

THE LOCKNEY BEACON

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plain.

VOLUME TWENTY-NINE

Lockney, Texas, Thursday, January 30th, 1930

Number 20

District Court in Session This Week

Grand Jury Returned Sixteen Indictments First Day and Recessed Until February 10th

The January term of the district court met in Floydada last Monday morning with Judge Kenneth Bain on the Bench, Dist. Attorney A. J. Foley and other officers and lawyers present.

The grand jury was empaneled and after a few hours session Monday, returned sixteen indictments for gaming and recessed until Monday of the third week, which will be February 10th, when they will meet to wind up their duties for this session of the court. The members of the grand jury are A. C. Goen, foreman; T. R. Atkinson, D. R. Baggett, H. W. Belden, H. A. Brotherton, R. B. Calhoun, W. C. Clubb, W. A. Ground, H. P. Coleman, E. J. McLaughlin, Ted Probasco, and C. A. Massie.

The second and third will be the jury weeks of this term of court, and the petit jury for the second week, to appear Monday morning, Feb. 3rd, is as follows:
G. T. Assiter, W. H. Crawford, R. H. Crawford, Walter Wood, B. A. Colston, Ben Dillard, Albert King, Edd Kelley, R. L. Casey, O. W. Fry, E. J. Thomas, G. C. Applewhite, E. C. Cox, B. L. Blacklock, Archie Curry, W. C. Cates, A. M. Batty, H. R. Stanley, J. E. Baker, P. J. Wilks, W. M. Stovall, T. H. Boedter, B. L. Breed, T. J. Cardinal, G. J. Clements, R. I. Bennett, W. H. Fields, L. J. Davis, H. D. Bloodworth, Olin S. Miller, John Stalcup, G. R. May, Charles Bollman, R. L. Carter, M. O. Davis, and C. W. Burton.

NOT A CHAIN STORE

In an editorial in last issue of the Beacon the editor failed to say there were no chain stores in Lockney, and Floyd Huff, manager of the Piggly Wiggly store asked us to state for the benefit of those who do not know that the Piggly Wiggly is not a chain store, but is owned and operated strictly by home people, who live in Lockney, own homes in Lockney, own their own building, and pay taxes. There are chain stores that use the name of Piggly Wiggly, but the Piggly Wiggly system is not a chain store system. The Lockney Piggly Wiggly has no connection with any other Piggly Wiggly store only for buying power, and there is no part of the stock of the Lockney Piggly Wiggly that is owned by other than Lockney people.

ONLY WOMAN UNITED STATES SENATOR DEAD

Body to Old Homestead in Georgia; Hundreds in Tribute

Cartersville, Ga., Jan. 26.—Georgia tonight mourned the loss of one of its most distinguished citizens, Mrs. Rebecca Latimer Felton, 94, the only woman to ever occupy a seat in the United States Senate, who died in Atlanta, Georgia. The body was brought here to lie in state at her old homestead, now the home of her grandson, William Fuson, until tomorrow afternoon. Funeral services will be held then at the Sam Jones Memorial Methodist church of which she was a member.

From early afternoon the road leading to Mrs. Felton's old homestead was lined with automobiles and pedestrians who called to pay their respect. Hundreds passed with bowed heads to gaze on the features of the woman who had been their friend in life. Many in the line were weeping, for in the death of Mrs. Felton they had lost a friend and counselor.

In her lifetime, Grandma Felton, as she was reverently and affectionately known through this section of the state, had never been too busy to listen to the troubles of her neighbors. To those who asked it she gave spiritual counsel, to those who needed it, she gave material aid.

Mrs. Felton's mission to Atlanta, which resulted in her death was in behalf of the Georgia Industrial school for girls in which she was interested from its founding. It was on that trip, which she insisted on making unaccompanied, that she contracted the cold that led to her fatal illness.

High School P. T. A. To Meet February 6th

The High School P. T. A. will meet in Room 202 at the high school on Thursday, February 6. All members are urged to be present and visitors are cordially invited. The following program will be rendered:
Reading—Martha Meriwether.
Music—To be selected.
Talk, "Benefits to Be Derived from Student Activities."—Supt. W. D. Biggers.
Talks, "Attitude of Parents Toward Student Activities."—Mrs. Carl McAdams and Prin. J. W. Jones.

TEXAS RURAL SCHOOL AID FUND UNCONSTITUTIONAL

Several Thousand Students May Be Kept From School—Several Hundred of Rural Institutions Must Close As Result of Injunction Granted at San Antonio

Decision Appealed—State Enjoined From Spending Appropriations of \$5,000,000; Lubbock to Be Affected By Ruling

San Antonio, Jan. 25.—Temporary injunction restraining the state from using the \$5,000,000 Texas rural school aid fund, which had been sought by Mrs. Louise Mumme of Medina county, was granted here today by Judge R. B. Minor.

The ruling held that the rural aid bill was unconstitutional and that it violated the state and federal constitutions. It further ruled that it denied constitutional rights to a taxpayer.

Notice of appeal was given.

Austin, Jan. 25.—Several thousand students will be forced from high schools and several hundred rural schools must shut down as a result of the injunction granted in San Antonio today, L. W. Rogers, first assistant state superintendent of schools, said here tonight. The state was enjoined from spending the \$5,000,000 appropriation for rural aid made by the 41st legislature, for the current biennium.

Depend On Fund

Rogers said that all those schools which had used their district funds and the regular state apportionment of \$17.50 per pupil and which were depending on appropriations from the enjoined fund would have to shut down.

"The whole rural aid division of the department is paralyzed by the decision," he said, "since all salaries in it come from this fund."

He estimated the number of schools affected at 3,600.

The legislature made the special appropriation to supplement the regular school funds in order that all schools of the state might be guaranteed a term of six and one-half months. The department planned to use \$2,500,000 of the fund this year and approximately \$500,000 of it had been spent.

Matters Complicated

"It complicates matters for those districts which have been sending pupils to other high schools, depending on that fund for the tuition fees," said Rogers. "The payment by the state has not been made, it having been the plan to pay at the end of the term."

FIRE RAZES SUDAN SCHOOL BUILDING; DAMAGE \$125,000

Muleshoe and Amherst Fire Departments Aid Fight Against Blaze; Arrange for Emergency Quarters

Sudan, Jan. 25.—The imposing \$125,000 Sudan High school was reduced to ashes by a fire which destroyed the building and its equipment last night. Units from Muleshoe and Amherst fire departments were called into service to aid the Sudan department.

The blaze of undetermined origin, started at 11 o'clock, and was well underway before firemen were summoned. Fire started in the auditorium of the structure. A meeting of the Sudan band was held during the evening, but members of the musical organization had retired from practice more than one hour before the fire was discovered.

Six years ago a Sudan High school building was destroyed by fire. The board of education is now making plans for an emergency meeting place for the high school students, according to W. I. Wilkins, superintendent of schools.

Sudan volunteer firemen saved a grammar school building, which is located 10 feet from debris of the high school structure.

Woman's Missionary Society

The Missionary Society will meet Feb. 3, at the home of Mrs. H. B. Adams. We invite every Methodist woman to come. We need you in this work. We have set forth a goal for 1930 to make our programs the most interesting possible. We want to do all we can to help our president in this year. Let's get behind her and do all we can to help her. She needs your help and your earnest prayers.

The following is the program for February 3rd:
Song—"Where He Leads Me I Will Follow," No. 103.

Business—Plans for the new year, presented by President Mrs. Cooper.

Presentation of Mission Voice.—Mrs. Martin.

Report of work and plans.
A Dialogue: "Our Finances."—Mrs. Joe McCollum, Mrs. Dexter Wells, and Mrs. G. S. Morris.

Devotional: "The Characteristics of the Approved Line."—Mrs. A. J. Crager.

Pledge Service. Song No. 123.
Discussion: "Why We Make a Pledge."—Rev. J. E. Stephens.
Song No. 101.

"WHY NOT GET ALL THE INFORMATION"



Plateau Singing Convention News

(Notes furnished by John F. Taylor, President.)

Terry county held their convention at Gomez, 5 miles west of Brownfield on Sunday, Jan. 19th, according to Mr. G. M. Thomason, members of the Advisory committee of the Plateau organization. Gomez is located on Highway 84 and a large auditorium was provided for the occasion.

Mr. Ed Hufstelder, president of the Bailey county convention has purchased a farm in Curry county, New Mexico. Mr. H. Sterling, vice-president of Bailey county succeeded him as president of Bailey county. According to Jno. F. Taylor, Ed Hufstelder made a good county president and has done much for the Plateau organization. He remains a member of the Plateau.

Advertising of the Plateau convention to be held in Lockney on June 14th and 15th, is well underway according to John F. Taylor, President. Everywhere, everyone is heartily in accord with the selection made by the Advisory Board and largest crowd in history is expected on that date. Lockney has promised to furnish something special in way of attractions for the occasion and most of the real singers of Texas will be present.

The program for 1930 as adopted by the executive committee is as follows: Chaves, first Sunday in January and July; Hockley, first Sunday in February and August; Parmer, first Sunday in March and September; Roosevelt, first Sunday in April and October; DeBaca, first Sunday in May and November; Lea, first Sunday in June and December; Cochran, first Sunday in January and July; Lynn, 2nd Sunday in February and August; Quay, 2nd Sunday in March and September; Bailey, 2nd Sunday in April and October; Deaf Smith, 2nd Sunday in May and November; Terry, 3rd Sunday in January and July; Randall, 3rd Sunday in February and August; Lamb, 3rd Sunday in March and September; Curry, 3rd Sunday in April and October; Briscoe, 3rd Sunday in May and November; Plateau Convention at Lockney, Texas, Third Sunday in June; Eddy, 4th Sunday in January and July; Castro, 4th Sunday in February and August; Swisher, 4th Sunday in March and September; Hale, 4th Sunday in April and October; Potter, 4th Sunday in May and November; Union, 4th Sunday in June and December; Carson, 5th Sunday in March and August; Lubbock, 5th Sunday in June and December.

O. E. STEVENSON UNDERGOES OPERATION FOR APPENDICITIS

Mr. O. E. Stevenson, owner of the Stevenson's Variety Store, of this city, went to Wichita Falls Sunday night, where he entered a sanitarium Monday and was operated upon for appendicitis at one o'clock that day. Reports received here state that he stood the operation fine, and is now getting along as well as could be expected. Mr. Stevenson had been suffering from appendicitis for many months, and has had several severe attacks the past few months.

The greatest distance between eastern and western points in Texas is 825 miles; from the extreme southern point to the northwest corner is 740 miles. The altitude range of Texas is from nothing (sea level) to 9,500

Signing of pledge (in silence)
Prayer.—Mrs. L. A. Cooper.
—Superintendent of Publicity

Livestock Loss Small in Worst of Texas Storms

Veteran Cattle Man Credits Knowledge of Proper Feeding With Saving Huge Herds

Port Worth, Texas, Jan. 29.—The most devastating blizzard of the century has spent its fury on the plains of the Southwest and jubilant stockmen are thanking science and modern invention for the most negligible loss of livestock in the history of Texas storms.

Anxiously scanning the reports from the snow covered and windswept ranges of Texas as they filtered into headquarters of the Texas-Southwest Cattle Raisers Association, Secretary E. B. Spiller daily read the fate of countless herds of cattle after a fortnight of intense cold the veteran official announced that what might have been economic disaster for the stockmen had been avoided as a result of available swift motor transportation and their knowledge and practice of proper feeding methods.

In their dramatic fight against the ravages of the elements the stockmen's most dependable ally was the product of Texas fields in brighter and sunnier days. Cake and meal, made from Texas cottonseed, and both highly concentrated feed stuff of high protein content, played the most important part in the battle against starvation and freeze, in the opinion of Spiller.

Motor transportation enabled the stockmen to distribute the necessary feed rapidly over the wide areas where in the impoverished cattle foraged unsuccessfully in the never ending blankets of snow.

Although the extremely low temperature and heavy snowfall was not anticipated very few stockmen were caught unprepared. Spiller reported experience which was paid for at a heavy price in other years has taught the cattle raisers of Texas to make provisions for adequate feed stuffs in proper proportions as the winter season comes in.

As the cattlemen congratulate themselves on their emergence from the worst blizzard for 30 years with little or no loss of their stock, some of the younger ones and all of the old timers recall the disaster which overtook their herds in the winter of 1918 and 1919, with the grass buried under thick snows week after week the stock slowly starved and froze by the thousands while the owners looked helplessly on.

Probably never again, Spiller predicted, in view of the record of more recent years, and the modern knowledge and facilities for the care of stock, will the mantle of winter bring major economic loss to the cattlemen of the Southwest. The year 1930 already has provided the test, he said.

Dalhart—New Federal building proposed for this place.
Center—Building program to be sponsored by local Rotary club.

Alpine—Big Texas Co. makes bid for natural gas franchise.

Haskell—Pittman Garage moved to C. R. Cook Filling station building.

Perryton—Work to start in very near future on improvement of telephone service.

Borger—\$750,000 to be spent by Southwestern Bell Telephone Co. this year in improving service between Amarillo and this city and other points connecting with this city.
Levelland—52,000 egg hatchery installed in rear of feed store and office of Major H. Ridgers.
Snyder—Burton-Lingo Lumber Yards officially opened.

PLAINS IN GOOD FINANCIAL CONDITION

Lubbock, Texas, Jan. 27.—A check up recently made, reveals the information that 43 banks in the South Plains have total assets of \$24,655,849.43, with \$21,949,286.43 deposits showing the best financial condition that the banks have ever had.

The check up was made by G. P. Kuykendall, auto dealer, a director of the Lubbock Chamber of Commerce and a former banker, with the assistance of Roy Riddle, cashier of the First National Bank here. Banks at Muleshoe, Sudan, Amherst, Littlefield, Anton, Lubbock, Slaton, Post, Plainview, Hale Center, Abernathy, Wilson, Tahoka, O'Donnell, Lamesa, Crosbyton, Rails, Idalou, Ropesville, Meadow, Brownfield, Seagraves, Seminole, Levelland, Lockney, Floydada, and Petersburg, were called.

The statement shows the section to be in the most healthy financial condition it has ever been in, Kuykendall declares.

The statement as compiled by Messrs. Kuykendall and Riddle follows:

Loans	\$10,791,530.15
Real Estate, Furniture and Banking House	
Fixtures	1,299,087.00
Other Assets	264,608.28
U. S. Bonds, bills of exchange, bankers acceptances, etc.	5,386,700.00
Cash and due from banks	6,913,924.00
Total	\$24,655,849.43
Capital, Surplus and Profits	2,666,563.00
Money borrowed	50,000.00
Deposits	21,949,286.43
Total	\$24,655,849.43

A Fair Flower Falls

The writing of her obituary is a sad, though pleasant privilege and duty. It is a last chance offering of respect to the dead and an opportune offering of sympathy to the living. On Jan. 15th, 1930, the Grim Reaper cast his snath into the home of Mr. and Mrs. J. R. McDonald and reaped their tenderest bead, Jacqueline Vernell, aged 17 months.

In a life time of travel we have scarcely seen a more lovely child than was she.

Only once did we see her. We attended a social at the home of her parents. While sweet strains of music flashed out on the cold either she visited with guest after guest like a fairy hostess. When the writer was favored he took her to his lap and she raised a friendly hand and wondering eye over his gray lashes, as if she was trying to fathom what strange phenomenon had made them so. And then she turned the same wondering eyes on the young musicians as if she fain would fathom their mystic art.

