## THE LOCKNEY BEACON <br> "20,000 POPULATION BY 1940"

The Gateway to the Magic Plateau
Heart of the Best Farming Section of the Plaina VOLUME TWENTY-EIGHT

Local Merchants
Best Boosters


Plainview Boosters Will
Be Here Thursday, 23rd



## PLANT GOOD SEED <br> Testfor Germination Before Planting

We know of seed planted recently which showed only $30 \%$ Germination on being tested, after plant
ing. ing.
號 Second Year (Acclimated) Acala $\$ 1.25 \mathrm{Bu}$. First Year Certificated Acala. . $\$ 1.50$ per Bu. 10c PER BUSHEL CHARGED FOR DELINTING. LOCKYEY COTTON OIL CO.

LUTHERAN NEWS

## It costs very little

## to recondition a

 Model T FordTHE Ford Motor Company is making a new ear but it is still proud of the Model T. It wants every but it is still proud of the Model T. It wants every
owner of one of these cars to run it as long as owner of one of these cars to run it as long as
possible at a minimum of trouble and expense. Because of this policy and because of the investent that millions of motorists have in Model T cars, the Ford Motor Company will con tinue to supply

So that you may get the greatest use from your Model T, we suggest that you take it to the near est Ford dealer and have him estimate on the cost of any replacement parts that may be necessary. You will find this the economical thing to do because a small expenditure now will help to prevent costlier repairs later on, increase the value of the car, and give you thousands of miles of additional service.

For a labor charge of only $\$ 2.60$ you can have your generator put in firstclass condition. A new universal joint will be installed for a labor cos of $\$ 3$. Overhauling the carburetor costs $\$ 1.50$ steering gear, 83.50 ; radiator, $\mathbf{8 7 . 5 0}$. A omplete overhauling of the rear axle assembly runs between 85.75 and $\$ 7$ for labor. An average price of $\$ 22.50$ covers the overhauling of the motor and transmission.

These prices are for labor only because the need and number of new parts depend on the condition of each car. The cost of these parts is low, however, because of the Ford policy of manufacturing and selling at a small margin of profit.

Ford Motor Company



$$
1
$$


enjoy the rain Saturday night.
Mr. Clarence Powell and Mrs.
Ophie Bennett visited Mrs. Clyde
Phillips Tuesday evening.
Noma MePeak spent Friday night
with Viola Cassel.
Quite a few from this community
attended the dance at Plainview Mon-
day nighte dat
Doris Bennett spent Saturday nite
in Pliainiew.
Mr. and Mrs. Wade Lovvorn at.
tended the play at Whitfeld Friday
night.
Mr. Hollis Williams visited Roy
Bennett the past week-end.
PLEASANT VALLEY
May 13.-Last week was the las
cek of school at Pleasant Valley for week of school at Pleasant Valley for
this term. Thursday night, Brothe

 night two plays Childress. Fry Mce
Thumb Wedday
Tiven, a "Tom

After all's said and done, the pleasure you get in smoking is what counts

## CAMEL

CIGARETTES

Why camels


| Miss Helen Upton, Otis Milton, and <br> L. T. Wood spent the week-end with homefolks, returning Monday morning on the train to Plainview, where they are in school. <br> Mr. and Mrs. G. Milton went : <br> Lockney Tuesday. <br> There will be a play presented here Saturday night. Be sure and come. <br> CENTER |
| :---: |
|  |  | 595



## DYER MOTOR CO.

## LOCKNEY, TEXAS

## ISIS THEATRE



## THE LOCKNEY LONGHORN

Official Publication of Lockney Public Schools.
Lockney, Texas, Thursday, May 16th, 1929

Baccalaureate Services
for Graduates Sunday
This Number of

# The Lockney Longhorn 

is dedicated to the

Graduating Class of 1929
of
Lockney High School




W. R. CHILDERS, Rep.
W. C. Roberson, L. R. Harris

## LAND! LAND!

## We hase hand to Sel and <br>  <br> 

## W. M. MASSIE \& BRO

## WILSON STUDIO \& ART SHOP

FLGYDADA, TEXAS
potraits, Views, panorama
VIEw
odak finishing, enlarging

## STOP! LOOK! LISTEN! <br> SHAVE 15c <br> HAR CUT <br> 25c

All Work Guaranteed Satisfactory

## J. P. (Slim) LOONEY

FLOYDADA, TEXAS


MODERN FIXTURES ADD CHARM
OID. FASHIOveD Iighting fitures are as dowdy



Let Me Figure Your House Wiring our wiring meets every bullding code REQUIREMENT

GEO. F. KINYON

THELOCKNEYBEACON
Lockney, Texas, Thursday, May 16th, 1929


The Grain-Saving Combine That's Easier to Operate
 ust that way-cheeaply, swiftly and easily. The John Deere is built to give you the real satisfaction you expect from a combine. It has features that make it easier to operate and assure maximum

