

THE LOCKNEY BEACON

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-EIGHT

Lockney, Texas, Thursday, November 22nd., 1928

Number 10

Regular Train Service Starts Friday, Nov. 22 DALLAS, FORT WORTH, WICHITA FALLS, CHILDRESS, AMARILLO HERE Special Trains Arrive at Noon for Lockney Celebration

Fort Worth and Denver South Plains Road Opens Vast Area to Development

(By L. M. Hogssett, General Freight Agent Fort Worth and Denver City Railway Co., The Wichita Valley Railway Co., Fort Worth and Denver South Plains Railway Co.)

The Fort Worth & Denver South Plains Railway has completed not only the largest railroad construction in Texas the past 10 years but also set a new record for fast construction. Stretching out over 204 miles of practically all virgin territory insofar as contact for railroad is concerned, the new line affords this section of West Texas an opportunity to grow and develop into one of the richest of all the Southwest.

Through its parent companies, the Burlington System, the Colorado and Southern, and its closely associated relative, the Fort Worth and Denver City Railway, the new line has a contact with the outside transportation world which affords Texas and this new territory unlimited expansion opportunities.

The Burlington System, to which the Fort Worth and Denver City Railway, the Colorado and Southern, the Wichita Valley Railway and the new line belong covers the richest traffic fields of the United States, with over 11,000 miles of steel rails.

While completing the work in record time, the Fort Worth and Denver South Plains Railroad has had to deal with difficulties heretofore not encountered in railroad construction in Texas.

Two of the three tunnels in Texas have been built by the new line. From an elevation of slightly more than 1,800 feet at the Estelline end, the road climbs to an elevation of more than 3000 to 3500 feet at points South Plains, Texas and west located on top of the "Cap Rock." The construction was completed in less than two years from the time it was started, December 20, 1926.

History of Growth

Looking backward for a moment we find that the Fort Worth and Denver City Railway, from which the new line has grown, was chartered by a special act of the legislature in May, 1873, but it was nine years later before the first link—25 miles—from Fort Worth to Decatur was completed.

Slowly but steadily the road pushed forward—62 miles to Bowie was completed in July, 1882. Wichita Falls, 114 miles was reached in September, 1883. To Harrold, 144 miles, in 1885, to Vernon, 163 miles, in 1886, to Clarendon, 276 miles, in October 1887, and to the state line at Texline, 453 miles, on January 26, 1888.

Through service from Fort Worth to Denver was inaugurated March 1, 1888. Thus it is seen that modern methods marking for speed can accomplish far better construction in far better time.

The Wichita Valley Railroad, from Wichita Falls to Seymour, was built in the early 90's. Later followed construction of the line from Seymour to Stamford and from Abilene to Stamford. Still later the line was extended from Stamford to Sour. Dickens County. It was not until 1923 that the Wichita Valley was extended northward from Wichita Falls to Waurika, Oklahoma, which is just across Red River from Texas. In 1925 the Fort Worth and Denver City line was extended eastward from Fort Worth to Dallas.

The group of roads in Colorado and Texas composing the Colorado and Southern System has an aggregate mileage of about 2,000, of which about one-half is in Texas alone. Consolidation of lines composing the Colorado and Southern System was effected in 1890.

Originally the lines were known as the Union Pacific, Denver and Gulf,

which was but an arm of the Union Pacific, one of the first transcontinental trunk lines.

The Union Pacific was reorganized and the Colorado and Southern was formed as the parent company, with the Fort Worth and Denver its arm in Texas. Later the Wichita Valley was added to the group.

Through purchase still later the Colorado and Southern obtained an outlet to the Gulf of Mexico. This was effected by joint purchase with the Rock Island of the Trinity and Brazos Valley Railroad.

Burlington Its Parent Road

Watching over all these various roads and branches is the Burlington System. And through an alliance the Texas and Colorado lines are afforded uninterrupted service to and from the Northwest over the Great Northern and Northern Pacific, two great roads within themselves.

It was through the efforts of the Burlington System that construction of the Fort Worth and Denver South Plains Railroad was made possible. The Burlington System saw the possibilities of this territory heretofore untouched to a large extent by a railroad.

Connecting with the main line of the Fort Worth and Denver City at Estelline in Hall county the new line extends southwest 69 miles through Parnell, Tampico and Turkey in Hall County; through Quitaque in Briscoe County; through South Plains and Sterley in Floyd County; thence southwest 54 miles to Lockney and Petersburg to Lubbock.

From Sterley another main line of the new road runs west through Plainview in Hale County and thence northwesterly to Dimmitt in Gastro County. A branch line extends 20 miles northward from Sterley to Silverton in Briscoe County.

First business over any part of the new road was handled November 1, 1927, when a full line of carload freight rates to and from all points Quitaque and Turkey east was installed.



FRANK E. CLARITY
Vice President and General Mgr.
The Ft. Worth & Denver Railroad.

...me of carload rates from installed June 1, 1928, upon completion of the track laying. This was done to assist shippers in moving early crops, particularly wheat.

Effective November 1st, 1928, agency stations handling carload and less-than-carload traffic were established at: Turkey, Quitaque, Sterley, Plainview, Hart, Dimmitt, Silverton, Lockney, Petersburg, and Lubbock. Tracks for interchange of business

between the FW&DC and the P&SF Railway have been completed at Lockney, Texas and interchange tracks at Plainview and Lubbock will be completed within the near future.

The new line, with the exception of a small branch mileage, is a first class ballasted railroad and is expected from the very beginning to afford opportunity for growth of every character to this section of the biggest state in the Union.

An Editorial

This issue of the Lockney Beacon is a special greeting to The Fort Worth & Denver South Plains Railway Co. upon the completion of their extensions in the South Plains country and the inauguration of regular train service to Lockney and the other towns along the new route; also as a special welcoming of the delegations on board the Special Trains from Childress, Wichita Falls, Fort Worth, Dallas, Amarillo, and the Denver's official train. We invite the Denver officials and the visitors from the cities of Texas to take special notice of this particular section of the country and vast undeveloped resources that are to be found on every hand. We call their attention to the wonderful progress that has been made in this section of the South Plains in the last decade, to the thriving town we have built, to the wonderful development that has taken place in our agricultural development, to the great amount of diversified farming that is noticeable on every hand, and to the foundation that we are laying for the development of the best and most reliable farming section of Texas today.

The development of the South Plains, and the Shallow Water Belt, has been hampered in the past because of the inadequate transportation facilities in this part of the country, and Floyd county in particular has been isolated from the world by reason of only a short spur-line of railway was available for transportation facilities, and it was necessary to go half way across Texas in order to get its products off of the Llano Estacado or Staked Plains, yet this county is today the most advanced diversified farming county in the entire Western part of the state, and with the added railway facilities brought to us by the Fort Worth & Denver South Plains Railway and the Quanah, Acme and Pacific Railway, and the service we are getting from the branch line of the Panhandle & Santa Fe, we can now reach the world's markets with our production at a much lower freight rate, in much better time, and can compete with the sections of the country in the agricultural line that we have never been able to cope with before.

We say truthfully, but not boasting, that there is no country known to us in the whole world that surpasses the South Plains of Texas for agricultural purposes. In the section of which Lockney is one of the chief cities the soil is from three to six feet deep, and is of the very richest texture that is to be found on the globe, to this rich soil is added an abundant supply of the very best water that can be found, testing 99.6 per cent pure, and the supply is sufficient to irrigate every acre of land in the county at a nominal cost for pumping and is to be found for irrigation purposes from 60 to 80 feet below the service. The climate is such that practically all crops that can be grown in the Temperate Zone are abundantly grown in this section of the country. Lockney is in the belt of country where cotton and wheat overlap, and small grains of all kinds are grown. This means that every farmer has three chances to make a crop every year. As is well known by the visitors on the Special Trains, as they are Texans, we have lean years and good years in all parts of Texas owing to rainfall received and that is just where this particular section of the country proves it is the best agricultural section of the state—here if we have insufficient rain fall in the fall and winter months to raise a good wheat crop, in the spring the farmer can plant his cotton and feed crops and make a good turn off his lands, if the season is sufficient to raise both wheat and cotton crops in one year, he has a double crop for revenue, there are very few sections of Texas that can boast of the fact that they can raise two money crops in one year, but this

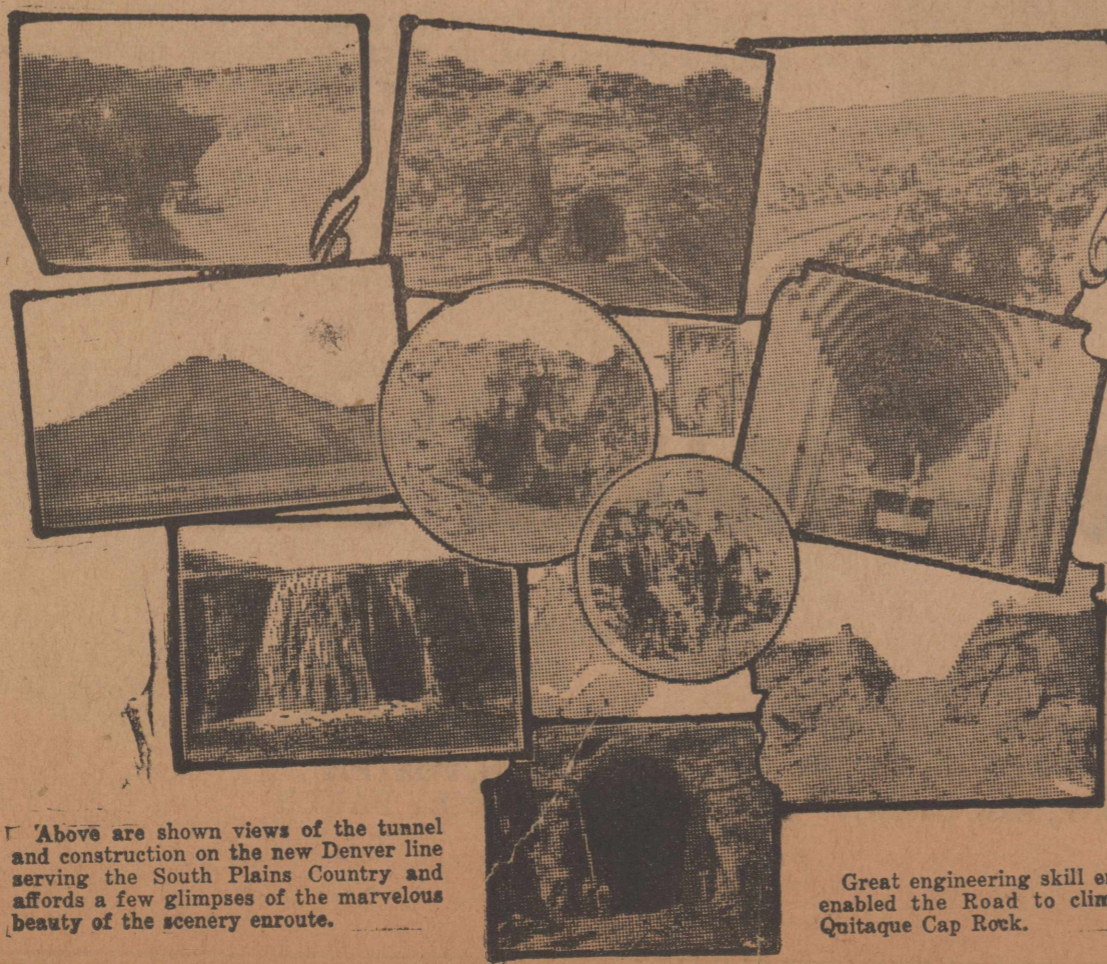
is true in this immediate section of the South Plains. With the feed crop, this is the one sure crop every year on the Plains, we have good and better feed crops, but never a failure.

As we stated in this article before, Floyd county is the best diversified farming county in all West Texas, and will become the heaviest populated agricultural county in this section within a few years, and there is a reason for this. As has been stated we have the soil, the water, and the climate; farmers have turned their attention in the last few years to the diversification program, and today we raise, ship and sell more poultry than any other West Texas county; the dairy industry has had a wonderful growth in the past few years, and the farmers are now paying their living expenses from the sale of cream, eggs, and poultry, and every day more pure-bred milch stock are being brought in to the county and placed on the farms of the county. The abundance of feed raised here each year makes it worth while for the farmers to diversify, raise chickens and turkeys, milk pure-bred cows and raise more hogs and sheep, and the farmer has woken to realize that the profit derived from this kind of farming is far greater than any profit that can be had from raising the major crops like cotton and wheat. When the acreage in this county is cut so that farms will be of smaller size then truly this country will come into its own, and all crops will be sure things every year. In the Lockney country we are blessed with shallow water for irrigation purposes. In the Lockney country all vegetables, truck crops, strawberries, fruits, etc., that can be grown in this kind of climate can be raised in an abundance, and in most cases out produce the famous truck farming sections such as the Rio Grande Valley and Southern California. With small tracts of land under truck farming and under irrigation this county will grow by leaps and bounds, and as the biggest item in this development has been accomplished, when we received adequate transportation facilities, we look for the country to quickly become one of the leading truck farming countries of this nation.

Land values in the Lockney country have never been high, and plenty of good farming land is still available at a reasonable price. Land can still be bought in this section at a price ranging from \$40 to \$100 per acre, according to location, and every acre is good land and will produce the very best of crops. Floyd county has not overlooked the important items that go to make a good citizenship, and today we have twenty-five of the best brick school buildings to be found in any county in Texas, and of this number twenty-one of these brick buildings are in the rural communities of the county. Most any place in Floyd county is within a mile or two of one of these nice brick school buildings, where the children of the farming population can receive first class rural educational instructions, and where community centers are established that tend to make of the population of our rural communities the very highest type of civilization that can be found. Good churches are located in both the towns and rural communities, and all the farming population are of the white race.

We invite the visitors to investigate the resources of this particular section of the South Plains, and they will find that any and all citizens will be willing and ready to enlighten them on all questions concerning Lockney and the Lockney country. Removal of the sand from the road bed of the Midland to Andrews road has been completed lately, at a cost of only \$264,000 which was taken from the regular chamber of commerce budget at Midland. H. L. Hart, McCartyville farmed supervised the work.

SCENES ALONG THE NEW DENVER LINE



Above are shown views of the tunnel and construction on the new Denver line serving the South Plains Country and affords a few glimpses of the marvelous beauty of the scenery enroute.

Great engineering skill enabled the Road to climb Quitaque Cap Rock.



Grain Sorghum Crop in The Lockney Country This Year

THE GRAIN SORGHUMS—A GIFT To the Pioneer

To milo maize, kaffir and the related grain sorghums crop may be attributed the fact that they are the surest crop that can be planted upon the South Plains of Texas.

Because of this sureness together with their wonderful food value to cattle, hogs, and poultry, milo maize was one of the first crops to be planted on the Llano Estacado.

Even though the average cattleman did not welcome the farming industry, hardly a ranch could be found that did not have its "patch of feed."

Since the advent of the farmer, the culture of the grain sorghum crop has increased year by year. The product is now shipped to the feeding centers of the nation, thus establishing a steady market at all times, and plans

are underway to place the grain sorghum market on an international basis.

Dairying, hog raising, cattle feeding and the production of poultry and poultry products are the factors that have made the grain sorghum crop of prime importance. Already, many mills throughout the state are using a large amount of the grain in the preparation of balanced feeds for the above mentioned industries. The Plains farmer takes a lesson from the professional feeders and is now preparing his own product for his own use and the result is clearly seen in the increased production of both dairy and poultry products.

Due to the large production of the grain sorghums in this section, experts agree that Floyd county is destined to become one of the cattle feeding, dairying and poultry centers of the U. S.

Due to the large production of the grain sorghums in this section, experts agree that Floyd county is destined to become one of the cattle feeding, dairying and poultry centers of the U. S.



Every Year Good Crops of Feed are Raised in this Country

THE LOCKVIEW DEMONSTRATION FARM

Situated exactly halfway between Lockney and Plainview, in the heart of the Shallow Water Belt, the Lock-

view Demonstration Farm was established in the Spring of 1928 by the Lockney and Plainview Cotton Oil Mills.

Due to the location, it is the aim of the management of the farm to dem-

onstrate the practicability of irrigation in the culture of staple crops, the profitable production of dairy and poultry products, together with the economical feeding of livestock, consuming the native grown feeds supplemented with the cotton seed products from the mills.

Two inefficient irrigation plants were on the 240 acre tract when purchased and it is the plan of the management to equip the pumps with modern engines using natural gas, supplied from the Amarillo fields, as fuel.

Practically the entire acreage will be planted in staple crops, however, experiments will be made on small plats of untried crops. Cattle feeding will be one of the major features in the farm program, thus necessitating ample pasturage at all times. About 25 acres of temporary pasture will be planted each year. Sudan and wheat comprise this crop in the summer and winter respectively.

In an effort to produce the most economical results from the farm, the crops will be rotated year after year to prevent the deterioration of the soil. Small grain land will be sowed with a cover crop immediately after harvest, this crop to be plowed under while green. The following year, this land will be planted to cotton followed the next year with grain sorghums. The alfalfa will be left for five years, then plowed under and this soil will be given a place in the regular rotation.

This program produces a three year rotation of wheat, cotton, and grain sorghums, with a cover crop plowed under one time during each three year period. A large number of different crops make up the diversified program.

