned Saturday from a visit to their old home at Chico, where they had been gone about two weeks. Mr. Turner says the cotton in that country is making one-third bale per acre and the price they are getting makes money plentiful, but he carried samples of cabbage and other field produce down that he thought he would have to tell he bought at Bowie to get them to believe him. He says he had rather live on the plains than any other place he has ever lived—and he's lived a good while—and on the plains only its hardest years.

They left O. E. Kimmons and Elbert Harris who are back there from this section doing well.

We are just in receipt of a letter from A. S. Love, at Eagle Lake, Texas, ordering his paper sent to that place this winter. He states that work is plentiful and wages good and sends regards to his friends.

J. W. Underwood and R. L. Underwood came up Sunday from the brakes where they are preparing to break out some land to put in feed the next year. Mrs. Underwood will go down to the place this week.

W. T. Collins, of McGregor, Texas, came in last Sunday to make his home in the Lockney country. He will live on the C. H. Huffman place the coming year. His car of household goods implements etc., coming in also the earlier part of the week.

Miss Edna Parsons last Friday evening entertained a large number of friends at games of "42." The rain met some of the parties on the way home, but the time spent at the party was much enjoyed.

Messrs. George and Fred Feigel, of Rockport, Indiana, are in Lockney. The former Mr. Feigel is chaffeur on one of the cars of the J. M. Hughes Land Company.

Mesdames G. W. Brewster and W. C. Nichols returned Monday evening from Olton, Lamb county, where they had been visiting.

Miss Melissa Young returned Monday from Floydada where she had been visiting her sister, Mrs. P. J. Green.

W. M. Lampton returned last Sunday night from Estelline where he has been on business some six weeks or two months.

TO YOU

Come and see us—see the store—the new goods. Never mind about buying—we want you to feel free to inspect the new things. Come and make comparison—size us up—make yourself at home. You will be most welcome to every convenience at our command.

The policy of this new store will rest on the three words: "Satisfaction To You"

As long as people are human so long will misunderstanding arise. We lay no claim to being more than human. But the moment your word reaches the management any matter that has started wrong will be finished right. In carrying out this policy of satisfaction, it will not be enough that you are satisfied with the goods, the price and the treatment; it will reach farther: Delivery will be prompt—very prompt. And the goods can come back to us and the money to you if you say the word. On this foundation this house will build. It is a foundation certain to endure. The corner stone "Satisfaction To You."

Since First Monday has come and it being such a great success preparations are under way to make the next First Monday even a greater success. In this connection we wish to announce that we are going to take care of our friends interest and will advertise free of charge any article that you may wish sold at auction these days. We will guarantee to get the best price we can for them. However, all items listed with us for sale at auction must go at the highest bid—no by bidding allowed. Send in description of any article that you will have to sell that day that we may advertise it in the paper and gather as large a crowd as possible and get as much out of the sale as possible for you.

Denman & Sons

Phone 5. Furniture and Undertaking. Floydada, Tex.

N. H. LEWIS & COMPANY

LOCKNEY - FLOYD COUNTY - TEXAS

Special agents for 40,000 acres of the finest alfalfa, corn, wheat and oat land in Floyd Co. Prices range from \$25 to \$50 per acre. Well improved. Write us for list of same.

N. H. LEWIS & COMPANY

J. M. Hughes, Office Mgr. J. B. Downs, Salesman.

J. M. HUGHES LAND COMPANY

We handle lands on the Plains in large or small tracts at terms to suit purchaser. See or write us for a square deal

J. M. HUGHES LAND CO. Lockney, Tex.

Mr. and Mrs. L. H. Gunn who have been visiting with Ira Broyles left Sunday for their home at Flomot.

Read the Beacon.

MILL.

We have started our mill to unning and are ready to make meal or chops Saturdays.

RAMSEY BROS.

Supper

At The
Hub Ellis Restaurant

Thursday Night
NOVEMBER 25TH 1909

Thanksgiving

Bring your friend and come
\$1 A COUPLE

...RED CROSS DRUG STORE...

We have just placed in our show cases an additional order of jewelry--right-up-to-the-minute in prices and quality. When you begin figuring on a present for a friend don't overlook these

A full line of drugs, toilet articles, brushes, school books, school supplies and sundry notions.

