

Merely a grunt, "Uh," or a slight nod of the head in response to your best personality smile and greeting of "Good morning and how are you" is quite squelching to say nothing of being unfriendly. What is wrong with the people of Lockney you meet on the streets every day and never have anything to offer but a guttural sound? Of course there are those who are most pleasing to meet each day and always good for a chat. But the grumpy, guttural bunch far out number them. Sometimes it is feared that such people will lose their articulation of the English language from lack of usage and have to rely entirely upon grunts for communication of thought. You no doubt think that a "dumb" idea but if the present means of greeting prevails, we shall see who is dumb and who is not.

Time marches on with Lockney a few left-ribs ahead of the unhalting parade. It seems that the Society of Automotive Engineers in session at Dallas recently decided that the next movement for the automobile will be air-conditioning. One of our own local boys thought of air-conditioning last year and has now completed a system that will circulate cool air in the summer if desired and hot air in the winter. A perfect set-up for modern living at home in a car instead of on 2325 Jacksonville Ave. It's the guy with the lucky "breaks" who'll finally cash in on the idea.

Taking your home right along with you behind the car is becoming quite the thing in the United States. It has been said by some screwy tabulator that within ten years half of the population will be living in home cars because they are so much more economical and convenient. It is generally known that the idea is gaining momentum every month but it is doubted whether half of the people will ever take to the road for a life of happy roving. For one thing there are enough American people who can't play the violin or foretell the future. What is Gypsy life without the seriocomic strains of an old fiddle and the power to tell Madam her past, present, and future for only one dollar.

Living in a house car is fun but it's more fun to know that on the morrow your front and back yards will look the same as yesterday. You can trade at the same stores you traded at last year and the year before when the managers will extend special courtesies to you. Credit for instance, Ah, that's a stupendous word involving "sum" trouble over little payments at the total of every thirty days. So large, in fact, that some people have trouble in taking care of all of it. The privilege of saying "charge it please", alone will keep more than half of the population off the road.

Hub! The bank is closed. Now why in the hell did that have to happen today. Because Christ-opher Columbus accidentally found this country by getting money from the queen of Spain to finance a ship and sailors in quest of a new route to India. Since India turned out to be America, Oct. 12 has been designated as Columbus Day. Chris must have had one of those million dollar personalities and cashed-in on it, a thing that is rarely ever done literally speaking. We ought to be thankful that somebody spied the homeland besides the Indians. But somehow nobody cares much. Oh, yeah, he was a marvelous guy and all that, but it seems that nowadays he isn't truly appreciated by anyone but the bank officials who get a holiday each year in his honor. Even Post-office employees over the United States fail to appreciate that day.

Somebody told me that I built those buildings on the wrong things last week in New Orleans. So we'll do it over this week and see if we can't build them on pile drives instead of pile drivers.

I feel like a bride or sompin'.  
(Continued on Back Page)

Commissioner Has Lockney Streets Graded Monday

South Main Street Is Completed Monday and Tuesday Leading To The Main Highway

Having civic pride and an understanding heart of the city's finance, County Commissioner, E. R. Harris, donated his machinery and service for the grading of Lockney streets Monday. Since the heavy rains nothing had been done to the streets in the resident sections. Deep ruts and near-gorges were evident on every street, making it a task to travel over them in the best of cars.

Thanks to Mr. Harris, the streets are smooth once again and the citizens may go about town without fear of breaking an axle. South Main Street leading from the loop was completed Monday and Tuesday by the Morgan Construction Company who contracted with the State Highway Department to asphalt the road leading into town from the main highway. The State agreed to pave the street a few weeks after work began on the highway through the county to the Hale County line. The highway is open for traffic all the way to Plainview and a portion of the way to Floydada.

Funerals Held Monday For Infant Son of Mr and Mrs Collier

Child Was Eight Months of Age; Death Due To Leakage of The Heart

Funerals were conducted at 10 o'clock Monday morning, Oct. 12 at the home of Mrs. Kate Collier for William Keith (Baby Boy) Collier, eight months old, who died at 1:30 p. m. Sunday at the home of his parents, Mr. and Mrs. J. E. (Everett) Collier of Plainview.

The Rev. A. L. Shaw, pastor of Lockney Baptist Church, officiated and interment was made in the Lockney Cemetery under the direction of the Crager Funeral Home.

William Collier was born February 8, 1936 at the home of his grandmother Collier. Death was due to leakage of the heart, a condition which had prevailed since birth, but had been steadily growing worse.

G. L. Sims Winner In Hale County Cotton Show

C. L. Sims of Lockney was a winner in the Hale Center cotton show held at the Plainview city auditorium Monday when he placed second, third and sixth in the individual stalk division. Mr. Sims also won two awards in the boll division. The awards were not placed in numerical order, the judges stated.

The winning exhibits will be sent to Dallas where they will be displayed and will compete in the October state wide contests held at the centennial exposition.

When one fears God, he runs toward Him.

Sister of Mrs Roy Stoneman Fatally Injured in Accident

Miss Lester is Buried in Jacksboro Thursday Oct. 15

Word was received here Wednesday of the death of Miss Viola Lester of Jacksboro, sister of Mrs. Roy Stoneman who was fatally injured in a head-on collision eight miles east of Graham Tuesday about 11 o'clock.

Mr. Brownie McDowell accompanied Mr. and Mrs. Roy Stoneman to Graham Tuesday afternoon. He returned Tuesday night. Mr. and Mrs. Stoneman were in Graham at the time of Miss Lester's death and accompanied the body to Jacksboro for burial Thursday.

Miss Lester received a broken neck and other bad injuries when the car in which she was riding collided with a cattle truck. The accident occurred when the two cars met on a hill where a second truck was parked beside the road. The collision appeared unavoidable.

Miss Lester was the daughter of Mr. and Mrs. Burley Lester of Jacksboro and a sister of Daniel Lester, former T. C. U. football star.

To Speak at Meeting

Fred Wemple of Midland, district governor of the Rotary Club will speak at the regular meeting of the Lockney Rotary today (Friday). This will be his first visit to the Lockney Club.

Roach Allen Receives Highest Honor at W. S. T. C.

Roach Allen, son of Mr. and Mrs. J. B. Allen and a junior at West Texas State Teachers College at Canyon, has received the highest honor that a student can receive in that institution by being elected to membership in the Alpha Chi National Scholarship Society.