The human mind balks at the justice of Divine Providence in cutting short the spasmodic development of the mind of lovely youth. Many believe, however, that beyond the mystic sea we take up the thread of life once more. But death will ever remain a tragedy. It breaks the end of all physical contact with our loved ones. Throughout the past no traveler has ever returned from that mystic voyage. There seems no substitution by the way; no mid-ocean isle of founded balsms from which a benighted traveler calls. Yet in the end love and hope spans the chasm and faith sees the traveler safe. Not a sparrow falls to the ground without the notice of the Savior, is a consolation to the bereaved family. In spite of the shuffling doguard of the past, the settled philosophy of the present or future let us hope that little Jacqueline is better off. She has at least deoured the lead of deceptive lads, the pitfalls of the urchins.

With loving hands we committed her to the clay and from her pre and unpoluted flesh wee violets grow.

We pause once more to drop a tear with the bereaved family.—J. A. Leonard, a friend.

Baptist Church

The pastor will preach Sunday morning on "Jesus Prays for You." Read the 17th chapter of John. Evening on "Who's the Coward?" We have a warm room and a warm message ready for you. Break the monotony of your home life and come out to church.

Our choir sure can sing. They will have a social next Monday night at the church.

Our Next Worker's Meeting will be with Mt. Blanco church next Tuesday, February 4th.

E. D. MORGAN.

Roseland Home Demonstration Club

The Roseland Home Demonstration Club will meet with Mrs. S. M. Lester, Feb. 7th, at 1:30 o'clock. Miss Strange will be present and will give instructions in making hot beds. Each and every member be present as these are important in starting early gardens.—Reporter.

Lockney Postal Receipts Show Increase for Year

Postal and Money Order Business Amounts to \$61,233.06 for Year of 1929

The business of the Lockney post-office showed a decided increase during the year 1929 over the year of 1928, according to a report given the Beacon by Postmaster Homer Howard, this week.

The postal receipts per quarter for the year 1929 and 1928 were as follows:

1929—1st quarter	\$2,205.22
2nd quarter	1,953.14
3rd quarter	2,111.40
4th quarter	2,915.69
Total	\$9,185.45
1928—1st quarter	1,953.14
2nd quarter	1,816.69
3rd quarter	1,948.41
4th quarter	2,830.07
Total	\$8,598.31

Showing an increase of the business in the sale of postage stamps, etc., of \$597.32 for the year 1929 over the year 1928.

In the money order department the amount of money sent out of the Lockney post office amounted to \$52,628.93, which was the heaviest year probably in the history of the post office in this line.

The total receipts of the office from these two items amounted to a total of \$61,233.06 for the year 1929.

Install New Cancelling Machine

A new electric cancelling machine has just been installed in the Lockney post office, which adds very much to the efficiency of handling the mails in this office. The new machine cancels the stamps on the envelopes at the rate of between 800 and 900 stamps per minute.

The service rendered in the Lockney post office is as good as can be had in any office its size in the country, and Mr. Howard and his efficient assistants, Messrs. Geo. Newman and Clyde Cummings, are making a special effort at all times to give the people of this vicinity the very best service possible, and to handle the mails with speed and accuracy.

The Lockney office is a second class office, and the handling of mails both by the local office and the train service shows a great improvement over the past years, and each year becomes more pleasing to the patrons of this vicinity.

Pay Roll of Employees Who Work In and Out of Lockney Office

The pay roll of the employees, who work in the Lockney post office and all rural and star route carriers, who carry mail out of the office, amounts to \$21,096.50 per year at this time, of this amount \$7,886.64 go to the employees on the inside of the office, and the balance to rural carriers and star route carriers. When Postmaster Howard took charge of the post office in this city, the pay roll of the entire force of employees was less than \$1,000 per year.

HISTORICAL SOCIETY WILL MEET APRIL 5TH

Lubbock, January 28.—Many stirring incidents that happened during the early days will be recounted by old timers at the sixth annual meeting of the West Texas Historical Association which convenes at Texas Technological College April 5.

Judge R. C. Crane of Sweetwater will give the history of the organization of Fisher county. Roy Holt, superintendent of schools at Eldorado, will discuss the Fence Cutting War. Prof. L. F. Sheffy of the West Texas State Teachers College at Canyon, an authority of many matters of history in West Texas, will read a paper.

Judge Sam Cockrell of Abilene will deliver an address on the Political Campaign of 1892 in West Texas. Dr. P. C. Coleman of Colorado, who practiced medicine in the early days when he had to cover a territory of 150 miles radius, will tell something of his experience.

Col. Smythe of Plainview, who helped lay out and organize Hale county, and is called the father of Plainview, is on the program, and also Judge Kinder of Plainview will appear on the list of speakers. He was district attorney of a territory in 1888-1890 that reached from Baylor county to the New Mexico line and for a similar distance north and south.

Dr. John C. Granbery, head of the Tech history department, and Dr. W. C. Holden, also of the history department, and actively connected with the Association, are expecting a record attendance on account of the interesting program. In addition to the speakers already announced several other "old timers" will take part in the meeting.

Olton—Building and farming prospects bright here.

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
Subscription Cash in Advance

TERMS OF SUBSCRIPTION
One Year \$1.50
Six Months .75
Three Months .49

THIS TRADING AT HOME PROPOSITION

In a conversation with a local business man the past week, he made an assertion that is worthy of considerable thought and action. He said: "If the families of the business men of Lockney would stop spending their money in other towns, then he would feel more like making a drive to bring the country people to the town to trade."

This is a proposition that this writer has given much consideration. A newspaper man is a man that most any merchant thinks he should "ream

out" about taking advertising from other towns at any time he feels like doing so, and on many occasions this editor has been accosted on the subject of receiving advertisements from Plainview and Floydada, and while we generally listen to the offended merchant and have very little to say in return, we do a lot of thinking on the matter, and oftentimes say that we are willing to quit soliciting business in other towns if we receive the support necessary in the home town to sustain the paper and take care of our earthly needs, but there is another side to the question that we seldom ever say anything about, and that is that nearly every merchant in the town, or his family, is guilty of spending his money in the other towns, instead of hueing to the line and spending his money at home. When we first came to Lockney, in 1923, it was very little business that we received from adjoining towns, and we did not solicit business outside of the town, but we found that nearly every man and woman in Lockney were trading more or less in the other towns, and as they were spending their money in these towns we had a perfect right, and it was just of us, to get every dollar of this money back that it was possible for us to get, and so we began selling our goods to the merchants of other towns, who were selling their goods to the people of our town, and as the trade they were getting from Lockney amounted to so much each week, the merchants of the other towns were glad to spend money with our paper in turn.

As most people of this community well know, we make a trip every week, nearly, to both Floydada and Plainview, and we never have made a trip to either one of these towns, that we know of, no matter what the weather conditions were, that we did not see a lot of Lockney people buying goods in the stores that we visited. We don't mean that we seen the country people buying goods—we did see them, however—but we mean that we have seen the men and women that live in town, the people who live in the town, sell goods in the town, run businesses in the town, make their livings off merchants and townspeople by the scores trading in these towns, buying the very things that merchants in the town have for sale, and yet some of these people that are doing this very thing are very strong in their criticism of the editor because he will run the advertisements and take the money of the merchants from the other towns. We believe in trading at home ourselves, and while we do buy some things out of town, we generally buy the things we can not get in the home town from the home merchants—in this respect the price has nothing to do with it, as most people in Lockney

well know this writer seldom ever asks the price of anything he wants, he finds the article, takes it, pays for it, and does not say he could buy it cheaper elsewhere. A campaign is needed in Lockney along the trade at home line—first, let every business man see that his own family and himself buys every item he possibly can at home; then see to it that every man living in the town, and his family, buys the things they can buy at home here. Demand that the merchants in Lockney carry the things that the people need—this means a good range of sizes—for every clothing dealer in the town knows very well that there are at least a third of the women in this town who are above an average size, and these women worry themselves gray headed trying to get clothing, and shoes to fit and are forced to order their clothing or go to other towns to get them, and they would much rather trade at home if it were possible.

To trade at home means that the town would grow, there would be twice as many dry goods stores in the town and an increase in every other line of business. To carry full stocks of goods and judiciously advertise them would cause half the population that are today leaving town to do their trading to remain at home. If the people that are vitally interested in Lockney—those who compose the families of the business men—were to see to it that they spent all their money at home, the demand for the goods would force the merchants to bring on a full line of saleable merchandise and would cause their stocks to be replenished until they could take care of the needs and the demands of the buyers.

For instance, if the merchants of the town would buy all the printing that they use from us, we could afford to enlarge our business, buy more material, carry a better stock, hire more employees and give them better service, and our prices would be as cheap as they could get the printing any where, and of as good quality, but the case is, there is a far larger percentage of the job printing business goes away from the town, and many a time business men have given printing to foreign or mail order printing houses just because they could sell the printing a little cheaper, or because they had rather order their printing than give it to a home man. We are not in business for our health, it is the dollars and cents that we take in that keeps the machinery greased and our stomachs full of hash. When the advertising bills get slim in Lockney we work the outside territory harder; when the home advertising is good we have little occasion to go out of town for patronage. We expect to make a success out of our own business and we trade with the people who trade with us, and we expect that we spend less money out of town than any body doing the same amount of business in the town. Our stock in trade is advertising space and job printing, the man who uses it gets benefits from it, the man who don't merely exists off of the man who does; the less Lockney advertises we get, the less trade the business of Lockney get, for people read ads these days and buy the stuff that is advertised. If the people of Lockney want to build Lockney they can do so by trading at home. If the merchants of Lockney want to build Lockney they can do so by carrying good stocks of goods and advertising the fact in the Beacon. Start your campaign for home trade around your own family circles, widen it out to your neighbor, then cover the town, then you will be ready to go after the people in the country, after which you can take a chance at infringing on some other town's territory—but your best way to accomplish this is to advertise in the Beacon, and in advertising in the Beacon offer people goods at the right price, goods that they want and let them know that you want their trade, that you have what they want and that you expect to take care of their business at all times in the best possible manner. Only a few people really want to trade away from home, it is more convenient for them to trade at home, but to get them to trade at home you must have what they want and let them know you have it by advertising the fact.

Tyler—Second annual East Texas Light Co. to establish permanent of Dairy Show to be held here March five quarters here.
3-6. Alice—Construction of Holmgreen building on Main Street progressing, dry to be in operation soon.
Higgins—Texas Louisiana Power & idly nearing completion.



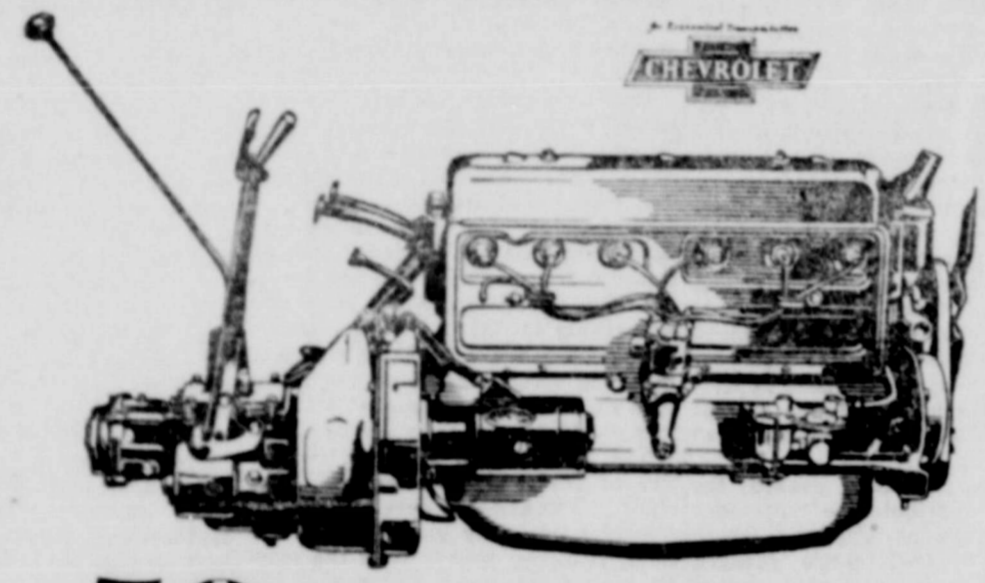
Pull Together HAVE MONEY!

When both husband and wife do "team work" and pull together they can succeed.

Bank your money and INCREASE YOUR BALANCE so you can buy or furnish a new home; educate your children; start them or yourself in business.

Start Saving Regularly NOW We Invite YOUR Banking Business

FIRST NATIONAL BANK
"There is no Substitute for Safety"
Lockney, Texas



50 horsepower six-cylinder engine

Not until you drive the new Chevrolet Six can you appreciate what a wonderful improvement has been made in its famous six-cylinder valve-in-head engine. With its capacity increased to 50 horsepower, it has great reserve energy for sweeping up the steepest hills—for swift acceleration—and for sustained high speeds. Its power flows evenly and smoothly. And it is extremely flexible in traffic. In fact—it does everything you could possibly want a motor to do. Yet it is remarkably economical in its use of gasoline and oil. Come in today for a demonstration.

-at extremely low prices!

Table with 4 columns: Model Name, Price, Model Name, Price. Includes ROADSTER, SPORT ROADSTER, PHAETON, COACH, COUPE, SPORT COUPE, CLUB SEDAN, SEDAN.

The New CHEVROLET SIX Dyer Motor Company

LOCKNEY, TEXAS A SIX IN THE PRICE RANGE OF THE FOUR



Use Our Beauty Aids

Individual perfumes, shades of powders and rouges that blend with your complexion—we carry them all. You will like our complete line of cosmetics.

Let US be YOUR Druggists

STEWART DRUG COMPANY
Stewart Has It Lockney, Texas



See This New John Deere General Purpose Wide-Tread Tractor with Special Equipment Built for the South

If you haven't already seen the new John Deere General Purpose Wide-Tread Tractor, and its special planting, cultivating, listing, and bedding equipment, by all means do so at your very first opportunity. No general purpose type of tractor has ever been designed that fits in so perfectly with conditions on southern farms and plantations.

The GP-200 Two-Row Lister Planter gives you a power-lifted, power-driven outfit that will do your listing and relisting to your complete satisfaction. Easy to operate because tractor wheels are always in the middles or between the lists. Beams carry regular John Deere lister bottoms, planter sweeps or plow sweeps. Has wide range of depth adjustment—each bottom is controlled independently, giving uniform depth at all times.

Other equipment for use with the General Purpose Tractor includes a two-row cultivator attachment. Planting and cultivating attachments in the four-row size can also be furnished. Bedding attachment and two-row lister attachment can be furnished for use with the four-row planter.

And remember—this tractor will not only do all of these jobs, 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.

LOCKNEY IMPLEMENT COMPANY
Investigate this remarkable one-man tractor and equipment that is cutting production costs to the core for southern farmers.

Loc Off Editor Assoc Assis Ger Joke Person for Staff Senior Sepho Fresh F. F. Baske Red P Gener Mor Ma cile Sport Junior Facult Age ing a when with has lo has ce It i men a look a the ro have (along do no' to go-chang the es for be Eve school to sch school them. cause becau part. driven to drill life. It is can be have r can be love, l The Eigh quietly and cl step b make t ening every in his that t would would thereb remain stone l the ex front glowed tains. membe had fir gather evening) Who that al looking young should his fan was de content chosen though various kind agree ambitic in any rear. cally th ure to remem had his started going t The Albert him be house. called ' tective' taking decticti that ha afraid l he had but, fo notice wrappe Albe to bush Despite escape brother belittlin caution, ways er above a actly l starting His fa however brother he coul any sp them ar triffe se way th chance.

THE LOCKNEY LONGHORN

Official Publication of Lockney Public Schools.

Lockney, Texas, Thursday, January 30th, 1930

Volume 2, Number 20

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An Old Young Man

Age does not come with merely living a number of years. It comes only when man has ceased to look forward with ambition or hope. When man has lost hope; when ambition's fire has ceased to burn, then a man is old. It is strange that so many young men are old, in this respect. We may look about us and see them all along the road, young men and women who have ceased to try, who are carried along by the current of events. They do not seem to care where they are to go. Their nature is frivolous and changeable. Indeed, they have lost the essence of life—a hope, a desire for better things.