Red Cross Drug Co.

LOCKNEY - - - TEXAS

SEVEN BROTHERS

Dealers In
Staple and Fancy Groceries

Fresh Goods at All Times.

Lockney -o- Texas

The best, most accurate and up-to-date methods of abstracting are used by the

RECTIGRAPH ABSTRACT COMPANY

We have complete abstracts of all lands and town lots in the following counties: Floyd, Lubbock, Briscoe, Castro, Lamb, Bailey, Hockley and Cochran. Give us your business and get the benefit of the best.

A. E. BLACKWELL, Mgr., Floydada, Tex.

Office next door to First National Bank.

The Beacon--Job Printing

Local and Personal

H. A. Thompson returned Tuesday night from the Baptist State Convention at Dallas. This was a great meeting of some 3,000 messengers from over the state, and much money was pledged for the support of the various enterprises of the church. Something near one-quarter million dollars was subscribed for educational institutions alone.

Frank Witherspoon Jr., of Kansas City, was in Lockney Tuesday. He is one of the members of the Witherspoon Commission firm and was looking over stock conditions in the Lockney country.

Buckskin Breeches.

C. R. McCollum is building a house on property bought by him in south Lockney.

T. W. Willmon was in Lockney from Mickey Friday with a bale of cotton.

O. F. Batty, of the southeast portion of Floyd county ginned a bale of cotton at Lockney Friday.

Buckskin Breeches.

Prof. E. C. Nelson, Jr., spent Saturday and Sunday of last week with home-folks at Plainview.

Go to the Thanksgiving Supper. Take a friend.

Tom Nolan is just locating in the Lockney country, ten miles north of town. He is from Crawford. His car of implements, etc., arrived this week and he will improve the place at once preparatory to plowing and planting for next years crop.

Go to the Thanksgiving Supper. Take a friend.

Judge F. P. Henry and A. C. Goen were in Lockney Wednesday.

L. W. Dalton, of Plainview, was in Lockney Wednesday on business connected with his law practice.

Jim M. Hughes, of the J. M. Hughes Land Co., was in Lockney Wednesday. He left today for Rotan on business.

Supper at the Hub Ellis Restaurant Thanksgiving.

Wanted--By quiet couple, two unfurnished rooms, for house-keeping, in good house, or couple to rent good house with us. Address Box 335, City.

W. Methley was in Lockney Wednesday from his farm near Mickey.

J. W. Sims, of the Curlew community, was in Lockney Wednesday buying supplies.

Supper at the Hub Ellis Restaurant Thanksgiving.

Jake Hammons, of the Fairview community, was in town last Wednesday. He had recently returned from Illinois and says that despite the dry year they have have raised fair crops in the part of Illinois in which they visited. (80 miles east of Chicago.)

Come to the Supper at the Restaurant Thanksgiving.

A Box Supper.

The Ladies' Aid Society will have a box supper at the Baptist Church, Friday night, Nov. 26. Everybody invited to come and purchase a box.

Dr. J. L. Guest.

is now living in the J. A. Baker residence on corner College and Main streets. Calls for him should be made there.

Panhandle Exhibits Delayed

On November 2, Lon D. Marrs of Amarillo, who is in charge of the Panhandle Exhibit which is being sent to the fair at San Antonio from the Dallas Fair loaded these exhibits on the M. K. & T., to be shipped immediately. On November 10, four days after the fair had opened the car of exhibits were still on the tracks at Dallas, notwithstanding the freight had been prepaid. Mr. Marrs immediately wired R. R. Commissioner Williams of the state of affairs who immediately wired the general freight agent at Dallas that attention must be paid to the matter. The car has been forwarded but four days too late to do as much good as they should have done. Floyd county's excellent exhibit was in this collection.

Citation by Publication.

J. E. Burns } No. 53, In The
vs. Justice Court,
A. L. Baldwin } Floyd Co., Tex.
J. E. Burns, Plaintiff in the above entitled cause, being duly sworn, says, that A. L. Baldwin, defendant therein, is a non-resident of this state (or that he is a transient person, or that his residence is unknown to this affiant.

Wherefore he prays that a citation be issued for service by publication.

