

Floydada Church Breaks Ground For New Building

Floydada — Ground was broken here Sunday for a \$130,000 educational unit for the First Baptist Church. The first spadeful of dirt was turned by Mrs. C. Surginer, a widow who is the only charter member of the church now living in Floydada. She was assisted by Henry Barber, teacher in the local high school and chairman of the board of deacons of the church.

Others spading dirt during the ceremony were A. T. Hull, chairman of the Planning Committee, and Parnell Powell, chairman of the Finance Committee. Half the cost of the new structure has already been raised.

Speaker for the occasion which also marked the 56th anniversary of the organization of the church, was Dr. Otis Strickland, president of Decatur Baptist Junior College, Dr. R. Earl Allen, pastor, was in charge of the rites, and Barber offered the prayer for the occasion.

About 750 watched the groundbreaking. The structure will be three stories high and will contain a 300-seat chapel and a number of Sunday School rooms.

Supt. Irons Will Speak At PTA

Supt. W. C. Irons will speak at the regular meeting of the Lockney Parent-Teacher Association next Tuesday evening at the high school auditorium. The meeting will begin at 7:30. Mr. Irons' subject will be "The State Plan for Accreditation of Elementary and Secondary Schools." Theme of the talk will be to point out the part parents have to play in this phase of school activities.

The eighth grade will give a program for PTA members and the eighth grade mothers will be hostess for a social period following the meeting and will serve refreshments. A nursery will be open for small children.

Mrs. Bob Miller, president of the PTA, urges that all parents attend the Tuesday night meeting.

Employment Service Man Is Working Here

Pascual H. Villareal, representing the Texas Employment Commission, has moved to Lockney and is busy here helping transient labor find places to work in this area. Mr. Villareal and his family moved here last Friday. They came from Bryan, Texas.

Mr. Villareal said Monday that he now has orders for several hundred hands from local farmers and that he is placing the hands as fast as they come in.

Harvest hands are more plentiful this year than last and the bringing in of some 1,000 Mexican Nationals, who arrived here the past week end, will also help to relieve the help shortage.

Mrs. C. Cates Wins "Tello Test" Quiz

Mrs. Clark Cates won the jackpot prize Monday afternoon for answering a question on the KGNC "Tello Test" program heard over Amarillo. Mr. Cates was at home when Mrs. Cates was telephoned for the answer to the question, "Who has charge of the U. S. great seal?" After a conference with her husband Mrs. Cates gave the correct answer which is the Secretary of State. Mrs. Cates is to receive numerous prizes from the program sponsors, Mead's Fine Bread. They will include an ensemble of costume jewelry by Bogoff, a sweater set by Helen Jaffer and a Grumbacher oil color set.

Bobbitt Re-Named Soil Dist. Supervisor

Bert Bobbitt of Sterley was re-elected soil district supervisor from Area I in Floyd County at a meeting in the Lone Star school house Tuesday evening. Mr. Bobbitt has served the district the past five years.

The crowd attending the affair was small.

Mr. and Mrs. Thomas Marr and children, accompanied by Mr. Marr's parents, Mr. and Mrs. R. E. Marr, spent last week end at Clarksville with Mr. and Mrs. Bill Marr and other relatives.

Longhorns Will Play Littlefield There Friday

The Longhorns of Lockney High School, crippled but still full of fight, will travel to Littlefield Friday night to play the up and coming Littlefield Wildcats, rated among the top 10 in AA football in the Panhandle.

The Longhorns will field a "patched up" ball club due to injuries and the loss of four players, who have dropped out of football. Regular backfield men Paul Ray Williams and Bucky Duvall will both be out of the line up due to injuries. Coach Rudy Haile said this week. They probably won't even suit out and it may be Monday of next week before they will be able to work out at all, the Coach reported. Also out of the line up due to injury will be Doyle McCAda, first string end.

Adding to the troubles of the Longhorns was the loss of four other players this week. Dropping off the squad were Charles Vaughn, regular quarterback, Bill Edens, who ran first string tailback last week, Lerel Foster, a reserve tackle and Don Hollums, reserve guard.

Coach Haile said that his starting backfield on the offense would probably be Gene Handley at quarterback, Weldon Jones at wingback, Clifford Hardy at tailback and Jerry Williams at fullback. The line will be made up of Jerry Workman at center, Dan Griffith and Johnnie Hanst at guards, Jimmy Rankin and Marion Cross at tackles, J. W. Dippery and Doyle Crouch at ends.

The Littlefield Wildcats have an experienced backfield and a heavy line, press reports say, although they have only one starter back from last year's team in the line. The Wildcats have beaten Tahoka and Hereford but were defeated by Leveland.

Playing a top-rated ball club will be no new experience to the Longhorns, however since they have played nothing else all season. They have played Hale Center, Dimmitt and McLean, all rated among the top in high plains football.

Last year the Wildcats defeated the Longhorns 38-21 in a high-scoring game played on the local field.

Game time will be 8 p. m.

School Enrollment Passes 1000 Mark

Enrollment in the Lockney schools has passed the 1,000 mark and is gaining every day, Supt. W. C. Irons said Wednesday. The enrollment Wednesday morning stood at 1023 with 984 of these in the white schools and 39 in the colored schools.

Regular enrollment early in the school year was above the 900 mark but the enrollment of children of transient harvest workers have increased the local school enrollment since then. Most of the new pupils are Latin-American but some are English-speaking students.

Early Schedule For Schools Starts Mon.

An early schedule for the Lockney schools will begin next Monday, Oct. 11, according to an order passed by the board of trustees in regular meeting last Monday night. School will begin at 8 a. m., a 30-minute lunch period will be held and schools will dismiss at 2:30. The new schedule will run through Friday, October 29, and is arranged to accommodate farmers and allow more time to help in the present harvest.

Starting with Monday, November 1, a new permanent schedule will be used. Under this new schedule classes will begin at 8:45 a. m., 45 minutes will be allowed for the noon period, and schools will dismiss at 3:30 p. m.

A CLEAN CITY IS A SAFE CITY.

Barry Barker Named March Of Dimes Drive Chairman

Barry Barker of Lockney was named county chairman of the March of Dimes drive for January, 1955 at a meeting of the Floyd County Polio Chapter committee Monday evening at Floydada.

The county committee also reviewed its financial status for the year, ordered the payment of bills for treatment of some polio victims from this county, reviewed the results of the emergency polio fund drive in August and instructed Treasurer Earl Crow of Floydada to send a check to the National Foundation for Infantile Paralysis to cover the drive.

Attending the meeting from Lockney were Barry Barker, Joe Wilson and Edgar R. Hays. From Floydada those attending were W. G. Collins, Ed Wester, Jimmy Wilson Jr., Earl Crow.

Quarterback Club To Meet Tuesday

The Lockney Quarterback Club will meet Tuesday evening at the high school building and all members are urged to be present, according to Dillon Patterson, president.

Plans are to show a film of a college football game although the exact film is not known as yet.

Reports on projects will probably be heard as well as talks by the coaches.

Chest Officers Are Named, Call Meetings Thurs.

Officers of the Floyd County United Chest were elected at a meeting of the directors last Thursday evening in Floydada. Charlie Andrews of Aiken was named president of the county group. He has called a meeting of all officers, directors and representatives of various communities in the county to meet at the Finer Insurance office here tonight (Thursday) to further discuss the chest drive. The meeting will begin at 7:30.

Other officers of the United Chest are Fay Pinner, Lockney, vice president; Earl Crow of Floydada and R. L. Lewis of Lockney, co-treasurers; J. M. Wilson Jr., executive secretary. Appointed to the publicity committee are Wayne Robinson, Kenneth Rimmer and Mrs. Dorris Jones of Floydada and Edgar Hays of Lockney.

Mr. Andrews said that he would like to have two or three people from each community in the county to meet with the group tonight. He is anxious that all communities be represented.

MOVE TO LOCKNEY

Mr. and Mrs. Owen Thornton and children moved to Lockney Monday from South Plains. They have purchased the W. C. Watson house, recently owned by Mrs. Grigsby Milton Sr.

Wide Screen Being Installed At Plains

A wide screen for vistavision and cinemascope is being installed at the Plains Theatre this week and will enable the theatre to show all new type pictures. J. B. Seale, manager, said this week because of the remodeling being done there, the Plains has cancelled their Sunday and Monday shows for the remainder of this month. However the Friday and Saturday shows will be shown as the calendar indicates.

Local FFA Boys Will Attend National Meet

Three local members of the Future Farmers of America and their advisor, M. L. Brewer, will attend the 27th annual convention of the Future Farmers of America at Kansas City October 11 through 14. The boys who will attend the meeting are Gene Handley, president of the local chapter; James Morris, local reporter, and Wilbur Adams, district reporter.

The local group will board a special FFA train at Lubbock Sunday afternoon. They will return Friday.

Some 2700 Future Farmers will be attending the meeting and the program will include conducted tours to points of interest, addresses by Henry Ford, president of the Ford Motor Co. and by His Excellency A. D. P. Heaney, the Canadian ambassador. Also on the agenda are a national public speaking contest, the F. F. A. amateur hour, awarding of American Farmer degrees and the election and installation of 1954-1955 national F. F. A. officers.

Rains Halt Cotton Harvest In Area

Rains falling Tuesday night and Wednesday morning halted cotton harvest but didn't bring enough moisture to help the wheat farmers. The total here was measured at 25 of an inch, according to Joe Holt, local weather observer. Leslie Ferguson, 5 miles north of town reported 3. Leslie Cox in the Providence community had a quarter but Bert Bobbitt, just north of Sterley said that 6 of an inch fell at his place. One hundredth of an inch fell Thursday of last week here to add a little to the total rainfall.

The cotton harvest was just starting to gather speed when this week's rains brought it to an abrupt halt, local gin men said. Hands have been coming in the area in big numbers and the cotton is opening nicely.

Hands are still needed in the area although they are not as scarce as they have been in the past. At Sterley 300 to 500 hands are needed, it was reported. The pulling price is staying at \$1.50 in the field and \$1.75 delivered to the gin, ginners say.

Gins in this part of the county have turned out slightly more than 3,000 bales thus far with the four gins in Lockney getting 1250 of that number. The Paymaster Gin at Aiken is leading the county with 1355 bales.

Floyd County's cotton crop this year has been estimated at 70,000 to 75,000 bales compared to some 94,000 last year under no acreage restrictions.

Attend Festivities In New Mexico

Mr. and Mrs. E. J. Foster and Mrs. Dimple McGavock left Tuesday morning for Artesia, New Mexico, where they were to attend the White Shrine ceremonial, a Masonic order annual festival at Artesia on Tuesday evening.

Mr. and Mrs. Foster also planned to attend the 50th anniversary celebration of the Artesia Women's Club on Wednesday. The celebration will honor all past presidents of the club, Mrs. Foster being among the number. She is also past district president and state vice-president of Women's Clubs in New Mexico.

TWO SPECIAL ELECTIONS SET FOR GENERAL ELECTION DAY

In Floyd County two special elections will be held along with the general election on November 2nd. These are a proposition to re-allocate county taxes and the vote on the issuance of \$325,000 in bonds to purchase highway right-of-way.

Floyd County Commissioners Court issued an order for the re-allocation of taxes vote on September 24 and on September 30 ordered an election on the bond issue in response to a petition presented to the court bearing the names of 89 signers, both orders were passed unanimously by the court.

Proposed changes in the county tax rate will not either increase or decrease the rate but will merely raise some funds and lower others to equal the same amount. Changes as noted in the election notice in this issue of The Beacon show that the general fund will be raised from 25 cents per \$100 valuation to 35c. The road and bridge fund will be raised from the present 15 cents to 20 cents, the jury fund will be lowered from the present 15 cents to 5 cents. Permanent improvement fund will be unchanged at 20 cents. Also the election will not affect the special road and bridge fund levy of 15c per \$100 valuation which was voted by the county several years ago.

The present 5 cents library fund will come out of the 20 cent permanent improvement fund, it was understood here.

The plan will be authorized by the majority vote of the tax-paying voters of the county.

The road bond issue has been brewing for some time and is tied in with the plan of the State Highway department to pave a four-lane highway through Floyd County on Highway 70 and from Floydada south to the Crosby county line. Parnell Powell, president of the Highway 70 association in Floydada, led the move to secure names on the petitions.

The petition asking the road bond election stated specifically the roads it intended to cover. The wording on the petition said:

"For the purchase of right-of-way in the following projects:

"1. For the purchase of right-of-way for widening U. S. No. 70 in Floyd County, Texas, from the Motley County line to the Hale county line;

"2. For the purchase of right-of-way for widening U. S. Highway No. 62 in Floyd County, Texas, from the city of Floydada to the Crosby County line;

"3. For the purchase of right-of-way in Floyd County, Texas, from Farm-to-Market Road No. 97 from a point one mile east of the Cedar Hill School east to the Motley County line;

"4. For the purchase of 4 miles of right-of-way on Farm-to-Market Road No. 1065 in Floyd County, Texas."

F. M. road 97 named in the petition, is the new number given the road from Highway 207 eastward through Cedar to the Motley county line — renamed after the extension was decided upon.

Farm-to-Market road No. 1065 is the road south from Quitaque, and the four miles of right-of-way on this route would tie it in with the Cedar road a short distance west of Fiomot. This route is due to be put in next year's plans by the State Highway Commission.

The \$325,000 bond issue if approved by the taxpayers, will be sold at a rate not to exceed 2 1/2 per cent.

To carry the bond issue must have a two-thirds majority of the votes cast.

The bond issue and the re-allocation of taxes will be put on one ballot, the general election on another ballot. Re-allocation has been practiced in the county in prior years. It can only be done, however, at the express permission of the electorate, at the ballot box.

W. A. Jolly Is Buried Saturday

W. A. Jolly of Plainview, father of Andrew Jolly of the Irick community in this county, passed away at his home in Plainview Thursday night of last week. He had been in poor health since January, 1953 and became seriously ill early in June of this year.

Funeral services were held at the Lemons Funeral Chapel in Plainview Saturday afternoon at 2:30. Rev. R. D. Heflin, pastor of the College Heights Baptist Church, and Rev. E. S. Weathers, Baptist minister, officiated. Interment was in Plainview Memorial Park.

Mr. Jolly was born Feb. 25, 1897 in Alabama. His parents moved to Texas in 1892 and settled in Wise county. He was married to Miss Mary Elizabeth Newberry December 24, 1898. The family moved to the Halfway community, west of Plainview in 1925 in 1939 he retired from farming and he and his wife moved to Plainview.

Survivors include his wife, three sons, Paul of Kress, J. Jolly of Plainview and Andrew of Irick; one daughter, Mrs. Dorothy Mann, Tulia; one brother, two sisters, six grandchildren and six great-grandchildren.

Mrs. Floyd Jackson Is Recuperating

Mrs. Floyd Wayne Jackson who underwent a gland operation at Methodist Hospital in Houston last Saturday morning, is reported to be getting along fine. Her husband and daughter, Betty returned home Tuesday night. They were accompanied by Mrs. Jackson's father, Buck Sams who was also in Houston for the operation as was Mrs. Sams who remained with her daughter.

The operation was said to have been successful and Mrs. Jackson will probably leave the hospital Friday of this week and be able to return home Thursday or Friday of next week. Mr. Jackson said Wednesday Mrs. Jackson, the former Rexine Sams, is proprietor of the Jack and June Shop here.

