

# THE LOCKNEY BEACON

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-NINE

Lockney, Texas, Thursday, September 11th, 1936

Number 52

## School Starts Proper Monday Morning

Institute and Enrollments Have Occupied Time This Week as School Gets Ready to Begin Work

The Teachers' Institute was held at the high school building in Lockney on Monday and Tuesday of this week. The pupils of the high school were enrolled at the high school building today, and tomorrow (Friday) the pupils for the grammar school will be enrolled.

On Monday morning the pupils of both the high and grammar schools will assemble at the City auditorium, where also the parents and all those interested in the schools will attend, and an opening exercise will be staged, after which the high school pupils will retire to their own school building and the grammar school pupils will remain at their building, and the classes will be formed and work started for this term.

## WILL PLAY AT SCHOOL OPENING MONDAY

Miss Lillian Hoeftlein, the new piano teacher for the Lockney High School, has arrived in Lockney, and is now organizing her class for the coming school session. Miss Hoeftlein will play several selections on the piano at the grammar school auditorium Monday morning, when the opening exercises of the public schools in Lockney will be held.

Miss Hoeftlein is a graduate from some of our best music schools, and has studied under several teachers of note in New York and other large cities.

## MISS HOLLAND GAVE RECITAL MONDAY NIGHT

Miss Pauline Holland, piano teacher, gave a recital at the grammar school auditorium in this city Monday night. Selections played were from such famous composers as Beethoven, Chopin, Schumann, Schubert, and Cyril Scott. She was assisted in the recital by Master Marion Roberts of Lubbock, a former pupil of Miss Holland.

Miss Holland is a new piano teacher in Lockney, and will have her studio at the home of Mr. and Mrs. McAdams this school session.

## Alton Steele Badly Burned

Alton Steele, age 27 years, son of W. R. Sams of Lockney, came near being fatally burned in an accident at the farm of his mother, 1 and 1/2 miles west of Silverton, Tuesday last week. He was filling a tractor tank with gasoline when the gasoline became ignited and set his clothes on fire. He was promptly put in the fire and his clothes off, but both legs and hands were badly burned. He was recovered very well and is now recovering from his injuries.

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## BUTTE IS REPUBLICAN NOMINEE FOR GOVERNOR

San Angelo, Sept. 9.—Challenging Democratic supremacy, Texas Republicans in convention here Tuesday presented Dr. George Butte of Austin as their standard bearer in the November election and a platform of 12 planks calculated to appeal to every class of voters in the State.

While the platform was not adopted at the morning session, it was outlined in detail in the keynote address of Henry Zweifel of Fort Worth, as was the fact that the party would "go in" by the byways of this empire State" in search of votes for Mr. Butte.

The 12 planks follow: Adequate support of state institutions; businesslike administration of the state prison system on its present location; installation of a budget system in state government to "halt wild expenditures," and immediate audit of the State Highway Commission and a yearly audit thereafter, and election of the members of the commission; opposition to the proposed \$350,000,000 bond issue for highways; advocacy of a law that automobile license fees collected in counties be retained, the counties to build lateral roads; lower taxes; higher taxes on trucks and busses; complete revision of the election laws; a tariff on crude oil; opposition to further immigration, particularly into Texas, and, finally, support and enforcement of all laws, specifically including the prohibition law.

The convention was welcomed to San Angelo by Mayor A. Glover and R. B. Creager, national committee man, responded to the welcome with a tribute to San Angelo and the West area "to which the Republican party yesterday brought a drouth-breaking rain."

Telegrams were read from the absent chairman, Eugene Nolte, who is in Europe, and from James Wickersham of Juneau, Alaska, candidate for congressional delegate from the Territory. Wickersham especially praised Hugh Holmes of Amarillo, who was the Republican candidate last election.

"You greatly pleased us when you nominated a former Alaskan and you honor us when you honor Hugh Holmes," the telegram said.

The emphasis placed on prohibition enforcement was regarded by leaders as one of the most important moves of the convention. Zweifel declared that "while we may not all be teetotalers, we don't want a return of the saloon. We want enforcement of all laws, particularly the prohibition law, and we want to say to prohibitionists that we can't expect any more enforcement from the present Democratic nominee than you had from the retiring Governor, for his election would mean a continuation of the Moody regime."

The keynote scathingly attacked the tactics of Democratic Senators in dealing with the tariff bill, placing upon them the blame for the present business depression. He said that, had they not fought passage of the bill, it would have been passed weeks or months before it was.

He especially blamed Democratic Senators for failure of Congress to enact a tariff on crude oil.

The Democratic convention at Galveston, he said, was "pusy footing" on the bond issue, proposed by Ross S. Sterling, knowing it was "dangerous."

"If the Democrats don't condemn that issue today, 100,000 Democrats will desert to us on that issue alone," he said.

The budget system for state departments was recommended "so that we won't need legislative investigations of expenditures every time the Legislature meets."

## FLOYD IS AMONG 89 COUNTIES TO GET FREIGHT RATE CUT

Austin, Sept. 8.—Eighty-four counties eligible to receive drought relief in the form of reduced rates on cattle and livestock feed were certified to Governor Dan Moody today by Arthur Hyde, Secretary of Agriculture. The number of counties in Texas eligible for reduced rates now totals 89, Bowie, Cass, Fannin, Morris and Titus counties previously having been certified.

The counties certified today were Armstrong, Bailey, Baylor, Borden, Briscoe, Brown, Callahan, Camp, Carson, Castro, Childress, Coleman, Collingsworth, Comanche, Cottle, Crosby, Delta, Dickens, Donley, Eastland, Erath, Fisher, Floyd, Foard, Franklin, Garza, Gray Gregg, Hale, Hall, Hamilton, Hansford, Hutchinson, Jones, Kaufman, Kent, Kimble, King, Knox, Lamar, Lamb, Lipscomb, Lubbock, Lynn, Madison, Marion, McCulloch, Mills, Mitchell, Motley, Nolan, Ochiltree, Oldham, Palo Pinto, Panola, Farmer, Potter, Rains, Randall, Red River, Roberts, Rusk, San Jacinto, Scurry, Shackelford, Shelby, Smith, Stephens, Stonewall, Swisher, Taylor, Throckmorton, Upshur, Van Zandt, Walker, Wheeler, Wilbarger, and Wood.

## Common Schools Making Substantial Gains

All Rural Schools of County in Operation This Week, Except Sterley, Which Will Start Monday

All the schools of the rural districts in Floyd county opened for this term on Monday of last week, except the school at Sterley, which will open next Monday, the delay being occasioned by an addition of two rooms to the school building, which will make the building a four-room house.

This year there are thirty schools in the county, with a total enrollment, according to school census, of 2158. There are 86 rural teachers, 55 being lady teachers, and 31 men teachers.

There are twenty-four brick school houses in the rural districts and 22 teacherages. The total value of the rural school property for the year 1929 was \$378,625, and that amount will be raised to around the \$400,000 mark this year. The average length of the rural schools last year was 162 days, or two days over an eight month's session. This year all contracts call for eight months' sessions.

The following is a list of the building and improvements that have taken place in the rural districts during the summer months, and since the schools closed their spring sessions:

During the summer Fairmont School District has erected a nice brick building to take the place of the building that burned in that community last January. The new building, which is built of brick and tile was erected at a cost of \$9,000. In addition, the district has built a 4-room stucco teacherage at a cost of \$1,400. In the Sterley School District this week is being completed a two-room addition to their frame school building, which will give the Sterley school four rooms for this year's session. The cost is about \$1,600.

Harmony is this week completing a new teacherage at a cost of approximately \$1,300. Center has erected a 5-room stucco teacherage this summer at a cost of about \$1,400.

Muncy school has built a new coal house and installed a sanitary water drinking system at a cost of approximately \$333.

Campbell has just completed some improvements on out buildings at their school house at a cost of approximately \$80.

Dougherty school has just completed the laying of cement sidewalks about their building at a cost of about \$175.

Fairview school has remodeled the interior of their building, re-plastering and other repairs at a cost of about \$500.

McCoys has spent about \$100 on interior and repairs on their school building.

Blanco has also spent about \$100 on repairs on their building.

Irick district has just installed a water storage tank and other repairs on their property at a cost of \$60.

Baker District has spent about \$200 this summer on repairs and improvements about their school building.

Sand Hill is this week completing repairs on their buildings that will cost approximately \$75.

Four new book cases have been installed in the County Superintendent's office at Floydada recently, which will add much to the efficiency of taking care of the needs of the schools of the rural districts.

## Lubbock Boosters Will Be Here Wednesday

Good Will Excursion Advertising Fair Arrive at 1 P. M. Wednesday, September 17th

The annual visit of the Lubbock Fair Boosters will be on Wednesday, Sept. 17th, at 1 p. m., when a caravan of automobiles loaded with a band and boosters will be here to advertise the Panhandle South Plains Fair, which is to be held in Lubbock on Sept. 29, 30, and Oct. 1, 2, 3, and 4, this year.

They have asked the public to attend the concert they will give on the streets of Lockney in a body at 1 o'clock Wednesday.

Mr. and Mrs. Ira Simpson and daughters, Leo and Marianna, left Wednesday for a visit with relatives and friends in Kansas City and points in Missouri.

T. B. Brooks spent Sunday in Wellington, visiting with relatives. Miss Attie Jowel of Mexico City, Mexico, was here over the week-end, the guest of Miss Pauline Holland.

Little Mary Alice Baker had her tonsils removed at the Plainview Sanitarium last Friday morning, returning home on Saturday.

## List of Rural School Teachers of Floyd Co.

Fifty-five Women and Thirty-one Men Constitute Rural School Faculty of County for This Year

The following list of fifty-five women and thirty-one men constitute the faculties of the thirty common school districts of Floyd county for this year, out side this are the Independent School Districts of Floydada and Lockney, with a faculty of more than sixty teachers.

The rural teachers are as follows: List of teachers for Floyd county, 1930-31:

Irick—H. H. Nicholas, Lockney, Texas, F. C. London, Lockney, Miss Velma Marble, Lockney, and Mrs. F. C. London, Lockney.

Pleasant Valley—Wesley W. Jones and Mrs. Wesley W. Jones, Lockney, Muncy—Jewel Mara and Mrs. Gladys Cagle, Floydada, Texas.

Pleasant Hill—Guy V. Smallin and Mrs. Guy Small, Floydada, Texas. Fairview—J. G. Biggs, Miss Mabel McNeil, and Miss Thelma Kinnard, Floydada, Texas.

Starkey—Bruce Blackford, Miss Elizabeth Thacker, and Miss Violet Pittman, Floydada, Texas.

Aiken—Joe C. Hutchinson, Geo. L. Graham, Mrs. Joe C. Hutchinson, and Miss Mildred Walters, Lockney, Tex. South Plains—Z. H. Doan, Miss Noelle Hawkins, Mrs. Floyd Phegley, Mrs. Beattie Wood, and Mrs. Irene Doan, South Plains, Texas.

Sand Hill—R. W. Hooten, E. L. Orman, Mickey, Texas, Miss Vela Blessingame, Floydada, Texas, Miss Evelyn Wright and Mrs. Glenna Jackson, Mickey, Texas.

Harmony—Miss Carolyn Loney and Miss Ruth Lane, Floydada, Texas. Lakeview—Claude A. Cass, Henry Horton, Miss Carrie Dixon, Miss Jewell Woolsey, and Mrs. Cella Ross, Floydada, Texas.

Fairmont—H. P. Bell, Miss Ruby Lee McMurray, and Mrs. H. P. Bell, Quitaque, Texas.

Center—W. E. Grimes, Miss Opal Hartsell, and Miss Mammie Carlson, Floydada, Texas.

Lone Star—Elmer T. Cummings, Miss Lillie Wingo, and Miss Helen Walker, Lockney, Texas.

Cedar—Clarence Guffee, Miss Marjetta Moody, and Miss Josephine Franklin, Lockney, Texas.

McCoys—E. E. Crawford, Miss Helen McKinney, and Miss Mildred Raley, Floydada, Texas.

Roseland—John W. Burgett and Mrs. C. H. Brown, Lockney, Texas.

Dougherty—Floyd Blankenship, Miss Annie Lou Kelley, Miss Cleo Cowan, and Miss Elsie Lloyd, Dougherty, Texas.

Baker—J. W. Chapman, Roy Owen, and Miss Edna Lee, Floydada, Texas.

Antelope—N. C. Purcell and Mrs. N. C. Purcell, Floydada, Texas.

Providence—A. L. Shaw and Mrs. A. L. Shaw, Lockney, Texas.

Blanco—Earnest N. Lamb and Mrs. Ada M. Lamb, Lockney, Texas.

Allmon—J. M. Williams, Mrs. Bertha Morse, and Mrs. J. M. Williams, Petersburg, Texas.

Liberty—Robert Fisher and Mrs. Robert Fisher, Lockney, Texas.

Prairie Chapel—Louis M. Boyd, Mrs. Edith Boyd, and Miss Maudie Meredith, Lockney, Texas.

Campbell—Miss Mary Boner, Miss Opal Nelson, and Mrs. Vaughn Murff, Floydada, Texas.

Ramsey—Miss Lorene Workman, Lockney, Texas.

Hillcrest—Miss Lillian King, Floydada, Texas.

Edgin—Royce P. McDaniel and Mrs. Royce P. McDaniel, Quitaque, Texas.

Sterley—George Gilpin, Sterley, Texas, Miss Thelma Arterburn, Miss Ada Foster, and Miss May Foster, Lockney, Texas.

## HIGHWAY 70 NEAR PLAINVIEW WILL BE READY OCTOBER 1

Plainview, Sept. 7.—Paving on Highway 70 east from Plainview to the Hale county line is expected to be complete by October 1, according to word received by E. C. Abernathy, county judge.

The contractors lack only two and one-half miles to finish this end of the highway, according to Judge Abernathy. The concrete is being cured as it is laid and it is expected the road will be open for traffic soon after the last stretch is finished.

## RETURN HOME FULL OF FISH AND WATERMELONS

Brownie McDowell and Roy Stevenson returned home from a visit to Jackboro, Texas, Monday afternoon. While a way they went fishing and report catching many fish. Mr. McDowell raving caught one fish that weighed 18 pounds. They brought home with them an 88 pound watermelon, and say watermelons are plentiful and cheap in that section of the state.

## STEGAL GETS ANOTHER STILL IN FLOYD COUNTY

Sheriff Stegall and Deputy T. T. Hamilton raided a place eleven miles southwest of Floydada in the Starkey community, Thursday, Sept. 4th, and captured a still, and placed under arrest J. L. Douglas, charging him with the possession of equipment for making intoxicating liquor.

The still was made out of a milk can, and about a half barrel of mash was found. At last reports Douglas was still in jail, in default of making bond.

## First Carload of Irrigation Pumps Received

Lockney Implement Company Received First Carload of Johnson Pumps Monday Morning

The first car load of irrigation pumps to be received in Lockney for many years, was received in this city on Monday morning by the Lockney Implement Company, there being eight pumps in the carload, all of which have been sold and wells are being dug to receive them.

