

# LOCKNEY BEACON

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, NOVEMBER 25 1909.

NUMBER 20

held at my office in the town of Lockney, in the county aforesaid, on the 24th day of December A. D., 1909, to answer the suit of the said J. L. Guest, plaintiff, against said A. L. Baldwin, defendant, said plaintiff's demand being for the sum of one hundred and four dollars and cents due upon an open account for medical service rendered to said defendant's request.

HEREIN FAIL NOT, and of this make due return at the regular term of the Justice's court for precinct No. 2, in said county and state, to be held on the 24th day of December next, as the law directs.

Given under my hand this 23rd day of November, A. D. 1909.

MITT LIVINGSTON,  
Justice of the Peace, Precinct No. 2, Floyd County, Texas.  
Issued on the 23rd day of November, A. D. 1909.

MITT LIVINGSTON,  
Justice of the Peace, Precinct No. 2, Floyd County, Texas.

**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.

**FOUND**—Box of children's clothing between Lockney and Plainview. Call at Wofford & Riley's office, pay for this notice and receive same.

Mr. and Mrs. Thos. Hanks left Thursday evening for Margaret, in Foard county, where is his charge the coming year.

M. C. Robinson who has been buying cotton on the Cleburne markets has returned to Lockney arriving on last Saturday.

Tom Shafer, proprietor of the Hale County Herald, was in Lockney last Sunday with some of his friends in his White Ford. Beacon ads bring results.

he had spent the fifty dollars for meritorious purposes instead of fake advertising, he would have gotten big direct returns. The profits from his judicious advertising would have enabled him to contribute the sixty dollars.

People will spend five hundred or a thousand dollars for fake advertising and charge the community up with five times the expenditure, just because they did not get results. No man has any right to amend his own mistakes in such an arbitrary manner. And this doesn't apply exclusively to merchants. It applies with equal force to every person spending money for advertising or publicity purposes. It applies to whole towns, to counties and to states. Money is well spent when it brings wholesome results. It is doubly bad spent when it brings no good returns.

Advertising is business, strictly business. It is the foundation upon which all success rests, but advertising isn't advertising unless it attracts attention, interests, convinces and gets results. Effective advertising cannot be confined to any particular medium or method. The artistic show window is an advertisement. The elegantly displayed and properly arranged stock of goods is an advertisement. The satisfied customer is an advertisement. The growing of big crops is an advertisement for the country. Everything that goes to make a town or a city beautiful and healthful is an advertisement. Money spent for such purposes is money well spent because it brings results. Have something somebody wants and then use the proper methods of calling attention to it.

As a means of publicity there is but one best medium and that is the newspaper, and it is good only to the extent that it reaches the people who would be interested in the things advertised. A town wanting a factory would not advertise in a country newspaper, and a man wanting a load of wood would not advertise in a trade journal published in New York. The local newspaper is the best medium for advertising the town and country. It comes directly from the source it represents. It can be sent to every class of people at the most nominal expense. It is the only medium for the local merchant.

(Continued on Last Page.)

## 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.]

The writer recently had occasion to investigate as to the amount of money absolutely thrown away by a comparatively small town on the rankest kind of non-producing advertising. The result only partly complete and covering a period of less than two years, was astonishing. It aggregated nearly ten thousand dollars. Think what this ten thousand dollars would have done spent in the proper way. Spent for the proper kind of advertising it would have resulted in profits many times greater than the expenditure. It would have gone a long way toward civic improvements. It would have been a mighty factor in bringing about proper agricultural development. There is no need to further enumerate the great number of things it would have brought about to the general benefit of the community had it been properly spent. Spent as it was it brought no results except a considerable detriment. It simply impoverished the community to the extent of nearly ten thousand dollars. It brought discouragement and loss of faith. The men making the foolish expenditure charged it up as so much money spent for public purposes and deducted it from the expenditures they were from time to time asked to make for meritorious purposes. A business man will spend fifty dollars for fake or policy advertising, and will give ten dollars for road purposes or something that tends to the industrial benefit of his community, grudgingly giving his reason for being niggardly in his contribution to material things, that he has already been bled to the limit. And he has, but he should not take revenge on the community for his own folly. Suppose he had contributed sixty dollars to genuine, meritorious purposes and nothing for fake advertising, his expenditure would have been the same and the benefits to himself and the community would have been many times greater. Or suppose

## Kennedy Talks Of R. R. Project

### In Hopeful Tone Hall County Herald Tells Of a Recent Interview

The following from the Hall County Herald at Memphis, will look good to the residents of Lockney and Floyd county, who are anxious to see the A. R. & E. P. Ry. push on into the Lockney country:

On Tuesday of this week President Kennedy of the A. R. & E. P. Ry., was in Memphis and spent the day. He was quite busy all day but was seen by a Herald reporter a few moments. He said he had now put his detractors out of business in both the state and federal courts and was able to say definitely that actual work would be pushed just as soon as the fish plates arrived for his steel. All steel mill are very busy and each order has to await its turn at the mill. Steel rails are now arriving and the spikes and fish plates are expected every day.

In the meantime Mr. Kennedy has contracted with Anadarko and Oklahoma City for the immediate pushing of the line through to the latter place. We regard this as a most important step for the line as this will make it a trunk line and will make it of extraordinary importance. Mr. Kennedy in an interview recently in Oklahoma City stated that it would make just about the right length for a passenger division between that city and Memphis. Those who are familiar with railroading know this to be true. A short line ending at Altus might be of great importance, but surely a trunk line running direct from Oklahoma City to El Paso, with Memphis as a passenger division point is of much more importance.

Mr. Kennedy was in good humor and we believe in him. He expects to bring some large system men over his line from Altus to Wellington next week and possibly as far as Memphis. We are just as sure to get this important road as we are to stay on the map of Texas. Not only that but things are moving fast.

R. K. Bruner, of Flomot, was in Lockney last Saturday looking at some steers.

**Citation By Publication**

THE STATE OF TEXAS,  
County of Floyd

To the Sheriff or any Constable of Floyd County—GREETING:

Whereas oath has been made this day before me by J. L. Guest that A. L. Baldwin is absent from this state, and that his residence is unknown, so that the ordinary process of law cannot be served upon him, you are hereby commanded that you, by making publication of this writ in some newspaper published in Floyd county, if there be one, but if there be no newspaper printed in said county, then by publication in some newspaper printed in the 64th judicial district of this state, but if there be no newspaper printed in said judicial district, then by publication in the nearest district to said 64th judicial district, for four successive weeks previous to the return day hereof, summon the said A. L. Baldwin to be and appear before me at a regular term of the justice court for Precinct No. 2, in said county of Floyd, to

## 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



**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. 25, 1909.

THE spirit of the inhabitants of the plains country today is onward. Progress is shown on every side. New homes, better homes, better improvements and more cultivated farms greet the eye as the days go by. From season to season new blood comes in to take up the grand work of making this plains land the paradise which the fertility of its soil, its bountiful water supply and excellent climate will, in a few years, with the aid of the skilled workman, make it. Though the transformation from a boundless prairie has only begun, yet the impetus is growing stronger as wet year and dry year pass over us alike. Railroads are penetrating our borders; home-seekers are pouring in to change the virgin prairies to harvest fields; the buzz of the home-builders saw is keeping time to the steady tread of the draft horse which turns the broad acres to the sun.