Weldon Dodsons Are Moving To Puerto Rico Sunday

Mr. and Mrs. Weldon Dodson and their four children will leave Sunday to make their home on Vieques Island, Puerto Rico. They will ship their household belongings by boat but the family will fly to the island, his father, Frank Dodson said.

Mr. Dodson, who was principal of the Lockney grade school for several years, will manage a large auto service and supply store there. Vieques is a small island off the main island of Puerto Rico, Mr. Dodson said. It is about five miles wide and 15 miles long. Mrs. Dodson's father, Jovito Gonzalez, is a large property owner on the island. The couple were married there while Weldon was serving in the army during World War II.

Mr. and Mrs. Carl Naylor of Clarendon and their son, Joe Tom Naylor, student of Wayland College, Plainview, spent Sunday here with Mrs. J. R. Naylor, Rhudy and Janice.

A CLEAN CITY IS A SAFE CITY.



The Lockney Beacon

SERVING THE RICH IRRIGATED SECTION OF FLOYD COUNTY

VOLUME 26

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, OCTOBER 7, 1954

NUMBER 26

A CLEAN CITY IS A SAFE CITY.

A CLEAN CITY IS A SAFE CITY.

Is old age creeping up on you

too fast?



old at 30

young at 50

Signs of Growing Old!

Beginning to sag and drag... and maybe even bag a little in places where people notice? Beginning to feel too tired, too often? Beginning to lose the good-given vigor of youthful years? Stop, now, and give yourself the time to read this message thoughtfully. It could well be that your troubles are due to hidden mineral and vitamin shortages that won't be satisfied by ordinary low-potency vitamins alone.

WheataVIMS for Hidden Hungers

If that's the case, you'll get quick results with WheataVIMS, a COMBINED formula that provides every single MINERAL and VITAMIN known to be needed in good human nutrition. Every easy-to-take WheataVIMS capsule contains 14 vitamins including amazing B₁₂ plus natural B-Complex, and 11 minerals including iron, calcium, phosphorus, and iodine.

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Amherst Swamps Longhorns 32-0

Statistics		Lockney	Amherst
First downs		15	14
Yards rushing		216	327
Yards lost		47	23
Passes attempted		9	3
Passes completed	2 for 21	0	0
Interceptions		0	1
Yards penalties		50	62
Fumbles lost ball		3	3
Punts		6	4
Yard avg. punting		11	25

The Amherst Bulldogs swamped the Lockney Longhorns 32-0 at Mitchell-Zimmerman Field last Friday night. The game was played on fairly even terms in the first, third and fourth quarters but the Bulldogs scored three times in the second to ice the game away.

The Longhorns were off on their blocking and tackling, otherwise the score would have been much different. Several times seven or eight Longhorns had a chance to tackle a man but couldn't make the tackle stick. Offensively the Longhorns did about as good as the Bulldogs but just couldn't really go when it counted. The Longhorns had 15 first downs to 14 for Amherst but the Bulldogs had the best of the yardage 327 to 216. Several long runs added to the Amherst yardage total.

The Bulldogs, in addition to their second quarter run-away scored once in the third and again in the fourth quarter. The Longhorns drove to the Bulldog

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OCT. 9-24 • DALLAS

1 in the fourth when Amherst reserves were in the game but fumbled. They were back on the Amherst 7 when the whistle blew.

Marion Cross was the stand-out for the Longhorns on defense while Paul Ray Williams and Weldon Jones did most of the offensive work. For Amherst the Nuttall brothers, Porter and Delvin along with Martin Hardwick fullback, were outstanding. Several of the Longhorn first stringers are still on the injured list crippling the team considerably.

Here's the game in brief: Amherst received, returning to their own 26. They made first on the Lockney 44, the Longhorns were penalized 15, giving them another first on the 29, but a fumble was recovered by a Longhorn on the 28. The Longhorns made first downs on their own 41 and the Amherst 47, were stopped here and the kick was returned to the Amherst 41. The Bulldogs made 7 but were penalized 15 and another fumble gave Lockney the ball on the Amherst 44. The Longhorns made a first on the 33, but lost a net of 5 yards on the next four plays and Amherst took over on their own 38. Marion Cross broke through to drop the ball carrier for a 10 yard loss but the Longhorns were penalized 15 and the Bulldogs made a first down on the 47. Johnny Hanst dropped the ball carrier for a 3 yard loss, the Bulldogs were penalized 15 and they kicked to the Lockney 31.

Starting the second quarter a fumble gave Amherst the ball on the Lockney 36 and they had a touchdown in six plays making first downs on the 19 and the 3 enroute. Try for point failed and the score was 6-0. The Longhorns couldn't make

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NOTICE TO TAXPAYERS!
The Lockney Independent School District Tax Office
will be open
8:30 a. m. until 4:00 p. m. each week day
and from 8:00 a. m. to 12:00 noon on Saturday
Beginning October 1 and extending through January 31st
The tax office is located in the high school building, to your right as you enter the east entrance.
You will please pay your school district taxes at this office.



a yard after taking the kickoff on their own 27 and in attempting to kick for the sidelines the ball went out on the Lockney 28. In two plays the Bulldogs had another score but no point. Score 12-0.

Marion Cross stopped the kick on the Lockney 47 where the Longhorns put the ball in play. Quarterback Charles Vaughn on a keeper play went down to the Amherst 20 but a 5-yard penalty nullified the gain. Vaughn passed for 8 yards to Weldon Jones but the Longhorns had to kick this time to Amherst's 21.

On the first play from scrimmage Delvin Nuttall took the ball around end, going all the way to score for the Bulldogs. Pass from Nuttall to Nuttall made the point. Score 19-0.

The Longhorns brought the kick-off back to the 29, made 3. Williams dove to the 41 for a first down, the Longhorns made another first on the Amherst 44, they lost 5, made 7, a pass was incomplete and the Bulldogs returned the kick to the Lockney

for a touchdown. No point. Score 25-0.

Doyle Crouch took the short kick back to the Lockney 44, the Longhorns made 1, lost 10 in two plays and kicked to Amherst 42. The Bulldogs couldn't gain either and kicked out on the Lockney 41. The Longhorns again kicked on fourth down and Fullback Martin Hardwick took the ball all the way for the score. A pass made the point and the score was 32-0.

The Longhorns took the ball back to the 30, made a first down on the 45, another on the Amherst 41 with Paul Ray Williams doing most of the running. Weldon Jones made a first on the 27, and Vaughn on a keeper play made a first on the 16. Three plays made a first down on the 6 but a fumble on the next play gave Amherst the ball on the 4. Marion Cross

broke through to drop the ball carrier on the 1/2 yard line for 3 1/2 yard loss, the Bulldogs made 3, were penalized half the distance to the goal line, which was some 2 yards, and the Longhorns returned the kick to the Amherst 27. Williams made a first down on the 13, and the Longhorns made 5 as the game ended.

Vitamin A deficiency in farm animals is caused by the lack of green feed. Present range and pasture condition over much of Texas favor the development of this deficiency and livestockmen are advised to head off its effects by supplementing their livestock with green leafy alfalfa hay.

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Eclipse of Ethics

MILLIONS OF JOBS... THE NATION'S ECONOMY!

AT STAKE IN FIGHT TO PRESERVE FAIR COMPETITION

Discount House and Deception of Buyer Hit

"A Country is Great when people nearby are Happy — and when people far away are Attracted."
Confucious

An Appeal To Reason

THIS IS A DEFENSE of the Fundamental Principles that govern an honest and profitable exchange of Goods and Services.

IT IS AN APPEAL TO REASON, and is therefore directed to the attention of Good People from whom all Good Influences must come.

THE THEME of what follows embraces the Idea that the considerations of Life, Liberty and the Pursuit of Happiness, cannot be based on the Cheapness of the Goods and Services we are offered, but rather in the Light of what is Best for the Community and Nation.

AS AMERICANS we feel heir to a system intended to offer more people in more places, an opportunity to participate as INDEPENDENT INDIVIDUALS in the production of goods and services, than has ever been offered under any other system devised by man. We called the system — FREE ENTERPRISE — and the MOTIVE POWER within the system was referred to as the PROFIT MOTIVE. Other terms such as "Freedom of Opportunity," the "Incentive System," the "Initative System" and the "American Way" were proudly proclaimed around the world.

Profits A "Sin"

THE PROFIT MOTIVE, however, is now being publicized as a "SIN" almost as viciously as the whole idea of profits is attacked by the Kremlin. From every direction throughout the land, come "medicine show" appeals and promises to deliver anything from neckties to a house full of furniture at "wholesale" or at "no profit at all," with the inference in almost every case, that legitimate channels of trade are taking an "unrighteous" profit.

WORST OFFENDER in the war against legitimate profit taking by trusted, reputable merchandisers is the so-called "Discount House," which is spreading its operations into every nook and corner of the nation. In one place it is a box car full of refrigerators on a railroad siding. In another it is an old warehouse or deserted factory building, heaped high with goods of all kinds for quick sale. In still other forms it may be a dingy office lined with telephones; a catalogue or flashy circular sent out from the heart of a big city; a "Discount Club" or worse, a slick talking "go-between" who concentrates on labor unions, church organizations, government employees, teachers and other groups, where the words "no profit" can be quickly transmitted to thousands of prospective customers.

Government Employees

LIFE MAGAZINE estimated total volume of the "discounters" amounted to more than \$5,000,000,000 last year, which figure does not take into account the billions of dollars worth of goods that manufacturers sold to employees, who in hundreds of thousands of cases were buying for neighbors and friends. Life's estimate also omits the huge mountains of goods channeled through government commissioners where the idea of buying at "wholesale" or "government cost" has been planted so deep in the minds of government employees and military personnel, that millions of these people have become masters of dodging legitimate profits on the things they need. Yet, where do the taxes come from to pay their salaries?

IT HAS BEEN ESTIMATED that more than 1,000 "Discount Clubs" have been organized in government agencies. Even the contractors and carpenters and painters BYPASS legitimate dealers to "buy direct," confidentially whispering to prospective tenants, "if you plan on buying a new refrigerator or television set, I can get it for you at cost." In New York City the situation has gotten completely out of control, and is growing worse by the hour in all major trading centers.

IS IT ANY WONDER that the "Profit System" is

wobbling like a wounded duck, dependent more and more on government aid, and losing face all over the world? Is there any valid reason to believe that if the present trends in merchandising are NOT reversed, that our private, competitive, capitalistic free enterprise system will EVER take over the employment burdens now shouldered by government?

The Moral Issue

UNDERNEATH this whole question, we believe, there is a MORAL issue which is almost entirely overlooked. A sort of "Eclipse of Ethics" to which the magazine Manus has attributed the "dark fruits of the past 40 years." I think Dr. Clarence Manion put his finger on the issue too, when he said that, "man is a divinely created spirit with a special mission on earth." He concludes that Americanism regards "human personality as the central control point of creative purpose" — with everything on earth, especially government, "set up to help him to the final end — eternal happiness."

SINCE GOOD PEOPLE will agree with these conclusions, how can good people tolerate, propagandize and patronize those who degrade human personality and creative opportunity, by disrupting and monopolizing the means of a livelihood from which men derive their dignity, accountability and creative energies?

Auto Industry Example

CONSIDER, please, the end results of total absence of moral laws (or ethics) which is directly responsible for the chaos in the automobile industry, where thousands of dealers were closed out. Where independent manufacturers were all forced into merger as a last resort, and where in a few months, untold investments and jobs have been liquidated, with millions in needed revenue cut from city, county, state and federal tax agencies — plus enormous losses to salesmen, advertising agencies, newspapers and countless other institutions and individuals.

IT HAS BEEN ARGUED that "cheap" cars found their way into the hands of the buying public, but if cheapness is to be our goal and god, then General Motors and Ford should WAREHOUSE their cars from assembly line to purchaser, eliminating the sales cost of dealers, salesmen, rentals, taxes, bookkeepers and other overhead which is added to the price the customer must pay. This procedure would put ALL the smaller car manufacturers out of business at once, or in other words, why cut the dog's tail off an inch at a time?

GE And Westinghouse

GENERAL ELECTRIC, Westinghouse and many other giant corporations could establish a similar short-cut from factory to consumer, which would not only wipe out the old-line distributors and retailers and all their employees and investments, but the discounter as well. Are not such companies moving in that direction through the sale of billions of dollars worth of goods to employees, discount houses and other people who claim to sell "at wholesale" or "at cost"? Are not all of us just as guilty when we seek to buy everything we can by BYPASSING legitimate dealers in favor of those who leave a community when their ballyhoo dies out? Who never get their "roots" into the community, and who prosper only on the disruption and decay of community values.

MORE PEOPLE every day, are heard to slyly remark, "I can get it for you wholesale" . . . I've a friend who works for . . . "Show this card to Joe down at . . ." Or, "Don't buy until you see the catalogue I've got" et cetera, et cetera, until our whole economic outlook is becoming cheap and ruthless to the nth degree.

Power Of Profit Motive

GOOD PEOPLE, please remember, that it is

PROFITS alone that enables the shoe shine boy or newsboy to move off the street into a little stand of his own. It is PROFITS that cause businessmen to spend money for fixtures, a new sign or other improvement, and it is the PROFIT MOTIVE that induces a farmer to protect his soil, buy a new tractor or television set, and it is PROFITS on wages and investments and services that build churches, better homes and higher education.

FURTHERMORE, did you ever hear of a business that could pay FAIR WAGES out of anything but FAIR PRICES and FAIR PROFITS? Don't you believe that merchandising methods such as our system of producer, processor, manufacturer, wholesaler, broker, salesman, retailer and clerk way of moving goods . . . is better than the Russian way which counts out most of these people? According to the professional bait artists, discounters and "efficiency" experts, the "middlemen" are "parasites" . . . and ought to be "counted out." The discounter says he is doing this. He brags about it.

Stephen And Rufus

IN HER LATEST BOOK, "Never Defeated, Never Victorious," Taylor Caldwell relates a conversation held between two of her characters, which I think fits into this part of our story:

STEPHEN: "There is such a thing as principles, you know."

RUFUS: "In business? What are you talking about Steve? Why, where would anyone get it one thought about principles? Nowhere, except to the poor farm. One must be progressive and expand."

Stephen: "But can't there be progress without miserly, cutthroat competition, despair, bankruptcy and betrayal? Look here, Rufus, this country is big enough for all of us, without cutting throats. It might take a little longer, but there would be real prosperity, peace, cooperation and confidence, and far more certainty in human lives. A man wouldn't need to be suspicious all the time, afraid of his neighbors and competitors, and distrustful of his friends. Honest competition, not cutthroat competition, represents the ONLY true progress."

Senator Taft And FTC

IF STEPHEN IS RIGHT, and we believe he is, and if the American Goal is the greatest good for the greatest number, then we've got to FIGHT for the idealism of Stephen, or we'll perish in the dog-eat-dogism of the Rufus school. Senator Taft saw this truth, I am sure, when he defended the Robinson-Patman Act as a "bulwark against discriminatory practices between big manufacturers and big distributors." The Federal Trade Commission certainly recognized present dangerous trends, when, in a recent reversal of its past position, the Commission urged an extension of the Fair Trade Act to the District of Columbia where cut-throat competition has been on a rampage.

Waste Of Words

"IT IS A WASTE OF WORDS," I am told, to appeal for Fair Play in the marketing of goods and services. That ethics and competition will not mix; that even the mothers of America will close their eyes to anything that threatens the future of their children, if at the same time it threatens a nickel savings on a basket of groceries. Some critics even go so far as to say that putting a spotlight on evil practices actually helps the evildoer, which if true, makes every sermon against sin an advertisement for the devil."