New Economics Program Approved

School Will Not Sponsor Special Train to Centennial Thursday and Friday

The school board approved contract Thursday night sent out by the state placing the Home Economics of high school on a ten month basis, instead of nine as has formerly been done.

This extra course enables Miss Harriet Dickinson, home economics teacher, to visit in each pupil's home during the year by giving special instructions on home projects.

If the demand is great enough, the new program also provides for an adult class in home economics to be taught by Miss Dickinson after school hours. Instructions in cooking, canning, and sewing will be included in the adult course.

All of the school faculty met with the board to discuss school finance for the year. The Board decided not to sponsor a special train to the Centennial Exposition in Dallas Thursday and Friday because the demand is not great enough to justify dismissing school for two days.

More Wells Are Being Put Down In Lockney Country

Peerless Pump Division has just brought in another good well in the Petersburg district for Walter S. Hanna.

Driller J. W. Whitfield has commenced the G. A. Aplewhite well north of Lockney and drilling underway for Homer Miller and E. O. Jackson near Petersburg. West is either under way or about to commence on a well near Sour for Mr. A. W. Blair, of Amarillo, one near Lorenzo for S. E. Black, four in the Lubbock district three near Littlefield and two near Olton, says Geo. Meriwether, local agent for Peerless Pump Company.

A carload of steel casing was received by Peerless during the past week. Casing for the Applewhite well will be made up by Cleveland & Graves. "It is the policy of Peerless Pump Division to use as much of their work as possible to local firms," said Meriwether. Another carload of pipes has just been ordered from the factory.

Both C. K. Hughes, manager of the Pathhandle Branch and Geo. J. Meriwether, local representative of the company, expect that the coming year will see double the number of plants installed so far this year, which totals well over a hundred.

Rites Conducted For Floyd Landrum

Time Resident of Ramsey Community Leaves Many To Mourn His Passing

Funeral rites were conducted Sunday Oct. 11 at 2:30 o'clock at the Lockney Baptist Church for Floyd Landrum, 39, who passed away Friday, Oct. 9 at the Northwest Texas Hospital in Amarillo, following an appendicitis. The elder daughter of Charles of Lockney and the Rev. A. L. Shaw officiating.

Floyd Alvin Landrum was born October 19, 1897 at Little River, Texas. Floyd, with his mother's family, moved to Lockney in December 1907 and had resided in the Ramsey Community until three years ago when he moved to Amarillo. On January 24, 1932 he married Miss Mary Bowerman of Amarillo.

He leaves to mourn his passing a wife, his mother, Mrs. Louise Landrum, five sisters; Mrs. J. W. King, Mrs. Lizzie Whately, Mrs. Mamie Goode, Miss Jessie and Miss Annie Landrum all of Lockney; two brothers, J. L. Landrum of Friona and Reginald Landrum of Lockney, all of whom were present at his bedside when he passed away.

Mr. Landrum was converted and joined the Baptist Church in the summer of 1917. He numbered his friends by his many acquaintances.

Pallbearers were: Frank Busby, Charles Fulkerson, Robert McDonald, Zoel Watson, Clyde Jackson, and R. C. Davis. Flower girls were: Miss Myrtice Meador, Miss Irmene Ida Thomas, Mrs. Buster Davis, Mrs. Basil Davis, Mrs. Charles Fulkerson, Miss Glessie Goins of Floydada and Miss Lola Bell Stanley of Plainview.

Interment was in the Lockney Cemetery under direction of the Crager Funeral Home.

Attends Executive Meeting

J. W. Jones, superintendent, attended the called meeting of the South Plains school Friday afternoon in Lubbock for the purpose of organization. The meeting which was called by G. D. Holbrook, Deputy State Superintendent, was held in the Chemistry Building at Texas Technological College.

Floyd Pioneer Dies Tuesday

S. L. Rushing Is Victim Of Several Months' Illness; Went to Floyd County Prior To Its Organization

Several months' illness, claimed S. L. Rushing, 76, Floyd County pioneer, banker, stockman, farmer, at 4 o'clock Tuesday afternoon at his home 10 miles northeast of Floydada.

He had suffered a paralytic stroke five weeks ago. Rushing, who came to Floyd county before its organization in 1890, had been associated continuously since with different banking institutions of the county. He had been associated with every bank that existed in the county, one with which he was affiliated bridged financial storms, said his associates, one of whom termed him "Floyd county's most valuable resident."

Owned Much Property

At the time of his death, Rushing was chairman of the board of directors of the First National Bank of Lockney. He was owner of much property, including farming land and a Sweetwater ranch. Financially, he was known throughout the South Plains for his holdings. Funeral rites were read at 4 o'clock Wednesday afternoon at the Fairview Methodist church, which he helped build on land which he donated. The Rev. W. V. O'Kelley, pastor of the church conducted the service. He was assisted by visiting ministers. Interment was in the Fairview Cemetery.

The widow and seven children survive: Mrs. C. E. Morrison of Lubbock, Mrs. T. M. Jones of Loran, Mrs. Felix Pierce and Mrs. E. M. Myers of Canyon, Mrs. Essie Wright of Floydada, Mrs. Jennie Teal of San Angelo and Mrs. S. L. Rushing of Floyd.

Conference Game With Turkey

With One Victory and One Defeat Behind Them, Longhorns go to Meet Turkeys

With one victory and one defeat behind them, the Longhorns of Lockney High School will go into their first conference game of the year Friday afternoon when they will meet the Turkey boys there.

Turkey is reported to have one conference so far this year. They of the strongest teams in the conference Quisque 26-6 and last week downed Dickens 69-0.

Davis' Have Guests

Relatives Visit Mr and Mrs Conde Davis This Week

Relatives visiting in the home of Mr and Mrs Conde Davis this week are her mother, Mrs. J. C. Brooks, brother, J. O. Brooks, and sister, Mrs. Eunice Hudson, all of Alvarado, Tex. Mr and Mrs I. B. Brooks of Hobbs, another brother of Mrs Davis' and a niece Mrs Travis Shaw of Hobbs. Their daughter and her husband, Mr and Mrs Tony Lundgren and children, Gene and Ted of Plainview, and their son and his family Mr and Mrs E. E. Davis and Jerry and Dale of Amarillo are also guests this week.

Mrs Davis' sister and family, Mr and Mrs Joe Anderson and Billy Fred and Sammy Ruth of Lockney were special guests in the home Sunday for dinner.

