

THE LOCKNEY BEACON

Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section

VOLUME TWENTY-NINE

Lockney, Texas, Thursday, January 2, 1930

Annual Banquet Will Be Held Here Jan. 21

Annual Banquet of the Chamber of Commerce Will Be Held Tuesday Night, January 21

Meeting of the chamber of commerce today at noon it was the annual banquet on Tuesday, January 21. The newly elected officers for 1930 will be announced at the meeting.

Members of the chamber of commerce after the banquet. Seated at the table are: E. M. Cornwell, president; J. E. Stephens, secretary; and others.

Decorations committee members: E. M. Cornwell, J. E. Stephens, and others.

ROBERT KING DIES OF INJURIES RECEIVED IN ACCIDENT

Robert V. King, 54, died at the Floydada Sanitarium of injuries received late Christmas afternoon when run over by his truck, which hurt him so seriously that he lived only thirty-six hours. Mr. King was returning home from work and as he was coming up a hill the truck stalled. He got out to put a rock under the back wheel and in doing so fell and the truck rolled over his body.

Funeral services were held at Roaring Springs, Saturday afternoon at 3 o'clock. He is survived by a married son who lives in New Mexico, and a daughter who lives in the Cedar Hill community.

Plateau Singing Convention News

Lubbock County Convention Elects Officers at Abernathy On Fifth Sunday of December

Chaves County Convention to Dexter, N. M., On First Sunday in January

(By John F. Taylor, President of the Lubbock County Singing Convention, member of the great Plateau organization, held their regular meeting in Abernathy on the fifth Sunday in December at which time officers were elected for the ensuing year.

The officers as elected for 1930 are: President, S. B. Summers, 2308 8th St., Lubbock; Vice-President, R. S. West, Walworth, Texas; Secretary, Mrs. J. T. Pace, 2123-17th St., Lubbock, Texas; Advisory Committee: D. W. Fortenberry, A. P. Temms, and J. S. Medley.

A unanimous pledge of royalty was pledged the Plateau organization by the Lubbock county group.

Cecil Gunn, concert artist for the Stamps Music Company, attended the Lubbock County convention and rendered a program that was well received by those in attendance.

The home office of the Plateau organization has received a shipment of 500 copies of Stamp's P. P. song books.

Your president included the Stamps School of Music, of Dallas, Pa and Henderson, of Keene, Texas, Elisha Taylor, of Abilene, Dr. W. J. Huguley and wife, of Dallas and J. W. Chandler and family of Stamford on his Christmas vacation, this past week. Lockney was broadcasted as the MECCA OF SONG IN 1930.

Work on New Buildings Progressing Rapidly

New Post Office and Hammonds & Co. Buildings Now Under Construction

The contractors for the new post office building and the new building being erected by Hammonds & Co. in this city, are now at work on the jobs, and have much of the material on the ground. The foundation is now being laid on the post office building, and the brick work will begin within the next few days.

The brick layers and carpenters are now busy on the Hammonds & Co. building, and it is expected to be ready for occupancy by the first of March.

The new Isis Theatre building is expected to be ready for the taking picture machine and fixtures to be installed by the 29th of January, and if the new seats for the building arrive by that time, Mr. O'Hearn, the owner, expects to have the show opened and ready for business on or before the 1st day of February.

Visits to Mr. and Mrs. Sam Box, of the Liberty community, Saturday, December 28, a boy, Glen Smith, of the Liberty community, Sunday, December 29, a girl, R. C. Yarbrough of the Pleasant Valley community, Thursday Dec. 26, 1929, boy named R. C. Jr.

Bishop Goes to Plainview C. of C.

S. W. Ross Becomes Secretary of the Floydada Chamber of Commerce Beginning January 1st

Eddie Bishop, who has been secretary of the Floydada Chamber of Commerce for a number of years, has resigned that post to accept the post of publicity man for the Plainview Chamber of Commerce, and moved with his wife to Plainview on the 1st day of January.

Mr. Bishop has been an untiring booster for Floyd county and the Chamber of Commerce. He was connected with the Floydada C. of C. He was a "Home Guard" the Floydada job being his first experience in chamber of commerce work, and he made so good in the job that Plainview made an effort to secure his services, offering him a promotion, which he accepted.

This is the second secretary that Plainview has taken away from Floydada—Maury Hopkins, present secretary of the Plainview Chamber, having started his career as secretary of the Floydada organization.

Mr. S. W. Ross, of Floydada, who has been advertising man for Martin Dry Goods Co., of that city, for several years, was elected to the secretaryship of the Floydada Chamber to succeed Mr. Bishop. Mr. Ross is a genial, wide awake citizen of the town, and says that he expects to devote all his time to the upbuilding of the entire county and the South Plains. He began his duties in Floydada on the first of January, and we believe that he will make a great success of his new job.

A Family Christmas Dinner

Mr. and Mrs. Marvin Morton of Kress, Texas, served Christmas dinner to their mother, brothers, sisters, uncles, aunts, and cousins. The guests were: Mr. and Mrs. Phil Arthur, and family, of Hereford, Texas; Mrs. Emma Waller and sons, William and Nat, Mr. and Mrs. Hugh Trussell and family, also Dr. and Mrs. S. T. Cooper and Mrs. J. M. Sherman, and boys, all of Lockney, Texas.

Master Hugh Jr. and Arnold Cooper decided to try ice skating on the fish pond but the ice proved too weak, so they had to be dried out by the heater, but still they said they certainly had a good Christmas.

Everyone expressed themselves as having had a wonderful time with plenty to eat and hope next Christmas will come next year a little sooner. Donated.

Floydada's Younger Set Guests in Lockney Home, Dec. 27

Friday evening, December 27, a number of the younger set of Floydada were guests of Misses Rexine Sams, Annie and Alice Stewart at a bridge party at their home here.

After several hours of bridge and informal conversation refreshments were served to the following: Misses Helen and Maurine Hay, Wanda Tarwater, Ina Rae Cummings, Blanche Hilton, Messrs. Woodrow Tarwater, Hearson Wright, Russell King, Truett Spence, Ray Crabtree, John Key West, Otto Johnson, of Floydada; Misses Rexine Sams, Alice and Stewart, Estelle Byars, Messrs. Fred Cooper, Carl Mann, of Lockney.

Candidate Crop Now Making Appearance

Many Candidates Announce This Week for the 1930 Election Which Will Be Held July 26th

Below you will find the announcements of several aspirants for office subject to the Democratic Primary, which will be held on Saturday, July 26th. The boys and girls are getting an early start, and you may expect to be approached at any time from now until election day by one or more of these people, soliciting your vote and influence in their favor.

The state campaign has put on the appearance of a "Hot One" in the governor's race, and there are indications that there will be several interesting races in the county affairs this year. Of course, the Beacon man welcomes all who want to enter the campaign, as the announcement of each one means a few more dollars to us, and the more that gets in and gets their "Feet Wet" the more velvet it is for us, so we want every office holder to have an opponent this year as we need the money.

Below are the announcements of those who have authorized us to announce they are offering for office this year:

T. Z. REED ANNOUNCES FOR COMMISSIONER

To the Voters of Precinct No. 2: Ladies and gentlemen: In making my formal announcement for commissioner, I am aware of the fact that I ask you for a very sacred trust, as the office of commissioner is one, if not the most important, in the county, for it is not only a legislative office, but a trustee office as well, as the commissioners' court makes the levy for the county funds and sets a board of equalization to regulate the county values and assessments. They also have the county buying power of material used in the county. After the tax has been collected, each commissioner receives into his care his pro rata of the road and bridge fund to be spent on roads and bridges, therefore, the commissioner is the trustee presumably of such money, and he alone is responsible for the spending of it, then you do not wonder that I claim to ask for a very sacred trust. My number of years as mayor of the town of Lockney has taught me no matter how small the office or pay it requires much time and attention to discharge the duties of the office.

When I was elected mayor of Lockney, first in 1910, \$1,000 was the total collections for the city and when I closed my last term in 1929 the collections were \$15,000, and through all my services as mayor, which I think was 11 years, I found the duties just the same, but the work not so heavy. As to how well I performed my duties it is a matter of record in the minds of the people and the City Record, if I should be elected commissioner at the coming election, I will be glad to use my past official experience (which is closely related to the commissioners' office) and endeavor to serve you well. I am fully aware that by the time the next commissioner takes his seat in office the duties will require his full time, which I shall be glad to render.

My past record shows that I have been very careful with financial affairs and have now said to my credit that the end of all my terms the city has shown vast improvement over that at the beginning and should I meet with success at the hands of the voters in the coming election I shall endeavor to serve the county in like manner.

Respectfully,
T. Z. REED.

To the Voters of Floyd County, Texas:

All too quick for me at least the time has come to again announce for office. I have served you as county clerk for the past three years. I have done my best to give you good and faithful service as you know the clerks office is the record office, his duties are many and varied, he is Clerk of the County Court and keeps all of the minutes and Fee books under the direction of the county judge. He is clerk of the Probate Court and keeps all the minutes and Fee books of the Probate court under the direction of the County Judge. He is clerk of the Commissioners' Court and keeps the minutes of said court, writes all warrants to pay all accounts of the county under the direction of the Commissioners' Court, keeps a record of all funds received and disbursed by said county and makes a report to said county every three months showing amount received and disbursed in each fund of which we have seven at the present time, in fact, it is one of the biggest booking jobs in the county. He records all deeds, releases affidavits,

Another Old Is Called

L. A. Gunn Dies at Home in Lockney After Lingering Illness of Several Weeks

Mr. L. A. Gunn, age 82 years, 7 months, and 15 days, died at his home on North Main Street, in Lockney, Monday morning, December 30th, after a lingering illness of several weeks.