ONE BUSINESSMAN whom we contacted for support, said: "You've got to blind 'em with baits. Make the biggest noise. Put on a circus. Flood 'em with gimmicks. BURY THEM IN COUPONS . . . and then take 'em. If I could be a monopolist I would: ethics be damned."

President Eisenhower

CONTRAST this view with the statement I heard President Eisenhower make at a prayer breakfast in Washington. The President said:

"If this country isn't founded on faith, then nothing makes any sense. We must accept the worth of the individual as above everything else, and we must accept God as a fulltime Partner in all our affairs — or suffer the consequences."

I BELIEVE that millions of Americans in all walks of life, are convinced of this truth, and all of those people who support this program believe too, that a proper and profitable exchange of goods and services has a Godly purpose, and must be built on faith in the fundamental principles governing a truly

free enterprise system. Man is acquisitive in all things. He is particularly acquisitive in a society like our own which produces so many material things he would like to acquire, but if the acquisitive spirit of man is not properly guided and controlled, either by himself or his government, it can wreck the whole fabric of society.

Target For Communists

A PROFIT SYSTEM, properly managed, would win the plaudits of thinking people the world over, but when it is run through with monopoly power in industry, labor, finance and government, and when the motive power of the profit system is held up to scorn, the whole profit, private enterprise idea becomes a perfect target for the communist propaganda.

A Simple Transaction

FOR THIS REASON we maintain that a deep moral issue is involved in a simple transaction such as a man and wife visiting a local neighborhood store to determine what model refrigerator they ought to have, and then, with a lie on their lips, leave the store to make their purchase from a "discounter." There were moral laws broken when the big motor car companies dumped unwanted cars into dealers hands, which were run around the block and sold as used cars by unlicensed new car dealers.

A MORAL LAW is an issue when a big manufacturer wrings his own price from suppliers; open a commissary which undercuts prices of his dealers; sells to discount houses; gives special deals to big chains, or opens retail stores in competition to his own dealers. There is a moral law at issue when a labor union misuses its power and teaches workers to get by with the least work for the most pay — and to the devil with small employer problems or increased costs which must be passed on to the unorganized.

Who Will Pay?

TAXES NOW REPRESENT about 35 cents of the dollar. There are \$500 in taxes in the price of an average automobile, and the costs of government at every level are going up. In the days and years to come we shall be called upon to make great sacrifices for other countries, particularly Asia. It costs us six billion dollars to service our federal debt, and we have total private and public obligations of nearly \$600 billion. There will be huge veteran benefits, subsidies and increased social security costs, housing and public expenditures, and I ask you, CAN WE MEET THIS CHALLENGE BY MAKING A WAR ON ALL THOSE PEOPLE WHO ARE ENGAGED IN MAKING, SELLING AND SERVING THE GOODS WHICH HAVE MOVED THROUGH LEGITIMATE CHANNELS AT LEGITIMATE PROFITS?

CAN WE MEET it with more mergers, more liquidations of small businesses? More destruction of investments and jobs? Can we meet it with more gimmicks? More coupons? More discount houses?

American Way Is Right Way

IF ALL KNOWLEDGE comes from the time we spend in reading, listening and discussion. If our main source of happiness is in the time we take to play, laugh, make friends and dream, and if the power for good follows correct thinking and correct action, then how we serve each other in the world of buying and selling is as important as life itself.

IN THIS THOUGHT we defend the American Way as the Right Way, for it offers men of Goodwill an economic and political atmosphere in which they can satisfy their material and spiritual needs, and on this basis alone we seek your support. As time goes on there will be many new theories and problems to cope with, but if land, labor and capital are working in proper relationship, there will be enough of the good things of life to fulfill the desires of average men and women.

Mr. C. Wilson Harder, President of our organization, and Mr. George Burger, Vice President in charge of legislation, and our membership and great field force, are pledged to uphold the principles laid down in this article.

Signed,
Ed. Wimmer, V. P., Director, Public Relations,
National Federation of Independent Business, Inc.

Liquidation sales, weekend specials and other promotions are not included in this indictment. All are a part of the American business system when honestly promoted.

THE NATIONAL FEDERATION OF INDEPENDENT BUSINESS, INC.

HELP KEEP AMERICA INDEPENDENT
BURLINGAME, CAL. WASHINGTON, D. C.

OFFICES:
CHICAGO, ILL.

PATRONIZE INDEPENDENT BUSINESS
NEW YORK, N. Y. CINCINNATI, OHIO

THIS ADVERTISEMENT PAID FOR BY THE FOLLOWING BUSINESS HOUSES:

Hammond & Company
Johnson & Johnson
Stapp Bros. Body Shop
Luke's Blacksmith Shop
Rhodes Grocery & Market
Jackson Tire Co.
Brown's Cleaners & Clothiers

Byrd Pharmacy
"Whitey" Baccus Motor Co.
Brunner Lumber Co.
Baxter & Smith Grain Co.
Lockney Lumber & Supply
Cooper Garage & Service Station

V. L. Webster Service Station
Lockney Automotive Supply
Lockney Butane Co.
Lockney Drug Co.
Knox Grocery & Market
Baker Mercantile

Lockney Implement Co.
Bilbrey Motor Co.
Baker Flash-O-Gas Co.
Darnell Grocery
Lockney Auto Co.
Lockney Beacon
Wofford Mfg. Company

Compiled and Edited by ROBERT FREEMAN

McCoy Gin, A Community Service

Again ready to serve our cotton farmers is McCoy Gin, in the McCoy Community on Route 1 out of Floydada. This modern gin's plant equipment was installed last season and has been completely overhauled in order to give our cotton farmers the very best service this Fall. This year they have installed a new Moss Lint Cleaner which will repeatedly save the cotton grower at least \$10 per bale on grade. Other new additions are a new Burr Extractor and Burr Hopper. This Burr Hopper and mill will allow McCoy Gin to offer their customers a new service — that of processing the burs and distributing them on the farms. Practically no weed seed, just burs and cleaner trash is the result.

R. H. Smith, manager of McCoy Gin is well known throughout the area and is always glad to see his old friends and customers and to make new ones — you will always find a cordial welcome when you take your cotton to McCoy Gin. If you want to know about their good service, grades and turn-outs all you have to do is ask their old customers.

McCoy Gin is indeed an asset to the community and R. H. Smith has always cooperated with agricultural projects that will improve cotton raising in the South Plains and we are glad to recommend the services of this modern and well managed gin to our friends and readers.

Hale Co. State Bank Serves Area Well

One of the leading banks in the South Plains, Hale County

State Bank in Plainview has faithfully served this area for many years and is one of the most favorably known financial institutions in West Texas. They serve the public with a complete banking service and have a reputation for being a reliable and conservative institution, with all deposits guaranteed by the FDIC up to \$10,000.00.

Since the bank's inception it has grown and developed as the area has prospered. Here you will find every banking facility including bank-by-mail service, Title 1 FHA loans, checking accounts, commercial loans, commodity loans, crop production loans, safety deposit boxes and trust service. They occupy a new, modern building, completed last year, with plenty of free parking for their patrons while they transact their banking business.

Hale County State Bank in Plainview has been the mainstay for many farmers, businessmen and individuals in this area, as they are vitally interested in the agricultural and business life of our people. This bank's officers are local people of faultless character and good judgment. Through their efforts and knowledge of banking this institution has gained its popular position and the progress they have made is evidence of the confidence this popular bank enjoys with its customers. We are glad to publicly congratulate the Hale County State Bank and its officers: R. V. Payne, president; S. J. Burrows and Frank Bain, vice-presidents; J. B. Wheeler, asst. vice-president; J. E. Waller, cashier; Martha Clements and J. O. Foote, asst.-cashiers. They have a splendid record of service and we wish for them continued success in banking circles in future years.

Experience, as it relates to farm and home accidents, is an expensive teacher. The cost of an arm, leg or life itself is a high price to pay for a lesson in safety and can never be justified by the returns.

Sena Brown, Petersb'g Popular Cotton Buyer

In reviewing the business activities of this territory we are pleased to call to the attention of our readers the name of Miss Sena Brown, Cotton Buyer in Petersburg, who has had wide experience in this business.

The "Welcome Mat" is always out at the office of Sena Brown for residents of this territory to drop in and discuss their problems in connection with the marketing of their cotton.

Sena Brown has established a reputation for paying fair prices and rendering good service to those who sell their cotton to her. She also buys cotton equities.

We are glad in this Farm and Business Progress Review edition of the Beacon to call to the attention of our readers throughout Floyd and Hale Counties the splendid service offered by this popular cotton buyer. Her open and above board business policies and the friendly interest she takes in her many customers has made her a real asset to the community.

It is fitting that we recommend the service of Sena Brown, Cotton Buyer in Petersburg to the cotton growers of this territory and hope for her every future success in serving our cotton farmers.

W. M. 'Bill' Whitesides Does Expert Work

The old saying that there is no substitute for experience is indeed true in the successful operation of a machine shop, and W. M. 'Bill' Whitesides, 207 East Fifth in Plainview has proved that his shop can efficiently, quickly and at reasonable costs make Irrigation Pump Gear Heads and replacement parts for any make pump. He carries in stock a large assortment of Gear Heads for most Irrigation Pumps — "if he don't have it, he will make it."

Bill Whitesides serves a wide area and the irrigation farmers who patronize his modern machine shop for Gear Heads for any Irrigation Pump, regardless of make and size, or any pump replacement part, are loud in their praise of the good service and fair treatment that they receive. Whiteside's wide experience and modern equipment enables him to serve his customers well. Now that the heavy irrigation season is over be sure and remember that Whiteside's can be of service to you when you are ready to get your Irrigation Pump put in shape for trouble-free performance. You will find that he has the necessary "Know How" to give you a first-class job. We recommend him to our readers throughout this area and hope for him continued, successful operation in his chosen field.

Cooper Pontiac-Cadillac, Inc. Are Leaders

The two outstanding cars made by General Motors—Cadillac and Pontiac, are sold by one of the area's outstanding dealers, Cooper Pontiac-Cadillac, Inc., 220 West Sixth street in Plainview, who know how to treat their many customers and sell them cars year after year. You are always assured of a good, fair deal at Cooper's, with a liberal allowance for your old car and attractive terms on the balance.

The Used Car Department of Cooper Pontiac-Cadillac, Inc., in Plainview have made a wide selection of choice, low mileage, late model used cars that are priced low. You do not have to go to a neighboring town to get a good deal on a used car when you have the assurance of quality, price and fair treatment in Plainview at Cooper Pontiac-Cadillac, Inc. If you need a new or used car be sure and make it a point to see them — they will go out of their way to trade your way and we are sure that

you will be highly satisfied when you deal with them.

The Service Department of Cooper Pontiac-Cadillac, Inc. is staffed with factory trained mechanics who know their business and have the necessary equipment to give you a first-class job, from a major overhaul to minor repairs. They also have an efficient Body and Fender Shop and do expert car painting.

A high criterion was set when Cooper Pontiac-Cadillac, Inc. was established and they have never deviated from this original policy and, it is for this reason, they have become leaders in their field throughout the South Plains.

Barton Pl'bg. & H'tg. Co. Known For Good Service

Building an enviable reputation throughout this area for installations of plumbing and heating systems in residences, commercial and public buildings, as well as first-class repair work Barton Plumbing & Heating Co., 1604 Houston in Plainview have become leaders in their field. They carry a complete line of nationally known makes of plumbing fixtures, furnaces and water heaters and furnish cost estimates on installations complete including the fixtures of your choice. F. D. Barton, who heads this concern, has had wide experience in the business and often can make suggestions that will actually save you money and give you a better job. A phone call to him at 4-6210 in Plainview will make an appointment to discuss the installation of a new plumbing system, heating plant or water heater.

You can always depend on Barton Plumbing & Heating Co. for quick repair service. They will go anywhere — anytime. It is wise to have your present furnace checked for needed repairs before cold weather arrives.

Placing "Complete Customer Satisfaction" above all else has always been the aim of Barton Plumbing & Heating Co. and it is for this reason they have a long list of friends and customers throughout the South Plains and we gladly recommend them to our friends and readers.

B & F Drilling Co. Services In Demand

In reviewing the business progress of the South Plains we wish to call the attention of our many readers to B & F Drilling Co., 1001 Austin in Plainview who specialize in drilling irrigation, Industrial and Municipal Water Wells to any desired depth. They have the most modern rotary drilling equipment and offer day and night service. Distance is no object to this popular drilling concern and they will gladly discuss your water supply problems with you and give you the benefit of their wide experience and cost estimates without obligation on your part.

B & F Drilling Co. is operated by H. O. Bogle (Phone 4-5964), H. O. Bogle Jr. (Phone 4-6875) and Elton Flake (Phone 4-4439). All of these men stand high in the community and are known for their good service and fair business policies. They will gladly refer you to farmers throughout the South Plains that they have served who are loud in their praise of the good drilling job that they do and their efficient service.

There are many farmers throughout this area who contemplate drilling additional irrigation wells or turning to irrigation and we suggest that you make it a point to contact B & F Drilling Co. You will find that they regard a "Satisfied Customer" as their greatest asset. It is because of this policy that they have built such a large business over the entire Panhandle.

B & F Drilling Co. have indeed made a liberal contribution to

the advancement of irrigation throughout this territory and merit the large patronage that they enjoy.

McDonald Trading Post Has Bargains

Headquarters in this area for farm machinery, tractors, irrigation supplies, trucks, army surplus items, and hundreds of other useful articles that are needed every day on the farm can be found at McDonald Trading Post, 1401 South Columbia (Lubbock Hwy.) in Plainview. They also rent trailers, local or one-way, also Ford Tractors with equipment, also mud pumps, paint sprays, cement mixers, post hole diggers and electric hammers.

Now that cotton pickin' time is here you will find everything you will need for your farm labor; steel cots for the help house, kitchen equipment, dishes, cutlery, bedding, cotton sacks, tarpaulins, etc. at a bargain price.

McDonald Trading Post in Plainview has made many friends and loyal customers throughout the South Plains. Those who patronize this concern know that they carry quality merchandise and sell at low, low prices, which enables them to buy in volume. Pay a visit to McDonald Trading Post the very next time you are in Plainview and see the many articles that you need. Mr. McDonald is always glad to see his old friends and to make new ones. He will go out of his way to see that you are satisfied and get the merchandise that you want at a bargain price. We congratulate McDonald Trading Post in Plainview for their quality merchandise and low prices and hope that our friends and readers will make it a point to get acquainted with this popular concern.

LETTERS TO THE EDITOR

Thursday 30-54
Lowry, A. F. B.

Dear Editor:

I have been receiving The Lockney Beacon for the past few weeks.

I wish to thank you from the bottom of my heart for the home paper means so much to me.

However my address has changed and it is my greatest desire that you send the paper to my new address.

Thanking you again for the wonderful present of the home paper.

Sincerely,

AF18457115
A-3c Ernest D. Smith
3423rd St., Sqn.
Box E-5246
Lowry A. F. B.
Denver, Colorado.

MOVE BACK TO PLAINS

Mr. and Mrs. Weldon Cumbie and family have moved back to the plains after several years on a stock farm near Decatur, Texas. They moved back last Friday and are living at present on the Mark Martin place in the Lone Star community. They sold their cows and have leased their place at Decatur.

ATTENDED SCHOOL

Albert Scheele, Route 1, Lockney, district agent for the Lutheran Mutual Life Insurance Company, attended a sales training school at the home office in Waverly, Iowa, last week.