J. E. BURNS.

Sworn to and subscribed before me, this the 18 day of Nov., A. D. 1909.

Mitt Livingston, J. P., Precinct No. 2, Floyd Co., Texas.

Caring for Corn Fodder

Out of the large acreage of corn cut and shocked this year, much has been husked and is now in condition to be placed in stack. Some farmers, however, find it a satisfactory method to feed their corn in the bundle rather than husk it. The bundles can be handled in much the same way as corn fodder.

It is well to so arrange the stacks that they will shelter the feeding-yards on the north and west sides. Placing a layer of straw underneath the long stacks will save much fodder from mold and decay. It is best to build the stacks narrow and high; for low, broad stacks are quite sure, when the snow comes, to become buried in the snow before they are fed out. It is also a good plan to build the stacks of corn or fodder in sections of about three or four loads, rather than one long, continuous rick. When so constructed they can be fed from top to bottom in sections as they are stacked, and in this way time, temper and feed will be saved.

The narrow stack of corn in the bundle is quite sure to cure out nicely, while the wide stack is almost sure to become damaged from heating or mold. The round stack of three or four loads has advantages in feeding, but does not serve the purpose of a shelter for the yards like the continuous long stack.

I have frequently stored corn in the bundle in my barn, but the rats and mice usually destroyed a large amount of the grain and cut the bands on nearly every bundle before it was fed out. Furthermore, it is quite sure to heat when stored in the barn before the advent of freezing weather.

Many farmers are using the shredder this year. Shredded corn fodder is an excellent substitute for hay, but great care must be exercised in storing it, otherwise the mass will heat and spoil soon after it goes in the barn. Shredded fodder will keep more safely in the barn or stack where it is not trodden down.

WM. H. UNDERWOOD,
in Farm and Fireside.

DR. R. H. HYDE

Physician and Surgeon

OFFICE RED CROSS DRUG STORE
Office phone - - - 19
Residence - - - 29
LOCKNEY - - - TEXAS

A. R. TAYLOR

Dentist

OFFICE BURRUS DRUG STORE
FLOYDADA TEXAS

R. E. ERWIN

Attorney at Law, office in
First National Bank Building.
Practice in all courts.
Lockney, Texas.

LOCKNEY TRANSFER AND LIVERY STABLE

Transfer on short notice. Good horses and rigs. Best feed to be had. Horses boarded by day, week or month.

ALFORD & SON Prop.

TAILORING WORK

Suits Cleaned and Pressed
Ladies Skirts a Specialty.

All work guaranteed.

J. A. DAVENPORT

Baker's Old Store Building.

D. W. KELLEY,

JEWELER

Does all kinds of jewelry repairing at reasonable prices. Watches repaired, rings resawdered, sets replaced. Your work will receive careful attention. Give me a trial.

Lockney, Texas.

ARTIE BAKER

SHOE SHINER

Delivers the goods when it comes to shinin' shoes. Stop in his stand in T. C. Bradley's Barber Shop. Price 10c.

MY BRAND IS



If you have any stray cattle in my brand, please notify me.
JIM GRIFFITH.

The City Restaurant

E. E. STUBBLEFIELD, Prop.

Hot and cold lunches at all hours
Your order filled promptly.

Lockney Texas

THE FORTWORTH RECORD

A Cosmopolitan Semi-weekly news paper, Democratic, and

THE LOCKNEY BEACON

BOTH, ONE YEAR, \$1.80

LOCKNEY AUTO GARAGE

UP-TO-DATE MACHINIST

Gasoline

Lubricating oil

Auto Accessories

LOCKNEY

TEXAS

Program For Teachers' Institute

Of Floyd County To Be Held At Lockney From Monday, December 20, 1909 To Friday, December 24, 1909, Inclusive

Monday, December 20, 1909.
DEVOTIONAL EXERCISES.

- Welcome Address.....Dr. W. H. Freeman.
- Response.....J. O. Loftin.
- Enrollment, Organization and Suggestions for Betterment of Institute.

Noon

- Promptness and Accuracy.....E. C. Nelson, Jr.
- Primary Number Work.....Miss Sallie Adams
Mrs. Ida Waters
- Relation of Teacher to Superintendent.....Prof Showalter.