To enterprising people such as inhabit this broad domain it is inspiring, and their hearts are put to the task more and more as they realize the great future to which we are inevitably drawing.

Most of the residents of Lockney are today observing Thanksgiving. Rest, quietude, pumpkin pie and worship, all symbolic of the end of harvest and the time for giving of thanks for the year's blessings, are much in evidence. Just as it should be, too in this especially favored section for not a man who lives within its borders but should be thankful. Thankful for life, health—super-abundant—, home, prosperity, a railroad, and for the fact that we dwell in the garden-spot of America.

Not for these alone but also for innumerable other things which have come our way as a community and individually.

It not only does us good to stop for reflection and Thanksgiving but renders us better prepared for the duties of the morrow.

In another column of this paper will be found the announcement of R. M. Ellerd, of Plainview, Texas, for District Attorney. This will start the ball to rolling, or perhaps, just help a little to give it good impetus in this county for locally politics are beginning to sizzle just a little and ere long the pot will begin to boil with the heat of candidacy and then, at the primaries somebody will get beat, but most of them will undoubtedly get an office, for, can't you count the way the votes lay, on your fingers?

Lockney—a railroad town.

NO. 9126  
**Report of the Condition**

Of the First National Bank, at Lockney, in the State of Texas, at the close of business, November 16th, 1909:

RESOURCES

Loans and discounts	\$ 77,655.94
Overdrafts, secured and unsecured	6,936.44
U. S. Bonds to secure circulation	10,000.00
Premiums on U. S. Bonds	406.25
Banking house, Furniture and Fixtures	5,408.65
Due from National Banks (not reserve agents)	3,584.17
Due from State and Private Banks and Bankers, Trust Companies, and Savings Banks	58.60
Due from approved Reserve Agents	10,718.94
Checks and other Cash Items	911.89
Notes of other National Banks	1,140.00
Fractional Paper currency, Nickels and cents	64.63
Lawful Money Reserve in Bank, viz:	
Specie	3,588.35
Legal Tender Notes	2,040.00
Total	5,628.35
Redemption fund with U. S. Treasurer (5 per cent. of circulation)	500.00
Total	\$123,013.89

LIABILITIES

Capital stock paid in \$	25,000.00
Surplus Fund	5,000.00
Undivided Profits less Expenses and Taxes paid	1,860.67
National Bank Notes outstanding	10,000.00
Due to other National Banks	389.08
Individual Deposits subject to check	66,504.93
Time certificates of Deposit	9,259.21
Bills payable, including certificates of deposit for money borrowed	5,000.00
Total	123,013.89

I, Ghent Carpenter, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

GHENT CARPENTER, Cashier.  
Correct—Attest:

J. D. GRIFFITH  
W. C. NICHOLS  
HOMER HOWARD  
Directors.

Subscribed and sworn to before me this 24 day of November, 1909.

J. N. STALBIRD,  
Notary Public.

THE initial number of the Hereford Recorder is a good one, typographically, editorially and otherwise. It is a six column, twelve page paper and is a valuable addition to Panhandle newspaperdom.

**ROAD NOTICE.**

Notice is hereby given that the road running across my place has been closed to all travel. The road now runs on the north and east sides of my place.

OSCAR TEAGUE.

C. M. Alford, in a letter recently from Pecos City to E. W. Alford, says they are all enjoying their overland journey fine.

**16,500 Trees for Post City**

A shipment consisting of 16,500 fruit and ornamental trees were received this week by the Double U. Co., from the Muncy Nursery at Lockney. That sounds like a pretty big order, and it is, but there have doubtless been more than that unloaded here at one time before this, when it is remembered that a row adorns each side of every street in town—a statement which it is very doubtful whether there is another town in the south can make.

The trees received this week are to be planted on each side of the road from town to the cap rock, every fifty feet—a distance of about three miles. The holes are already dug and the ground all along put in first class condition, being enriched when found

necessary on account of rock gravel in going up the cap rock. The road to the cap rock also received considerable attention lately, in fact it is just finished and is now in as good condition as it is possible for it to be put in. This will be a beautiful road some day—a 'lover's lane.'—Post.

Yes, indeed, 16,500 shade trees is a big order; and so is the Muncy Nursery at Lockney big nursery. In fact, within the borders of Lockney can be found many big businesses and institutions. It is a town known far and wide for its hustle and energy.

The Double U Company cannot assure that their trees are of the best.

L. R. Hines, of Millsap, Texas, is shaking hands with old friends in Lockney this week.

Children, of Floydada, were in Lockney the latter part of last week visiting J. L. Norris and family.

Lambert Thornton leaves this week for Des Moines, New Mexico, where they (the W. V. Thornton family) will make their future home.

Go to the Thanksgiving Supper. Take a friend.

**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

**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.

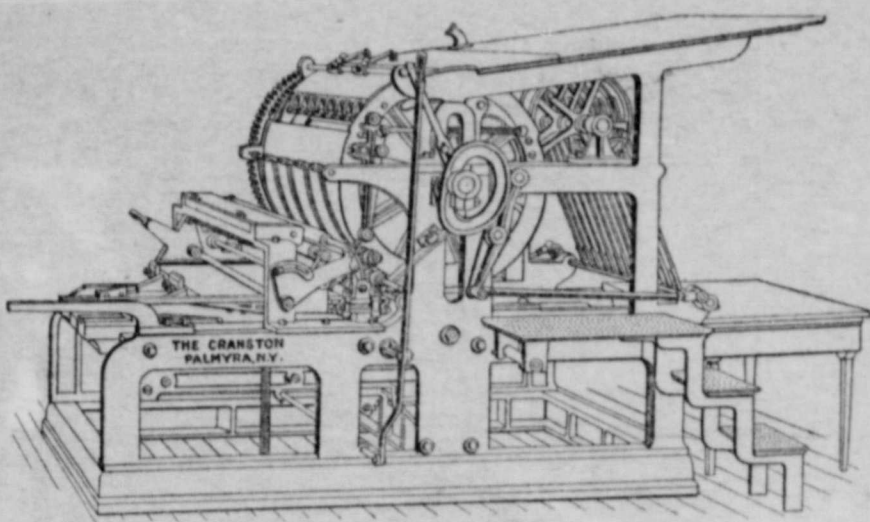
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Texas.



# WE HAVE ADDED THIS POWER PRESS

To our equipment and something like 500 pounds of job, body and advertising type, making with the new type and machinery which we had already, one of the best-fitted little shops in the land. Our desire to keep up with the town has prompted us to go just a little ahead of its development and we feel that we can depend on YOU for your trade.



We have the idea that we can please you and want to satisfy you that we can, by always giving you the best in our line—whether or not the cost is considered.