Every day I see boys and girls in school who are old. They do not go to school to learn. Rather, they go to school because their parents make them. If they get a lesson it is because they are afraid not to, and not because of any knowledge it will impart. These people, the chaff that is driven before the wind, will continue to drift aimlessly, hopelessly, through life.

It is a sad sight to see them. They can never be happy as long as they have no purpose in life, for no man can be happy without a vision of love, hope, and beauty.

The Art of Being A Good Detective

Eighteen year old Albert slipped quietly out of his bedroom window and climbed down the rose trellis, step by step taking great care to make no sound. Then before straightening his body, he looked carefully in every direction. Above him, the light in his room had been left burning so that the other members of his family would believe him to be studying, and would not attempt to disturb him, thereby discovering his absence. The remainder of the semi-pretentious stone bungalow was in darkness, with the exception of one room at the front of the house where the light glowed warmly through drawn curtains. That told Albert that all the members of his family except him had finished their chores, and had gathered in the living room for a quiet evening together before bedtime.

When Albert had satisfied himself that all was quiet and that no one was looking, he straightened his manly young form and shrugged disdainful shoulders at the calm peaceful life of his family. Their work for the day was done, and they were happy and contented; his work for the day, his chosen work, had not yet begun, although he had performed many and various tasks during the day. That kind of work seemed especially disagreeable and thwarting to his high ambitions now, since it did not relate in any way to the progress of his career. Albert had performed practically the same tasks, with no displeasure to speak of, ever since he could remember, but that was before he had had his great inspiration and had started on his life's career. He was going to be a great detective!

The night was bitterly cold, and Albert buttoned his coat tightly about him before he left the shelter of the house. Under one of his arms a book called "The Art of Being a Good Detective" was tucked snugly. He was taking a correspondence course in detective work, and this was the book that had been sent to him. Being afraid he might need it for reference, he had decided to take it with him, but, for fear that someone would notice what he was carrying, he had wrapped it up tightly.

Albert moved stealthily from bush to bush until he got out of the yard. Despite the urgent need for silence to escape the ridicule of his two older brothers he did not feel that he was belittling himself by his extreme caution. The detective course had always emphasized silence and stealth above all, and young Albert felt exactly like a full-fledged detective starting out on an important case. His face darkened for an instant, however, as he thought of his two brothers. They were his brothers, but he could not feel that he was or could be any spiritual relationship between them and himself. Albert even felt a trifle sorry for them, in spite of the way they tormented him at every chance. He felt sorry for them be-

cause they seemed to be fully satisfied with the work they were doing downtown, mere clerical work that drew a fair salary but offered no chance for improvement. He realized, however, that he had not felt this way toward them before reading that advertisement about detective work; he had even been a little in awe of them, those big brothers of his, with their easy talk and ready cash. He could excuse that attitude now, because it was only since he had been inspired to be a detective that he had really begun to live. It still excited him just to think of this work; ah! the thrill of being one of the few who painted their names before the eyes of the world with bold strokes of daring and brave deeds. Of course, he had not reached that point yet, but he was certain that he would not have long to wait. He was nearing the end of his training through the correspondence course, and his object tonight was to get some necessary training along that line.

This was the third night that Albert had sneaked out of the house in search of adventure. He had been disappointed twice, but tonight for an inexplicable reason, he felt that he would meet with success. When he got out of sight of the house, he walked briskly along the snow hardened path, shivering in spite of his warm overcoat. It was certainly a bad night to be out in, but Albert felt that it was necessary and did not notice the cold weather so much.

Albert had made up his mind as to what he was going to do before he had left his home. He was going over across the railroad tracks into the east side of the city. This was the oldest part of the large city, the newer buildings having been built across the tracks, and the old dilapidated buildings and the dimly-lighted streets were haunted chiefly by gangsters and try his luck in the underworld. This, Albert had not wanted to look for adventure in that part of the city, but his two successive failures, and the necessity of gaining experience immediately, made him determined to try his luck in the underworld. The lad had no desire to cross the tracks on this night, and his father had often forbidden him to go to the east side; but, since he thought it necessary, Albert trudged manfully on.

He crossed the railroad tracks and sauntered on, with the appearance of not having a care in the world. He looked timidly about him though, and his heart was thumping loudly against "The Art of Being a Detective." Here and there, by the dim light of the street lights, Albert could see some ragged form huddled against the side of a building in a futile attempt to keep warm. He paused at the entrance to a dark alley to light a cigarette, and, as he stood there for an instant gazing around him with cur-

ious eyes, a woman dressed in a shabby black coat and hat glided up to him and spoke in a low voice, "So, you're here?"

Albert braced his shaking knees and replied gruffly, "Well, it looks like I'm here don't it?" "Shure," said the woman with a grating laugh. "I just didn't think you were the kind you guy Mike would trust on a job like this. You look sorta young."

"Well, I'm here all right, don't it?" "Yeah—sure," she replied, then touching the package under Albert's arm she added, "I see you got it. Well come on—we gotta hurry. The cops got hold of this somehow or other, an' they're on our trail. We gotta make it snappy, kid."

(The remainder of this story will be printed in next week's issue of the Longhorn.)

LOCKNEY WINS THREE GAMES THIS WEEK

The Lockney Longhorns continued winning this week by defeating Crosbyton, Kress, and Sand Hill. The score of the Crosbyton game was 22 to 16. Phillips was high point man for Lockney.

The Kress game was played before the tournament games here Saturday night. Lockney won the game with Kress by the score of 30 to 12. Phillips of Lockney scored 19 points during the game.

Phillips again led the Longhorns to a victory over Sand Hill, the score being 59 to 14. Phillips scored 24 points, Leo Foster and Chester Foster 14 each, and Spence 5. Miller of Sand Hill, scored 4 points.

T. V. Copeland has enrolled in school here. He attended the Littlefield High School.

Andrew Moore of Olney has also recently enrolled.

LONGHORN SCHEDULE

Silverton vs. Longhorns; results: Afternoon, Silverton 8, Longhorns 36; Night, Silverton 11, Longhorns 25.
Quitaque vs. Longhorns; results: Quitaque 12, Longhorns 32.
Turkey vs. Longhorns; Turkey 34, Longhorns 30.
Crosbyton vs. Lockney, January 16. Results: Crosbyton 24; Longhorns 20.
Olton vs. Lockney, January 18. Results: Olton 31; Lockney 43.
Ralls vs. Lockney, January 20. Results: Ralls, 43; Lockney 31.
Lockney vs. Crosbyton, at Lockney, January 23, night.
Lockney vs. Olton, at Lockney, January 25, night.
Lockney vs. Turkey, at Lockney, January 27, night.
Lockney vs. Ralls, at Lockney, January 29, night.
Lockney vs. Tulia, at Tulia, January 30.

Longhorns Smoother Turkey

On Monday night Coach Reid's Longhorns defeated the Turkey High Turks. The score was 45 to 21. The Longhorns offense worked to perfection against these Turks, who have been undefeated this season. The Longhorns showed great defensive powers against the shifty forwards and the towering center of Turkey. "Tex" Phillips proved efficient in dropping the ball through the basket, being high point man with 25 points. "Boss" Spence played a fine game as guard and made 12 points for the Longhorns.

Wednesday night, January 29, the Longhorns play the Ralls Jackrabbits in the local gym.

Friday and Saturday January 31 and February 1, the Longhorns go to Quitaque to enter in a tournament to be held there.

Because we are not witty,
Because we have few jokes,
Because we print no stories,
That please you funny folks;
You sneer and groan and grumble
And fling us on the shelf.
Moral—gentle reader—
Just write a bit yourself.

And that's just it. The staff of the Longhorn really does work hard to get the paper out on time, but the rest of you just sit back with your hands folded and say we are dumb, lazy, and flatter us in like manner continually. Why not work with us a little and give us a chance to prove our merit? This is your paper; it represents Lockney High School as a whole, and we want to make it representative of our school life. Now here is the idea—if you have a story you

Liberty Wins Class B Invitation Tournament

The Liberty boys won the rural school tournament held here Friday and Saturday. The Aiken team went to the finals, but were defeated by Liberty.

On Friday the following games were played: Aiken eliminated Prairie Chapel in the first game by the score of 15 to 14. The game was tight all the way, and as the whistle blew for the game to end Prairie Chapel had possession of the ball. Dalton starred as a guard and as high point man for Aiken. Boedeker was high point man for Prairie Chapel.

Cotton Center and McCoy engaged in the next battle. McCoy won the game by a close margin. The score was 22 to 20. Berry of McCoy was high point man with 13 points. Dyer and Pate of Cotton Center had seven each.

Sand Hill defeated Baker by the score of 31 to 11. Tarpley of Sand Hill gave the boys a new record by scoring 16 points. Glenn, of Baker, made 8 points to lead their scoring. Lakeview and Liberty engaged in one of the most exciting games of the tournament. As the third quarter ended, Lakeview was leading by nine points, but Liberty overcame the lead and won the game 31 to 24. Williams made 18 points for Liberty, being the high point man of one game in the whole tournament.

The last game played Friday was between Erick and Dougherty. This game was close, but after F. Dollar of Erick was put on fouls, Dougherty took the lead and won the game 21 to 16.

The games of Saturday were close, but Aiken defeated McCoy, Liberty defeated Acuff, and Dougherty defeated Sand Hill. Aiken then defeated Dougherty to go into the finals with Liberty.

The final game was played Saturday night between Aiken and Liberty, the latter team winning 21 to 12. Clark of Aiken had 6 points, Dalton 5, Griffith of Liberty had 7 and Williams 7.

Arline and Maurine, the Watson twins, have withdrawn from school here. They have moved to Plainview where they will attend the Plainview High School. We regret losing them, but we sincerely hope they will enjoy attending Plainview High.

Lockney's Part in Ralls' Tournament

The basket ball girls of Lockney High School entered the Ralls Tournament Friday, January 24, and though not victorious, they received many honors.

The ones who went to Ralls were Glenna Collins, captain and forward; Ollie Glass, forward; Hazel Raper, jump center; Myrtle Bradford, run center; Clara Gunn, guard; Dorothy Glass, guard; Mary Leda McAdams, substitute guard; Gertrude Collier, substitute jump center; Oneta Comer, substitute run center; Ray Hays, substitute jump center; Rowena Ewing, reporter, and Mr. and Mrs. Leslie Gilbert, Miss Coleman, and Mrs. Alice Bridges Turner, chaperones. This party arrived in Ralls Friday afternoon, and all were delighted by the reception they received from the Ralls people, who simply turned over their homes to the visiting teams.

The first game was played against Crosbyton Friday night. This was an exceedingly hard-fought game, and the Lockney girls showed just how good they could play basket ball. At the half, the score was 10 to 12 in Crosbyton's favor, and things looked just a little doubtful for Lockney until Collins, Lockney's star forward, pitched two free goals in succession, tying the game with the first and winning the game with the second! This made the score 21 to 22 in Lockney's favor. In the Crosbyton game, Gunn, Lockney's guard, was put out of the game on 3 personal fouls, but McAdams filled her place remarkably. Raper was the only other Lockney player to make a personal foul in this game.

Lockney's next game was with Smith Ward School. The game started at 11:00 o'clock Saturday morning. Smith Ward had a good team but it was not in the class with Lockney's team, which stayed a great deal ahead all through the game. At the first quarter the score was 10 to 4, at the half it was 35 to 5, at the third, 52 to 13, and the game ended with the score of 62 to 21 in Lockney's favor. Gunn made two personal fouls in this game and D. Glass made one.

Lockney's next game, with Sudan, started at 12:30 o'clock Saturday afternoon. This game was probably the hardest-fought game that the Lockney girls played because both teams were determined to win, and every girl did more than her part. The teams were evenly matched, one and then the other would have the highest score. At the first quarter the score was 1 to 4 in Lockney's favor. At the half, it was 7 to 8 in Sudan's favor, and at the last quarter the score was 11 to 12 in Sudan's favor. The outcome of the game was wholly undecided until, at almost the minute, Collin's brilliant goal-pitching won the game. The score was 18 to 20 in Lockney's favor. Bradford made one personal foul and Gunn made two in the Lockney-Sudan game, which ended at 5:00 o'clock.

The winning of these games had carried Lockney's team to the finals, and the last game, with Slaton, started at 7:00 Saturday evening. The Lockney girls were exceedingly tired when they went into the game, but they played the game with that care-free, cheerful spirit that high honors from an almost overwhelming defeat. The score for the first quarter was 4 to 16 in Slaton's favor; at the half it was 16 to 25 in Slaton's favor; at the last quarter it was 24 to 37 in Slaton's favor; and the game ended with the score of 26 to 56 in Slaton's favor. In this game the Lockney girls, who made personal fouls were Collins, Bradford, and Gunn, each making one.

Sixteen schools entered the Ralls Basket Ball Tournament and out of all these Lockney won second place. In all the games Lockney made 125 points, and out of these Collins made 115 points, thus making the highest score of any other forward on any other team. In the game with South Ward the score was 58 to 21, 58 being the highest score made by a team in any one game. Collins scored 52 any one game. The Lockney points in this game, the Lockney basket ball girls made a record to be proud of by their work in the Ralls Tournament. The school, the town, and the whole district is proud of them, and every one realizes that the spirit with which they lost is very commendable.

Juniors Busy Selling Lunch

The Juniors have been quite busy the past week selling sandwiches, hot chocolate, and candy. A few worked Saturday selling to those who came to the basket ball tournament. The purpose of raising money in this way is to get sufficient funds for the Junior-Senior banquet. They will continue to sell lunches and candy and want every one who is hungry to come to the cafeteria. You need some thing to "make life sweeter," let the Juniors sell you some of their good "eats."

Mildred Reeves and her mother, Mrs. Reeves, were visitors Thursday afternoon. Mildred, a graduate of '29 is attending Watson's Business College at Plainview.

THE SHORTHORN

PERSONALS

Hazel Ford enrolled in the seventh grade Friday. She comes to us from Floydada. New pupils aer always welcome.

Mrs. Buck Sams was a visitor in room 5B Thursday afternoon.

Mrs. Tom Stewart visited in room 7B Friday afternoon. We appreciate having our patrons visit us.

William Baggett has withdrawn from our school. He is going to California to spend the remainder of the year with his parents, who live there.

Lois Gillispie enrolled in the seventh grade Monday. She comes to our school from Lubbock.

Mrs. Leslie Gilbert and Miss Coleman carried the basket ball girls to Ralls Friday to enter a Basket Ball Tournament there.

Lucy Ella Cheek has moved with her parents to Clifton, Texas.

Mrs. N. H. Humphries, the room mother, presented the first grade B with a "First Aid" box last week. This is greatly appreciated.

Mesdames Reuben McGilvary and Wilbur Miller visited in the first grade B room last week. We wish more of the mothers would come and see our work.

Ray Ford from Floydada entered Third Grade A Monday. We welcome him.

First Grade A News
The following pupils had perfect lessons in reading last week: Elaine Arceneaux, Virginia Norris, Barbara Ann Wall, Lawrence Hohlaus, Nettie Mae Busby, J. W. Cornelius, Paul Shick, Jr., Wynono Rhyme, Elbert Rankin, Tom Rankin, Jr., Ralph Wofford.

These little folks had perfect lessons in spelling: Elaine Arceneaux, Barbara Ann Wall, Lawrence Hohlaus, J. W. Cornelius, J. B. Roberson, Virginia Norris, Nettie Mae Busby, Paul Shick, Jr., Wendell Miller.

Miss Nadell Alexander of Commerce, Texas, is spending several days with Elgah and Kathryn Alexander. She visited school Monday.