INSURANCE

FIRE — HAIL — TORNADO
REAL ESTATE and
SURETY BONDS
MONEY TO LOAN
on Farms and Ranches at
Low Interest Rate
Next door to Federal Bldg.

FRANK PERKINS
Phone 3311

Kimble Optometric Clinic
FOR APPOINTMENT
Call 254, Floydada, Texas

Mr. and Mrs. Charles Simpson Jr., and sons, Ricky and Tommy of Amarillo spent last week here visiting with their parents, Mr. and Mrs. E. J. Rogers and Mr. and Mrs. Chas. Simpson Sr.

Mrs. N. N. Goebel of Waco spent Sunday and Sunday night in the home of her sister, Mrs. Harmon Handley and family.

CARD OF THANKS

Your thoughtfulness has been appreciated more than words can well express during Mr. Payne's illness. We want to say thanks to each and everyone who said a kind word, a prayer, or helped in any way. May God's richest blessings be upon each of you.

Mr. and Mrs. F. U. Payne.

SEALE DRIVE-IN THEATRE

Located 2 1/2 miles west of Lockney on Plainview Highway.
First Show starts at Dusk — Be on Time.

FREE MOSQUITO REPELLENT TISSUE with every ticket. It chases the mosquitos away. You don't get mosquito-bitten at the Seale Drive-In.

LAST TIME TODAY—

Thursday, October 7

CINEMASCOPE

"Rose Marie"

with Ann Blyth, Fernando Lamas, Howard Keel, Marjorie Main.

Wild passionate love, rollicking, red-blooded adventure and unforgettable glory of spectacle — the world's first musical in the magic of cinemascope — and blazing in brilliant color.

Also CARTOON

FRIDAY and SATURDAY

October 8 and 9

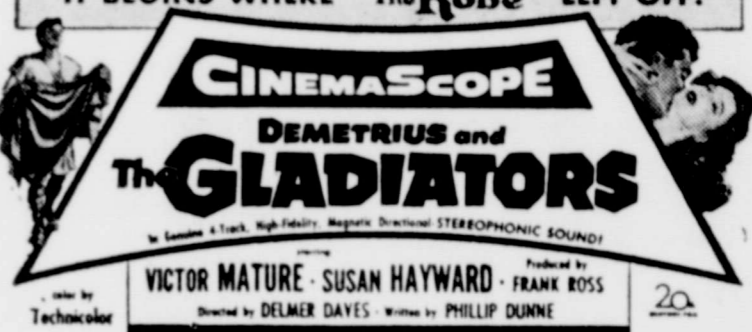


A high-powered western picture brought back by popular demand. If you haven't seen it you will want to. If you have, you'll want to see it again.

Also CARTOON

SUNDAY and MONDAY, October 10 and 11

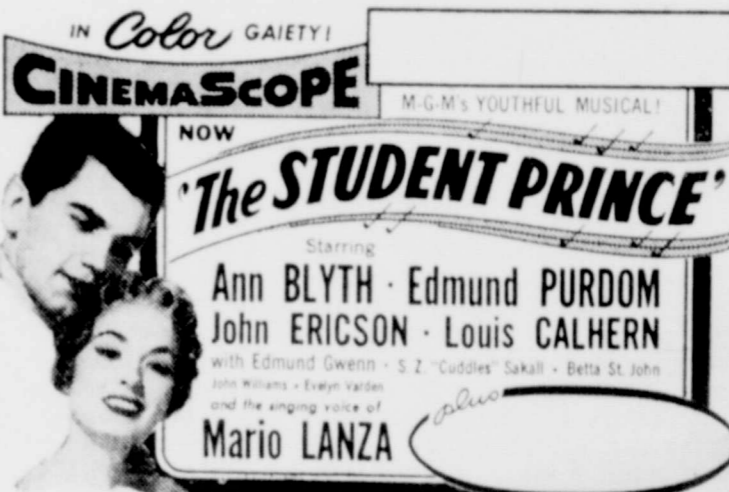
IT BEGINS WHERE "The Robe" LEFT OFF!



The story of Demetrius — a fugitive Christian in pagan Rome — the thrilling unforgettable sequel to "The Robe."

Also CARTOON, NOVELTY AND NEWS

TUESDAY, WEDNESDAY, THURSDAY, Oct. 12, 13, 14



Sigmund Romberg's immortal melodies of love and life in old Heidelberg — the glorious love story of the prince who longed for the life of an ordinary student — thrill to the music of "Deep in My Heart, Dear" — and other memorable songs of Sigmund Romberg — most famous musical of all time, filled with romance and song.

Also CARTOON

\$50 Reward

Will be paid for information leading to the arrest and conviction of anyone deliberately stealing speakers from the Seale Drive-In. When speakers are accidentally taken from the theatre they should be returned as quickly as possible. There is no cost to you for their re-installation and we will be grateful for your co-operation.

NOTICE — Sunday and Monday shows at The Plains Theatre have been cancelled due to remodeling.

Plains Theatre

Lockney

FRIDAY and SATURDAY

October 8 and 9

"Bugles In The Afternoon"

with Ray Milland
IN COLOR

It's aflame with the terror of bloodcrazed Redskins fury — the stirring saga of men who fought and died and the women they held in their dreams.

Also CARTOON

INSIDE • OUTSIDE • ALL AROUND THE HOUSE!

IRHA ITEM-OF-THE-MONTH

SEE YOUR HARDWARE MAN FIRST!

CANVAS GLOVES \$
Think knit wrists to seal gloves — your "hand" favorite for yard and house work.

BRUSH AND ROLLER \$1.99 All the necessary equipment for decorating and painting jobs around the house.	PLIERS \$1.99 Useful tool around the house or garage, simple adjustment — handles small or large fasteners.	CAULKING STRIP Seal all the cracks, windows, etc. — easy to do with this caulking strip.
POWER SAW \$14.99 Finest saw for home workshop. Converts to table saw, sanding shaper with accessory kit.	8" SAW BLADE \$1.99 Heat-treated steel saw blades, hand filed and set — replace worn out blades now.	POWER SANDER Makes finishing easy. Durable, powerful — balanced for one hand control.

Your Handy Helpful Hardware Man suggests:

HOW TO INSULATE WATER PIPES

"Sweating" water pipes are a problem in many homes. One way to prevent this is painting the pipes with a mixture of plastic paint and ground cork, or a mixture of oil paint and sawdust. There is anti-drip insulation available in the form of a thick tape which is wrapped around the pipe. Other coverings are tubular, and split lengthwise for quick, easy attachment to the pipes.

Handy Man Hardware Store



BAKER HARDWARE CO.
Dial 3361

AIKEN BAPTIST CHURCH
C. O. Haile, Pastor
Sunday School 10:00
Morning Worship 11:00
Training Union 7:00
Evening Worship 8:30
Prayer Service Wednesday
at 8:00
Brotherhood, W. M. U. and
Auxiliaries Wednesday
at 8:30

AIKEN METHODIST CHURCH
James Futch, Pastor
(Worship services each first
and third Sundays)
Sunday School 10:00
Morning Worship 11:00
Evening Worship 8:00

STERLEY METHODIST CHURCH
James Futch, Pastor
(Worship services each second
and fourth Sundays)
Sunday School 10:00
Morning Worship 11:00
M. Y. F. 7:30
Evening Worship 8:00

MAIN STREET CHURCH OF CHRIST
Thos. McDonald, Minister
Bible School 9:45
Morning Worship 10:45
Evening Worship 6:00
Ladies' Bible Class
Monday at 2:30
Mid-Week Bible
Classes Wednesday at 8:00

LOCKNEY METHODIST CHURCH
Burgin Watkins, Minister
Church School 9:45
Morning Worship 11:00
Fellowship and Prayer
Service 6:30
Evening Worship 7:00
Mid-Week Prayer Services
Wednesday at 7:30

TRINITY LUTHERAN CHURCH
Providence
Rev. H. L. Anderson, Pastor
Sunday School 10:00
Morning Worship 11:00
Evening Worship 7:30

ASSEMBLY OF GOD CHURCH
V. C. Sparks, Pastor
Sunday School 10:00
Morning Worship 11:00
Young People's Meeting 7:00
Evening Worship 7:45
Prayer Service Wednesday
at 7:45
Women's Missionary Council
Thursday at 2:30



JOHNNY'S HOMEWORK

Will you help Johnny with his homework? Of course! You are willing and eager to help. If Johnny is to be happy and eager to help in life, he must have every educational advantage possible. You want to prepare him.

But what about Johnny's church school homework? To prepare Johnny for life, he must have more than a head full of history and geography and multiplication tables. Johnny must have a heart full of love and a soul dedicated to God. To find purpose and meaning in life, Johnny must have faith, not just fact and figures. Bring Johnny to Church School and Church every Sunday.

Afterwards, help with his papers and talk over the lessons. Make his church school homework as much your responsibility as his public school homework. Help Johnny prepare for victorious, Christian living!

THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are: (1) For his own sake (2) For his children's sake (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

Day	Book	Chapter	Verses
Sunday	Deuteronomy	30	11-14
Monday	Joshua	24	13-15
Tuesday	Ruth	1	15-18
Wednesday	Luke	2	46-52
Thursday	Luke	5	46-50
Friday	Acts	9	1-9
Saturday	1 Corinthians	2	9-17

WEST SIDE CHURCH OF CHRIST
Sunday Morning Worship
Services 10:30
Sunday Evening Worship
Services 7:00
Wednesday Evening Prayer
Services 8:00

FRAIRIE CHAPEL CHURCH OF CHRIST
Sunday Morning Worship
Services 10:30
Sunday Evening Worship
Services 7:30
Herbert Setliff preaches
each first Sunday.
Arthur B. Watkins preaches
each second Sunday.
Local men in charge of third
Sunday services.
C. W. Watkins preaches each
fourth Sunday.

LONE STAR BAPTIST CHURCH
Rev. A. L. Shaw, Supply
Pastor
Sunday School 10:00
Morning Worship 11:00
Training Union 6:45
Evening Worship 8:00
Prayer Service Wednesday
Evening 7:30
Brotherhood on second Mon-
day night.
W. M. U. 1st and 3rd Wednes-
days at 2:30 p. m.

BELLVIEW BAPTIST CHURCH
Your church in the Bellview
community.
Meeting in the old Bellview
School.
Wilber E. Sheppard, Pastor
Sunday School 10:00
Worship Services 11:00
Training Union 7:30
Worship Services 8:30
Prayer Meeting, Wednes-
day 8:00
WMU Thursday 3:00
G. A.'s 2nd and 4th
Thursday 4:00

FIRST BAPTIST CHURCH
Roland E. Wiley, Pastor
Sunday School 10:00
Morning Worship 11:00
Training Union 7:00
Evening Worship 8:00
W. M. U. Monday
at 4:00 and 8:00
Sunbeams Monday at 3:00
Auxiliaries Monday at 4:00
Y. W. A. Wednesday at 7:00
Prayer Service Wednesday
at 8:00
Choir practice Wednesday
at 9:00
Brotherhood first Tuesday
night in month.

These Religious Messages are Being Sponsored by the Following Interested Individuals and Business Establishments:

- | | | | |
|---|---|--|--|
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We Try To Please | Lockney Auto Company
Chevrolet Sales & Service | Lockney Lumber & Supply
We Appreciate Your Business | Lockney Frozen Foods & Market
Processing for Deep Freeze |
| Allison Electric
Electrical Irrigation Supplies | Johnson & Johnson
General Repair and Parts | J. C. Kemp
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A Good Place To Trade |
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Blacksmithing — Portable Welding |
| Pylant Grocery & Market
Phone 2134 — Free Delivery | Baxter & Smith Grain Co.
Grain, Feed, Seed and Fertilizer | Lockney Variety
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Arvin TV Sales and Service |
| "Whitey" Baccus Motor Co.
Ford Sales & Service | Lockney Real Estate Co.
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We Give 5&H Green Stamps | Reecer's Master Cleaners
Phone 2262 | Patterson Grain Co.
Gin & Elevator | Bilbrey Motor Company
Chrysler-Plymouth Sales & Service |
| | | Lockney Dry Goods
Dresses Fashioned by Michael Mode | |

Society News

Charlotte Taylor Birthday Honoree

Mrs. C. J. Taylor honored her daughter, Charlotte Ann with a party on her 11th birthday Thursday afternoon, September 30 from 4 to 6 o'clock at the Taylor home north of town.

The group enjoyed a picnic supper at 4 o'clock and at 6 o'clock before attending the football game they were served ice cream and cake.

In attendance were Janice Boedeker, Carolyn Harris, Nancy Jo Schacht, Margaret Schacht, Ann Brown, Karen Brown, Bonnie Allen, Carolyn Merrell, June Caldwell, Kim Mickey, Jane McClure, Becky Reese, Ruth Ann Rivers and the honoree.

Lockney H. D. Club Has Thurs. Meeting

Mrs. R. W. Johnson was hostess for a meeting of Lockney Home Demonstration Club Thursday afternoon, Sept. 24.

Mrs. Raymond Watson presided in the absence of Mrs. Garland Sams, whose mother is ill. Roll call was answered with "What's New in Fall Styles." Miss Leila Petty, Home Demonstration agent, gave an interesting demonstration on making cornice boards.

Refreshments of cheese open face sandwiches, cake and punch were served to Meses. Thomas Marr, Lavon Johnson, Fred Anderson, Henry Bollman, E. M. Whorton, N. S. Abbott, Raymond Watson, Miss Petty, Linda and Barton Abbott and the hostess.

Next meeting will be Oct. 14 with Mrs. B. B. Moody as hostess. Roll call will be answered with "The First Money I Ever Earned."

Mrs. Mitchell Is Garden Club Hostess

Lockney Garden Club met at 3 o'clock Friday, October 1 in the home of Mrs. T. B. Mitchell.

Mrs. Herman King installed the following officers for the new club year, Mrs. L. M. Honea, president; Mrs. Kilton Shaw, 1st vice president; Mrs. Frank Robinson, 2nd vice president; Mrs. Goree Applegate, 3rd vice president; Mrs. R. W. Smith, recording secretary; Mrs. E. C. Mitchell, corresponding secretary; Mrs. E. M. Quebe, treasurer; Mrs. Ruby Merrick, parliamentarian; Mrs. Tom Rankin, historian.

The hostess served refreshments to ten members and one guest.

Mike Branscum Has Birthday Party

Mrs. H. L. Branscum honored her son, Mike with a party on his sixth birthday Wednesday afternoon, September 29 at the home of his grandmother, Mrs. R. C. Battle in West Lockney.

Birthday cake and ice cream were served to Bill Hays, Gloria, Kenny and Brenda Cooper, Patsy, Marvin and Garvis Avants, Benny and Stanley Vernon, Annie Withrow, Gail Bell, Jerry Bigham, Ronnie and Gary Marr, the honoree and Meses. McAnally, Bigham, Ross Cooper, R. G. Battle and H. L. Branscum.

Hammonds-Johnson Vows Are Exchanged

Miss Eddie Lynne Hammonds, daughter of Mr. and Mrs. Edwin Hammonds of Lockney became the bride of Charles Johnson, son of Mr. and Mrs. R. L. Johnson of Floydada on Friday afternoon, September 25 at 5:00 o'clock.

The single ring ceremony was read in the chapel of the First Baptist Church in Plainview with Rev. Harlen Harris, pastor, officiating.

The bride was attractive in a street-length dress of orchid faulle with complimenting accessories.