Modern buildings, both for the manager and necessary laborers will be built. Ample facilities will be arranged for caring for the livestock used on the farm.

Sufficient machinery and work stock will be provided for the production of the various crops. Great care will be taken, however, to keep the investment and expenses of operation at a minimum figure consistent with efficiency of operation. In short, it is the aim to establish such a plant as can be duplicated by any fairly well-to-do farmer, and which over a period of years will pay a fair dividend on the investment.

A unique arrangement of plans is that the mills expect the manager of the farm to spend a large portion of his time in constructive demonstration work among the farmers, co-operating with County Agent and others interested in the agricultural welfare of the territory.

Greetings ---

FORT WORTH & DENVER

You have added another link in the welding of the great South Plains country. We congratulate you.

South Plains Lumber Co.

Building Service
R. H. Wall Ira Broyles

WELCOME VISITORS



We are more than glad to have the business men of Childress, Wichita Falls, Fort Worth, Dallas and Amarillo visit our city and extend to all a hearty welcome. We want to become better acquainted with our neighbors along the Denver lines, and would appreciate a visit at our place of business from those who compose the excursionists.

We are very glad to congratulate the Fort Worth and Denver South Plains Railway Company, on the completion of their new South Plains lines, an occasion that we have looked forward to with much anticipation, as it places our town in direct connection with the trade centers of Texas and the East.

The First National Bank

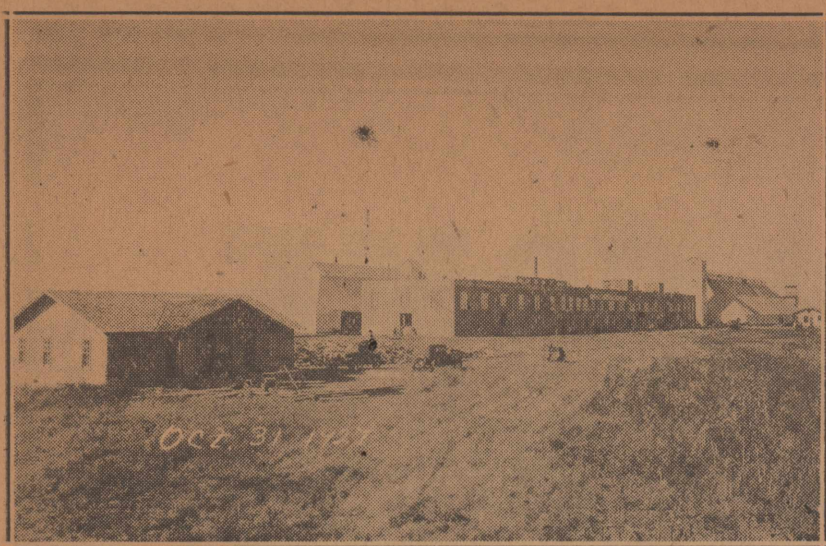
OFFICERS:—

- ARTIE BAKER, President.
- R. E. PATTERSON, Vice-President.
- BURTON THORNTON, Cashier.
- M. R. SNYDER, Asst. Cashier.

;;;

DIRECTORS:—

- ARTIE BAKER
- R. E. PATTERSON
- BURTON THORNTON
- E. G. FOSTER
- DORSEY BAKER



Lockney's Cotton Oil Mill Plant is the best in all West Texas

Foreign capital invested in permanent improvements in Floyd county during 1927 and 1928 will give the needed momentum to start the greatest era of development ever undergone by a West Texas county, according to financiers of this section.

Among the major investments, the construction of 88 miles new rail line in the county giving two outlets to eastern markets is probably the most outstanding. Besides the savings in freight rates, the new rail line intersects the territory in such a manner as to make the average haul from the farm to market only six miles.

The development of an efficient system of transportation paves the way for other utilities and industries. Public utilities companies have been eager to install a net work of gas, electric and phone lines in this section. Every city of consequence in the county now have efficient power and telephone connections while two of the cities of the county have access to natural gas. Besides the domestic consumption, the gas com-

pany expects to furnish their product as fuel for irrigation in the Shallow Water Belt.

Private capital has followed the public servants into the territory. One of the most modern cotton oil mills in the South is now in operation at Lockney. A cotton compress of large dimensions is now under construction at Floydada. A large sand and gravel plant is nearing completion in northwest Floyd county. Several gins and elevators have been built during the past year.

Keeping pace with the rapid industrial development, citizens of the county are progressive in their attitude. Five modern rural schools have been erected during the past two years. Modern church buildings are the order of the day. Citizens of the county expect to vote bonds for paving the Lee Highway on Dec. 1st, of this year.

Business leaders say that the agricultural prosperity is the basis of the development completed and underway.

ALFALFA

Alfalfa culture in the Shallow Water Belt of Floyd county dates back to the inauguration of the large irrigation project during the year of 1912. The adopting of a diversified farm program also lent impetus to alfalfa growing and the crop was soon considered as a major money producer. Practically every farm in the irrigated district had a small acreage in alfalfa and the shipments increased very rapidly. Hog raising and cattle feeding soon came into its own and the farmers fed the crop in the field, thus saving the harvest costs. Floyd county was generally known as a large producer of alfalfa but the condition changed. Many of the irrigation wells were abandoned due to the high cost of fuel oil and price conditions were unfavorable after the war. The only proven fact that remained was that alfalfa could be successfully grown in Floyd county if irrigated. The conditions changed again: a gas line is laid through the heart of the shallow water belt, and several farmers are now preparing to irrigate their soil as experiments have proven that irrigation will be successful with the utilization of cheap fuel.

The increase in the number of dairy cattle, hogs, beef cattle, sheep, and poultry bids fair to cause a very large acreage of alfalfa to be planted within the next five years. As many as five cuttings have been harvested by farmers in this county.

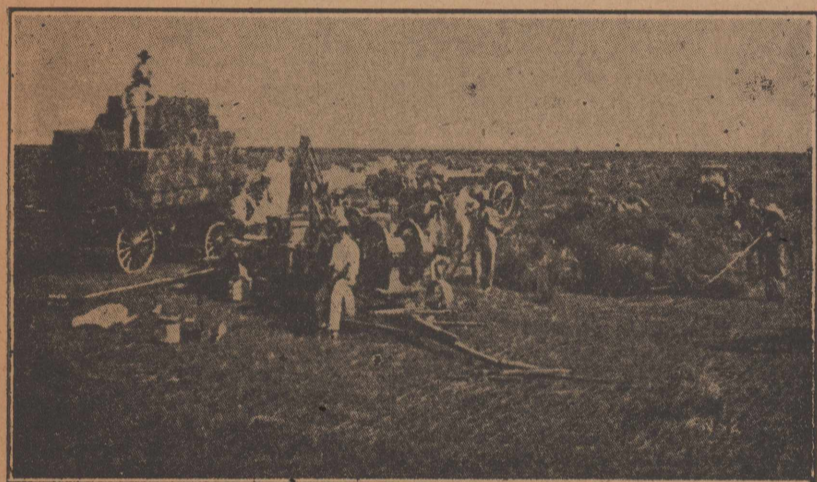
Lockney City Managers Progressive Lockney is fortunate in having a City Council that is 100 per cent progressive. The welfare of the city is their chief aim and progressive suggestions have always been welcomed.

Some of the outstanding achievements attained during the present administration are: the installation of a municipal water system that is operated so efficiently that it was possible to reduce the water rate, for both domestic and industrial use, to a lower level than that enjoyed by any surrounding city; the construction of a modern sewer system at a very low cost; and the securing of natural gas for the city.

Members of the local council are: T. Z. Reed, Mayor; J. H. Hohlaus, H. P. Coleman, A. J. White, E. Guthrie, and E. L. Woodburn, aldermen; and M. R. Snyder, city secretary.

Material arrives daily at Crowell for construction work on the Lee Highway. A car of steel to be used in re-inforced concrete work on the culverts and bridges is the latest to arrive. Work on this stretch of the highway is progressing rapidly.

V. I. Pierce, of Ozona, Crockett County breeder of registered Rambouillet lambs has purchased 50 head of registered lambs from George Williams of Eldorado at \$50.00 a head.



Baling Alfalfa Hay in Floyd County

E. Guthrie & Co.

Extends greetings to the visitors from Childress, Wichita Falls, Fort Worth, Dallas, Amarillo and the Fort Worth & Denver officials, and bid them welcome to our city.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their new line on the South Plains and the inauguration of regular train service, and bespeak for them good dividends for the capital invested in these transportation facilities.

Welcome To Lockney

We welcome the visitors on the Special Trains to Lockney and invite them to take advantage of this opportunity to investigate the wonderful possibilities of this section of the country as a diversified farming section. We have the produce in Floyd County and we need the market for our output. Call on us and let us become better acquainted.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their line and the inauguration of regular trains, and believe that these new transportation facilities will be worth much to us in our development program.

Merchants Produce

Lockney, Texas

Congratulations---

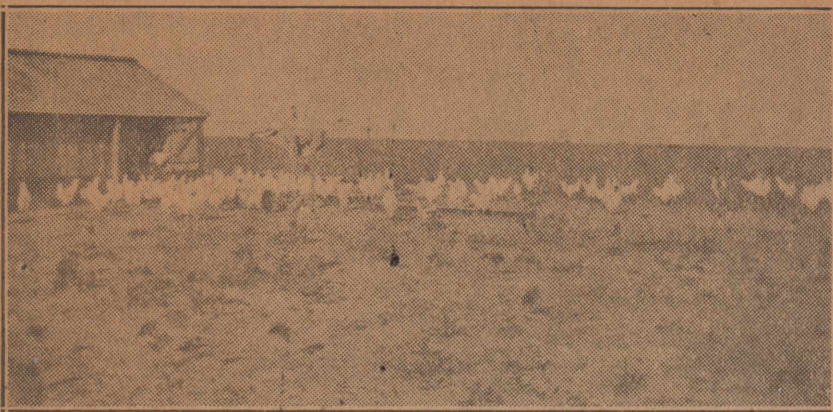
To Fort Worth & Denver South Plains Railway Company

—on the completion of their South Plains lines and the beginning of regular train service. We appreciate the transportation facilities extended to our city by these lines, and the convenience it will be to the shippers of our town.

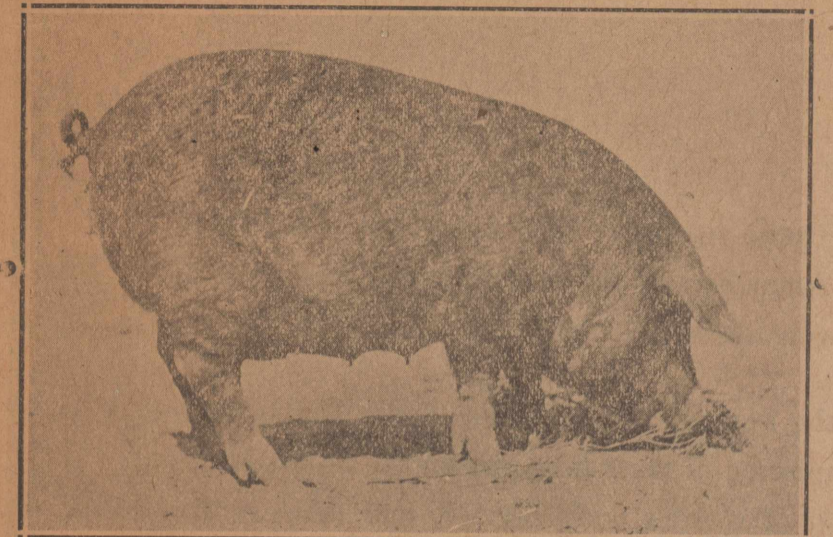
We welcome the visitors on the Special trains, and trust their stay in our city will be both cordial and beneficial.

West Texas Gin Company

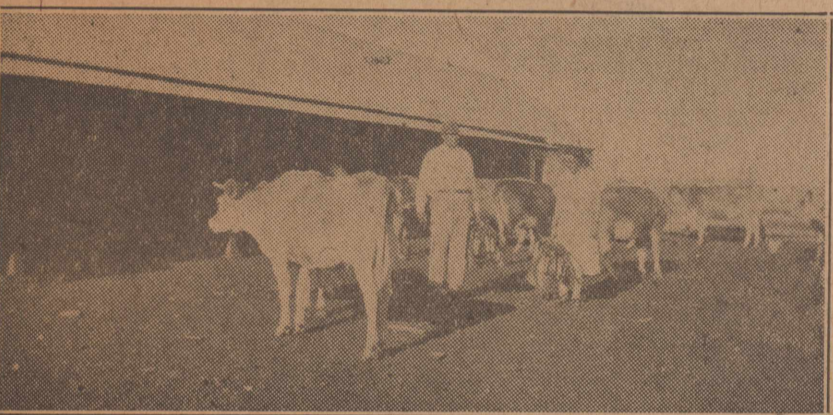
Roe McClesky, Manager



Poultry Scene in the Lockney Country—One of Floyd County's Money Crops



Pigs Make Hogs out of themselves in Floyd County



Modern Dairy Methods are used on this farm—Albert King's Dairy Herd

Dairying—Poultry and Hog Raising is well stocked with dairy cattle, hogs, and chickens. Farmers are feeding native grown feeds instead of selling them on a glutted market. A living condition of the Floyd county farmer is at the highest peak since the crash of 1920. The general level of farm produce prices has remained about the same yet the farmer is slowly ridding himself of debt. The ways and means are easily seen. Every farm

means little to the average standard of living. Very little time is consumed on the three sidelines.

Many farmers who have made a success of the three major sidelines are now making preparations to make the sidelines their major crops.

Evidence of the magnitude of the three above mentioned industries may be had at any local produce plant: "Ten thousand dollars paid the farmers of Lockney community for turkeys in three days," one million dollars annually in poultry and cream products," "one man milking 20 or more cows."

The primary reasons for the dairying, poultry, and hog raising industries thriving in this territory are: Plenty of pasture, cheap feed and a climate especially suitable for the industries.

COUNTY FEDERATION TO MEET ON NOVEMBER 27

Address by Miss Myrtle Murray, A. & M. Extension Service, To Be Feature

Miss Myrtle Murray, district Home Demonstration agent, of College Station will give the principal address at the meeting of the County Federation of Clubs which will meet Tuesday, November 27, at the First Baptist Church in Floydada. The session will open at 10 o'clock. Every woman in the county is urged to attend the meeting whether she belongs to a club or not. Lunch will be provided for at the noon hour by each lady, who attends, bringing a dish of food.

The program has been arranged as follows:

"Advantages of a Cafeteria."—Mrs. George Smith, Andrew Ward P. T. A.

Reading—Paul Shick, Lockney P. T. A.

Parliamentary Drill—Mrs. Carl McAdams, Lockney P. T. A.

Piano Solo—Mrs. T. P. Collins, 1922 Study Club.

County Library—Supt. W. E. Patty, High School P. T. A.

Noon. Reading—Mrs. C. H. Davis, 1922 Study Club.

Business Session.

Echos from the Biennial—Mrs. E. B. Massie and Mrs. J. B. Jenkins.

Address—Miss Myrtle Murray, District Home Demonstration Agent.

Solo—Mrs. George Edwin Bond.

"Some Things That a County Federation Can Accomplish."—Mrs. Leo V. Smith, East Ward P. T. A.

Canyon has a Children's Theatre which offers juvenile plays for very young children. One of its objectives is to develop the dramatic and literary sense of the child. The plays range from "Red Riding Hood" to "Treasure Island."

WELCOME

TO OUR CITY

Pennington Motor Company

Lockney, Texas

Phone 57

SEIBERLING TIRES HIGH CLASS MECHANICAL WORK
"THAT GOOD GULF GAS" Complete Line of Accessories
CROSLY RADIOS

Welcome--

We welcome the business men and citizens of Fort Worth, Wichita Falls, Dallas, Childress and Amarillo, and the Denver official family to our town and invite them to pay us a visit while here.

We congratulate the Denver Railway Co., on the completion of their new extensions on the South Plains, and the establishment of a regular train schedule, which we believe will be of mutual benefit to both the Railway Company and Lockney.

E. L. Ayres, Dry Goods

The Home of Hart Schaffner & Marx

Patterson & Thornton

ROUND AND SQUARE BALE GINNERS

In line with the rapid development of this section of the of the country as evidenced by the coming of the Fort Worth & Denver South Plains Railway, we are installing new equipment valued at \$5,000.00.

We now wish to serve the ginning trade with the latest Hardwicke-Etter double Burr extractor and nine additional cylinders of cleaning machinery.