Many Enter Declamations

Are we getting ready for the school meet? Yes! Yes! Yes. There seems to be a great interest in declamations this year. Those entering are:

Sub-junior girls
Eva Mudgett 1st grade, Mary Beth Trussell, Geneva Holland, Mary Ruth Thornton, Elnore Billington, Leona Dagley, third grade; Nadine Moore, Frances Humphries, Lillian Bushy, 4th grade; Gladys Pratt, Iwana Simpson, Doris Fields Fields, Vada Shaddix, 5th grade.

Sub-junior boys
Buford Humphries, 1st grade; Eldon Hill, 3rd grade; Duard Reeves and Carl Nail, 3rd grade; Muriel McGonigull and Richard Mann, 4th grade Junior girls

Terra Maude Pearson, Lurline Pettigrew, Ella Mae McClint, 4th grade; Glenna Whitfill, Pauline Beall, and Lois Cliton, 5th grade; Edna Copeland, 6th grade; Melrose Richardson, Dorine Norris, Clara Devoll, La Vonne Farnsworth, Marie Howard, and Wilma Sevier, 7th grade.

Junior boys
D. C. Sevier, Virgil Harper, Trendon Carter, 4th grade; Hall Nail, 5th grade; Walter Reeves, J. P. Williams, 6th grade; Delbert Rose, Guernes Baker, Vernon Holland, Novis Livingston, Gordon Suits, Raymond Whatley, and Melvin Potts, 7th grade.

Senior girls
Mary Gaynell Thomas and Opal Blunt, 7th grade.

Senior boys
Afton King and Madison Day, 7th grade.

The names given above are the pupils entering declamation that are not taking expression. We do not know the names of those that their expression teacher will train.

Fourth Grade Has Many Visitors
The fourth grade has had many visitors this last week. Those that visited were: Mr. and Mrs. McGonigull, Mrs. Lindsay Busby and daughter Frances Mae, Mrs. Lewis Busby, Mrs. Jewel Sherman, and Mrs. Cooper. We were real glad to have them and invite others to visit us.

Primary Grades Had Chapel Program

The Primary grades had their first chapel program, for this year, Monday morning at 9:00 o'clock. It will be a permanent affair with these grades. Each Monday morning one room of the Primary grades, will have charge of a program. The Fourth grade had charge of the first program. The program was as follows:

Song, "Jesus Loves Me."—Primary grades.
Prayer, "Lord's Prayer."—Primary Grades.

Devotional—Bro. Early Arceneaux.
Song, "I've Got the Mumps."—4th grade boys.

Reading, "Willie's Prayer."—Marvin Brotherton.
Song, "America."—Primary grades. We wish to extend an invitation to everyone. Anyone you can be present, we will appreciate your interest and presence. The Third Grade has charge of the program next Monday morning.

Intermediate Grade Honor Roll
The following pupils in the Intermediate grades made their required twenty-nine grade-points, or above, during the past term:

Fifth Grade—Hall Nail 33, Guy Phenix 30, Pauline Beall 34, Doris Fields 32, Essie Mae Hamilton 31, Frankie Shurgart 33, Iwana Simpson 31, Bob Collier 34, Charlie McDonald 29, Gladys Pratt 34, Muriel Trussell 34, Anan Dell Whorton 29, and Dora Copeland 30.

Sixth grade—Lawrence Thompson 30, Jimmie White 30, Lura Beall 30, Estelle Hodel 35, Mary Rosalea Jackson 29, Mary Louise Woodworth 36.

Seventh grade—Faye Cook 34, Feral Edwards 30, Virginia Hohlaus 33, Patricia Patterson 32, Imogene Roberson 33, Leona Shelton 32, Lloyd Rigdon 32, Billy White 34, Wayford Cooper 33, Kenneth Wofford 31, Ursula Curb 31, Clara Devoll 29, Frankie Dodson, 32, Mary Williams 35.

P. T. A. Meeting
The P. T. A. of the high school will meet Thursday, February 7. All members are urged to be present. An interesting program will be presented.

Primary Honor Roll

The following children made an average of 90 or above during the month of January:

First Grade A—Elaine Arceneaux, Nettie Mae Busby, Virginia Norris, Barbara Ann Wall, James Allen, J. W. Cornelius, Lawrence Hohlaus, W. H. Mudgett, Waldo Orr, J. B. Roberson and Paul Shick, Jr.

First Grade B—Andrew Reeves, Buford Humphries, Leo Clark, Lovelle Belyeu, Eva Mudgett, and Lois Standifer.

Second Grade A—Mary Taylor Ball, Evelyn Staleup, Melba Teaver, Eugene Baggett, Clifton Blank, Leon Comer, Ballard Graves, G. T. Meriwether, Bob Miller, John Williams, and C. W. Woodworth.

Second Grade B—Wendell Newman, Charles Baker, Mary Elizabeth Broyles, Doris Sams, Arthur Barker, Jr., Hugh Trussell, and Eldon Hill.

Third Grade B—Georgia Belyeu, Mary Alice Baker, Marie Stowe, and Clifford England.

Third Grade A—Billie Jean Biggers, Harris Ball, Jr., Mary Beth Trussell, Jack Harris, Joyce Thomas, Harold Ormon, Geneva Holland, Gordon Fore, Burdine Person, Billy Ed Whitfill, Ireta Fay Roberson, Cliffie England, Duard Reeves, and Leona Dagley.

Fourth grade—Frances Humphries, Nadine Moore, Mertie Mae Webb, Lurline Pettigrew and D. C. Sevier.

First Grade A

Mildred Ford from Floydada Ward school enrolled in our room Friday.

Mrs. L. T. Busby served our class with a tray of delicious home made candies Wednesday afternoon. We enjoyed the treat very much and we wish to express our thanks and appreciations to Mrs. Busby.

Judge—You're charged with throwing your mother-in-law out of the window.
Accused—I did it without thinking, your honor.
Judge—I realize that, my dear man, but don't you see how dangerous it was for anyone passing at that time?

1903

REXALL

1930



ALL THE MONTH OF FEBRUARY
TREMENDOUS BARGAINS FOR YOU



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- Cleste at 69c
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SPECIAL

With 50c box Armonds Cleansing Cream one 25c Kliemex FREE.

LOCKNEY DRUG COMPANY

Texas

SOUTH PLAINS

Jan. 27—There was a small attendance at Sunday school Sunday. Bro. Brownlee didn't fill his regular appointment on account of the bad roads.

Miss Novelle Hawkins spent the week-end visiting in Lubbock. Miss Bessie Wood spent the week-end visiting in Plainview. Mr. A. J. Haverty from Amarillo, visited last week with his father, Mr.

R. M. Haverty. Mr. and Mrs. Hilburn Casey spent Saturday night with Mr. and Mrs. Calaban and family. Miss Ethel Myers came home last week to spend several days visiting with her parents, Mr. and Mrs. John Myers and family.

Mr. and Mrs. Geo. West and daughter, Lucille, were Floydada visitors Friday.

Mrs. T. H. Bradshaw visited with Mrs. Clark, Sunday. Mr. and Mrs. Carl Daniels visited with Mr. and Mrs. Bradshaw, Saturday.

Mr. Raymond Palmer is on the sick list this week. The young folk enjoyed a party at Mr. and Mrs. R. R. Jones Friday night.

HILLCREST

Jan. 27—Most of the snow melted during the pretty days of the past week.

Mrs. L. H. Lewis has been sick with the influenza the past week. Mr. Hurshel Sweepston attended a party at Floydada Friday night. Miss Letha Hope Cowand visited

her parents, Mr. and Mrs. Cowand of Floydada, this week-end. Mr. J. O. Dudley visited Mrs. A. T. Sweepston Sunday afternoon. Mr. John Howard visited Mr. A. T. Sweepston Thursday.

Mr. and Mrs. Irwin Newberry moved to this community Thursday. They lived in the Lakeview community before they moved.

Mrs. Dudley has been visiting Mr. and Mrs. J. O. Dudley the past week. Senior Edworth League Program Sunday, February 2 Leader—Sterling Golliday.

Songs. Prayer by Bro. Stephens. Subject—"Bridge Builders," Bible lesson—Matthew 9:37.

1. Program Helps—Leader.
2. Big Brothers—Mrs. Thomas.
3. Difficulties of the Way—Ernest Lee Thomas.
4. Piano solo—Evelene Wofford.
5. The Goal of the Way—Charles Collis.
6. Reading, "The Bridge Builders,"—Ermine Ida Thomas.
6. What is a Boy.—Mildred Thomas

WE HAVE HELPED TO BUILD LOCKNEY, AND ARE STILL HELPING TO BUILD IT

When it comes from Riley & Brewster's Store, it come from a store that has been helping to build up Lockney for many, many years, contributing to all worthy causes, supporting every enterprise or industry that has ever come to Lockney, and doing our very best at all times to help the town and country advance. That is the reason today we are not wealthy, for we always pay our share of the expense that causes the town and country to go forward, instead of trying to sap the life out of it and give nothing in return.

A full line of the very best of Groceries and Meats at all times at Live and Let Live Prices. We will be glad to serve you.

RILEY & BREWSTER

ONE STOP SERVICE STATION

Why drive to several places to get your car serviced.

You can get everything for your car at our ONE-STOP STATION.

We handle only Standard Brands of Merchandise and are equipped to give you real service.

GASOLINE, MOTOR OILS, TIRES AND TUBES, WASHING, BATTERY CHARGING, GREASING, VACUUM CLEANING

Don't forget we call for and deliver your car any where in town at no extra charge.

Shick's Auto Laundry
CARS CALLED FOR AND DELIVERED
Opposite New Post Office Building

HARMONY

Jan. 27—Rev. Price filled his regular appointments at Carrs Chapel Sunday morning and evening.

The Women's Sunday School class will have their regular business and social meeting at Miss Anna Carrs' Wednesday afternoon.

The Missionary Society will meet with Mrs. L. E. Williams Thursday afternoon.

Roy Ramsey, who has been ill for sometime is reported improved.

Mrs. Floyd Trowbridge, who has been visiting relatives in this community returned to her home in Amarillo.

LIBERTY

Jan. 27—Those who attended the radio program at the school house Saturday night were: Mr. H. C. McCormick and family, Mr. Jake Hill and family, Mr. Jess Williams and family, Mr. and Mrs. Earl Baker, Mr. and Mrs. Weldon McCormick and son, Mrs. Clarence Whittley, Mr. Andrew Jetton, Misses Karin Bean, Erma and Berna Bean, Mr. and Mrs. Vinve Gilly and sons, Mr. and Mrs. Henry Box and children, and Mr. and Mrs. Robt. Fisher.

Mrs. Arleigh Wadlincoln of Childress is visiting her parents, Mr. and Mrs. Jim Dunlap.

Mrs. Clarence Whittley of Childress is visiting friends and relatives here. Mr. and Mrs. Weldon McCormick and son, Wayne, visited in the D. B. Love home Sunday.

Mr. and Mrs. Jim Middleton and sons of McCamey are visiting her father and family.

Miss Bennie Malone spent Saturday night with Miss Louise Ford.

Mr. and Mrs. Claud Hammitt and son, Claudie Gene, visited with her parents, Sunday. Misses Jennie and Ruth McCormick and Margie Hill spent Sunday with Christalene Bean.

Mr. Horace Marble and Dick Ford attended the radio program Saturday night at the school house.

ANTELOPE

Jan. 27—Mr. and Mrs. R. J. Hinsley and family spent Sunday with Mr. and Mrs. B. C. Hinsley.

Mr. Harnie Combs spent Sunday afternoon with Mr. Charlie Earls.

Mrs. R. J. Hinsley and son, who have been visiting her mother in Collins county, has returned home.

Mr. J. H. Barker and son made a business trip to Roaring Springs, Saturday.

Mr. L. C. Earls spent Thursday in Spur.

Mr. and Mrs. Rad Nelson left Sunday for Amarillo, where they will locate.

Mr. and Mrs. L. E. Swisa and family spent Sunday with Mr. and Mrs. W. W. Palmer and family. Mr. Chesley Allmond spent Thursday night with Mr. Randle Blenken-

New Spring Coats

In the season's most favored modes. Straight tailored line, flares, cape and scarf effects are equally good in both sport and dress models. Smooth weaves are mostly shown in the dress coats but many and varied are the attractive fancy weaves for sport wear. All sizes in the new Spring shades. Priced at—

\$10.85, 16.50, \$19.75, 26.50

All Winter Coats at Special Clearance Prices

You can save money by taking advantage of these extra-ordinary values.

Spring Styles In Silk Dresses

Lovely printed patterns and solid colors in flat crepe and georgette. In the modified silhouette which is becoming to all. All colors and sizes from 13 to 52. Priced at—

\$6.35, 6.95, 9.90 and up to 26.50

Extra January Specials

66x80 Part Wool Double Blankets in bright plaid patterns, \$3.85 to \$4.35 values. Priced at—

\$2.98

Ladies Rayon Hose. Fine plain weave and derby ribbed hose in all the best shades. Only—

39c

All Ladies Felt, Velvet and Metallic Hats, in three groups—

98c, \$2.00 and \$3.00

Children's Winter Unions. Long and short sleeves. Sizes 2 to 12—

49c

Jacobs Dept. Store

PLAINVIEW

TEXAS

PROVIDENCE

Jan. 27—Mr. Amos Ratjen of Happy is visiting with homefolks now.
 The Providence boys played Wayland two games of basket ball last week, and were defeated by both games.
 Mr. and Mrs. Wayne Carthel of Dimmitt visited Mrs. Carthel's father Saturday night.
 Mr. and Mrs. Homer Herrington visited Mr. Herrington's father south of Plainview last Monday, who is very ill.
 Mr. Hobert Newberrie left last week for Dallas, where he will go in business with his brother.
 Mr. Leonard Golden was in Plainview sight seeing Saturday.
 Tom, Oscar, and E. J. Golden spent last week end with their father, Mr. Taylor Golden.
 Roy Bennett spent Saturday night with relatives near Hale Center.
 Dorothy Pullen visited her mother, Mrs. D. J. Kennedy last week-end.
 Mr. and Mrs. Dee Bennett visited Mr. and Mrs. S. R. Wright near Floydada Saturday night.

PRAIRIE CHAPEL

Jan. 21—The weather still continues to be bad and the majority of the people of this community are almost snow bound.
 Mr. and Mrs. Z. H. Dean visited for a while in the home of Mr. and Mrs. Frank Jones, Sunday afternoon.
 Rosa Lee Allen was absent from school this week on account of illness.
 Mr. G. E. Tannahill has purchased a new Fordor Chevrolet.
 Mr. William Carthel returned from Vernon last Thursday.
 The attendance in school for this week has been rather small due to the bad weather and roads.
 Miss Strange, our home demonstration agent, visited our school last Monday afternoon for the purpose of organizing a 4-H Club in this community.
 Mrs. Lena Murdock returned to her home in Vernon Wednesday.
 Jan. 27—We are glad to see the sun shining once more and are hoping that it will continue to stay fair for several days.
 Mrs. Joe Wheeler of Missouri has been visiting for several days in the home of Mr. and Mrs. Frank Walters.
 Our school was represented in the basket ball tournament at Lockney Friday and Saturday.
 Mrs. Stewart and children of Pampa, Texas, visited Mr. and Mrs. Frances Carthel, Sunday.
 Misses Roberta, Pauline, and Grace Teaff, and Miss Juanita Bybee visited in Plainview Sunday afternoon.
 Mr. and Mrs. Wayne Carthel visited Mr. and Mrs. C. A. Carthel, Sunday.
 Mrs. J. S. Harrison is visiting in Tulin this week.
 Mrs. Floyd Daniels spent Monday night in the home of Mr. and Mrs. Frances Carthel.
 Mr. and Mrs. T. H. Boedcker were Plainview visitors, Saturday.
 Mr. Clevo Griffith and family attended church here Sunday.
 Miss Pearl Belt of Lockney is visiting with Mr. and Mrs. Ray Carthel this week.