Mr. A. E. Meriwether states that he expects to sell a good many of these, the Johnson pumps, this year, as the dry weather has proven the need of irrigation pumps more conclusively in this section this year, than has been the case for many years, and also that the price of the pumps are now within reach of every farmer in the shallow water belt, and that they can be installed at a price that makes it to the interest of every farmer to provide his farm with a well, so that his crops will be insured against drouth from now on.

The irrigation well is the salvation of the farmers in the shallow water belt, as it is a guarantee of good crops every year, and at the prices pumps can be bought, there is no good reason why a hundred pumps cannot be installed in this immediate district this year. Those who already have irrigation wells have proven the value of irrigation in this immediate section this year, as every irrigated farm has at this time the very best of crops.

## Chevrolet's Drivers' Economy Contest

Interest Growing In Contest for Great Mileage On One Quart of Gasoline

"Widespread interest is being shown in the Drivers' Economy Contest which is being conducted this week by the Lockney Auto Co., for which valuable prizes are being offered the three persons driving the greatest distance on a quart of gasoline. Any stock model Chevrolet Six is equipped with a one-quart Mason jar and attached to the outside of the car. Up to Wednesday night—drivers had tried their skill, and mileages ranging from 6.1 miles to 6.9 miles per quart had been turned in. This gives the unusual average of 26 miles on all drives.

So far, Mr. D. Copeland holds first place with 27.6 miles, Rev. J. E. Stephens of this city is second with 24.8 miles, and Mr. Lee Ayres holds third place with a record of 24.4 miles.

All drivers go over the same route, which offers a real test for any car. There are no hills to coast down and dirt roads must be traveled. Some people drive Chevrolet in high at speeds ranging from 4 to 8 miles an hour, while others attempt to make good records with speeds ranging from 45 to 65 miles per hour. Mr. Barker, the Dealer, explained the high mileage records by saying that Chevrolet's construction offered unusual economy under all driving conditions.

Saturday has been set aside as Ladies' Day and Mr. Barker is expected to see some real mileage registered by the ladies who have entered their names and are anxious to test their skill in their Chevrolet Sixes for this Contest.

The Lockney Auto Co. wants every one in Lockney and vicinity to try this wonderful test. Call the salesman by phone for an appointment or call in person and register. Remember the prizes offered are—first prize, new tires for your car—second prize, sport light—and third prize, radiator ornament.

Only four more days remain and prizes will be awarded the winners on next Monday evening at seven o'clock at the salesroom.

Little Wanda Mae, 3-year-old daughter of Mr. and Mrs. Bee Nichols, had her tonsils removed in Lockney last Tuesday.

Mr. and Mrs. S. Townsend visited J. R. Thomas and family in Silverton, Saturday.

## Mrs. Julia E. Huffman Died Last Thursday

Pioneer of Floyd County Passed Away at 5 O'clock Thursday Afternoon After Lingered Illness

Mrs. Julie E. (Farnsworth) Huffman, age 56 years, 9 months, and 26 days, died at her home in the Prairie Chapel community Thursday afternoon at five o'clock, after a lingering illness, having been in poor health for several years past.

Funeral services were conducted at the Methodist church in Lockney at 4:30 o'clock Friday afternoon, Sept. 5th, Rev. W. H. Strong officiating and burial was in the Lockney cemetery, beside her husband, Charles H. Huffman, who preceded her in death about four years.

The following obituary was contributed to the Beacon by Rev. W. H. Strong, Circuit Pastor of Lockney, who was her pastor:

Julia E. Farnsworth was born in Kentucky Nov. 8th, 1873, died Sept. 4th, 1930. Age 56 years, 9 months and 26 days. Was married to Charles H. Huffman, May 8th, 1895, to this union was born seven children, five died in infancy.

The first four years of their married life was spent in Amarillo, where Brother Huffman was a partner with W. H. Fuqua, in the livery business.

With the exception of one year spent in Fort Worth, the remainder of their married life was spent on the farm where she passed away Thursday afternoon about 5 o'clock.

Sister Huffman was converted and united with the Presbyterian church at an early age, later united with the Methodist church, where she held her membership till translated to the church above. Sister Huffman was a very active Christian as long as she had strength to go.

She was a member of the Order of the Eastern Star and was loyal as far as her strength would allow, but her church came first in all things.

Sister Huffman was a great sufferer for many years, but patient in it all. She could see the bright side in every thing, and though she had suffered so much, she had wit and humor to the last. She was one of the most beautiful Christian characters I have ever known.

She leaves two children, Mrs. Edna Wood and Herman, both of Lockney. Also one brother, Sam Farnsworth of Lockney, Texas, and two sisters, Mrs. Lena Davis of Lubbock, and Mrs. Nannie Ramsey of Lockney, Texas. These with a host of friends and relatives are left to mourn their loss.

Servant of God, well done.

Thy glorious warfare's past The battle's fought, the race is won, And thou are crowned at last.

A memorial service was held by old time friends of Mrs. Huffman and the family Sunday morning, at which the following people made talks upon her good life: Messrs. Hartman, Foster, McGehee, Mesdames Casey, McGehee, Foster, Johnson, and Rev. T. F. Casey at which resolutions of respect were offered and adopted.

## Teaching School at Northfield

Mr. and Mrs. Ervin C. Martin have moved from Lockney to Northfield, Motley county, where they will teach school for the coming session. Mr. Martin was in the Beacon office Saturday having his paper changed to that place, and stated that school had started off nicely on Monday morning of last week, that there was a good enrollment in the school, which is a three teacher school.

## DEPUTY SHOT WHILE ACTING PEACEMAKER

Snyder, Tex., Sept. 6.—Acting as peacemaker between two other men culminated today in the shooting and wounding of O. S. Wills, 56, of Fluvanna, deputy sheriff of Scurry.

The shooting occurred at noon, on the square here. Wills told officers afterward that a man for whom he had been acting as a go-between in a dispute with another man, called him to his automobile and began shooting at him.

Wills struck at the gun and the first shot went wild but the second struck him in the left shoulder. He jumped to the running board of the car and grappled with his assailant, holding the man until Sheriff F. M. Brownfield arrived.

Frank Greer, 30, farmer living five miles south of Fluvanna, was arrested and charged with assault to murder. He later was released under \$3,000 bond. His wife and mother were in the automobile with him at the time of the shooting.

Wills was taken to a hospital at Lubbock, but late today, attendants reported his condition was not serious.

Master Marion Roberts of Lubbock spent the week-end in Lockney the guest of Miss Pauline Holland.

# SPECIALS

## RED AND WHITE STORES FRIDAY AND SATURDAY

- GALLON PEACES, V. V. 47c
- Small Package LEMON, VANILLA, CHOCOLATE or LEMON SNAPS, or GRAHAM CRACKERS 4c
- 2 lbs. SALAD WAFERS 27c
- 48 lbs. GREAT WEST FLOUR \$1.35
- 24 lbs. GREAT WEST FLOUR 75c
- BLUE & WHITE CHINA OATS 31c
- WHITE POTATOES 10 lbs. 24c
- 16 oz. Glass PEANUT BUTTER 27c
- 20 lbs. CREAM MEAL 69c
- 10 lbs. CREAM MEAL 39c
- SKINNER'S RAISIN BRAN 11c
- No. 2 ALL GOLD SLICED PINEAPPLE 25c
- 1 lb. RED & WHITE COFFEE 39c
- 3 lbs. RED & WHITE COFFEE \$1.15
- 1-4 lb. RED & WHITE TEA 19c
- 1-2 lb. RED & WHITE TEA 37c
- 1 lb. HERSHEY'S COCO 31c
- P. & G. SOAP 10 bars 34c
- SMALL SUPER SUDS 3 Packages 25c
- CONCORD GRAPES Basket 33c
- LETTUCE Head 8c
- LEMONS Dozen 34c

### VISIT OUR MARKET

RIB ROAST lb. 12c  
FLESHY ROAST lb. 15c  
I have installed a Meat Market in the front of the Red & White Store No. 1, and ask that my friends come here to buy their needs in the market line. A full line of Fresh Market and Packery Products at all times.  
J. B. REECER, Prop.

## RADICAL CHANGES TRANSFORM BANKING

### National Commission Sees Changing Opinion on Branch Banking Issue—Studies Group and Chain Banks.

NEW YORK—Modification of the attitude of bankers on the long disputed branch banking question is forecast in a review and report covering rapid changes going on in banking issued here by the Economic Policy Commission of the American Bankers Association. The report, however, after referring to recent proposals that national banks be given branch banking powers within the business territory surrounding their location, declares that "we do not believe that so-called 'trade-area' branch banking is likely to gain the support of any large percentage of the banking fraternity."

The commission says that the "most important development that has affected American banking in recent years involves the rapid growth of multiple banking organizations in the form of group, chain and branch banking systems," and adds that "we present this report as an unprejudiced economic study and have no theories or policies to urge at this time." The statement says that the commission's information indicates there are now 269 group or chain bank systems, which control 1922 banks and \$15,285,000,000 in aggregate resources, and that there are only six states and the District of Columbia where it does not find any group organizations.

The Commission's Investigation "We have been in touch with the managers of many important bank groups," the report says. "Aside from the obvious economies of centralized operation and control a number of these organization heads very frankly tell us that they do not feel that the system has been in operation and tested long enough to justify them in making positive or sweeping statements as to its advantages or disadvantages compared to unit banking."

"The Banking and Currency Committee of the House, which is conducting an investigation into banking developments, has called a number of operating heads of some of the great group systems. These men declared that they found, under certain conditions, definite operating and economic advantage in both group and branch banking over independent unit banking. Some thought group banking was only a transitional stage, that branch banking was preferable and if it were permitted on an extensive enough scale they would change their groups over to branch systems. Others held that group banking was preferable."

"Some held that the ideal plan was a combination of the two with group bank units for localities strong enough to support complete banking institutions and with branch offices extending further into the smaller places requiring banking services but not large enough to support complete banks. Several of these who advocated multiple banking declared that nevertheless they believed there would always be room for vigorous independent unit bank competitors."

Government Officials Express Views "The Comptroller of the Currency recommended that national banks be given branch banking powers within 'trade-areas.' The Governor of the Federal Reserve Board appeared to be in general agreement with the Comptroller. He said there were 24,645 banks and 7,547 branches, a total of 32,192 banking offices; that in this total, 8,333 offices were either branches or bank members of groups, or both, leaving 23,859 banking institutions that might be definitely termed independent unit banks, having no branches and in no way connected with group affiliations. He said all the banks had total loans and investments of \$25,500,000,000, of which the group and branch systems held \$96,000,000,000, or more than half."

"He opposed nation-wide branch banking at present but said that ultimately if bankers became trained and experienced in the larger technique of 'trade-area' banking he thought it would in time evolve nation-wide branch banking under control of relatively few banks, but he did not believe this would mean monopoly or lack of competition. He favored branch over group banking which, however, he said represented an economic development along 'trade-area' lines and would spread unless something else were substituted and thought 'trade-area' branch banking would serve this purpose."

"It is the intention of the Commission to develop its own studies in these questions, watch carefully every move that is made and every bit of information that may develop in this connection and keep itself prepared to give an unbiased and accurate statement of the facts of the case whenever that is desired," the report concludes.

Federal Reserve Pays Government In the fifteen years since its establishment in 1914, aggregate net earnings of the Federal Reserve System's twelve regional banks have amounted to \$515,215,000, of which \$90,672,000 has been paid to the member banks as dividends, representing 5 per cent annually on their contributions of capital to the reserve banks, while \$277,434,000 has been added to the surplus of the reserve banks and \$147,110,000 has been paid over to the Federal Government as a franchise tax.

## TAKING THE GUESS OUT OF BUSINESS

By JOHN G. LONSDALE  
President American Bankers  
Association

BANKERS and business men err in not adopting more universally the tactics of the scientist. When the



scientist wishes to fathom the mysteries of the universe or to resolve things into their component parts he calls to his assistance the magnifying power of the microscope. There before him, like an open book, lie the secrets of nature which unaided eyes cannot observe. The uncanny power of the microscope's all-seeing eye has revealed countless secrets for the material and intellectual progress of humanity. It has enabled us to study the processes of growing cells in plant and animal life, trace the causes of disease and successfully combat the ills of mankind; it has aided the engineer in his search for stronger and more serviceable materials, giving us taller, lighter and more sanitary structures, and better highways; it has disclosed the defects in steel rails, and brought us an era of safer railway travel; it has added to the food supply of the nation; in fact, it has affected favorably nearly every activity of the human race, whether it apply to production, distribution or consumption, in time of peace or in time of war.

In the business and banking world, economic research and analysis serve as the microscope through which we are enabled to see basic factors more clearly and thus determine the causes of success and failure. Only recently have we begun to realize the full value of research and analysis and apply them in such a way as to eliminate the guesswork that was characteristic of industry a few years ago. "Eliminate the guess and reach success," might well be a motto for all of us.

### Banking Conducting Continual Research

The American Bankers Association is daily submitting every phase and every department of banking to searching scrutiny and study, says John G. Lonsdale, president of this the world's greatest financial association. The findings of these investigations are made available to the 20,000 members of the organization for their guidance.

"It is a fine tribute to the spirit of cooperation among bankers that it is able to carry on this work," he says. "Bankers from one end of the country to the other are constantly giving freely and unselfishly of their skill and experience so that the association may produce the truly great results that are being accomplished."

Statistical information on national and state banks, savings institutions, trust companies and trust departments, clearing house groups and general banking is prepared after exhaustive inquiry and distributed for the use of all bankers. The organization's investigations have resulted in the passage of beneficial legislation, revision of banking practice and innumerable changes for a stronger and more efficient banking structure. It has set up an educational system through its affiliated American Institute of Banking, where 43,000 ambitious young bank men and women are now availing themselves of the opportunity to advance in the banking field.

"It has been well said that the American Bankers Association, exclusive of the Federal Reserve System, has been the greatest single nationwide source of stability and improved conditions for banking in the United States," Mr. Lonsdale says.

### Banking Grows More Complicated

DENVER, Colo.—The increase in the technicalities of the banking business in the past dozen years was shown by a speaker before the American Institute of Banking which held its annual convention here recently when he pointed out that in 1915, when the institute last met in this city, it gave only three courses, while today it gives 10, with more subjects in preparation. At the earlier date, he said, the curriculum of the institute consisted of elementary banking, commercial and banking law, and money and banking, whereas today it consists of banking fundamentals, commercial law, negotiable instruments, standard economics, standard banking, credits, investments, trust functions, analyzing financial statements, and public speaking. "While the two new subjects of bank operation and organization, and bank management are to be added."

The New Pace of Business Change Business evolution used to move slowly—it measured off its gradual changes almost invisibly, like the hour hand on the clock. But today its tempo is that of the second hand. The movement of evolution that is quickening business with rapid changes is alarmingly visible and makes it difficult to keep up with them.—R. S. Hecht.

## Happy School Days are Here Again!

### THREE CHEERS FOR THE LONGHORNS! BOYS WE ARE WITH YOU.

The Poorest Man in the World is the One who has No Friends. We would not sell our Friends for any Price.