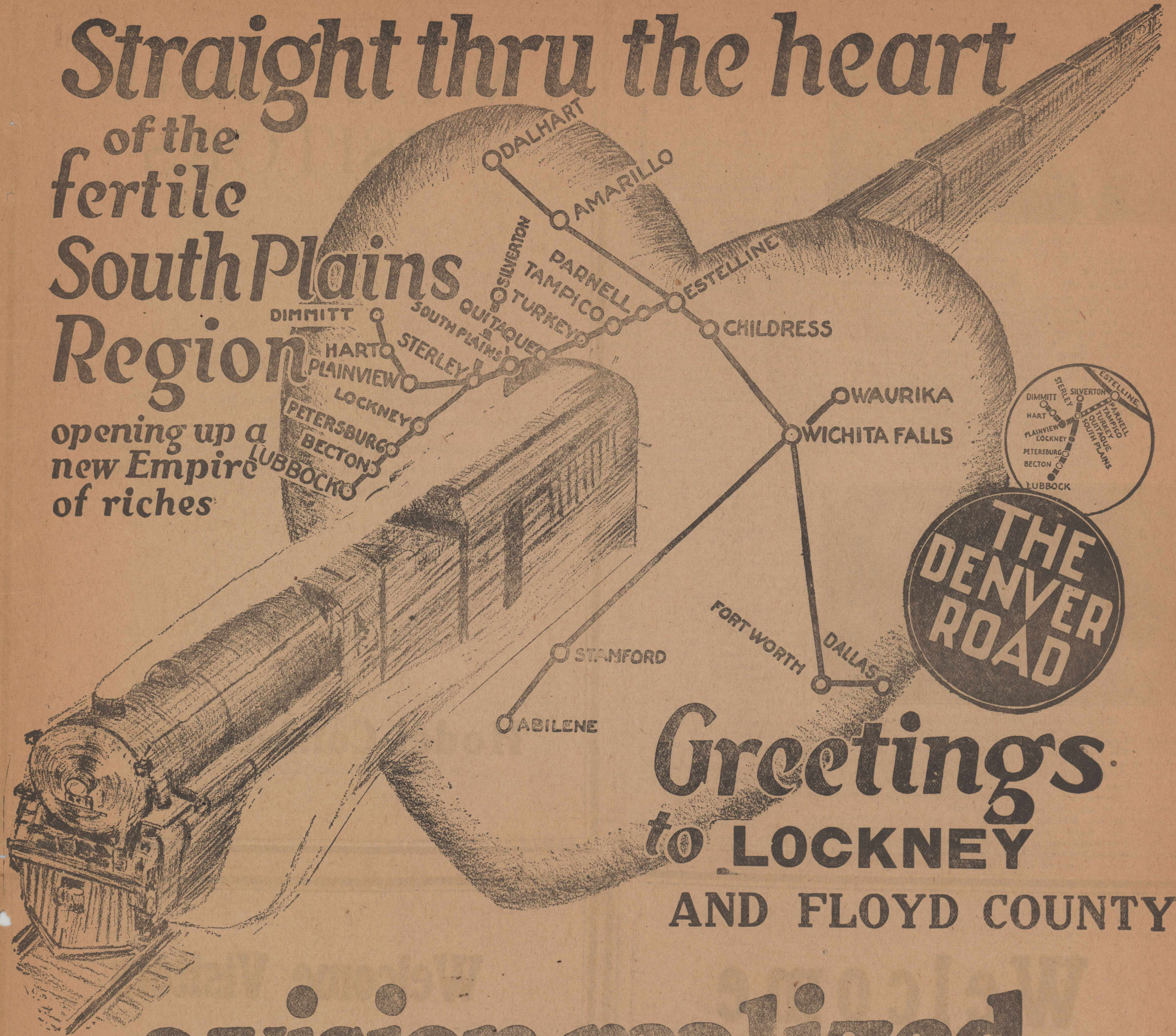
This equipment will clean your burrs and new gin saws will clean your seed, thus giving you the best turnout and sample.

Ft. Worth & Denver South Plains R. R. We Welcome You

Patterson & Thornton

Straight thru the heart of the fertile South Plains Region

opening up a
new Empire
of riches



Greetings to LOCKNEY AND FLOYD COUNTY

a vision realized

Effective
Nov. 23rd

**DIRECT
THROUGH
FREIGHT
SERVICE**

West Texan

**STANDARD
SLEEPERS
AND
COACHES**

Convenient
Service for the
South Plains Country

SCHEDULE	
Leave Lockney	8:28 p. m.
Arrive Wichita Falls	2:45 a. m.
Arrive Fort Worth	6:35 a. m.
Arrive Dallas	8:10 a. m.

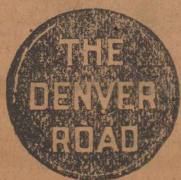
Between Lockney, Wichita Falls, Fort Worth and Dallas

FORT WORTH & DENVER CITY RAILWAY

F. E. Clarity, Vice President and General Manager
John A. Hulen, Traffic Manager

L. M. Hogsett, General Freight Agent
F. D. Daggett, General Passenger Agent

FORT WORTH, TEXAS



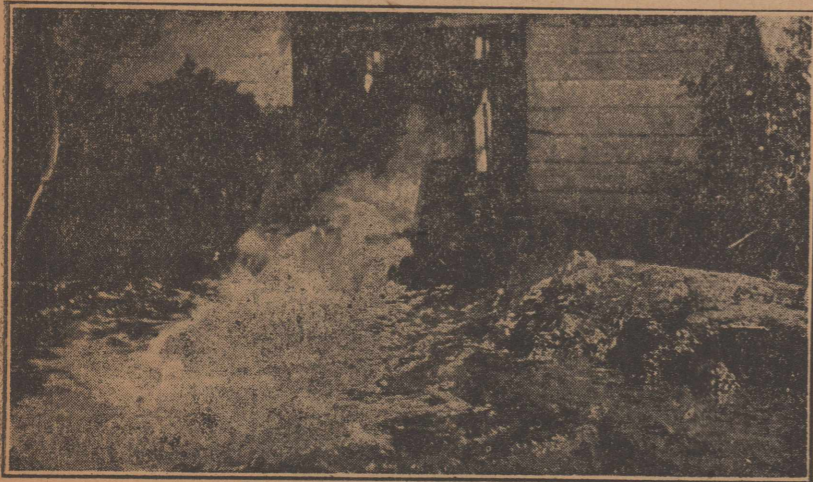


Cotton Scene in Lockney

FLOYD COUNTY A COTTON PRODUCER
24,901 Bales In 1926

Floyd county has taken the lead in the cotton culture of the South Plains. One of the first gins erected on the caprock was built in Lockney. Each year there has been an increased acreage planted in the "fleecy staple" even though prospects were good for a large acreage all over the south. The climax of Floyd county cotton production was reached in 1926. 24,901 bales were produced for a very low market. New methods of harvesting were devised and as a result, the leading cotton men of the county say that a profit can now be realized

on ten cent cotton grown on the plains. Since 1926, the farmers of this section have decreased their cotton acreage in proportion to the amount planted in other crops. Like wheat, cotton is still regarded as a major part of the program of diversified farming, however, the Floyd county farmer is not dependent upon this crop for his livelihood. It is now regarded as a cash profit crop, as the other factors in his farming program produce the living for he and his family. Besides the cotton produced on Floyd county soil, Lockney is now a large shipper of first and second cut lintners.



One of the Irrigation Wells of the Lockney Country

Development of Irrigation in Shallow Water Belt Will Cause This Section to Rival the Rio Grande Valley in the Production of Garden Truck

Judging from reports of success along poultry raising, dairying, hog raising and other similar achievements, Floyd county will soon be the mecca of farmers from all parts of the United States. However, there

is still another industry that is not so much advertised, but shows even a greater profit than those above mentioned. That industry is best illustrated on the farm of L. P. Cox, nine miles west of Lockney, in the shallow water belt.

Mr. Cox has a three-fourth acre of land upon which he has a vineyard that nets him an average of \$400 per year. This vineyard is watered by two small wells pumped by use of a

walking beam operated by a small gasoline engine. Cox states that there is very little expense attached to his pumping plant and that the land upon which his vineyard is located is the best paying portion of his farm, taking into consideration the small amount of money he has invested.

There is also a ten-acre garden located one mile south of Lockney that is irrigated from one large windmill. Upon this plat, the owner, M. S. Lusby, plants practically everything that is usually termed as garden truck. His strawberry patch is the retreat for all of the hungry people of Lockney and his garden is famous for the quality of vegetables grown there.

His "ranch" as he calls it, is an illustration of the wonderful productivity of which this section is capable.

These two instances are the mere starting point of a great vegetable and canning industry, according to the most progressive people of the county. There is now an urgent need for a canning plant at Lockney.

Many people are of the opinion that as soon as the farmer further diversifies his crops, just that soon will a greater change take place than one that has already placed the farmers of the Lockney section on a sound financial basis.

While professional feeders of livestock continue to prosper by utilizing native grown grain sorghums, the average South Plains farmer takes a lesson and is now seeking to become a manufacturer in the sense that they will utilize their own raw products, and the section once ruled by the cattle baron may again be termed the "feed lot" of the south.

The latest experiment is presented by E. W. Thomas, manager of the Lockview Farm, located nine miles northwest of Lockney. Thomas has purchased four hundred wether lambs that he will fatten out on the products of his farm. Besides saleable feed that will be used, Thomas hopes to convert the stalk fields and weeds into cash and at the same time graze his wheat so short that freeze damage will be improbable. At the time of the purchase, the lambs weighed an average of 72 and 4-10 pounds. For the first forty days they will be pastured on the stalk fields and winter wheat. The pasturage will be supplemented with 1-4 pound of cotton seed cake per day, per head. At the end of the forty days the lambs will be placed in a feed lot where they will be fattened on ground hegari and kaffir bundles together with a small ration of cotton seed meal until the average weight equal 100 pounds.

All feed is to be charged for at the market price and an effort will be made to determine the value of the stalk fields that are usually a total loss to the average farmer.

WELCOME VISITORS

We welcome the visitors on the Special trains to Lockney, and invite them to visit with us while here.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their lines on the South Plains and the installation of regular trains service.

Hodel Confectionery

East Side Main Street, Center of the Block

Welcome Visitors

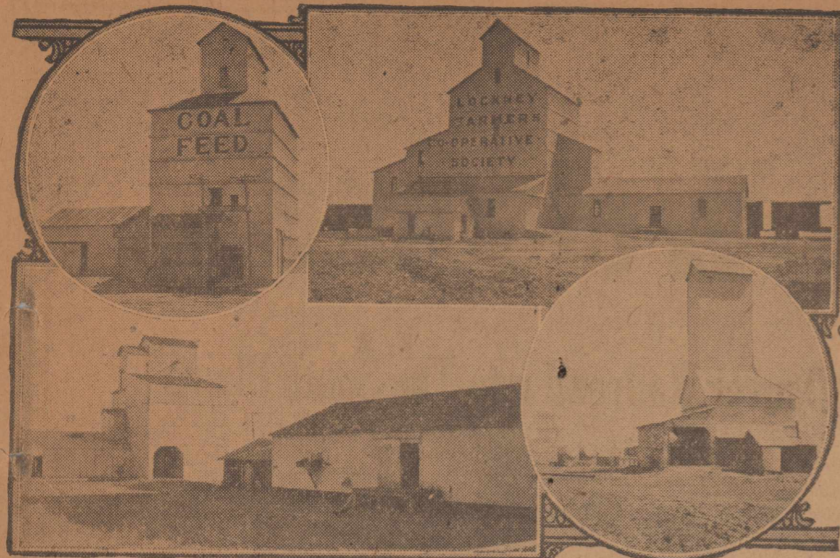
It is a pleasure for us to take part in the welcoming of the business men of Childress, Wichita Falls, Fort Worth, Dallas, Amarillo and the Denver official family on these special celebration trains, and invite them to make themselves at home at our place of business, while visiting in our city. We Congratulate the Denver on the completion of their extensions and the inauguration of train service.

Ozark Filling Station

Welcome Visitors

We are indeed glad to have the visitors from Childress, Wichita Falls, Fort Worth, Dallas and Amarillo to visit our town in celebration of the completion of the Denver South Plains lines, and we rejoice with them in receiving better transportation connections from this section of the state with the cities to the east.

A LOCKNEY INSTITUTION
HELPSLEY
Owned and Operated by Smalley & Son



ELEVATORS IN LOCKNEY—South Plains Grain Company, Lockney Coal & Grain Company, Farmers Grain Company and Buster Armstrong Elevator

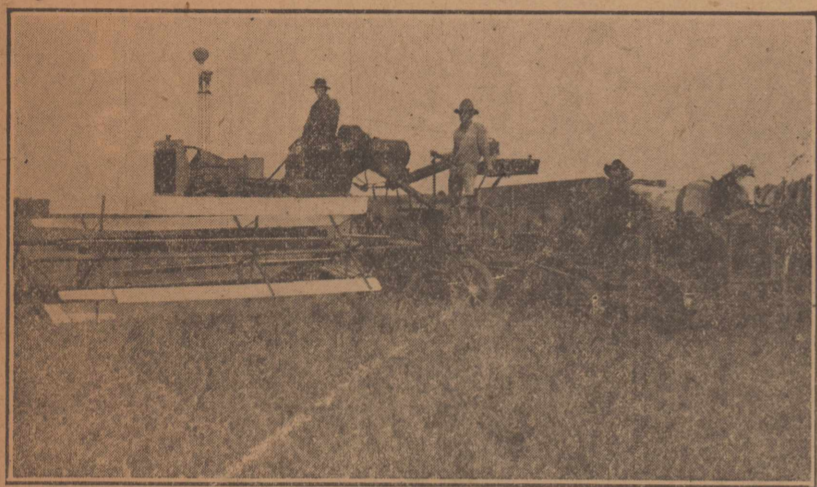
EIGHT NEW GRAIN ELEVATORS BUILD IN FLOYD COUNTY DURING THE PAST YEAR

The recent completion of a modern grain elevator at Cereal Switch,, 12 miles northwest of Lockney by the J. E. McAvoy Elevator Company Inc., brings the year's total of new granaries built in Floyd county during the past year to eight, doubling the grain

handling facilities of the county.

New rail lines, a large wheat acreage, and a steady yield of grain sorghums together with a need for shorter and more economical farm hauls are the cause of the new granaries being built.

Other elevators built in the county during the year are located at; South Plains, Sterley, Francis, Granary, Cereal, Muncy, Dougherty, and Lockney.



Harvesting Wheat with Combines near Lockney—Hundreds of these machines are necessary to take care of the wheat crop in this county each year.

Farmers and Business Men of South Plains Consider Wheat a Crop of Major Importance

From a "wild and woolly" cow country to one of the leading wheat producing counties of the state in twenty years. That is a record made by Floyd county and approved by the United States Department of Agriculture in their last farm census showing Floyd county as a producer

of one-tenth of the Texas wheat.

120,000 acres of virgin soil have been placed in wheat and even though this crop is considered of major importance, the Floyd county farmer is not dependent upon what is generally termed "the staff of life" for their livelihood.

Wheat growing on the plains during the past twenty years of a consistent increase in acreage, is fast becoming

of prime importance to the tiller of few acres as well as the "Baron of several sections." The crop is now produced for both grain and pasturage as the rapid development of the dairying industry has produced a need for numberless acres of winter pasture.

Floyd county sheaf wheat was awarded first prize at the State Fair this year.

Leading farmers and financiers of this section are promoting the planting of wheat due to the fact that it fits well into a thorough program of diversification.

Probably the most striking example of the type of development now under way in the shallow water belt of Floyd county is the modern cotton oil mill that was built in Lockney less than one year ago by the Lockney Cotton Oil Company. In connection with the mill proper, which is said to be the most modern in the South, the company is now installing machinery that will manufacture mixed feeds, thus furnishing a balanced ration for the poultry, dairying and hog-raising industries. It is the plan of the operators to utilize native grown feeds and cotton seed which will reduce the cost of feeding, in this section, to a minimum.

The latter named undertaking is a direct result of the promotion by regional and local chambers of commerce, bankers, business men and others of a program of diversified farming.

Another fine example of faith shown in the South Plains of Texas is found in the plant now under construction that will furnish sand and gravel at a very low cost for the building of many large cities in this territory. The Panhandle Sand and Gravel Company, 30 miles northeast of here, are expending many hundreds of thousands of dollars in the construction of a plant that will work at a wonderful degree of efficiency.

Eastern capital represented by some of the world's superb business men now say that the coming of ample rail facilities, natural gas that will furnish the cheapest fuel for the irrigation of farms in the Shallow Water Belt, the building of electric high lines throughout the country and the abundance of available water for irrigation now present, in Floyd County, the foundation of one of the the greatest development programs that has ever been experienced in Texas.

WELCOME VISITORS

Congratulations to Fort Worth & Denver South Plains

Railway on completion of the highly appreciated road

PIGGLY WIGGLY
HELPS THOSE WHO HELP THEMSELVES

ALL OVER THE WORLD AND LOCKNEY TOO

Congratulations to the Denver and Floyd County

We extend congratulations to the Fort Worth & Denver South Plains Railway Company on the completion of their new lines into the South Plains country and the establishment of their train schedules, and believe that they will find this one of their most profitable business ventures.

We congratulate Floyd county on being one of the most preferred counties through which these new lines have been built, and a great future for this vast agricultural section of the Plains.

We welcome the many visitors that will come on the Special trains during this week, and invite you to visit our places of business in the towns along these new extensions of the railroad.

Texas Utilities Company

foresight for Floyd county's future

We Admire Your Wisdom Fort Worth & Denver

Henry Ford and the Lockney Auto Co., welcome you visitors

We Welcome

Extension of the Denver Railroad into The South Plains

We urge all visitors on the Special Trains to pay us a call at the oldest established drug store in Lockney.

Lockney Drug Company
The REXALL Store

WELCOME

To The South Plains of Texas

We extend a cordial welcome to the visitors on the Special Trains to Lockney and the South Plains, and extend congratulations to the Fort Worth and Denver South Plains Railway Co., on the completion of their South Plains lines and the inauguration of regular train service.