Mr. Gunn was born in Virginia on May 15th, 1847. He was married to Mary Elizabeth Jones in Howard County, Arkansas, and was the father of nine children, two being dead and seven surviving him at the time of his death. The living children are: Hershel Gunn and Mrs. Ira Broyles, of Lockney; Mrs. Dud Graves and Hoyton Gunn, of Flomot, Texas; Charlie Gunn, of Spur, Texas; Jordan Lee Gunn, of Flomot, and Dave Gunn, of Sherman, all of the children being present at the funeral, except Dave Gunn.

He was a member of the Church of Christ in this city.

Mr. Gunn came to Lockney in 1909 from Turkey, Texas, and has resided here since that time.

Funeral services were conducted at the home Monday afternoon at 2 o'clock, Elders J. E. Arceneaux and R. Graves, and Rev. J. E. Stephens officiating, and burial was in Lockney cemetery, under the direction of Crager Undertaking Co.

The pallbearers were Messrs. Z. Wofford, Jake Smith, and Roy Baker.

SCOTT McGEHEE REPORTED AS STILL IMPROVING

Scott McGehee, manager of the Patterson McGee Gin, at Floydada, was severely injured some two weeks ago when he got his arm caught in the round bale press at the gin, is reported as improving slowly.

Mr. and Mrs. J. H. Hohlhaus and family returned Saturday from Texline, Texas, where they spent the Christmas holidays with Mrs. Hohlhaus' mother, brothers, and sisters.

Mr. and Mrs. H. B. Adams, Douglas and Milton, and Mrs. Geo. F. Kinyon, returned Sunday from Ranger, Dublin, and Sweetwater, where they spent the Christmas holidays.

I have had along these lines I believe will give me an opportunity to render you valuable service in this office.

In conclusion, I wish to thank every citizen of Floyd county for the splendid support you have given me since it has been my privilege to serve you as assessor. The work has been a pleasure, rather than a task. After giving the matter your kind consideration, should I have the honor of serving you as your first tax collector, I promise you that I shall always be found on the job trying to see that it is well done.

Looking forward to the time when I shall again meet each one of you in person, I am
Gratefully yours,
G. M. MEREDITH.

JOE M. DAY FOR TAX ASSESSOR

We have been authorized to announce the name of Mr. Joe M. Day of Floydada, for the office of Tax Assessor of Floyd county, subject to the action of the Democratic Primary, to be held July 26.

Mr. Day has been raised in the county, is dealer for the Watkins remedies at this time, and is well known to most of the people of the county. He wants the vote and influence of the voters of the county, and says he will make the people a good tax assessor if they see fit to elect him to the office.

Mr. Meredith, present tax assessor, will not be a candidate for re-election to this office, as he will make the race or the new office of tax collector, which will be created in this county as soon as the 1930 census has been announced.

MRS. MAUD MERRICK ASKS RE-ELECTION AS TREASURER

To the Voters of Floyd County:

I want to announce myself as a candidate for the office of County Treasurer of Floyd County, and in doing so wish to first thank you for what you have already done for me. The work I have done as your treasurer has been pleasant and I have enjoyed it.

Should you want to investigate record I have made as treasurer, and I glad you would do so, I can support my candidacy greatly appreciated.

MAUD MER.

Working
Tuesday
ruck up
ie Floyd
d Thurs
Roaring
a nam-
nity, as
es.
rs spent
their sis-

Junior
church
enjoyable
nts were
all.
he week-
Haverty

port (on
st-

Christmas with Mrs. Ford's parents, and Mrs. Holloway, of Childress. Kalene Rambo spent Sunday with school Gamble.

Mr. and Mrs. H. O. Davis took Sunday dinner with Mr. and Mrs. F. S. Shearer.

Mr. L. E. Hurt was in our midst Sunday.

The "42" party at the home of Mr. and Mrs. W. H. Samann Friday nite was enjoyed by everyone present.

Mr. and Mrs. L. A. Hoyle and children returned home Sunday evening from Oklahoma City, where they visited friends and relatives through the holidays.

Mr. and Mrs. Bert Smith of the Snyder community took Sunday dinner with Mr. and Mrs. J. W. Gamble.

Mr. and Mrs. Willie Sammann visited awhile Sunday afternoon with Mr. and Mrs. Fred Sammann.

Several from here attended the program and Christmas tree at the Lutheran church Christmas Eve night and they reported it to be very good.

B. F. Sammann is on the sick list this week.

Mr. and Mrs. L. V. Brittain and children spent the holidays with Mr. Pittain's folks at Childress, Texas.

Mr. and Mrs. J. P. Bishop of Plainview visited with Mr. and Mrs. Willie Sammann Thursday and Friday.

Mr. and Mrs. J. R. May and children took Christmas dinner with Mr. and Mrs. J. E. Rigler.

Mr. and Mrs. W. H. Sammann took Christmas dinner with Mrs. Sammann's parents, Mr. and Mrs. Bishop, of the Stoneback community.

LUTHERAN NEWS

Dec. 30—Mr. and Mrs. Thompson have returned home from a visit in East Texas. They were accompanied home by Mrs. Thompson's mother and sister, who will visit a few weeks here with them.

School opened Monday morning with a good attendance, after a week of frolic and enjoyment for the young and old, but show none of us are very ill yet, just beginning to live our best and if we will try to do right and live right, every thing will be right in the end.

Misses Doris Bennett and Dot Pullen attended the party at the Williamson home Christmas night in honor of Miss Jewel Jones, who is visiting friends here.

Mr. and Mrs. Warren and son, of Plainview, also Mr. and Mrs. Wade Wallace and son, L. W., of Eastmout, spent Christmas day with Mr. and Mrs. J. A. Zimmerman.

Mr. Lavelle Abbott of Lubbock spent Friday evening at the Pullen home. Miss Dot accompanied him home to spend a few days there before entering school again in Plainview.

Mr. and Mrs. S. S. Newman and little son and daughter of Kress spent Christmas day at home of Mrs. Newman's parents, Mr. and Mrs. Samman.

Mr. and Mrs. Wade Lovvorn entertained his sister and husband from Oklahoma the past week. The dance on last Friday night at their home was well attended.

Mr. and Mrs. Godbolt and little daughter of Quanah, Texas, is spending the holidays with her parents, Mr. and Mrs. H. H. Sammann and other relatives.

Mr. C. C. Clower of Littlefield spent Saturday night and Sunday with Joe Zimmerman and wife.

Mr. and Mrs. Sam Wright and little daughter, also Misses Eula Mae Gilbreath and sister, Manola, also Miss Exa Lovvorn, all of Mt. Blanco, spent Christmas with Mr. and Mrs. Doc Bennett, here.

Robert Veigel and Cliff Dameron of Plainview attended the party held at the Williamson home Christmas night at Whitfield.

LIBERTY

Dec. 29—Mr. and Mrs. Weldon McCormick and son, and Mr. and Mrs. Henry Box and children were visitors in the Sam Box home, Sunday.

Mr. and Mrs. Rome Cypert were visitors in the Jim Anderson home, Sunday.

Misses Erma, Berma, and Karin Bean visited Miss Elsa Anderson, Sunday.

Mr. and Mrs. Ross Carthel and sons and Mr. and Mrs. John Frizzell spent Monday in the Box home.

Born, to Mr. and Mrs. Sam Box, December 28, a little son.

Mr. and Mrs. Glen Smith are the proud parents of a little daughter, born December 29.

Misses Elsa Anderson, Erma and Karin Bean were visitors in Sterley Sunday of last week.

Miss Mary Box was a visitor in Lockney Tuesday of last week.

Misses Erma and Berma Bean, and Elsa Anderson were visitors in Floydada, Saturday night.

PRAIRIE CHAPEL

Dec. 31—School opened again Monday, after a weeks vacation for the Christmas holidays.

The majority of the pupils are back in school.

Mr. Morris Tannahill spent the holidays here visiting his parents, Mr. and Mrs. G. E. Tannahill. Morris returned to Fort Worth Monday.

Mrs. Murdock of Vernon, is here visiting her mother, Mrs. J. S. Harrison.

Frances Lovell is out of school this week on account of illness.

A party was given at the home of Mr. and Mrs. J. B. Teaff. A large crowd was present.

Mr. Don Griffith and family of Claude, New Mexico, are here visiting relatives.

Mr. and Mrs. Richard Hooten visited their parents near Abilene during the holidays. Mr. Hooten's father returned home with them.

Mr. C. M. Haggard and family are moving near Muleshoe this week.

Mr. and Mrs. Floyd Teaff of Archer City are here visiting his parents, Mr. and Mrs. R. Teaff.

Miss Thelma Thompson and her mother, Mrs. Thompson, visited Mr. J. C. Weathers and family, during the holidays.

Mr. and Mrs. Z. H. Doan of Lockney visitors Tuesday afternoon.

Miss Eunice Coleman visited at school Tuesday.

PLEASANT HILL

Dec. 24—Mr. Orby Wilkes came home Friday from Lubbock, where he is attending school. He will spend the holidays here with friends and home-folks.

Joe Smith and Filyd Wilkes visited J. R. and Ogie Evers, Sunday afternoon.

Ralph Blankenship and Vera Allmand called at the Woolsey home, Sunday evening.

Mr. and Mrs. L. Y. Woolsey and daughters spent Sunday afternoon in the Wilkes home.

Ira Linch and family visited with relatives near Cone, Texas, Sunday.

B. J. Wilkes and family left Monday to spend the holidays with Mr. Wilkes' mother, and other relatives who live near her.