WE ARE PREPARED TO DO commercial printing, books, circulars, circular letters, neatly and can fill your bill.

Yours For Business

## BEACON PUBLISHING CO.

LOCKNEY TEXAS

### GO TO THE NEW RACKET STORE

If you want a big bargain in table sets, tinware and all kinds of notions. First door North of Post Office

KELLEY BROS.

The pencil pusher of the Crosby County News, Chas. W. Watkins, of Emma, announces that the size of his paper will be increased from four to eight pages probably by the middle of May.

W. T. Cooper is in New Mexico at Elida.

T. J. Braidfoot, of Silverton, was in Lockney on business this week.

#### For Blood Poisoning

When it is found that blood-poisoning has set in, or when it is feared, use the following: To the juice of half a lemon add one teaspoonful of sugar and half a teaspoonful of water. Take hot at a dose and repeat every 30 minutes for the first three hours, after that every two hours. A cure will usually be effected in a day.

#### SHOW WEDNESDAY NIGHT.

Wednesday night Bain's show put on a performance at Lockney. No body attended judging from the answer given Thursday morning, though it is said the tent was full.

This is the fourth or third trip to Lockney for Mr. Bain and about the next will be his last.

#### MID SUMMER HATS.

Have arrived. No need to go any farther than the excellent assortment at the

#### IDEAL MILLINERY.

E. P. Thompson is at Petersburg on business.

Some one borrowed my double trees and I would certainly appreciate it if they would bring them home.

J. B. HUGHES.

Weaver Mitchell is owner and navigator of a Buick bought from Jim Muncy.

### J. M. CRAWFORD DIES

#### PASSES AWAY AT HOME AFTER LONG ILLNESS

Last Thursday afternoon J. M. Crawford, one of our most highly respected citizens, passed away after something near a year's illness, not so marked at first but gradually growing worse until his death. The remains were laid to rest in the Lockney cemetery Friday afternoon after funeral services had been conducted at the home by Rev. Thomas Hanks.

Mr. Crawford was born Nov. 27, 1840 in northwest Arkansas where he was raised.

At the out-break of the war between the states he was one of the first to volunteer for service in the Confederate ranks, serving as a cavalry man through the entire war under Maj. Gen. Hood and "Billie Buck" Brown, two years of the time inside the Federal lines without receiving a scratch. When the end of the war came he returned home and was married in June to the companion who has stood by him these near 43 years. In '72 or '73 they moved to Williamson county, Texas, which they made their home till seven years ago when they moved to this section.

As a man of integrity and sterling character, Mr. Crawford ranked among the first, his life having all these years been an open book to his fellow man.

Besides his wife, he leaves one brother, Pleasant Crawford, of Silverton, Texas; two sisters, one at Knox City, one in Northwest Arkansas, nine children and 38 grand-children living over Texas.

The town and country is much the losers and the regret and sympathy of the friends is commensurate with the grief of the wife and relatives.

#### WOMAN'S HOME MISSION SOCIETY.

The Woman's Home Mission Society of Lockney now consists of twenty-two members, all of whom seem to be awake to the needs of christianity, and are prayerfully considering ways and means to help where help is most needed.

We consider the box supper of the 27th a success, the amount received from the sale of the boxes was \$36.60 and we wish that every one that helped by bringing or buying boxes or in any way will please accept the heart felt thanks of our pastor and each member of the Home Mission Society.

As the next meeting (May 18) is a business meeting, will all the members please try to be present.

MRS. J. E. HOCKADAY,  
Press Reporter.

When in Crosbyton we had the pleasure of meeting Jay Walling, son of E. M. Walling, of Lockney whom we counted one of our friends when we were running The Hesperin at Floydada. We also had the pleasure of meeting Mrs. Walling and her mother, Mrs. J. R. Burrus, of Lubbock, and Mr. J. V. Leatherwood, an old Johnson county friend.—The Lynn County News.

#### TRANSFER.

I am in the transfer and lumber business. See me if you want something delivered or lumber hauled now.

Q. SMITH.

Mrs. J. M. Muncy was called to Floydada Wednesday night by phone message stating that her sister, Mrs. J. W. Blewett,

### POPULARITY

#### CONTEST

ONLY EIGHT MORE DAYS LEFT TILL CLOSE—VOTE TO BE COUNTED AND PRIZES AWARDED AT 5:00 P. M.

Saturday evening, May 15, the Popularity contest closes at 5 o'clock P. M. at which time the vote will be counted and the prizes awarded.

Postively no votes will be received after the hour set for the close.

This week the standing does not change, Miss Britton having added to her lead by 675 votes and Mrs. Hockaday having reached the 30,000 mark.

The standing is now:

Miss Ruby Britton	39100
Dollie Hockaday	31025
Miss Ollie Beall	5400
Miss Betha Carthel	4350

#### RUBBER-WEED CAUSES SHEEPMEN OF SOUTHWEST HEAVY LOSSES

Albuquerque, N. M., May 1st.—For several years past the sheepmen of the southwest have suffered serious losses from a disease known among the Mexican herders as "pingue."

"Pingue" is popularly supposed to be caused by eating either the leaves or roots of a plant which has in the last few years been quite prominent in the public eye as the "rubber plant" or "rubber weed."

Whether this plant is a true rubber plant or not is a matter which does not interests the sheepmen so much as some remedy for the sickness that follows its eating by their sheep. On the Carson National Forest in New Mexico, Forest Ranger Bert Phillips, in whose district a great many sheep had recently died from pingue, after making a study of the sickness, suggested to the sheepmen whose animals were dying with it, that drenches of hot water and salt might prove efficacious.

The materials for the remedy were so quick obtained and the remedy so easily administered, that several of the owners gave the plan a trial. The sick sheep were drenched every hour with liberal doses of the mixture with the result that animals which before drenching were unable to stand, were, inside of twenty-four hours, eating and running around with the rest of the herd apparently as well as ever.

While the government experts have not yet made a study of this disease or given the suggested remedy official sanction, the remedy itself is so apparently harmless and unobjectionable, that considering the results obtained by its use, there seems to be no possible danger in giving it full publicity. The sheepmen can, in this manner, give it more extended trials and possible save themselves from the serious losses which the eating of this weed by stock has heretofore caused.

The disease will be carefully studied and the results of administering this remedy watched with a view to correcting any errors in its use should it not prove of as great value as is expected. Maintime, every sheepman whose sheep are sick dying from pingue will, no doubt be only too eager to give this simple remedy of hot water salt drencher ever home trial, because they have been so flock



# If You want to live on Easy Street Buy

A Lot

## In The Brewster Addition to Lockney

### NOTICE TO OUR OLD CUSTOMERS AND FRIENDS.

We are now in charge of our old shop again. Your patronage will be very much appreciated by  
**WILSON & FITZGERALD.**

### WHO?

Lockney Tailoring Co. L. E. Weathers Prop. will "clean and press" your clothes right. See our line of samples before ordering that summer suit. We have something you want. We also handle magazines. See us.