Knox Produce Company

Lockney Gin Co.

DIVERSIFY

SAVE SOME LAND FOR COTTON

Our Gins Equipped with Modern Burr Machines

Cleaners in front and behind this Burr Machine.

Good Samples, turnouts and service.

We buy cotton at the best market prices.

Will appreciate Your Ginning.

We clean your burr.

SOME DAIRY COWS ON EACH FARM

ALL ONE CROP MEANS FAILURE

CAN UNLOAD IN COTTON HOUSE IF DESIRED

Gins at Lockney and Aiken, Texas

THE LOCKNEY BEACON

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-EIGHT

Lockney, Texas, Thursday, November 22nd., 1928

Number 10

Lockney In Best Farming Section of Plains Floyd County Leads All the South Plains Section of Texas in Annual Crop Production Located in The Great Shallow Water Belt of the Plains

Lockney in the Best Farming Section of the Plains, and In the Shallow Water Belt

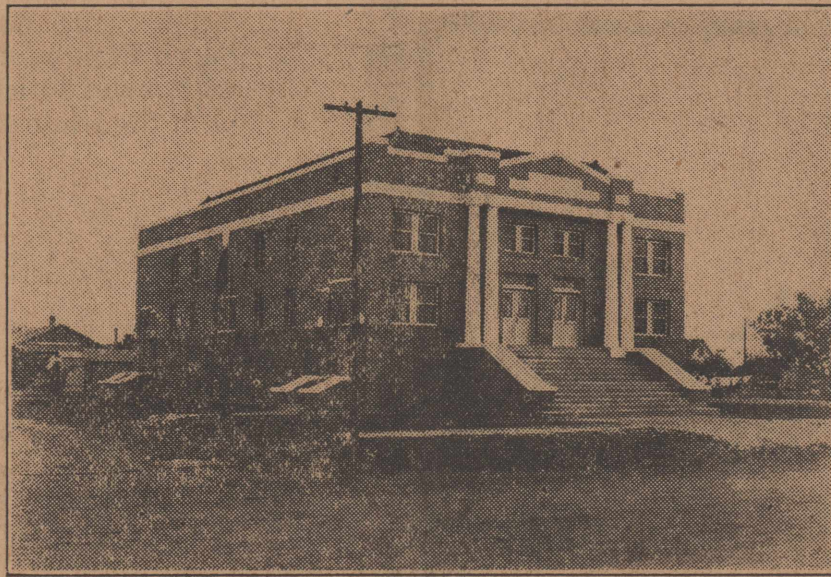
In welcoming the visitors on the special train passing over the New Denver Lines, we wish to call their attention to the little city of Lockney and the vast undeveloped resources that are evidenced on every hand. In the Lockney country today the surface has just been scratched in the development of this vast territory along the lines of agriculture and manufacturing.

Less than sixty per cent of the land in Floyd county is under cultivation today, yet this county produces more crops than any other county on the Plains. The farms in Floyd county are still large, and the farmers to a great extent farm bodies of land in a haphazard way, using big machinery, planting tremendous acreages to wheat, cotton and feed crops, and as the saying goes, "Farm all the land they can ride over." This means poor cultivation, and the letting of the rich soil they are blessed with take care of the production of the crop. Each year from 100,000 to 120,000 acres of wheat are planted in the county, 60,000 to 100,000 acres of cotton, and a like acreage to feed crops. These crops as a general rule are merely planted and gathered, and very little cultivation is used in making the crops, as each farm acreage is large and the attention along the lines of cultivation is very light in order for the farmer to look after the vast amount of land he has under cultivation. When the acreage is cut into smaller farms, and there are more farm houses, occupied by good farmers in the county the production per acre will be double what it is at the present time. The cutting up of the large farms into smaller ones is becoming more pronounced each year and the production of the county is growing each year accordingly. The past five years has witnessed quite a change in the farming system of Floyd county, and today the farmers are in a far better shape financially and have less money borrowed from the banks than ever in the history of the county, and this reason is contributed to the fact that today Floyd County is selling more poultry and dairy products than ever before in its history, and the farmer is becoming aware of the fact that there is more money to be made on smaller diversified farming than there is to be made on large acreages. The wheat crop has been in the past the predominant crop of the Plains, but in recent years the cotton acreage has grown to a point where it is a contender for first place, however, the crop that makes the farmer the most money, and is always a sure crop on the Plains is the feed crop. As the country is cut into smaller farms the wheat and cotton crops will decrease in acreage, but by proper cultivation will probably be just as large in bush-

els and bales each year, but the feed crop will continue to remain large, and will be the dominating crop for diversified farming. The smaller crops such as alfalfa, truck patches, and vegetables of all kinds, will grow rapidly with the reduction of the sizes of farms, and the country will become more prosperous and the development be speeded up, as with smaller and diversified crops the poultry and dairy industry will grow by leaps and bounds, as this is a natural climate country for this industry. The South Plains of Texas are destined to become the greatest dairying section of the United States because of its climate, soil, and water for here the season is open to the dairy farmer 12 months out of the year, where in the intensive dairying section of the United States—Wisconsin—the season is open only five months out of the year, and dairy stock must be sheltered and stall fed the other seven months of the year; here grazing is good the year round and feed is raised on the farm sufficient to take care of the feeding needs of the dairy herd. The same applies to poultry, as there is no place that offers healthier conditions and better feeding and grazing for poultry than does the South Plains, of which Floyd county today leads all this section in the production of poultry products.

Irrigation on the Plains
The section of country around Lockney is blessed with being situated in what is known as the Shallow Water Belt of the Plains. Here the water tests 99.6 per cent pure and there is no limit to the supply, and it can be found at a depth, for irrigation purposes, from 60 to 80 feet beneath every foot of land in the western half of Floyd county, and it is only a matter of time until this entire section will be cut to small acreages and be farmed intensively along the lines of dairy, poultry, and truck farming, where small acreages such as from twenty to forty acres, will be put under irrigation and families will make good money from the production received from such farms. Today there are many 160 acre and larger places, irrigated in this section, but the crops raised at this time are wheat, cotton, and feed crops, which have proven the value of irrigation on the Plains, in most all cases the irrigation land producing from twice to three times as much as the dry farmed land.

Deep Rich Soil
Possibly there is not a country in the whole world that can boast of a deeper or richer soil than the Plains country. The soil in Floyd county ranges from three to six feet in depth, and is underlaid with a clay sub-soil or "hard-pan" that makes the ground retain moisture longer than most any other section of the country. Time



NEW CHURCH OF CHRIST—COST \$30,000—JUST COMPLETED

has proven that it does not require a very heavy rainfall in this section of the country to raise a good crop. The rainfall here over an average of 20 years has been a little more than twenty-six inches per annum, and this is sufficient to take care of all the farming needs, when it is distributed out during the planting and growing seasons. Irrigation is generally used in this country as a crop insurance, as it is not necessary to irrigate very often in order to raise the very best of crops, but the fact that the water is here, and can be used when needed, is one item that should appeal to every farmer and business man interested in locating in Texas. As a general rule the most of the rainfall received on the Plains comes in the fall, when the wheat planting season is on, and in the spring and summer when the planting and growing season for cotton and feed crops is on. This is not a one crop country, here we have two distinctive planting and harvesting seasons. Wheat is planted in the spring and harvested in the fall; this means that we have two separate harvest seasons each year from which the farmers reap a benefit, as well as the merchants have two real business seasons of the year, and as a general rule this proves that business is good the year-round as these two harvest seasons overlap each other. This is one feature that is true in the Lockney country, where wheat and cotton overlap, that cannot be said of many states in the Union, and makes this one of the most profitable farming sections, as to the south a few miles the country can depend on cotton and generally raises that one crop, and to the north the country depends on wheat and raises only wheat.

The soil of the Plains country is deep and rich, no such a thing as using fertilizers here is necessary, and the depth of the soil is such that no such thing as a farm being worn out is known or will be known for years to come.

All crops that can be raised in the temperate zone thrive in the Lockney country. Grapes, as fine as those from Southern California and with a better flavor are grown on the Plains, and in time this crop will take its place in the markets as a product from the Llano Estacado of Texas, all over the shallow water belt grapes produce in an abundance. The finest celery produced in the United States, surpassing California and Southern Texas celery, is raised in this immediate section of the Plains. All such garden crops as asparagus, sweet and Irish potatoes, lettuce, spinach, tomatoes, etc., grow very prolific here, and compare in flavor and size with the cream of the output from the Rio Grande Valley or Southern California. No country in the world can boast of strawberries than those raised on the Plains, as this is the natural home of the strawberry, and while it has not to any extent been grown for market purposes on the Plains, yet every home has its own strawberry patch in the back yard, and the very finest variety of berries are in evidence throughout the strawberry season.

Alfalfa
As far back as 1912 Col. Joe Wing, of Chicago, Ill., acknowledged as the greatest authority on alfalfa in the world, and a man that has traveled all over the world enlightening himself upon the production of alfalfa, told the writer of this article, that there was no place on earth that compared with the shallow water belt when it came to raising alfalfa, as all the necessary ingredients for the proper development of alfalfa were in the soil that made up the land in Floyd and Hale counties.

Where the farmers have planted small acreages of alfalfa and grazed their cattle and hogs on same, they have found it very profitable, or where alfalfa has been raised for market purposes it has been found exceptionally profitable. Under dry farming methods alfalfa returns two to three cuttings per year, under irrigation from four to five cuttings per year, and as a rule from a ton to a ton and one-fourth is the average yield per cutting.

What Lockney Has
Lockney is located at the crossing of the Panhandle & Santa Fe and Fort Worth & Denver Railways, about five miles west of the center of Floyd county and is 2960 feet above the sea level. The town has been here more than thirty years, but has did most of its growing since the coming of the Santa Fe, which was in 1910. There has never been any special reason for the town to take on unusual growth, other than the fact that it was surrounded by a farming section that had no equal on the Plains of Texas, hence the town has grown as the farming country developed and has never advanced ahead of the development. The town has received no boom nor special growth due to the coming of the Denver Road, but its growth has been steady and stable, there being a demand for each and every business that has located here.

In 1927 The Clayton-Anderson Co. decided to erect an Oil Mill Plant here on account of the town being situated in the best farming country in this part of the state and was centrally located to serve their purposes, and as an evidence as to the future they saw for this country they placed the best oil mill in all West Texas at this place, which mill is now busy crushing seed for the second season since its establishment.

The grain business has been one of the biggest businesses of this section for many years, and Lockney has been one of the main buying and shipping centers for this industry, and as an evidence there is five nice elevator plants in the city today: The South Plains Grain Co., The Farmers Grain Co., The Lockney Coal and Grain, Shurbet and Meriwether, and Buster Armstrong. In the last year there has been several new elevators built on the railroads near Lockney: One at Muncy Switch on the Santa Fe, one at Sterley, one at Whitley, one at South Plains, and one at Cereal. Aiken six miles west of Lockney on the Santa Fe, has been a buying and shipping station with a good elevator since the Santa Fe built in 1910. These elevators take care of an aver-

All Special Trains in Lockney for Lunch Wednesday; Spend Two Hours in City

age of more than 1,000,000 bushels of wheat per year, besides handle thousands of tons of feed, and take care of the coal business in this district. The wheat crop in Floyd county ranges from 1,500,000 to 2,000,000 bushels per year.

Cotton is one crop that is coming in to prominence on the Plains. The cotton crop has been hampered in acreage on the Plains in past years because of the fact that wheat is planted in the fall, and if the wheat farmer gets a good stand, the acreage to cotton is cut, but due to the fact that the cotton men of the nation have come to realize that the Plains of Texas is the surest cotton country in the South, their attention is being turned in this direction, and the people of this country are being induced to give more attention to the raising of cotton, and as a consequence in this section of the state the average yield has jumped in the last few years from a few hundred bales of cotton annually to nearly a half-million bales each year. The cotton business in the Lockney country has a history, as Lockney was the first town on the Plains to have a gin, and ginned the first cotton every raised on the Plains.

Mr. R. C. McCollum, at present a resident of Lockney, bought the first cotton gin, hauled same by wagon from Canyon, Texas, which was the nearest railroad town, and placed the gin in operation in Lockney in the year of 1904, and since that date there has been cotton raised and ginned in Floyd county. Some years a fair acreage was planted to cotton, other years a small acreage, but every year some cotton has been grown and ginned here. For the last ten years the cotton industry in Floyd county has been looking up, the acreage getting larger, and this will continue as the large acreage in the county are cut into smaller farms. The crop in 1926 was the largest ever raised in the county, during that year the weather was favorable and something like a bale to the acre was gathered off the entire acreage of the county, yet thousands of bales of cotton were wasted on account of the mode used in gathering the staple, which was in the way of gathering it with slides, and the price of cotton was so low the farmer was not particular to pick the cotton knocked out by the slides up off the ground, however, 55,000 bales of cotton went on the market in this county, which was possibly 2-3 of the actual crop raised. This year the crop is fairly good, and somewhere between 20,000 and 30,000 bales will go on the market from the county, however, the acreage is just about 3-5 of that of 1926. Lockney has three first class gins within the city, they are Patterson & Thornton's Gin, with bath round and square bale press, the Lockney Gin Co., and West Texas Gin Co. with square bale presses. There are gins at Aiken, South Plains, McCoy, Floydada, Joe Bailey, all in Floyd county.

Today (Wednesday) at noon the citizens of Lockney will entertain the Special Trains from the cities of Childress, Wichita Falls, Fort Worth, Dallas, and Amarillo, and the Official Train of the Fort Worth & Denver Railway Company.

Arrangements have been made to entertain and serve them with lunch while in the city, through the efforts of the Lockney Chamber of Commerce and the Ladies' Societies of the various churches of the town. The luncheon will be served by the Lockney High School "Pep Squad" in the main business district of the town, if the weather permits.

The town is now decorated in gala array for the occasion, special decorators from Fort Worth having decorated the town Monday for the occasion.

The trains will begin to arrive at 11:45 a. m. and the entire number of special trains will arrive in the city within thirty minutes from the time the first trains arrive. The trains will spend two hours here, leaving at 2:05 p. m., to make a trip over the line from here to Lubbock.

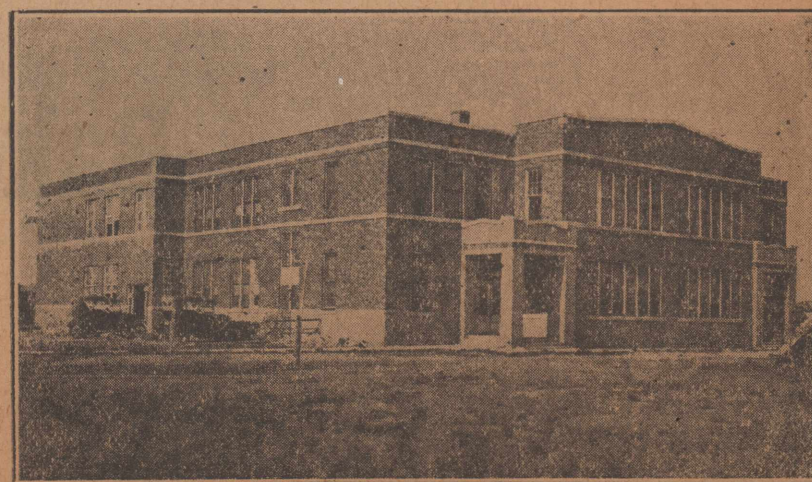
In the business district of Lockney will be found five dry goods and clothing stores, eight groceries, five hardware stores, two furniture stores, two drug stores, one implement store, four produce and cream stations, two confectioneries, one variety store, three cafes, four barber shops, two jewelry stores, three tailor shops, two electrical businesses, one picture show, eight filling stations, five garages, one bakery, one camp ground, one exclusive feed store, two banks, one sheet metal works, three blacksmith and machine shops, three luncheon printing and publishing businesses, one sanitarium, two laundries, and a lot of small businesses along the professional lines. There is room in the town for new businesses in most every line, as the town has not yet reached the stage where it has sufficient places of business to supply the demands made upon it from agricultural development, and any one looking for a location will do well to investigate Lockney's claims before locating.

Schools and Churches
Lockney has a good school system as can be found in this part of Texas. Lockney High School affiliated with the State Department of Education with 22 1-2 units, which entitles the graduates from our schools to enter any college in the South without taking extra examinations. The schools at present has more than six hundred students, and a corps of teachers capable of taking care of the high school education.

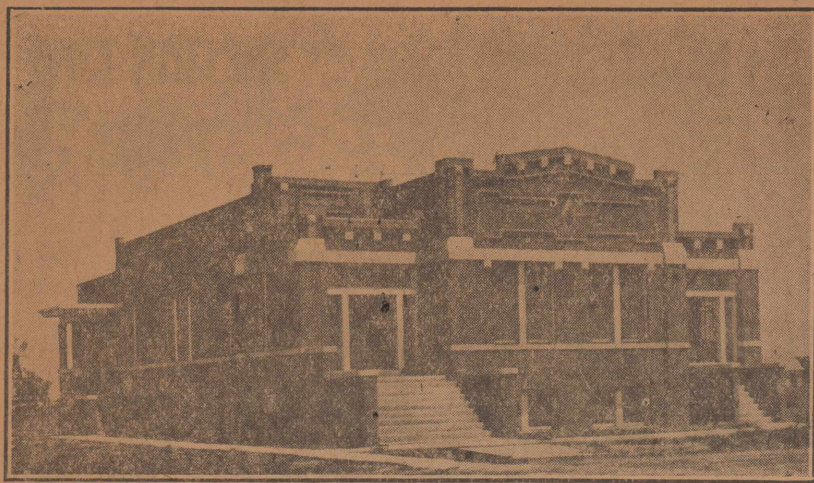
Lockney has four church buildings, three modern brick church buildings, and one stucco church building. The denominations represented here are the Baptist, Methodist, and two Churches of Christ. All these churches have large congregations.