#### WE COVET YOUR FRIENDSHIP.

SALTINE FLAKES . . . 2 lb. box . . . 27c

PEANUT BUTTER . . . 16 oz. glass . . . 27c

VANILLA—GINGER—LEMON  
TULIP WAFERS . . . . . 25c

#### COURTESY AND SERVICE

NICE AND JUICY  
ORANGES . . . . . each . . . . . 4c

No. 2 CAN  
EMPSON'S CUT BEANS . 2 for . . . 27c

BULK COCOANUT . . . lb. . . . . 30c

#### CLEANLINESS AND FRIENDLINESS

RED BARREL SYRUP . . . Gallon . . . 99c

THE BEST VIENNA SAUSAGE  
RED CROWN . . . . . each . . . . . 9c

WE GIVE AWAY THE BIG DOLL SATURDAY  
FRENCH'S MUSTARD . . 9 oz. . . . 15c

GALLON BLACKBERRIES . . . . . 55c

#### ASK ABOUT FREE SILVERWARE

No. 2 CAN  
TOMATOES . . . . . 2 for . . . . . 21c

No. 2 Size  
PRIMROSE CORN . . . 2 for . . . . . 35c

## ATTENTION KIDDIES!

We have everything in SCHOOL SUPPLIES. Come and see them, and ask about our BIG DOLLS We GIVE AWAY every SATURDAY. You might get one. Your Friend,

### THE LOCKNEY GROCERY CO.

THE STORE WITH FRIENDLY SERVICE

### MARKET SPECIALS

BRING PAIL  
COMPOUND . . . . . 8 lbs. . . . . \$1.00

ROAST . . . lb. . . . . 12 1/2 c and 15c

BREAKFAST BACON . No. 1 . lb. . . 35c

## Lockney First Bale Arrived This Afternoon

1730lbs. Pounds Seed Cotton, 481lbs. Lint, Middling Cotton, 7-8-inch Staple, Raised I. W. LaFrance

The first bale of cotton to be brought to Lockney from the 1930 crop has just arrived in town, as we go to press, I. W. LaFrance, who lives on the Ego, Meriwether place about five miles northeast of Lockney. They are now ginning the bale at the Lockney Gin Company, and a premium list is being made up by Frank Perkins to give Mr. LaFrance for bringing the first bale.

### SORE GUMS—PYORRHEA

Foul breath, loose teeth or sore gums are disgusting to behold, all will agree. Leto's Pyorrhea Remedy is highly recommended by leading dentists and never disappoints. Druggists return money if it fails.—Stewart Drug Company.

Miss Helen Baker returned home last Friday from Canyon, where she attended summer school.

Miss Corma Thomas is here this week visiting her sister, Mrs. Chas. Simpson.

Mrs. John T. O'Hearn spent the latter part of last week in Wellington visiting relatives and friends.

# PIGGLY WIGGLY

### HELPS THOSE WHO HELP THEMSELVES

8 lb. BUCKET WE FURNISH BUCKET  
COMPOUND . . . . . 99c

1-2 GALLON PURE  
RIBBON CANE SYRUP . . . . . 49c

GALLON FINE FOR SCHOOL LUNCH  
RED HEN JELLY . . . . . 99c

1 lb. CHASE & SANBORN  
COFFEE . Whole Bean (We grind it) 49c

1 lb.  
HERSHEY'S COCO . . . . . 28c

P. & G. OR C. W.  
SOAP . . . . . 10 bars . . . . . 33c

MOTHERS' CHINA  
OATS . . . . . Each . . . . . 29c

SLICED  
BACON . . . . . lb. . . . . 30c

SLICED  
CURED HAM . . . . . lb. . . . . 35c

THAT GOOD  
BEEF ROAST . . . . . lb. . . . . 15c

CHEESE . . . . . lb. . . . . 23c

### Fresh Mutton Friday and Saturday

# THE LOCKNEY BEACON

The Gateway to the Magic Plateau

"20,000 POPULATION BY 1940"

Heart of the Best Farming Section of the Plains

VOLUME TWENTY-NINE

Lockney, Texas, Thursday, September 11th, 1936

Number 52

## School Starts Proper Monday Morning

### Institute and Enrollments Have Occupied Time This Week as School Gets Ready to Begin Work

The Teachers' Institute was held at the high school building in Lockney on Monday and Tuesday of this week. The pupils of the high school were enrolled at the high school building today, and tomorrow (Friday) the pupils for the grammar school will be enrolled.

On Monday morning the pupils of both the high and grammar schools will assemble at the City auditorium, where also the parents and all those interested in the schools will attend, and an opening exercise will be staged, after which the high school pupils will retire to their own school building and the grammar school pupils will remain at their building, and the classes will be formed and work started for this term.

## WILL PLAY AT SCHOOL OPENING MONDAY

Miss Lillian Hoeftlein, the new piano teacher for the Lockney High School, has arrived in Lockney, and is now organizing her class for the coming school session. Miss Hoeftlein will play several selections on the piano at the grammar school auditorium Monday morning, when the opening exercises of the public schools in Lockney will be held.

Miss Hoeftlein is a graduate from some of our best music schools, and has studied under several teachers of note in New York and other large cities.

## MISS HOLLAND GAVE RECITAL MONDAY NIGHT

Miss Pauline Holland, piano teacher, gave a recital at the grammar school auditorium in this city Monday night. Selections played were from such famous composers as Beethoven, Chopin, Schumann, Schubert, and Carl Schott. She was assisted in the recital by Master Marion Roberts of Lubbock, a former pupil of Miss Holland.

Miss Holland is a new piano teacher in Lockney, and will have her studio at the home of Mr. and Mrs. McAdams this school session.

## Alton Steele Badly Burned

Alton Steele, age 27 years, son of W. R. Sams of Lockney, came here being fatally burned in an accident at the farm of his mother, 1 and 2 miles west of Silverton, Tuesday last week. He was filling a tractor tank with gasoline when the gasoline became ignited and set his clothes on fire. He was promptly put in the hospital, and his condition is reported as serious.

## THE LOCKNEY BEACON

Subscription rates: Single copies, 10 cents; 12 copies, \$1.00; 24 copies, \$1.80; 36 copies, \$2.50; 48 copies, \$3.20; 60 copies, \$3.90; 72 copies, \$4.60; 84 copies, \$5.30; 96 copies, \$6.00; 108 copies, \$6.70; 120 copies, \$7.40; 132 copies, \$8.10; 144 copies, \$8.80; 156 copies, \$9.50; 168 copies, \$10.20; 180 copies, \$10.90; 192 copies, \$11.60; 204 copies, \$12.30; 216 copies, \$13.00; 228 copies, \$13.70; 240 copies, \$14.40; 252 copies, \$15.10; 264 copies, \$15.80; 276 copies, \$16.50; 288 copies, \$17.20; 300 copies, \$17.90; 312 copies, \$18.60; 324 copies, \$19.30; 336 copies, \$20.00; 348 copies, \$20.70; 360 copies, \$21.40; 372 copies, \$22.10; 384 copies, \$22.80; 396 copies, \$23.50; 408 copies, \$24.20; 420 copies, \$24.90; 432 copies, \$25.60; 444 copies, \$26.30; 456 copies, \$27.00; 468 copies, \$27.70; 480 copies, \$28.40; 492 copies, \$29.10; 504 copies, \$29.80; 516 copies, \$30.50; 528 copies, \$31.20; 540 copies, \$31.90; 552 copies, \$32.60; 564 copies, \$33.30; 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9096 copies, \$531.00; 9108 copies, \$5

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 .39

BEACON PASSES ANOTHER MILESTONE THIS WEEK

For twenty-nine years this paper and its predecessor, "The Ledger," has served the people of this community, and has fought an untiring battle for Lockney and the Lockney country, ever doing its utmost, under the different ownerships, to make Lockney and the Lockney country a better place in which to live, using its columns and the means of its various editors to assist in every way possible in the development of the country and town, and in beckoning to the people of the world as a beacon light to guide them to this wonderful Magic Plateau, where land is plentiful and good and happy homes can be found by those who are ambitious and willing to make an effort to grow and expand.

During these twenty-nine years the paper has been in the hands of about eight different men, who each in turn served his time to the best of his ability, gave the community full value in efforts, and spent all he had made from his work, trying to build and building what the town and country boasts of today. His efforts amounted to just as much as the people among whom he lived would allow them to. If he had the support of the town and community he made progress in his work of helping build, for there is no other one agency that can do as much as a newspaper in the building of a community. If the paper is held down by non-support of the community, of course the amount of good that will come from its efforts will be handicapped in proportion, for no town ever builds, nor never amounts to anything where the paper does not build ahead of the town. In the beginning the little plant that published "The Ledger," and also the same plant that became the "Beacon" in 1905, represented a cash outlay of possibly \$400 or \$500, it was very small and its efforts were very badly handicapped, but the town was at that time far behind the paper in advancement—a few wooden shacks, and in the old saying "A Shirt Tail Full" of merchandise, with a promise and a hope constituted the town that he hoped to build, to become of the bright spots on the face of the American continent, and if the people had given him the support that he craved and longed for, his dream would have been realized, and this town would have been far larger, and the country fully developed many years before this date. With the coming of the railroad, in 1910, the editor of the Beacon no doubt, could picture one of the metropolises of Texas on the site where Lockney now stands, he could see the entire shallow water belt under irrigation, and the most prosperous people in the universe surrounding his community, but his supporters failed and refused to rally to his ideals, and today we find ourselves only a few hundred people larger in town, very few more farms in the country, where there is far larger acreage planted to wheat, and in the last seventeen years not more than a half dozen irrigation wells dug and put into operation. But the fight goes on, for the past seven years the present editor has been waging a relentless battle for

the development of the Lockney country. Very few houses of our files will fail to record some kind of an effort to entice people to come to this country; to get people who live here already to make efforts to do better farming, improve their surrounding, or the town to do something along the line of building and expansion. If we had come to Lockney to get rich, we could have made a success along the money getting line. We could have robbed the people with many kinds on advertising grafts, charged outrageous prices for our work, failed and refused to give to help build up the town and community, spent our money where we could buy the necessities of life the cheapest, whether in Lockney, some other town, or mail order house, and probably after seven years of hard work instead of having every cent we possess invested in Lockney, and our bank account in the "red" more than half the time, and would not have to do our own work in our office on account of the depression. But, we, like all newspaper men, who are born, not made—have spent our money as fast as it come in, and oftentimes faster than it comes in, trying to make Lockney and the Lockney country a better place to live, trying to sell the Lockney country to the outsiders, and to the "insiders" right here we want to say, that it is a darn sight harder to sell the town and country to the home people than it is to sell it to the stranger, for there are very few people, no matter where they live that can see the advantages of their home land and their home towns. They think the grass is a little bit greener just over the hill, and walk over the gold mine to dig in the peeper mine off in the distance. This editor, as did the editors that preceded him, has spent their all, their time, their money and their life's substance trying to tell the people that they were in the best country in the world, and that they could develop it into the "Garden of Eden" if they would only try, and as a result the people have called it "bull" and "apple-sauce" and failed and refused to help themselves to a great extent, and so today you again find the Beacon man trying to sell to the people of this fair land the possibilities that lay just beneath the ground, whereby every farmer in this section can guarantee for himself the insurance of a 100 percent crop every year, at a far less expense than he generally puts out on the insurance that he carries on his poor crops after they have been planted.

The newspaper game is one of reverses. Just when an editor believes that he is going to accomplish something worth while for his community, the people of that community generally rare back in the collar and fail to give their co-operation, which is always disheartening, and brings about a relapse of time in the development of the country. This has been experienced by every editor who has ever been in Lockney up to this date, and we have experienced relapses on several occasions during our seven years in this community, and at times have felt we would be more than glad to cash in our holdings and say good-bye to the newspaper game here. We have heard the rumble of the disgruntled on many occasions, who did not like the attitude we have taken on many things, or did not like our way of speaking our mind, free, open and above board on any subject that we have desired to discuss. We have never believed that we have been right on everything we have done—but we believed we were right at the time we took our stand, and we have been man enough to change our position when we found out we were wrong. As long as we are in Lockney, or anywhere else as far as that matters, we will have convictions and will fight for them, no matter whether they please a single person

of the community or not, and we will say right here, that any man who attempts to run a newspaper and has not got nerve enough to stand up for the things he believes to be right, is no newspaper man, and is a disgrace to the fraternity that he professes to belong to. A newspaper man who has no backbone has no place in the fraternity, and from what we can learn of the history of the Beacon, it has always had a newspaper man at its head, the kind that can and did stand four-square for what they believed—and served the community just as well as the community would allow him to serve as long as he was on the job.

We have been at the helm of the Beacon seven years, and there is no telling how much longer we will stay in the game here, but probably until we get all we want of it—we know that we are getting out the best paper Lockney has ever had, for we have the files in our office for comparison, our plant is far ahead of what was here before we came, and we have built up the paper and the plant in many different ways during these seven years—whether the people appreciate what we have done in these seven years we do not know, but often feel that they do not, and we never attempt to find out about the matter. We hope we meet with the approval of the best people, which is the common people, or what is termed the middle-class—if we do we appreciate the fact, if we don't it is just too bad—we are running a newspaper just the best we know how, making an honest living, pleasing and displeasing people every time the paper comes off the press, making friends of those who stand for the moral things of life, and getting cursed by those who do not—and so on and on the game will be played—we will play it as long as we care to, then our successor will do the same thing—fighting for this community, helping to develop it, fighting for the things that will make it a better place to live, until the town and country are fully developed, or the town has deteriorated until it can no longer support a paper.

We hope that the paper, as well as the town and community, will continue to grow, that each year all three will prosper and expand in wealth and to the betterment of the population and see fit to inhabit this immediate section. We want the people to join us in our fight for the up-building of this section, for we know that co-operation on the part of the citizenship can do more toward development than any other one thing, and when the people do co-operate in a forward movement, then the Beacon can be of better service to the community than ever before.

No matter who may be at the head of the paper for the next twenty-nine years, our hope is that he will have more and better co-operation than the editors who have made the paper possible for the last twenty-nine years—it means more for the town and community, for we never knew an editor to have any money—he always spends it as fast as he gets it or gives it to his community, and when he has run his race he is still a poor man.

Texas with 114 plants is producing 20.5 per cent of all the natural gasoline made in the United States.

RASMITUMS

(By Rasmitum Himself)

C. D. Moseley has got the "don'ts" since I. W. LaFrance got in the first bale of cotton, and is now telling on the streets that I. W. carried this cotton over from last year, and has had it stored in a barn, and that he has been watching his Moseley's) patch, and just as soon as the cotton began to open I. W. rushed his "last year's cotton" to the gin. We believe that sooner or later we will be able to arrange a duel between these two cotton experts.

Dick Arterburn says times are going to be awful hard for the town follows this winter, and that they are all going to starve nearly to death. He says the farmers have been keeping them alive in the past, and this year the farmers are not going to raise enough to more than keep them alive, so the town people are going to have to "Root hog or die."

Arthur Barker has nearly got to the point where he can peddle the "bull" as good about the Chevie as he used to about the Lizzie. He sure is an apt pupil and learns fast.