Attending the wedding were John Mitchell and Raul Vera.

Mrs. Johnson was a Junior in Lockney High School where she was a member of the National Honor Society and a majorette for the Longhorn band. She plans to finish her high school work by correspondence. The bride is also a member of Floydada chapter of the order of Rainbow Assembly.

The bridegroom is attending Lippert's Business College in Plainview.

After a wedding trip to Colorado Mr. and Mrs. Johnson are at home in Lakeview community.

Betrothal Announced

Mr. and Mrs. George Raymond Ragle of Plainview, are announcing the engagement and approaching marriage of their daughter, Frances Yvonne, to Lindell Haskell Sinclair, son of Mrs. F. H. Sinclair of Sherman, Texas.

The wedding will be solemnized in the Chapel of the First Baptist Church in Plainview on November 26, at 6:00 in the evening.

Lanny Henninger, ministerial student from Abilene Christian College, a friend of the prospective groom, will perform the ceremony.

The bride-to-be, attended Abilene Christian College and is now employed at Western Cotton Oil Co. in Abilene and her fiancée will graduate from ACC in June.

Miss Ragle is a grand-daughter of Mrs. M. H. Ragle of Lockney.

Raymond Spences Honored At Tea

Rev. and Mrs. Raymond Spence were honored at a tea Sunday afternoon at the home of Mrs. Evaline Eliff in Plainview. Other guests for the occasion were members of the Girls Auxiliary, Young Women's Auxiliary and Rev. Ralph Beasor, pastor of College Heights Baptist Church.

Sunday evening Rev. Spence showed slides of missionary work in Japan during the Training Union meeting at College Heights Baptist Church. For the evening worship service Rev. and Mrs. Spence talked on the Japanese mission work.

Store grain only in bins which have been thoroughly cleaned. Old grain, trash, feed sacks and other objects furnish living quarters for insects which destroy thousands of bushels of farm-stored grain yearly.

CAR COAT!



Top fashion news this season features the car coat, a design inspired by today's craze for the continental sports car, the National Cotton Council reports. Designer Bart Everhart chooses Sea Island water-repellent, grey and white striped cotton poplin for this dashing "coolie" style. The coat has a zip-up hood and a lining of quilted gold cotton flannel. It is smart as a stadium or knockabout coat.

SALAM?



That stripe clad fellow on the ground might be calling an Allah from all appearances, but he's only one of the inmate cowboys participating in the annual Prison Rodeo who failed to ride that wild, leaping Brahma bull. Bigger, better, wilder than ever the big convict rodeo plays its 23rd season with five big Sunday performances, October 3, 10, 17, 24, and 31.

Lonnie Hardy Has Sixth Birthday

Lonnie Hardy, son of Dr. and Mrs. Gene Hardy celebrated his sixth birthday Tuesday morning at Mother Goose School which he attends. The morning handwork was free hand, original drawings of presents to the honoree by the pupils. As usual a large variety of gifts ranged from the Japanese alphabet to the Empire State building.

Lonnie, a senior student, wore his graduation cap and gown and received his unsigned diploma since he will move soon to Corpus Christi where his father will serve with the U. S. Navy. Lonnie will complete his kindergarten work by correspondence. Dr. and Mrs. Hardy took moving pictures as Lonnie received his diploma and his birthday cake topped with six candles.

Present were Vicki Teuton, Charlotte and Maelene Spence, Kay Porter, Bobby Webster, Joe Neil Greer, Dinah Hodel, Rolanda Jeffcoat, Randy Alford, Susan Colley, Jerry Shewmake, Patricia Braunig, Sandra Huggins, Linda Hodel, Carol Gay Wiley, Tim Stansell, the honoree, his parents and teacher, Mrs. Dorell Wood.

Refreshments of individual cakes and orange juice were served. Seventy one pennies were dropped into the polio bank honoring Lonnie.

OES Study Club To Meet Friday

The Eastern Star Study Club will meet in the Masonic Hall, Friday, October 8 at 2:30 p. m.

Classes on different sections of the work will be conducted. All members are urged to attend.

Mrs. E. L. Woodburn left Wednesday for a visit in Van, Texas with her son, Pat Woodburn and family. She will be gone two weeks.



THE OLD STONE FORT—At this fort in 1813 was distributed the first newspaper known to have been published in Texas—The *Gaceta de Texas*. Public services commemorating this newspaper will be held at the fort on Saturday, October 2—during National Newspaper Week. A bronze plaque will be erected in tribute to the newspaper by Sigma Delta Chi, professional journalistic fraternity, and the Texas Press Association. The Old Stone Fort is located on the campus of Stephen F. Austin College in Nacogdoches.

O. E. S. Chapter Host To District Visitors

Lockney Order of Eastern Star observed Friendship Night at the hall Monday night by entertaining 60 guests from over the district. Guests registered from Plainview, Hale Center, Oltor, Floydada, Silvertown, Dimmitt, Tulla and Ralls.

For a salad supper served at 6:30 the dining tables were covered with cloths of the five star point colors, blue, yellow, white, green and red. Accenting the tables were arrangements of colorful fall flowers.

During the supper hour Katie

Ray Rucker and Gail Rucker sang. They were accompanied by Mrs. C. L. Record at the piano.

Grand officers attending the meeting were Margaret Wilson, Deputy Grand Matron and Orville Tilson, member of the Registration committee, both of Grand Chapter of Texas, Order of Eastern Star.

Mr. and Mrs. Pete Thornton.

Mrs. Cox Honored On Birthday Sunday

Mrs. E. A. Cox was honored by her children Sunday with a dinner at the home of Mr. and Mrs. Jesse Cox. The occasion marked Mrs. Cox's 71st birthday. She has lived in Lockney 43 of those years.

Together for the occasion were Mr. and Mrs. Arthur Cox and K/ith of Amarillo, Mr. and Mrs. Glyn Carroll and family of Plainview, Mr. and Mrs. Marvin Cox and Hope and the honoree. Several others in the family had observed birthdays during the week.

GO TO CHURCH SUNDAY.

F. U. PAYNE BETTER

F. U. Payne, who has been ill for some three weeks, is reported much improved this week. He is recuperating at his home in the Pleasant Valley community. Tuesday visitors in the Payne home were Mrs. H. G. Miller, Mrs. Ozie Bryant, both of Ralls and Mrs. J. H. Taylor of Spur.

Mrs. Hestand Bennett of Decatur spent last week here visiting her sister, Mrs. Clark Cates and another sister, Mrs. J. K. Waddington in Lubbock. Mrs. Bennett left Wednesday, accompanied by Mrs. Waddington who will go through the clinic at Temple, Texas.

You are cordially invited to attend our

Formal Opening

Tuesday, Oct. 12

Register now for the drawing at 5 p. m.

1ST PRIZE — \$50 Helene Curtiss Her Highness Permanent

2ND PRIZE — \$15 Permanent

3RD PRIZE Shampoo, set and manicure
You don't have to buy to register. Come in today.



In celebration of our formal opening on Tuesday we will offer the following special prices good all next week.

October 11 through the 16th

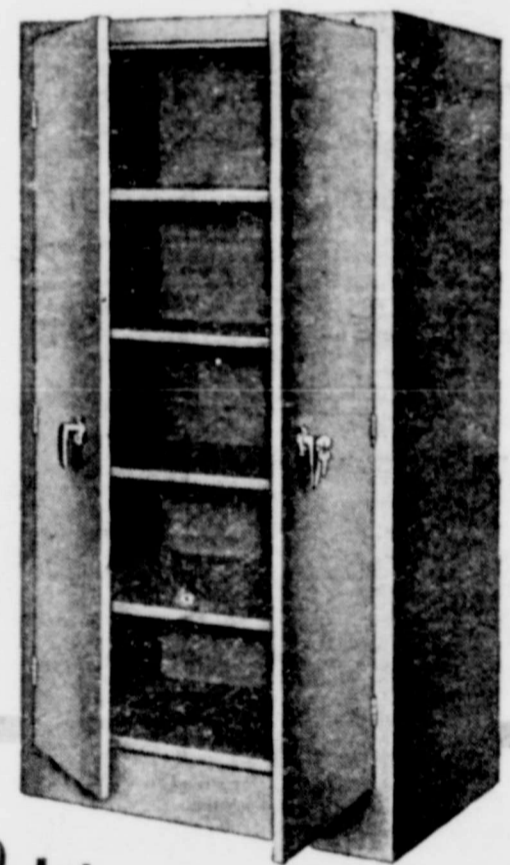
\$15.00 Permanents \$12.50

\$10.00 Permanents \$8.50

Telephone 3394 for Appointment

MODERN BEAUTY SHOP

MRS. FRANKIE DEAN, Prop. JEAN PIGG, Operator



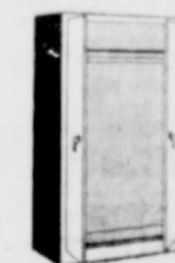
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FIRE PREVENTION WEEK - OCTOBER 3-9

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Lockney

Library Notes

by Iva Pearl Reber

We have a book which was placed in the box outside the library door, and we do not know where it came from. Is it yours? Or is it ours? This book is THE STORY OF AMERICA IN PICTURES by Alan C. Collins.

Many friends continue to give memorial gifts to the library. We are very grateful. Recent gifts are: Mr. and Mrs. L. J. Weiborn in memory of H. E. Cannaday; Mr. and Mrs. W. S. Heatly Jr., of Paducah in memory of Fred Zimmerman; Mr. and Mrs. E. J. Morehead, Mr. and Mrs. George McAllister and Mrs. E. C. Henry in memory of Mr. E. M. Deakins; the Library Board, Lorin and Bennie Leibfried, Jiggs and Logan Jackson and children, Mr. and Mrs. Jess Patterson and Mr. and Mrs. T. L. Gilly in memory of Mrs. Marguerita Romane; Dr. and Mrs. George Smith, Mr. and Mrs. Lon Davis Jr., Mr. and Mrs. W. W. May, Mr. and Mrs. H. F. Jackson, Mr. and Mrs. P. L. Orman and Mr. and Mrs. J. H. Barnard in memory of Ed Holmes; and Mr. and Mrs. P. L. Orman in memory of Joe Smith.

Several new books have gone to shelf this week. Two of these are best sellers: Love is Eternal by Stone and A Fable by Faulkner. Rebel Rose by Ross is a new biography, the life of Rose Greenhow, a Confederate spy. New children's books include a Mother Goose illustrated in beautiful colors and a little book called Who Likes the Dark? For the young mystery fans we have The Secret of the Rosewood Box, Mystery up the Winding Stair, Mystery up the Chimney, and Mystery of the Secret Drawer.

According to a recent clipping from the Wichita Falls Record News, "the comic book industry except for three publishers appointed a New York magistrate to administer a stiff new code of ethics to offset criticism that the books contribute to youthful crime." This is a move that has long been needed. Here in the library we have a copy of the book, Seduction of the Innocent, by Frederick Wertham. This is a study made by a psychiatrist of the influence of comic books

Plenty of TOMATOES

as long as they last. Pick your choice, \$1.50 per bushel. 1/2 mile east, 3-4 north, 1/2 mile west of Seale Drive. In Theatre, Vernon Daniel farm. 26-3tp.

on today's youth. It is thoroughly documented by facts and cases. It is a shocking book, but one that parents can well afford to read.

The Lockney Branch Library is continuing to serve a large portion of the county. Approximately 1000 books are shelved here. The school children especially are making good use of the library during these fall days.

Local People Win At South Plains Fair

Among the winners from Lockney who won prizes for displays at Panhandle-South Plains Fair in Lubbock last week were the following from the 4-H Club, Nancy Jo Schacht, 3rd place for green beans, 1st for tomato catsup; Raye Watson, 1st place for a pot holder; Nancy Bollman, 2nd place for a blouse.

Mrs. Henry Schacht won 3rd for a stole. Mrs. Henry Bollman representing Lockney Home Demonstration Club won 3rd on a pieced quilt, 2nd for divinity candy, 3rd on drop cookies and 3rd for rolls. Mrs. John T. Carthel took six entries and brought home two first and two second places. Her two first place winners were an horticulture dahlias. She won a second on a dahlia display and a second on arrangement.

Several Future Homemakers of America members of Lockney High school brought back winners. They are listed in the school news on the Lariat page.

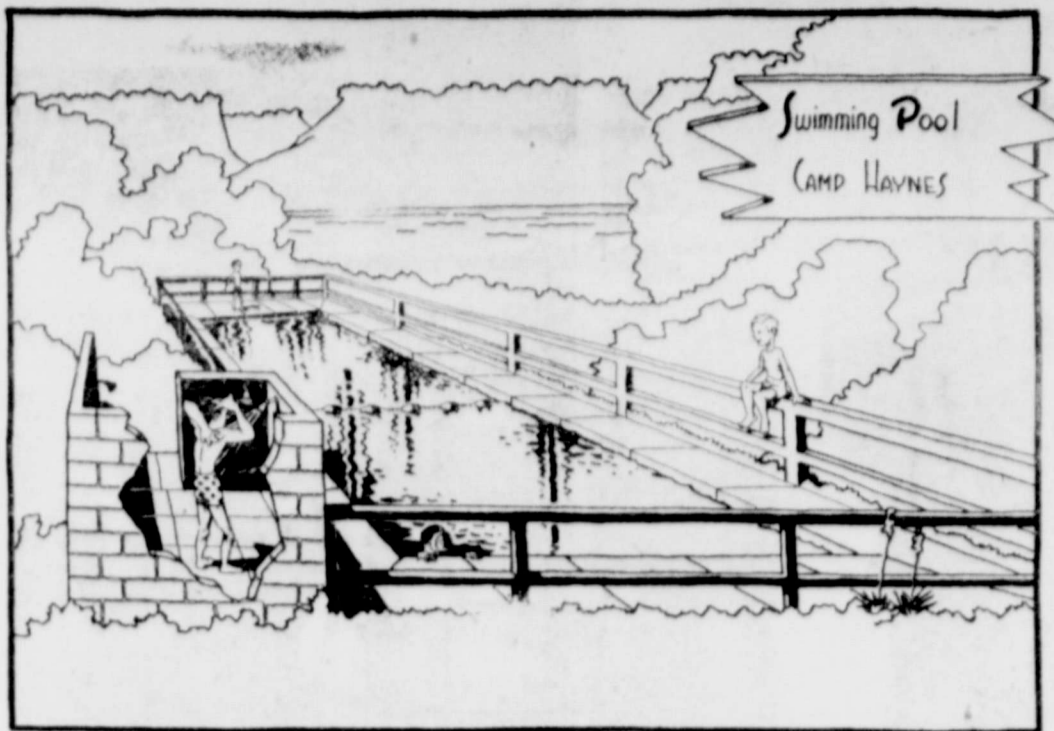
NEW ARRIVAL

Mrs. and Mrs. Jackie Myers of Lubbock are parents of a baby daughter, Jinna Atris, born Friday, Sept. 24 at West Texas Hospital, Lubbock. The baby weighed 7 lbs., 8 ozs. Grandparents are Mrs. Olive Myers, Lockney and Mr. and Mrs. Ernie Miller, Plainview. Mrs. Olive Myers spent last week in Lubbock visiting little Jinna, her parents and the Myers other two children, Steven, 6 and Shelly Lynn, 2 1/2 years of age.

HOME FROM SAN ANTONIO

Mrs. G. L. Sims returned Monday from a visit in San Antonio and Amarillo. She was accompanied by her daughter, Mrs. Edwin Williams and little daughter, Darla Jean of Amarillo as she visited Wendell Sims stationed at Lackland Airforce Base, San Antonio. Mrs. Sims visited her daughter in Amarillo before returning to Lockney.