Miss Laura Mae Mayes is spending this week with her parents, who live at Crosbyton.

RAMSEY

Dec. 31—J. L. Landrum and family of Friona, spent the Christmas holidays in the homes of Mrs. Louise Landrum and W. J. King, and other relatives at Floydada.

J. J. Hill and family have moved to their farm near Liberty, where they will make their future home.

W. E. Meador and daughter, Miss Iyrtice, are now residing in Floydada. Harley King and wife of Friona, returned home Sunday following a week's visit with their parents, Mr. and Mrs. W. J. King, of this community, and Mr. and Mrs. John McDonald of Lockney.

Mr. Smith and family of the Rosebud community, have moved to the place vacated by J. J. Hill.

Mrs. Sam Livingston of Lockney spent Saturday with Mrs. Judson Miller.

Mr. and Mrs. G. B. Bullard and son, J. C., of Floydada were guests in the Landrum home, last Thursday.

Ray Landrum returned to his home in Friona Sunday, after spending a few days with his cousin, Aurice King.

Mr. and Mrs. Jack House of Muncy are moving this week to the place formerly occupied by P. A. Wilson of Plainview.

BLANCO

Dec. 24—Mr. D. R. Badgett and family left Saturday for Whiteright to visit their parents.

Several from this community enjoyed the dinner given by Mr. J. W. Dalton of Starkey, last Sunday.

Mr. Will Snell and family left Saturday to visit their son, Wilber and wife, of Fort Worth, and her mother of Waco.

Miss Mary Parker Brown left Saturday for Lubbock to spend Christmas with her folks.

Miss Johnnie Christian of Memphis came Saturday to spend the holidays with her parents, Mr. and Mrs. J. D. Christian.

Mr. and Mrs. Griffith of Lockney spent Sunday with Mr. and Mrs. J. D. Christian.

Everyone enjoyed the program and Christmas tree at the school house Friday night.

Mrs. Earl Rodgers spent last week with her father, Mr. Tom Millican, of Acuff.

Mr. and Mrs. Dalley visited her parents, Mr. and Mrs. Smith, of Crosbyton, Sunday.

Mr. and Mrs. Gilbreath spent Monday with friends at Providence.

Miss Lauream Christian of Amarillo, is visiting her parents, Mr. and Mrs. J. D. Christian.

SAND HILL

Dec. 31—Everyone in this community is about through pulling cotton.

There have been several parties given in this community the past week, which were enjoyed by the old people as well as the young folk. The parties were given at the homes of the following: Mr. and Mrs. J. U. Hobdy, Mr. and Mrs. Author Wammock, Mr. and Mrs. Jake Brock, and Mr. and Mrs. Robert Weems.

Mr. J. W. Morton, Iva and Elmo and Myrtle and Mabel Bradford have been visiting friends and relatives at Waxabachie in Ellis county.

A birthday dinner given at the home of Mr. D. Boyles, Sunday, for Billy Powers, was enjoyed much by a large crowd.

Everyone came to Sunday school at church, Sunday.

J. E. Stephens and family ate

Years dinner with L. E. Reason—Mrs. C. E. Wells, and family. Miss Nona Wells, who has Mr. Bert Wells spent the Christmas teaching near Dalhart, and the holidays in Lockney.



Have You A COLD?

Play safe... do not neglect your cold. Play safe... do not neglect your cold. us and we will give you a cold remedy you quick relief.

Advertisement for STEWART DRUG COMPANY. Let US be YOUR DRUGGIST. STEWART DRUG COMPANY. Stewart Has Lockney, Texas.

Advertisement for FRANK PERKINS FIRE, TORNADO, AUTOMOBILE, LIVESTOCK AND COMPENSATION INSURANCE. BONDS AND RENTAL PROPERTY. FARM AND CITY LOANS. Telephone No. 185. Over 1st National Bank Lockney, Texas.

Advertisement for VICTORY radios. Victor Stands the Test—the Best. Victor bears acquaintance—ask those who hear it Daily. DISAPPOINTED. After hearing record on Victor, they say not so good on other machines; no other so NATURAL AND LIFELIKE. We could make more money by selling other products. We prefer quality that endures the test. NEWS — GREAT ORGANIZING. Unifying of General Electric, Westinghouse Electric and VICTOR together with RCA and Victor Merchandising organizations assures astounding results for Radio patrons. Get The Best Radio — Victor Radio. VICTOR IS RIGHT. COPELAND MUSIC CO.

owner vance. PTION \$1.50 .75 .49. NEW school was held at with a small attend- house night was enjoyed to the fullest extent by everyone present. Mr. and Mrs. Tammie Edelman and children left Thursday for San Gabriel, Texas, where they will spend the holidays with Mrs. Edelman's mother, Mrs. Lawson. Marvin Lemaster left Wednesday morning for California, where he will spend a few months. Mr. and Mrs. F. S. Shearer, Mr. and Mrs. H. O. Davis, Mr. and Mrs. W. H. Sammann, and Mr. and Mrs. Grover Lemaster were in Plainview, shopping last Tuesday. Mr. and Mrs. L. A. Hoyle left Friday morning to visit friends and relatives in different parts of Oklahoma. Mr. and Mrs. Herman Ford spent the last week-end with Mr. Ford's parents, of the Halfway community. Mr. and Mrs. Perry Wood and children, Walter Hurt and family, H. O. Davis and family left Friday morning for Winters, Texas, where they will spend the holidays with friends and relatives. Dec. 30.—Sunday school was not very well attended at this place Sunday. We are hoping we will have a better crowd next Sunday as it is our regular preaching day and Rev. Pipes will fill his appointment both Sunday morning and night. Mrs. Paul Williams will take the B. Y. P. U. hour next Sunday night to talk on foreign mission work of her own experience. Everyone is invited to attend. Christmas is almost past and everyone is back at work looking forward to the new year. Mr. and Mrs. H. O. Davis and Mr. and Mrs. W. L. Hurt and children returned Saturday from Bradshaw and Winters, Texas where they visited friends and relatives through the holidays. Mr. and Mrs. T. B. Rambo also returned home Saturday from their trip. Mr. and Mrs. Herman Ford spent

The Greatest CHEVROLET in Chevrolet History. WILL BE ON DISPLAY IN SHOW ROOM IN LOCKNEY Saturday, January 4. Again, Chevrolet has used the savings from its great volume production to build a smoother, faster, better Six—at prices within the reach of all. Retaining all those basic qualities which have brought to the Chevrolet Six such great success—this new car offers, in addition, every worthwhile advancement that a year of engineering research has developed. Some of the advancements in design and construction are illustrated and described in a booklet we have to give you when you come to see this new model. Consider them carefully, come in and take a ride, and learn what they mean in terms of finer performance! Smoother --- Faster --- Better. BE SURE TO SEE THIS NEW MODEL CHEVROLET AND LET US DEMONSTRATE IT TO YOU. Dyer Motor Company Lockney, Texas

MUNCY

Dec. 23.—A large crowd was at the program and Christmas tree at the school building Christmas Eve night. Mrs. Gladys Cagle happened to a bad accident with her car Christmas Eve. The driver was unable to steer the car and it crossed the road, hitting a telegraph pole. Two occupants of the car were injured and the car was badly damaged. Mr. and Mrs. R. E. L. Muncy enjoyed a nice Christmas dinner at home, with all the children present. Miss Louise Linneman is spending the week-end with her parents at Whitville. Mr. J. H. Wood and family have moved to the Harmony community. Mr. Robert Muncy has been real ill the last few days, but is recovering. Mr. Clay Muncy, who is attending

the Seminary at Fort Worth, is spending Christmas with his parents. Mr. and Mrs. Ferguson spent Christmas day with Mr. and Mrs. J. A. Smalley. Mr. O. B. La France's parents visited him Christmas Eve and attended the program and Christmas tree at Muncy. Dec. 30.—Mrs. J. A. Smalley has been on the sick list the last few days but we are glad to report her better now. Mr. and Mrs. W. G. Ferguson, J. F. Biggs, Doyce Smalley and families enjoyed Christmas dinner at the home of their parents Mr. and Mrs. J. A. Smalley. Mr. W. M. Vandergriff and family have returned from East Texas, where they spent Christmas, with relatives and friends. Bro. R. E. Bost and family of Floyd

dada, visited Mr. and Mrs. R. E. L. Muncy, Friday night. Clay Muncy returned to Fort Worth Monday, where he is attending the Seminary. Mr. and Mrs. Crawford of Plaska spent Sunday with their daughter, Mrs. Robert Muncy. Roy Muncy and wife, Clay Muncy, Louise Lindeman, and Miss Lucille Marr, went to Plainview Sunday afternoon. Miss Lucile went from there to her school. Mr. and Mrs. O. B. La France were Lockney visitors, Saturday. Mr. Jim McGuffey spent Sunday afternoon with Mr. J. F. Biggs and family.