NEW LOCKNEY BEACON OFFICE



LOCKNEY HIGH SCHOOL BUILDING



FIRST BAPTIST CHURCH, Lockney, Texas

Lockney's Church Facilities Unsurpassed in West Texas

The completion of two modern church buildings during the past year gives the people of Lockney and community access to church facilities that are unsurpassed in West Texas.

The Baptist and M. E. Church South have owned modern, brick church buildings for several years.

The East Side Church of Christ have recently completed a \$35,000 brick structure on South Main street and the West Side Church of Christ completed a modern stucco building on the corner of West 3rd and College during the past summer.

All four churches have a large and progressive membership headed by men who are the leaders of the community.

LOCKNEY PUBLIC SCHOOLS

Realizing the fact that education is the basis of all substantial progress, the authorities of the Lockney Public Schools are bending every effort to keep their schools fully abreast of the times. No effort is spared either financially or physically to make the schools a rallying point, for everything in an educational way that goes for the up-building of the town and surrounding country.

At the present time, the school system is housed in a substantial plant which cost approximately \$85,000.00 and which contains 20 class rooms, library, study hall, auditorium, laboratories, music studio, office and ample storage room. At the present time 684 students are enrolled for school work, and a faculty of 24 teachers is employed by the board. The school is fully affiliated with the State Department of Education, having at the present time 20 1-2 credits or affiliation and more are being prepared for affiliation this year.

It is always the desire of the school authorities that a student trained here be able to take his place after he leaves our institution. To that end all activities which have a training value for citizenship are sponsored and encouraged in the Lockney schools. Athletics, literary activities, clubs, and societies of all kinds are maintained under faculty supervision and pupils are encouraged to take part in the activity that best suits them. Faculty members are chosen with this purpose in mind and the requirements for membership on the faculty have

been raised from year to year until, at the present time, no school in the Panhandle can boast a better prepared faculty than that which is directing the activities at Lockney.

Our foot-ball team under the leadership of Coach Reid will finish the season in a tie for 2nd place in the

district, having lost but one conference game this year. Our "pep squad" under the leadership of Miss Thompson has made an enviable record. They are serving lunch for the visitors this week, and you can judge for yourself as to their efficiency. The senior class with Miss Thomas has adopted a project for the year and is doing a great work for the school. The boy scouts have been organized for nearly a year, and the girl scouts have recently organized under the sponsorship of Mrs. Griffith and are planning a great years program. A high school band is being planned for, and we are sure that in the very near future Lockney will have an organization of this kind that will measure up with the best in this section of the state. The piano department is getting stronger from year to year, and we were fortunate this year in securing the services of Miss Richardson of Fort Worth as teacher. The students of this department have built an enviable reputation over the entire Panhandle by their work in the Panhandle and South Plains music festivals.

One of the most useful departments in our school is the library and reading room conducted by Miss Mann, a paid librarian employed by the board. In this room will be found daily papers, magazines, and current periodicals of all kinds in addition to a well selected list of library books and reference works. In this department, pupils are allowed to read during leisure hours, thus extending their

(Continued on Page Seven)

Greetings ---

FORT WORTH & DENVER

We are more than glad to have the business men of Childress, Wichita Falls, Fort Worth, Dallas and Amarillo visit our city and extend to all a hearty welcome. We want to become better acquainted with our neighbors along the Denver lines, and would appreciate a visit at our place of business from those who compose the excursionists.

We are very glad to congratulate the Fort Worth and Denver South Plains Railway Company, on the completion of their new South Plains lines, an occasion that we have looked forward to with much anticipation, as it places our town in direct connection with the trade centers of Texas and the East.

Welcome To Lockney

W. M. Martin, Jeweler

City Bakery

The Home of Quality Bread and Pastries
G. H. Phenix, Prop.

WELCOME VISITORS



FORT WORTH & DENVER RAILWAY OFFICIALS

—and visiting delegations from Amarillo, Wichita Falls, Fort Worth and Dallas.

We congratulate each of you on the great achievement of the new railway extension, for which we have waited in Lockney for thirty-five years.

We congratulate ourselves that we are brought nearer such splendid cities as you represent. Visit our little city often.

Baker Mercantile Company

We Welcome

Extension of the Denver Railroad into The South Plains

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their line and the inauguration of regular trains, and believe that these new transportation facilities will be worth much to us in our development program.

South Plains Grain Co.

GRAIN COAL & FEED

WELCOME

Extends greetings to the visitors from Childress, Wichita Falls, Fort Worth, Dallas, Amarillo and the Fort Worth & Denver officials, and bid them welcome to our city.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their new line on the South Plains and the inauguration of regular train service, and bespeak for them good dividends for the capital invested in these transportation facilities.

Stewart Drug Store

King's Candy, Majestic Radios, Columbia and Victor Machines and Records. Fountain Pens and Pencils eSts
Nice Line of Christmas Goods

Welcome To Lockney

We have the extreme pleasure to welcome you to the City of Lockney.

In casting your lot with the people of Lockney you will supply them with a very beneficial service.

As two very important cogs in the wheel of advancement, let us join hands in doing our utmost to place Lockney in that thriving position which it so rightfully deserves.

West Texas Gas Company

Congratulations--

—to Fort Worth & Denver Railroad officials and visitors and the completion of this road and the
— installing of train service

Morgan Bros. & Co.

McCormick-Deering Farm Machines
Tractors Trucks

WELCOME

To The South Plains of Texas

We extend a cordial welcome to the visitors on the Special Trains to Lockney and the South Plains, and extend congratulations to the Fort Worth and Denver South Plains Railway Co., on the completion of their South Plains lines and the inauguration of regular train service.

W. R. Childers

LOANS AND INSURANCE-
6% Loans Made on Farms and Ranches
Representative of Southwestern Life Insurance Co

WELCOME To Visitors

We are entering our area of greatest development, thanks to the entrance of the Denver into this territory. Just a few years will prove the good judgement of its officials in coming this way. We are truly thankful for this enterprise.

We are happy to have our small part in the growth and well being of this community by offering sound indemnity against loss to home and business.

This office represents adequate capital for this section's needs in the building of homes and business buildings, and the purchasing and improving of farms.



"You Can't Beat Our Loans"
J. W. MONROE RYAN SPEEGLE

Welcome-- Visitors--

We congratulate the Denver Railway Co., on the completion of their new extensions on the South Plains, and the establishment of a regular train schedule, which we believe will be of mutual benefit to both the Railway Company and Lockney.

McAvoy Elevator Company, Inc.

GRAIN, COAL AND FEED
Quality, Price and Service
CEREAL TEXAS AIKEN
on Denver Road on Santa Fe



The Lockney Clinic And Hospital

SQUIRE M. HENRY, M. D.
Medicine - Consultation
COLVERN D. HENRY, M. D. MARY M. HENRY, M. D.
Surgery - Diagnosis Obstetrics - Pediatrics
HARRIS H BALL, D. D. S. ALICE WILLIAMS, R. N.
Dental Surgery - X-Ray Superintendent

We extend congratulations to the Fort Worth & Denver South Plains Railway Company on the completion of their new lines into the South Plains country and the establishment of their train schedules, and believe that they will find this one of their most profitable business ventures.

Visitors we Welcome you to Lockney—

Congratulations to the Fort Worth & Denver Railway Co.

DR. N. E. GREER, M. D.

WELCOME TO ALL VISITORS—

We congratulate you on the completion of the South Plains Railway. A project requiring vision and confidence in the future of the territory you serve.

GRIFFITH'S CONFECTIONERY —
Roy Griffith, Prop.

We Welcome the Visitors to Lockney—

and Congratulate the Denver on the completion of their new road

PALACE BARBER SHOP
Deck Wells, Manager

Welcome Visitors

and Congratulations to the Fort Worth & Denver Railway Co.

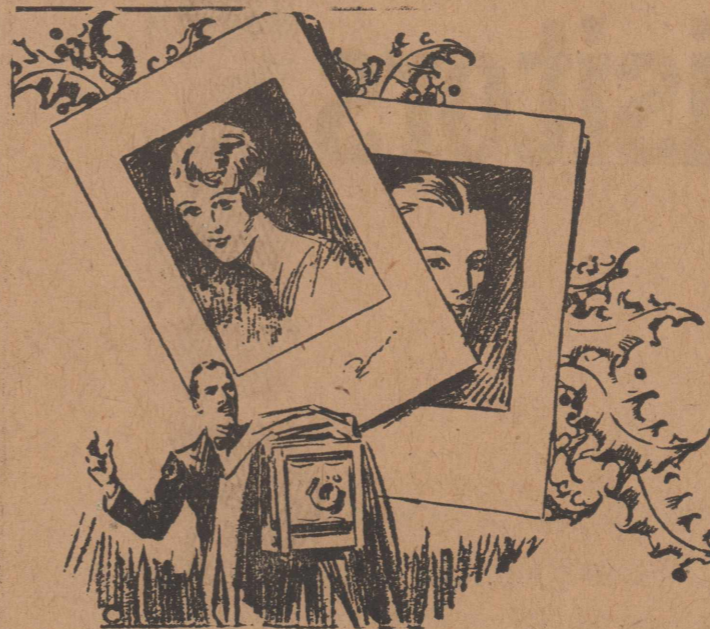
MERCHANTS TAILORING PARLOR
Calvin Harris, Prop.

We are proud to Welcome the Denver Road—
To Lockney and Help Entertain all Visitors

WILLIAMS PLUMBING COMPANY

WELCOME VISITORS AND DENVER OFFICIALS

We welcome the visitors and extend congratulation to the Fort Worth & Denver South Plains Railway Co.,



YOUR PHOTO AS
— A GIFT

Especially at holiday time will a photograph of yourself be welcome, particularly if Meadow's Picture Shop does the work. Here you will get quality reproductions at moderate prices.

Meador's Picture Shop
Over Ginns Grocery



Welcome
Visitors



Congratulations---

We congratulate Floyd county on being one of the most preferred counties through which these new lines have been built, and a great future for this vast agricultural section of the Plains.

We welcome the many visitors that will come on the Special trains during this week, and invite you to visit our places of business in the towns along these new extensions of the railroad.

Lockney Produce Company

Chickens, Turkeys, Eggs, Cream and Hides Bought

WELCOME VISITORS

We welcome the visitors on the Special trains to Lockney, and invite them to visit with us while here.

We congratulate the Fort Worth & Denver South Plains Railway Co., on the completion of their lines on the South Plains and the installation of regular trains service.

J. C. Wooldridge Lbr. Co.

LUMBER AND BUILDING MATERIALS

Welcome Visitors

It is a pleasure for us to take part in the welcoming of the business men of Childress, Wichita Falls, Fort Worth, Dallas, Amarillo and the Denver official family on these special celebration trains, and invite them to make themselves at home at our place of business, while visiting in our city. We Congratulate the Denver on the completion of their extensions and the inauguration of train service.

Walker Bros.

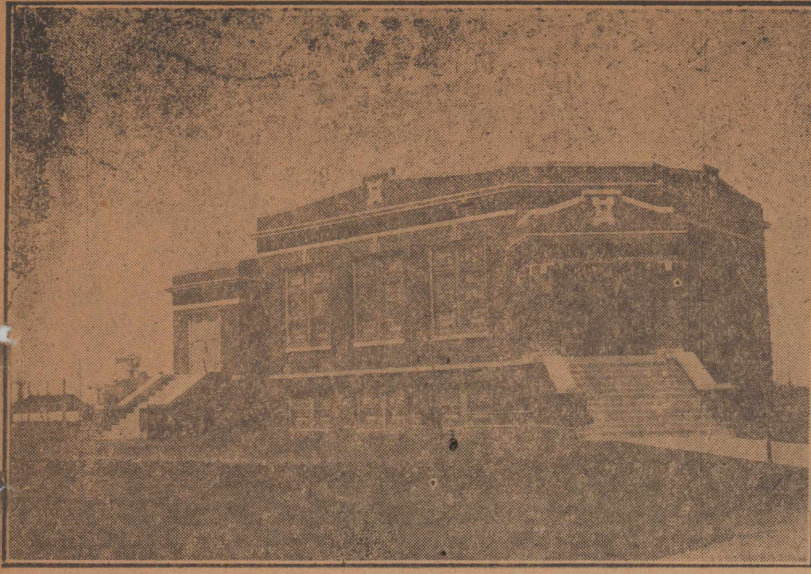
Dry Goods and Groceries
In McCollum Bldg. East Side Main, Corner of Locust

Welcome Visitors

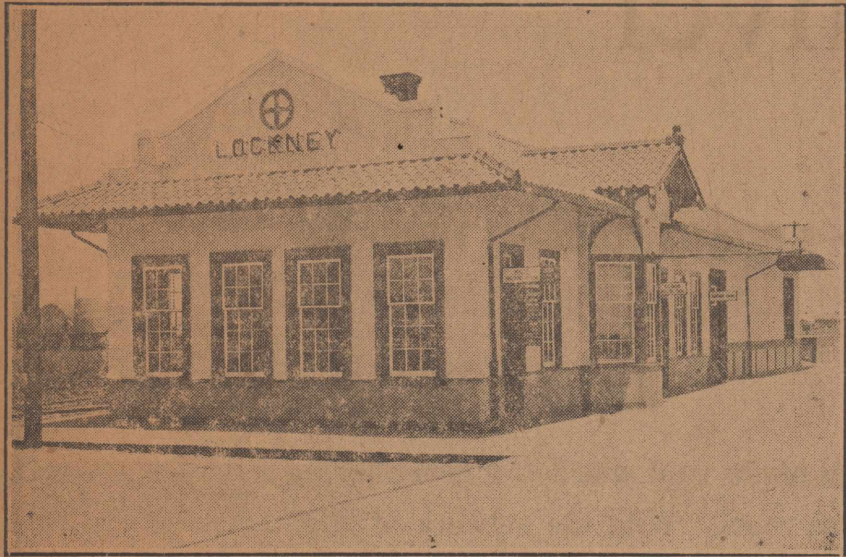
We are indeed glad to have the visitors from Childress, Wichita Falls, Fort Worth, Dallas and Amarillo to visit our town in celebration of the completion of the Denver South Plains lines, and we rejoice with them in receiving better transportation connections from this section of the state with the cities to the east.

Pennant Service Station

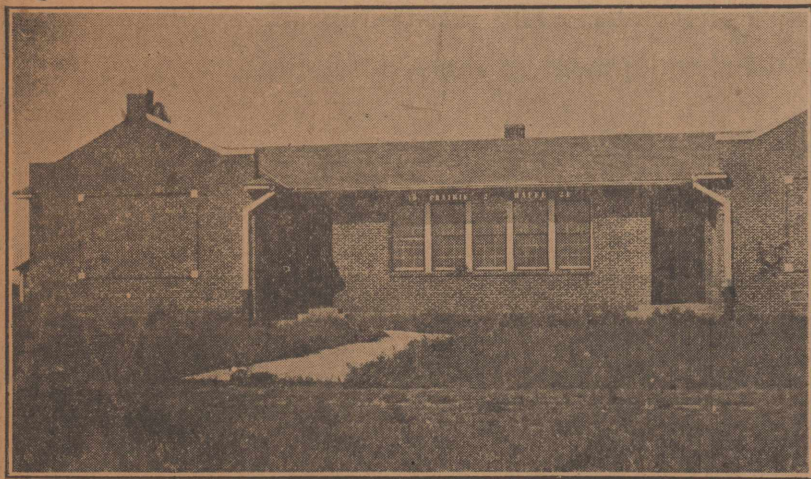
Gas, Oils, Greases, Tires, Tubes and Accessories
P. S. Shick, Mgr.



FIRST METHODIST CHURCH, Lockney, Texas.



Santa Fe Depot, Lockney Texas



Prairie Chaptl Rural School, 5 miles north of Lockney

(Continued from Page Two)
scope of education beyond the confines of mere text books.

The Lockney Schools are also fortunate in having a wide awake P. T. A. functioning under the leadership of Mrs. T. H. Stewart. This organization is the medium between parents and teachers and is developing a system of co-operation without which no school can prosper. The association now is centering its efforts on the civic problem of beautifying and equipping the playground.

The above mentioned activities are not in lieu of but are in addition to a well rounded course of school work and are always classed as extra-curricular activities. The general efficiency of the school is attested to by the fact that our graduates are entering schools and colleges all over the state and are having no trouble in making good where ever they go.

The authorities at Spearman are co-operating with the towns of Perryton, Woodward, Booker Darouzett, Follet, and Shattuck in improving the roads in that community, particularly between Shattuck and Woodward. Telephone service will also be improved.

Thirty cents per pound is the price live turkeys are bringing in Childress. Reports from the Childress Produce Co. says the supply will be about the same as last year. The demand from the wholesale companies is good at this time, but local demand is not heavy.