Farm exports from the United States were 36 percent higher in June than in the same month a year ago. This brought to \$2,932,000,000. The value of farm products shipped abroad for the year ending in June. This was four percent higher than the preceding year.



BOY SCOUT COUNCIL AWAITS FUNDS FOR CAMP IMPROVEMENT

The South Plains Boy Scout Council has an 80-acre tract of land 10 miles northeast of Silverton in Briscoe County awaiting development — awaiting the funds to pay for the development.

The tract is known as Camp Haynes, given to the 20-county South Plains Council in 1942 by the late John Haynes in memory of his mother. The camp is located in a huge canyon area, beautiful because of the roughness of the terrain and because of the contrasting coloring of trees and rocks. The Little Red River runs through the canyon and the Scout Council has a fine dam which has created an excellent water area for fishing and boating.

The camp will serve the boys of the Council as an advanced short term, overnight and week-

end camping area. The plans for development call for three developed Troop campsites, each capable of handling 36 Scouts and Leaders at a time.

But the development will depend on the success of the annual campaign for operating funds in the 20-county area in October and November. The total construction cost is estimated conservatively at \$7,000 at the campsite. This figure will be included in the Council's campaign for its regular operating budget this fall. Total campaign goal, according to Joe T. Salem, President of the South Plains Council, is \$100,000.

W. R. Sewell of Lubbock is Chairman of the Council's Finance Committee; and Ray Mowery of Texas Tech is Chairman of the overall operating and capital development part of the entire program.

Each of the three developed Troop campsites will include a Troop Cabin 12 by 14 feet with cements floor, provisions for cooking and small meetings. The Troop Cabins will be built in a rustic style out of quarter logs, which will blend with the rugged environment.

An adirondack shelter 9 by 14 feet for winter camping purposes will be included on each Troop campsite. They will have concrete floors and will be constructed with quarter logs. Fireplaces for cooking and reflector heating will be on the open side of the shelter.

Troop washing and bathing and toilet facilities will be erected on each Troop campsite. The Troops will add, later on, flag poles and Council fire rings.

A large spring under a big cottonwood tree northeast of the dam has been boxed in cement. Water will be piped to an overhead storage tank to be chlorinated for drinking purposes. Pipes then will carry water to each Troop campsite. Water from the springs will also be diverted through pipe to the new concrete swimming pool. The swimming pool will be 20 by 50 feet with water flowing through it continuously. A four-foot apron of cement will form a walk completely around the pool. A two-rail cement fence will surround the wall thus enclosing the pool.

A 10 by 10 foot bath house for dressing and showering will be located on one corner of the pool at the shallow end. The bath house will be of concrete block construction. The depth will range from 3 to 7 feet. An 8-inch drain will provide the necessary drainage so that the floor and sides can be cleaned regularly.

An outdoor shelter 16 by 32 feet will provide an assembling area in case of a rain or for larger gathering and demonstrations. It

will have a concrete floor and a pitched roof supported by five poles on each side. Provisions will also be made for an up-to-date rifle range with 8 shooting stands and a field archery course.

VACATION TRIP

Mrs. M. S. Johnson returned to her home here Saturday after a three weeks vacation trip with her daughter, Mrs. C. B. Kendall and Mr. Kendall of Fort Worth. The group visited points in Philadelphia, New York, Washington and Florida. They were gone three weeks.

Only the female mosquito bites.

Homing pigeons have to be trained.

THE LOCKNEY BEACON, LOCKNEY, TEXAS, OCT. 7, 1954

Medical-Surgical Hospital Notes

Mrs. E. C. Stapp, surgery patient was released on 10-4.

Mrs. E. C. Elledge of Plainview was admitted 10-2 as medical patient.

Born to Mr. and Mrs. Manuel Garcia on 9-30 a son named Jose Oscar, weighing 5 lbs., 8 ozs.

Born to Mr. and Mrs. William Ed Harden of Lockney on 9-30 a daughter named Bonnie Myerlene weighing 7 lbs., 7 ozs.

Born to Mr. and Mrs. Jack R. Cole of Dimmit on Oct. 3 a daughter weighing 8 lbs., 6 ozs. and named Carol Elaine.

Born to Mr. and Mrs. Martin Bradley of Lockney, a daughter on 10-5 named Glenn Ann weighing 8 lbs.

Born to Mr. and Mrs. Troy Keith Clayton of 808 West 15th, Plainview, a son on 10-6 named Troy Douglas. He weighed 9 lbs.

Mrs. Beatrice Fields of Floydada was admitted 10-5, released 10-6 as medical patient.

Gloria Martinez was released 10-4 after receiving medical attention.

Lockney General Hospital Notes

Jim McAdams is still a medical patient.

Mrs. Mary Golden admitted 9-23 is still receiving treatment.

Mrs. Justa Juarez, who underwent major surgery 9-27 was dismissed 10-4.

Antonia Garces, Floydada, was admitted for medical treatment 9-29 and dismissed 10-1.

J. P. Williams was admitted

10-1 and dismissed 10-2.

Mrs. Roy Yoakum was admitted 10-1 and dismissed 10-2.

Juan Samtana was admitted 9-30 and dismissed 10-2.

W. D. Rowell, Silverton was admitted for treatment 10-4 and dismissed 10-5.

Mrs. Lucio Zepeda was admitted 10-4 and dismissed 10-5.

Mrs. Rebecca Benadariz, Aiken, gave birth to a daughter 9-29. She weighed 8 lb., 5 oz. and was named Mary Garcia.

Mr. and Mrs. Demetrio Sanes are the parents of a new daughter born 10-4. She weighed 7 lb., 12 ozs. and was named Lydia.

Mrs. B. J. Howard and infant son were dismissed 9-20.

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and read the page advertisement in this issue of The Beacon entitled . . .

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| Desk Sets | File Folders |
| Esterbrook Pens and Pencils | Rytoff Ink Eradicator |
| Fountain Pen Ink | Clip Boards |
| Thumb Tacks | Arch Files |
| Lead Pencils, No. 2, 2 1/2, 3 | Scotch Tape |
| Stamp Pads and Ink | Typewrite Paper and Carbon |
| Parcel Post Labels | Envelopes |
| Typewriter Ribbons | Legal Size Rag Content Paper |
| Adding Machine Ribbons | Shipping Tags |
| Brown Kraft Envelopes | Statement Files |
| Receipt Books | Pencil Sharpeners |
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Established 1902
PUBLISHED EVERY THURSDAY
HAYS & REYNOLDS
Publishers
Edgar R. Hays Editor
Willis Reynolds
Mechanical Superintendent
SUBSCRIPTION RATES
In Floyd County, per year... \$2.00
Outside Floyd County, per year... \$2.50
Either new or renewal subscriptions

Entered April 14, 1902, as second class mail matter at the Postoffice at Lockney, Texas, under the act of Congress of March 3, 1879.

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 being brought to the attention of the editor.



MEMBER OF THE TEXAS PRESS ASSOCIATION

Minute Editorials

But this one thing I do, for getting those things which are behind, and reaching forth unto those things which are before. — Philipians 3, 13.

THIS IS NATIONAL Newspaper Week and also National Fire Prevention week. We don't suppose there is any connection between the two although sometimes newspapers are used to start fires in more ways than one.

SERIOUSLY SPEAKING. National Newspaper Week is an important event not only to newspapers but also to the life of the nation because the "freedom of the press" — that is the news papers right to publish news without fear or favor — has been a great factor in building this nation where individual liberty is a prized possession. The national as well as the state constitution says that "no law shall be passed abridging the freedom of the press." The newspapers freedom under the law to print news as it happens without fear of government interference is a great privilege but is also a great responsibility.

THE LOCAL NEWSPAPER has a responsibility to its readers to report the happenings of importance in the community in a fair and unbiased manner. Sometimes those happenings are unpleasant and there are those who

would rather they wouldn't be published. Is the local newspaper to refrain from publishing them and fall in its responsibility to its readers and the community it serves simply because the matter is an unpleasant one? The newspaper with character and conscience will never do that. If we would avoid all unpleasant things we would discontinue the publishing of death stories. But then the newspaper would be failing in its responsibility to report the news and would rightly be subject to criticism.

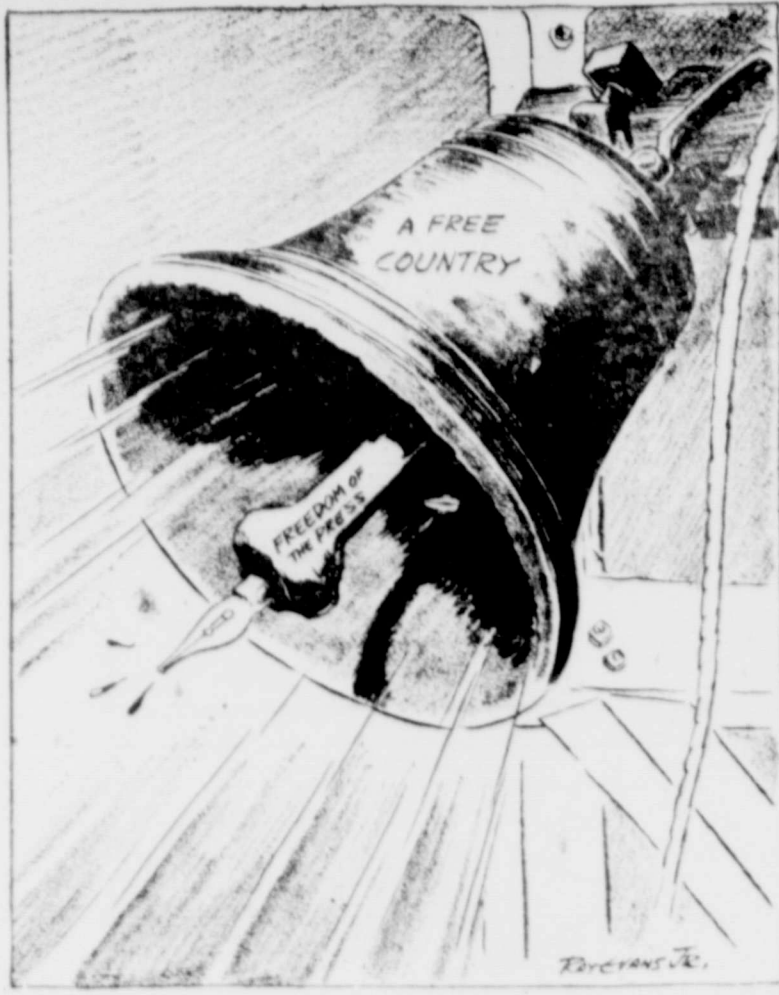
THE NEWSPAPER doesn't make the news. It's duty is simply to report what is happening regardless of the nature of the event. Of course, good taste and decency are to be considered in the publishing of any story. Other factors also come into consideration but the newspaper should always be careful to fulfill its chief responsibility — that of publishing the news. It is this newspapers aim to do just that.

THE PRESIDENT of the United States has declared that the journalists of our country "are custodians of a majestic trust, a solemn responsibility; to help arm our people with the knowledge and understanding without which free choice, free government, free men could not be."

WHY SUCH A BIG FUSS over the death of a Japanese fisherman who was sprayed with atomic ash from the atom bomb experiments in the Pacific? Certainly the death of the man is to be regretted but it appears the Japs are attempting to use the event as an excuse to stir up hatred against this country. The United States government has expressed its regret and paid the family a generous amount. If we are to be critical of each other let us not forget that fateful day in December of 1941 when 2300 American boys died at Pearl Harbor because of the willful desires of a group of Japs. That was intentional and deliberate while the death of the one man was accidental in every degree. Criticism of this nation in this particular case is unjust and the event has been given undue importance in Japan. Perhaps a reminder to that nation of its sins of the past would clear the atmosphere to some extent.

THE SOUTH has been the subject of much criticism because of its policy of segregation in schools, churches and public gatherings generally. But we can't help but notice that when trouble really comes between the races it is always in the northern states which have been so critical of the South. For instance, the race riots in Detroit several years ago, the bombings in Chicago and now the trouble in the Delaware school where segregation is a troublesome subject. Let the North get the mote out of their own eyes before they try to direct the paths of the South.

INSEPARABLE



With Our EXCHANGES

SMART POLITICS?

Senior Senator Sam Rayburn, who has been in the house of representatives long enough to know better, is not drawing people closer to the Democratic fold by spouting off as he did in Fort Worth last week end.

Sam should have been in Texas for the recent governor's race. He would then know that Texans — and a good part of the nation along with them — have had their belly full of negative politics in the past few months.

Instead of hearing how "in-emptly" the Republicans have handled the affairs of this nation we want to hear what the Demo-

crats have done. Being constructive instead of destructive will attract friends that the Democratic Party sorely needs at the present time.

Surely the 1954 Democratic election campaign can be based on a more positive theme than the one introduced by Sen. Rayburn. —State Line Tribune, Farwell.

Under the title, "Circulars in the Mail," Millard Bullerick, editor of the St. Ignace (Mont.) Post, recently broke into verse in his newspaper with the following:

Circulars In The Mail
Dear Editor:
Folks, I really blush to ask it—
Seen the P. O.'s big wastebasket?
Surely is no "empty casket."

There's nineteen dozen sorts of sales;

There's build-up talks and gold-brick tables,
And pure "baloney" by the bales.

If you've got goods you want to sell,
I'll just say, "Bill, you might as well,
"Go whisper down a big deep well."

"As put a circular in the mail
"That makes folks want to bite a nail
"And pull a grizzly by his tail."

In fact, their box is filled with junk
That's 67 kinds of bunk
And then enough to fill a trunk!

What makes a good ad really click
Is one that don't hit like a brick
But builds up goodwill deep and thick.

You'll find them in the home town sheet;
They're usually done up fairly neat
And mixed with news to make them sweet.

So see your hometown ed today
And talk up ads that really pay—
You'll then commence to sail down "hay."

You'll have a satisfaction, too,
That circular ads will never do
And folks won't cuss and frown at you!

—Eddie Warren in Post Dispatch.

SEGREGATION AGAIN

Abolishment of segregation can be accomplished by either of two methods; force or the changed thinking of a nation. It is impossible for the masses to embrace a new doctrine except through an inspired leader or patient teaching. — Trail Dust in Matador Tribune.

Around the clock during 1952, 53, the Red Cross provided blood for defense and civilian use at an average rate of eight donations per minute

Long Ago In Lockney

Items of interest from the files of The Lockney Beacon.

October 9, 1924

Mary D. Weaver, 2 months old daughter of Mr. and Mrs. Jack Weaver died early Sunday morning. Rev. J. P. Patterson conducted funeral services Sunday afternoon.

The large barn belonging to C. L. Zimmerman, three miles west of Lockney was burned to the ground Tuesday night during the rain and electrical storm when it was struck by lightning. A large quantity of feed and grain was destroyed.

W. S. Cope has sold his home and wagon yard to Ross Cope of Vigo Park and Ross and family have moved here. W. S. Cope has bought the Robin Baker home in West Lockney and moved to that place.

The three-month-old baby boy of Mr. and Mrs. Jack Hollingsworth died at the home of N. B. Page here Tuesday morning. Elder Chas. Smith of Sand Hill conducted services and interment was in Lockney cemetery. The little boy's twin sister passed away three weeks ago.

October 9, 1930

The home of Luther Wofford was slightly damaged Wednesday morning by fire. The house is located on West Locust.