Lockney Students Leave Wednesday For Centennial

Special Rates Given To School Students On Santa Fe From Plainview

Thirty-five Leave

Many Rural Communities To Send Delegations To Exposition Thursday

About thirty Lockney students and parents boarded the Santa Fe special at Plainview Wednesday night enroute to the Texas Centennial Exposition at Dallas. The students and parents which took advantage of the special rate for this district, left Plainview at nine o'clock Wednesday night and arrived at the exposition ground Thursday morning.

An official check-up of the number of students taking the special had not been made Thursday, but Superintendent Jones estimated that eighteen high school students accompanied by Mrs. Willie Meade Hattcock, teacher, planned to make the trip.

About ten Grammar school students and their parents registered for the trip. A number of rural school students planned to take a special DeWitt train Thursday and to return Sunday. South Plains and the Stanley Community delegates will board this train.

A special rate of \$3.60 for the round trip was made available to those qualifying. The students are to be housed in "Tour City" special rates have been made available for gate fees and numerous concessions have reduced their regular rates for students.

1,000 Boys on Relief to Work Under Co. Agent

About 1,000 farm boys on relief will soon be put to work helping county agricultural agents run terrace lines it was planned at a recent meeting between L. B. Griffith, state NYA supervisor of projects; Ray Roberts, assistant supervisor; and members of the Texas Extension Service.

This \$1,000,000 work project will continue for six months starting immediately in one county in each of the 12 Extension Service districts. As quickly as possible, the plan will be enlarged to take in about 50 counties and include the entire 1,000 boys. The boys will work from 34 to 70 hours a week at prevailing hour wage rates.

It is estimated that the work would provide survey lines for terracing on approximately 100,000 acres of farm land which if terraced would improve land value in Texas on an average of \$8 per acre.

Week-end Visitors

E. J. Foster of Artesia, N. M. and Mr. and Mrs. Roy Perry of Amarillo spent the week-end visiting their sisters, Mrs. Cye Davis and Mrs. Orville Stewart.



# SOCIETY In LOCKNEY



### WEDDING SOLEMNIZED FRIDAY AFTERNOON

Mrs. Reva Harrison became the bride of Mr. Melvin Glass Friday afternoon at four o'clock at the home of Mr. and Mrs. Floyd Glass. The Rev. A. L. Shaw, pastor of the Lockney Baptist church, officiated at the ceremony.

Mrs. Glass is the daughter of Mrs. S. J. Harrison of Lockney and the groom is the son of Mr. and Mrs. W. T. Glass of Lockney. He is employed in the market of the Piggly Wiggly Grocery.

Mr. and Mrs. Floyd Huff and children, Mary Glenn and Olin, Misses Glenna Whitfill, Anna Dell Whorton, Winnie Lou Harrison, and Wilmer Tucton and Derwood Boggs were present for the ceremony, after which the guests accompanied by Mr. and Mrs. Benny Teaff and Doris Childers were present at a six o'clock wedding dinner given at the bride's home. The couple left immediately

following the dinner for Dallas where they will attend the centennial exposition. They will return Friday to their home in Lockney.

### EVANS-THOMAS WED SATURDAY EVENING

Wedding vows were solemnized Saturday evening October 10 at the Methodist parsonage for Miss Minnie Faye Evans and Mr. Ernest Lee Thomas. The Rev. H. H. Hamilton, pastor of the Lockney Methodist Church, read the ceremony.

Mrs. Thomas was attired in a brown crepe dress with matching brown accessories. She is the daughter of Mr. and Mrs. E. T. Evans of Paducah and a teacher in the Muncy school. Mr. Thomas is the son of Mr. and Mrs. W. L. Thomas of Lockney.

The couple are at home near Lockney.

### T. E. L. CLASS ENTERTAINED AT HALLOWEEN SOCIAL

The T. E. L. class of the Lockney Baptist Church was entertained with a Halloween social at the home of Mrs. Will Ford in Plainview Friday afternoon. Mrs. Ford was assisted by Mrs. Judson Miller, and Mrs. A. A. Suits.

Following the devotional led by Mrs. R. I. Maggard, teacher of the class, a business meeting was held with Mrs. E. A. Cox, presiding. Miss Hazel Ford played a piano selection and Miss Charlene Boly gave two readings.

A salad course was served by Mrs. Grace Byars, Mrs. H. M. Mitchell and the hostess, all of Plainview who were former members of the class. Mesdames H. Johnson, Walter Byars, E. M. Mitchell, Nellie Bollin, E. E. Dyet, K. L. Canning, Nell Southern, Conde Davis, Ed Whitfill, E. A. Cox, J. D. Allen, Virgil Teaff, Hugh Carroll, Gertrude Dew, H. Grimes, R. L. Maggard, E. G. Woodward, Boyce Kenady, Sula Julian, Floyd Barber, and Jim Harper.

The next meeting will be held at the home of Mrs. Sula Julian.

### W. M. S. HAS IMPROMPTU BUSINESS MEETING

The Baptist W. M. S. met at the Baptist Church Monday afternoon at 3:30 o'clock for Mission study but an impromptu business meeting was called instead.

The society will meet next Monday at the church for their monthly Royal Service program at 3:30 o'clock.

Mr. and Mrs. Bill Downs of Plainview spent the week-end as guests of Mr. Downs' mother, B. O. Downs.

### NEEDLE CLUB MEETS IN MUNCY HOME

Members of the Muncy Needle Club met in the home of Mrs. Mae Muncy Thursday afternoon for their second meeting.

A business meeting was held with a committee selected to write the constitution. Mrs. Nell Southern, Mrs. Hoffman, and Mrs. Murry composed the committee. The constitution is to be written and submitted to the club for adoption at the next meeting.

Members present for the meeting were: Mesdames Viola Fawcett, Ruby Muncy, Thelma Hoffman, Bernie Race, Ivy Biggs, Fannie Race, Jewel Smalley, Edith Smalley, Mae Muncy, Artie Muncy, Minnie Muse, Mattie Smalley, Nell Southern, Marie Murry, Misses Stella Griffin and Ada Faye Race.

Two new members, Mrs. Carthers and Mrs. Harris were entered into the club. Mrs. Crawford, mother of the hostess was a guest. The club will hold its next meeting at the home of Mrs. Ivy Biggs on Thursday Oct. 15 at two o'clock.