Tuesday, December 21

DEVOTIONAL EXERCISE

- Primary Reading.....Miss Mattie Bussey.
- Nature Study.....J. O. Graham
- Intermediate Mathematics.....Mrs. J. O. Loftin.

Noon

- Means of Securing Co-operation of Patrons.....J. H. Sturgeon.
- How to Secure Better Results in Reading Among Intermediate Pupils.....Miss Amelia Turner
Arrah Staley
- Discipline in Intermediate Department.....Miss Eva Parks.

Wednesday, December 22.

DEVOTIONAL EXERCISES

- Busy Work in Primary Grades.....Miss Mary E. Gorman.
- History U. S.....Miss Lola Roney.
- English.....Jas. L. German, Jr.

Noon

- Importance of Use of Dictionary.....J. F. Duck.
- Benefits of Drawing.....Miss Annie Robinson.
- Co-laboring of Rural and Town School—Instruction.....J. O. Loftin.

Thursday, December 23

DEVOTIONAL EXERCISES

- Spelling.....Miss Arra Adams.
- How Extensive Should The Course of Study of a One Teacher School Be.....J. C. McKelvey
- When Should Technical Grammar be Introduced?.....O. K. Flowers
Miss Jesse Staley

Noon

- The Bad Boy.....J. F. Nix
Miss Maggie Cooper
- "My Method" of Securing and Keeping Attention. General Discussion, led by.....Miss Irma King.
- Athletics in Connection with School Work.....Chas. McLaughlin.

Friday, December 24

- What Subjects are Neglected—What too Soon Promoted—in Preparing Pupils for High School or College? Profs. Lofton, McKelvey and German.
- Holidays—How to Observe Them: Thanksgiving—T. F. Young; Christmas—Mrs. McKelvey; Washington's Birthday—Miss Ruby McGhee; Independence Day—Miss Annie Hughes; San Jacinto Day—Miss Mae Dalmont.

Noon

Business Session.

All teachers in Public Schools in this county are required to attend five days of seven hours each. F. P. HENRY, Ex-officio, County Superintendent.

Mesdames R. E. Erwin and J. B. Downs were absent from Lockney Tuesday which day they spent in Plainview.

Ralph Thacker, manager of the Plainview Telephone Exchange, was in Lockney Wednesday.

Thos. Hanks and wife returned to Lockney Wednesday evening from the conference at Stamford. Bro. Hanks has been sent this year to Margaret, in Foard county, and a Mr. Riley, of Brownsfield, comes to Lockney this year.

Dress Making

Up-to-the-minute dress making done at the
IDEAL MILLINERY.

Buckskin Breeches.

T. J. Jordan is back at Lockney from a business trip to Murfreesboro and other points in Arkansas.

Mr. and Mrs. Ira Broyles are visiting at Silverton with friends.

Q. Smith is over an attack of fever and will soon be well again.

Authentic Railroad reports are that the track-layer and some 100 hands are at Plainview ready to begin work on the extension toward Lockney and will build right on at once.

CLUBBING OFFER

The Dallas Semi-Weekly Farm News makes a specialty of Texas news. Outside of this, it is unquestionably the best semi-weekly publication in the world. It gives news from all over the world, but particularly an unsurpassed news service of the great Southwest in general. Specially live and useful features are the Farmers' Forum. A page of little men and women. The Woman's Century. And particular attention is given to market reports. You can get the Sem Weekly Farm News in connection with The Lockney Beacon for only \$1.80 a year cash for both papers.

Subscribe now and get the local news and the news of the world at remarkably small cost.

Arthur B. Duncan General Land Agent FLOYDADA TEXAS

Buy, sell and lease real estate on commission; render and pay taxes for non-residents; investigate and perfect titles; furnish abstracts of titles from records. Have had more than 20 years experience with Floyd Co. lands. County Judge of Floyd Co. for 16 years. Now devoting whole time to land business. List your land with me if for sale or lease. If you wish to buy land, see, write or phone me for special bargains. Correspondence solicited.

Office S. E. Corner square.

Resolutions

Sad indeed was the news of the death of W. T. Starns, of Georgetown, Texas, brother of J. A. Starns.