Tab Meriwether has just returned from Kansas City, where he went on implement business, and relates a story that is worth repeating, which is as follows: "A man went to a Cadillac dealer in Kansas City and bought a \$6,000 car, paying \$3,000 down, and said he would be after the car on Saturday and pay the balance, so late Saturday afternoon, after the banks of that city had closed, the man appeared, gave the dealer a check for \$3,000 and took the car; he then went to a place where they bought second hand cars and offered the \$6,000 car for \$4,000, which made the dealers suspicious, and they phoned the agency where he bought the car, and as the agency thought they had a cold check, and the banks were closed, they had the man arrested and held in jail until Monday morning. Monday morning they presented the check to the bank and it was paid off, but the man entered suit against the agency for false imprisonment for \$25,000 damages, and the agency compromised with him for \$15,000 and gave him the car. Moral: "Be sure you are right before you have a fellow arrested on suspicion. No doubt he had planned this procedure to the letter, and he had worked it out at a big profit to himself. Some thieves are mighty smart."

Ray Wall is almost as good an editor of the "Rotary Buzzer" as Fay Guthrie was, but that isn't any compliment. Well, kids, school begins in earnest Monday morning, and there are nine months of hard work before you, if you learn anything. The children have had their vacations, but most of the mothers have very little vacation until school takes up, so now the mothers can attempt to take their vacation, while the school teachers attempt to cram book knowledge into their offsprings.

Wilson McCarty of Turkey, was up the first of the week visiting. Wilson says things are not so "rosy" down in his section of the country this year, and crops are very bad, and there will be some who will need help to go through the winter. This is true in



PAULINE SHELTON Dramatic Art and Expression

Graduate of Mockaday's School in Dallas; S. M. U.; Tullia C. Mistrot School of Dramatic Art and Expression, of Waco, Texas, and good private teachers.

PRIVATE EXPRESSION TEACHER THIS SCHOOL TERM IN LOCKNEY.

lots of places this year, more so, than we have heard of before. Wilson is one of these fellows who can't see why the people living in a section where irrigation is possible don't get busy and put down wells so that drouths will not effect their crops. You know that practically every man who does not live in the shallow water belt has just about the same opinion in this regard. The water is here and it will produce the crops if it is given a chance to do so.

Some people think the show is over when they drop out of the cast. But did you ever take occasion to notice that most every time some fellow quits a lodge, church, or club, that the deputation or order goes on functioning just the same as if he

had never been one of the gang. But one thing that always sounds funny to us, is to hear a fellow say that a certain institution or club is going to disband or go to the "bow-wows" just because he has failed or refused to pay his dues and has dropped out. No brother, they always have some one else that will take your place, and generally do the job better than you were able to do it.

Texas subdivisions have issued \$721,925,976 in bonds of various sorts since 1893, according to Texas Tax Journal, including more than \$100,000,000 in bonds for school buildings. The highest total for any one year was \$135,504,100 in 1927-28.

THE FINEST VALUE . . . . We Have Ever Offered in BOYS' CLOTHING



And with each Suit a Football I . . .

These new fall suits are made of all wool fabrics, in new colorful and unusually smart-looking and comfortable models. Rich solids and stylish novelty weaves. They look good and they will wear well. The prices are moderate.

Four to eight years with one pair of long trousers and one pair knickers—

\$8.90 to \$11.90

Nine to sixteen years with two pair long trousers—

\$8.90 to \$17.50

PREP Sizes, with two pair long trousers—

\$10.45 to \$22.50

17% to 20% Discount on Suits when wanted with only one pair of Trousers.

KORRECT JR. PANTS

The new wide belted models, wide bottoms. Extremely new and swanky. Ideal for school wear. Sizes 8 to 16—

\$3.45

WOOL KNICKERS FOR THE MODERN

In the morning; with a minute to go for school. Make elastic bottom knickers—no buttons—no buckles—no with. Run around, have football practice, do anything

\$2.35

JACOBS DEPARTMENT STORE PLAINVIEW, TEXAS

EXTRAORDINARY VALUES IN LADIES NEW FALL DRESSES



Not in years such individual styles and remarkable values for only—

\$3.95

These dresses offer a solution to the problem of the economical woman who wants a smart dress to begin the season with, at a reasonable price. You will like these dresses of Bemberg Silk Pique and Rayon Flat Crepe in prints and solids. Nicely fitting and beautifully styled with novelty cuffs and collars. Unsurpassed in value at—

\$3.95

JACOBS DEPARTMENT STORE PLAINVIEW, TEXAS

HAVE YOU TRIED— Our Genuine Full Fashioned Silk to the Top Hose at \$1.00

We have just received a mill shipment of this style hose and have for your selection a most complete stock of sizes and colors. The new shades include Grain, Suntan, Mirage, W. Iron, and Plage, assuring you the correct color to wear with your new fall outfit. We can not praise this number too highly in offering it to you for service and economy.

\$1.00

NEW ARRIVALS IN NOTIONS

Include Heavy Hand Tooled Leather Bags. Rich and ornamental. A necessary accessory and one of the most serviceable ones.

\$5.50, \$7.95 and \$10.50

ATTRACTIVE MESH BAGS

Lovely with silk dresses and for afternoon wear.

\$3.65 and \$5.95

JACOBS DEPARTMENT STORE PLAINVIEW, TEXAS

Sept. 8 with Mr. morning. Miss F) Edd Mun day after Mr. an ily spent and Mrs. Mr. an ily of Le noon with Mr. Ne J. and W Saturday Mr. Pa urday af Mr. an old Woo night. Shirley

### ONE WINDMILL for a Lifetime

Is all you will need to buy if you select with care. The **Auto-Oiled Aermotor** is made to last a lifetime. It oils itself, adjusts itself to the strong winds, and works quietly and efficiently in any wind. Day after day, year after year, you will depend on it to pump the water which you are constantly using.

If you choose an Aermotor of the right size for your well, and a tower high enough to get the wind from all sides, the Aermotor will do the rest. One oiling a year is all that it needs. The gears run in oil in a tightly enclosed gear case.

The improved **Auto-Oiled Aermotor** is stronger and better than ever. It is so skillfully designed and so well made that there is nothing to get out of order. Turn it loose and let it run, and you will always have fresh water when you want it.

AERMOTOR CO., 2500 Roosevelt Road, Chicago  
Dallas Des Moines Oakland Kansas City Minneapolis

## BAKER MERCANTILE CO.

THE STORE WITH THE GOODS

### COUNTY BRIEFS

#### MUNCY

Sept. 8—Mr. Hugh Carroll visited with Mr. Arch Muncy a while Monday morning.

Miss Flossie Ferguson and Mrs. Edd Muncy were in Floydada Thursday afternoon.

Mr. and Mrs. J. F. Biggs and family spent Sunday afternoon with Mr. and Mrs. Smalley.

Mr. and Mrs. Bill Muncy and family of Lockney spent Sunday afternoon with R. E. L. Muncy and wife.

Mr. Nergus Richards and sons, W. J. and Wayne, were Floydada visitors Saturday afternoon.

Mr. Paul Day went to Lockney Saturday afternoon.

Mr. and Mrs. Edd Muncy and Harold Wood went to Lockney Saturday night.

Shirley Race spent Sunday with Joe

Ferguson. Mr. and Mrs. E. E. Husky were in Floydada Saturday afternoon. Mr. and Mrs. Robert Muncy left Sunday afternoon for Plaska, to visit her parents, Mr. and Mrs. Crawford.

#### LAKEVIEW

Sept. 9—Mr. and Mrs. T. W. Martin had the following visitors last week: Mr. Martin's mother, Mrs. E. F. Martin, his sister and husband, Mr. and Mrs. R. E. Williams, his daughter, Mrs. Eloi Embry, and Mrs. Le Harry of Amarillo, Mr. and Mrs. Patton, Mr. and Mrs. Claude Patton and daughters, Misses Loraine Battey and Zelma Palmer, Roy Anderson, Etheridge Gilbreath, Johnnie Palmer, and Price Conway.

Dr. J. P. Lloyd and wife of Beaumont have been here visiting Mr. and Mrs. John A. Lloyd.

Sunday, August 31st, a surprise dinner was served at the home of Mr. and Mrs. Dave Widener, honoring Mrs. Widener's birthday. Those present for the occasion were: Mr. T. F.

Brown, of Mansfield, Texas, Mrs. Widener's father; Mr. and Mrs. B. Breede and children, Mr. and Mrs. Roe Jones and daughter, Mr. and Mrs. Roy Billington and children, Mr. and Mrs. Clifford Willis and son, Ernie Wdener, and Mr. and Mrs. Maldon Thornton.

Lakeview school opened Thursday with a good attendance. About thirty-five patrons were present for the opening exercise.

Sunday visitors in the J. E. Ray home were Mr. and Mrs. R. M. Battey and Vida and Zella.

Mrs. W. T. Hopper is some better at this writing.

Florrie and Joe Conway had tonsil operations Friday at the Smith and Smith Sanitarium.

The infant son of Mr. and Mrs. Roy Smith was buried in the Lakeview cemetery at 6 o'clock Monday afternoon. The funeral services were conducted at the home by Elder J. J. Day. The little mound was completely covered with flowers, expressing the sympathy of the community.

#### PLEASANT VALLEY

Sept. 9—Mr. and Mrs. Asa Blankenship of Amarillo visited his parents, Mr. and Mrs. E. J. Blankenship. Miss Lucile Marr went to Plainview Saturday for the faculty meeting, and to begin her year's work teaching in the Plainview school.

Mary Alene Harris of Floydada spent the week-end with Katherine Harris.

Miss Sallie Reeves of Olton is spending this week with her brother, Lee Reeves.

Mr. and Mrs. L. M. Wadkins and the proud parents of a nine pound girl born Tuesday morning at 9 o'clock.

Mr. and Mrs. Miles of Hereford returned home Saturday after a week's visit with their sister, Mrs. F. U. Payne.

Pauline Beall spent Sunday with Doris Fields.

Mr. and Mrs. J. H. Cornish and daughter, Irma, Mr. and Mrs. B. W. Gammell and son Cecil, of Nashville, Ark., spent a few days with their brother, Mr. W. M. Ferguson.

Mr. and Mrs. Fleet Byars of Sterley visited Mr. and Mrs. N. T. A. Byars, Monday.

Mr. and Mrs. Rhea Oliver of Ly-mesa visited their uncle, Mr. E. A. Pratt, last Wednesday.

Mrs. Lavelle and daughter, Betty Jeanne, of Wichita, Kan., spent Sunday with Mr. and Mrs. E. J. Blankenship.

Miss Lucille Marr spent Wednesday afternoon with Mrs. J. S. Shearer.

Mr. and Mrs. D. P. Childress and Vernon spent Monday afternoon with Mr. and Mrs. C. F. Harris.

Mrs. Lee Reeves and daughter Fay, Mrs. Bowers, and Miss Sallie Reeves spent Sunday evening with Mrs. Newcomer.

Mr. and Mrs. F. U. Payne went to Vernon Sunday to visit Mrs. Payne's sister, Mrs. Beane. Ivallee Beane returned home with them, after spending the summer with her aunt, Mrs. Payne.

Leland Fields spent Saturday night with Vernon Childress.

Mr. and Mrs. Gordon spent Monday evening with Mr. and Mrs. N. T. A. Byars.

Mr. and Mrs. Johnson of Berger, Texas, visited Mr. and Mrs. E. J. Blankenship.

Mr. and Mrs. Eugene Harris spent Tuesday with their parents, Mr. and Mrs. C. F. Harris.

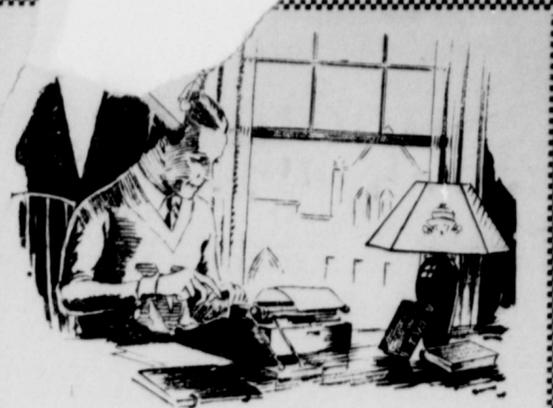
Mertie Mae Webb spent Sunday with Gladys Pratt.

Mrs. Albert Bloxom, Fay and Anna Mae Bloxom spent Thursday with Mrs. Lee Reeves.

Mr. and Mrs. Lee Kelley of Oklahoma City spent Sunday night with their aunt, Mrs. N. T. A. Byars.

Fay Reeves spent Saturday afternoon with Ivallee Beane.

Mr. and Mrs. W. H. Fields and family returned last week from a fishing trip to Canyon. While in Canyon they visited Mr. and Mrs. Alf Watson, Mr. and Mrs. Jerome Watson, and Mr. and Mrs. Wess Boren, all former people of Pleasant Valley community. They spent one afternoon in Amarillo and visited with Miss Bertie Lee, formerly of our community. They say they had all the fish they could eat, but brought none home.



### Go To College

## Have Money

Young Man —

DO you want to go to College? You CAN if you really try to do so. Just "cut out" spending foolishly the money you earn. This is the first step towards a successful future.

START SAVING REGULARLY NOW  
We Welcome YOUR Banking Business



HAVE MONEY!

### FIRST NATIONAL BANK

HOME OF THE THRIFTY  
ARTIE BAKER, President



HAVE MONEY!

Mr. and Mrs. E. T. Pratt and daughter, Gladys, visited Mr. and Mrs. E. J. Blankenship Monday evening.

Mrs. Carl Ferguson and children, Irene and Leslie spent Monday with Mr. and Mrs. W. M. Ferguson.

Glenn Mitchell spent Wednesday with Ivallee Beane.

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#### BLANCO

Sept. 9—Born to Mr. and Mrs. W. A. Gilbreath, a son, Sept. 7.

Mr. and Mrs. Leonard Dalley and Miss Ethel Smith visited Mr. Dalley's father and mother in Abernathy, Sunday.

Messrs. Waller and Joe Dalley re-

turned home Sunday.

Mr. and Mrs. S. E. Brewer and Mrs. Herbert Hicks of Lubbock, accompanied Mr. Paul Sheppard home to Shawnee, Okla., Saturday afternoon.

Misses Irene Hooten and Florence Summers visited Miss Edwina Christian Sunday afternoon.

After the rains the farmers have been busy getting the wheat ground ready for the fall sowing.

The school started Monday morning with most of the school children present. Mr. and Mrs. Lamb are our teachers for this school term.

A large number of our folk are attending school in the Floydada Public Schools.

Mr. and Mrs. W. H. Simpson and children returned home last week, after an extended visit with relatives in Sparta, Tenn.

Several of the young folk attended the party given by Miss Jessie Dalton Friday night.