McCOY

Dec. 23.—Mr. and Mrs. Luther Holmes and sons, S. L. and Hudson, are visiting relatives in Knox City. Mr. and Mrs. C. D. Thacker and daughters, are visiting Misses Louise and Vera Thacker, of Alva, Okla. Misses Vera and Louise are attending the normal college at Alva. Mr. and Mrs. Orval Payne and son, and Miss Stella Gould left for Temple Wednesday, to be with Mrs. Payne's mother, Christmas. School dismissed Friday afternoon for Christmas. They will not open until Dec. 31. Mr. Willie Lee Payne visited Alva Smith, Monday. Mr. and Mrs. Fred Taylor and family are spending Christmas in this community. Mr. Taylor's home burned Thursday morning. Mr. and Mrs. Collier Smith and twins, Martha Lou and Virginia Sue, and Misses Doris and Jeneva Durham, of Lubbock, visited in the home of Alva and S. F. Smith, Sunday. Mrs. Smith and daughters are spending Christmas with her parents and grandparents, Mr. and Mrs. H. B. Alexander, of Lockney. Mr. Snell happened to a serious accident last week, when he ran into a fence and cut his throat. He was carried to the sanitarium and several stitches were taken. He is much improved at this writing. Mr. Alva Smith has had a bad case of the flu. Mr. and Mrs. Alva Smith and Miss Ima Nell Jackson and Mr. Roy Stewart visited in the Dalton home at Starkey, Thursday night. Dec. 30.—Mrs. J. W. Jackson and children visited in the home of Mr. W. J. Berry, Sunday. Mr. and Mrs. Cecil Griggs and son, and Choice Dalton of Starkey, and Mrs. E. W. Holmes visited in the Sam Smith home, Sunday. Mrs. Embry entertained the young folks with a play party, Friday night. Several from this community at-

tended the party given in the Blanco community at Mr. Wrights and Mr. Ham Smith's last week. Those present in the S. F. Smith home Christmas day were: Mr. and Mrs. Will Simpson, and family, of Plainview; Mr. and Mrs. Collier Smith, and daughters, of Lubbock; Mr. and Mrs. Hal Hamilton, and daughter, Mr. and Mrs. Hal Hamilton, sr., and daughter, Blanche, and son, Al, of Plainview; Mr. and Mrs. Roy Oswald, of Plainview. All enjoyed a delicious Turkey dinner. Mr. and Mrs. Clyde Bagwell visited in the C. D. Thacker home, Sunday. Mr. and Mrs. Poindexter spent the Christmas holidays with relatives in East Texas. Mrs. Will Holleyfield is sick. We hope she recovers soon. John Henry and Kathryn Alexander of Lockney, and Martha Lou and Virginia Sue Smith, of Lubbock, visited Mr. and Mrs. Alva Smith, last Tuesday.

LONE STAR

Dec. 23.—Miss Pauline Stevenson is spending the holidays at home. Miss Walker will spend the holidays with her parents at Hale Center. Mr. and Mrs. T. S. McGehee are still in Floydada with their son, Scott, who was painfully injured at the Floydada gin last Monday. At last reports he was resting well. Mr. and Mrs. J. D. Jonhston and children left Saturday morning to spend the holiday season in Denton county with Mrs. Jonhston's parents. Bro. L. A. Blain filled his regular appointment at the Baptist church at Sterley, both morning and night. The young people of the B. Y. P. U. were entertained with a party on Friday night at the home of Mr. and Mrs. Bert Bobbitt. The primary and intermediate rooms celebrated Christmas Friday afternoon with Christmas trees in each room. Mr. Allen's room had a Santa Claus house. Friday night the children of the school gave a program at the school, which proved very entertaining to those present. Mrs. A. S. Martin and son of Sterley are in Abilene for the holidays. Mr. and Mrs. McCleod are expecting his mother for a Christmas visit. Mr. and Mrs. O. J. Lovett and son of Denver, Colo., arrived Monday to spend Christmas with W. H. Wingo and family. Mr. E. R. Bryant and family spent Sunday with Mr. Bryant's brother and family, at Olton, Texas. Mr. and Mrs. Robert Smith, sr., visited relatives at Lorenzo, Sunday. Mrs. Mattie Sumers and Mrs. Bays of Eaton, Tenn., visited Mr. Walter Griffith and family, during the holidays. Mr. and Mrs. B. R. Phillips and Mrs. J. H. Phillips visited in Olton, Sunday. Mrs. Roach and family of this community, visited Mr. and Mrs. C. W. Jackson and family of Plainview, Saturday afternoon. Mr. and Mrs. K. C. Lee of Clovis, N. M., visited Mr. and Mrs. W. S. Rexrode, Wednesday. Mr. Carl Raney and family of Amarillo, spent Christmas day with Mr. T. J. Word and family. Rev. Strong filled his regular appointment at the Methodist church Sunday morning and evening. Mr. and Mrs. C. C. Riddle of Muleshoe visited Mr. and Mrs. C. J. Roach and family, Sunday afternoon and Monday morning. Mr. and Mrs. C. Applewhite had their children and grandchildren with them for Christmas day. Those present were: Mr. and Mrs. Oliver Savage, and children, Mr. and Mrs. Tom Rankin, and son, Mr. and Mrs. Goree Applewhite, and children. Mr. W. H. Workman and family spent Christmas day with Mrs. Workman's parents, Mr. and Mrs. Firzell, of Muncy. Mr. and Mrs. H. P. Parker had with them on Christmas Mrs. G. W. Harrison, of near Lockney, Mr. and Mrs. Joe O'Neal of near Silverton, Mr. and Mrs. H. M. Bennett of Vernon, and Mr. and Mrs. W. H. Sneed of near Vernon.

SOUTH PLAINS

Dec. 23.—Bro. Brownlee filled his regular appointment Sunday morning and night. The B. Y. P. U. rendered a program before church Sunday nite, which was greatly enjoyed by all present. Mr. Ray Burns and Miss Bessie Shearer were united in marriage last Thursday. They have been living in our community for some time and are highly esteemed by all that knew them. We wish them much happiness in the future. They will leave for Dickens county in a few days where they will make their home. Mr. Lyles and family have moved to their place northwest of town. Mrs. C. A. Wilson, Mr. Johnnie Wilson, and Mr. Otis Milton left last Saturday for Abilene, to visit during the holidays. Mrs. R. M. Haverty and daughter, Lowell, came home Saturday from Amarillo to spend the holidays. Miss Lowell is attending school there. L. T. Wood came home Saturday from A. and M. College, where he has been in school the past term. Miss Hawkins has gone to her home near Quitaque to spend the holidays. Mr. John Myers was called to Mississippi last Wednesday to be at the bedside of his father. Mr. Wade Davenport and family were Lockney visitors, Saturday. Mrs. Everett Jarrett and Mrs. Carrie Baustic were Floydada shoppers

Monday. Lillian M. and Maxine Myers took dinner, Sunday with Trula May and Burial Fay Phegley. Linnie Milton took dinner Sunday with Allene Myers.

Dec. 30.—School re-opened this morning with full attendance. Every one eager for work after having one week for the Christmas holidays. A. J. Haverty and sister, Roxie, of Amarillo, spent Christmas with their parents, Mr. and Mrs. R. M. Haverty. Mr. and Mrs. Vane Gilliland visited relatives last week at Ogdin, Texas. Chas. Wilson spent Christmas day with Mr. and Mrs. Quay Cypert, of Lockney. Mr. and Mrs. S. Yeary were Lockney shoppers, Saturday. Buster Wilson and sister, Vera, visited relatives in Lockney, last week. Miss Oleta Ormon entertained a number of young people with a social last Friday night. All report a very enjoyable time. Mrs. Vane Gilliland spent Sunday afternoon with Mrs. Clark and Mrs. Phegley. Mr. and Mrs. Calahan and children took dinner Sunday with Mr. and Mrs. McLeod.

Mr. Robert King, who was working near here, was hurt last Wednesday while trying to help push a truck up the cap. He was carried to the Floydada Sanitarium, where he died Thursday night. He was buried at Roaring Springs Friday. Mr. King had a number of friends in our community, as he had visited here many times. Misses Elsie and Aline Myers spent the week-end visiting with their sister, Miss Ethel, in Amarillo. Mrs. Nelson entertained the Junior Sunday school class at the church Friday afternoon. A very enjoyable time was spent. Refreshments were served that was enjoyed by all. Miss Bessie Wood spent the week-end visiting with Miss Roxie Haverty in Amarillo. Mr. John Myers returned home Monday from Mississippi, where he attended the funeral of his father. We sympathize with the family in the loss of this loved one. Bro. Bost, the Baptist county missionary, visited school Monday. We were glad to have him with us and will be glad to have him visit us again.

How to Have a Happy New Year

HAVE YOUR AUTOMOBILE SERVICED AT OUR STATION.

We are conveniently located regardless of the way you are going.

We have the only High Pressure Car Washer in town—It Gets ALL the Dirt Off.

Our greasing equipment is first class, in every way.

We are installing a Battery Charger this week and will soon have a complete line of the Famous Fire-one Batteries.

Our service is all your service—Give us a trial.

Shick's Auto Laundry
CARS CALLED FOR AND DELIVERED
PHONE 131

See the new Ford bodies at our showrooms

From the new deep radiator to the curving tip of the rear fender, there is an unbroken sweep of line—a flowing grace of contour heretofore thought possible only in an expensive automobile. Now, more than ever, the new Ford is a "value far above the price."



Lockney Auto Company

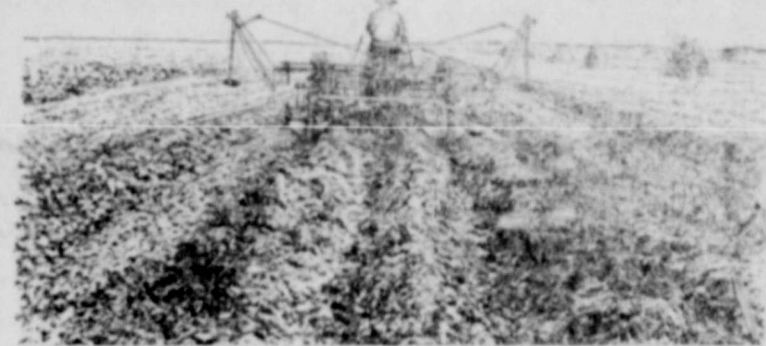
HIGHEST MARKET PRICES PAID AT ALL TIMES FOR YOUR CREAM, POULTRY, EGGS AND HIDES.

