## The Lockney Beacon

The Gateway to the Magic Plateau

## Chamber of Commerce Discusses Market

Plainview 'Poured It On' Methodist Revival Will Lockney Rotary Begin Sunday Morning

Miss Ruby Cox Died
In Lockney, Saturday


AESOP SAID:
"The least outlay is not always
the greatest gain."

HAD it not been for the recognition of this principle in the early days of the light and power industry, rates today would be much higher than they are and the quality of service about half as good.

The industry has always built for the future. It has not tried to get along with the least possible outlay.

That is why, when an industry is looking for a location, the power is always there.

That is why the home-seeker always finds electricity waiting for him in his new home.

Texas Utilities Co.
YOUR ELECTRIC SERVANT
 this community at this writing Wr. Hy at this writing. in Mrs. Hudgin visited Tuesday along neely, after being in the sanitar- Plainview. Mrs. L. A. Hoyle we
fum a few days, with a badly bruised
Mr. and Mons.

## HAVE YOU HEARD- <br> AL JOLSON

in his Latest talkie's "SAY IT WITH FLOWERS"
ALL SONGS ON BRUNSWICK RECORDS ONLY Hear them at Your Brunswick Dealer

Lockney Drug Company



## 60 Years of Experience Are Built Into This Drill



John Deere-Van Brunt Double-Run Grain Drill



We Want Your
WHEAT
We want to buy your wheat. We pay the highestnarket price at all times, and give you pompt andor wagon to carry your wheat to Hohlaus at the SouthPlains Grain Co. Elevator, Lockney, and you will besatisfece with hte eerence we are able to render you.

SOUTH PLAINS GRAIN COMPANY
Phone 23

Phone 23
Lockney, Texas
FRANK PERKINSFIRE, TORNADO, AUTOMOBILE, LIVESTOCKAND COMPENSATIONINSURANCEBONDS AND RENTAL. PROPERTYFARM AND CITY LOANS
Telephone No. 185Over 1st National BankLockney, Texas



FLOYD HUFF, Agent


EVERYONE gets that way some time. And then it is good to have a bank account. We make it a point o take care of our depositors in every way in keepng with good banking principles. You can avail your the service we ae trying to render to our paou to make this bank, your bank.

SECURITY STATE BANK sescresessessers
$\overline{\text { IIS THEATRE }}$
MONDAY, AUG. 5


"Carnation Kid"
Thursday-
"Shadows of Hawaii"

"His Lucky Day"
"Plunging Hoofs"

## Crops Holding Up Better <br> In This Community



G.S. MORRIS

METHODIST REVIVAL WILL START I IOCKNEY SUNDAY MORNING, AUCUST 4TH

J. E. STEPHENS, Pastor, EVANGELIST Kills Wife, Daughter


| WEEKLY |
| :--- | :--- | :--- | \left\lvert\, $\begin{aligned} & \text { papars, usally of towns mentioned, }\end{aligned}\right.$ The following record of industrial El Paso- $\$ 103,800$ Firestone build-

aetivity lists items showing unvest- ing at Texas and Octavia streets forment of capital, employment of labor maly opened, $\$ 3$, $\$ 00$ bond issue approv
and bustness activities and opportun.
itios. Information from which the ed to provide funds for erection



LOCKNEY, TEXAS


mail connection as result of daylight
shecule of air mail lines of National
Air Transport Company.
Abilene is making plans to in
Camesa - Rapid
Arogress being Lamesa - Rapid progress being
prove Kingsolving Field, the munici-
made on erection of Farm Bureau Cot cort, so as to make it one of
ton Asseciation Gin plant, which will he best equipped air depots in the
cost $\$ 45,000$ when completed.
 pletion. Morgan- $\$ 4,000$ bond issue approv-
ed to provide funds for erecting addition to present school building
Carrizo springs Erection of Stone
Filling Station practicatly completed.
Sabinal-Peters Bros. building re- $\qquad$


What's Doing in West preme nats iome
Texas


## 12

## J.C.PENNEYCO.

PLAINVIEW, TEXAS
MEN'S SHIRTS
of Corded Madras

"True Blue" Work Suits


## THIRSTY

If so, stop in at Stewart's where any sort of zippy cooling drink will be skilfully concocted for you at once. You can depend on the purity of our refreshments as well as the

A LITTLE BIT OF MONEY EVERY DAY AMOUNTS TO MORE THAN A LOT OF MONEY EVERY ONCE IN A WHIIE The more channels you have money coming in
from the more prosperous sou will be. If you have
only one cop to draw from each year, you are in a
bad shape if you make a failure, and you know very
well that every year is not a god cop year. It is not
a paying proposition to pua all your land into any one
crop, when you live in a country where you can raise a dozen different kinds of crops just as well, and tha podu plant a smaller acreage of some crops, and a laryel plant a smale
acreage of oth chickens, and at the end of the year you will find tha you have money in the bank, instead of owing the bank fo other year. Diversification is the guarantee of farm
independence, and the security of prosperity. D little mor

THE FIRST NATIONAL BANK


Let the other fellow pay his own way
Why shou
tire bill
That's what you are invited to do by the "limited mileage" guarantee that puts a premium on careless
on the careful driver.
Buy your own tire mileage, buy it at you by GOODYEAR:

鹿EVERY GOODYEAR AND PATHFINDER PNEUMATIC TIRE IS
FECTS FOR ITS
ENTIRE LIFE
Come to us for guarantee your typer size and price-and our stand


It costs no more to buy Goodyears


PROVIDENCE

CEDAR



Rhodee
Shurbet $\qquad$
Crt was living in the hoose, having

## 



Dressed Fryers - Loaf Meats - All Kinds Lunch Meats


MEN'S AND YOUNG MENS NEW OUR NEW FALL CLOTHING FALL SHOES ARE NOW HERE

$\$ 10.00$
$\$ 7.50$
$\$ 5.00$

## $\$ 35$ and Down

## Nothing in Our Store Higher

We are determined to sell more

$50{ }^{\text {ma }} 75 \mathrm{c}$