Editor H. B. Adams accompanied his sister, Mrs. G. W. McIlroy of Hart to Dublin, Texas Thursday morning in response to a message that their mother, Mrs. R. A. Adams is seriously ill.

Miss Lena Moore, teacher in grammar school here was seriously injured Wednesday night when her car ran into a ditch throwing Miss Moore through the windshield. Twenty-two stitches were required to close the gash

on her forehead.

Mrs. T. M. Johnson, age 74 years, died at her home in Lockney, Oct. 9, 1930 after a long illness. She was married to T. M. Johnson Aug. 16, 1872 and to this union were born six daughters and one son, the daughters surviving, and were at her bedside when she passed away. They are, Mrs. C. W. Biller, Amarillo; Mrs. J. A. Carruth, Floyd-dada; Mrs. J. S. Barnett, Tulsa; Mrs. W. C. Watson, Mrs. W. M. Collins, and Mrs. H. P. Coleman, Lockney.

Attending a party honoring Roy Thornton on his 17th birthday Thursday were Weldon Dodson, Anice Stewart, Martha Meriwether, Geo. Webster, Leona Cope, Opal Thornton, Wynona Wofford, Ineta Wilkinson, Juanita Dagley, Floyd Ewins, Stewart, Bena Cox, Ralph Arceneaux, Wayne Coleman, Herman Thornton, Owen Thornton, Douglas Adams, Kenneth Hohlaus, Gerald Sams, Fedie Lee Marble, Oleta Thornton, Octavia Collins, and Claudine Thornton.

October 9, 1942

Lockney Public Schools will close for two weeks starting this week end to enable the students to assist in gathering the cotton crop. Supt. H. P. Clemons announced late Thursday.

Duane Meriwether is expected to return to the states soon from his station in Hawaii, according to his father, A. R. Meriwether. He will be sent to Harvard University for special training.

The three gins at Lockney had ginned 139 bales of cotton up to Thursday of this week. Cotton gathering isn't underway very much yet and the usual influx of Mexican workers hasn't started.

Miss Tress Allen, bride-elect of L. Wilburn Tannahill of Fort Sam Houston, San Antonio was honored with a shower at the home of Mrs. Ed Whitfill Saturday afternoon.




Cooking Electrically MAKES SPECIAL RECIPES EASY FOR THE ROBERTS FAMILY

3428 Julian Blvd., Amarillo, Texas

Says Mr. J. C. Roberts, "It's no trick at all to prepare my special Jambalaya in the well cooker of our electric range. I never worry about the results; they're always good. The family really goes for my Jambalaya, too."

MR. ROBERTS' RECIPE FOR JAMBALAYA



2 strips bacon, chopped
2 small onion, finely chopped
3 chicken bouillon cubes
2 cups water
3 tablespoons chopped green pepper
1 teaspoon salt
1 cup uncooked rice, washed
1 No. 2 can tomatoes
2 tablespoons chopped parsley
1 cup cooked shrimp

Sauté bacon, onion and pepper in deep-well cooker until onion is clear and bacon nearly crisp. Add bouillon cubes dissolved in the 2 cups of water. Add salt, rice and shrimp. Cover. Heat on HIGH until steam escapes. Turn switch to SIMMER and cook for 1 hour.

MRS. ROBERTS' RECIPE FOR SEVEN MINUTE ICING



1/2 cup sugar
3 egg whites
1/2 cup water
1/2 teaspoon cream of tartar
1 teaspoon vanilla
1/2 teaspoon salt

Combine all ingredients in two-quart sauce pan. Mix well. Place pan on small surface unit of electric range. Turn on medium heat. Beat ingredients with electric mixer for seven minutes or until ridges are made in the icing.

Says Mrs. J. C. Roberts, "I like electric cooking because it's so cool. All the heat goes into the food to be cooked. I think electric cooking is faster and there's no doubt about its cleanliness. That makes it easier to cook for a normal, healthful family."

Take a tip from the Roberts family and enjoy your kitchen. You can, you know, if you cook the modern way, the electric way. Electric cooking is the only way to cook and stay happy as thousands of folks in this great Southwest, in which we live, have found out. Join this happy kitchen group. Banish unsightly wall smear. Be sure of perfect results every time you cook, bake or broil. Do these things with a modern range—the up-to-date electric range. There's a style, size and model to fit right in with your kitchen scheme of things.

Now is the time to see your Reddy Kilowatt Electric Appliance Dealer—you'll know his store because he displays this sign.



START MARRIED LIFE RIGHT With A GOOD CREDIT RECORD

Young couples starting married life find it pays to establish their credit and to maintain a good credit record. By paying promptly and maintaining good credit records, they are establishing a sound foundation for financial security and social standing. Credit enables them to acquire attractive home furnishings and equipment as they go along, to enjoy more of the good things of life than they would if they had to wait until they saved the cash.

Those who grant credit, like to see people use it, but not abuse it. The sound use of credit stimulates business, creates employment, contributes to lower commodity prices, and brings more of the good things of life within the reach of more people.

Your Credit is a Sacred Trust—Guard It Closely.

Lockney Retail Merchants Assn.

FARM & RANCH LOANS

- At cheap interest rates
- Loans for irrigation wells and additional improvements
- Purchase of additional lands
- Loans that will suit your needs
- Hail insurance on growing crops of all kinds

—SEE—

LOCKNEY REAL ESTATE CO.

REVIS HARRIS Baker Hotel E. R. HARRIS

LETTE ROBERTS' RECIPE FOR HERMITS



Mix together thoroughly
1/2 cup soft shortening
1 cup brown sugar
1 egg
Stir in
1/2 cup cold coffee

Sift together and stir in
1/2 cup sifted flour
1/2 teaspoon soda
1/2 teaspoon nutmeg
1/2 teaspoon cinnamon

Mix in
1/2 cup raisins
1/2 cup broken nuts

Drop rounded teaspoonsful about 2 inches apart on lightly greased baking sheet. Bake at 400° F. for 8 to 10 minutes.

Says Sue Roberts, "The electric broiler works so well that it's easy to make teen-age snacks in just a few minutes." And Lette continues, "When I bake my cookies in the electric oven, they are always so good, never burned up, but real nice."

SUE ROBERTS' RECIPE FOR PIGS IN A BLANKET



6 wieners
12 strips of cheese
6 slices of bacon

Slice wieners in half lengthwise. Cut slit down center of each. Cut cheese in long strips 1/4 inch thick. Place a strip of cheese in the slit of each wiener. Wrap each wiener with 1/2 slice of bacon and secure with a toothpick. Place wieners on rack of broiler pan. Broil about 5 inches below the broiler unit until bacon is crisp. Turn and broil on other side until bacon is crisp. Serve immediately.

Providence News

By Mrs. Wilfred Stoerner

This week is Farm Bureau week. Be proud you are a farmer. What's wrong with wishing for what you don't have? What else is there to wish for.

Mr. and Mrs. A. D. Schaffner returned from a two week trip to Illinois where they visited relatives.

Albert Scheele returned from a weeks trip to Waverly, Iowa where he attended a school of instruction for the Lutheran Mutual Life Insurance. He was sent as a representative from this area. He had his transportation paid.

Mr. and Mrs. Dick Beur of Wichita Falls have been visiting in the Hubert Stoerner home. Mr. and Mrs. Hubert Stoerner and sons, Mr. and Mrs. Dick Beur and daughter visited relatives in Littlefield Sunday.

Attending the football game at Lubbock Saturday night were Mr. and Mrs. E. M. Quebe and son, and Mr. and Mrs. Helmuth Quebe.

We are sorry to report that Rev. Leo Roy Brandes of Wichita Falls remains in serious condition at a Dallas hospital where he was admitted Tuesday of last week. We wish for Leo Roy a

speedy recovery. Dinner guests in the home of Mr. and Mrs. Sam Newman were Mr. and Mrs. Leo Boedeker and family, Mr. and Mrs. Weldon Smith and son, Mr. and Mrs. Walter Boedeker.

Mr. and Mrs. Wilfred Stoerner visited Mr. and Mrs. V. D. Ross Jr. of Hale Center Sunday afternoon.

Michael Dietrich Honored
Infant son of Mr. and Mrs. Arnold Dietrich was honored at the home of his grandparents, Mr. and Mrs. A. M. Dietrich Sunday on the day of his Christening. Those present for the occasion were Rev. and Mrs. H. L. Anderson and sons, Mr. and Mrs. Virgil Brasher, Mr. and Mrs. Tom Word, Miss Lou Ann and Laverne Word, Mr. and Mrs. Arnold Dietrich. A bountiful dinner was served at noon.

Mrs. Shultz Honored
The home of Mr. and Mrs. Ben Brandes was the scene of a shower honoring Mrs. Monroe Shultz. The entertaining rooms were decorated with fall flowers. The serving table was centered with a floating mum surrounded with small yellow mums. The crystal candle holders held yellow and green tandles. A crystal punch bowl held green lime punch. Cake squares decorated with yellow and green flowers



First person to correctly identify this farm as belonging to J. B. Mercer was his nephew, W. C. Mercer Jr. Wiley Nance Jr. also called in to identify the farm. The picture appeared in the First National Bank advertisement last week. The plane photographer slipped a little on this picture since he was supposed to take pictures in Floyd County and this farm home is just over the line in Eriscoe. The second house in the background is on

the Jess Lovvern place and Norman Caldwell lives on the farm. The farms are located 14 miles north of Lockney. The Mercer farm has been in the family since 1915 when Mr. Mercer's father, W. S. Mercer, bought the place. J. B. has owned it since 1946. Recent addition to the home include a garage and utility room. The farm contains 120 acres and is on Route 1, out of Lockney. One irrigation well is among the farm improve-

ments. Cotton and grain are the chief crops and he has a few cattle. Mrs. Mercer's given name is Annie Mae. The couple have no children. They attend the First Christian Church, he is a member of the Floyd County Farm Bureau. Watch for another Floyd County mystery farm picture in the First National Bank advertisement next week.

or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

weekly newspapers only.) 1376, Edgar R. Hays. Sworn to and subscribed before me this 25th day of September, 1954. B. R. TERRY (My commission expires 6-1, 1955.) (SEAL)

We are ready to do your
**BLACKSMITHING
WELDING**
and
GENERAL REPAIR WORK
We now have Mr. C. E. (FAT) FLINN working in our shop and he will be glad to take care of your repair needs.
Come to see us for all kinds of repair and welding work.
Handly Shop & Pump Co.
Dial 2265

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CANNON TOWEL
AND SHEET SET**
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WITH THE PURCHASE OF THIS DE LUXE
LAUNDRY QUEEN

ALL FOR ONLY
149⁹⁵
**WHITE'S
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CREDIT TERMS**
PAY ANY AMOUNT DOWN YOU WISH
TAKE AS LONG AS YOU LIKE TO PAY...
up to 24 months
MONTHLY PAYMENTS as low as \$15⁰⁰

GUARANTEED FOR A LIFETIME!
With this dependable Laundry Queen, you can be assured of quality service — for a lifetime. Its giant, extra capacity tub holds up to 10 pounds of clothes. Easily operated fingertip dial controls agitator and speedy non-clog pump. See this new washer at White's.

AUTHORIZED DEALER
WHITE
Auto Store
THE HOME OF GREATER VALUES
Carl D. Lee, Dealer Lockney

were served. Green napkins were used to complete the color scheme. Those serving were Mrs. Albert Scheele, Mrs. Wilfred Stoerner, assisted by Mrs. Ben Quebe and Mrs. Walter Boedeker.

Mrs. Ben Brandes greeted the guests at the door. Mrs. Hubert Stoerner presided at the guests book. Mrs. H. L. Anderson presided in the gift room. After everyone was served games were lead by Mrs. H. L. Anderson and Mrs. Albert Scheele. Those serving as hostesses were Mrs. Ben Brandes, Mrs. Ben Quebe, Mrs. H. L. Anderson, Mrs. Albert Scheele, Mrs. Hubert Stoerner, Mrs. Wilfred Stoerner and Mrs. Walter Boedeker.

Trinity Lutheran Church
H. L. Anderson, Pastor
Attendance Sunday, October 3, 114 morning service, 75 evening service.

Michael Arnold Dietrich was received into the kingdom of our all sufficient Savior through the Sacrament of Holy Baptism. Heavenly father bless this child with the continued grace, so that he may remain ever thine Amen.

Sunday, October 10th, Sunday School at 10 a. m. Divine worship at 11 a. m. with Holy Communion immediately after service. The quarterly meeting of the congregation will be held. Are you interested in such business of

the church?

Church Council Meets

The church council members met Thursday evening at eight p. m. Rev. H. L. Anderson opened the meeting with scripture reading and prayer. Important matters of business were brought up. A mission speaker was selected. Committee to see to the decorating of the church with the fruits of the harvest for Thanksgiving was selected. Council members for the meeting were L. B. Brandes, Helmuth Quebe, Hubert Stoerner, Wilfred Stoerner, Ted Boedeker and pastor. Meeting closed with Lords prayer.

LUBBOCK VISITORS

Visitors during Saturday night and Sunday in the home of Mr. and Mrs. John Carthel and Janice were the Carthel's daughter, Mrs. Chuck Wilson and Mr. Wilson. The Carthels had attended the Texas Tech-Oklahoma A&M football game and the Wilsons accompanied them home. Mrs. Wilson, the former Joyce Carthel is teaching at the Dupree school in Lubbock where she taught last term. Also attending the football game were Mr. and Mrs. Dee Copeland and family.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233).

Of The Lockney Beacon published weekly at Lockney, Texas for Sept. 30, 1954.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publishers Edgar R. Hays and Willis Reynolds, Lockney, Texas, Editor Edgar R. Hays, Lockney, Texas.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Edgar R. Hays, Lockney, Texas; Willis Reynolds, Lockney, Texas.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: Western Newspaper Supply, Dallas, Texas.

4. Paragraphs 2 and 3 include, in cases where the stockholder

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**DUNLOP
Gold Cup
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Plus tax and old tire.
Jackson Tire Company
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MR. COTTON FARMER!

- Another advantage we have added for the farmer this year is the **COMPOSTING** of gin waste.
- It's a proven reality that composted gin waste is inexpensive and one of the best known fertilizers.
- Here is how composted gin waste compares to commercial fertilizers:

Per Acre Application	PER ACRE COMPARISON				
	Nitrogen Supplied	Available Phosphoric Acid Supplied	Potash Supplied	Organic Matter Supplied	Estimated Cost per acre
3 ton Composted Gin Waste	60 lbs. acre	60 lbs. acre	60 lbs. acre	5250 lbs. acre	\$6.00
300 lbs. of 16-20-0 commercial fertilizer	48 lbs. acre	60 lbs. acre	0 lbs. acre	0 lbs. acre	\$14.00
400 lbs. 5-10-5 commercial fertilizer	20 lbs. acre	40 lbs. acre	20 lbs. acre	0 lbs. acre	\$12.50

- The composted product is literally "loaded" with natural media for soil life and activity, and it's value only begins with application to the soil.
- It will absorb and hold up to four times its own weight in moisture and will help to produce that texture in soil which binds loose soil and loosens hard soil. As you know, when applying composted gin waste to cotton lands, everything is returned except the seed and the bloom.
- For composted gin burrs — come by to see us.