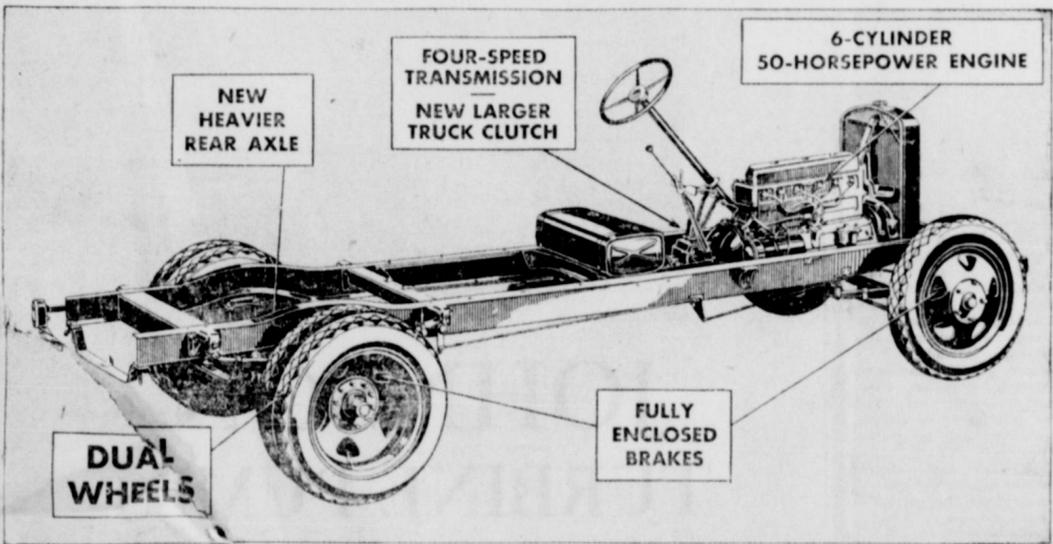
Mr. and Mrs. W. C. Cates had as their guests Sunday Mr. and Mrs. Ray Bennett, Mr. and Mrs. Earl Rogers, and Mr. Tom Millican.

The first interconnected electric service was rendered in Texas in 1912. More than 800 Texas towns and communities are now served by interconnected lines.



# A New 6-cylinder Chevrolet Truck

### with Dual Wheels



- Light Delivery Chassis ..... \$365
- Light Delivery Chassis with Cab ..... \$470 (Pick-up box extra)
- Roadster Delivery ..... \$440 (Pick-up box extra)
- Sedan Delivery ..... \$595
- 1 1/2-Ton Chassis with Cab ..... \$625

## UTILITY 1 1/2-TON CHASSIS \$520

Price of 1 1/2-ton chassis with or without cab includes front fenders and aprons, running boards, cow, dash and completely equipped instrument panel, hood, head lamp and spare rim.

DUAL WHEELS \$25 EXTRA on 1 1/2-ton models including spare wheel.

All prices f. o. b. Flint, Michigan

A new six-cylinder 1 1/2-ton Chevrolet truck—with dual wheels—is now available at Chevrolet dealers everywhere. It is big and powerful, rugged and dependable. It offers many new features of outstanding value to the modern truck user. And no other truck of equal capacity costs less to operate and maintain. Your nearest Chevrolet dealer will gladly give you a trial load demonstration—any time.

#### FEATURES OF THE NEW CHEVROLET TRUCK

Dual wheels at slight additional cost, with six truck-type cord tires—bigger, heavier rear axle—completely enclosed four-wheel brakes—new heavy-duty truck-type clutch—new, stronger steel channel frame—4-speed transmission—50-horsepower valve-in-head six-cylinder engine.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN  
Division of General Motors Corporation

### IT'S WISE TO CHOOSE A SIX



### Choose your tone... by ear... with the Visual Tone Selector on the New GENERAL MOTORS RADIO



PRODUCT OF GENERAL MOTORS RADIO CORPORATION

## Dyer Hardware Co.

LOCKNEY, TEXAS

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 .40

BEACON PASSES ANOTHER MILESTONE THIS WEEK

For twenty-nine years this paper and its predecessor, "The Ledger", has served the people of this community, and has fought an untiring battle for Lockney and the Lockney country, ever doing its utmost, under the different ownerships, to make Lockney and the Lockney country a better place in which to live, using its columns and the means of its various editors to assist in every way possible in the development of the country and town, and in beckoning to the people of the world as a beacon light to guide them to this wonderful Magic Plateau, where land is plentiful and good and happy homes can be found by those who are ambitious and willing to make an effort to grow and expand.

During these twenty-nine years the paper has been in the hands of about eight different men, who each in turn served his time to the best of his ability, gave the community full value in efforts, and spent all he had made from his work, trying to build and building what the town and country boasts of today. His efforts amounted to just as much as the people among whom he lived would allow them to. If he had the support of the town and community he made progress in his work of helping build, for there is no other one agency that can do as much as a newspaper in the building of a community. If the paper is held down by non-support of the community, of course the amount of good that will come from its efforts will be handicapped in proportion, for no town ever builds, nor ever amounts to anything where the paper does not build ahead of the town. In the beginning the little plant that published "The Ledger", and also the same plant that became the "Beacon" in 1905, represented a cash outlay of possibly \$400 or \$500, it was very small and its efforts were very badly handicapped, but the town was at that time far behind the paper in advancement—a few wooden shacks, and in the old saying "A Shirt Tail Full" of merchandise, with a promise and a hope constituted the town that he hoped to build to become of the bright spots on the face of the American continent, and if the people had given him the support that he craved and longed for, his dream would have been realized, and this town would have been far larger, and the country fully developed many years before this date. With the coming of the railroad, in 1910, the editor of the Beacon no doubt, could picture one of the metropolises of Texas on the site where Lockney now stands, he could see the entire shallow water belt under irrigation, and the most prosperous people in the universe surrounding his community, but his supporters failed and refused to rally to his ideals, and today we find ourselves only a few hundred people larger in town, very few more farms in the country, where there is far larger acreage planted to wheat, and in the last seventeen years not more than a half dozen irrigation wells dug and put into operation.

But the fight goes on, for the past seven years the present editor has been waging a relentless battle for the development of the Lockney country. Very few issues of our files will fail to record some kind of an effort to entice people to come to this country; to get people who live here already to make efforts to do better farming, improve their surrounding, or the town to do something along the line of building and expansion. If we had come to Lockney to get rich, we could have made a success along the money getting line. We could have robbed the people with many kinds on advertising grafts, charged outrageous prices for our work, failed and refused to give to help build up the town and community, spent our money where we could buy the necessities of life the cheapest, whether in Lockney, some other town, or mail order house, and probably after seven years of hard work instead of having every cent we possess invested in Lockney, and our bank account in the "red" more than half the time, and would not have to do our own work in our office on account of the depression. But, we, like all newspaper men, who are born, not made—have spent our money as fast as it come in, and oftentimes faster than it comes in, trying to make Lockney and the Lockney country a better place to live, trying to sell the Lockney country to the outsiders, and to the "insiders" right here we want to say, that it is a darn sight harder to sell the town and country to the home people than it is to sell it to the stranger, for there are very few people, no matter where they live that can see the advantages of their home land and their home towns. They think the grass is a little bit greener just over the hill, and walk over the gold mine to dig in the pouter mine off in the distance. This editor, as did the editors that preceded him, has spent their all, their time, their money and their life's substance trying to tell the people that they were in the best country in the world, and that they could develop it into the "Garden of Eden" if they would only try, and as a result the people have called it "bull" and "appliance" and failed and refused to help themselves to a great extent, and so today you again find the Beacon man trying to sell to the people of this fair land the possibilities that lay just beneath the ground, whereby every farmer in this section can guarantee for himself the insurance of a 100 percent crop every year, at a far less expense than he generally puts out on the insurance that he carries on his poor crops after they have been planted.

The newspaper game is one of reverses. Just when an editor believes that he is going to accomplish something worth while for his community, the people of that community generally fall back in the collar and fail to give their co-operation, which is always disheartening, and brings about a relapse of time in the development of the country. This has been experienced by every editor who has ever been in Lockney up to this date, and we have experienced relapses on several occasions during our seven years in this community, and at times have felt we would be more than glad to cash in our holdings and say good-bye to the newspaper game here. We have heard the rumble of the disgruntled on many occasions, who did not like the attitude we have taken on many things, or did not like our way of speaking our mind, free, open and above board on any subject that we have desired to discuss. We have never believed that we have been right on everything we have done—but we believed we were right at the time we took our stand, and we have been man enough to change our position when we found out we were wrong. As long as we are in Lockney, or anywhere else as far as that matters, we will have convictions and will fight for them, no matter whether they please a single person

of the community or not, and we will say right here, that any man who attempts to run a newspaper and has not got nerve enough to stand up for the things he believes to be right, is no newspaper man, and is a disgrace to the fraternity that he professes to belong to. A newspaper man who has no backbone has no place in the fraternity, and from what we can learn of the history of the Beacon, it has always had a newspaper man at its head, the kind that can and did stand four-square for what they believed—and served the community just as well as the community would allow him to serve as long as he was on the job.

We have been at the helm of the Beacon seven years, and there is no telling how much longer we will stay in the game here, but probably until we get all we want of it—we know that we are getting out the best paper Lockney has ever had, for we have the files in our office for comparison, our plant is far ahead of what was here before we came, and we have built up the paper and the plant in many different ways during these seven years—whether the people appreciate what we have done in those seven years we do not know, but often feel that they do not, and we never attempt to find out about the matter. We hope we meet with the approval of the best people, which is the common people, or what is termed the middle-class—if we do we appreciate the fact, if we don't it is just too bad—we are running a newspaper just the best we know how, making an honest living, pleasing and displeasing people every time the paper comes off the press, making friends of those who stand for the moral things of life, and getting cursed by those who do not—and so on and on the game will be played—we will play it as long as we care to, then our successor will do the same thing—fighting for this community, helping to develop it, fighting for the things that will make it a better place to live, until the town and country are fully developed, or the town has deteriorated until it can no longer support a paper.

We hope that the paper, as well as the town and community, will continue to grow, that each year all three will prosper and expand in wealth and to the betterment of the population and see fit to inhabit this immediate section. We want the people to join us in our fight for the up-building of this section, for we know that co-operation on the part of the citizenship can do more toward development than any other one thing, and when the people do co-operate in a forward movement, then the Beacon can be of better service to the community than ever before.

No matter who may be at the head of the paper for the next twenty-nine years, our hope is that he will have more and better co-operation than the editors who have made the paper possible for the last twenty-nine years—it means more for the town and community, for we never knew an editor to have any money—he always spends it as fast as he gets it or gives it to his community, and when he has run his race he is still a poor man.

Texas with 114 plants is producing 20.5 per cent of all the natural gasoline made in the United States.

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RASMITUMS

(By Rasmitum Himself)

C. D. Mosely has got the "don'ts" since I. W. LaFrance got in the first bale of cotton, and is now telling on the streets that I. W. carried this cotton over from last year, and has had it stored in a barn, and that he has been watching his Mosely's) patch, and just as soon as the cotton began to open I. W. rushed his "last year's cotton" to the gin. We believe that sooner or later we will be able to arrange a duel between these two cotton experts.

Dick Arterburn says times are going to be awful hard for the town fellows this winter, and that they are all going to starve nearly to death. He says the farmers have been keeping them alive in the past, and this year the farmers are not going to raise enough to more than keep them alive, so the town people are going to have to "Root hog or die."

Arthur Barker has nearly got to the point where he can peddle the "bull" as good about the Chevie as he used to about the Lizzie. He sure is an apt pupil and learns fast.

Tab Meriwether has just returned from Kansas City, where he went on implement business, and relates a story that is worth repeating, which is as follows: "A man went to a Cadillac dealer in Kansas City and bought a \$6,000 car, paying \$3,000 down, and said he would be after the car on Saturday and pay the balance, so late Saturday afternoon, after the banks of that city had closed, the man appeared, gave the dealer a check for \$3,000 and took the car; he then went to a place where they bought second hand cars and offered the \$6,000 car for \$4,000, which made the dealers suspicious, and they phoned the agency where he bought the car, and as the agency thought they had a cold check, and the banks were closed, they had the man arrested and held in jail until Monday morning. Monday morning they presented the check to the bank and it was paid off, but the man entered suit against the agency for false imprisonment for \$25,000 damages, and the agency compromised with him for \$15,000 and gave him the car. Moral: "Be sure you are right before you have a fellow arrested on suspicion. No doubt he had planned this procedure to the letter, and he had worked it out at a big profit to himself. Some thieves are mighty smart."

Ray Wall is almost as good an editor of the "Rotary Buzzer" as Fay Guthrie was, but that isn't any compliment.

Well, kids, school begins in earnest Monday morning, and there are nine months of hard work before you, if you learn anything. The children have had their vacations, but most of the mothers have very little vacation until school takes up, so now the mothers can attempt to take their vacation, while the school teachers attempt to cram book knowledge into their offsprings.

Wilson McCarty of Turkey, was up the first of the week visiting. Wilson says things are not so "rosy" down in his section of the country this year, and crops are very bad, and there will be some who will need help to get through the winter. This is true in



PAULINE SHELTON
Dramatic Art and Expression

Graduate of Mockaday's School in Dallas; S. M. U.; Tullia C. Mistrot School of Dramatic Art and Expression, of Waco, Texas, and good private teachers.

PRIVATE EXPRESSION TEACHER THIS SCHOOL TERM IN LOCKNEY.

lots of places this year, more so, than we have heard of before. Wilson is one of these fellows who can't see why the people living in a section where irrigation is possible don't get busy and put down wells so that drouths will not effect their crops. You know that practically every man who does not live in the shallow water or belt has just about the same opinion in this regard. The water is here and it will produce the crops if it is given a chance to do so.

had never been one of the gang. But one thing that always sounds funny to us, is to hear a fellow say that a certain institution or club is going to disband or go to the "bow-wows" just because he has failed or refused to pay his dues and has dropped out. No brother, they always have some one else that will take your place, and generally do the job better than you were able to do it.

Texas subdivisions have issued \$721,925,076 in bonds of various sorts since 1893, according to Texas Tax Journal, including more than \$100,000,000 in bonds for school buildings. The highest total for any one year was \$135,504,100 in 1927-28.

THE FINEST VALUE . . . .
We Have Ever Offered in
BOYS' CLOTHING



And with each Suit a Football I . . .

These new fall suits are made of all wool fabrics, in new colorful and unusually smart-looking and comfortable models. Rich solids and stylish novelty weaves. They look good and they will wear well. The prices are moderate.

Four to eight years with one pair of long trousers and one pair knickers—

\$8.90 to \$11.90

Nine to sixteen years with two pair long trousers—

\$8.90 to \$17.50

PREP Sizes, with two pair long trousers—

\$10.45 to \$22.50

17% to 20% Discount on Suits when wanted with only one pair of Trousers.