Bring us your Cream, Chickens, Eggs and Hides. We appreciate your patronage and strive to give you the very best tests and prices at all times.

Farmers Produce

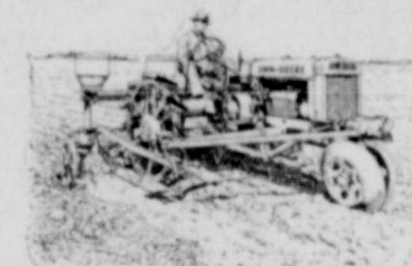
BILL LANGFELDT, Manager
PHONE 141

John Deere GP-400 Tractor Planter Equipped with Two-Row Bedding Attachment and Markers



See It Now—the New John Deere Wide-Tread Tractor with Special Equipment for This Territory

NOW, with the new John Deere General Purpose Wide-Tread Tractor and special one-man equipment, you can handle more acres in less time, with less help and less hard work than you ever thought possible. No general purpose type of tractor has ever been designed that fits in so perfectly with conditions on the farms in this region.



GP-400 Four-Row Tractor Planter

The two-row bedder attachment, illustrated above, is just the outfit to plow up cotton and other stalks in preparing land for planting with the GP-400 Four-Row Planter. This outfit carries either regular middlebreaker bottoms or plow sweeps and can be equipped with marker to use when new rows are to be laid out.

The bottoms follow the tractor wheels, not only plowing out stalks, but the tractor wheel tracks as well.

In black, sticky soil this outfit is exceptionally desirable. Each beam is equipped with independent gauge wheel which maintains uniform depth regardless of position of tractor wheels. Special cushion springs on the drawbar—an exclusive John Deere feature—prevent breakage in case stumps or other obstructions are encountered.

Remember, this tractor will not only do all the jobs illustrated on these pages, but it will pull the plow, the harrow, the haying and harvesting machinery, operate belt machinery—in fact it will do all jobs on your farm that are within its power range.

Be sure to investigate this time—money, and labor-saving equipment at your first opportunity. Come in and get all the facts.



LOCKNEY IMPLEMENT COMPANY

THE LOCKNEY LONGHORN

Volume 2, Number 16

Official Publication of Lockney Public Schools.

Lockney, Texas, Thursday, January 2, 1930

STAFF
Editor, Kline Nall
Associate Editor, Ralph Arceneaux
Assistant Editor, Rowena Ewing
Assistant Associates, Thelma Good, Gertrude Collier, Leona Griffith
Joke Editor, Howard Cox
Personal Writer—Mattie Belle Wofford

Christmas Well Spent

All of us look forward to Christmas. Each of us has a special way to spend his Christmas vacation. Christmas holidays are sometimes spent worthlessly, and sometimes they are well spent. It seems that most of the teachers of Lockney High School spent Christmas holidays visiting relatives. This is time well spent.

HIGH SCHOOL HONOR ROLL MADE FOR FIRST AND SECONDSIX WEEKS' TERMS

A High School Dictionary
Age—an unknown quantity.
Aunt—a friend, though a relative.
Your banker when your allowance is overdrawn and a trusted alibi in time of need.

It has been decided to have an honor roll in high school on the following basis: In order to be eligible for the honor roll, a student must make fourteen points and carry at least four subjects. He may make thirteen points provided he does satisfactory work in some student activity which is sponsored by the school.

A Good New Year's Resolution

Recently I read Edward W. Carmack's famous speech about character, and I was greatly impressed with the stress he lay upon the fact that the most valuable respect a person can obtain is his own. In other words, man's conscience is inherently pure, and as long as man does not violate it, he does not do wrong.

PERSONALS

Gene Dyer spent the Christmas holidays in Lake Province, Louisiana, visiting her grandparents.
Ben Taack spent the holidays in Old Mexico hunting.
Bert Shelton, an ex-student, visited school Monday.

PERSONALS

Gene Dyer spent the Christmas holidays in Lake Province, Louisiana, visiting her grandparents.
Ben Taack spent the holidays in Old Mexico hunting.
Bert Shelton, an ex-student, visited school Monday.

The 'Elopement of Ellen'

The senior play was presented Thursday night, December 19, to a rather small audience. Insufficient advertisement and extremely cold weather caused this lack of attendance, but those who were lucky enough to see "The Elopement of Ellen" will truly say that the presentation was excellent.

The Battle of Bull Run

If you have neither heard nor read the story of the great battle of Bull Run, then I shall attempt to enlighten you thus: 'Twas while the two massed armies (North and South) were out gathering twilight that a marvelous bull with monkey glands in his head escaped from a nearby pasture.

LONGHORNS AND HORNETS DIVIDE VICTORIES

The Lockney Longhorns and the Tulia Hornets divided a double header Friday, December 20. The first game was won by the Longhorns by a score of 23 to 22.

The New Year

And so the old year goes; the fainting pain
Of the last hour falls. Of many things
That remain
Of old joys, passing-grief, and the touch of pain.

New Year Echoes

Just another year past and gone
And the new days of another just ahead.
With the days gleaming brightly beyond
We can make and break each promise.

The Joy of Being the Editor

Getting out this paper is no picnic; if we print jokes, people say we are silly; if we don't, they say we are too serious; if we clip things from other papers, we are too lazy to write them ourselves; if we don't, we are "stuck" on our own stuff; if we stick close to the job all month, we ought to be out hunting up news; if we get out and try to hustle, we ought to be on the job; if we don't print contributions, we don't appreciate true genius; if we do print them, the paper is filled with junk; if we make a change in the other fellow's writup, we are too critical; if we don't, we are always asleep.

Correction

A mistake was made in the December 19 issue of the Longhorn in which Skidoo was advertised for five cents a can. The price remains fifteen cents per can as previously. This error will please be overlooked by Skidoo patrons.

Attie Boy Aggies

Have you noticed the agriculture boys of Lockney High wearing white uniforms? And have you read what is printed on the back of each pair? It is "Future Farmers of Lockney" with the proper initials below.

The Slow Tread of the Unreturning Years

Moves on and on, and follows fast—the new!
The never quenchless torch of hope up-flares,
And with a knightly courage, my swift heart fares,
As one to conflict in an unknown land.

Senior Girl Weds

Miss Ruby Grubbs, Senior of Lockney High School, was married to Mr. Milton Davis in Clovis, New Mexico, on Friday, December 20, 1929. They were accompanied by the bride's sister, Miss Zona Mae Grubbs, and Miss Celia Mae Wicker.

PERSONALS

Billie Jean Biggers spent the Christmas holidays visiting relatives in McLean.
Harold Ormon visited his grandmother at Graver, Texas, during Christmas.

THE FOUR-LEAVED CLOVER TO BE PRESENTED AGAIN JAN. 10

"The Four-Leafed Clover" will be given again by children from the intermediate grades on Friday evening, January 10, in the Grammar school auditorium. This play in song is being repeated by request.

PROCEEDS FROM PLAY TO GO FOR INTERMEDIATE LIBRARY

"The Four-Leafed Clover" was given Christmas for the purpose of buying music memory equipment. Many people have expressed a desire to see it again, so it will be presented again on Friday evening, Jan. 10.

Primary Honor Roll

The following children made an average of 90 or above during December:
First Grade A—Elaine Arceneaux, Nettie Mae Busby, Virginia Norris, Barbara Ann Wall, James Allen, Jack Busby, J. W. Cornelius, Lawrence Hohlaus, W. H. Mudgett, Waldo Orr, J. B. Roberson, Paul Shick, jr., Wendell Miller.
First Grade B—Leo Clark, Buford Humphries, Andrew Reeves, Mayme Lowrance, Eva Mudgett, Lois Standifer, Irene Hall, Melba Thompson.

Ex-Student Weds

Miss Martha Wofford, a graduate of '28, was married to Mr. Therman Simmons, December 24, 1929, at Olton, Texas.

FIFTH GRADE CHILDREN ENJOYS HOLIDAYS

Arnold Cooper spent Christmas day with relatives at Kress, Texas.
Hall Nall spent Christmas day with relatives at Barwise.

INTERMEDIATE GRADES HAVE CHRISTMAS TREES

On Friday afternoon before school was dismissed for the holidays, the intermediate grades all enjoyed their Christmas trees.

Primary Honor Roll

The Taylor Press publishes an interesting story about the development of the Cedar Park quarries on the Williamson-Travis county line. From the quarry come cordova cream limestone, cordova shellstone, pebblebrook and cedarbrook stones. The shellstone is so like the famous Italian travertine that only an expert can detect the difference.

Scandal

Alice and Rexine seem to have a particular weakness for Floydada!
When, where, and how did Gene get such a cold? Remember, she has been gone for a week!
Was Miss Thomson late Monday morning? Why?

PERSONALS

Billie Jean Biggers spent the Christmas holidays visiting relatives in McLean.
Harold Ormon visited his grandmother at Graver, Texas, during Christmas.

PERSONALS

Gene Dyer spent the Christmas holidays in Lake Province, Louisiana, visiting her grandparents.

PERSONALS

Gene Dyer spent the Christmas holidays in Lake Province, Louisiana, visiting her grandparents.

PERSONALS

Gene Dyer spent the Christmas holidays in Lake Province, Louisiana, visiting her grandparents.

PERSONALS

Gene Dyer spent the Christmas holidays in Lake Province, Louisiana, visiting her grandparents.

THE SHORTHORN

Countess Isabelle—The sensation of "The Four-Leafed Clover."

The Gypsy Boys Chorus is perfect.