### 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.

### MEAT MARKET.

We have just opened up a nice, neat, clean, up-to-date meat market near the corner by the hotel. When you want fresh beef, pork or any other kind of meat see us.

**MUNCY BROS.**

### TAILORING WORK

Suits Cleaned and Pressed, Ladies Skirts a Specialty. All work guaranteed.

**J. A. DAVENPORT**

Post Office Building.

I will stand my jack this season on my place 7 miles north-east of Lockney. \$7.00 to insure colt. 4 tpd J. H. ROBERSON.

### \$2.50 REWARD

We will pay the above reward the advice of who hauled a load of coal from us, to his gin last November.  
TANDY COLEMAN Co.

All three of the  
Lockney.

In addition to the \$1000 in cash prizes offered by Farm and Ranch for exhibits of corn grown this year, Mr. Walter B. Whitman, managing editor of Farm and Ranch, offers a magnificent silver trophy cup, 14 inches high and lined with gold, for the best display of 10 ears of corn, any variety, grown by a boy under 18 years of age. What do the boys of this country think about winning this cup.

G. W. Brewster left Sunday for Memphis in Hall county on business.

My brand is YH on left hip. If you have any stray cattle in my brand please notify me.  
JIM GRIFFITH.

### SINGER'S ASSOCIATION.

The regular meeting of the federated singers of the Lockney country was held last Sunday. Much pleasure and plenty of good music marked the day, quite a number of out-of-town people attending as usual.

J. H. Fisher, of Gains county, was in Lockney Sunday.

### See, write, or phone, FOR ABSTRACTS.

TOM P. STEEN, Floydada Texas

Thos. Hanks, pastor of the First Methodist Church is a hustler from cork. Last Friday he came rushing into The Lockney Beacon office and contracted for a half-column of space in its forms to advertise the Methodist meetings, services etc., for the following six months.

Contrary to the opinion of some he did not ask nor receive a cut in the rates, but will dig the hard coin regularly and get his space every old week.

While we have not refused nor thought of refusing any notice or notices which pertained to the religious services of any church of our town, he says he wants to us more space than ordinarily and therefore the trade.

Still repairing, not only the home automobile but traveling. Make Lockney on your

### ED R. KONE'S SPEECH (Continued from Page 1)

tivation to produce from one-half to three-fourths of a bale. Why is this? Why is it? It comes from the fact and the fact alone, that they have planted to one crop and that was cotton. A crop that takes more humus from the soil than any other crop that you ever ylated in the country. If you are successful in raising you have to work your cotton clean and leave none of that vegetable matter to create humus, and you are robbing the soil every year and adding nothing to it. I do not want you people to get into that mistake.

I want to call your attention to the fact that I have friends, boys that I was raised with, young men that have grown up in that country that have been farming to one crop down on that black land in old Hayes, Williamson and that tire of counties through that part of Texas, and those men are not worth any more today than they were twenty-five years ago. They have gotten along. They have made enough money to pay their bills, and hold a home, but they have not made any money. They have been able their bills, or some of them, but they have done so by putting those sweet wives in the fields. I have seen some of the grandest women I ever saw on this earth standing between the plow handles and making a hoe hand. I have seen them picking cotton in the field, I have seen little children hard at work in the cotton field when they ought to have been in the school room. This is not right fellow citizens. God and Texas gave to them this birthright, and it is their inheritance when they are born. Whether it is the act of the father, or whether it is from necessity, if he fails to get an education he is robbed to that extent.

Now I will give you another picture. I want to impress upon you gentlemen that diversification and rotation is what you ought to do. By diversification you get independent. By rotation you do not then rob your land of its humus. It will be as rich when you have "passed over the river and rest under the shade of the trees," and pass it over to your children as when you begin tiling it in its virgin state. And I want you people here to plant everything that your climatic advantages and soil will allow you to plant over year. And I want you to have stock farms. I want you raise mates, horses, mules, hogs, chickens, turkeys, cattle and guineas, everything of that sort.

A man who will come out here and take two hundred acres of this land I am going to make this statement and I will back it up. Any man that will come out here and take two hundred acres of this rich land, yes, I will come down to a hundred acres, and use his brain force behind his muscle and farm intelligently and put something of everything that he

can grow upon it. Get him a couple of mares, a few head of good cattle and a few hogs and sheep, in ten years that man will be independent. I do not care whether he has over the hundred acres or not, he will be independent.

### MEMPHIS ALARMED.

Some time near six months ago Ed Kennedy, president of the A. R. & E. P. Ry. made Memphis, the county seat of Hall county, a proposition to bring this road through their town. Not favoring the proposition these people made a counter proposition which Mr. Kennedy would not consider but went on to other places along the route closing contacts and constantly working on the road bed along the line. Memphis began to get scared and is now worse scared than ever before for it seems as though the road will be built by them and ruin their town. Saturday two weeks ago they called a mass meeting and appointed representatives to wait on Mr. Kennedy to see if Memphis might have another chance at the road.

C. R. McCollum returned Sunday evening from Clayton, New Mexico, where he has been gone about three weeks on a visit.

J. L. Norris started a six-room residence Monday near the place his former residence stood.

Theo. Griffith and Leo Comer returned from Dawson county and New Mexico on Saturday. They like some of the country and some they did not like which they saw on the route.

W. T. Mickey, of Mickey, was on business in the burg Tuesday.

### THIRD NOTE DUE.

The third note on the Llano Estacado became due last Saturday, May 1st, this money will probably most all be appropriated to the continuation of the grading.

Mrs. F. P. Henry and son, Wells, of Floydada, spent a short while in Lockney Monday before leaving for Arkansas on a visit.

A. W. Young left Monday afternoon for Amarillo where he begins a series of lectures to last for five days.

### LAND FOR TRADE.

322 acres of land in Childress county, 125 acres in cultivation, creek on place, wood to last forever, well, windmill, 3 room house, sheds, out houses, cistern. Good terms. Address or see T. E. OSBORNE, Lockney, Texas

Dr. A. R. Taylor is in Lockney to fill his regular dental appointment this week.

A. R. Meriwether is gone to Memphis, Texas, with G. W. Brewster.

Homes Howard left Wednesday for Memphis, in Hall county on business, leaving J. T. Johnson to care for the post office business.

### A CLEAN FRONT.

Is what everybody must present to command respect or even attention.

OUR LAUNDRY WORK will enable you to do that to perfection and the sooner you give our service a trial the quicker you will experience that feeling of satisfaction which comes from a knowledge of exquisite cleanliness.

Leave your bundles at B. F. Rigdon's Barber Shop. Basket leaves Wednesday And returns Saturday of the same week.

Plainview Steam Laundry Co.

### T. E. OSBORNE

Contractor and Builder, plans and specifications furnished on short notice.

**LOCKNEY TEXAS.**

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 Title from Records. Have had more than 20 years Experience with Floyd County lands. County Judge of Floyd County for 16 years. Now devoting whole time to land business.

List your lands 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  
FLOYDADA, TEXAS.

### B. F. RIGDON

—The Tonsorial Artist—

First-class Barber  
Work, and Baths in connection.