LONE STAR

Jan. 27—Mr. Bert Bobbitt has recently purchased a Farmall.
 Mrs. C. Applewhite, who has been ill for some time, is much improved.
 Mr. H. Jackson, of Muleshoe, is visiting his sister, Mrs. C. J. Roach.
 Rev. Blair filled his regular appointment at the Sterley Baptist church Sunday morning. A workers meeting was held. A B. Y. P. U. meeting of four counties was held in the afternoon. A very interesting program was given by the visiting young people.
 Mr. and Mrs. Herman Word spent the week-end at Wayside.
 Mr. and Mrs. Raymond Jackson of Francis community spent the week-end with Mrs. Jackson's parents, Mr. and Mrs. H. B. Tillery.
 We only lacked one pupil having a hundred percent attendance at school on Monday.
 Mr. Walter Griffith and family spent Sunday with Mr. Griffith's parents, Mr. and Mrs. J. D. Griffith.

AIKEN

Jan. 27—There was a large crowd attended the musical recital last Friday night, and it was certainly enjoyed by everyone present.
 Mrs. Meredith and daughters, Misses Vera and Maudie, visited Mr. and Mrs. Henry Owens, Sunday.
 Mr. Boucher made a business trip to Floydada, Monday.
 Mr. and Mrs. Herman Stowe are the proud parents of a fine boy.
 Mr. and Mrs. Bruton and family visited Mr. and Mrs. Chandler of the Bellview community, Sunday.
 We are glad to report that Mrs. Shurgart's mother, Mrs. Smith, of Plainview, is much improved at this writing.
 Kenneth Ormon of Lockney spent Friday night with Wyman Owens.
 At the Methodist Church
 Sunday school, 9:45 a. m.
 Subject at the 11 o'clock hour, "The Kingdom of Heaven, What, Where, and Whom."
 At the morning hour we will have the sacrament of the Lords supper.
 At the evening hour the subject will be, "Giving, Issues of the Present Time."
 You are always welcome to our services.
 J. E. STEPHENS, Pastor.

A Message To Wheat Farmers

"Caterpillar" Tractors and Holt Combined Harvesters

"Caterpillar" 30 and Holt Combine

PURCHASED BY
H. E. EDWARDS,
 FLOYDADA
 1929



Prices Reduced ! Quality Raised !

Changes Incorporated in Models 38, 34 and 36 Harvesters for 1930 Production and Reasons Therefor—

COMBINED HARVESTER	Price List
"36" Level Land Standard Equipment; Straw Shroud; Tractor Hitch; 65-Bu. Grain Bin; Sacking Attachment; 16 1-2 Ft. Header; 2 wheel Header Truck and Straw Scatterer	\$2135.00
"36"; same as above; except equipped with 20-ft. Header and 4-wheel Header Truck	\$2195.00
"34" Level Land Standard Equipment; Straw Shroud; Tractor Hitch; 50-Bu. Grain Bin; Sacking Attachment; 12-ft. Header! 2 wheel Header Truck	\$1942.50
"34" Combine; same as above; except 15-ft. Header; 4-wheel Header Truck	\$1967.50
"38 Caterpillar" Combines; Standard Equipment; Tractor Hitch; Straw Shroud; 35-Bu. Grain Bin; Sacking Attachment; 10-ft. Header; 2-wheel Header Truck	\$1685.00
"38 Caterpillar" Combine; same as above, except 12-ft. Header	\$1700.00

READ WHAT A 1929 HOLT PURCHASER SAYS—

Hale Center, Texas, Jan. 20, 1930
 West Texas Tractor & Machinery Co.
 Dear Sirs:
 Your letter in regard to the tractor and combine school, February 24th, 25th and 26th, received. If nothing occurs to prevent me being there, I shall be on hand, for I want very much to take part in this. I have received a request and some sound advice from you. That the combine owners check up their combine repair requirements and let you get them before the rush season. Now I paid close attention to my Holt, with that idea in mind, and now answering for my own machine will say that I will have to wear out or break something yet before needing repairs. And with such yields as most of us made in 1929 this is the kind of machinery we need. To any one who wants the best, and will appreciate that kind of machinery, I will say that the name "Holt" is a sure way of identifying it.
 Very truly yours,
 (Signed) W. F. PONDER,
 Route No. 1.

"CATERPILLAR" HOLT COMBINE PARTS ARE CHEAPER

The "Caterpillar" Tractor Company—
 Has in operation at Peoria, Ill., a new combine harvester plant covering 15 acres. One among the largest in the United States—the most modern equipped and operated—and selling direct to the user from the factory with only our small percentage of profit—no other standard line sold on same basis.

- SEPARATOR—
- Adaptation of Caterpillar Engine.
 - To provide dependable power plant conforming to Caterpillar Standards.
 - Timken Bearings in Main and Front wheels.
 - To reduce power necessary to pull harvester.
 - Eliminate replacement of bushings as formerly required with plain bearing wheels.
 - Meet popular demand for this type of bearing in wheels.
 - Cylinders mounted on pressed steel brackets.
 - 60% reduction in weight over cast iron brackets formerly used.
 - Greater resistance to shock loads from cylinders without possibility of fracturing brackets.
 - Makes more accurate assembly of cylinder and concaves.
 - Side Hill Attachment bolts to axle bracket flange interchangeable with level land main wheel stub axle.
 - Enables harvester to be equipped for level land or side hill work without change in basic construction, as either level land main axle stub with its flange or side hill attachment with a similar flange bolt to frame axle bracket companion flange. This reduces labor to a minimum to convert from one type to another either in production or in the field.
 - Jackson Feeder an dStraw Carrier Chain—stamped steel link to replace malleable cast link.
 - Possesses greater tensile strength and hardness than malleable link, strength of each link more uniform and longer life may be expected due to harder wearing surfaces, thus reducing chain stretch due to wear.
 - Spring for maintaining constant tension in Jackson Feeder and Grain Carrier Belt.
 - Increases efficiency of these units by maintaining correct operating conditions over longer periods between adjustments.
 - Provides a means of preventing extreme stress in Jackson Feeder Chain should straw pass between chain and sprockets.
 - Leather washer on Jackson Feeder Shaft between sprocket hub and feeder box.
 - To prevent leakage of grain at this point. Especially valuable when harvesting small seeds as flax, clover, alfalfa, etc.
 - Jackson Feeder Sprockets keyed and held by set screws to shaft instead of by screws only.
 - Eliminates possibility of slippage of one or both sprockets thus throwing Jackson Feeder Sprockets and chain out of line causing stick breakage and attendant expense and delays.
 - Jackson Feeder Shaft made of S. A. E. 3140 cold finished steel—formerly S. A. E. 1020 cold finished steel.
 - Shaft strength increased over 50%; surface of shaft increased in hardness providing superior wearing surface where Hyatt Bearings operate.
 - Step ladder design improved.
 - Reduces number of parts in assembly, improves appearance and reduces weight over former construction.
 - Larger grain tank unloading auger.
 - Provides auger of sufficient capacity to unload tank in 1 1-2 minutes.
 - Drive sprocket and clutch mounted on and driven from feeder house beater shaft—drive chain runs only when grain tank being unloaded.
 - Auger driven through long flat spring eliminating severe shock on drive clutches, sprocket and chain.
 - Unloading spout held positively in place by hook bolts to prevent pushing off auger box when operating.
 - Wind boards placed in lower position in throat of separator fan.
 - To provide better distribution of wind to shoe screen.
 - Safety clutches—spring length made non-adjustable.
 - To maintain constant tension in clutch spring, so that safety clutch will operate uniformly when safe load is exceeded. This is accomplished by use of tubular spacer inside of spring, limiting length to which spring may be compressed. Former construction did not fix spring length, which resulted in spring being often adjusted to the point where coils were brought solidly together, rendering clutch inoperative.
 - Shoe hanger and hanger link construction improved.
 - Bearing surfaces increased 100%.
 - Rub plate between hanger link and separator side sheet to protect side sheet from wear.
 - Separator decks made 100% waterproof.
 - Galvanized sheet steel decks made to overlap each other preventing rain from leaking into separator.
 - Tubular hand rail (formerly angle iron).
 - Improves appearance.
 - Provides better grip for hand and thereby greater safety.
 - Barrel brake grain wheel (replacing shoe brake).
 - A necessity with side hill attachments.
 - Curved Feeder House.
 - To offer less resistance to passage of straw through feeder house into cylinder lessening possibility of choking.
 - Improves appearance.
- HEADER—
- Timken Bearings in Header Wheel.
 - To reduce power necessary to pull harvester.
 - Eliminate replacement of bushings as formerly required with plain bearing wheels.
 - Meet popular demand for this type of bearing in wheels.
 - Improved Header Universal Drive Shaft.
 - Replaces cast iron joint assembly with drop forged steel joint, more compact in design, lighter in weight and greater strength, with oil chamber for providing constant lubrication to all bearing surfaces. A Zeck Fitting is also provided on shaft slip joint.
 - Reel Countershaft and Bracket.
 - S. A. E. 3140 cold finish steel shaft replaces S. A. E. 1020 cold finished steel shaft, providing 50% greater strength and more durable bearing surface for Hyatt Bearings which replace plain bearings formerly used. Reel drive sprocket is mounted between Hyatt Bearings, whereas sprocket was formerly placed outside of single plain bearing.
 - Draper Stop.
 - Diameter and depth of claw clutches increased to make more durable.
 - Sickle Rods cold finished steel replacing hot rolled steel.
 - Stronger and straighter material resulting in more durable and free running sickle assembly.
 - Header Beam Truss Post.
 - Located and held in proper position on header beam by hole in post and corresponding hole in beam through which cotter pin is fastened.
 - Header Push Pole Hook and Eye redesigned.
 - To bring thrust directly on center line of pole.
 - Makes coupling of hook and eye easier.
 - All steel reel spider.
 - Greater strength and durability.
 - Improves appearance.
 - Laminated shim for pitman head, also sheet steel lock for locking pitman head cap screws.
 - Closer and more convenient adjustment possible.
 - Drop forged steel sickle crank—crank arm drop forged steel with crank pin pressed on. Formerly one piece cast iron.
 - Stronger—practically unbreakable.
 - Better bearing surface for pitman head.

Concerning Competitive Misrepresentations—

It is coming to us from various sources, throughout our territory, that assertions are being made by some competitors representatives, that our radical price reduction are on old models we are cleaning up. We trust they are only misinformed and not intentionally misrepresenting in order to sell you, or prejudice you against our combine. The real facts are, if you are interested in a 1929 model Holt Combine we can obtain it for you at a still greater saving than prices quoted above.

OUR SALESMEN ARE HUNTING YOU

(MR. HENRY HODEL, LOCKNEY, TEXAS)

West Texas Tractor and Machinery Co.

PLAINVIEW P. O. BOX 1365 TEXAS

PRAIRIEVIEW

Jan. 27.—We have enjoyed the good snow that we have been blessed with, but would like to see a few days of warmer weather.



DR. GREEN EASY DENTIST

False teeth \$17.50 up Gold Crowns \$ 5.00 up Bridge Work \$ 5.00 up Silver Fillings \$ 1.00 up Painless Extractions \$ 1.00 up

VEIGEL BLDG. 10 Years With Dr. Mayo of Mayo Bros. Plainview, Texas

Mr. and Mrs. Fred Sammann and little daughter, Louise, spent Monday visiting with Mr. and Mrs. Willie Sammann.

Mr. and Mrs. W. H. Sammann visited awhile Tuesday night with Mr. and Mrs. Perry Wood.

Mr. and Mrs. W. H. Sammann visited with them last week.

Miss Leola Hudgin visited with homefolks over the week-end.

Lucile and Novie Wood and Kalene Rambo spent Saturday night with Ethel and Marie Gamble.

Due to bad weather there was no Sunday school services at this place Sunday.

Mr. and Mrs. Walter Hurt and children and Mr. and Mrs. Grover Lemaster took Sunday dinner with Mr. and Mrs. Perry Wood.

Miss Ruth Rigler has been on the sick list the past few days.

J. V. Gamble and T. B. Rambo spent Sunday with Aubrey and Bennie Hudgin.

FAIRVIEW

Jan. 27.—Mr. and Mrs. Tink Carter entertained with a forty-two party last Wednesday evening.

Miss Helen Tinnin entertained with a forty-two party Monday evening.

Mrs. S. A. Guffee fell and broke her arm last Thursday.

Mabel, Mac, Frank, Vernie, and Mr. J. S. McNeill spent Sunday in Mayview community with relatives.

Several attended Stamps concert at Campbell last Monday night.

Mr. R. E. McAfee and Mr. J. B. Tinnin were business visitors in Plainview Saturday.

Arthur Stewart spent Saturday night in Floydada with his sister, Mrs. L. V. Cheeves.

Mr. Clay Johnson of Floydada visited Mr. and Mrs. R. E. McAfee Thursday.

Ruby and Dorothy Lee Brown are on the sick list.

S. L. Rushing and son, Lee, were guests at the Chamber of Commerce banquet held in Lockney Tuesday night.

Jim Stewart was sick over the week end.

The ball game between Fairview and Campbell here Friday ended with the first half because of the muddy court with the score of 8 to 2 in Fairview's favor.

Mr. and Mrs. T. E. Lemons of Floydada spent Sunday with Mr. and Mrs. W. E. Brown.

STARKEY

Jan. 27.—On Thursday afternoon of last week the McCoy ball teams played the Starkey team on Starkey's court. The girls scores were 18 to 2 in favor of McCoy. The boys game was in favor of Starkey.

On Friday afternoon the outsiders of Starkey played interesting games with the ball teams of Starkey.

Will to move and power of motion Depend on nerves as well as notion. And these actions call into play Thousands of nerves in many a way. When with sickness one must contend Adjust the spine from which nerves extend.

DR. C. J. McCOLLUM Ph. nes: Office 17; Res. 102J

Several of the children are out of school on account of the mumps. We wish to have them back soon.

Mr. and Mrs. John Kropp are moving near Ralls this week. We regret very much losing these people from our community.

Miss Jessie Dalton entertained with a 42 party on Thursday night of last week.

Several from this community visited in the home of Mr. and Mrs. Alva Smith of McCoy Friday evening.

KNOW TEXAS

Oil investments in Texas, estimated at \$1,500,000,000, represent one-seventh of the United States total. Texas average monthly production during six months ending Oct. 1 was 21,000,000 barrels.

Road contracts let by the Texas Highway Commission during 1929 totaled \$32,707,000, covering 3,444 miles of highway.

There were 47,772 retail stores in business in Texas in 1929. Groceries were 13,620 and auto accessories (including tires, etc.) were second with 6,488.

Texas has 1,170 hotels with 79,410 rooms employing 27,230 persons and representing an investment of \$213,544,000.

HELPING TO BUILD TEXAS

Highway construction continues in Texas. Crockett county with \$375,000; Haskell with \$985,000; Reeves with \$165,000; Lubbock with \$991,000; are recent road bond issues. Cameron has ordered issued another million of the six voted for a road building campaign. The State Highway department let contracts in 1929 for more than \$32,000,000, and Texas counties have voted over \$200,000,000 for better roads in the past fifteen years.

The new \$1,500,000 Santa Fe office building at Amarillo was opened in January. The Northern Texas Telephone Co. will erect a new exchange building at Sherman and make other improvements to cost \$250,000. Tyler is to let contracts on \$261,000 worth of school buildings. A new \$30,000 fire station and \$25,000 airport improvements are other Tyler announcements.

The Dallas City Commission approved application of the Dallas Power & Light Co. to reduce its residential rates, effecting a large annual saving to residential patrons.