KORREKT JR. PANTS

The new wide belted models, wide bottoms. Extremely new and swanky. Ideal for school wear. Sizes 8 to 16—

\$3.45

WOOL KNICKERS FOR THE MODERN

In the morning; with a minute to go for school. Make elastic bottom knickers—no buttons—no buckles—no st with. Run around, have football practice, do anything

\$2.35

JACOBS DEPARTMENT STORE

PLAINVIEW, TEXAS

EXTRAORDINARY VALUES IN
LADIES NEW FALL DRESSES



Not in years such individual styles and remarkable values for only—

\$3.95

These dresses offer a solution to the problem of the economical woman who wants a smart dress to begin the season with, at a reasonable price. You will like these dresses of Bemberg Silk Pique and Rayon Flat Crepe in prints and solids. Nicely fitting and beautifully styled

with novelty cuffs and collars. Unsurpassed in value at—

\$3.95

JACOBS DEPARTMENT STORE

PLAINVIEW, TEXAS

HAVE YOU TRIED—
Our Genuine Full Fashioned Silk
to the Top Hose at
\$1.00

We have just received a mill shipment of this style hose and have for your selection a most complete stock of sizes and colors. The new shades include Grain, Suntan, Mirage, W. Iron, and Plage, assuring you the correct color to wear with your new fall outfit. We can not praise this number too highly in offering it to you for service and economy.

\$1.00

NEW ARRIVALS IN NOTIONS

Include Heavy Hand Tooled Leather Bags. Rich and ornamental. A necessary accessory and one of the most serviceable ones.

\$5.50, \$7.95 and \$10.50

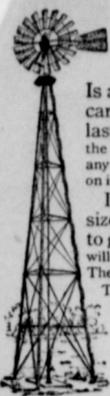
ATTRACTIVE MESH BAGS

Lovely with silk dresses and for afternoon wear.

\$3.65 and \$5.95

JACOBS DEPARTMENT STORE

PLAINVIEW, TEXAS



### ONE WINDMILL for a Lifetime

Is all you will need to buy if you select with care. The **Auto-Oiled Aermotor** is made to last a lifetime. It oils itself, adjusts itself to the strong winds, and works quietly and efficiently in any wind. Day after day, year after year, you will depend on it to pump the water which you are constantly using.

If you choose an Aermotor of the right size for your well, and a tower high enough to get the wind from all sides, the Aermotor will do the rest. One oiling a year is all that it needs. The gears run in oil in a tightly enclosed gear case.

The improved **Auto-Oiled Aermotor** is stronger and better than ever. It is so skillfully designed and so well made that there is nothing to get out of order. Turn it loose and let it run, and you will always have fresh water when you want it.

AERMOTOR CO. . . 2500 Roosevelt Road . . Chicago  
Dallas Des Moines Oakland Kansas City Minneapolis

## BAKER MERCANTILE CO.

THE STORE WITH THE GOODS

### COUNTY BRIEFS

#### MUNCY

Sept. 8—Mr. Hugh Carroll visited with Mr. Arch Muncy a while Monday morning.

Miss Flossie Ferguson and Mrs. Edd Muncy were in Floydada Thursday afternoon.

Mr. and Mrs. J. F. Biggs and family spent Sunday afternoon with Mr. and Mrs. Smalley.

Mr. and Mrs. Bill Muncy and family of Lockney spent Sunday afternoon with R. E. L. Muncy and wife.

Mr. Nergus Richards and sons, W. J. and Wayne, were Floydada visitors Saturday afternoon.

Mr. Paul Day went to Lockney Saturday afternoon.

Mr. and Mrs. Edd Muncy and Harold Wood went to Lockney Saturday night.

Shirley Race spent Sunday with Joe

Ferguson.

Mr. and Mrs. E. E. Husky were in Floydada Saturday afternoon.

Mr. and Mrs. Robert Muncy left Sunday afternoon for Plaska, to visit her parents, Mr. and Mrs. Crawford.

#### LAKEVIEW

Sept. 9—Mr. and Mrs. T. W. Martin had the following visitors last week: Mr. Martin's mother, Mrs. E. F. Martin, his sister and husband, Mr. and Mrs. R. E. Williams, his daughter, Mrs. Eloi Embry, and Mrs. Lee Harry of Amarillo, Mr. and Mrs. Patton, Mr. and Mrs. Claude Patton and daughters, Misses Loraine Battey and Zelma Palmer, Roy Anderson, Etheridge Gilbreath, Johnnie Palmer, and Price Conway.

Dr. J. P. Lloyd and wife of Beaumont have been here visiting Mr. and Mrs. John A. Lloyd.

Sunday, August 31st, a surprise dinner was served at the home of Mr. and Mrs. Dave Widener, honoring Mrs. Widener's birthday. Those present for the occasion were: Mr. T. F.

Brown, of Mansfield, Texas, Mrs. Widener's father; Mr. and Mrs. B. Breede and children, Mr. and Mrs. Roe Jones and daughter, Mr. and Mrs. Roy Billington and children, Mr. and Mrs. Clifford Willis and son, Ernie Wddener, and Mr. and Mrs. Maldon Thornton.

Lakeview school opened Thursday with a good attendance. About thirty-five patrons were present for the opening exercise.

Sunday visitors in the J. E. Ray home were Mr. and Mrs. R. M. Battey and Vida and Zelta.

Mrs. W. T. Hopper is some better at this writing.

Florrie and Joe Conway had tonsil operations Friday at the Smith and Smith Sanitarium.

The infant son of Mr. and Mrs. Roy Smith was buried in the Lakeview cemetery at 6 o'clock Monday afternoon. The funeral services were conducted at the home by Elder J. J. Day. The little mound was completely covered with flowers, expressing the sympathy of the community.

#### PLEASANT VALLEY

Sept. 9—Mr. and Mrs. Asa Blankenship of Amarillo visited his parents, Mr. and Mrs. E. J. Blankenship.

Miss Lucile Marr went to Plainview Saturday for the faculty meeting, and to begin her year's work teaching in the Plainview school.

Mary Alene Harris of Floydada spent the week-end with Katherine Harris.

Miss Sallie Reeves of Olton is spending this week with her brother, Lee Reeves.

Mr. and Mrs. L. M. Wadkins and the proud parents of a nine pound girl born Tuesday morning at 9 o'clock.

Mr. and Mrs. Miles of Hereford returned home Saturday after a week's visit with their sister, Mrs. F. U. Payne.

Pauline Beall spent Sunday with Doris Fields.

Mr. and Mrs. J. H. Cornish and daughter, Irma, Mr. and Mrs. B. W. Gammell and son Cecil, of Nashville, Ark., spent a few days with their brother, Mr. W. M. Ferguson.

Mr. and Mrs. Fleet Byars of Sterley visited Mr. and Mrs. N. T. A. Byars, Monday.

Mr. and Mrs. Rhea Oliver of Ly-mesa visited their uncle, Mr. E. A. Pratt, last Wednesday.

Mrs. Lavelle and daughter, Betty Jeanne, of Wichita, Kan., spent Sunday with Mr. and Mrs. E. J. Blankenship.

Miss Lucille Marr spent Wednesday afternoon with Mrs. J. S. Shearer.

Mr. and Mrs. D. P. Childress and Vernon spent Monday afternoon with Mr. and Mrs. C. F. Harris.

Mrs. Lee Reeves and daughter Fay, Mrs. Bowers, and Miss Sallie Reeves spent Sunday evening with Mrs. Newcomer.

Mr. and Mrs. F. U. Payne went to Vernon Sunday to visit Mrs. Payne's sister, Mrs. Beane. Ivallee Beane returned home with them, after spending the summer with her aunt, Mrs. Payne.

Leland Fields spent Saturday night with Vernon Childress.

Mr. and Mrs. Gordon spent Monday evening with Mr. and Mrs. N. T. A. Byars.

Mr. and Mrs. Johnson of Borger, Texas, visited Mr. and Mrs. E. J. Blankenship.

Mr. and Mrs. Eugene Harris spent Tuesday with their parents, Mr. and Mrs. C. F. Harris.

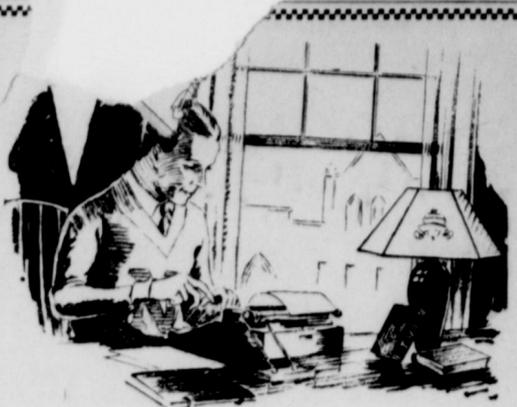
Mertie Mae Webb spent Sunday with Gladys Pratt.

Mrs. Albert Bloxom, Fay and Anna Mae Bloxom spent Thursday with Mrs. Lee Reeves.

Mr. and Mrs. Lee Kelley of Oklahoma City spent Sunday night with their aunt, Mrs. N. T. A. Byars.

Fay Reeves spent Saturday afternoon with Ivallee Beane.

Mr. and Mrs. W. H. Fields and family returned last week from a fishing trip to Canyon. While in Canyon they visited Mr. and Mrs. Alf Watson, Mr. and Mrs. Jerome Watson, and Mr. and Mrs. Wess Boren, all former people of Pleasant Valley community. They spent one afternoon in Amarillo and visited with Miss Bertie Lee, formerly of our community. They say they had all the fish they could eat, but brought none home.



## Go To College Have Money

Young Man —

DO you want to go to College? You CAN if you really try to do so. Just "cut out" spending foolishly the money you earn. This is the first step towards a successful future.

START SAVING REGULARLY NOW We Welcome YOUR Banking Business



### FIRST NATIONAL BANK



HOME OF THE THRIFTY  
ARTIE BAKER, President

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The first interconnected electric service was rendered in Texas in 1912. More than 800 Texas towns and communities are now served by interconnected lines.

#### BLANCO

Sept. 9—Born to Mr. and Mrs. W. A. Gilbreath, a son, Sept. 7.

Mr. and Mrs. Leonard Dalley and Miss Ethel Smith visited Mr. Dalley's father and mother in Abernathy, Sunday.

Messrs. Walker and Joe Dalley re-

turned home Sunday.

Mr. and Mrs. S. E. Brewer and Mrs. Herbert Hicks of Lubbock, accompanied Mr. Paul Sheppard home to Shawnee, Okla., Saturday afternoon.

Misses Irene Hooten and Florence Summers visited Miss Edwina Christian Sunday afternoon.

After the rains the farmers have been busy getting the wheat ground ready for the fall sowing.

The school started Monday morning with most of the school children present. Mr. and Mrs. Lamb are our teachers for this school term.

A large number of our folk are attending school in the Floydada Public Schools.

Mr. and Mrs. W. H. Simpson and children returned home last week, after an extended visit with relatives in Sparta, Tenn.

Several of the young folk attended the party given by Miss Jessie Dalton Friday night.

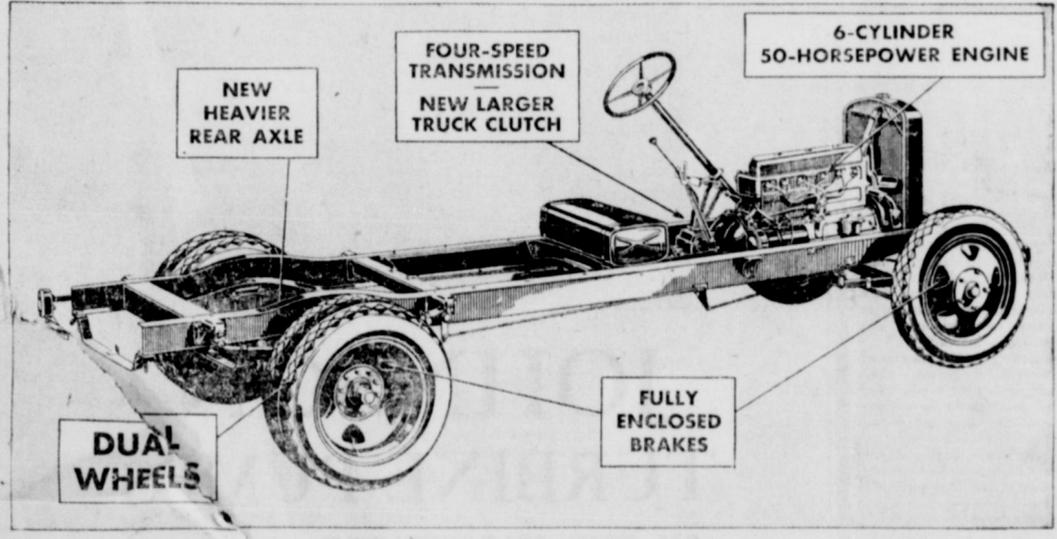
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The first interconnected electric service was rendered in Texas in 1912. More than 800 Texas towns and communities are now served by interconnected lines.



# A New 6-cylinder Chevrolet Truck

## with Dual Wheels



Light Delivery Chassis . . . . .	\$365
Light Delivery Chassis with Cab . . . . .	\$470
(Pick-up box extra)	
Roadster Delivery . . . . .	\$440
(Pick-up box extra)	
Sedan Delivery . . . . .	\$595
1 1/2-Ton Chassis with Cab . . . . .	\$625

### UTILITY 1 1/2-TON CHASSIS \$520

Price of 1 1/2-ton chassis with or without cab includes front fenders and aprons, running boards, cowl, dash and completely equipped instrument panel, hood, head lamp and spare rim.

DUAL WHEELS \$25 EXTRA on 1 1/2-ton models including spare wheel. All prices f. o. b. Flint, Michigan

A new six-cylinder 1 1/2-ton Chevrolet truck—with dual wheels—is now available at Chevrolet dealers everywhere. It is big and powerful, rugged and dependable. It offers many new features of outstanding value to the modern truck user. And no other truck of equal capacity costs less to operate and maintain. Your nearest Chevrolet dealer will gladly give you a trial load demonstration—any time.

#### FEATURES OF THE NEW CHEVROLET TRUCK

Dual wheels at slight additional cost, with six truck-type cord tires—bigger, heavier rear axle—completely enclosed four-wheel brakes—new heavy-duty truck-type clutch—new, stronger steel channel frame—4-speed transmission—50-horsepower valve-in-head six-cylinder engine.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN  
Division of General Motors Corporation

### IT'S WISE TO CHOOSE A SIX



Choose your tone . . . by car . . . with the Visual Tone Selector on the New GENERAL MOTORS RADIO



PRODUCT OF GENERAL MOTORS RADIO CORPORATION

## Dyer Hardware Co.

LOCKNEY, TEXAS

# Announcing

THE ARRIVAL OF NEW FALL MERCHANDISE. LADIES COATS, DRESSES, MILLINERY AND SHOES. PRICES TO SUIT EVERY PURSE.

2 Pair Fully Fashioned Chiffon Hose **\$1.78** for  
2nd Pair \$1.95 Strutwear Hose **\$1.00** for

CONTINUING OUR SALE OF CHIFFON AND GEORGETTE DRESSES AT GREATLY REDUCED PRICES

## THE LADIES STORE

If It's New We Have It

### Aiken School News

Sept. 9—The Aiken school opened Monday morning, Sept. 8, with an enrollment of 101 pupils. There were 26 high school pupils and 12 beginners.

The opening program consisted of songs, prayer, and talks by teachers and patrons. There were 60 mothers and fathers present. Each parent seemed to be very much concerned about the welfare of their children.