West Side Main St.—B. F. Rigdon  
Proprietor.

### ALFORD & SON

Livery and Feed Stable

FEED YARD IN CONNECTION

Horses Boarded by  
the Week or Month  
**LOCKNEY, TEXAS**

### FIRE! FIRE! FIRE!

Did you hear the cry of fire? No: it was in Fort Worth and Dallas and other places. Do you think it will always be at other places? No well take insurance before you hear cry in Lockney. You can get it in good reliable Companies if you see John Norton the insurance man.



# THE GUEST AND RAMSEY ANNEX

"The best building place in town." Ask somebody about the proposition we offer

## GUEST, RAMSEY & COMPANY

LOCKNEY TEXAS

### OUR NEW PRESS.

The new press of which we made mention last week has arrived and this week's paper is being run out on it. In the half page ad on another page may be seen the picture of this press, one of the best in the Panhandle—and that's stright. The only reason we had and now have for the large purchase is our faith in the country, the town and the people who inhabit them. Believing that there is nothing too good for our patrons we have had our standard raised high and are trying to attain the ideal set for a paper, both in appearance and in "readability." We want support—we must have it or busted," and if you can support this paper we can make it a business proposition more and more to undertake the greater development of the town and the adjacent territory.

### U. C. V. REUNION

The Confederate Veterans of the Civil War are to meet once more this spring at Memphis, Tennessee, and a number of veterans at this place are preparing to attend. The dates set are 8, 9 and 10 days of June.

We have not been able as yet to find out the excursion rates and dates, but will be able to announce it we think in a short time.

### GRADING ON EXTENSION.

Grading on the railway extension from Plainview to Lubbock began Saturday of last week and is being completed as rapidly as possible. Collin George, the promoter, thinks it can be gotten in shape for the trains by February 1st, of this coming year.

### PAPER YOUR TOWN.

Use a live one. Every body in your town will respect you if you are a live one. Even your competitors will respect you. If you even think you can afford to advertise in the newspapers just try it one season. Some years ago I thought I would try it. I had about \$5000.00, I felt I could afford to spend it in trying my hand at advertising in the newspapers. Believe me, I never had to check out a dollar of \$5000.00. Before the first bills came in from the papers for my ads enough extra trade came into my store so that the extra profits more than paid for the ads. I am still advertising and I am on velvet. These newspaper ads pay for themselves every month in advance of the time when the bills come due. They helped me to build up a business of over one half million dollars. The name and the reputation I have made is now one of my greatest assets, and I could not have gained it in any other way.

TOM MURRY.

The above is an excerpt from "Murrayisms" a series of talks on shoes made by a man who has won almost world-wide reputation by judicious advertising.

Claud Barnes and wife of Lynn county have removed to Lockney which was their former home. Mrs. Barnes is a daughter of Mr. and Mrs. Newton Weathers.—The Lynn County News.

Dr. Dial informs us that he will move to Cone as soon as their new residence at that place can be completed, though he says he does not intend to sell any of his Lockney realty.

### TO METHODIST.

Dear fellow workers:—you will be glad to hear that the revivals never closed last summer as they usually do in that season, but on through the fall, winter' and spring seasons more than 10,000 have professed faith in Christ and joined the Methodist church in our community.

Every member of Lockney church should be in the place of duty every time, to help work.

We need a revival, and can have it whether it rains or not; spiritual blessings are our supreme need.

Some of your friends and neighbors and their children are without Christ, and much depends up on you.

You can read your Bible, pray at home, and come to church every time possible.

You can study the forward movements in missions, among the Laymen, Sunday School, and keep your part of work for God.

I can not preach at Lockney nor Roseland next Sunday on account of all day Children's day at Ellen.

Please read The Lockney Beacon for church news, as you will find book notices, Bibles, song books, children's and young people's books, and other items of interest to all.

Your Pastor  
THOS. HANKS.

### THIS "DRY FARMING."

A letter from a New Mexico friend in this issue tells something of what is happening in his locality. Within sight of his farm are others where complete failure and satisfactory results testify to the difference which intelligent work brings in farming, even under most adverse circumstance. Those pin their faith on "increased rainfall as the country is settled up," who intend to follow methods adapted to regions of heavy rainfall, or who have no special intentions of any sort but are just staying on their claims, will fail. The margin of weather conditions favoring the shiftless and improvident is very narrow where it rains less than twenty-five inches. But the man who works intelligently, who carefully prepares his land a long time ahead of planting so as to store all the moisture he can who grows crops adapted to drouthy conditions, who milks his cows and slops his pigs and tends his garden, will stay and attain a greater measure of prosperity than ever comes to the ordinary worker in the large cities. If far enough south, cotton may be made to help. And everywhere cowpeas, kafir-corn, milo, maize, sorghum and alfalfa must be the basis to build upon.—Oklahoma Farm Journal.

Crosbyton has voted to incorporate for school purposes. Not a dissenting vote. They are planning to build a modern school building.

Miss Myrtle McGehee is absent from Lockney, having gone to Lamesa to visit for a few weeks.

### A CARD OF THANKS.

We extend thanks to the good people of Lockney who so kindly came to our assistance during the illness and death of our dear father and companion. May Gods richest blessings be with you all.

Mrs. J. M. Crawford  
J. M. Crawford Jr.  
Mrs. Ota Guest  
Mrs. Zonie Mitchell  
Mrs. May Gilbert  
Mrs. Lillie Britton

### MID SUMMER HATS.

Have arrived. No need to go any farther than the excellent assortment at the

### IDEAL MILLINERY.

Dr. J. C. Dial of Lockney has purchased 2 acres of land from Uncle Charlie Travis at Cone, and has lumber on the ground for erection of a nice residence, and will move there with his family in the near future. Dr. Dial is an excellent physician and will likely build up a nice practice in the country. It is reported that Dr. Dial will put in a stock of drugs at that place.—The Crosby County News.

T. M. Cox, of Floydada, was in Lockney on business Wednesday.

Chas. Johnson was in Lockney Wednesday morning on business.

### MY BRAND IS



If you



Neat work our  
Specialty

## NEAT ARTISTIC PRINTING

Let us print your  
Stationery

.. Printing that does not look worse by comparison. . .

.. Printing that will be a credit to you . .

.. Printing that will attract the attention of your dealers . .

.. The kind that our job department does . .

# THE BEACON PUBLISHING COMPANY

### ORIGIN OF "YOURS SINCERELY"

Have you ever reflected, when you finish up your letter "yours sincerely, John Smith," why you do so, or whence came the origin of this epistolary method of subscribing to your state of soul in regard to any particular correspondent? Well if you subscribed yourself "yours without wax John Smith," it would amount to the same thing. Here's how, says the Cleveland Plain Dealer:

When the Roman jurymen returned their verdicts they usually did so on a wax tablet. In case however, where the verdict was so overwhelmingly in favor of a person on trial for any offense they were allowed to give their verdict "Sine cera"—that is to say, without wax, or without their verdict on the wax tablet (cera). So when you subscribe yourself "yours sincerely" to a person you mean—when you are serious of course—that your regard for him is above board. "Yours faithfully" is the business style; "Yours truly" the indifferent, and "yours, etc." the most unpardonable of epistolary atrocities, according to unwritten code.