Following election of Henry C. Morris as chairman of the Naturday Gas Division of the American Gas Association, work of that division will be done in Dallas and E. J. Stephany of Pittsburg will have his headquarters in Texas—"recognition of the great expansion that is taking place in the natural gas business in the Southwest."

Miscellaneous things... Pittsburg is to have a 12,000 egg hatchery that will be electrically operated... Temple has a new \$45,000 "white way"... Blossom now has natural gas... Gregg county farmers have agreed to plant 150 acres to tomatoes and buyers have agreed to furnish packing sheds and a market for the crop... Brady is to have an airport... Contract for an \$800,000 chemistry building for the University of Texas has been let...

Bolled down Texas improvement stories!... \$3,500,000 copper refinery opens at El Paso in January. Employs 400-500 persons... Amarillo plans to spend \$550,000 on additional school buildings... Detroit (Red River County) farmers will diversify with 100 acres in cucumbers. Pickling firm has made offer of contract to purchase entire crop from that acreage... Clarksville campaigning to plant pecans for ornamental shade trees all over town... Rivers and Harbors bills provides \$515,000 for deepening channel at Corpus Christi... Van, new East Texas oil town, starts paving campaign... Jasper is to have \$158,000 sewer and water system.

New 16-story Wooten hotel building at Abilene is half complete... New Hilton at Lubbock—12 stories cost \$1,000,000. Lubbock's building program last year totaled \$3,340,000... Waco set a new improvement record in '29 and expects to pass it in '30 with a million dollar program at Baylor and \$8,500,000 worth of road construction as major items... Texarkana invested \$4,000,000 in buildings last year, expects to do more this... Houston's port handled \$59,658,752 worth of merchandise in November, 16.8 per cent gain over same month last year. Gain for first eleven months 7.1 per cent... Gulf States Telephone recently completed \$15,000 improvements in its plant at Cooper and \$20,000 at Groesbeck...

Dairy industry in Texas is growing!... New \$40,000 plant completed at Alice... Work on powdered milk plant at Lamesa costing \$200,000 soon to start... Oldest cheese factory in Texas at Round Rock, sold to Armour & Co., who will enlarge it and add central milk plant and ice cream factory... New milk plant for Madisonville...

CEDAR

Jan. 27.—We are still having zero weather, with an occasional snow fall.

The revival meeting closed Monday night on account of bad weather. Bro. Walton will leave for his home at Rice, Okla., this morning.

Mrs. Annie Smith is sick with the mumps this week.

Mr. Esley Yearly and family spent the week-end at South Plains.

Misses Lottie Easley and Nora Sams are boarding with Mrs. Portwood during the bad weather.

Mr. Henry Love and family moved to the place vacated by Mr. LaFrance last week.

Mr. Perda Higgins spent Saturday night in the C. V. Lemons home.

Mrs. J. D. Seay and children took dinner with Mr. and Mrs. J. C. Fortenberry, Sunday.

Mr. Syd Williams and wife spent Sunday night with Mr. and Mrs. Jim Dunlap.

The only graphite mine in the Southwest is in Texas, near Burnet. It supplies a considerable part of the graphite produced in the United States.

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

COLVERN D. HENRY, M. D. Physician and Surgeon. Phones: 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

There is a principle which is a bar against all information. That principle is condemnation without investigation.

Investigate Chiropractic for yourself. OTHERS GET WELL—SO CAN YOU S. T. COOPER, D. C. Ph. C Up Stars Next to 1st Nat'l Bank

WILSON STUDIO & ART SHOP FLOYDADA, 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

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.

Crager Undertaking Co. ARCH CRAGER, Manager Funeral Director and Embalmer PRIVATE AMBULANCE Phone 121 and 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

STOP AND THINK!

You will be offered every kind of Life Insurance, by Dick, Tom, and Harry, why take a chance, buy the best for less. SOUTHWESTERN LIFE? Compare our rates and policies with any other company, then buy our policy that has an option of participating in the earnings of the company. I can render you an unexcelled service

FARM LOANS We still have plenty money to loan on good farm land in Floyd and adjoining counties. You pay no commission, no red tape.

W. R. CHILDERS Representative and Loan Correspondent Room 2, First National Bank Bldg. Lockney, Texas

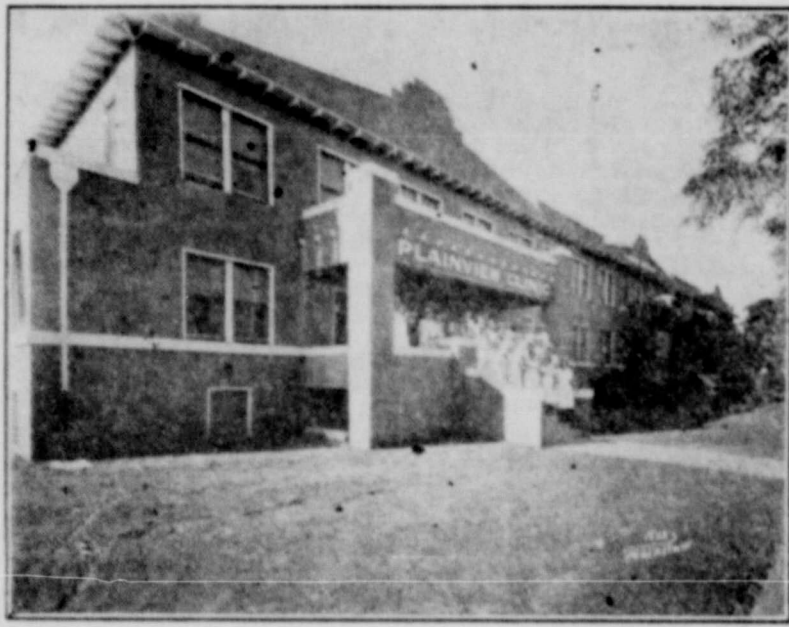
December Production

From 400 Hens: 559 2-3 dozen eggs TANCARD STRAIN WHITE LEGHORNS Booking Orders Now Setting Eggs \$3.00 Per Hundred Baby Chicks \$12.00 Per Hundred

TYPE AND PRODUCTION "United They Stand Divided They Fall"

William Wood Box 455, Lockney, Texas Phone 9016F6

SORE GUMS—PYORRHEA Foul breath, loose teeth or sore gums are disgusting to behold, all will agree. Leto's Pyorrhoea Remedy is highly recommended by leading dentists and never disappoints. Drug-gists return money if it fails.



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

UNITED



THE BUSINESS interests of this city and the Banking interests are linked by a common aim. Good business means prosperity for us. Sound banking is a boon for business. United we stand—let's get together—in the name of common enterprise.

SECURITY STATE BANK

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

PLEASANT VALLEY

Jan. 27.—Mrs. F. U. Payne was badly hurt Tuesday night of last week

as she and Mr. Payne were on their road to the banquet at Lockney. They had to detour on account of the roads being full of snow, and trying to get

into the road, missed the right place and crossed a deep ditch. Mrs. Payne was thrown through the wind shield and hurt about the face and badly bruised. Mr. Payne escaped without injury and Mrs. Payne is much better at this writing. We are so glad it was not serious.

Robin Byers came down from Canyon Saturday evening to see his parents, Mr. and Mrs. N. T. A. Byers.

Hall Ferguson left for Oklahoma Saturday morning for a visit with his brother, Loy, who lives at Hidro.

Mr. and Mrs. R. V. Fields of Plainview spent Sunday afternoon with their parents, Mr. and Mrs. W. H. Fields.

Marie Hubbard spent last Thursday night with Miss Irene Willard.

Mrs. C. F. Harris and children spent Saturday evening in the T. B. Mitchell home.

Mrs. Carl Rhodes and baby of Plainview came in last Wednesday for a visit with her parents, Mr. and Mrs. H. O. Shurbet.

Mr. and Mrs. R. C. Yarbrough vis-

ited in the home of Mr. and Mrs. C. F. Harris Monday evening.

Mr. and Mrs. F. U. Payne were dinner guests of Mr. and Mrs. Jahton of Lockney, Sunday.

Grandma Byers is spending this week with her children, Mr. and Mrs. N. T. A. Byers.

Mrs. D. P. Childress and Mrs. Will Ruyle spent Monday afternoon with Mrs. W. M. Ferguson.

Mr. and Mrs. W. E. McClure and children visited in the Fields home Saturday night.

Mr. and Mrs. W. C. Hubbard spent Tuesday of this week with Mr. and Mrs. T. B. Mitchell.

Mr. Jess Willis and boys, L. B. and Arwood, and Mr. H. M. Orr made a trip to Dimmitt, Saturday.

Mr. and Mrs. H. O. Shurbet are the proud grandparents of a fine seven pound boy, born Sunday morning to Mr. and Mrs. Hillery Shurbet.

Mr. and Mrs. F. U. Payne spent Sunday afternoon with Mr. and Mrs. T. B. Mitchell.

Mrs. Cowart, mother of Mrs. Jess

Willis, has been confined to her bed for the past week, suffering with sciatic rheumatism.

Mr. and Mrs. Victor Harris of Floydada spent Sunday with Mr. and Mrs. H. O. Shurbet.

Mr. and Mrs. Riley spent Saturday afternoon with Mr. and Mrs. T. B. Mitchell.

Marvin Shurbet is in Amarillo this week attending the tractor school.

CENTER

Jan. 27.—We are enjoying these sunshiny days even if it is sloop and slush under foot, if the sun keeps shining it will soon dry up.

We had good crowds out to all services yesterday, considering the terrible roads folks had to travel to get here.

Mr. and Mrs. Matthews, Grandmother Matthews, Mr. and Mrs. Claud Carpenter, and Rev. and Mrs. Weathers took Sunday dinner with Mr. and Mrs. C. O. Spence.



HELLO BUDDY!

TEN REASONS

Why To Buy A CHEVROLET

- 1—Low First Cost
- 2—Less up-keep.
- 3—More miles to the gallon.
- 4—It "get's you there and brings you back", with SPEED.
- 5—Has greater trade-in value.
- 6—Can be serviced everywhere.
- 7—Is COMFORTABLE and SAFE to ride in.
- 8—Is a GOOD LOOKING CAR.
- 9—You can own a HOME and own a Chevrolet.
- 10—It is a COMMON Sense.

COME IN

Dyer Motor Company

LOCKNEY, TEXAS

Miss Alma Montgomery spent Friday night with Miss Vergie Mae Dennis.

Mr. and Mrs. Leo Frizzell, Mr. and Mrs. H. B. Mankin took Sunday dinner with Mr. and Mrs. W. B. Jordan.

Miss Gertrude Lightfoot was absent from school all last week and today on account of sickness.

Miss Bernice Mankin spent Saturday night with Miss Jewell Veach and Sunday afternoon with Miss Gertrude Lightfoot.

Our ball team went to Lockney tournament Saturday, but because of a misunderstanding some way they did not play.

Mr. and Mrs. Webb of Happy and Mr. and Mrs. Leonard Dennis of McAloo visited their parents, Mr. and Mrs. S. L. Dennis, one day last week.

Sleighting was the order of the day most of last week. Ever slide or anything that had runners on it was put into use.

C. E. Meredith, Eugene Simpson and Roy O'Brien came out to singing Sunday afternoon.

Rev. and Mrs. Weathers took Sunday night supper with Mr. and Mrs. W. L. McAda.

Miss Eula Gullian visited Miss Bernice Mankin two nights last week.

Mr. and Mrs. Ross visited her parents, Mr. and Mrs. Guffey of Fairview last week. Mrs. Ross spent a day or two with them as her mother fell and broke her arm about the middle of the week.

Mr. and Mrs. Earl Rainer and small sons, and Mr. Arel Rainer and Miss Myrtice Hancock attended singing here Sunday.

Mrs. Montgomery and children had company Saturday night.

Mr. and Mrs. Cook were Floydada callers Thursday.

PLEASANT HILL

Jan. 27.—Mr. and Mrs. Rad Nelson and Ralph Blankenship made a business trip to Amarillo last week.

Abbie Lee Woolsey spent Saturday night in the G. M. Towry home.

Mr. and Mrs. Nickles have moved to our community. They have occupied the house that Mr. Lane left vacant.

Frank Gearhart and family spent Sunday with Jim Hart and family of the Baker community.

Louis Newell and wife took dinner with Mr. J. W. Pitts and family, of Floydada, Friday.

Ira Linch and family spent Saturday night and Sunday with his father at Lorenzo.

Mrs. M. Y. Towry is on the sick list this week.

Mr. D. M. West and family spent Sunday in the L. Y. Woolsey home.

LAKEVIEW

Jan. 27.—Sunday school and B. Y. P. U. were well attended at this place last Sunday.

Rev. Lynn, the Methodist pastor, preached in the school auditorium Sunday afternoon. His next appointment is the second Sunday in February.

Lakeview basket ball team and others of this community enjoyed the tournament at Lockney very much.

Raymond Nelson is home from Plainview, he will return to Plainview in about a month and resume his work in Plainview Business College.

Mr. and Mrs. Wayne Wright and family spent last Sunday with Mr. and Mrs. Dickard.

Mr. Patterson of Dougherty is moving to our community.

Texline—"News" now owned by Dalhart Publishing Co.

Pampa—three-day celebration planned incident to opening of new court house March 1st.

Texline—Texline Implement Co. establishing business here.

Longview—Timber crop pays Gregg county more than \$1,000,000.

FRANK PERKINS

FIRE, TORNADO, AUTOMOBILE, LIVESTOCK AND COMPENSATION

INSURANCE

BONDS AND RENTAL PROPERTY

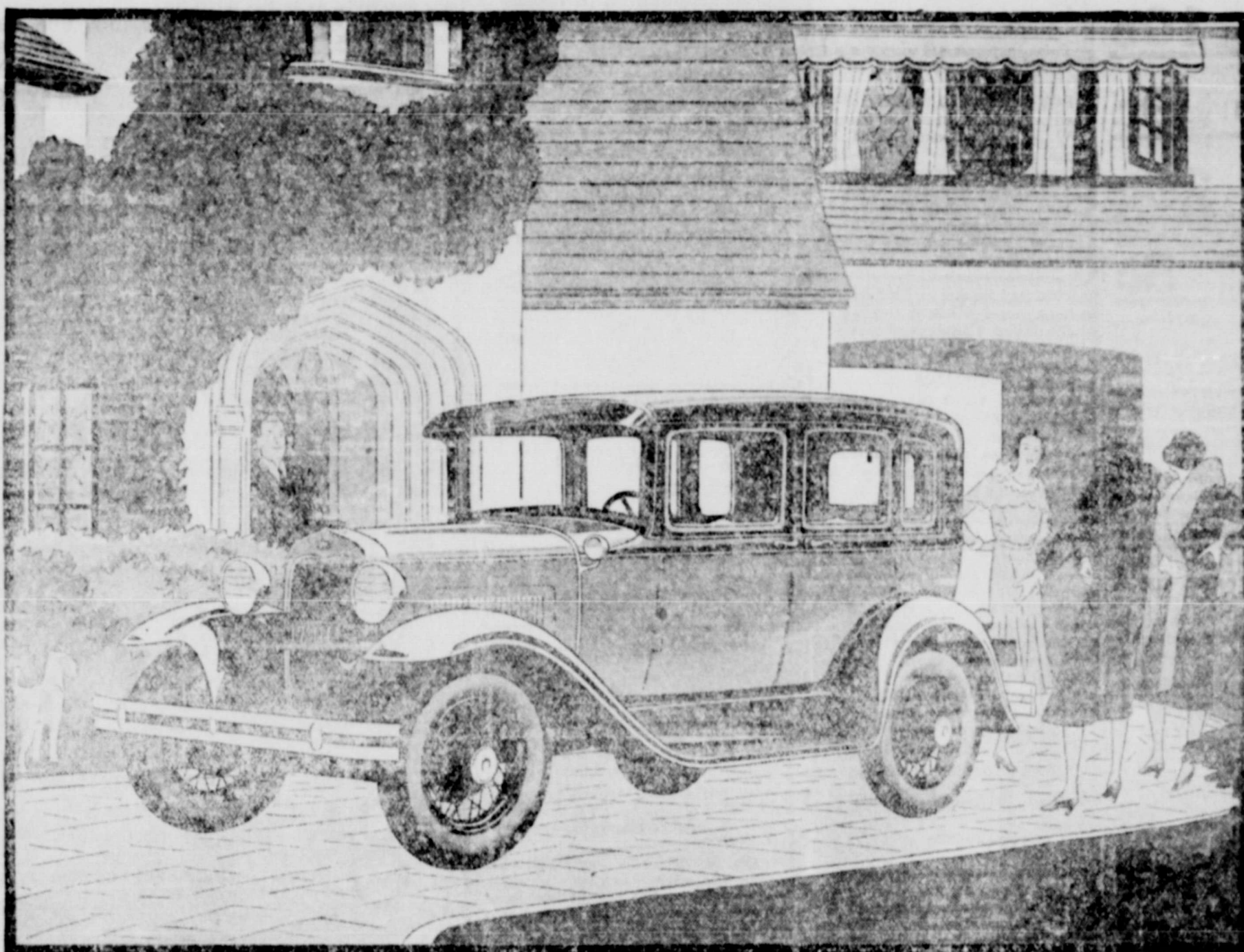
FARM AND CITY LOANS

Telephone No. 185

Over 1st National Bank

Lockney, Texas

New Beauty for the New Ford



THE NEW FORD TOWN SEDAN

In the Town Sedan you see a distinguished example of the unbroken sweep of line which adds so much charm to all the new, roomy Ford bodies. Radiator, hood, cowl, lower roof line, fenders, wheels—every point of design reflects the new style and beauty that have been placed within the means of every one. All of the new Ford cars are finished in a variety of colors.