After the assembly was dismissed the children passed to their class rooms where their books were issued

and lessons assigned. Regular class room work will begin Tuesday morning.

Last week the community had a general clean up day at the school house. The house was cleaned by the women and the yards were cleaned and leveled by the men. We are very proud of our school yard since it has been leveled. We want to thank Mr. Rankin, our road commissioner, and his men for this excellent piece of work.

Our P. T. A. will begin regular meetings soon.

Our teachers this year are Mr. Hutchinson, Principal; Mrs. Hutchin-

## INTRODUCING 'Miss Electricity'

She Doesn't Flirt, and is Best Little House Maid in the World.

SHE—

- Washes and Irons
- Cleans Floors, Walls and Draperies
- Lights House and Garage
- Rings the Bell
- Puts a Permanent Wave in Your Hair
- Soothes Pain With Heating Pad
- Makes the Telephone, Radio and Automobile Possible.

SHE—

- Does Not Consume Food
- Does Not Ask for One Day a Week Off, or
- Does Not Demand Higher Wages
- Never Offends

If anyone had described such a maid as that to Grandmother—imagine the look she'd have shot back!

### TEXAS UTILITIES CO.

YOUR ELECTRIC SERVANT

son, primary; Mr. George Graham, 6th and 7th, and Miss Mildred Walter, Intermediate.  
The trustees are Mr. Bruton, President; Robert E. Jones, Sec'y.; D. M. Marshall, C. B. Dorman, W. R. Logan, J. F. Morrison, and C. N. Elam.

### SOUTH PLAINS

Sept. 8—School opened this morning with good attendance. We have the following teachers with us this year: Mr. Doan and Miss Novelle Hawkins have the high school work, Mrs. Blanche C. Phegley, Miss Bessie Wood, and Mrs. Doan have the grades. We have new school busses this year which the patrons and children are very proud of.

Bro. Strong of the Lockney Methodist Circuit began a revival here Sunday afternoon. Everyone has a cordial invitation to come.

The school board and P. T. A. are inviting all the patrons of the school to come Friday, Sept. 12 and help put up playground equipments and other work that needs to be done. The ladies will serve free lunch.

Mr. and Mrs. Geo. Weast and children were Floydada and Lockney shoppers Saturday.

Irene Simpson came home from the Plainview Sanitarium last Thursday. She is improving nicely.

Rev. and Mrs. W. H. Strong and Father and Mother Strong of Lockney took Sunday dinner with Mr. and Mrs. N. D. Clark and family.

Mr. and Mrs. Rose and children of Lockney attended church here Sunday afternoon.

There was good attendance at Sunday school Sunday. They elected their officers and teachers for the coming year. Mr. Walter Wood was re-elected superintendent, Miss Helen Upton, secretary and treasurer.

Mrs. Chas. Wilson returned home last week from Canyon.

Mr. and Mrs. N. D. Clark and Mrs. Phegley and children were Plainview visitors last Thursday.

Shirley Fay and Ethelene Harper visited Trula May and Muriel Fay Phegley Sunday afternoon.

### LUTHERAN NEWS

Sept. 8—A fine 3-inch rain fell here Tuesday evening, which was greatly appreciated.

School opened here Sept. 4th so the children could get their books and seats and Friday morning saw many bright little faces ready for work and mischief for a new year. Our dear teachers were there to welcome each one with a smile.

Mr. and Mrs. Sam Newman and children of Kress, Texas, were in our midst visiting his parents last Thursday.

Mr. and Mrs. George Dieter and three sons left Thursday morning with their household goods for their home near Dimmitt, Texas.

Mr. and Mrs. J. W. Davenport visited her parents in Seth Ward, the first of the week.

J. A. Zimmerman and J. C. Clower returned Tuesday from Amarillo with their race horses. They attended the races held at the Harding ranch and Amarillo and won some of the races with their horses.

Mr. and Mrs. K. Sammann were in Plainview the first of the week getting cotton sacks, as their cotton is opening fast now days.

Miss Hazel and Keela Crouch left last week for Eagle Springs, where they will teach the coming term.

Loen Duncan had two fingers of his left hand broken and badly smashed and two of his right had mashed while working in a well drill on the B. O. Quebe place, Monday of last week. His hands were drawn into a well drill pulley he was holding onto a cable which was intended to slacken off and by accident was wound on the drum instead.

Ben Quebe and H. H. Sammann have received new irrigation units and will install them this week. The plants will be used chiefly to irrigate alfalfa and row crops for the coming year.

Mrs. F. M. Kennedy has suffered quite an attack of heart trouble since her return home from the north.

### P. T. A. to Begin Soon

The High School P. T. A. will have the first meeting soon and we hope each parent and teacher will feel it their duty to be a member and help us with this great work.

Our High School P. T. A. has not been organized long, but we can see already some good work it has done, and we hope to make this year a good year, and we cannot do it without your help and support.

We enjoyed the work the past winter because every one was congenial and did their part and let the others do the same. I think if all parents could understand why we have a P. T. A. they would take more interest in the work and help us out more willingly.

The P. T. A. is to raise the standard of the home, to create a purposeful parenthood, to offer a means to parents and teachers for acquiring knowledge for the important task of child training, to raise the standard of the school, to promote acquaintanceship and understanding between parent and teacher, to unite them in co-operative effort to an improvement of condition in school and community, to recognize the teacher as a trusted friend, and the home's strongest ally in instilling the principles of honesty, purity, and patriotism, to form an indissoluble partnership between parent and teacher in the building of character and in training of life's service.

The P. T. A. association is a necessity in every school district, the wel-

fare of all children from birth to maturity is its exclusive purpose.

The P. T. A. implies that the parents and teachers in every school district are working together intelligently to promote the welfare of the children.

We hope there will be many high school parents and teachers this year that will contribute the small membership fee to further this child-welfare work at home, in state, and nation.

Membership is more than a privilege and an honor, it is a duty. So let's all come out to the first meeting, join, pay our dues and begin the year's work with a large paid membership, and save lots of work for the membership committee.—President.

### At the Methodist Church

Next Sunday is our 4th quarterly meeting occasion. Rev. M. M. Beavers, the presiding elder will preach at 11 o'clock and hold the quarterly conference at 3 p. m. As this is our 4th quarter all departments of the church is expected to have annual reports written. Let's have all reports and as good as we can.

The pastor will preach at the evening hour, 8:15.

Everybody invited to worship with us.

J. E. STEPHENS, Pastor.

### Epworth League Union Holding Institute This Week

The Epworth League Union is holding an institute this week with about 60 young people in attendance and studying for credit.

### Revival Meetings

This pastor has been away most of the time for the past four weeks in revival meetings. First with Bro. Strong at Sterley for nearly 2 weeks. Had a splendid meeting, several conversions and additions to the church. The past two weeks we have been with Bro. Moore at Liberty, north of Plainview. We had about 30 conversions and reclamations, 20 additions to the church. Several for the Baptist church. Had 11 conversions the last night.

We appreciate very much Bro. Howard Crawford's filling the pulpit in our absence. We are at home now for the rest of the year. We hope everyone will be on hand at their post of duty. We trust any of the new faculty of the school who are Methodists will fall in line. We want you. Your pastor, J. E. STEPHENS.

### Mrs. J. T. Marr Entertains Sunday School Class

Mrs. J. T. Marr entertained her Sunday School class of Intermediate girls of the First Baptist church on the church lawn Wednesday after-

noon. Refreshments of ice cream and cake were served.

### Hi-League Program for Sunday, September 14th

Subject—"How Do I Know I Am a Christian?"

Leader—Mary Wofford.

Song—No. 226.

Scripture Reading—2 Corinthians, 8:15; Romans 8:14-17; John 3:19-24.

Prayer—Mrs. J. E. Stephens.

"What Is a Christian?"—Henry Brotherton.

"By the Honest Application of the Spirit of Christ to My Ideals in Life."—Glendon Reasonover.

Duet—Alice Stewart and Kenneth Hohlaus.

"By the Inner Assurance of My Adoption As a Child of God."—Douglas Adams.

Song—No. 196.

Announcements.

Benediction.

### Senior Epworth League Program, Sunday, Sept. 14th

Leader—Ernest Lee Thomas.

Worship Service—Songs, prayer.

Scripture Lesson—John 3:19-24.

Song—"Happy Day."

Aims of the Meeting.—Leader.

"The Value of Christianity."—Avis King.

"Who Is a Christian, Anyway?"—Flossie Reasonover.

Reading—Ermine Ida Thomas.

"How About Feeling?"—Mattie Bell Wofford.

"Putting Ourselves to One Kind of Test."—Eugene Harris.

Announcements.

Benediction.

We extend a welcome to all the young people who wish to meet with us at 7:45 each evening.—Reporter.

### Lawn Party for School Teachers Last Tuesday Night

The wives of the trustees of the Lockney Independent school district, Mesdames T. H. Stewart, J. C. Thornton, W. H. Counts, E. R. Harris, R. E. Patterson, and O. E. Stevenson, were hostesses with a lawn party at the Stewart home Tuesday evening.

The faculty of the Lockney schools, and the presidents of the P. T. A.'s, Mesdames N. E. Greer and E. L. Woodburn, and their husbands, Watermelon was served and various contests indulged in, and Miss Shelton gave a reading.

All the teachers were present, except Mr. and Mrs. Reed and Mr. Bobbitt, and teachers outside of the school faculty present were Misses Pauline Shelton, expression, and Pauline Holland, piano.

### Floydada 1929 Study Club Has Informal Reception

The 1929 Study Club of Floydada

opened their study year with an informal reception.

Amidst a bank of Climatic and Golden Glow, Mesdames Rutledge and Wraether served from a large block of ice refreshments, consisting of sherbet, angel food cake, and punch, carrying out the white and yellow color scheme.

The receiving hostesses were Mrs. Glad Snodgrass, Mrs. W. J. Cannady, Mrs. W. C. Grigsby, Mrs. Borum, Mrs. J. B. Jenkin, Mrs. E. L. Angus, Mrs. W. C. Patty, Mrs. Kenneth Bain, Mrs. Geo. Lader, Mrs. Collins presided over the guest and Mrs. McDonald at the victrola.

Those attending from Lockney were Mrs. A. P. Barker, Mrs. J. C. Broyles, Mrs. Watt Griffith, Mrs. T. L. Griffith, Mrs. M. R. Snyder, Mrs. W. L. Whitt, Mrs. O. E. Stevenson, Mrs. N. E. Greer, Mrs. Doyle Greer, Mrs. J. W. Dines, and Mrs. Carl MeAdams.

Mr. and Mrs. A. J. Sams have returned home from Denver, Colo., where they have been visiting a daughter.

Miss Lillian Hoefflein of Fort Worth arrived Wednesday to take up her work in the high school as piano teacher.

Dr. and Mrs. H. H. Ball are here from Fort Worth, to move their household effects to that city. Dr. Ball has entered the practice of dentistry in Fort Worth.

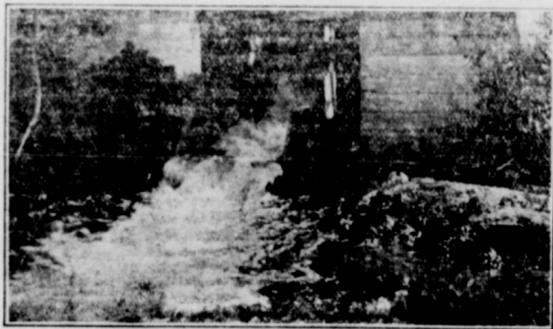
Misses Anita Davis and Leta Mae Marshall spent Monday night with Mary Byrd and Jaunita Pickens at Aiken.

Miss Edna Whitaker returned Friday from a three weeks' visit in parts of New Mexico, Colorado, and Oklahoma.

El Paso Electric Co. will withhold payment of taxes on its new plant until the United States Supreme Court decides in which state—Texas or New Mexico—the property is located. Rendered for taxation in Texas, New Mexico has also put the property on its rolls at \$1,500,000, so F. J. Gannon, president of the company, decided he would wait final decision on the boundary before he would know to which commonwealth to make payment.

LOST—A log chain, hook on one end, between town and my farm 2 1/2 miles west.—Notify M. H. Ragle, Phone 11.

LOOK up your old films and get up an order for 25-50 or 100 reprints to replace the ones misplaced or damaged. 25 for \$1.00. Offer good for 15 days only.—Meador's Picture Shop.



## JOHNSON TURBINE PUMPS ON THE MARKET FOR 27 YEARS

—and have been tried and proven under all kinds of conditions. Positive lubrication below the surface. 2-inch extra heavy housing, nickel steel shafting and heavy bronze bearings every five feet means perfect alignment of the shaft, thus eliminating all vibration.

### CARLOAD NOW IN TRANSIT TO LOCKNEY

TERMS CAN BE ARRANGED.

## PANHANDLE WINDMILL COMPANY

DISTRIBUTORS, AMARILLO

## Lockney Implement Co.

LOCAL DEALERS, LOCKNEY, TEXAS

# NEW FALL SPECIALS



## DRESSES

SPECIAL AT  
**\$9.95**

The very newest, smartest creations for every occasion of Fall wear, at attractive savings.



## WINTER COATS

AT ATTRACTIVE PRICES  
**\$14.85 TO \$25.00**

The very newest silhouette models, fur-trimmed or tailored. Low priced for our Autumn season. Wonderful values.

**MARTIN DRY GOODS CO.**  
FLOYDADA, TEXAS

Mrs. Floyd Barber, daughter, Miss A. R. Meriwether returned Friday. Roberta, and son, Floyd, were here from a business trip of several days from Lubbock over the week-end. in Kansas City, Mo.

# ONE AND DOUBLE CHECK THESE DELICIOUS BAKERIES

Check their rich and pure quality flavor. And double check these attractive special prices—for tomorrow!

## FRESH BREAD

Their creamy tasty flavor and purity makes these breads so popular. 3 Loaves **25c**

## DOUGHNUTS

We're headquarters for these rich, luscious flavored creamy doughnuts. Per dozen **20c**

## DELICIOUS CAKES

With rich and pure fillings and delectable frostings. Each only **25c**

## WHIZBANGS

Whizbangs, rich, tasty, and delicious. Something that will just satisfy the hungry school child, and please in a school lunch, dozen **30c**

# CITY BAKERY

G. H. PHENIS, Prop. LOCKNEY, TEXAS



## PERSONAL MENTION

Mr. Doyle Greer and wife were entertained in the home of Drs. Colvern and Mary Henry of Plainview Monday evening with a six o'clock dinner and theater party following.

Mrs. A. J. Sweeney of Houston and daughter, Francis, and a friend, Sue Martin, spent the week-end at the home of Dr. and Mrs. N. E. Greer. Mrs. Sweeney and the Greers have been intimate friends for fourteen years. She is manager of the Mailing department of the Humble Oil Co. of Houston. They left Monday morning for Carlsbad Cavern.

G. W. Moore, who has been here for several weeks visiting his daughter, Mrs. Dexter Wells, left Tuesday morning for his home in San Antonio. Mrs. Lawhorn, son, George and wife, left Tuesday morning for their home in San Antonio, Texas, after a visit of several days with Mr. and Mrs. Roy Perry of Lockney.