The sixth annual Registered Hereford cattle auction will be held at Hereford, Texas, on January 30 and 31. Members of the committee sponsoring the sale announce that over a hundred head of cattle will be sold. The sale will be widely advertised.

J. S. Neely, of Winters, who was a member of the West Texas Chamber of Commerce Motorcade to California in September, produced three peppers which placed together measure twelve inches. He is producing 400 to 500 bushels of peppers per acre.

The new \$16,000.00 school building at Ira is the culmination of a system of schools that started as a dug out, then became a one-room school, later with additions, and finally the fine brick building that is Ira's today. The opening was attended by officials and visitors.

The little town of Eola is fast becoming a little city. The latest major achievement is the securing of an electric plant, with the current to be turned on right away. Luther Cope is putting in the plant, which was formerly at Rankin.

Two companies in Brady have already opened business to handle the turkey market. It is not known how the turkey crop will compare with former years, although it is known that a large number of the birds will be sold.

WELCOME VISITORS

—on the completion of their South Plains lines and the beginning of regular train service. We appreciate the transportation facilities extended to our city by these lines, and the convenience it will be to the shippers of our town.

We welcome the visitors on the Special trains, and trust their stay in our city will be both cordial and beneficial.

Dyer Motor Co.
Chevrolet Sales and Service

We welcome the new railroad to our city

It is indeed a pleasure for this bank to welcome the coming of the new Denver Railroad to our city, and congratulate them on the speedy construction of the lines.

We also welcome the visitors from the cities that have become our new neighbors from the opening of the new extensions, and bid them make themselves perfectly at home while visiting here.

The Security State Bank

OFFICERS:

CARL McADAMS, President.
GEO. T. MERIWETHER, Vice-President.
J. C. BROYLES, Cashier.
GIP HUDSON, Asst.-Cashier.

DIRECTOR:

CARL McADAMS
GEO. T. MERIWETHER.
MRS. W. D. LONG
A. G. WIMBERLY
J. C. BROYLES

WELCOME

Fort Worth & Denver

We congratulate you on the completion of your South Plains Railway—a project requiring vision and confidence in the future of the territory you serve.

California has its "Imperial" and "San Joaquin" Valleys. Florida boasts and can well be proud of its fertile tracts but you have penetrated the heart of four million acres needing only recognition, such as you have given, and men with ambition to become the GREATEST AGRICULTURAL SECTION OF THEM ALL.

The thrill of approaching and gaining the Cap Rock to look on

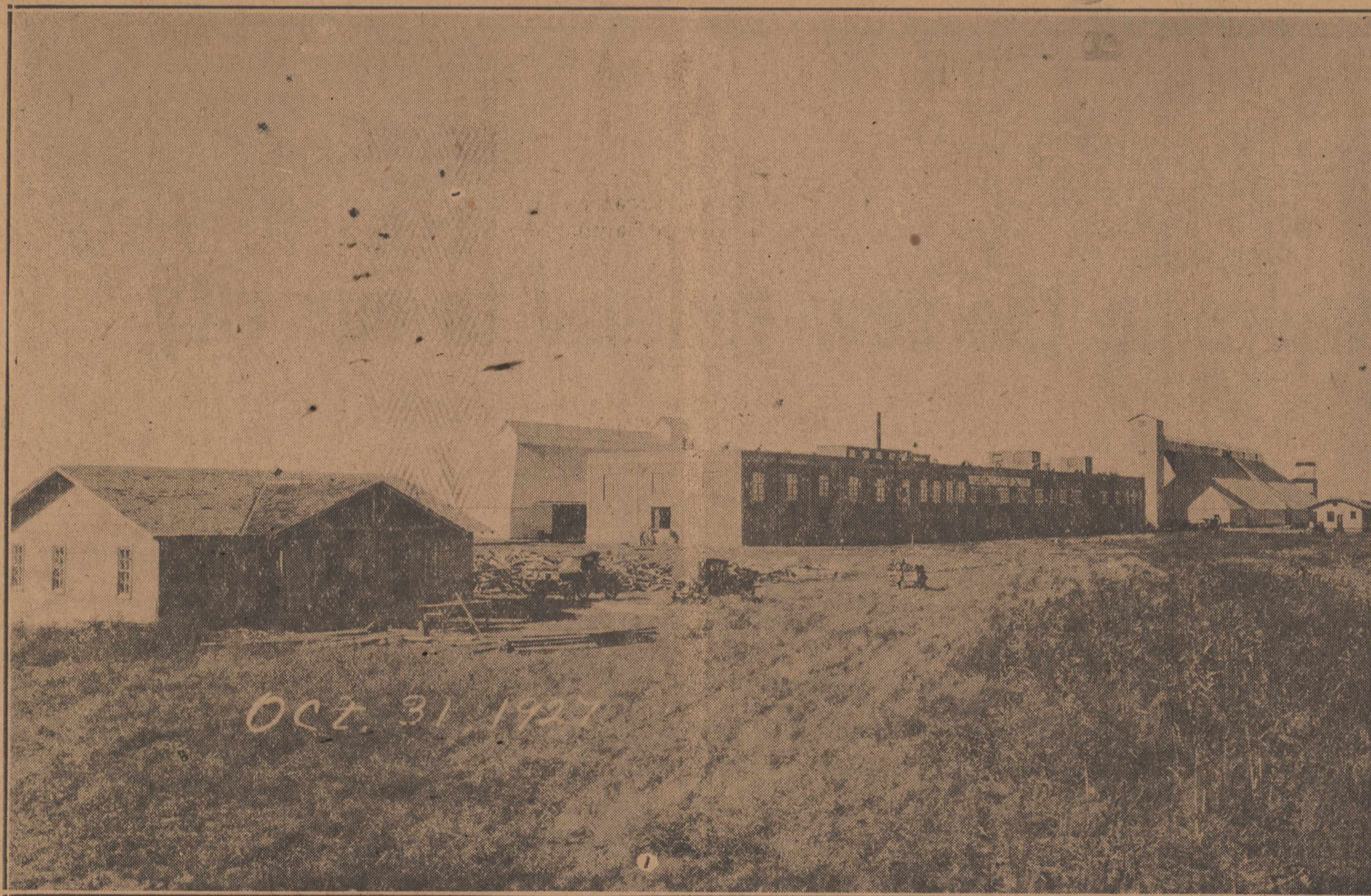
mile after mile of level fertile plains land, much of it never having been touched by a plow, was yours. With the network of High Power and Natural Gas lines and the realization that underneath this immediate area is an inexhaustible supply of water at a shallow depth—the possibilities are enormous. The satisfaction of being largely responsible for the development of these possibilities will be largely yours.

We are proud to welcome you and will endeavor to express our appreciation through the years, with

T O N N A G E

We Have:—

- Fertile Soil
- Ample Water
- Ideal Climate



We Need:—

- Colonization
- Diversification
- Irrigation

Lockney Cotton Oil Company

J. ROSS RICHARDON, President
Houston, Texas

J. C. JONES, V. P. and Gen. Mgr.
Abilene, Texas

G. C. CLINE, Sec'y.-Treas.
Houston, Texas.

H. M. MASON, Mgr.
Lockney, Texas

Feed Cottonseed Products For Profit

The Lockney Beacon

Entered April 14th, 1902, as second class mail matter at the Post Office at Lockney, Texas, by act of Congress March 3rd, 1879.

H. B. ADAMS, Editor and Owner

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

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

MEXICAN LYNCHED IN NEW MEXICO

Rafael Benavides Claimed by Noose Near Farmington, New Mexico; Was Attired in Nightshirt

Farmington, N. M., Nov. 16.—Three masked men took the law into their own hands today and lynched Rafael Benavides, believed by police to be the Mexican who early Wednesday attacked Mrs. Charles Lewis, wife of a prominent sheepman of Aztec, N. M.

Benavides was taken from the Farmington hospital where he lay with a bullet wound in his abdomen, and was hanged from a locust tree in a grove on an abandoned ranch two miles from the hospital.

Woman Is Attacked Mrs. Lewis was beaten unconscious by a Mexican who entered her home Tuesday night while her husband was on a hunting trip. The man carried her on horseback into a canyon and left her there unclotched. She wandered back to the ranchhouse and Sheriff Blancett organized a posse to search for the abductor.

Yesterday afternoon Benavides was encountered by a posse at the Murphy ranch near the Colorado line and was shot when he resisted arrest.

Men Are Masked Shortly after noon today, three masked men entered the hospital and told the nurses in charge that they wanted the Mexican. The men did not molest the nurses but told them to stand aside and they would not be harmed.

With the Mexican attired only in his bed clothing, the men took him from his bed and out of the hospital. The nurses notified Dr. A. M. Smith, who called Sheriff Blancett at Aztec. Sheriff Blancett and his deputies after a search in the vicinity of Farmington found the body of Benavides hanging from a tree in a grove on an abandoned ranch two miles from the hospital. The Mexican was still attired in the hospital nightshirt. The nurses said they did not recognize any of the men.

DIVERSIFY

A well balanced crop as we see it on a basis of 300 acre farm is, 100 acres in wheat, 150 acres in cotton, 50 acres of feed crops, the wheat and cotton could be changed to conform and the prices, or long or short crops to the overproduction of either crop following the crop to be planted.

Well informed cotton men state that without a doubt next cotton crop promises to bring a good price to say well above the present prices, they state that the surplus will be almost used up before another crop can be grown.

We believe all that plant cotton next crop will not regret it, the coming wheat price could be low unless a disaster comes to some of our best wheat belts.

These rules do not apply to all as a few can make money out of wheat while the masses lose on wheat. There has been more failures and closeouts in the West of men raising wheat only than any other one crop. Save some cotton land for 1929 as the price promises more than ever to bring a good price.

The dairy business combined with diversified farming means success in this country.

Corn, oats, and spring wheat usually fail or make short crops.

For your consideration, GEO. T. MERIWETHER.

W. T. S. T. C. News

Nov. 17.—At a business meeting of the W. T. Floyd County Club on Tuesday, November 13, Mrs. Mitchell Jones announced formally that her doors were open to members of the club at all times.

Plans were made for one club meeting each month, to be held at 7:30 p. m. on the first Tuesday in each month.

A page has been reserved for the club in the year book of W. T. Le Mirage, and members are being urged to have their pictures put in. Encouragement from our home towns may be needed to get the full membership pictured. It might be interesting to those who do not know that this club was first organized in 1913 with D. M. Hopper, now of Floydada, as president. In 1918 the membership included many who are now among the most important citizens in Lockney and Floydada. Travis Shaw, now secretary to the College of Canyon, was a member of the club that year.

Mr. and Mrs. Robin Baker, and children, accompanied by Mrs. Herman Huffman passed through Canyon Thursday to and from Amarillo. They stopped in Canyon on the return trip where Mrs. Baker talked for a while with her sister, Alice Smith.

New slickers, multi-colored, and new goloshes are the order of the day

at present. Our first snow of the season fell, alternated with rain drops, on Friday night, November 16. Friday morning lakes of water surrounded our college—Saturday morning the snow slide was busy pushing large slabs of frozen snow from the walks. The snow has brought an atmosphere of the north to Canyon. A toboggan (sled) was seen on our pavement but was not drawn by the proverbial "Old Dobbin." A stripped down Ford hauled it at the rate of about 10 miles per hour. "Fine large snow we've got" and are still getting.

McCOY

Nov. 19.—Mr. and Mrs. Guy Jackson and little daughter of Center, is visiting Mr. Jackson's mother, Mrs. J. W. Jackson.

Born to Mr. and Mrs. Orval Payne, a son, last week. Mr. Rufus Kelly is visiting Son Jackson today.

Mr. and Mrs. C. D. Thacker visited in the home of S. F. Smith, Thursday night.

Mr. and Mrs. John Crop and little son, spent Wednesday with Mrs. Crop's parents, Mr. and Mrs. Puckett, of Starkey.

Mr. and Mrs. Buster Allmond and family visited in the home of Mr. Pharr, Wednesday of last week.

Miss Lou Berry entertained the young folk of this community Friday night.

Mr. Roy Holmes, who is attending Tech College at Lubbock, spent two days of last week with his parents, Mr. and Mrs. E. W. Holmes.

School is progressing nicely at this place.

Miss Elizabeth Thacker, who is teaching school at Starkey, spent the week-end with her parents, Mr. and Mrs. C. D. Thacker.

BLANCO

Nov. 19.—There has not been much work done in this community in about three weeks, on account of the damp rainy weather. Everyone is anxious to see the sunshine.

The school opened again Monday. We are hoping that the attendance will be some what better the rest of the school.

Mr. and Mrs. Moss Howell and little son, Charles Henry, visited Mrs. Howell's parents, Mr. and Mrs. Bagwell last week.

Mrs. Wm. Snell attended quarterly conference at the Methodist church at Cone Saturday. Also Mrs. S. F. Smith.

Little Miss Ruth Snell has been sick for the last few days.

Miss Louise Thacker was the Sunday guest of Miss Opal Smith.

November 1, the largest shipment of cattle ever shipped over the new Fort Worth & Denver Extension from Quitaque was loaded. The cattle occupied sixty-five cars, or two train loads.

LAKEVIEW

Nov. 19.—Because of the bad weather, there were no services at the church Sunday. Mrs. Wayne Wright was hostess to

the Home Demonstration Club last Wednesday.

Miss Thelma Kinnard and Miss Ona Phifes, visited in Plainview last Sunday afternoon.

The Baptist ladies of this community met Nov. 11th, at the Baptist church and organized a Ladies' Aid Society.

There will be singing at the church Sunday afternoon, Nov. 25th. Everyone is invited to come and help us sing.

Our community was grieved to learn of the death of Mr. P. D. Adams. He fell while feeding late Sunday afternoon, and died in a few minutes after being taken to the house. We deeply sympathize with his loved ones in this great sorrow.

There is full attendance at school now.

Those on the Honor Roll in the primary room, for October were: Second grade—Lerabeth Newton. First grade—H. B. Chastain.

HARMONY

Nov. 19.—The continued wet weather is proving very beneficial to the wheat. Quite a few farmers have increased their number of acres of wheat since a good season is assured. R. B. Gary was a guest at the banquet at Silverton Thursday evening.

W. C. Clubb is spending the week in Amarillo.

Mrs. Jo Maxwell is visiting relatives in this community. She plans to be here several months.

E. L. Gary fell from a wagon Friday morning sustaining minor injuries.

The Women's Missionary Society met with Mrs. Chas. B. Smith Thursday afternoon.

Mr. and Mrs. L. E. Williams were guests at dinner Sunday in the home of their daughter, Mrs. Albert Clubb of Petersburg.

Tommy Gary has been very ill with pneumonia the past week. He is reported much better at present.

This church had a large representation at the Quarterly conference held at Petersburg Sunday afternoon.

LAND! LAND!

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

W. M. MASSIE & BRO. Floydada, Texas

Prairie Chapel Home Demonstration Club

The Prairie Chapel Home Demonstration Club will meet next Tuesday afternoon with Mrs. C. H. Huffman,

Sr. Because of the bad weather last week, we did not have a club meeting.

Miss Bass will be with us and give a demonstration on whole wheat bread.—Reporter.

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager

Abstracts of Title to all Lands and Town Lots in Floyd County

Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles.

Room 7, First National Bank Building Floydada, Texas

For Real Life INSURANCE See A. J. Cooper

The Southwestern Service Man of Lockney.

Radios . . .

We are showing a nice line of Radios, and invite you to call and inspect them. You can bring the world to your fireside and keep up with all the political and entertaining features of the day.

COMPLETE LINE OF ALL KINDS OF SCHOOL SUPPLIES

STEWART DRUG COMPANY

Baker - Campbell Co.

FLOYDADA, TEXAS

STORE-WIDE SALE

Opens Friday November 23

Everything included Except Stetson Hats

Be Here and Save

Advertisement for Star-Telegram Record-Telegram. Includes image of newspaper building, price of \$2.55 per copy, and promotional text: 'Why Not Read a Big Metropolitan Newspaper?' and 'BARGAIN DAYS ARE HERE!' with rates for Texas, Oklahoma, and New Mexico.

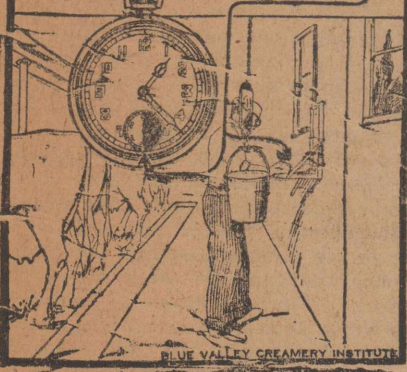
"MINUTE A DAY" MAKES MILKING PAY

Creamery Institute Finds Time Spent Weighing Out Each Cow's Milk and Feed Compensated Owner.

The 30 seconds twice a day that makes milking cows pay, explains the Blue Valley Creamery Institute, is the time spent weighing each individual cow's milk and the time spent weighing out the same cow's grain ration in order to know the exact number of pounds of grain she needs to produce that amount of milk.