ANOTHER STEP FORWARD

THE introduction of the new Ford bodies has set a high standard of motor car value.

From the new deep radiator to the tip of the curving rear fender, there is an unbroken sweep of line—a flowing grace of contour gaining added charm from the rich and attractive colors.

You will take a real pride in the smart style and fresh new beauty of the Ford just as you will find an ever-growing satisfaction in its safety, comfort, speed, acceleration, ease of control, reliability and economy. In appearance, as in mechanical construction, craftsmanship has been put into mass production.

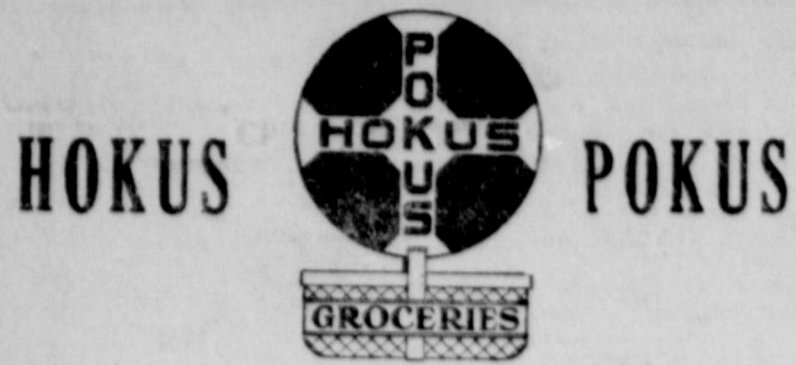
New beauty has been added to outstanding performance.

A feature of unusual interest is the use of Rustless Steel for the radiator shell, head lamps, cowl finish strip, hub caps, tail lamp and other exposed metal parts. This steel will not rust, corrode or tarnish and will retain its bright brilliance for the life of the car. Here, as in so many other important details, you see evidence of the enduring quality that has been built into the new Ford.

- Roadster, \$435
- Phaeton, \$440
- Coupe, \$500
- Tudor Sedan, \$500
- Sport Coupe, \$530
- Two-window Fordor Sedan, \$600
- Three-window Fordor Sedan, \$625
- Convertible Cabriolet, \$645
- Town Sedan, \$670

(All prices f. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra.)

UNIVERSAL CREDIT COMPANY PLAN OF TIME PAYMENTS OFFERS YOU ANOTHER FORD ECONOMY



"Hello World Don't Go Way"

- DATES, Dromedary Golden 21c
- COFFEE, Arbuckle, package 27c
- POST'S WHOLE BRAN . Pkg. 10c
- MOTHER'S OATS, with China, each. 29c
- RICE, best grade ... 5 lbs. 29c
- OLD DUTCH CLEANSER . Pkg. 8c

G.S. MORRIS

WANT COLUMN

BUY your Baby Chicks at Smith's Hatchery now. "The Earlier the Better"

FOR funeral flowers, phone us or leave your orders with Mrs. Honea, at Baker Mercantile Co.—Hollums, Floydada Florists. 18-1f-

POULTRY REMEDIES—For Coo, worms, roup, cholera, diarrhoea, and other germ diseases, guaranteed.—Hamilton Produce. 10-1f-c

AUTO GLASS INSTALLED, 30 minute Service.—Daniel Paint & Glass Co. 805 Broadway, Plainview 6-1f-c

FOR RENT—Bed room.—See Mrs. Kinyon, at Beacon office.

FARMS FOR RENT—Several farms to rent to men who will buy teams, tools, and feed. If you don't have the money to buy, don't come to see me.—Artie Baker.

BUY your Baby Chicks at Smith's Hatchery now. "The Earlier the Better"

WANTED—A-1 good notes. See me at First National Bank.—Dorsey Baker.

BUY your Baby Chicks at Smith's Hatchery now. "The Earlier the Better"

BUY your Baby Chicks at Smith's Hatchery now. "The Earlier the Better"

FOR SALE—5 pure bred German Police pups, at \$10 each.—See E. M. Whorton, Phone 9018F12. 1t-p

FOR SALE—100 bushels of spring wheat seed at \$1.25 per bushel.—See W. D. Nance, Lockney, Rt. 1, 20 miles north of town. 20-2t-pd

STRAYED—Bay mare, about 15 1-2 hands high, weight 1200 lbs., 7 years old, roach mane, left C. V. Ford's place last week.—Notify Lockney Implement Co.

FOR SALE—About 4000 bundles of Hegari feed, 3 1-2c in the field.—F. J. Pemberton, 7 miles southwest of Lockney.

CARD OF THANKS—We take this method to thank our friends and neighbors for each kindness shown us in behalf of our sick brother, Mr. E. H. Patterson. He appreciated everything so much. We know you will be rewarded in Heaven for such kind deeds.—Dr. and Mrs. N. E. Greer

ANNOUNCEMENTS

We are authorized to announce the following named persons for the office under which their names appear, subject to the action of the Democratic Primary, to be voted on Saturday, July 26th, 1930:

For District Judge: KENNETH BAIN

For District Attorney: A. J. FOLLEY

For District Clerk: T. P. GUIMARIN, (re-election) ROY O'BRIEN

For County Judge: Wm. McGEHEE (re-election) W. H. HENDERSON

For County Clerk: TOM W. DEEN, (re-election) J. P. DAVIDSON

For Tax Collector: C. M. MEREDITH J. G. WOOD.

For County Treasurer: MAUD MERRICK (re-election)

For Tax Assessor: JOE M. DAY. A. A. TUBBS

For County Superintendent: J. B. ALLEN MISS OLA HANNA PRICE SCOTT, Re-election GEO. GILPIN

For Sheriff: P. G. STEGALL, (re-election) F. N. (Fred) CLARK

For Commissioner, Precinct No. 2: E. R. HARRIS A. J. (Arleigh) COOPER T. Z. REED J. PAUL SIMS J. F. DOLLAR

For Commissioner, Precinct No. 3: M. H. TAYLOR (re-election)

CHOICE 1100 acre farm, Randall county, to lease for next year, 650 acres in cultivation, 50 head white face cows on shares. Lease price \$2500.00.—Phone or write D. P. Carter, Floydada, Texas.

D. P. CARTER
FLOYDADA, TEXAS

ROSELAND

Jan. 28—My, how we would like some nice warm weather. However, most everyone has become so accustomed to the mud and cold that they go to town just the same.

A number of our folk have been going to Floydada to pay their taxes this week.

Jimmie Sams is on the sick list this week.

A large number of the community braved the cold weather and mud to attend the Lockney Chamber of Commerce banquet Tuesday night. All enjoyed it very much and thank the members for the favor extended.

Mrs. C. H. Brown is confined to her bed again this week, but we hope she will be up again in a few days.

Wayne Blunt, who has been very ill with pneumonia the past week, is reported much better.

McCOY

Jan. 27—Rev. W. H. Strong filled his regular appointments Saturday night and Sunday.

Mr. J. W. Dalton and family, Cecil Griggs and family, of Satrkey; Mr. and Miss Kelly, and Mrs. Seleta Hamilton and little daughter, Mary Jane, of Plainview, and Misses Ura and Opal Smith visited Mr. and Mrs. Alva Smith Friday night.

Mr. and Mr. Orval Payne and little son, Bobby Darold, visited Mr. Payne's father, Mr. D. F. Payne, Sunday.

Mr. and Mrs. Luther Holmes visited in the A. W. Smith home Wednesday.

Miss Inez Newman visited Miss Ilma Jackson, Sunday.

The girls basket ball team defeated Starkey's team at Starkey Thursday evening.

Mrs. J. W. Jackson and family visited her sons, Dwight and Carl, at Lockney, last week.

FARMERS SHORT COURSE AT LUBBOCK TECH

Lubbock, Texas, Jan. 27.—Three or four thousand farmers and farm women are expected here Feb. 3, 4, and 5, for the second annual Texas Technological College Farmers and Home Makers Short Course.

A three day program, including

ISIS THEATRE

PROGRAM

WEEK BEGINNING

SUNDAY, FEB. 2nd

100% ALL TALKING

WITH WESTERN ELECTRIC SOUND SYSTEM

ADMISSION 25c-50c

Sun., Mon. and Tues.—MAURICE CHEVALIER —IN— "The Love Parade"

COMEDY—"FAMILY NEXT DOOR" PARAMOUNT SOUND NEWS

Wednesday and Thursday—LEO CARRILLO AND VIRGINIA VALLI —IN— "Mister Antonio"

EXTRA ATTRACTION—"THE VOICE OF HOLLYWOOD"

Friday and Saturday—RICHARD DIX —IN— "The Love Doctor"

EXTRA ATTRACTION—"SHADE OF THE OLD APPLE TREE"



SALE

FLORSHEIM SHOES

It is economy to own at least two pairs of FLORSHEIMS—and a wise move to buy them at this sale price. All our new styles included

A few styles \$9.85

~~\$13.16~~

\$8.85

YOU NEED NO LONGER BE TOLD THAT YOU HAVE AN EXPENSIVE FOOT

ENNA JETTICK

BY THIS SHIELD

You May Know Foot Comfort and Perfect Fit at Moderate Cost

ENNA JETTICK SHOES

Sizes range from 1 to 12, widths from AAAA to EEE guaranteeing a perfect and stylish fit to any normal foot.

TUNE IN on Enns Jettick Melodies over WJZ and associated stations every Sunday evening, also over N. B. C. Network

TUNE IN on Enns Jettick Dances over WLW, Cincinnati, every Saturday evening.



BAKER MERCANTILE CO.

THE STORE WITH THE GOODS

PIGGY WIGGLY

A HOME OWNED Institution That is For Its Home Town and Community



WE OWN Our Bulding Our Homes In Lockney

YOU ARE FREE TO CHOOSE

TRADE WITH YOUR HOME MERCHANTS

We are glad to say we are doing business in a town that does not have CHAIN STORES, and ask that you help keep them out by spending your money with your home merchants, who are all Home OWNED institutions.

- "World Over" 1 lb. . 39c
- COFFEE 3 lb. \$1.15
- FRESH GREEN CABBAGE ... lb. 5c
- "MOVIE STARS" Hobby for Beauty Lux Toilet Soap, 3 for 22c
- MORTON'S IODIZED or PLAIN SALT Each 10c
- When its Rains IT POURS
- 2 lbs. UNCOATED 25c value
- COMET RICE 19c
- FRESH PINEAPPLES . each . 24c
- 1 lb. BOX Cherry or Assorted CHOCOLATES 43c
- 25 lbs. PURE CANE T SUGAR \$1.59
- 100 lbs. PURE CANE SUGAR \$5.98
- PURE PORK SAUSAGE 18c
- 10 lb. BOX PEACHES \$1.98
- BEST GRADE OLEO 22c
- No. 2 1-2 LIBBY'S PRUNES 29c
- FOR SANDWICHES LUNCH MEAT .. lb .. 30c

THE LOCKNEY BEACON

VOLUME TWENTY-NINE

Lockney, Texas, Thursday, January 30th, 1930

Number 29

LOCKNEY ISIS THEATRE OPENS SUNDAY

**\$25,000.00 IMPROVEMENT PROGRAM
FOR THEATRE PRACTICALLY COMPLETED**

New Equipment Includes: Western Electric Projection and Sound Apparatus, Especially Equipped Building for the Showing of Sound Pictures, New Opera Chairs

Lockney Isis Theater, completely remodeled in every respect and equipped with facilities for the showing of sound pictures, will open for the inspection of the public on Sunday, Feb. 2nd, from 2 to 6 p. m., according to Jno. T. O'Hearn, manager and owner. Workmen have been busily engaged in remodeling the building for the past several months following in minute the detail the specifications necessary for the successful showing of sound pictures. All engineering work has been done under the supervision of the Western Electric Company preparatory to the installation of Western Electric projection and sound equipment, the same as used in the best theaters of the United States. An expenditure of approximately \$25,000 has been used in giving Lockney a theatre second to none in West Texas and according to officials of the engineering company, the new Isis will be equipped with the best sound and projection equipment of any theater situated in a town the size of

Lockney in the United States. **Equipment Modern**
The Literary Digest, issue of Feb. 1st, 1930, tells of a new and modern lease that accurately proportions the pictures to use with any size screen. This same equipment is now installed in Lockney's new theater, according to the manager. **Improvements Made In New Isis**
Among the improvements especially noticed in the new theater is the entrance, ticket booth, and foyer. The entire front is enclosed in glass and marble making one of the most attractive entrances of any building in the city. The foyer is attractively appointed with furnishings that will appeal to everyone. A ladies' rest room is provided on the ground floor with an entrance from the foyer. **New Opera Chairs**
Although not entirely equipped with upholstered opera chairs, the management has added a large number of these chairs that will be greatly appreciated by the patrons of the theater.