### TWENTY MEMBERS PRESENT AT W. M. S.

The Methodist Missionary Society met Monday afternoon at the church with twenty members present for the third lesson on "Racial Understanding" which is being directed by Mrs. H. H. Hamilton.

Mesdames N. E. Greer, L. A. Casper, R. C. McGilvary, and Mrs. Henry Ford gave talks on Negro life.

### HONORED ON 80TH BIRTHDAY

The 80th birthday of P. M. McDonald was the occasion of a dinner at his home in west Lockney Sunday.

Among those attending were: Mrs. McDonald, Mrs. Nora Gentry and children, Jimmie and Cecil, Mrs. Ella Gentry of Lubbock, Mrs. Bruce Gentry and sons, Bruce, Jr. and Robert Allen also of Lubbock.

### History Club Has Second Meeting

The Texas History Club, an organization in the Lockney High School, held its second meeting Thursday morning at 10:30 in the Texas History class room.

The president, Miss Trula Mae Phegley took charge of the meeting and directed the flag salute. After the reading of the minutes by Miss Frankie Phillips, Mr. C. D. Tate was elected song leader. He directed the singing of the club song, "Texas, Our Texas." The club adjourned with the singing of the "Eyes of Texas."

### Clinic Notes

Miss Inell Brotherton, who underwent an appendectomy here, was dismissed from the hospital Monday.

H. I. Barton who was seriously injured last week when a tractor passed over his body is reported improving nicely.

Mrs. A. J. Sams who has been confined to her bed for the past week is reported improving.

### CARD OF THANKS

We wish to take this method of thanking all those who helped us in any way during the sickness and death of our dear Floyd. For the beautiful flowers and many kind deeds May you have such comfort and in your time of trouble is our prayer.

Mrs. Mary Landrum  
Mrs. Louise Landrum and family.  
Mrs. King and family  
Mrs. Whatley and Raymond  
Mr. J. L. Landrum and family

Mr. and Mrs. Doyle Greer returned Monday from a business trip to Dallas. While there they attended the centennial exposition

Amarillo Visitors  
Mr. and Mrs. Gerald Sams and Mr. and Mrs. E. E. Weiss and daughter, Evelyn, of Plainview spent Sunday in Amarillo as the guests of Mr. and Mrs. Ed Weiss, Jr.

### Member Of Judging Team

R. C. Mitchell, son of Mr. and Mrs. T. B. Mitchell and a senior in Texas Technological College at Lubbock, was a member of the Tech judging team which placed second at the Ft. Worth Frontier Celebration. They were in competition with eight other schools from various parts of the United States.

### Visits Parents

Miss Glenna Whitfill, who is a student at Texas Technological College at Lubbock, spent the week-end as the guests of her parents, Mr. and Mrs. Ed Whitfill.

Martha Meriwether, who is attending Holmes Shorthand and Typing School in Amarillo, spent Sunday and Monday visiting her parents, Mr. and Mrs. A. R. Meriwether.

### At Big Show

Mr. and Mrs. R. L. Maggard and

Miss Ruth Stapleton, teaching school in Tulia, spent the week-end visiting her mother, Mrs. Laurel Stapleton.

daughter were in Ft. Worth and Dallas this week attending the Frontier Show and Centennial celebration.

### Delmer Ashworth Goes To Fort Smith, Ark.

Delmar Ashworth has resigned his position in the Pampa schools and has accepted a position in Fort Smith, Ark., schools. He will teach English and journalism in the Fort Smith high school and junior college. Ashworth is a graduate of W. T. and from the School of Journalism of the University of Missouri. He has taught at Lockney and Pampa since graduation. While in college here he was editor of the Prairie for two years.—Canyon News.

If you lose your self-respect, don't expect others to find it.

All of us want to be popular but the price that one must pay is often exorbitant.—Community Weekly Plainview.

The impostor makes other believe him to be what he knows he is not.

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7 TIMES  
in  
10 years



LATEST REDUCTION  
Sept. 1, 1936:

Reduced rates on calls over 224 miles and reduced person-to-person overtime rates after 3 minutes of overtime.

In 1926, a person-to-person long distance telephone call between New York and San Francisco cost \$20.60 at any hour.

Today—1936—the same call may be made for only \$6.75 at night, or any time on Sunday.

This wide difference between the long distance rates of yesterday and today is the result of 7 voluntary rate reductions made in the past 10 years.

It illustrates a Bell System policy in action—the policy of voluntarily reducing rates when it can be done. Southwestern Bell Telephone Company.



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Between Book Covers Be-  
comes The Greatest Entertain-  
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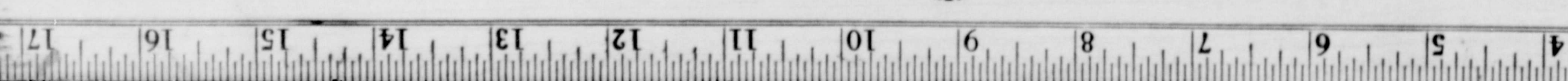
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starring FREDRIC  
MARCH

With roles of 2 and 3 stars including  
Olivia  
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ANITA LOUISE · DONALD  
WOODS · EDMUND  
GWINN · CLAUDE RAINS  
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Duna · Billy Mauch  
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Preview Saturday Night 11:00 P. M.  
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Plainview **Granada** Plainview





**THE LOCKNEY BEACON**

Established 1902

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Beacon, will be corrected gladly upon its being brought to the attention of the publisher.

**WHAT WE SEE IN THE PAPERS**

By Margaret Hage

Taxes in Texas seems such a common subject that no doubt very few of us really know what amounts are paid out to our national government.

Texas has 4.75 of the nations population and pays only 2.15 percent of all the taxes collected by the federal government. We tax conscious citizens can now seek consolation in the fact that less populated states, in some instances, must bear a greater tax burden than we.

Speaking of taxes, the Texas legislature is again seriously contemplating taxing the natural resources of the state so that funds might be obtained for the aged. Congressmen are still arguing among themselves as to which industry will be taxed. We wonder after so many sessions of this if

it takes any brain to think up new arguments "fer and agin" it. Wouldn't our balloon be busted if the oil, gas, salt, sulphur et. were to give out?

2,165 quakes are too many thrills for one year, but we read where Helena, Montana has experienced just this.

The papers for a while painted such doleful pictures of Babe Ruth attending the World Series games that we are glad to note that the "Babe" is staginb a come-back as the manager of the Brooklyn Dodgers.