An English cabinet minister, when writing to you in the official style, will subscribe himself "Your obedient, humble servant." A Frenchman will tell you that "he remains with especial respect, etc."

H. P. Reeves sprained an ankle getting out of his wagon last week to pick up one of the lines which had fallen, and consequently walks on crutches.

### RUSSIAN LEGAL REGULATIONS.

Twelve hours, with two hours' rest, is the legal laboring day at Odessa, Russia. Workers under 17 must go to school for three hours daily. Christians are not required to work on Sundays or feast day, nor Hebrews and Mohammedans on their religious holidays. Those who have to work on Sundays have the next day for rest.

### Manhattan Indians.

The earliest notice we have of the island which is now adorned by New York City is to be found in Hudson's Journal. Mana-hata is therein mentioned in reference to the Hostel people whom he encountered on his return from his exploring of the river and who resided on this island.

### Lost

In town or between town and B. F. Rigdon's residence, a riding bridle. Will pay the finder when the bridle is delivered.

G. D. RAMSEY.

### DENTAL NOTICE

Dr. A. R. Taylor, Dentist, will be in Lockney the first week in every month to do Dental work as desired.

### W. W. ALLEN

Contractor & Builder

Will furnish estimates on short notice and do work satisfactorily.

Lockney Texas.

Positively no fishing nor hunting allowed on my place.

F. M. BLAKEMORE.

See, write, or phone, FOR ABSTRACTS. TOM P. STEEN, Floydada Texas

## I Buy and Sell

Feed, cows, Horses, and most anything else, and pay the cash. If you can't sell it to anybody else try me a round.

I also run a good wagon yard.

M. M. Day, at Lockney

## THE BEST PERFUMES

That money can buy can be found at our store. An assortment of swell "smells" that are swell. Jonice, Rose, Carnation, Pansy Blossom, Tube Rose, all the best in plenty. They can't be beat anywhere. Call in anytime---all the time.

RANDOLPH BROTHERS



## 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 mak 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

### Citation by Publication

THE STATE OF TEXAS  
 County of Floyd

To the Sheriff or any Constable  
 of Floyd County—GREETING:

You are hereby commanded to summon A. L. Baldwin by making publication of this citation once in each week for four successive weeks previous to the return day hereof, in some newspaper in your county, if there be a newspaper published therein, but if not, then in any newspaper published in the 64th Judicial district; but if there be no newspaper published in said district, then in a newspaper published in the nearest district to said 64th district, to appear at the next regular term of the Justice Court of Floyd county, to be holden at my office in Lockney Floyd County, Texas, on Friday before the fourth Saturday in December, 1909, the same being the 24th day of December, 1909, in a suit numbered on the docket of said court No. 53, wherein J. E. Burns is plaintiff and A. L. Baldwin defendant, said petition alleging that said A. L. Baldwin is indebted to plaintiff in the sum of \$198.70, which is due and unpaid.

HEREIN FAIL NOT, but have before said court on the said 24 day of December, 1909, this

writ, with your return thereon, showing how you have executed the same.

Issued this, 24th day of November, 1909.

MITT LIVINGSTON,  
 Justice of the Peace, Precinct No. 2, Floyd County, Texas.

C. L. Busby was out Wednesday morning watching the track-laying machine work. He says the inventor gets \$40 a day just to stand around and look on.

Charley Walling is visiting with his father E. M. Walling at Lockney.

### 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.

## 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

### Three Bales Cotton Stolen

On last Thursday night three bales of cotton were stolen from the Flomot gin yard belonging to J. B. Bynum, W. D. Long, L. M. Gunn, of that community. After changing the brands on the cotton with bluing, the robbers carried it out in the Mill Iron pasture and covered it with shiner. However, it was discovered together with clues sufficient to warrant an arrest of the suspected parties who are either in the Motley county jail or out on bond at present.

W. A. Brewster and C. F. Ramsey returned this week from East Texas and Louisiana, where they have been with a car of mules.

R. E. Riley, new pastor of the Methodist church, arrived in Lockney last Tuesday to take up his year's work.

S. L. Rushing was in Lockney trading Wednesday.

M. H. Ragle is back home from Parker county, where he has been at his father's bedside, his father dying on the 4th inst.

J. T. Hill and wife returned last week from Estelline, where they had been visiting Ira Smith and family for about two months.

### 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 3 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.

## 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 collapsable go-cart	1 Iron 1-2 bed
1 Bachelor Stove and drum	1 Work horse
4 chairs	2 mattresses, NEW
1 Waltham Watch	1 Iron bed, NEW
2 pair Springs	1 Oil heating stove
2 Tables	2 Beds
1 Ladies' Writing Desk	1 Dresser
1 Heating Stove	1 Rocker
	1 Cook Stove

Other items too numerous to mention. Sale to begin at 1 p. m.

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. Prect no. 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.

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

Lockney Lodge, No. 396, K's of P meet every Tuesday night. S. A. Henry, C. C.  
 Z. T. Riley, K. of R. and S.

#### 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.

Mr. and Mrs. J. F. Ross returned Wednesday from Trenton Missouri. They spent their honeymoon at Mr. Ross' former home. At present they are living in rooms at the Commercial Hotel.

Chas. Hearldstone and wife have double reason to be thankful this Thanksgiving. The cause is a young son, who arrived last Tuesday, November 23 1909.

S. F. Barber, J. R. Bryant and son, Roe Bryant, returned Wednesday from Kenna, New Mexico. They had been over in that part on a trade. Roe Bryant filed on a half-section while gone.

James Waggoner is gone to the Flomot country to return by way of Silverton Saturday.

Mrs. J. P. Posey and daughters, of Lubbock, Texas, are visiting in Lockney the guests of her brother. V. N. Dillard and family.

## Hub Ellis' Restaurant

Short Order. Hot or cold lunches. Neat, clean, and to your taste. Open at all hours. Lockney, Texas

East Side Main Street

## 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



# We Wish to Take This Occasion

We wish to take this occasion to thank our customers for the business they have given us this season. And we trust that when, on Thanksgiving Day, you slide your feet under the festive board, heavily laden with the fruits of your labor, it will be with the consciousness that a large slice of success has been yours. ☐ Owing to the warm weather there are a great many people who have their winter clothes yet to buy. We trust that a large majority will call on us and buy their goods, as we have a large stock of dress goods which are holding out considerably well considering the heavy demand. We also have a nice line of Men's and Boy's suits. Shoes which will be good for Christmas wear. If you want a good deal in dry goods call on

## C. R. McCollum Dry Goods Company

### R. M. Ellerd Candidate For Attorney

#### Will Make The Race For District Attorney's Office In This District

We are notified this week to announce Hon. R. M. Ellerd, of Plainview, candidate for District Attorney in this, the 64th Judicial District. Mr. Ellerd has resided at Plainview for some three or four years and having practiced extensively in Floyd county courts, is well-known by most all of the voters of the county. On request, however, for your benefit, we re-copy from the Benjamin Reporter, of July 8, 1904, the former announcement of Mr. Ellerd's candidacy for District Attorney at that time:

It is with pleasure that we present the name of Mr. R. M. Ellerd to the voters of Knox

county and the 50th Judicial District for re-election to the office of District Attorney.