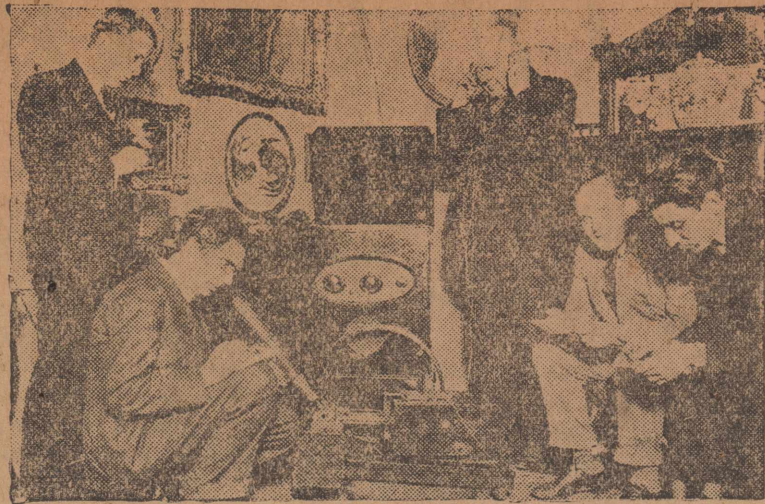
The Institute cites two nearby farms in Steele County, Minn., where accurately kept records showed a labor

The 30 Seconds Twice A Day That Makes Milking Cows Pay



Income of 7 cents an hour on one farm and 77 cents on another. A careful study of these records show that the practice of feeding each cow in the herd in proportion to her production was one of the most important factors in securing the much greater profits, which, in this particular instance was 11 times greater on a "returns per hour of labor" basis.

Dairy experts employed by the Institute to promote better feeding, better breeding and better management on farms from Pennsylvania to Oklahoma report an average saving of over 9 cents a pound on the cost of producing butterfat through the simple method of feeding each cow according to her daily milk production. These educational experts who have helped hundreds of farmers make more money agree almost unanimously that the easiest, quickest, least expensive and most practical way to increase profits from the average cow, is for the men milking cows to follow the practice of weighing each individual cow's milk production, morning and evening, and then feeding each cow according to her production.



WAITING FOR THAT "MESSAGE" FROM MARRS

London, Eng.—Dr. Mansfield Robinson, who claims to have got in communication with the inhabitants of Mars, listens-in with Professor Low (wearing glasses) and newspaper reports for a reply to the message he sent through the British Post Office Radio station at Rugby. Dr. Robinson was certain he received a reply but could not decipher it.

COUNTY BRIEFS

AIKEN

Nov. 20.—Miss Margaret Lloyd spent Sunday with Ethel Dorman.

Mrs. McReynolds spent Monday with Mrs. Elam.

H. D. Meredith and family visited with homefolk from Saturday until Monday.

Mr. and Mrs. Mullins visited school awhile Monday.

Addie Shugart spent the week-end with homefolk.

Miss Hastings visited in Plainview Friday evening.

Mrs. Meredith spent Friday with Mrs. McAvoy.

Mr. and Mrs. Hoehurst were Plainview visitors Friday.

The P. T. A. will have its regular meeting Friday night. Every parent in the community is invited to come.

We had a full demonstration of the different types of weather Sunday, when it sleeted, snowed, and rained, the greater part of the day.

We didn't have church at either of the churches Sunday.

Mrs. Birdsong was unable to render the musical program Saturday night an account of bad weather; but she intends to render it later.

Miss Edith Glass spent Saturday night and Sunday with Martha Nelle Weathers.

LIBERTY

Nov. 20.—Miss Willia Mae Wright spent Saturday night and Sunday with Misses Erma and Berma Bean.

Messrs. Bailey Bean and Scott McCormick called on Mr. Andrew Jetton Sunday.

Mr. Earl Cooper and Miss Odessa Clendennen spent Sunday with Miss Karin Bean.

Miss Odessa Clendennen spent Saturday night with Miss Karin Bean.

Mr. and Mrs. Earl Baker spent Saturday night and Sunday with her mother, Mrs. Bess Anderson.

Misses Elsie Anderson, Baby Sloan and Doudle Strickland spent Monday afternoon with Mrs. Bess Anderson.

Miss Willa Mae Wright visited the Liberty school Monday with Misses Erma and Berma Bean.

Ray McCormick and Miss Mildred Pope spent Friday in Plainview.

Miss Karin Bean spent Sunday nite with Miss Odessa Clendennen.

Mr. Autra Jones was a Lockney visitor Saturday night.

Misses Karin, Berma, Erma, and Bailey Bean were Lockney visitors Saturday night and were accompanied home by Miss Willa Mae Wright.

Miss Christalene Bean visited Mrs. A. J. Jetton Saturday night.

Miss Altha Strickland was absent from school Monday.

Misses Maxine and Asale McGuffy visited Jennie and Ruth McCormick Sunday evening.

We have two new pupils enrolled this week.

PRAIRIEVIEW

Nov. 19.—We have had quite a bit of bad weather the past week.

There was no Sabbath school Sunday on account of disagreeable weather and muddy roads.

Mr. and Mrs. King and family from Iowa are guests of his brother, Mr. and Mrs. Z. T. King.

Mr. and Mrs. Tommie Edelman and children were shopping in Plainview Saturday.

Mr. and Mrs. Willie Sammann and Mr. and Mrs. Stewart Hoover motored to Plainview Wednesday evening, seeing the show, "Kings of Kings" at the Plainview theatre.

Mrs. Dollie Hurt and children visited with Mrs. Perry Wood Thursday afternoon.

The club ladies will render a program at the school house Friday nite, Nov. 23. Everyone welcome.

Mr. and Mrs. J. W. Gamble and children visited Thursday in the McCarty home.

The box supper which was to be held at the school house last Friday night was called off on account of disagreeable weather.

Mr. and Mrs. Perry Wood, and Mr. and Mrs. H. O. Davis motored to Lubbock Saturday to visit relatives and attend a football game there.

Mr. Fred Sammann, who returned some few days ago from the Plainview Sanitarium, is doing fine and we hope for a speedy recovery.

Mr. Puckette from Bradshaw visited a few days the past week in the

Wood home.

Mrs. Walter Hurt has purchased a new Meadows washing machine.

Mr. and Mrs. F. S. Shearer and Mr. and Mrs. H. O. Davis attended a show

at Plainview Thursday afternoon.

The Watkins man, R. H. Moreland, was in our midst the past week.

Don't forget the program at the school house Friday night, Nov. 23.

HOKUS-POKUS SPECIALS

Our Specials for Saturday will be prominently displayed and tagged. Be sure to see them. It will pay you.

BIG REDUCTION

— IN —

FISK TIRES AND TUBES

Get our Prices before buying and trade in your old Tires.

BRING US YOUR VULCANIZING OR PHONE 800 FOR

FREE ROAD SERVICE WELLS TIRE CO. PLAINVIEW, TEXAS

G. S. MORRIS

We wish to thank the people in and around Lockney for their patronage on our opening last Saturday. We offer you for Specials this week.

SPECIALS

- 48 lb. Plainview Flour \$1.68
- 25 lbs. Cane Sugar \$1.67
- 5 lbs. Peanut Butter 87c
- Cabbage, per pound 03c
- Lemons, Per dozen 29c
- 30 x 3 1-2 Inner Tubes 95c
- 29 x 4:40 Inner Tubes \$1.15
- 29 4:75 Inner Tube \$1.35
- 30 x 4:50 Inner Tube \$1.50

MRS. P. O. AKINS WAS THE WINNER OF THE FREE TURKEY LAST SATURDAY

Walker Bros.



YOUR CHOICE!

Either the **Wichita Daily Times** Daily and Sunday One Year by Mail

or the **Wichita Falls Record News** Daily and Sunday One Year by Mail

With the **The Lockney Beacon**

ALL FOR

\$5.00

ONE YEAR BY MAIL

All the news of your home city and your friends—news that the larger Dailies do not give—combined with a complete digest of the world's news—sports, oil, markets. Page of comics daily—eight pages on Sunday. Will Rogers and a fine lot of features. Place your order now. This offer for a limited time only.



COUNTY BRIEFS

BAKER

Nov. 19.—Our attendance at school is still small, because the weather has been unfavorable for crop gathering. Mr. Scott was a visitor in our school for a short while last Monday. We are glad to report that Mrs. Ross Colston is able to sit up at this writing. Grandma Colston spent this week with Mr. Colston and children, while Mrs. Colston was in the sanitarium. Mr. Lee Jones spent Saturday and Sunday with his brother, W. B. Jones. Mr. and Mrs. Tate Jones, Miss Opal Nelson, Annie Graves, and Floyd D. Gilbreath, spent Saturday night in the G. L. Fowler home. Roy McCravey visited Saturday night and Sunday with W. B. Jones. Mr. and Mrs. Forest Finley visited with Mr. and Mrs. Jeff Hart Sunday. Macel Jones spent Saturday night with Jewell Williams. Dow Teafatiller visited school here Thursday. There will be a pie supper here Friday night, Nov. 23. Everybody come.

NEWLAN

Nov. 19.—Sunday was one of these stay at home days. We had all kind of weather. It sleeted, snowed, and rained. The farmers are surely getting a plenty of rest, can't do anything but go to town and a few are taking advantage of the cold weather and killing hogs. Mr. McBroom of Oklahoma has been prospecting in the Newlan community. He is thinking of locating here. We are glad to report Miss Stella Furrow able to viti. She is spending the week with Mrs. Henry Bloodworth.

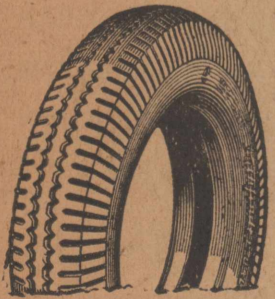
PRAIRIE CHAPEL

Nov. 21.—Every one was surprised to see the snow which fell Sunday. It makes us feel as if winter time was near. Mrs. J. S. Harrison visited in the Carthelhome Tuesday afternoon. Mr. J. B. Teaff left last week for Temple, Texas, where he will spend the winter with his uncle. Mr. and Mrs. W. A. Carthel were Lockney visitors Wednesday. Mr. and Mrs. Johnson from Fort Worth spent Tuesday night with her sister, Mrs. Ruhard Houghton. Several in the community are sick with bad colds. We haven't had a very large attendance in school this week, but more keep coming in all the while. Perhaps we'll soon have a full school again. Quite a few from this community went to Lockney Wednesday to be at the parade. Several new pupils have entered school this week.

ANTELOPE

Nov. 20.—The box supper here Friday night brought \$180 dollars. This was used to finish paying out our Delco lights. There was a cake for the ugliest man, and a pie for the second ugliest. Louie Coffee has been on the sick list for the past week. Mrs. Alvin Cooper has been sick the past week. Mr. Killis Holt went to Spur Monday on a business trip. Mrs. Martin of Ralls is visiting her brother, Mr. Ted Jones. Mr. and Mrs. Frank Suddith of Roaring Springs, spent the week-end with Mr. and Mrs. Moore. Several visitors from Lakeview were here for the box supper Saturday night.

How Many Bargain Tires Are Real Bargains?



Isn't it better to pay a little more for a tire you know than to ride in fear and trembling on a "bargain" tire? "Bargain" tires are short lived, and in the end you've lost everything including your temper—and nothing to show for it. Buy United States tires from us—ride comfortably and save money.

Messemer Garage Lockney, Texas

day night. Donna Mae Aston spent Tuesday in Lubbock, visiting friends. Mrs. Roy Caplinger spent Monday with Mrs. P. H. Thomas.

MUNCY

Nov. 19.—The attendance at school has been very good the past week, as the rain has kept the people out of the fields. Mr. Claude Nichols spent Saturday night with his parents. Mr. Nichols and Mr. Dicus spent Sunday afternoon with Mr. Vandergriff. Misses Susie and Alvie Smalley were in Lockney Saturday. Mrs. Gladys Cagle spent last week with her sister, Mrs. John Smalley. Arch Muncy Saturday night. Mrs. Hugh Carroll visited Mrs. Messrs. Jack and Earnest Hough visited Edd Muncy and wife Thursday. Mmes. Edd and Bob Muncy were in Floydada shopping last Monday. Bro. R. E. Bost, R. E. L. Muncy, and T. S. Stephenson, attended the Southern Baptist Convention, at Mineral Wells last week. Mr. W. G. Ferguson and family were in Lockney Saturday. Mr. J. A. Fewell and family are moving to Plaska for another year. Ervin Hopkins visited at the J. F. Biggs home Sunday afternoon.

PROVIDENCE

Nov. 20.—It has rained so much

here lately the roads around here are most impassable. Mr. and Mrs. Lee Bennett spent Saturday night and Sunday with Mr. and Mrs. Doc Bennett. A few of the young folk of this community attended a party at the home of Mrs. Doc Bennett. A few of the young folks of this community attended a party at the home of Mr. and Mrs. Earl Blackerly of the Whitfield community Saturday night. Messrs. Wyatt and Harold McLaughlin left last week on a hunting trip. Mr. and Mrs. Willard Phillips spent Monday afternoon in the O. L. Bennett home. Mr. and Mrs. Homer Abney spent the day with home folk near Lone Star last Sunday. Mr. Horace Camp was in Plainview on business Saturday afternoon. Mr. and Mrs. A. A. Brock have returned back to start teaching school again. Miss Irene Gilbreath spent Friday night with Bonnie Nell White. Mr. Edd McCellan is visiting in the Durham home.

Roberts Move to Lockney Mr. and Mrs. L. M. Roberts of Erick, Okla., have moved to Lockney to make their home, and will be connected with the J. W. Ginn Grocery Store in this city. Mr. and Mrs. Roberts will assist Miss Ruth Ginn in the operation of the store, and will be glad to make the acquaintance of the Lockney people.

NOTICE

I have taken over the Knox Produce house and it will go under the name of Farmers Produce from now on.

Your business will be appreciated—Give us a trial.

FARMER'S PRODUCE COMPANY

J. T. MEADS, Manager

SPECIALS

BROOM FREE with each \$5.00 Purchase

100 lbs. of Sugar \$6.50

1 lb. M. J. B. Coffee 57c

Small, size oats, 2 for 15c

Best Peaberry Coffee, 3 lb. for \$1.00

No. 2 1-2 Can Dill Pickles 20c

White King Washing Soap, 3 for 21c

Sweet Potatoes, per basket ... \$1.75

5 lb. Peanut Butter \$1.00

Mr. and Mrs. L. H. Roberts of Erick, Oklahoma, have located here and will be connected with this store in the future and will assist Mrs. Ruth Ginn in operating same. We will be glad to have you call and get acquainted with these people.

J. W. GINN GROCERY

OPENING SATURDAY

We are opening our furniture and hardware store in the Watson building on east side of Main Street and ask the people to call and get acquainted.

We will make special prices on furniture and hardware as an introduction to the people on that day.

Cooper Bros. Lockney, Texas

HELPS-SELFY A LOCKNEY INSTITUTION HELPS-SELFY Owned and Operated by Smalley & Son

Saturday Special LOOK - LOOK

M-J-B Coffee

is recommended by us because it has a delicious flavor, not found in any other coffee.

M-J-B is known as "The Quality Coffee of America."



M. J. B. Coffe, the best in town 3 lb \$1.57

Sugar per 100 pounds \$6.25

Cabbage, per pound, and they are fine 03c

Crackers, 6 lb box 74c

We will have a Salad dressing demonstration here at Helps-Selfy Saturday. It will be demonstrated and explained to you.

Many of our specials will be bulletined on our window Saturday.

(Continued from Longhorn Page)

JOKES

Hot Time in the Old Town
A doctor, walking home late one night saw a fine auto parked outside a cemetery. He hid behind a tree, for he suspected that body-snatchers were at work; and, sure enough, in a few minutes he saw two body-snatchers stagger from the cemetery carrying a body. They placed it upright in the auto as though it was alive, propping it securely in the back seat, and then they hurried back to fill the violated grave again.

The doctor in their absence, lifted the body out of the auto, hid it under a hedge, and took its place himself. Soon the scoundrels returned; one seated himself at the steering wheel and the other seated himself in the back seat beside the body, so as to support it, then, in the darkness they drove off.

After awhile the man in the rear seat said in a rather awed tone, "This body seems mighty warm for a corpse."

The chauffeur reached back his hand and touched it. "Don't it, though!" he muttered between perplexity and fear.

Then the corpse, in deep, sepulchral tones, exclaimed, "Warm, of course, I'm warm; and if you had been where I've been for the last two days, you'd be warm, too!"

With loud yells of horro the body-snatchers leaped from the auto and fled. The doctor took possession of the machine and drove it home. He has it they say still.

Carl McAdams: "Say, Coach, you are a sight! Why you are pasted with chewing gum. Get mixed up in a candy store?"

Coach: "Worse than that. I attempted to umpire a baseball game between two girl teams."

Mrs. Newly-wed: "Have you any nice slumps this morning?"

Butcher: "Slumps? What are they?"

Mrs. Newly-wed: "I don't know but my husband is always talking about a slump in the market, so I thought I'd try one."

"When did Moses live?" asked Mr. Reid.

The class was silent, so he continued: "Open your books and read the page about Moses. What did it say?"

After a pause M. D. said, "It says

S. T. Cooper, D.C., Ph. C. CHIROPRACTOR

(PALMER METHOD)
Office upstairs next to First National Bank.
No charge for spinal analysis.
Phones: Office 101; Res. 172

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General Practice
Booth Bldg.
FLOYDADA TEXAS

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

FIRE WORKS

See us for your fireworks, toy balloons, toys, and dolls.

SOUTH PLAINS ART CO.