Babe isn't a figure that should be left in osscurity. He still has a great appeal to the public and here's hoping that he will have greater success than he had as manager of the Boston Braves.

Germany has shown the world her progress in the form of the giant dirigible, Hindenburg. England has made progress with her steam ship, Queen Mary, and now we can hold up our heads as one of the progressive nations

of the world with our China Clipper.

Governor Marlin of Oklahoma and Secretary Ickes are having quite a feud as to what Alf Landon said two years ago, but little is being said of what he is saying and thinking today.

The new type gold standard which three nations, England, France and the United States are entering for the free exchange of gold between the nations is as yet unsettled. Morgenthau says that this alliance will take the power to trade gold from the hands of the "irresponsible speculators"???

The undertakers of Pasadena should appreciate one of the city's bridges which has been the "jumping-off" place for 67 persons. This bridge will probably never lack upkeep.

**Selected From The Exchanges**

Forty years ago, school teachers had to whip the larger boys in order to hold the teaching job. In fact the teacher and the larger boys fought all through the term—if he stayed. The teachers got smart, finally and got up foot ball. Now the big boys fight each other and the teacher does nothing but escort the pep squad around to keep the boys expending their strength on some other fellow besides the teacher—"Temple of Truth" in Dopley County Leader.

Life will give whatever we put into it. Put joy into the world and it will come back to you with compound interest, but you can't check out either money or happiness when you have made no deposits.—Groom News.

If you want to have a little more appreciation of "the best of the free" in which we live, just get a copy of the Liberty magazine in which Pa and Ma Dine, parents of the famous quintets, reveal how they have been in even association with their boys. Don't brag about what you do if you were in their shoes. Just remember they are under a somewhat different form of government than you have the privilege of enjoying. State Line Tribune.

And now the Manufacturers Association has consorted together to beat President Roosevelt for re-election, by telling employees that they will get better wages and shorter hours under Republican rule. Knowing as the wage-earner does that he has been helped in more ways than ever before under the present administration, and that he is more secure in his rights than ever before, we are minded that the GOP high moguls are going to have a hard time making wage earners believe their fishy story.—Terry County Herald.

Thought we had a "scoop" worth while when we reported the huge rattlesnake that was in the window of Sixth Avenue building, but Phil comes along in the Bunkie Record with the following insinuations: "Our good friend Collier of The Oakdale Journal says that he saw a rattle-snake the other day five feet one and a half inches long, with twelve rattles thrown in for good measure. We used to drink that stuff, too! Bob Collier in Oakdale (La.) Journal.

A lot of amateur investors, including this one, are getting tired of waiting for prices to go up. We have other ideas about how to use money. Those new automobile models look pretty good to us. We are cashing in our cheap corners and stocks in order to buy things! When we're old we'll tell some whopping stories about what we might have done if we had held on.—Tulia Herald.

There is always a different method of making a touch. A fellow came in the office the other day, remarked he "used to be an old type hand myself," and asked to "borrow a dime" for about 20 minutes to make a telephone call to Dallas. That was the first time we ever heard one could call Dallas for a dime.—Potter County News

Not one passenger lost his life in 1935 in a collision of derailment in this country, despite heavier and much faster traffic. This is a fact that railroads should stress in advertising.—Foard County News.

A small political job some-

times ruins a man for anything else.—McLean News

is often exorbitant.—Community Weekly Plainview.

All of us want to be popular but the price that one must pay

The impostor makes others believe him to be what he knows he is not.

**FOOTBALL**

**Tech vs Centenary**

SATURDAY NIGHT OCT. 24. 8:30 P. M.

**Homecoming Game**

50 Yard Line Tickets On Sale

**Greer Drug Store**

Buy Early and be Assured of Good Seats

CHOOSE

**Your Laundry**

With the Same Care as you do

**YOUR DOCTOR**

OUR HYGIENIC METHODS PROTECT YOUR HEALTH!

Clean, fresh, sanitary—that's the way your things will return from this modern laundry. Call and one of our courteous drivers will show you the best way to get your clothes and household linen laundered economically.

Leave word at the Baker Hotel

**Floydada Steam Laundry**

**Welding**

**Blacksmith Work**

That's Us

CALL US

Day Phone 71 Night Phone 84 W

**Graves and Copeland**

Blacksmiths and Welders

ATTENTION PARENTS

Good Eyesight and Learning go Hand in Hand, give you Boy or Girl the Priceless Gift of GOOD VISION

**DR. C. M. CLOUGH**

Plainviews Only Exclusive Optometrist

Mrs. Clough Assistant

715 Broadway Plainview, Texas

**ANOTHER**

**New Washing Machine**

**Installed**

The addition of this new machine makes six in all—Plenty of room for everybody. Bring your clothes and come along.

**No long waits**

**Self-Serve Laundry**

56,000,000 BANK CUSTOMERS

**Can't Be Wrong**

There is in the U. S. about one bank account for every family. And these folks represent the best people, the most reliable, thrifty, and the most up-to-date in their habit of doing business.

You can't fool 56,000,000 Americans. Banks must be giving "value received" or they wouldn't have this enormous number of customers.

**THE BANK OF SERVICE**

We like to work for folks who expect the most from a bank, whose demands are exacting. And after all, who can serve you better than an institution familiar with your needs, and interested in your success? We'd like to try.

**DEPOSITS INSURED**

BY

**The Federal Deposit Insurance Corporation**

WASHINGTON, D. C.

**\$5000** MAXIMUM INSURANCE **\$5000**

FOR EACH DEPOSITOR

**The First National Bank**

—Over One Quarter Of A Century In Lockney—

WE INVITE YOUR BANKING BUSINESS, AND APPRECIATE YOUR COOPERATION.

**Tires for your "Cotton Trailer"—Plenty of 'em**

Don't worry about the size--We got it. They are those famous

**FEDERALS**

THEY MUST MAKE GOOD—OR WE DO

We Trade for your Old Tires

**Ozark Service Station**

Dwight Jackson





Sell yourself, but don't cheat when you do. Foolish questions don't have God's hearing is perfect—don't holler when you pray. to be answered.

### What The Livestock Feeders Are Doing

Fred Snyder of Lubbock and his associates likely will feed several thousand cattle at Sea-graves, Whiteface and Leveland. He has constructed trench silos with a total capacity of 7,000 to 8,000 tons. Snyder and Reed recently sold a string of about 1,000 exceptionally good weighty steers for shipment to the East for slaughter.

good demand for feeding space.