Aside from the feelings of pride in seeing the honors of this office retained by one of our capable and deserving attorneys, is the desire of seeing an honorable record and an untiring devotion to duty receive the endorsement of the true, liberty loving people of this district.

Mr. Ellerd is a western man, having lived in western Texas for the last twenty years twelve of which have been in this district. In order to fully equip himself for the duties and responsibilities of his chosen profession that he might go before the public worthy of their respect and confidence, he devoted several years of hard study to the laying of a foundation upon which, by close attention to business; the practice and keen competition of the court room, he is building his reputation as an attorney. A part of his education he received in

### Announcements

For District Attorney:  
R. M. ELLERD

other states, a part at Waco and at the State University at Austin. At all places he won the confidence and approval of both instructor and classmate. He found that the key to success was hard faithful work.

Prior to his election, two years ago, to the office of District Attorney, he served you as your attorney in this county and, as County Attorney he handled many complicated cases and showed himself to be a master in that office terminating successfully about 70 per cent. of his cases. Since his election to the office of District Attorney he has been opposed on the trial of his cases by leading lawyers of the state, and out of 30 cases that have gone to trial, up to date, he has had only seven verdicts of not guilty. As an official his bearing is firm. He considers carefully and then decides with firmness and acts his convictions regardless of public sentiment.

He has been faithful to the confidence imposed in him and has won the respect and admiration of our citizens in his fearless, conscientious and prompt discharge of his public duty. In asking the people of Knox county for re-election to this office, he but asks for the endorsement that his character as a man and record as an official merits. He is a gentleman, a lawyer, a hard worker and one who will remain true to the trust of the people and work to maintain law and order and build up the best interests of society.

#### To Run Dray

Having intended for sometime to enlarge the dray service I am now giving as soon as the railroad puts on service to Lockney, I take this method of reminding the public of the fact. I intend if one or two drays and a hack is not sufficient to serve the public to buy and run as many as will be necessary to make prompt deliveries of all goods left to my care.

I have been living in Lockney a number of years, am a home-man and intend to stay.

Yours to Haul the Goods,  
E. W. ALFORD.

Brown sugar at Seven Bros.

A. L. Bishop, of Floydada, was attending to business in Lockney Wednesday.

J. J. Day, of Starkey, was in Lockney this week shaking hands with friends.

### 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.

### LOCKNEY AUTO GARAGE

UP-TO-DATE MACHINIST

Gasoline

Lubricating oil

Auto Accessories

LOCKNEY

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

## 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.

:: 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



## FIRST MONDAY IN DECEMBER

We wish to call the attention of the people to the fact that on the FIRST MONDAY in each month we wish to establish as our

### GREAT BARGAIN DAY

"Satisfaction to You" is our motto. Come once and see if we make good

We give tickets on the Great Floyd County Hesperian Subscription Campaign in which nearly Seven Hundred and Fifty Dollars in Merchandise is given away FREE, as follows: Patronize the merchants of Floydada and with each dollar you spend you get a ticket good for 100 votes in the contest, also tickets given away with subscriptions to The Hesperian. Write The Hesperian, Floydada, for further information about the contest and buy your FURNITURE from

**DENMAN & SONS**  
Furniture and Undertaking Floydada Texas  
Phone 5

## ...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

-0-

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.

**Beacon--Job Printing**

## 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.

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

Noon

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

Tuesday, December 21

DEVOTIONAL EXERCISE

1. Primary Reading.....Miss Mattie Bussey.
2. Nature Study.....J. C. Graham
3. Intermediate Mathematics.....Mrs. J. O. Loftin.

Noon

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

Wednesday, December 22.

DEVOTIONAL EXERCISES

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

Noon

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

Thursday, December 23

DEVOTIONAL EXERCISES

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

Noon

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

Friday, December 24

1. What Subjects are Neglected--What too Soon Promoted--in Preparing Pupils for High School or College? Profs. Lofton, McKelvy and German.
2. 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.

### Knights of Pythias

Friday night last Knights of Pythias entertained their families and a number of friends at an oyster supper given in the Lodge Hall.

Because their oysters arrived some four days too early, they were not prepared to render the program which time would have allowed them to elaborate, and because their oysters arrived some two hours late they were not able to serve the menu at the hour appointed, but nevertheless the time passed very pleasantly. Dr. W. H. Freeman and Judge R. E. Erwin made good talks.

Dr. W. H. Freeman welcomed the guests in a short address of welcome, and calls for numbers to fill out the program were responded to liberally. Judge R. E. Erwin told of the excellencies of the fraternity in his characteristic good style.

About eighty of their friends enjoyed their hospitality and declare that the Knights of Pythias are everything that's good.

J. D. Burleson returned last week from Hartford, Kansas, where he has been conducting a meeting. He says he has come home to rest and get acquainted with his family this winter.

Advertise in The Beacon.

### Appointed Secretary

J. R. Bowman who has been representative for four years of this district, last Friday resigned his position on the Penitentiary investigation committee to become private secretary to Governor, vice J. C. Haines, resigned.

Mr. Bowman has made a "rep" as a parliamentarian and debater and has numerous friends in the Panhandle who are glad to see him succeed to this position.

Mr. and Mrs. J. G. Kuhn, of Miama, came in last Friday and are visiting R. C. Bennet and family. Mrs. Kuhn lived in Lockney some twenty years ago, and was commonly known as "Aunt Fannie Stewart." They, with Mr. and Mrs. Bennet were pleasant callers at the Beacon office last Saturday evening.

Dr. W. H. Freeman, with S. M. Stansbury, Frank Stansbury and John McCune, who had come down to Lockney from Tullia, made a hurried trip to Floydada Sunday.

A. G. McAdams Lumber Co. are building a ware house for their sash, doors, paints etc. on East Locust.

J. F. Vardaman, manager A. G. McAdams Lumber company at Lubbock, was in Lockney Saturday on business.

H. W. Knupp, of Washington, Iowa, is in Lockney on business. This is his third or fourth trip and he seems to like it just a little bit better every trip--in fact it will not be a long while till he will become so infatuated that he will have to move to his possessions near Lockney.