—Lurla Witte.

—William H. Fulham.



We are a member of the FEDERAL RESERVE System of Banks

HAVE MONEY!

Safe in Our Bank

When the legislators at Washington passed the Federal Reserve Bank Act, they made the wisest financial law this, or any other nation ever had.

This law has given STABILITY to business; it has given greater security to depositors in the Federal Reserve System Banks of which we are proud to be a member.

Start Saving Regularly NOW We Invite YOUR Banking Business



FIRST NATIONAL BANK

There is no Substitute for Safety

Lockney, Texas



in one piece, closely follow the flowing lines of the car back to the cowl.

The running board and valance, now also in one piece, cling closely to the body lines, the running board tapering slightly in width from front to rear in carrying out this effect.

The rear fender, also carrying a high crown, sets well over the wheel sweeping down at the rear in an outward curve to a point two inches lower than formerly.

Still Model A Chassis "I wish to emphasize that these types to be shown do not constitute a new model but are new bodies on the present Model A Chassis. Virtually no change will be found in the mechanical plant.

While the mechanical construction of the Model A car is constantly being improved in accordance with the Ford policy of giving greater value, no need or any major changes has been shown. Nearly 3,000,000 Model A type cars are now on the roads and they have proved their reliability."

Woman's Missionary Society

The Woman's Missionary Society of the Methodist church did not hold their Monday meeting on account of the funeral of Grandpa Gunn.

They will meet with Mrs. L. A. Cooper next Monday in social meeting, with Mrs. Martin as assistant hostess.

Meet at the church for those who do not have ways to go.

Let's start the new year with a record attendance.—Reporter.

SMITH'S HATCHERY—Hatch chicks but live and grow.

MANY FARMERS CAME TO PLAINS LAST YEAR

Lubbock, Texas, Dec. 31.—Two million dollars of new money has been brought into the South Plains section by new farmers since August 1, a check up with real estate dealers, lumber yards, and other sources, reveals.

This figure represents initial expenditures of some 800 new farmers who have purchased new homes on the South Plains this fall.

The fact that land sales are far above what they have been since the busy days of 1925 is conclusive proof that the advertising being carried in farm journals by the Lubbock Chamber of Commerce under the name of South Plains, Inc, is bringing the desired results to an even greater extent than was anticipated.

A check with leading land agents of Lubbock and a number of South Plains towns shows a total of approximately 90 new farm sold to new comers since August 1. These farmers pay at least \$900 cash on a quarter section of land many have paid cash for the entire tract. The minimum on that number of farms is \$640,000.

They are spending an average of \$1,000 for their initial improvements which totals \$800,000. Necessary tools, furniture, and other supplies will easily bring the figure to the two

million dollar mark. The grocery bill of these new families this year will be approximately \$160,000.

Eight hundred farms may not sound like a big number but taking the average family of five, this means an increase of population on the South Plains of 4,000, which is the same as the total population of the entire city of Lubbock ten years ago when the last federal census was taken.

While the marketing of farm lands has been remarkably brisk during August, September, October, November and the first part of December, land dealers say that the latter part of December, January, February, and March are the best months for selling land, so many, many more families are expected to move in on the South Plains, land before planting time.

Over 5,000 inquiries have been received from every state in the nation and from foreign countries in response to the advertising and many visitors have called at the Chamber of Commerce office personally when they came to see this section. Land dealers say that there are from fifty to one hundred percent more prospectors visiting here this fall to see the South Plains section than ever before.

After approximately two years of study and planning, The Advertising Committee of the Lubbock Chamber of Commerce started the colonization campaign about a year ago with actual advertisements appearing in such publications as the Country Gentleman, the Dairy Farmer, the Progressive Farmer, the Farm and Ranch, the Farm, Stock and Home, and other publications.

Just recently new advertisements have started appearing in these publications again, after an absence during the period when farmers were most busy with harvesting their crops.

"The South Plains of Texas pays a premium on business-like farming," reads a page advertisement in the December 7 issue of the Progressive Farmer. The same advertisement is carried this month in the Farm and Ranch, and the Oklahoma Farmer Stockman.

The committee expects to see the South Plains of Texas settled and developed to a greater extent in the next few years than it would have progressed in the next fifteen years without the stimulus of the publicity campaign.

The results obtained already are remarkable, however, they are normal as compared to the results that will be obtained in the next several years when the campaign has had time to gain additional momentum. The longer the campaign runs, the better the South Plains will be known and the more people over the nation will know and appreciate the agricultural advantages that await them here.

NEW 1930 CHEVROLET IS ANNOUNCED

The Chevrolet Motor Co. today announces a new car for 1930 known as "The Greatest Chevrolet in Chevrolet History."

Announcement of the new car today comes right at the close of Chevrolet's greatest year, for the sensational success of the six-cylinder Chevrolet, introduced just a year ago, resulted in an output of 1,350,000 cars this year, breaking by a wide margin all former Chevrolet annual production records.

In making public Chevrolet's plans for 1930, W. S. Knudsen, president and general manager, declared that with the improvements incorporated in the new car, Chevrolet is anticipating a volume of business that will equal, if not surpass, the phenomenal record of 1929. And, in order to accommodate an early demand, production is being speeded with all the haste consistent with the precision methods for which Chevrolet manufacturing operations are famous.

New car shipments have been going out to dealers for the past ten days, with deliveries to owners scheduled to start today. The cars went on display this morning in thousands of Chevrolet showrooms from coast to coast, while at the same time the announcement of the new car was being broadcast through the advertising columns of more than 6,500 newspapers.

Scores of distinct improvements have been made in the 1930 Chevrolet line, the factory announces. Greater beauty, added safety factors, improved riding comfort, and better all-round performance with added power, and faster acceleration are announced as features of the new line.

Larger tires, small wheels, Delco-Lovejoy hydraulic shock absorbers at all four wheels, Fisher slanting non-glare V. V. windshield and vastly improved four wheel braking system are some of the highlights.

Brakes are of the internal expanding "articulated shoe type" both front and rear, those on the front wheels having two shoes while those on the rear have four. These brakes, also, are fully enclosed giving perfect protection against water and dirt.

The brakes represent an innovation not only in the Chevrolet line but in the entire passenger car field. The length of service that these linings give in the new design Chevrolet brakes is second to none. The brakes may be adjusted without the removal of any plates from the brake drum and operate with equal efficiency on all four wheels. The brake drums are 11 1/2 inches in diameter. The emergency brake is an independent unit operating on the rear drums. A new method of construction known as the "articulated shoe type" assures uniform braking under all conditions of temperature. Tests at the General Motors Proving Ground show that the

TO THE PUBLIC LISTEN! The Year of 1929 is Past and Forever Gone.

This is the beginning of 1930. We want to express to our good and loyal customers our sincere thanks for their patronage. It is through your loyalty that we are still going to remain in business at the same old stand. We ask you to stay with us and we will SURE STAY WITH YOU, just as long as you pay your bills promptly on every first of the month.

When you fail to pay us please do not ask for any further favors.

Phone No. 10 for Your Groceries, Vegetables, Fruits and School Supplies; also Meats of all kinds.

RILEY & BREWSTER

new brake will stop a car traveling thirty miles per hour in two and two-tenths seconds with 48 feet.

The attractive new closed bodies, in a variety of colors, carry the famous Fisher stamp of craftsmanship. Eight models, three of which are new to Chevrolet, comprise the line. Of the eight, five are closed cars and three are open. The closed cars are the sedan, coach, coupe, sport coupe, and club sedan. The open models are the roadsters, sport roadster and phaeton. The models new to the line this year are the sport coupe, sport roadster and club sedan.

The six cylinder valve-in-head engine introduced a year ago, after four years of research and development, has been further improved and refined. Since the introduction of the six a year ago, test cars have run up more than a million miles of driving at the General Motors Proving Ground in the working out and the justifying of the improvements found in the 1930 car. All the resources of the General Motors Research Laboratories and the Chevrolet experimental laboratory were placed at the disposal of the Chevrolet engineering staff in this work.

Working with Chevrolet's chief engineer, were General Motor engineers and Proving Ground engineers, with 18 Chevrolet engineers assisting their chief in supervising the development and refinement of the improved six cylinder motor found in "the greatest Chevrolet."

The result of the efforts of this engineering talent is a smoother, quieter, more powerful motor. The new engine, fully enclosed, with a high compression non-detonating head, develops 50 horsepower.

The brake horsepower has been increased over the entire speed range. At 1000 revolutions per minute 24.5 horsepower is developed and the maximum of 50 horsepower is attained at 2,600 revolutions per minute. This increase in power insures a marked improvement in acceleration and hill climbing ability. At normal driving speed the new engine develops many times the power required to drive the car. Specifically the rear axle has been redesigned while the differential unit has been strengthened and its oiling system redesigned to insure longer life and quiet operation.

Smoother operation of the engine and longer life are assured through the use of light weight pistons. Steel-backed crankshaft bearings have been adopted because they are more durable.

The oil pump has been increased in capacity and improved in efficiency, while the carburetor has been improved in respect to both its accelerating pump and jet size. The accelerating pump has been increased in length and reduced in diameter. This improvement also helps the acceleration performance by increasing the duration of the spray.

The same sturdy 48 pound crankshaft which proved so satisfactory during 1929 has been retained in the new car and a further contribution to smoother engine operation, improved distribution and increased economy has been made by the new intake and exhaust manifolds of the heated T design.

The air cleaner has been improved by reversing the position of the intake slots and providing for a less restricted flow of air. With the intake slots located at a greater distance from the exhaust manifold, the air entering the carburetor is much cooler and a greater amount of air can be handled in the same space because of its greater density. These combined refinements result in better engine performance by insuring delivery of clean, cool air to the carburetor in larger quantities.