er. The theater has a seating capacity of 448 people. **Large Screen**
The screen in the new theater is probably one of the largest in any theater in West Texas and is twice as large as the one formerly used. **Acoustics**
To give the local theater patrons only the best of sound pictures, it was necessary to equip the theater with especially designed acoustical arrangements. Celotex sound board completely covers the ceiling and walls with especially designed sound board built in at needed intervals. **Other Improvements to Be Made**
Space has been provided in the new building for the installation of a refrigerating cooling system that will be installed in the early summer if needed. A modern heating system is also being arranged for. **Type of Pictures to Be Shown**
As an opening picture, the management announce the showing of Maurice Chevalier in "The Love Parade" an all-talkie that has been a decided hit in the different theaters over the eastern part of the United States. This picture is now being shown in the Criterion Theater of New York City with an admission of \$2 while at a mid-night preview of the show at the Palace Theater in Dallas, 2300 people paid one dollar admission to see the show. This picture will be shown from 2 to 6 p. m. Sunday along with a sound newsreel and a shorter feature. The admission price will be 50c. The Isis will show this picture ahead of any other theater in West Texas. Nothing but sound pictures have been purchased to be shown in the

new Isis and the highest type of entertainment will be furnished the patrons at all times, according to the management. **Announcements**
KENNETH BAIN ASKS ELECTION AS DISTRICT JUDGE
I am announcing as a candidate for the office of District Judge of the 110th Judicial District of Texas, subject to action of Democratic primary. In the past I have done my best to make good in the position of district judge on a policy of impartial fairness to all. If the people of this Judicial District see fit to return me to this office, I will do all that I can do, to render efficient public service as district judge; and I want to assure you that I will appreciate it. I ask for your vote and influence. **KENNETH BAIN.**
A. J. FOLLEY ANNOUNCES FOR DISTRICT ATTORNEY
To the Voters of Floyd County:
I wish to announce my candidacy for the office of District Attorney for the 110th Judicial District of Texas subject to the action of the Democratic Primary. It has been my pleasure and honor to serve the people of this district in such capacity for about one year, during which time I have become familiar with the duties, obligations, and responsibilities of such an officer. I am not unmindful of the faith and confidence the people must necessarily place in a man to tender to him this office. Into his hands largely is

placed the enforcement of the law which in the end means the protection and safety of the lives of the people as well as their property. If you see fit to return me to this office, with the co-operation of the other enforcement officers and the good people of the county, it will be my earnest endeavor to see the laws of this state are faithfully, fairly and impartially enforced to the best of my ability upon a policy of prosecution and not persecution. Due to the fact that this new district covers the four counties of Floyd, Briscoe, Motley and Dickens, and the further fact that I will have to be absent from this county about threefourths of the time in the discharge of the duties of the office, I may be unable to see all of the voters of the county, but at this time I wish to assure you that I will appreciate your support and influence in my candidacy and my desire will be to so serve you and your interests that you will never have occasion to regret the faith and confidence that you may repose in me by returning me to this office. **Respectfully yours, A. J. FOLLEY.**
W. H. HENDERSON FOR COUNTY JUDGE
To the Lockney Beacon:
You are hereby authorized to announce by name as a candidate for the office of County Judge of Floyd County, Texas, subject to the action of the Democratic Primary July 26, 1930. I have never asked for a public office before but feel that I am competent to fill the office for which I am asking, having had several years ex-

perience as Deputy Court Clerk and Court Reporter in another state. I am a resident taxpayer of Floyd County, Texas and earnestly solicit the support and influence of all qualified voters, promising that if I am elected to this office to discharge the duties thereof to the best of my ability. It is my intention to make a complete canvass of the county and I will count it a pleasure to meet each of you and personally solicit your support. **Respectfully, W. H. HENDERSON.**
To the Voters of Floyd County:
After being solicited by many of the voters of Floyd County I have decided to make a thorough campaign for the office of county clerk. My intentions are to meet and get acquainted with each and every voter in the county. I have lived in Floyd County for five years, and have learned to enjoy your acquaintance and friendship. I feel like I am capable and well-qualified to make you a good, efficient clerk if elected to this office. My candidacy will be subject to the Democratic Primaries. Your vote and influence will be appreciated. **J. P. DAVIDSON.**
SAND HILL
Jan. 28—We didn't have much Sunday school or preaching Sunday on account of bad weather. Mr. J. U. Hobdy left Tuesday for Amarillo to be with his brother-in-law, Mr. W. I. Smith. He was badly frozen and is not doing so well. Mrs. V. C. Scott spent Saturday night with Mr. and Mrs. J. U. Hobdy. Mrs. A. R. Hanna is spending the week with Mrs. Hillberg Shurbet, of Lockney. Mr. and Mrs. J. W. Morton spent Sunday with Mr. and Mrs. C. L. Bradford. Miss Ruth King spent Tuesday nite with Miss Ever Mae Gollhier. Miss Mabel Roberts, Loraine McClane, Love Roberts, and Oleta Standifer spent Tuesday night with their teacher, Miss Ola Hanna. Mr. and Mrs. Author Womaek spent Sunday with Mr. and Mrs. Jim Holmes. Mr. and Mrs. Geo. Lee Gollhier visited in the Womaek home Sunday night. Mr. and Mrs. Calvin Gollhier visited his parents, Mr. and Mrs. Bob Gollhier, Sunday. Mr. Ike Brock spent Sunday with his brother, Mr. Jake Brock. Miss Iva Morton is visiting Miss Mabel Bradford, this week. Miss Ora Musgraves spent Sunday evening with Miss Delzie Bradford. Mr. Riley Holmes is sporting a new Chevrolet coupe. Mr. and Mrs. Jeeter visited Mr. and Mrs. Walter Knight, Sunday. Mr. Clark Cates, who has been going to school at Floydada, has started back to school here. Mr. and Mrs. G. D. Tate and Mr. and Mrs. Dee Rogers visited Mr. and Mrs. Elmer Mickey, Sunday. **MUNCY**
Jan. 27—Mr. and Mrs. Bud McAda spent Friday with Mr. McAda's parents. Mr. W. G. Ferguson was a Floydada visitor Monday. Mrs. R. E. L. Muncy was honored with a birthday dinner Sunday, arranged by the children. It was a surprise to her. When the family returned from church, they found the table spread, and in the center of the table was the birthday cake, adorned with sixty candles. All of the children were there to enjoy the dinner except Clay Muncy, who is away at school. Relatives of Mr. Bailey's from Tulia, are visiting them the past few days. Mr. and Mrs. Earnest La France were visiting Mr. and Mrs. O. B. La France, Monday. Miss Jewell Williams spent Sunday with her parents. Mr. Edd Muncy and Mr. Sydney Childress were Lockney visitors Saturday. Mr. and Mrs. Moore and Loretta Vandergriff went to Floydada Saturday afternoon. Miss Louise Lindeman spent Saturday night and Sunday with Mrs. Jack Hough. Mr. and Mrs. Robret Muncy were in Floydada Friday. Mrs. Gladys Cagle went to Lockney Saturday afternoon. Mr. Nergus Richards and family were Floydada visitors, Saturday. Mr. and Mrs. Stanley Childers and children of Tulia spent Tuesday night in Lockney with Mrs. Childers' brother, R. C. Jackson, and family.

Lubbock Boy Has Suffered 7 Years Stomach Trouble

"My Son Kept Going Down Hill Until He Took Orgatone, Now Able to Do Anything," Says Mrs. Cone
"I never saw anyone pick up so fast as my son has since he started taking Orgatone," said Mrs. Rose B. Cone, of 707 Ave. O, Lubbock, Texas, while talking with the Orgatone representative recently. M. A. Cone, Mrs. Cone's son, is a very well known young carpenter, of this city. "He suffered awfully from indigestion and a general run down condition of his stomach for the past several years," she continued, "he just kept going down hill all the time. Nearly everything he would eat would sour on his stomach and cause gas to form which made him uncomfortable for hours after each meal. He would have those bloating spells, so bad, until he couldn't rest well at night. He had a bad case of constipation. He had rheumatism in his legs so bad, at times, he could hardly get around to do his work. He was getting to be nervous and would roll and toss at night and when morning came would get up feeling worse than when he went to bed." "We read so much in the papers about the good Orgatone was doing so many people and finally a friend of ours advised him to take it, so he started on it. Orgatone has done him a world of good, and he is looking much better. The indigestion don't trouble him anymore, and he can eat anything he wants. He seems to have more strength and energy and goes about his work feeling fine and doesn't complain about feeling bad as he did. Orgatone has certainly helped my son, so I am more than glad to give this statement. We are both grateful to it." Genuine Orgatone may be obtained in Lockney at the Stewart Drug Co.—Adv.

Prairie Chapel Home Demonstration Club
The Prairie Chapel Home Demonstration Club met last on Jan. 20 at the home of Mrs. Huffman. Regardless of the very cold weather and heavy snows, six members were present and the home demonstration agent. We regretted very much that the remainder of the members could not be there. Miss Strange, the agent, gave us an outline of the year's work. It would have made us more peppy had we seen the very profitable plans she has in store for us. After our very interesting meeting, fruit cake, peaches, and whipped cream were served. This we all enjoyed, as is needless to say. The program for Jan. 24 has been postponed till further notice. The next meeting will be with Mrs. Clayton Weathers. Let's have a good attendance if possible.—Reporter.

SEE AND HEAR

MAURICE CHEVALIER
in "The Love Parade"
AN ERNST LUBITSCH PRODUCTION
with JEANETTE MACDONALD
A Paramount Picture

3 DAYS--Sunday, Monday, Tuesday
SUNDAY MATINEE 2 to 6 P. M.
100 Per Cent All Talking

CONGRATULATIONS

TO OURSELVES THAT WE HAVE SUCH A CITIZEN AS

MR. JNO. T. O'HEARN

Who has shown his faith in our city by building and installing the best equipment in his line in America today.

We congratulate ourselves that we now have a theatre in our town that is not surpassed by any theatre in West Texas.

WE WISH YOU SUCCESS JNO.

FIRST NATIONAL BANK



CONGRATULATIONS

MR. AND MRS. JNO. T. O'HEARN

On the building of their handsome theatre building, and the installation of the Modern Talking Picture Equipment they have installed in this city. It is faith and good sound business judgment that will build our city, and such enterprises as these people have established will be of untold benefit to the community.

We wish for them much success in their business, and that the financial investment will be repaid them many times for their effort.

SECURITY STATE BANK

CONGRATULATIONS

MR. AND MRS. JNO. T. O'HEARN

Upon their civic pride in the rebuilding of their theatre and the converting of same into a Talkie, and wish for them much success for the future.

Service is what people demand, and the best always pays in the long-run, and it is a pleasure to us to know that our friends are willing to go to the great expense of constructing a new building and buying the latest in Talking Picture Equipment in order to serve the people of Lockney and vicinity more efficiently.

We extend our sincere wishes for a great success in your line of business.

TEXAS UTILITIES COMPANY
YOUR ELECTRICAL SERVANT

CONGRATULATIONS

— TO —

MR. AND MRS. JNO. T. O'HEARN

ON THE COMPLETION OF YOUR NEW MODERN SHOW.

We are indeed proud of citizens who show their belief in the future of our community in the substantial way you have shown.

We are proud that we were selected to furnish the building materials for your beautiful new building.

May we express the wish that your best hopes will be realized.

SOUTH PLAINS LUMBER CO.
QUALITY—COURTESY AND SERVICE
LOCKNEY, TEXAS

WE CONGRATULATE

MR. AND MRS. JNO. T. O'HEARN

Upon the faith that they have shown in Lockney through the erection of their beautiful theatre building and the installation of a Talking Picture Machine, and trust that they will receive great returns from their investment.

We wish for them much success, and that the efforts will be appreciated by the extension of the full cooperation of the people.

PIGGLY WIGGLY

A HOME OWNED INSTITUTION

WE CONGRATULATE

— YOU —

MR. AND MRS. JNO. T. O'HEARN

on the opening of your

Ultra Modern Talking Picture Theatre

WE EXTEND YOU OUR HEARTY COOPERATION.

LOCKNEY DRUG COMPANY

The REXALL Store

WE CONGRATULATE

MR. AND MRS. JNO. T. O'HEARN

On the completion of their new building and the installing of the Modern Talking Picture equipment, and wish for them success in their line of business.

This is something that the people of Lockney and surrounding territory should be justly proud, and we hope that the citizenship will show their appreciation to these people by giving this institution their loyal support.

OZARK FILLING STATION

JACKSON BROS., Proprietors

WE CONGRATULATE

MR. AND MRS. JNO. T. O'HEARN

We are glad to offer our congratulations to the owners of the ISIS THEATRE, and let them know that we appreciate their efforts in helping to build a better and larger city in Lockney.

We are proud of the beautiful building they have erected and the Modern Talking Picture Equipment that has been installed, and wish them much success in their undertaking.

LOCKNEY AUTO COMPANY

AUTHORIZED FORD DEALERS

WE CONGRATULATE

MR. AND MRS. JNO. T. O'HEARN

We extend to you our heartiest congratulations on the good work you have accomplished, and wish for you a good return upon your investment, and that the people of Lockney and community will join in giving your institution the support that it is entitled to.

We are proud of the beautiful building you have erected, and the equipment which you have installed, which is in keeping with the very best that is offered in the Picture show world.

STEWART DRUG COMPANY

STEWART HAS IT

WE CONGRATULATE

MR. AND MRS. JNO. T. O'HEARN

And wish for them many beneficial returns for the money invested in their new theatre building and Modern Talking Picture Machinery, and bespeak the cooperation of the people of this community in their appreciation of this great improvement.

We trust that this institution will receive the undivided patronage of the home people, and will thereby be a very successful undertaking.

FRANK PERKINS

ALL KINDS OF INSURANCE

WE CONGRATULATE

Mr. and Mrs. Jno. T. O'Hearn on the completion of the New Talkie Theatre Building in our city, and wish for them unbounded success in their line of business.

BAKER MERCANTILE CO.
THE STORE WITH THE GOODS

CONGRATULATIONS

To the proprietors of the New Talking Picture Theatre in Lockney, and may their investment prove a financial success.

BROOKS DRY CLEANERS
"When It Leaves Us You Can Wear It"
Phone 191

CONGRATULATIONS

To Mr. and Mrs. Jno. T. O'Hearn upon the installation of the New Talkie in Lockney. May they enjoy the support of the community to the fullest extent.

GRIFFITH'S CONFECTIONERY
AFTER THE SHOW COME BY AND SEE US

CONGRATULATIONS

To Mr. and Mrs. O'Hearn on the completion of the new picture show building and the installation of Talking Picture Machines. May the new enterprise prove a success in every way.

CITY BAKERY
"Often Buttered, But Never Bettered"

PATRONIZE O'HEARN'S NEW TALKIE

BUT—

BUY YOUR INSURANCE FROM THE MAYOR.

W. R. CHILDERS

WE CONGRATULATE

Mr. and Mrs. O'Hearn on the completion of their new building and the installing of the New Talking Picture Theatre in Lockney, and wish for them much success.

HAMILTON PRODUCE
BRING US YOUR POULTRY, EGGS, CREAM AND HIDES, THEN ATTEND THE SHOW

CONGRATULATIONS

To the proprietors of the New Talking Picture Theatre for Lockney. We wish for them much success for the faith they have shown in our town in the erection and installation of the best that can be had in the Moving Picture business.

PENNINGTON MOTOR CO.
"SUDDEN SERVICE"

WE ARE PROUD OF THE NEW TALKIE FOR LOCKNEY

AFTER THE SHOW WE WILL APPRECIATE YOUR VISIT AT THE

COZY CAFE
W. H. COUNTS, Proprietor

WE CONGRATULATE

The proprietors of the Isis Theatre on the completion of their new building and the installation of the Talking Picture equipment, and wish for them much success in their new venture.

PALACE BARBER SHOP
DECK WELLS, Proprietor

WE CONGRATULATE

Mr. and Mrs. Jno. T. O'Hearn on the completion of their new theatre building and the installation of Talking Pictures, and wish them much success in our city.

CRAGER FURNITURE CO.
Hardware, Furniture and Undertaking

WE CONGRATULATE

Mr. and Mrs. Jno. T. O'Hearn on the completion of their undertakings in building for Lockney a first class Talking Picture Theatre, and wish for them much success in their line of endeavor.

HAMMONDS & COMPANY
FULL INTERNATIONAL HARVESTER LINE

WE EXTEND CONGRATULATIONS

—to Mr. and Mrs. Jno. T. O'Hearn upon the completion of their new theatre building and the installation of the very latest in Talking Picture machinery, and wish for them the greatest of success.

THE LADIES' STORE
"If It's New We Have It"
Ask to see our line of Famous Non-Ravel Bloomers.
Full Fashioned Service Chiffon Hose. Very Special **\$1**
Just received the latest in Footwear.