Winfred Fowler left Tuesday morning for Canyon, to make arrangements for entering school at the West Texas State Teachers College, for the coming school term.

Mr. L. A. Cooper and daughter, Miss Agnes, have returned from a visit with relatives near Lida, N. M.

Mr. and Mrs. W. A. Whitlock and son, Buster, and Mrs. Edge, went to Lubbock Monday. Mrs. Edge caught a bus at Lubbock and went to Midland, where she resides, the rest of the party returned home Monday afternoon.

Mr. and Mrs. J. B. Westbrook and family of Riverside, Calif., have moved to Lockney to make their home. The Westbrooks have traded their home in Riverside for the Turney place in North Lockney, where they will reside in the future.

Rev. and Mrs. J. E. Stephens, pastor of the Methodist church, returned home Monday from Liberty, Hale county, where Bro. Stephens has been conducting a revival meeting for the past two weeks.

Mr. and Mrs. Henry Ball of Mineral Wells were in Lockney Friday visiting Mrs. Ball's sister, Mrs. J. B. Allen.

A. D. Barker, who was formerly employed by Hammonds & Co. is now working at Kim, Colo.

Miss Lucile Marr left Saturday for Plainview, where she will teach in the Plainview schools again this year.

Mr. and Mrs. Cris Seaman of Meers, Okla., have been here this week visiting Mrs. Seaman's mother, Mrs. Alice Smith, and other relatives. Mrs. Seaman has recently underwent an operation at the Plainview Sanitarium, and is now convalescing.

Margaret and Danny Stewart, daughters of Mr. and Mrs. Mack

## DR. R. R. WIMBERLY DENTIST

OFFICE OVER 1ST NAT'L BANK

Office Hours from 8 to 12 M.  
1 to 6 P. M.

Other Hours by Appointment  
Lockney, Texas

## TRY CHIROPRACTIC

If your child has weak eyes or if head aches, or tonsils are bad—or it may be underweight. If so have its spine examined.

Others get well—So can you.

**S. T. Copper, D C., Ph C**  
Lockney, Texas

Stewart, of Canyon, have been here visiting their uncle, T. H. Stewart, and family, but returned home last Sunday.

Mrs. H. B. Gentry and children and Mrs. Mathis of Canyon, were here the last of the week visiting W. R. Childers and family, and other relatives in and near Lockney.

Royce Brooks left last Thursday for Memphis, Texas, where he will attend the high school in that city this year.

Earl Sullivan was in Lockney over Sunday.

Mrs. E. L. Wall of Galveston, Tex., was here this week visiting Mr. and Mrs. Ray H. Wall.

Mrs. W. R. Sams is at Silverton at the bedside of her son, who was badly burned last week while filling a tractor tank with gasoline.

Mrs. Z. T. Riley and son, J. L., have gone to Harlingen, Texas, down in the Rio Grande Valley, where they will make their home in the future. Cullen Riley and Mrs. Otis Harris, son and daughter, are already living in Harlingen, and Z. T. and Wynne will follow them as soon as Mr. Riley gets his administratorship of the Morris estate settled up, when the family will make their home in the Valley.

Mrs. Roy Riley has gone to Pampa, Texas, where she is again teacher in the Pampa Public schools for another year.

Mr. and Mrs. H. B. Adams, Douglas and Milton, visited with Mr. and Mrs. Edd Hayes and family in Lubbock, Sunday afternoon.

Mr. and Mrs. Will Townsend of Moran, Texas, are here visiting Mr. and Mrs. S. Townsend. Mr. Townsend is a brother of S. Townsend and Mrs. Townsend is a sister of Mrs. S. Townsend.



## ROBIN HOOD SHOES FOR CHILDREN

A large shipment of the latest in children's Robin Hood Shoes just received. You will appreciate having an opportunity to select from this new stock right at the beginning of the school term.

## NEW FOR FALL



Lots and lots of New Shoes just arrived for the Ladies and Grown-up Miss, in the latest styles and patterns. Just the shoes you have been wanting for the Fall season. Come in at once and inspect these new arrivals. You will be elated at the variety you will have to select from.

**ROBERSON'S BOOTERY**  
PLAINVIEW, TEXAS

# FREE! FREE! FREE!

## \$75.00 IN PRIZES

to the winners of the

# Drivers' Gasoline Economy Contest

TO BE RUN FOR 5 DAYS, ENDING SEPTEMBER 15TH

*Drive a Chevrolet Six the farthest on a quart of gasoline and you win*

- 1st Prize . Set of New Tires . Value \$45
- 2nd Prize . Sport Light . . . Value \$22
- 3rd Prize . Radiator Ornament . Value \$8

### A FAIR CONTEST FOR ALL

A Mason glass jar is visibly attached outside the hood of a Chevrolet Six with a pipe line directly to the carburetor. A quart of gasoline is placed therein and each contestant, starting at our showroom, drives the car until the gasoline is exhausted. Everyone drives over the same course, accompanied by an observer.

**DRIVE FARTHEST AND YOU WIN!**  
Everyone Welcome! No Obligations!

The contest is open to the public and your entrance will not obligate you in any way. You are required only to register at our showroom, either in person or by telephone, and receive the day and hour for your test. Register now and be sure of an early trial!

**JOIN THE FUN . . . WIN EXTRA MONEY!**

# LOCKNEY AUTO COMPANY

LOCUST STREET

TELEPHONE No. 134

MISS LILLIAN

Teacher of Piano

Wishes to announce the opening of her studio in the Lockney High School, September 15th.

Pupil of Mme. Rita Cetti of New York, and Harold von Mickwitz of Kid-Key College; Student of Institute of Musical Art, New York; Graduate in Piano, T. C. U., Fort Worth.

COUNTY BRIEFS

IRICK

Sept. 9—There were 34 parents and patrons out for school opening Monday morning. We were glad to have them and hope they will come to visit the school often.

Mr. Price Scott was out for school opening and made a talk which every one enjoyed very much.

There were 124 on time at Sunday school Sunday and a few came in late. The young folk had charge of the Sunday school and rendered a fine program.

Mr. and Mrs. W. E. Taack accompanied their daughter, Miss Lily Mae, over to her school near Allenreed, Texas, last week, then came by Amarillo and spent the night with relatives.

Mrs. Dawson Roberson's sisters and families of Amarillo visited her Sunday.

Miss Louise Lynskey, niece of Mrs. Dawson Roberson's will spend the winter with them and attend school at Irick.

S. N. Caruthers, C. W. Murphy, Jr., and Earl Poage left Monday for New Mexico.

Mr. and Mrs. Taack had Alipie's tonsils removed Saturday at Lockney. She is getting along nicely.

Mr. and Mrs. Vann had visitors from Wilbarger county last week.

Mr. and Mrs. Hill Harris visited Mr. and Mrs. Doc Hampton, Sunday.

Mr. and Mrs. C. W. Murphy Sr., visited Mr. and Mrs. P. A. Rivers, Sunday.

Messrs. Billington, Poage, and Baylor Byars, trustees of the Irick school made a business trip to Floydada last week.

Bro. J. J. Loyd of Floydada preached at the school house last Sunday morning.

AIKEN

Sept. 9—Vacation days are over again and all the children have turned their faces toward school once more. There were over one hundred enrolled Monday morning.

Bro. Beavers, the presiding elder preached at the Methodist church Sunday night.

Mr. and Mrs. Chambliss had relatives visiting them last week from Victoria.

The young people enjoyed parties last week in the homes of Mr. and Mrs. Griffith and Mr. and Mrs. Aaron Clark.

Mr. and Mrs. Henry Schacht are the proud parents of a fine boy. It's name is Henry Neil.

Mr. Harvy Graham returned Monday from Shamrock and other places, where he has been leading the singing in the revival meetings.

Mrs. Ward entertained the Intermediate Sunday school class of the Methodist church at her home Friday night. Several kinds of games were played, then ice cream and cake were served. Each one reported a real nice time.

Miss Juanita Pickens was the Sunday dinner guest of Misses Mary and Loren Clark.

Mr. and Mrs. Griffith's daughter of Tulsa visited them last week.

Mr. and Mrs. A. P. Shugart were Plainview callers Monday.

Mr. and Mrs. McElyea and son, H. C., visited relatives at Lockney, Sunday.

Mr. and Mrs. Henry Owens visited Mr. and Mrs. Charlie Owens of the Belleview community, Sunday.

Mr. and Mrs. Dick Parrish of Wichita Falls were visitors last week in the home of Mr. and Mrs. McAvoy.

We are sorry to report that Mr. J. C. Mullings is on the sick list.

Roden Pickens was a guest Sunday of Marvin Glen and Loyd Marshall.

Mr. and Mrs. D. D. Tate made a business trip to Plainview, Monday.

LONE STAR

Sept. 9—The Lone Star school opened with a good enrollment Thursday, Sept. 4th. The interest of the community people was shown by a large number being present. After the opening exercises, the patrons met in the auditorium and re-organized the P. T. A.

Mrs. G. B. Johnston was elected president to succeed Mrs. Chas. Merrick who has very ably filled the place for the past two years. Mrs. T. S. McGehee was elected secretary-treasurer.

Mrs. J. D. Johnston and daughter, Mary, are visiting Mrs. Johnston's parents at Ponder, Texas.

Mr. Goree Applewhite and family left last week for Friona, Texas, where Mr. and Mrs. Applewhite will be connected with the school.

Herman King left last week for Fort Worth, where he will enter T. C. U.

Rev. Strong filled his regular appointment at the Sterley Methodist church Sunday morning.

Rev. Blair and wife returned from Clovis, N. M., Sunday, where they had been visiting their daughter, Mrs. K. C. Lee.

Mr. and Mrs. Walter Griffith and daughter, Leona, made a trip to Canyon last Friday. Leona will be in school there this winter.

Mr. George Roberson and family of Sterley spent Sunday with Mr. Walter Griffith and family.

Mr. B. R. Phillips and family and Mrs. J. H. Phillips and daughter, Frankie, spent Sunday with Mr. Joe Hanna and family at Sand Hill.

Mr. and Mrs. Henry Ball of Mineral Wells visited Mr. C. J. Roach and family last Thursday.

Mr. J. R. Roundtree and children of Amarillo spent the week-end with Mr. T. J. Jarboe and family last week.

Mr. and Mrs. J. A. Goina of Floydada visited Mr. and Mrs. A. E. Frizzell, Sunday.

Mr. and Mrs. S. A. L. Morgan of Amarillo visited Mr. C. E. Jackson and family, Sunday.

Mr. W. M. Newman has returned from a visit to his brother, D. P. Newman, of Gregory, Texas.

Charlie Jackson returned from Austin last Wednesday.

Mr. Akin Cox of Canton, Texas, is visiting Mr. and Mrs. H. B. Tillery.

Mr. John Harris and family left Monday morning for Artesia, N. M., where they will make their home.

Mrs. Albert King was called to Amarillo Monday night on account of her mother's illness.

PRAIRIE CHAPEL

Sept. 9—School started Thursday, the teachers being Mr. and Mrs. Boyd and Miss Maundie Meredith.

Every one enjoyed the social at Mr. L. Buth's home Tuesday night.

Mrs. Walter Bybee spent Monday in the Roe Bryant home of the Lone Star community.

Mrs. Harrison and daughters took dinner in the Parker home, Sunday.

The death angel called Mrs. Huffman away last Thursday evening. Her loved ones have our sympathy.

Mr. and Mrs. Buth and son Charlie, spent Sunday afternoon in Silverton.

Mrs. Parker of the Lone Star community visited with her daughter, Mrs. Guy Harrison.

Misses May and Ada Foster's cousin from Lubbock, is visiting them.

Miss Juanita Bybee entertained the young folks of this community with a birthday party Saturday night.

Mr. Louis Buth of Plainview visited in this community, Sunday.

Miss Grace Teaff spent Saturday with Jaunita Bybee.

Mrs. W. A. Lovell visited in the Prairie Chapel community, Monday.

Several of the young folks attended the ball game at Lockney, Sunday afternoon.

We have had several light showers since last report.

HARMONY

Sept. 10—The Harmony school began Monday morning. Rev. Price of Petersburg was present and assisted in the opening exercise. The teachers are Misses Carolyn and Ruth Laney of McAdoo.

Students from this community who entered Floydada High School Monday were: Latane, Ray, and Raph Hale, Carrick Snodgrass, Catherine Gary, Sherwood Ramsey, Aaron Williams, Blanche Gary, Christine Trowbridge, and Elmer Williams.

The following enjoyed an outing at Roaring Springs Sunday: Mr. and Mrs. J. S. Hale and family, Mr. and Mrs. R. B. Gary and family, Mr. and Mrs. Chas. B. Smith and family, Mrs. Chas. Trowbridge and daughter, Christine, Carrick Snodgrass, Sherwood Ramsey, and Elmer Williams.

Bill Finkner has been ill for several days, but is much improved at present.

The Home Demonstration Club met with Mrs. Zant Scott Wednesday of last week.

Mrs. Evelyn Smith and family, who have been visiting D. S. Battey, returned to their home in Amarillo, Sunday.

PLEASANT HILL

Sept. 9—School opened Monday morning, Sept. 8 with Mr. and Mrs. Guy Smallin as the teachers. We hope that this may be the most successful school year that we have ever had.

Both old and young people enjoyed a party at the school house Friday night. The party was sponsored by the club women and was given for the purpose of entertaining their husbands. Refreshments of lemonade and cake were served to a large crowd. Every one seemed to enjoy it very much.

Mike and Gomer Custer of Post, Texas, spent Friday night with Orville Custer. Orville returned home with them Saturday morning and will spend a week or two there.

Mrs. L. Y. Woolsey and daughters spent Thursday in the Joe R. Evers home.

Mr. and Mrs. Tom Hall are the proud parents of a baby girl, named Alma Lavelle.

Mr. and Mrs. Geo. Blankenship entertained the young folks in their home Saturday night. Every one spent a pleasant evening playing various games.

Lucile Evers spent Saturday night and Sunday with Abbie Lee and Elizabeth Woolsey.

Hazel Blankenship was a guest in the Cumby home Saturday night and Sunday.

The Home Demonstration Club met with Mrs. D. C. Day Tuesday.

ANTELOPE

Sept. 9.—There are several people who have begun to pick cotton and several more are going to begin this week.

The Antelope school has begun again. It started Thursday, Sept. 4. The teachers are Mr. and Mrs. Pur-

cell. Mr. and Mrs. Roy Caplinger and family spent Sunday with Mr. and Mrs. Henry Lomas of Dougherty. Mr. and Mrs. J. H. Barker and family visited Mr. and Mrs. W. E. Combs, Sunday. Mr. and Mrs. Robert Hinsley and family spent Sunday with Mr. and Mrs. Roy Archer of Crowell, Texas. Miss Hazle Blankenship spent Friday night and Sunday with Annie Cumble. Misses Viola and Neva Hinsley visited Miss Goldia Combs, Thursday. Mr. and Mrs. Roy Caplinger visited Mr. and Mrs. J. M. Aston Wednesday of Spur.

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