It is resolved by the Lockney Lodge, No. 682, I. O. O. F., that we tender to brother Starns and family, our sincere sympathy and condolence.

But we know no sympathy can suffice only God, and time can heal the wound thus made, but in his keeping we leave them knowing:

In the future angels may Roll the stone from their hearts away.

J. E. HOCKADAY
A. J. BYARS
W. C. WATSON.

Auction Sale!

The first Monday in December the following items will be sold on the public square at FLOYDADA Texas, to the highest bidder—no buy bidding

- | | |
|-----------------------------------|--------------------------|
| 1 Farm Wagon | 2 Pair Chain Harness |
| 1 Bachelor Stove and drum | 1 14x16 home wove carpet |
| 1 pair boots, NEW | 1 trunk |
| 1 rubber tire collapsible go-cart | 1 Iron 1-2 bed |
| 1 Bachelor Stove and drum | 1 Work horse |
| 4 chairs | 2 mattresses, NEW |
| 1 Waltham Watch | 1 Clock, NEW |
| | 1 Iron bed, NEW |
| | 1 Oil heating stove |

J. H. DENMAN, Auctioneer

DIRECTORY

Courts.

District Court convenes the first Mondays in February and August.

L. S. Kinder, Judge.
L. C. Penry, Dist. Atty.
W. B. Clark, Clerk.

A. C. Goen, Sheriff.
County Court convenes third Monday in January, April, July, and October.

F. P. Henry, Judge.
W. B. Clark, Clerk.
A. C. Goen, Sheriff.

Commissioners' Court meets in regular session 2nd. Monday in February, May, August, and November.

F. P. Henry, Presiding Judge
D. C. Allmon, Com. Prectno. 1
B. F. Sanders, " " " 2
W. B. Crabtree, " " " 3
Geo. L. Fawver, " " " 4

Justice Court of Prect. no. 3 convenes the 3rd, Friday and Saturday in each month.

M. Livingston, J. P.

Lodges.

Lockney Lodges, A. F. & A. M. meet Saturday night on or after the full moon of each month C.

The Lockney lodge M. W. of A meets every 2nd and 4th Thursday in each month.

John M. Hughes, Council Commander. Homer Howard Clerk.

Lockney Camp No. 1280, W. O. W. meet 1st and 3rd Saturday nights in each month.

S. A. Henry, C. C.
Homer Steen, Clerk.

Lockney Lodge, No. 296, K's of P meet every Tuesday night.

S. A. Henry, C. C.

Z. T. Riley, K. of R. and S.

Lockney Local Lodge No. 311, socialists meet 1st Saturday in each month at 2: P. M.

J. T. HILL Sec.

I. O. O. F. meets every Thursday night in each week.

J. H. FOWLER N. G.

J. J. NORRIS Secy.

Churches

Church of Christ: Services begin every Sunday morning at 10:30. They consist of singing prayer, reading and preaching, or Bible talks; Breaking of Bread and contribution follow. Sunday 3:30 p. m. is the Bible study in classes. Wednesday night is the prayer meeting. All are invited to these services

Methodist Christian Church of Christ, Rev. Thos. Hanks pastor, will preach 1st, 2nd, and 3rd Sundays at 11 and 7:30.

Sunday school at 9:45

Epworth League 6:30

Junior League Sat. 3 o'clock

Prayer meeting and song services every Wed. 7:30

W. H. M. S. every Tues. after 1st and 3rd Sunday.

1st Baptist Church of Christ Preaching every Sunday at 11 o'clock and at night. Sunday school 10 A. M. Prayer meeting every Tuesday night. A lecture every Saturday night.

H. A. THOMPSON, Pastor.

Farmers Union meets Saturday before the first and third Sunday in each month.

THE Person Who Disturbed

The congregation last Sunday by continually coughing is requested to come in and buy a bottle of Foley's Honey and Tar, cures colds and prevents pneumonia.

RANDOLPH BROS.

Lockney Texas

A. G. McAdams Lumber Company

Lumber, Bois D'arc, Lath, Shingles,
Sash, Mouldings, Blinds, Doors And Paint
Lime, Cement and Brick
Screen Doors in every size.

Lockney.

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Texas.