The W H Stanton feed pens in Yellowhouse Canyon northwest of Lubbock have facilities for handling several thousand cattle and sheep. A number of cattle now are on feed and he is expecting to increase the number by purchase and contract feeding.

Littlefield is the center of a major feeding project where Peyton Packing Company has about 5,000 cattle in the feed pen. Most of them will be ready to move within 40 to 60 days. Some of these cattle were purchased on the Fort Worth Stock-yards by Oscar Cook. It was thought Peyton will continue his feeding operations after the present cattle have been marketed.

It is expected that a number of cattle will be fed at Slaton. The oil mill has facilities for handling a number of cattle and it is thought that the Plains Grain and Heads Handling Company will feed a number of cattle—possibly 4,000—utilizing a large supply of pummies. The excessive moisture may have some influence on the number available.

The Lubbock Cotton Oil Company has had a big inquiry about contract feeding but no deals have been announced. This company has facilities for handling several thousand cattle during the season and the management expects

No announcement has been made as to the plans of the Babicora Development Company, a Hearst organization, that has been feeding for several years at Brown field. One year almost 10,000 yearlings were finished for the market at Brownfield, but for the past four years the total is

around 20,000. All of them came from the Hearst ranch in Mexico. Last Spring cattle were brought out and put on grass in Texas and some of them went to Kansas. There are unvaried reports that feeding operations will be conducted again this year somewhere in West Texas.

Letting the mind wander is not mental exercise.

He is an unusual person if he thinks he isn't.

A wise tongue cannot hang in an empty head.

## Buy the Best

WE HANDLE GRADE "A" DUCK AND COTTON PICK SACKS

SEE OUR PRICES

- 8 Oz. Duck, Grade "A", yard ..... 12 1-2c
- 9 Ft. Sacks, grade "A", each ..... 98c
- 10 1-2 Ft. Sacks, grade "A", each ... \$1.15
- 12 Ft. Sacks, grade "A", each ..... \$1.29
- 8 Oz. Cotton Flannel Gloves, Knit Wrist, 3 pairs for ..... 25c

J. C. Penney Co.  
Plainview, Texas

### National politics and Foot ball games are on the air

IS YOUR

### Radio In Perfect Working Order?

We do not mess with them, we fix 'em. PARTS for practically all makes of radios carried in stock. No delay when you bring your radio repairing to us.

TUBES and BATTERIES

## Cox Radio Service

At Cox Hardware & Furniture

# NEWSPAPER BARGAINS Are Here Again

### It is Time to Renew for your Local and Daily Paper

You want to keep up with National Politics. Things are happening thick and fast in Foreign countries--Keep yourself posted.

### We want your subscription on these publications:

Fort Worth Star-Telegram, Daily and Sunday . . . . .	\$6.95
Lockney Beacon, in county, one year . . . . .	.65

You get them both for \$7.60

Amarillo Daily News, 7 days in the week . . . . .	\$5.00
Lockney Beacon, in county, one year . . . . .	.65

You get them both for \$5.65

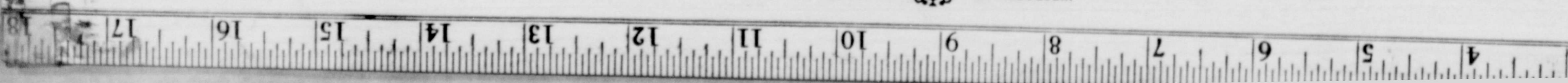
Star-Telegram, Daily Without Sunday \$5.95

We are in the newspaper business, that's the way we make a living, so give us your new or renewal subscription, we will appreciate it.

We have no agents-Mail or bring subscription to office

# The Lockney Beacon

JEANE SUITS  
Editor





W T S T C Students Here

...Among the students from West Texas State Teachers College who were home visiting over the weekend were: Olin Huff and Derwood Boggs, who were the guests of Olin's parents, Mr and Mrs Floyd Huff; Miss Martella Graves and Weldon Dodson.

Leave For California

C F Ramsey accompanied his

son, Guy Ramsey of Corpus Christi, to Los Angeles, Calif., Sunday for several weeks visit with his niece, Mrs Billy Scherbet.

Move To Lubbock

Mr and Mrs A H Suiter and family left Thursday for Lubbock where they will make their home. Mr Suiter who is employed by the Ft Worth and Denver, has been stationed at Lubbock.



TECH BACKS

Reading from left to right—Chapman, Smith, Tar Box, Duval

Tech 'Red Raiders' Homecoming Game With Centenary

Tickets are on sale at the Greer Drug Store for the homecoming contest at the Texas Tech field with Centenary on the night of October, 24th.

The teams have long been rivals and are both seeking admittance to the southwest conference. The winner of this game will have a better chance to qualify as the new eighth member.

The "Red Raiders" have been striving for six years to meet Centenary but the challenge has never been answered. So this game will really be termed the play-off between the strongest rivals.

Bo Williams, Athletic Manager of Tech, was in Lockney Tuesday and stated that Tech is indulging in a strong crusade against Centenary.

Amarillo Visitor.

Miss Marie McDonald was an Amarillo visitor over the weekend and while there attended the Amarillo-Wichita football game.



W PETERSON & SON

Jewelry and Optometrist

517 Broadway

Plainview, Texas

SANITATION PROGRAM FOR FLOYD COUNTY

The WPA program has started the Sanitation Project in Floyd County. If you are in position to have a sanitary pit-type toilet placed on your property, we are ready to do the work.

The program is, that you pay for the material and the WPA furnishes the labor. We will deliver all material on the ground.

The concrete slab, with concrete ring, seat, lid, and vent all complete will cost the client \$5.00

We will build the house of new or old material, if the old material is in good shape. Every house is built alike and according to state plans and specifications.

We will have solicitors to see you, or you see J B Allen, the county Project Supervisor.

If you had a sanitary toilet installed under the CWA or the RFCA we will be glad to repair same if needed.

J B ALLEN,

Project Supervisor of Sanitation, Floyd County.

TRICK NEWS

Plans were formulated for a Halloween Carnival at the Irick School on Oct 31 at the P. T. A. meeting Friday afternoon. Few were present for the meeting Friday and it is urged that members attend the next meeting when committees will be appointed for the carnival.