## John Deere Combine

Visit our store the next time you're in
town. We want you to see the John Deere and learn about its many advantages.

## Easy to Operate

The main controls are grouped on the operator's platorm. The motor, main dirve clutch, platorm and reet eleva the lower shoe are all controlled from the operator's platiorm. One may have complete and intant control of his ma chine within easy reach

## Substantially Built

The John Deere Combine is typically of ali. John Deere products- buit with main frame is of steel angles rividily main frame isor steef angees rigidiy trurain is buithe extra stronget, Only the best materii

## Anti-Friction Bearings

The Jom Deere is carried on fou turd with hibesherrade of which isered equiler bearinks. The main wheels and rrair whels sare high and wide: the fron: wheel is wide and sturdily built. roter and ball bearings at all impor tant points of friction reduce to a mini mum the power required to drive the machine and leave most of the power or of cutting, threshing and separating the grain.

## Better Separation

The John Deere is built with a grea margin of safety for doing good wor nder varying conditions. Many com The operators are not threshermen work can be done with minimum best justment of those warts minimum ad carefully set in some combines in be so reduce waste and deliver clesn order the crain tank and deliver clean, grain the grain tan
Come in and see the John Deere Combine We know you'll like its better features.

LOCKNEY MPLEMENT CO.
LOCKNEY, TEXAS然。


You can get the John Deere in two sizes: No. 2, sho wn here, is built in 12 and $16-\mathrm{ft}$. sizes. No. 1 is built in 8,10 and $12-\mathrm{ft}$. sizes.

# FREE AUCTION Hill Howid SALE Marant 

SALE STARTS at 10A.M. Mand Closes at t:30P. M.

The Regular Monthly FREE AUCTION SALE will be held in Lockney on Monday, May 20th, and anyone who has anything they care to sell, are invited to bring it in on that date and have it auctioned off FREE OF CHARGE. It will be auctioned for the best possible price, and ABSOLUTELY FREE OF CHARGE. Bring your stock, implements, etc., that you do not need. Someone may be planning to buy just what you have to sell. This sale will be cried by two of the LEADING AUCTIONEERS OF WEST TEXAS, SEALE \& McDONALD will have charge of the auctioning, and will get for you the very best prices on everything that is put up for sale.

This sale will be held on the THIRD MONDAY IN MAY. It will be of great value to the farmers of Floyd County. Be sure and come in and take advantage of this big event. Merchants whose names appear on this page are making this FREE SALE POSSIBLE.

SALE FILL Be held ON Vacant Lots WEST OF BAKER MERCANTIL CO.

## SPECIAL

## TRADES DAY ONE BIG DAY ONLY

In order to make Trades Day a greater success and more profitable to those who attend, we are going to offer the following merchandise at knock out prices.
Men's Red Kap Blue Shits, full cut, and triple stitched, Special $\quad 69 \mathrm{c}$ and triple stitched, Special $\quad 75 \mathrm{c}$ Men's Red Kap full forty five yard 99 Boys' Red Kap Overalls, high and sus pender back, full cut and triple stitched
Boy's Red Kap Work Shirts, full 79c a knock out for $\quad 55 \mathrm{c}$
Baker Mercantile $\mathrm{Co}_{0}$. tü stone with the gooms

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| WALKER \& GREER |
| :---: |
| prices always richt |
| specal bargins for |
| Trades day |

## PIGGLY WIGGLY

| FEED <br> 80-20 Mixed Feed for Profit LOCKNEY COTTON OIL CO. | PALACE BARBER SHOP <br> A CLEAN SHOP AND COURTEOUS WORKMEN DECK WELLS, Prop. | THIS SALE HELD UNDER |
| :---: | :---: | :---: |
| WANTED-1,000 CUSTOMERS KNOX PRODUCE CO. | GRIFFITH'S CONFECTIONERY <br> Visit Us Trades Day | CHAMBER of COMMERCE |
| DR. C. J. McCOLLUM | BAKER HOTEL |  |


|  | MEADOR'S PICTURE SHOP <br> "Where You Get What You Want |
| :---: | :---: |
|  | HAMILTON PRODUCE <br> We always pay the highest market price for your produce. <br> Visit Us Trades Day |
|  |  |