The clutch on the new car has been improved by the adoption of an integral disc, made in one piece of high carbon steel. This will give the 1930 cars smoother and easier clutch action, with quieter operation and longer service.

Easier riding and greater quietness are accomplished through a new type of self-adjusting spring shackle in

which bushings in the spring eyes and brackets are eliminated, thus doing away with wear. Hardened and ground tubular pins, with tapered ends, are pressed into the springs and brackets while oil forced into them forms a large reservoir, making frequent lubrication unnecessary.

Another improvement bringing about easier riding, is found in the Delco-Lovejoy hydraulic shock absorbers in the form of a rigid link rod instead of a strap connecting the operating arms with the chassis and insuring positive transmission of all rebound movements.

A new type of gasoline gauge of unusual accuracy is found on the new Chevrolet. A double float in the tank insures correct reading of this gauge regardless of the position of the car.

The position of the steering wheel in relation to the seat has been changed, making the driver's position much more comfortable. The horn button in the center of the wheel has been made more accessible and easier to operate by increasing the height of the crown and improving the design of the hubber bellows.

Appearance and riding qualities of the car have been improved through a change in the tire size from 4.50-20 to .75 7.5-19. The rim diameter has been reduced one inch.

Disc wheels are provided as standard equipment on all models except the sport roadster and sport coupe. The wire wheels on these models are equipped with drop center rims and are demountable at the hub. The large wire wheel hubcaps are chromium plated and of beautiful and distinctive design. The neat Chevrolet emblem at the center with raised polished border and black center is surrounded by a hammered background. This is surrounded by a polished ring within a black ring.

Any possibility of the hood rattling has been eliminated through the addition of a rubber bumper mounted on the upturned flange of the fender skirt, against which the hood bears.

The instrument panel design and arrangement this year is entirely new. The instruments are all mounted on a single carrier plate which is assembled from the rear. This permits the removal of individual instruments for service. Spark and throttle controls as well as choke are located on the instrument panel, which is indirectly lighted.

The sport roadster and sport coupe are equipped with wire wheels. Both have rumble seats, that in the sport roadster being of the flush type. Spare wheels and carrier are mounted on the back. The sport roadster is finished in smart black Duco with Ayres gray moulding. Body striping and wire wheels are Shalimar orange, while the seats are gray with plain black and tufted seat cushion. Top material is brown and white whipcord on the inside and gray teal on the outside. The back curtain is separable to permit better ventilation. The sport coupe is finished in Stamford brown with Beaver brown roof and rear quarter. Mouldings are of Beaver brown while the body striping and wire wheels are Shalimar orange. The interior is trimmed in a beautifully harmonizing mohair.

The club sedan is finished in Llama gray Duco with black rear quarter. Mouldings are black with Eos red striping. Wheels are Llama gray striped with Eos red. The mohair armonizes with the general ensemble.

In the coach the left front seat is hinged only at the floor. The back and seat are in fixed relation. The right front seat is of the folding type, hinged at both floor and back. Appearance of the body has been improved by a new contour of the window reveals. The body is finished in Classic blue Duco with ivory stripings and wheels to match. The interior of the body is finished with a high grade velour of harmonizing color. The coupe follows the same design as to window reveals while the body is finished in Sacaraba green Duco with Arizona gray mouldings and Tusk ivory stripings. Wheels are finished to match with the velour trim of a harmonizing color.

"long distance" reduced

THE fourth reduction in "long distance" rates within three years is effective January 1.

Day "station-to-station" calls to points 60 to 300 miles away will cost 10 cents less in most cases, 5 cents less in the few remaining cases.

Annual saving to U. S. telephone users—5 million dollars.

A Policy at Work

Walter S. Gifford, president of the American Telephone and Telegraph Company, recently declared this policy for the Bell System: "... a telephone service for the nation more and more free from imperfections, errors or delays, and always at a cost as low as is consistent with financial safety."

Here you see a policy at work!

SOUTHWESTERN BELL TELEPHONE COMPANY



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

Relieves Colds In 2 Minutes

To cut short a cold, cough due to cold, and prevent complications, nothing gives such quick and delightful relief as Aspirinal, a new scientific, "Liquid Cold Remedy" that clears the head; relieves congestion in the nose and throat; checks the excessive flow of mucus; banishes dull headaches and that chilly, aching feeling. Aspirinal is a complete, "Liquid Cold Remedy," acting gently on the liver and bowels, and your druggist is authorized to refund your money while you wait at the counter if you do not feel relief coming in two minutes. All druggists carry Aspirinal, the largest selling liquid cold remedy in the world. (adv.)

STEWART DRUG CO.
 LOCKNEY, TEXAS

COLVERN D. HENRY, M. D.
 Physician and Surgeon
 Phone: Office 50; Res. 9022F4
 At Lockney Drug Co.
 Office Hours 9 to 12 a. m.; 1 to 5 p. m.
 Other Hours by Appointment

ROBT. A. SONE
 Attorney at Law
 Office in Court House
 FLOYDADA, TEXAS

MARY M. HENRY, M. D.
 Special attention given to diseases of Women and Children.
 Phone: Office 50; Res. 9022F4
 At Lockney Drug Co.
 Office Hours 9 to 12 a. m.; 1 to 5 p. m.
 Other Hours by Appointment

Dr. W. S. Warner
 Ear, Nose, and Throat
 GENERAL DIAGNOSIS
 TRAINED IN LOS ANGELES COUNTY HOSPITAL
 309 Skaggs Bldg. Plainview Texas

Dr. J. Herman Thomas
 OF FLOYDADA, TEXAS
 Will be at Lockney Drug Store, Lockney, Texas, the last Thursday in each month. Have your eyes examined.
 Special attention given to care of crossed eyes and children.

Is It True? Yes.

I make farm loans at 6 1-2% interest. You pay no commission, no red tape. Interest payable once a year. Prompt service.

There is no substitute for the best. I have it but his life insurance and farm loans. I have no sub-agents you deal direct with the company.

W. R. CHILDERS
 Phone 80
 Room 5, First Nat'l Bank Bldg.
 Lockney, Texas

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

GRADY R. CRAGER
 ARCH CRAGER, Asst. Mgr.
Funeral Director and Embalmer
PRIVATE AMBULANCE
 Phones: Day 121, Night 34W or 79J.
 LOCKNEY, TEXAS

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



Taste food and talk with this plate. Graduates of N. W. University of Chicago. 1st Lieutenant and Dental Surgeon in World War. Offices in San Angelo, Plainview, Wichita Falls, and Houston. Sleeping gas given by expert. Painless methods. Work guaranteed. 15 years experience. Easy Dentist.

DR. GREEN
 VEIGEL BLDG.
 Plainview, Texas

AIKEN

Dec. 24.—Bro. Fitzgerald preached two fine sermons Sunday and Sunday night.

Mr. Bruton's mother of Dallas is here to spend the holidays with him. Mrs. Davis and daughters, Anita and Charline from Big Spring arrived Friday evening to visit Mrs. Davis' parents, Mr. and Mrs. Griffith.

Mr. and Mrs. Earnest Henry and family have gone to Rule to visit relatives.

The play that was to have been given at the school auditorium last Friday night, was postponed until Jan. 1.

Mr. Carman Tate of Dallas came in Sunday to visit his parents, Mr. and Mrs. G. M. Tate.

Mr. and Mrs. Claude Morris and children, Onita and Fred, have gone to Sulphur Springs, Texas, to spend Christmas.

Bro. Fitzgerald and family took dinner with Mr. and Mrs. Shugart, Sunday.

Mr. and Mrs. Mullings left Tuesday morning for Lamesa to visit their daughter.

Misses Mary Clark and Leona Swift were shopping in Plainview, Monday.

Mrs. Laddie is on the sick list this week.

The people of this community wish everyone a happy new year.

Dec. 30.—The services at the Methodist church were unusually good Sunday morning. There was no preaching Sunday night, it being the 5th Sunday. After the League and B. Y. P. U., Mr. Henry Graham led the congregation in a group of songs, which all present seemed to enjoy.

Mr. and Mrs. E. O. McElyea and little son, H. C., returned Sunday from Stephenville, where they spent the

holidays with Mr. McElyea's mother, Rev. and Mrs. Pickens and family, also Ethel, Fred and Floyd Dorman, Leta Mae Marshall, Bessie Mae Greer, and Margaret Loyd were the dinner guests of Mr. and Mrs. Aaron Clark, Sunday.

Mr. and Mrs. Hubert Rutherford ate Christmas dinner with her parents, Mr. and Mrs. Allen.

Mrs. A. P. Shugart and Mrs. H. M. Owens visited Mrs. Graham, Monday afternoon.

The Christmas tree last Tuesday night was very much enjoyed by all present.

The young people have been enjoying the parties during the holidays.

Every one will be glad to know that Mr. J. C. Mullings is steadily improving since his recent illness.

Mr. and Mrs. A. P. Shugart and family and Mr. Harvey, Auburn, Geo. and Charles Graham took dinner with Mr. and Mrs. Owens, Sunday.

Mr. and Mrs. Clarence Brown and Mr. Olin Hutchinson visited Mr. and Mrs. Joe C. Hutchinson Saturday night and Sunday.

Earnest McAvoy got his eye pretty badly burned with a fire cracker last Thursday.

Mr. Charles Henry Bruton and Geo. Graham went to Canyon, Tuesday.

Mr. and Mrs. Henry Shucht spent last Thursday evening in the home of Mr. and Mrs. Shugart, listening over the radio.