Custom pulling and wheat sowing is now in full progress with a number of students out of

school on account of the work.

Miss Willie Belt Felty is recovering nicely from a tonsil operation.

Miss Dorothy Louise Snell spent Sunday as the guest of her grand parents, Mr and Mrs Will Cooper.

Mr and Mrs Millard and family and Miss Willie Bell Felty spent Sunday in the home of Mr and Mrs John Adams.

L C Millard was a visitor in the Felty home Sunday. Mr and Mrs W M Sammann

visited relatives in the Providence Community Sunday.

Dick Ray, former resident of Lockney and now of Plainview, was the guest of Leighton Maggard over the week end.

DR. WALTER J. WILLIAMS

Osteopathic Physician and Surgeon

Special attention to non Surgical Treatment of Piles. 213-15 Skaggs Bldg. Plainview

OCTOBER CLEARANCE SALE

We are staging the biggest Used Car Clearance Sale in our history all through October. Prices on fine used cars and trucks are the lowest for the year! You'll wait along time before you see bargains like these again Trade your present car in NOW and save money. All of our finer used cars are sold with the R & G guaranty. If your R & G car isn't absolutely satisfactory, return it and get back every cent you paid for it as covered in our written guarantee.

SAMPLE BARGAINS

- 1934 Model V-8 Tudor Sedan \$375.00
A good clean car
1929 Ford Model A Tudor New Paint \$150.00
1934 Chevrolet Coach, Reconditioned, a good one \$400.00
1934 Plymouth Coupe A good car \$275.00
1933 Chevrolet Coupe New Paint, a good car \$265.00

MANY OTHER BARGAINS BEAT THESE IF YOU CAN

Winn Motor Co.

Plainview, Texas Seventh and Ash Sts.

NO! NO!

You don't have to live in someone else's house, I am authorized to offer for sale—

Seven Foreclosed Homes IN LOCKNEY

Don't buy a rent receipt, buy a home now. 10 percent cash and the balance paid out like rent For All Cash, you would be surprised.

First Come First Served

- Mason Home \$1250
Mudgett \$1750
Teaver (Cash) \$350
Cummings \$800
Major \$1500
Nichols \$1000
Henry \$1200

SEE

McAdams & Childers or F. G. Dowell at their Insurance Office

Churches

METHODIST CHURCH

Herbert H. Hamilton

Sunday School at 9:45 with the Glad Hand class in charge of the devotional.

For the morning service the subject will be, "What Wilt Thou Have Me To Do."

At 2:30 P. M. The Ansel Lynch Union will meet at the church.

Leagues will meet at 7:00 p m Church at 7:45 Subject "Stat Gazing."

Prayer meeting at 7:30 Wed. A cordial welcome awaits you.

INTERMEDIATE LEAGUE PROGRAM

For Oct. 18

Subject: Ways of Making

Decisions

Leader—Billie Dew

Scripture Reading Mark 12:

28-31, Rom. 12: 1-2—Kathleen

Richards.

The Lords Prayer—Repeated

by League.

Story The Ayes Have It.—

Maxine Still.

Business.

SENIOR EPWORTH LEAGUE PROGRAM

Oct. 18, 1936

Subject: Jesus Can Help You.

Leader — Mary Gaynelle

Thomas

Scripture Reading John 3:14,

15.

Prayer

I Can Do All Things— Mary

Gaynelle Thomas

Self Control—H A Brotherton

Thou Art—Thou Shalt Be—

Delbur Rose.

Keeping Faith With Myself—

Evelyn Stalcup

Jesus Christ—My Master—

Margaret Hage.

THE NEW American Heater

has turned modernistic — Streamlined—and is again setting the pace in oil burning heaters—an American heater will insure fewer colds, throat infections, tonsillitis—in fact a more healthful heat is yours with an American—

- SAFE
CLEAN
EFFICIENT
ECONOMICAL
BEAUTIFUL
HEALTHFUL



A range of prices enables you to select the heater you want. We install the heater and guarantee performance.

A LIBERAL TRADE-IN PLAN FOR YOUR OLD HEATER. Terms can be arranged if desired.

GOOD USED COAL HEATERS

A large selection good stoves—The price is low.

USED OIL COOK STOVES

All ready to cook—at a price

A DeLAVAL SEPARATOR

Will actually pay you dollars in dividends every month—\$1.00 per week of your profits will buy a DeLaval.

Baker Mercantile Co.



Fragile Soft Blonde Hair So Easily Bruised

Coarse brunette hair—so easily frizzled—yet contrasts though they are, there is NO contrast in the ever certain success of—

Gabrieleen Glotone

REGULAR PRICE \$5.00—ON SPECIAL \$3.00

Vogue Beauty Shoppe

LYNNA JAYE GRAVES, Operator



Classified Ads

Leave you flower Orders with Mrs E E Dyer. —Hollums Floyd-ada Florists. 7 tic

WHO WANTS A BEAUTIFUL PIANO AT A BARGAIN? We may have in your vicinity in a few days a splendid upright piano with dust bench to match. Also a lovely Baby Grand in two tone mahogany. Terms if desired. Might take live stock, poultry or feed as part payment. Address at once.—BROOKS MAYS & Co., The Reliable Piano House, Dallas, Texas. 5-4tc

FLOYD COUNTY ABSTRACT CO.—Let us show you that we can save you money on your Land Bank or any other Abstract & Title work. 30 years experience Floyd County Abstract Co.—R C Scott, Mgr. 50-tfc

GOOD JOHN DEERE Separator for sale cheap.—See B. Martin of John Stalcup. 5-2tp.

Program Isis Theatre Lockney

FRIDAY LAST DAY

"SUZY"

Jean Harlow, Franchot Tone, Cary Grant

—COMEDY—

SATURDAY

"Big Noise"

With Guy Kibbee also Cary Grant and Serial

BANK NIGHT

Prevue - S

GIRL'S... Starring a... Simon

TUESDAY - WEDNESDAY

"MEET NERO WOLFE"

BANK NIGHT

Also Comedy

THURSDAY - FRIDAY

Shirley Temple

—In—

"POOR LITTLE RICH GIRL"

SHORTS

STERLETTE

EDITOR HOWARD MOSLEY  
ASSOCIATE EDITOR IRENE JONES  
REPORTERS Aileen Howard, Veranel Stovall, and Joe Williamson  
Kenton Davis

We Wonder Why?