## TRADES DAY SPECLAL

We offer the following at a-

## 50 lbs . Dr. LeGear's Poultry Po. $\$ 3.00$

1 gal. Cenal Dip and Disinfectant $\$ 1.75$ 1 gal. Kriso Dip and Disinfectant $\$ 2.00$

## LOCKNEY DRUG CO.

The REXALL Store

We Still Buy Eggs and Sell Chicks
purina chows to Fill Your Needs
SMITH'S HATCHERY
FARMERS PRODUCE
Courtesy and Service is our motto North End of Pavement

## 

## COOPER BROS. HARDWARE

$10 \%$ Discount All Shot Gun Shells $20 \%$ Discount on All Chinaware PIONEER HARDWARE CO.

ALL OVER THE WORLD It is Risky to Pay Less-Foolish to Pay With a Purchase of $\$ 2.50$ (other than 20Ilhs. Pure Cane Sugar 8 2llos. Pure Cane Sugar . \&I

THIS SALE HELD UNDER AUSPICES OF LOCKNEY CHAMBER of COMMERCE

Salt, plain block

39 c
48 c - Paches, solid pack Oranges, dozen, good size 26 c
19 c Coffee, M. J. B., 2 lbs. $\$ 1.05$

HELPY SELFY

 Hollum, Flostate Mlorite 25 sete

## CARTER MUSIC CO




DONT FORGET ALL THESE SPECIALS WILL BE GOOD FOR MONDAY, TRADES DAY, ALSO

## SPECIAL FOR TRADES DAY

## ONE BIG DAY ONLY

In order to make Trades Day a greater success and more profitable to those who attend, we are going to offer the following merchandise at knock out prices:

Men's Red Kap Blue Shirrts, full cut, and triple stitched .... Special

69c
Men's Red Kap Grey Shirrs, full cuut, and triple stitched .... Special 75c Men's Red Kap full forty-five yard white back Denim Overalls .... Specialfull cut and triple stitched .. Special

## The Lockney Beacon

The Gateway to the Magic Plateau


Spring housecleaning hint for $H$ usbands


All We Know is
What We Hear

## J.C.PENNEYCO.

plainview, texas
Smart . . . and So Comfortable!
These Short-Sleeved


THE WHEAT CROP IS ASSURED
 :nan wat buy. We have in stock everything you will need to
fit your house out from living room to kitchen, and our prices are the best that can be obtained, quality Pay us a visit at your earliest convenience and let us show you the many beautiful suites and extra pieces of furniture that will meet with your fondest

PLAINVIEW BRANCH
AMARLLLO FURNTURE CO.
1107-09 Austin St. 1 block West Santa Fe Depo

\section*{Saturday Specials <br> 

## 

Walker \& Greer


## GLEANER-BALDWIN COMBINES MOREFOR YOUR MONEY! <br> 10 SOUND REASONS <br> equipped with Alemite high-pressure lubrication fit tings. <br> 3. Powerful 4 -cylinder Red Seal Continental mo tor supplies Gleaner-Baldwin power. on all Gleaner-Baldwins. steel sprockets on all principal drives. 6. Spi platform. <br> arating capacity per pound of wes have greater sel cutter bar. <br> 8. Rasp cylinder threshes thoroughly without 9. Frame members are 1025 high carbon steel 10. French - Hecht wheels used throughout <br> LOCKE MOTOR COMPANY DISTRIBUTORS-PLAINVIEW DEWEY FLOYD, Local Agent, Lockney



## Mix Your Own Feed

we have for sale--
BRAN, SHORTS, COTTONSEED MEAL, KAFFIR, MAIZE, BARLEY, OATS, WHEAT, TANKAGE, BONE MEAL, MEATSCRAPS, ALFALFA HAY, MAIZE AND KAFFIR CHOPS, BARLEY CHOPS, AND OAT CHOPS.
WE HANDLE PLANTING SEEDS, ALSO BROOD. ER COAL. BRING US YOUR GRAIN.
We appreciate any and all of your business, and remember that we hande only the best quality of