607 and 621 Ash St., Plainview, Texas

WILSON STUDIO & ART SHOP

FLGYDADA, TEXAS
POTRAITS, VIEWS, PANORAMA VIEWS
KODAK FINISHING, ENLARGING ART PICTURES AND FRAMING

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

GRADY R. CRAGER

UNDERTAKER & EMBALMER
Hearse To All Parts Of The Country
Day Phones 126 and 121 Night 79
In Crager Furniture Company
Day and Night Service
Lockney, Texas

Protect Your Family and Business

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

FARM LOANS

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

Room 2 1st Nat'l Bank Bldg.
Phone No. 96
W. R. CHILDERS and W. C. ROBERSON
Agent

"Moses 4000 B. C.?"

"Then why didn't you know when Moses lived?" demanded Mr. Reid.

"Well," said M. D. "I thought that was his telephone number."

Miss Collins: "James can you name a city in Alaska?"

James: "No'm."

Miss Collins: "Correct."

Arnold: "Mother, I made a hundred on two subjects today."

Mother: "What was it on, dear?"

Arnold: "I made forty on English and sixty on history."

Miss Neil: "Esther Mae, would it be proper to say, 'you can't learn me something.'"

Esther Mae: "Yes'm, it would."

Miss Neil, amazed: "Oh, well perhaps you will tell me why."

Esther Mae: "Cause you can't."

Miss Simpson had been telling the members of her class about the landing of the pilgrims at Plymouth, Massachusetts. She suggested that the pupils each draw a picture of the Plymouth Rock. Lee Kinney started, then hesitated, and raised his hand, "Please, Miss Simpson," he asked, "do you want it to be a hen or a rooster?"

"Ralph," asked Miss Mason, "did you throw those wads that are sticking on the blackboard?"

"No ma'am," replied Ralph, "mine didn't stick."

Do you know the sacredness of common sense? See "Thursday Evening," November 23.

Say, have you bought that ticket to the Follies? They're going, going, g-o-o-n-e.

Annabel Love! Come and see if you don't want to call her by her last name.

CEDAR

Nov. 21.—Cotton picking has been hindered a lot the past three weeks because of bad weather.

There was no Sunday School at either church Sunday on account of rain and snow, which fell practically throughout the day.

Little Albert Cypert happened to the misfortune last week of getting his arm broken just above the wrist while trying to crank a car.

Mr. John Clendennon is building a new house on his East quarter section of land, also having a well drilled.

Mr. Roy Shields and family spent Saturday night and Sunday with Mr. and Mrs. E. C. Durham.

Mattie and Agnes Taylor spent Saturday night with their aunt, Mrs. John Kelly.

Mr. and Mrs. Tom Fortenberry spent Saturday night with Mr. and Mrs. Bass Cypert.

Mr. and Mrs. Clarence Guffee carried their infant son to Lockney Saturday evening for medical attention.

Mr. Buster Cooper, who has been working for C. V. Lemons for the last few months left Tuesday for his home.

MAYVIEW

Nov. 19.—Everybody is enjoying good health, with the exception of a few colds.

It snowed here most all day Sunday, also some sleet and rain fell, too. There was no Sunday School, singing, or B. Y. P. U. at this place Sunday on account of the bad weather.

Mr. Chapman and son, Morris; Herman Chapman and son, Buddie, returned to their homes at Cedar Hill and Red Oak near Dallas, a few days ago.

Herman Cardwell and family of Dallas, returned to their home today.

They have been visiting their parents, Mr. and Mrs. J. R. Cardwell, for the past three weeks.

Mary Edwards is home with her for a few days, after which she will parents, Mr. and Mrs. H. E. Edwards, again enter Tech College, at Lubbock.

Mr. and Mrs. J. R. Cardwell and Mary Lou, and Herman Cardwell and family, spent Saturday night with Mr. and Mrs. Hatley of Floydada.

Norman Payne and Arlie Emert spent Sunday with Mr. and Mrs. C. A. Smith.

School opened again this morning after having been closed four weeks for cotton picking.

Davis spent the week-end with home-folk.

Next Sunday is Bro. Shannon's day to preach at this place.

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TO THE PUBLIC

Service - Credit - Delivery —

We are still selling to the responsible people of Lockney and surrounding country on 30 days time giving the best of service, and delivering the goods to the citizenship of Lockney, with our special delivery wagon.

If you pay your accounts promptly and want good service come to see us, we are your friends and will be glad to serve you.

RILEY & BREWSTER

WANTED—New Maize Heads

and bundle feed to be applied and notes and accounts

Baker Mercantile Company

See Dorsey Baker

Four Reasons for doing Business with this Bank

- 1—RELIABILITY
- 2—ACCOMMODATION
- 3—ABILITY TO HELP YOU
- 4—CONVENIENCE

Four Mighty Good Reasons Why You Should Make this Bank Your Financial Headquarters

WHY NOT INVESTIGATE TODAY?


The Security State Bank

School opened again this morning after having been closed four weeks for cotton picking.

Davis spent the week-end with home-folk.

Next Sunday is Bro. Shannon's day to preach at this place.

Older Folks Need SMAX
Builds Energy and Health



SMAX, the All Wheat Cereal, is the ideal food for older folks. It contains all the Bran, nature's laxative, as well as the strength and energy giving parts of the wheat and is easily assimilated. Easy to prepare—cooks in 3 minutes—and is so delicious.

AUTOMOBILE — FIRE — LIGHTNING
LOANS — BONDS
INSURANCE
MONROE-SPEEGLE
AGENCY
LOCKNEY, TEXAS
HAIL — WINDSTORM

"You Can't Beat Our Loans"
Phone 185

SOMETHING NEW IN GAS HEATERS

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

SOUTH PLAINS LUMBER CO.
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When Men Talk Business

It is a real pleasure to us to have you come here to talk over business deals, asking our advice upon problems that you are not certain how to handle. Our facilities are yours whenever you wish.

THE FIRST NATIONAL BANK
A SAFE DEPOSITORY FOR YOUR MONEY
"There is no Substitute for Safety"

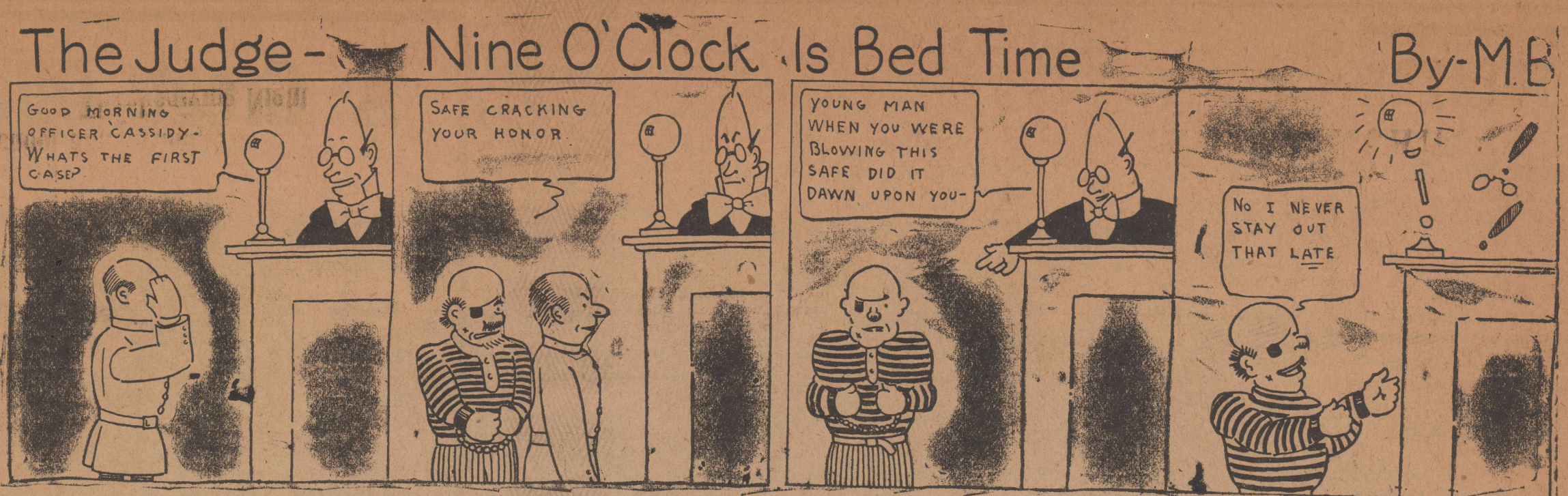
for 1929
ATWATER KENT RADIO
good
Battery Sets
at
new LOW prices

MODEL 48 is a powerful 6-tube set. It has fine tone, gets distance, is selective; the FULL-VISION Dial is simple. It keeps on working, day after day, without trouble, because dependability is built into it. It comes in a cabinet of solid mahogany. Yet it costs only \$49 without tubes or batteries.

If you must have extra power, extra selectivity, here's Model 49. It uses six tubes, but is slightly larger than Model 48, and has an antenna adjustment device that assures unusual range or selectivity. In mahogany it costs only \$68, without tubes or batteries.

Can you beat that for value? We'll be glad to demonstrate.

Easy Terms—
Come today!
Baker Mercantile Co.



WANT COLUMN

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

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

QUIT worrying about Christmas shopping the gift that only you can give, Your Photograph. -Meador's Picture Shop, Lockney, Texas.

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

FOR SALE - One 5 room house with bath, screened back porch, sewer connection, city water, hot and cold water in kitchen and bath room, wind mill, garage, will sell worth money, terms to reliable party. -See E. O. Baker. 6-tfc

CHRISTMAS PHOTOS should be made now. Arrange for the sitting today. -Meador's Picture Shop, Lockney, Texas.

FOR SALE - Gentle pony for children to ride. -See Paul Bybee at school, or call Mrs. Geo. Traylor, Phone 1301. 7-tfc

FOR SALE - Whipper Coach, almost new, on good terms. -See L. A. Cooper.

LESS than sixty days to have your Christmas Photos made. Make the engagement now. -Meador's Picture Shop, Lockney, Texas.

LOST - Some where between R. L. Lackey place and South Plains, a 30x5 truck casing on Ford rim. Finder return to R. L. Lackey and receive reward. 9-3t-nd

WANTED - Men to learn electric welding for pipe line work, lots of good jobs open. -See Gene Simpson, rear of Ford Garage, Lockney.

FOR SALE - One 10x20 granary, in A1 condition. -See Dorsey Baker.

LOST - Bunch of Keys. -Return to J. H. Anderson Barber Shop.

WANTED - Sales-lady for Lockney and surrounding territory. Write Box 2691 for full particulars, Goss Brothers, Amarillo, Texas.

B. T. Williams of Cleburne, Texas, was here last week visiting L. M. Honea, and buying maize heads.

FOR SALE OR TRADE - 200 yellow Buff chickens, two tandem discs, two 2-row go-devils. -See Edd Muncy, Phone 9020-F12. 10-2t-pd

FOR SALE - Improved half section of land in nine miles of Texico, New Mexico. Price \$16 per acre, \$1,400 cash, balanced good terms. -M. A. Crum, Friona, Texas. 10-2t-p

TATE-LAX

SWEET OR BITTER

For Rheumatism, neuralgia headache constipation, liver and stomach trouble, and kidney disorders. Satisfaction guaranteed. Ask your druggist.

CARD OF THANKS - The members of the Chamber of Commerce and the citizenship at large wish to especially thank Mr. Z. T. Riley, Mesdames E. E. Dyer, G. S. Morris, and Carl McAdams, and the church organizations of the town, and the High School Pep Squad, for their taking hold of and supplying the lunch and serving same to the visitors on last Wednesday afternoon, when the special celebration trains over the Denver were in the city.

CARD OF THANKS - We wish to thank the many friends and neighbors for their kindness and sympathy during the illness and sickness of our beloved son and grandson, and for the beautiful floral offering. May God bless and keep you all in our prayer. -C. R. Wofford and family, Mr. and Mrs. C. A. Wofford, and Mr. Sparks.

VARIOUS PLANS TO STEAL TIME AND MONEY FROM THE UNWARY

Bankers Association Official Tells How Young People Are Fleeced in "Hokum Pokum" Movie Scheme - The Investor Loses Savings by Listening to Messrs. Slick and Smooth.

By W. R. MOREHOUSE Public Relations Commission, American Bankers Association

THE fabulous salaries paid stars of the first magnitude, and the publicity of the "movies" naturally create longing in the breasts of thousands of our young Americans to get into motion pictures. Because so many are ready to leave home, and risk everything on a fling at motion pictures, unscrupulous persons have devised ways of fleecing these ambitious young people out of their savings. "Hokum-pokum" schemes of various kinds are used with great success. Fake courses in the art of acting before the camera, fake courses on how to make-up, fake registration gags and screen tests, are among the schemes used to separate these thousands of young people from their cash.

The pilgrimage to the motion pictures centers by thousands of novices usually ends disastrously for the pilgrims. Naturally a few are successful, but only a very, very few, the ninety and nine meeting with disappointment. The truth is, the number of persons who seek to "break into" the movies exceed the number of available positions by one hundred to one, while in the realm of popular stars it is thousands to one.

Don't be misled by the promises of promoters of hokum-pokum schemes that there is room for all, because this last year over 100,000 young people knocked at the door for admission and were turned away because there was no room on the inside for them. Consult your banker or address the National Better Business Bureau, New York City, for information or advice regarding any enterprise that seeks to gain possession of your money. They will give disinterested counsel before it is too late.

Also let every investor approached by either Mr. Slick or Mr. Smooth with a proposition yielding big dividends remember that such assurances always spell financial danger ahead. To every investor who is inexperienced in making investments, in other words perhaps just a little green and perhaps a little too easy, any offer coming from this source should be like a red flag warning to come to a complete stop.

Such investments as Mr. Slick or Mr. Smooth offer are too good to be true and therefore they are not true. Slick, Smooth and Company are not miracle workers although from their sales talk you would infer that they could make you rich as if by magic. No, they are not miracle workers - just slick and smooth.

The Estate Gag

Twenty-four "estates" representing 5 1/2 billions of dollars have been used as bait to interest a lot of savers and finally bleed them of their savings. The scheme is built around a supposed search for the heirs to certain phantom estates. At all costs these heirs must be found. Every person who can by any hook or crook, figure it out that he is in anyway related to the deceased are urged by some shyster lawyer or genealogist to send in their names and their life history.

Soon they receive glad tidings telling them that their family tree can be traced back to the deceased, in fact they are a direct descendant and an heir at law. Like fake raffles everybody who responds to the search is found to be a winner - in other words an "heir." Here is where the rainbow chaser gets trimmed. Before his claim to the mythical thousands can be pressed so as to insure success a demand is made on him to advance attorney's fees and pay the expense of tracing through his genealogy.

Wells and America

Mr. H. G. Wells made a survey of the United States a number of years ago. In the book, The Future in America, which he published as the result of his research, he asked: "Is the average citizen honest? Is he a rascal in humbug and grain? If he is,

Not surmising that he is being trapped and seeing only the big inheritance which he is led to believe he will soon receive, he draws the amount necessary from his savings account and sends it on, not knowing he is actually throwing it away. But he is for like thousands and thousands of other rainbow chasers, he parts with it for the last time.

So-called estate schemes which have produced thousands of "heirs" and at a



W. R. MOREHOUSE



The Pilgrimage to the Movies

heavy loss to them have been worked under the following names: Baker \$ 250,000.00 Chadwick 37,000.00 Edwards 90,000.00 Ingraham 500,000.00 Hyde 360,000.00 Jennings 400,000.00 Hedges 250,000.00 Kern 200,000.00 Leak 100,000.00 Shepherd 175,000.00 Trotter 200,000.00 Chase 1,800,000.00 Townley 500,000.00 Webber 50,000.00 Weiss 20,000.00

Again, before parting with your money in any scheme you do not know all about consult your banker or a Better Business Bureau.

the future can needs be no more than a monstrous social disorganization in the face of divine opportunities." Whatever the future may have in store for us, Mr. Wells' phrase is a good description of large portions of the past as seen with Tammany Hall as a focus. -M. R. Werner in Tammany Hall.



A Mark of Distinction

-to be well dressed and yet modestly dressed- it can be attained in Curlee Clothes.

Conforming to our policy of offering for sale quality merchandise we are showing Curlee Clothes in the latest styles and means.



Sturdy shoes are required for school and play and we have been unable to find any better than Peter Weather bird shoes for boys and girls.

New Merchandise Arriving Daily

SPECIALS for SATURDAY

- Choice entire stock \$1.00 belts 78c
- Boys' Khaki long pants \$1.50 Hawk brand \$1.24
- Men's Hawk brand khaki or sand color pants \$1.85 grade \$1.40
- 75c package Joancaire Face Powder 55c
- Children's hose 25c grade, all colors sizes 6 1-2 to 9 1-2 19c
- \$1.00 Joancaire Face Powder 75c

SAVE THE SILVERWARE COUPONS BAKER MERCANTILE CO.

"The Store With the Goods"

Thanksgiving Special

Big Free Entertainment - Everybody Invited

Ladies bring your boxes for a big BOX SUPPER for the benefit of Lockney Odd Fellows Lodge No. 682.

PLENTY OF MUSIC - A GOOD PROGRAM PLENTY OF FUN

High School auditorium, Thursday, Nov. 29 Thanksgiving Night