Horseback riding was so free Friday afternoon until it was brought under control by Mr. Jones.

So many will be glad when exam week has passed.

So many students are looking forward to Wednesday.

Mr. Travis left his hat in his car Thursday while inside the school room.

Miss Margaret wasn't wearing glasses this last week.

Joe had to go home at noon.

Charlie is staying out of school to work.

Howard and Billy changed seats.

Juanita wants to go to the centennial.

Pauline is up-set about the special train that leaves Wednesday.

Paul doesn't want to go to the centennial.

Verna is looking forward to Wednesday.

OFF SIDE

Sterley which froze over last January, roasted at 108 degrees above zero this summer.

Miss Margaret, our teacher

testified her neighbor's rooster crowed 118 times early one morning.

A pair of shoes, size 39, was turned down by Howard Mosley, fourteen years old, because they pinched his feet.

To cure cows from leaning against the fence, Edward Davis connected a low voltage electric line from his house to the fence wire. A few shocks improved the cows manners.

HABITS

Good habits are very useful. If we start doing some good thing we will continue it until we just do it without thinking. We form a habit.

Every one has habits, some good and some bad. Some people have many bad habits and few good ones; others have many good habits and few bad ones. Let's cultivate our good habits and try to break the bad ones.

Habits are not made all at once but they grow from day to day until they have become so strong that we cannot break them. Remember the proverb: "A habit is a cable. Every day we weave a thread until at last we find that we cannot break it."

CHATTERGRAMS

(Continued from Page One)

thanks to Mrs J H Harper who sent me a lovely bouquet of flowers a few minutes ago. White, red, yellow, and orchid blooms now grace my desk, sending out rays of sunshine. Mrs Harper is giving my life long motto: "Flowers for the living". Every time I look at the bouquet it reminds me of the thoughtful giver who is one of the loveliest little girls I have ever known.

CARD OF THANKS

We wish to take this method of expressing our sincere gratitude for the many sympathetic courtesies shown by our friends during our bereavement in the death of our son and grandson.

Mr and Mrs J E (Everett) Collier.

Mrs Kate Collier  
Mrs P L Orman.

Here From Santa Fe  
Will Wofford of Santa Fe is here this week visiting his parents, Mr and Mrs C A Wofford.



Low Fares to the Big TEXAS CENTENNIAL DALLAS-FORT WORTH

See the two greatest shows Texas is staging for all America: The Centennial Exposition, Dallas; Frontier Centennial, Fort Worth. Low daily rates now in effect.

FORT WORTH

First Class...\$12.55  
Coach...\$ 9.45  
On Sale Daily  
Limit — 30 days

WEEK-END

First Class...\$9.70  
Coach...\$ 6.28  
Allows Saturday, Sunday and Monday at the Expositions

DALLAS

First Class...\$13.85  
Coach...\$ 10.40  
On Sale Daily  
Limit — 30 days

WEEK-END

First Class...\$10.65  
Coach...\$ 6.92  
Allows Saturday, Sunday and Monday at the Expositions

All regular equipment air-conditioned. Ask local agent for full particulars.

FORT WORTH & DENVER CITY RAILWAY



K. L. CANNING, Agent  
Lockney, Texas

Coming



New CHEVROLET 1937  
The Complete Car - Completely New



STERLEY NEWS

(Heb over from last week)

Rev Henson preached at the Methodist church Sunday.

There was conference at the Baptist church Sunday. I S Byars was elected Sunday school superintendent and Mrs Margaret Stewart B T U director.

Mr and Mrs Elmer Mosley have a new baby girl stopping with them since last Monday.

Quite a few from here attended the shower of Mrs Meadows last Friday at Mrs. France Carthel's of the Prairie Chapel community.

Mrs John Brewer and daughter Lorene and Miss Dortha McDaniel shopped in Plainview Friday.

Mr and Mrs Fay Pinner have a new baby girl stopping with them since Sunday.

Mrs Elmer Mosley was honored with a shower at the home of Mrs Mason Davis Wednesday afternoon.

Mr and Mrs Green and Larry Diring of Plainview spent Sunday with Dortha McDaniel.

Mrs L A Claborn and Mr and Mrs McEleroy shopped in Plainview Saturday.

Attend Medical Meeting

Dr and Mrs N E Greer and Dr Conrad Frey were in Lubbock attending the meeting of the Panhandle and Mid West District Medical societies which met at the Lubbock hotel for a joint session.

Mr and Mrs W E Perry and sons, Burl and Thurmon, and Mr and Mrs E T Perry and son, Kenneth, all of Plainview, spent Sunday visiting in the home of Mrs W E Perry's brother, Ira Cox.

Home On Furlough

Leroy Kunkle who is enlisted in the US Army and stationed in Wyoming is home on a furlough visiting his father, W V Kunkle.

Returns Home

Miss Leota Shelton, who entered nurses training at the Lubbock Sanitarium in September, returned home Saturday to make her home with her parents, Mr and Mrs Bob Shelton.

Miss Esther Mar Hodel of Canyon spent the week-end as guest of her parents, Mr and Mrs John Hodel.

Returns Home

Mrs Arthur Cox accompanied

her mother, Mrs Bill Collins, to her home in Amarillo Saturday. Mrs Collins had been visiting friends and relatives in Lockney. Mrs Cox was accompanied home Sunday by her husband.

Appears On Program

Miss Virginia Hohlaus, daughter of Mr and Mrs J H Hohlaus, played a piano duet with Miss Hope Bussey of Panhandle for a formal dinner program at Canyon last Wednesday. Miss Hohlaus is a junior in WTSTC.

Meet Mr. Kirby Townsend AT REECER'S

Saturday, Oct. 17th

And select your Fall Suit and Overcoat from 400 Large Samples

Mr. Townsend is the personal representative of the Storrs-Schaefer Woolen Mills Here one day only.

Have your Fall and Winter Hat Cleaned and Blocked

Have your Cleaning and Pressing done the MASTER-SHEAN WAY

Reecer Cleaner & Hatter

Phone 91 We call for and Deliver

HATS

NEW FALL FELTS  
Black, Brown, Green and Rust

\$1.95

Also Purses—Black, Brown, Green

Vanette Hosiery

—ranging in prices from

59c, 79c, 98c, and \$1.25

DUCK COTTON PICKING SACKS

8 Oz. 10 1-2 ft., and 12 ft. Sizes

Baker Merc. Co.