## SOUTH PLAINS GRAIN COMPANY

Phone 23
Lockney, Texas
 \% Machines finally wear out thru their use

The human body is fust a thru al
The human body is just a machine;
Whe why act foolish and treat it so mean?
When this homan machine needs some repair
You'll find the Chiropractor's right there
DR. C J. McCOLLUM
Ph nes: Office 17; Res, 102J

ARE YOU FEEDNG YOUR COWS SO AS TO ENABLE THEM TO PRODUCE THE AMOUNT OF MILK THEY ARE CAPABLE OF PRODUCNC?

The additional milk gained through feeding COTTONSEED MEA

## YOUR PROFIT

Write or ask us for a bulletin on feeding which will
be of much value to you.

| Cottonseed Meal, per sack . | \$2.30 |
| :---: | :---: |
| Sacked Hulls, per sack | 60c |
| 80-20 Mixed Feed, per sack | \$1.00 |
| Loose Hulls, per ton | \$8.00 |

LOCKNEY COTTON OLL CO.
"FEED COTTONSEED PRODUCTS FOR PROFIT"


WHY WAS IT SO?

FRESH GROCERIES AND MEATS AT ALL TIMES Just Call telephone No. 10 - We'll do THE REST
RILEY \& BREWSTER

##  Mepper Mriday night. Mrs. L. Rushing spent a The Mayviex school house and tew and ans last week with their dau. ground were sold to Mr. J. R. Readlew days last week with their dau- ground were sold to Mr. J. R. Read- ghter, Mrs. Tommie Pierce, of Can. himer Saturday. Mr. and Mrs. Eldon Gray and son sonss visited their mother, Mrs. E. C. Austin, this week-end. Mith. Dougherty and Campbell played Mr. and Mrs. C. H. Clark, Mr. and ball at Dougherty Friday afternoon. Mrs. W. R. Hodge and families visit. The score was 12 to 10 in favor of ed relatives in Dallas the past week. Dougherty Cedar Hills Daseball team won over Mrs. A. Temert and baby are vis- <br> $\qquad$ <br> MAYVIEW




Mc CO tarkey visited in the home of $W$
Tolleffield Saturday.
Kelly Holloyfield broke his a
hile trying to crank a car last a Everyone was niesely. with the fo
Each rain which fell Saturday Sunday.
There was no Sunday school
hurch at either church house Sund
n accunt of the rin.
The Mothers' Day. program
Trobably be given next Sunday, if $t$

BLANCO May 13.-Mr. and Mrs. N. E. New.
nan and family left last Wednesday
nor Palo Pinto, to attend to business
Mrs. Collier Smith and daughter Mrrs. Collier Smith and dau
Martha Lou and Virginia Sue,
in this community. Tuesday.
Mr. and Mra. her. and Mrs. John Gray visite
hrome of $S$. Fmith. Thursd
Mrs. Alva Smith spent a few B. Alexander, at torkney., Mrs.
Mrs. Wm. Sell visited in the M Coy community. last week.
Mr and Mrs. Hal Hamilton and
Anughter. visited in this community.
Wednesday.
Mr. and Mrs. Otto Smith returned their home at Stamford, Saturda
thiths sister, Opal.
nermpanied by a
The rain, which fell Saturday a
The nes of this community:intian
Have Your Abstracts Made
ARTHUR B DIN ARTHUR B BUINCAN
The Old Rellialle Ahatract Floydads, Texs:

GRADY R. CRAGER ARCH CRAGER, Asst. Mg
Funeral Director and PRIVATE AMBULANCE PRIVATE AMBULANCE
Phones: Day 121. Night 34 W or 793 .

## SATURDAY SPECIALS



BANANAS
YES WE HAVE SOME BANANAS FOR SATURDAY -
DOZEN?

| Red Beans, No. 2 can ........3for |
| :---: |
| SOAP, Guest lvory, for the face and hands ... 6 bars |

BREAD
No Kidding, We Have It. Loef .... Fach ........6c
Limit 3 Loaves to Customer
BROOMS
LET'S SWEEP THEM CLEAN TODAY
Red Star ... Each ... 35c Golden Rod . Each .. 80c REGULAR $\$ 1.00$ BROOM

COFFEE Top Liner ... 1lb. Package ...... 39c