ROSELAND

Dec. 23.—Everyone is busy getting ready for the holidays. We wish them all a Merry Christmas.

Miss Francis Lester came in from Canyon Saturday to visit her brother and family. She is attending W. T. S. T. C.

Mr. and Mrs. E. J. Thomas, Mrs. A. J. Darden, Jimmie and Doris Sams, spent Sunday in the Sims home.

Several couples from this community attended the party at the club room at Lockney, last week. All reported a fine time.

Mrs. C. H. Brown and children were Plainview shoppers, Friday afternoon.

Mr. H. L. Barton went to Littlefield Friday to bring his daughter, Ida, and Thelma Smith home for the holidays.

The club ladies and children enjoyed a Christmas program and tree at the club room Friday afternoon. They had a very pleasant afternoon.

Mrs. Guy Sams is ill with the flu this week.

Dec. 30.—Everyone seems to have enjoyed the holidays. A number of "family" dinners were reported last week.

School opened again Monday morning, after a week of holidays.

A number of the club ladies met with Mrs. Sam Lester and mother, Mrs. Matteson, last Friday. They spent the day in quilting and visiting. A delicious lunch was served. All reported a good time and are ready for another such day.

Mr. and Mrs. Ennis Cummings and children from Summerfield visited Mr. and Mrs. M. M. Smitherman, Thursday night.

Mr. and Mrs. O. E. Wicker attended church at South Plains, Sunday night. Bro. E. E. Bost preached.

Mrs. C. H. Brown is reported ill today and unable to be at school.

A number of relatives and friends enjoyed a "42" party at the home of Mr. and Mrs. Frank Roberson, Saturday night.

Mr. J. W. Lester and sister, Miss Frances, have been spending the holidays with relatives in Arkansas.

Mr. B. Mattison loaded out his car and left on the Denver Thursday night. They are moving back to their home in Paris, Texas.

Mrs. Sims, Will, Anna, Doris and Jimmie Sams visited Mr. and Mrs. Chas. Flack of Plainview, Sunday.

Mr. and Mrs. C. V. Ford visited friends near Floydada, Sunday.

PROVIDENCE

Dec. 23.—Mr. and Mrs. Newberrie visited their daughter at Tulla last Sunday.

Mr. and Mrs. Shaw visited Mr. Shaw's brother at Plainview, Tuesday afternoon.

Mr. and Mrs. Thompson and children, Lucile and Lavin, left Friday for Shamrock to spend the Christmas holidays.

Mr. and Mrs. A. L. Shaw left Tuesday for Vernon, Texas, where will visit friends and relatives.

The Christmas tree at the school house and the short program was well attended. Santa Claus was there and brought many gifts.

Nela White is spending this week with homefolks.

Mr. Wyatt McLaughlin returned home Saturday from Canyon to spend the Christmas holidays.

The Whitfield boys and the Providence boys played a game of basketball Monday. The Whitfield boys were defeated.

Dec. 31.—Miss Dorothy Pullen is visiting friends at Lubbock, now.

Mr. and Mrs. Casell spent Thursday with Mr. and Mrs. White.

Mrs. L. A. Williams of Hale Center spent last week-end with Mrs. O. L. Bennett.

The parties that were given last week were all well attended, also the dance Friday night at Mr. and Mrs. Wade Lovvorn's.

Dan Adair of Floydada spent Thursday night and Friday with Joe McPeak.

Mr. and Mrs. C. L. Powell and Mr. and Mrs. R. C. Powell attended the show at Plainview, Saturday night.

Mr. and Mrs. Plunkett of Snyder spent Monday in the O. L. Bennett home.

Mr. Doc Bennett helped Mr. Perman move to Abernathy, Monday.

Mr. and Mrs. Thompson returned from Shamrock last week, where they had been visiting friends and relatives.

Mr. and Mrs. A. L. Shaw returned home from Vernon, Friday.

Miss Jewel Jones of Parnell spent Friday night with Doris Bennett.

Says Everybody's Now Praising It

Lubbock Referred Farmer Declares Feels Like New Since Taking Orgatone

A few weeks of Orgatone treatment actually put an end to my indigestion and made me feel like a new man," said H. D. Owens, a well-known retired farmer residing at 311 Ave. T, Lubbock, Texas, in relating his experience with Orgatone.

"One day after eating," he continued, "I had an awful attack of indigestion and from that time on I commenced to get in a general run down condition. My stomach would bloat up with gas so at times I could hardly breathe, and I would have sick dizzy headaches until I could hardly stand the pain. I started doctoring myself, but in spite of the medicine I took I became so much worse, and suffered such agony that it looked like nothing could ever do me any good."

"One of my friends advised me to try Orgatone and I began to improve right from the start and in a week I felt much better. A few more weeks treatment fixed me up all right and I have gotten entirely over my indigestion and can eat anything I want. I believe everybody in my neighborhood is taking Orgatone and praising it for the good it is doing them."

Genuine Orgatone may be obtained in Lockney at the Stewart Drug Co.—Adv.

The new water purification plant of the City of Dallas will have a normal daily capacity of 32 million gallons and a peak of 40 million. After several months consideration of other power proposals with the best consulting engineers in the United States called in to aid in the investigation, the City Commission decided to use electricity and closed contract with the Dallas Power and Light Company for current.

LIPPERT'S PRACTICAL BUSINESS COLLEGE

(Successor to Watson's Business College)

INTERNATIONAL ACCREDITED SCHOOL

Associated with 587 Colleges in United States and Canada

Seventy-five per cent of all office positions in Plainview filled by Lippert's Business College students. Not a graduate unemployed. Twenty-five Graduates accepted positions in past thirty days.

Gregg and Aristos Shorthand; Rowe and 20th Century Book-keeping.

Fifteen requests for our Graduates now on file.

Make reservation now for term commencing December 30, 1929 for the year 1930. Largest Private Institution on the entire South Plains.

One Hundred Twenty-Five students now enrolled.

R. J. LIPPERT, Pres.
 N. E. Corner Square Plainview, Texas
 Phone 22

We Want Your Business

When you have grain or feed of any kind to sell let us make you an offer on same. We are in the market at all times for the crops that you raise.

GRAIN, COAL, CHICKEN AND COW FEEDS

We carry the very best grades of Coal that can be obtained and will be glad to supply your demands. Now is the time to lay in your supply for the winter needs. Coal is harder to get, and generally higher in price in the winter, when the rush is on, than during the summer months, so fill your coal bin now and be ready when cold weather sets in.

LET US SERVE YOU

SOUTH PLAINS GRAIN COMPANY

Phone 23 Lockney, Texas

WHO KNOWS?

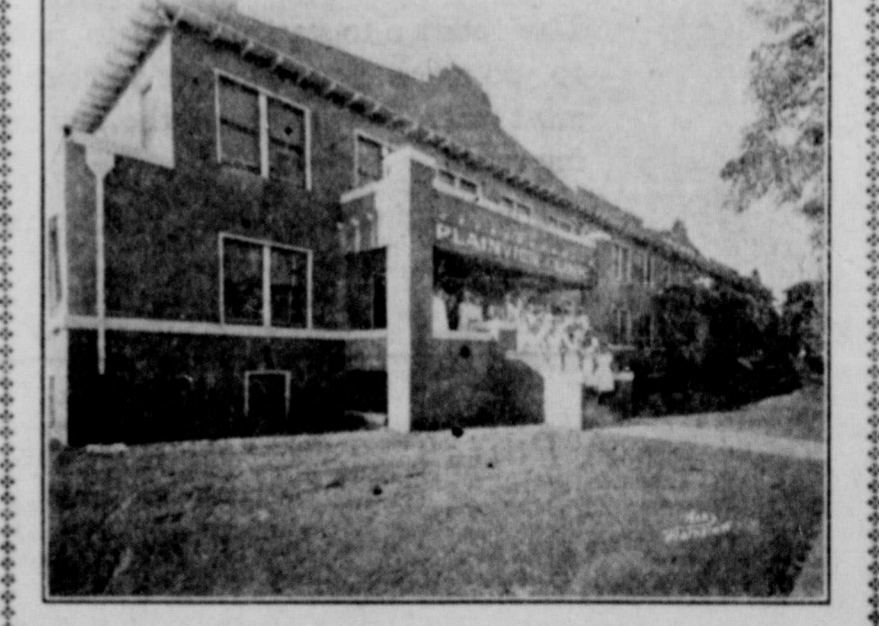
We know that every ambitious boy or girl can have a good POSITION. Scores and scores of P. B. C. students are holding \$1200, \$1500, \$2000, \$3,000, and better POSITIONS!

Do you want a position? Are you satisfied? Do you want to do more, and have more? A good position will make you independent.

You must make the start before any one can help you. Ask for "GETTING AHEAD" without obligation on your part. Winter term starts First Monday in January.

Name _____ Address _____

PLAINVIEW BUSINESS COLLEGE
 — and —
Watson's School of Correspondence
J. E. WATSON, President
 Box 532 Plainview, Texas



The Plainview Sanitarium and Clinic, Plainview, Texas, thoroughly equipped for examination and treatment of medical and surgical cases.
 DR. E. O. NICHOLS, Surgeon,
 DR. J. H. HANSEN, Surgery and Diagnosis,
 DR. T. G. ESTES, Eye, Ear, Nose & Throat.
GLASSES FITTED
Plainview Sanitarium & Clinic

RESOLVED...
greater
SAVINGS
in
1930

It can be made a game, this business of putting money in the Bank. For 1930 set yourself a minimum weekly sum to save, and then try to exceed it by as much as possible. It's a game, all right; but YOU WIN any way you figure.

SECURITY STATE BANK