### 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 GRIFFTH.

## 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



# CLOSING OUT SALE

Owing to the fact that I cannot secure a lease on the house I am now in after January 1st it will be impossible for me to continue the merchandise business in Lockney. Therefore I have decided to put my entire stock of merchandise on sale December 1st, and continue same until January 1st. Everything in my house will be offered at the following prices:

<p><b>Shoes--Mens</b></p> <p>\$ 5 Shoes - - \$ 4.00          4 " - - 3.25          3.50 " - - 3.00          3.00 " - - 2.25          2.50 " - - 2.00          2.00 " - - 1.50</p> <p><b>Ladies' Shoes</b></p> <p>\$ 3.75 Shoes - - \$ 3.25          3.50 " - - 3.00          3.00 " - - 2.25          2.50 " - - 2.00          2.00 " - - 1.50</p> <p><b>Boys and Girls Shoes</b></p> <p>25 cents to 75 cents per pair off</p>	<p><b>Ladies' Suits</b></p> <p>\$ 30.00 Suits - - \$ 20.00          25.00 " - - 17.00          22.50 " - - 15.00          20.00 " - - 12.00          15.00 " - - 10.00</p> <p><b>Mens and Boys Suits</b></p> <p>\$ 10.00 Suits - - \$ 5.00          8.00 " - - 4.00          6.00 " - - 3.00          3.00 " - - 1.50          1.50 " - - .75</p> <p>We have a large line of Ladies' dress goods that will go at 25 per cent off.</p>	<p><b>Mens and Boys Pants</b></p> <p>\$ 5.00 pants - - \$ 4.00          4.50 " - - 3.50          4.00 " - - 3.25          3.50 " - - 3.00          3.00 " - - 2.50          2.50 " - - 2.00</p> <p>American and Simpson's Prints go at 5 1-2 cents per yard.</p> <p><b>Ginghams</b></p> <p>15c. gingham - - .12 1-2          12 1-2 " - - .10          10 " - - .8</p> <p>Percales all go at - 8 1-3 cents</p>	<p><b>Mens Dress Shirts</b></p> <p>\$ 1.25 shirts - - \$ 1.00          1.00 " - - .75          .75 " - - .65          .50 " - - .40</p> <p><b>Mens Heavy Shirts</b></p> <p>\$ 3.00 Shirts - - \$ 2.25          2.50 " - - 2.00          2.00 " - - 1.50          1.50 " - - 1.15          1.00 " - - .80</p> <p><b>Mens Ties</b></p> <p>75 cent ties - - 50 cents          50 cent ties - - 35 cents          35 cent ties - - 25 cents          25 cent ties - - 15 cents</p>
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We have a large line of Mens and Ladies Furnishing goods; Mens and Ladies hats, underwear, hosiery, in fact everything that comes in a first class store, which will be sold at far less than its worth. Also a complete line of Queens and Graniteware will be discounted 25 to 50 per cent. Now is the time to lay in your Winter supplies. Dont Forget from December 1st 1909 to January 1st 1910

THERE WILL BE NO GOODS CHARGED ON THESE DAYS  
 YOURS  
**J. E. BEASLEY, Lockney, Texas**

## About Advertising

(Continued from 1st Page)

with the exception of circulars and personal letters. In so far as printer's ink is concerned you can practically wipe everything else out of existence. Kick the fakir out. He deserves the dose. If you must contribute as a matter of charity or policy charge it up to that account and dont make the advertising carry the burden and the community pay the penalty in the long run.

Every town and nearly every individual has suffered by reason of fake advertising and policy advertising. There is but one thing to do. Cut it out. As a general proposition stick to the local newspaper. If it is a good paper and you don't like the editor stick to it as a selfish business proposition. If the paper isn't what it ought to be as a business proposition see that it is made such.

Thousands of dollars have been worse than wasted in so called advertising of the country. The same is true with reference to individual business men, and on the other hand judicial advertising has been shamefully neglected.

ed. This is about the tenth million sermon that has been preached on this subject. All of them have done a little good somewhere at sometime. But it is a big business proposition, an absolutely necessary agent of success. It involves the expenditures of thousands of dollars. It results in total or great benefit. It is the biggest and most essential modern business proposition and it calls for the application of strict business methods.

Mr. Merchant, Mr. Land agent, Mr. Advertiser of any line, think over this proposition. Get down to business. Be liberal but use sense.

Mr. Man with the policy scheme or the charitable proposition, think to what extent you are, perhaps innocent to any wrong intent, imposing upon the business man and the whole community. As a moral duty, cut it out! No need appealing to the fakir. He'll be right around to see you as soon as he thinks you have forgotten the iast skinning you got. It is up to you to attend to this case.

Will Adkins, of Plainview, was in Lockney Monday afternoon.

## Edison's Prediction

Thos. A. Edison predicts that in the next twenty years the art of moulding concrete will reach a marvelous degree of perfection in architecture. This will not be achieved by great expenditure of money; it will be accomplished by labor-saving appliances which will so cheapen the cost of production that, twenty years hence the poor will have more beautiful homes than the rich can now aspire to.

Mr. Edison predicts that moving picture machines will be so perfected that the characters will move and speak, and other stage accessories will make the illusion perfect. Such entertainments, he says, can be provided for five cents, and will give the millions of working people a chance to be amused and improved. The result will be a hard blow to the saloon.

Locomotives will pass out of existence, and all railroads will be operated by electricity. This prophecy seems very evident of fulfillment. An artist searching for a model of a steam locomotive found out the other day that to see an old-fashioned engine he would have to go to Jersey City, as electricity operates all roads running into New York proper.

The water power of our brooks and rivers will be utilized by electricity to an extent now undreamed of.

A new fertilizer will spring into existence containing nitrogen in large quantities. Electricity will draw this from the air, and will greatly increase the arability of our lands. This is done to a large extent today in Sweden.

Aerial navigation will be firmly established, and will be on a sound, practical working basis in twenty years.

Our bodies will be fortified against the ravages of disease by the use of serums, so that man will live much longer than now and suffer far less from pain. The present fight against cancer and tuberculosis will be carried to a successful finish, and both these dreaded scourges will be as rare as small pox.

Our coal supply will be much better understood, by which ninety per cent. of its efficiency will not be thrown away as it is today.

A new force in nature will be discovered, by which things now dubbed 'physic' will be well understood. Mental phenomena will then seem no more wonderful than physical phenomena do now. We now have but five senses. If we knew more we would have at least eight.—Success Magazine.

J. H. Shurbet, of south of Lockney, bought a bill or lumber last Saturday evening to build a residence on the south half of the section which he owns, having sold the improved half.

## 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:

Theme: Our Master's Invitation Through Us.

Leader—Mrs. Wm. McGehee.

Opening Song.

Prayer.

Special Song.—Mrs. Erwin

Scripture Lesson—Luke 14:1

24.

Prayer.

Scripture Reading—I Cor. 9:19-

23—Miss Ruth Nichols.

'Paul as a Trainer.'—Miss Edna Parsons.

In Training with Christ—Mr. B.

F. Rigdon.

If we Follow Christ's Way.—

Mrs. C. F. Ramsey.

Song.

League Benediction.

## Bible Day Service

Bible Day Service Sunday night at the Baptist Church, well rendered by the Sunday School to a laoge and attentive audience. The program was carried out just as prepared, and a nice little sum of money given to send the Bible to other lands at its close.

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.

## "A Thing of Beauty is a Joy Forever"

That's Why Our Photos Are Appreiated

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 ST. Lockney