STORIE GIN CO.
Lockney, Texas

M-G-M's GORGEOUS, LOVE-TIME MUSICAL!
SIGMUND ROMBERG'S ROLLICKING, ROUSING, SONG-FILLED ROMANCE...
'THE STUDENT PRINCE'
He preferred her love to a throne!
in COLOR!
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ANN BLYTH · EDMUND PURDOM
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S. Z. "COOLES" SARALL · BETTA ST. JOHN · JOHN WILLIAMS · EVELYN VADEN
AND THE SINGING VOICE OF **MARIO LANZA**
Written for the screen by WILLIAM LUDWIG and SONJA LEVYEN · Color by ANSCO · Music by SIGMUND ROMBERG
Directed by RICHARD THORPE · Produced by JOE PASTERNAK · Released by M-G-M
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 Assistant Editor — Carolyn Campbell.
 Society Editor — Eldora Boone.
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 Class Reporters — Joan Harris (Senior), Nellie Ratliff (Junior), Shirley Warren (Sophomore), Larry Hammit (Freshman).
 Sponsor — Miss Johnnie Barnhart.

EDITORIAL

Have you ever stopped to think of some of the things we enjoy because we live in a land of freedom? Just suppose we lived in Russia or Korea; the ball games, parties etc. that are such a big part of our daily interests probably wouldn't exist. The freedom to attend the church of our choice or to print our articles in this paper would not be. We would not have the privilege of attending a college of our choice or choosing the career we want. If our home were in Korea our nation would be war-torn.

When you say "Let them take care of their own business and let us take care of ours," just remember you could have been born in a country that needed help from the people who can offer it. Remember this, and always be thankful that we live in America, the land of liberty.

Lockney Loses To Amherst

Lockney lost their fourth consecutive game to Amherst Friday night but not without a fight from the Longhorns due to the passing of Charles Vaughan and the running and blocking of Fat Williams, Bill Edens and Weldon Jones, plus the help of fine linemen Marion Cross, Jimmy Rankin and Benny Ballard. Several boys were injured in the game — it was rough all the way. Incidentally, the score was 22-0.

Junior Class Has Meeting

The junior class met September 30 to discuss ways to make money. Plans were made to sell autograph books, have a rummage sale and a bake sale.

Class dues were also discussed and were set for \$5 a year. They will be due by December 1st.

Seniors Sell Cleaners For Glasses

Do you wear glasses? If so, you know how irritating it can be when they become dirty or steamed over. A wonderful way has been found to help you solve these problems. It is in the form of a chemical cloth which lasts for months. For further details concerning this cloth, see a member of the senior class. We are sure that you will want to buy this wonderful product; the profit made by the seniors will go to the fund for the annual senior trip.

Band News

By Smiling Sam

Hi neighbor! Well this is your old pal Smiling Sam about to describe the half time activities to you for your enjoyment. Say, if you have not been out to see a football game this year, may I suggest you follow the Lockney Longhorn crowd to Littlefield to see a good ball game and a good half time by the band.

Well neighbor, it looks like the Longhorn Band is about ready to come on the field. They have formed in band formation at the south-east end of the field. The theme of their show tonight is "At the Circus." The drum major gives a whistle and the band plays a fanfare and steps off, accompanied by a clown, playing the "Entry of the Gladiators." They march to the center of the field and do a left column and halt. A large "A" is formed as a salute to Amherst and "How Do You Do" is played. The band returns to band formation and plays, "One, Two, Three, Four." In playing this tune they do a step movement. The next formation is a trapeze and in it they play "The Man on the Flying Trapeze." The majorettes are featured in a twirling routine and the clown in a comical routine. The next formation is a small balloon which is blown up by the clown, as the clown blows the balloon larger and larger until it bursts.

The next formation is a circus tent. In this formation "Ringling Brothers Grand Entry" is played. The band marches off the field playing the same tune.

Well, folks, I hope you liked the half time, and I will see you next week in Littlefield; so you all come.

A horseshoe should be hung with ends pointing down.

Seniors Plan Junior-Senior Party

Wednesday, the 29th of September the seniors met to make definite plans for the annual Junior-Senior party. Several changes were made in the original arrangements, but now things are well under way and it looks like this year's entertainment will be better than ever.

It's to be a Hobo party with fun and laughs for everyone at the Sterley school house Tuesday, October 12th at 7:30 p. m. Prizes will be given to the best dressed hobos, so Ya'll Come. We want you to enjoy yourselves, Juniors!

Lotta Steer

Welder, what did you say when Clara Lee bit you? She did bite your lip didn't she.

Clifton Williams is ahead of the frost this year; he's already started pickling prunes.

Sophomore girls, is David Frizzell bashful? Donald Farrish and Kay Golden were seen at the Seale Saturday night. Leon Wofford was with Johnny Hans' after the ball game Friday night. Charles, is Buck beating your time over in Plainview? Jerry Workman, did your broken nose bother you over the week end?

Darla, does Marion always keep you out till 3:00 on Saturday night?

Shirley Warren and Clifton were seen Sunday night. What about this, Jean?

Gail, who is this Bob Duram from Floydada? Mary Ann Marble and James Stare went to the fair in Lubbock Saturday night.

Don, is the distance between here and Plainview any shorter lately?

See you next week to report the stir in L. H. S.

Thanks For Success

by Shirley Warren

The Sophomores of 1953-54 want to thank everyone for your co-operation in helping to make our bake sale a success. We want to especially thank the room mothers and the stores which helped sponsor it. We are extending our bake sale, and will have an ample supply of cakes and pies next Saturday. Our bake sale this week will be held where Dykes Electric Shop was located. If anyone would like to order or fulfill their order, call Rita Griffith, 3532 or La Juan Henderson 3576. Call before 8:00 p. m. Thursday.

Shorthorn And B Squad Victorious

Last Thursday night the Shorthorns once again beat Floydada's "Breezers." Early in the first quarter the Shorthorns captured a fumbled ball from Floydada. Without further ado a touchdown was made. The "Breezers" came back with 13 points before the half was over. During the last half, however, the Shorthorns made 26 points to the "Breezers" 12. Davis and Calloway did the scoring to make the score at the end of the game 32 to 26.

The "B" squad also played a fine game. The boys went out on the field with the urge to win and they won 6 to 0 with the score coming early in the first quarter. Clifford Hardy made the score with a run around left end. During the rest of the game the poor ball see-sawed back and forth but didn't cross another goal line. Line-up for the "B" squad was: Jerry Workman, center; Coy Kidd and John Hans, guards; Lonell Hays and Jerry McQueen, tackles; Jay Kemp and Donald Farish, ends; Gene Handley, David Frizzell, Arley Pinner, and Clifford Hardy, backs.

Hey! There!

Are you joining the crowd? What crowd? The crowd that's buying the School Year Book of course. Has your class gone 100% yet? If not you could be the one that's holding your group back.

Which class will go 100% first?

FHA Report For South Plains Fair

Girls in the Lockney Homemaking department won several awards on entries in the South Plains Fair. All entries were made in the Homemaking program.

Girls who won ribbons with individual cash prizes are: Leather Belt, LaDora Ayres, white ribbon;

Leather Key Ring, Betty Jean Foster, red ribbon;

Dresser Scarf, Peggy Williams, red ribbon;

Pot Holder, Peggy Williams, white ribbon;

Linen Skirt, Betty Jean Foster, blue ribbon.

Several etched trays were on display from the class but not for competition.

School Menu October 11, 1954

Monday: Baked Beef with Cream Gravy, B. E. Peas, Pickled Beets, Buttered Corn Casserole, Biscuits, Milk, Plain Cake with Peaches.

Tuesday: Brown Beans, Bar-B-Que Viennas, Buttered Cabbage, Potato Salad, Milk, Corn Bread Muffins, Apple Brown Betty with Whipped Topping.

Wednesday: Baked Meatloaf with Catsup, Creamed Potatoes, Spinach w/a hard boiled egg, Carrot and Raisin Salad, Hot Rolls, Butter Apple Sauce, Milk.

Thursday: Hot Beef Roast, Candied Sweet Potatoes, Buttered Green Beans, Vegetable Jello Salad, Milk, Hot Rolls, Boysenberry Cobbler.

Friday: Baked Tuna with Spaghetti and Cheese, Buttered English Peas, Lettuce, Chilled Canned Tomatoes, Milk, Whole Wheat Bread, Butter, Peanut Butter Cookies.

GO TO CHURCH SUNDAY.

THE LOCKNEY BEACON, LOCKNEY, TEXAS, OCT. 7, 1954

Stop! Look And Listen

What: Music and fun for everyone.
 When: Tuesday night, October 19 — 8 p. m.
 Where: Lockney High School Auditorium.
 Who: The Serenaders.
 Sponsored by Lockney Chapter of the Future Homemakers of America.

Pep Is The Word

Pep really was the word in last Friday's pep rally. Everyone seemed to have the good old school spirit again. The Junior High and the High School gave many enthusiastic yells. The Longhorn band, led by Elmer Stinson, also did a very nice job of playing. Everybody said this was the best pep rally of the year; so come on gang, let's give those Longhorns our support all the time.

FHA, FFA Hayride

by James Morris

On the night of September 28, 1954, the FFA boys gave the FHA girls a hayride which got underway about 7:30 p. m.

After the ride everyone enjoyed supper at the park. Mr. Brewer also went on the ride. Mrs. Irons joined them for supper.

It's A Boy

Mr. and Mrs. Jack Couch of Commerce, Texas proudly announce the arrival of their son, Phillip L. born on September 29th at 8:20 a. m. This 8 1/2 pound youngster is the son of the former Mary Ringwald, who was at one time a science teacher in L. H. S.

WHOZIT

—ly
 —seful
 —nthustic
 —appy
 —mbitious
 —omantic
 —ersonable
 —nergetic
 —light.

When the blanks are filled in you will find this weeks Whozit.

A pass to the Seale Drive-In or Plains Theatre will be given Thursday to the person correctly identifying the Whozit to Eldora Boone.

Last week's whozit was Gail Wilson and Wanda Cox, identified by Charles Vaughan.

A dustman in England is a garbage man.

ARTHRITIS, RHEUMATISM, NEURITIS Sufferers Now Offered Amazing Relief From Agonizing Pains

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—exclusive to Chevrolet in its field. And right now you'll get the deal of the year on a new Chevrolet. Come in and let us prove it to you!

YEAR AFTER YEAR, MORE PEOPLE BUY
Chevrolet
 THAN ANY OTHER CAR!

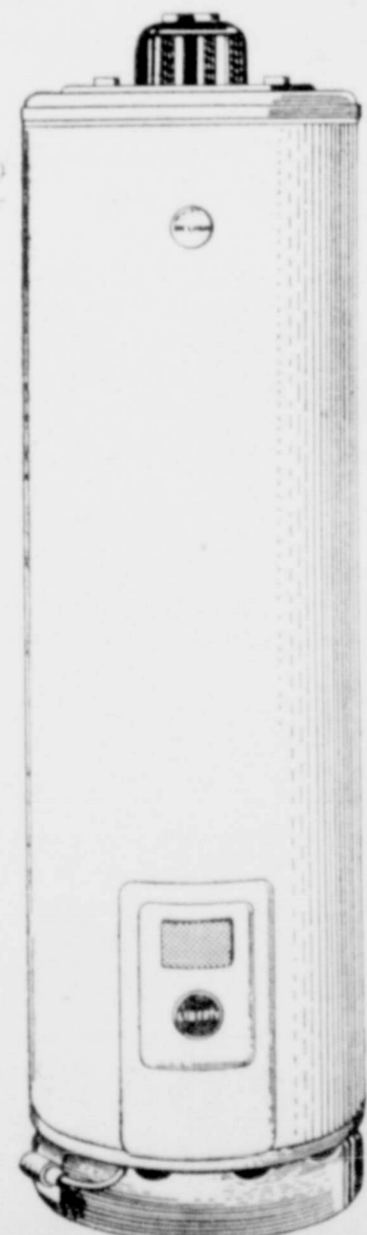


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The scientifically engineered and time tested features of an automatic gas water heater assure the modern family of plenty of hot water for bathing, dish-washing, laundering and all the other cleaning chores around the house. See your plumber or gas appliance dealer today and have him install a fully-automatic gas water heater in your home. Be sure that it's sized to the needs of your family.

Pioneer Natural Gas Company
 FUEL FOR A GROWING EMPIRE

22 Men Called For Induction

Twenty-two men from the four counties under jurisdiction of Selective Service Board No. 45 have been called for induction on October 11 and 12. Four of the number are from Floyd County.

Following is a list of those called to report to the Courthouse at Plainview on October 11 at 5 a. m. Families of the men are invited to attend a short program to be held at this time.

Wayburn Dale Mitchell, Lubbock.
Clovris Ray McGee, Oklahoma City.

Wilburn Zearl Martin, Flomot.
Russell Aubrey Stark Jr., Tullia.
Clem Eugene Pope, Abernathy.
Theodore Roosevelt James Willie Toney, Floydada.
Joe Don Dearing, Tullia.
Nathan Junior Williams, Kansas City.
Jimmy Maurice Green, Floydada.

Allan Carroll Stanford, Plainview.
Buddy Chandler, Coolidge, Arizona.

Going for induction on the 12th of October, scheduled to report at 6:00 a. m. are registrants listed as follows:

Harold Lee Birch, Plainview.
Gary Warren Sandlin, Lockney.
Donald Ray Tyler, Plainview.
Billy Ross Harkins, Plainview.
James Walter Maxwell, Plainview.

Klen Olen Harding, Plainview.
Abell Jackson, Oakwood.
Otis Vernon Mickey, Plainview.

William Dee Allen, Floydada.
Roy Weldon Parrish, Plainview.

J. T. Campbell Jr., Perryton.
The following listed registrants have been ordered to report to the Courthouse, Plainview at 8:30 a. m. on the 12th day of October, 1954 for Pre-Induction examinations.

Bobbie Lynn Drake, Twenty-Nine Palms, California.
Albert Carol Jones, Floydada.
Allan Everett Wyly, Plainview.

Howard Wayne Attebury, Petersburg.
Lawrence Clarence Garman, Matador.

Donald Carl Ebeling, Plainview.
Ray Gene Carthel, Lockney.
Donald Garth Caylor, Odessa.
James Whitt Pennington, Plainview.

Troy Sid Williams, Happy.
Beaul Lee Thompson, Tullia.
Jerry Tommie Edwards, Hereford.
Charles Martin Abbott, Plainview.

view.
Stanley Gene Hostetler, Plainview.
J. C. Mabry, Tullia.
Jack Rhine Jr., Lubbock.
Gerald Duane Alcorn, Olton.
Eugene Lanier Rodgers, Tullia.
William Nathan Allen, Floydada.
William Elkins Sessions, Plainview.
Tim Rosbrough, Plainview.
Troy Eugene Smith, Floydada.
Billy Wayne Ragan, Plainview.
Bobby Jerrel Ramsey, Plainview.
Edgar Earle McDonough, Petersburg.
James Alford Arnold, Sumner, Texas.
Charlie Chasine Holster, Gaineville.
D. Hortie Engle, Hale Center.
Robert Kinnith Savage, Plainview.
Gregorio Santana, Plainview.

WT Homecoming Set For Oct. 16

Canyon. — West Texas State College's big Homecoming celebration, the day thousands of ex-students return to renew acquaintances, has been set for Oct. 16, and plans are underway on the campus for a "Bigger and Better" Homecoming than ever before.

Most of the traditional events of the day will again be held, with a few changes made in the over-all program. Highlights of Homecoming will be the football game between the Buffaloes and New Mexico A & M at 8 p. m., and the reunion of the Class of '29 at a luncheon.

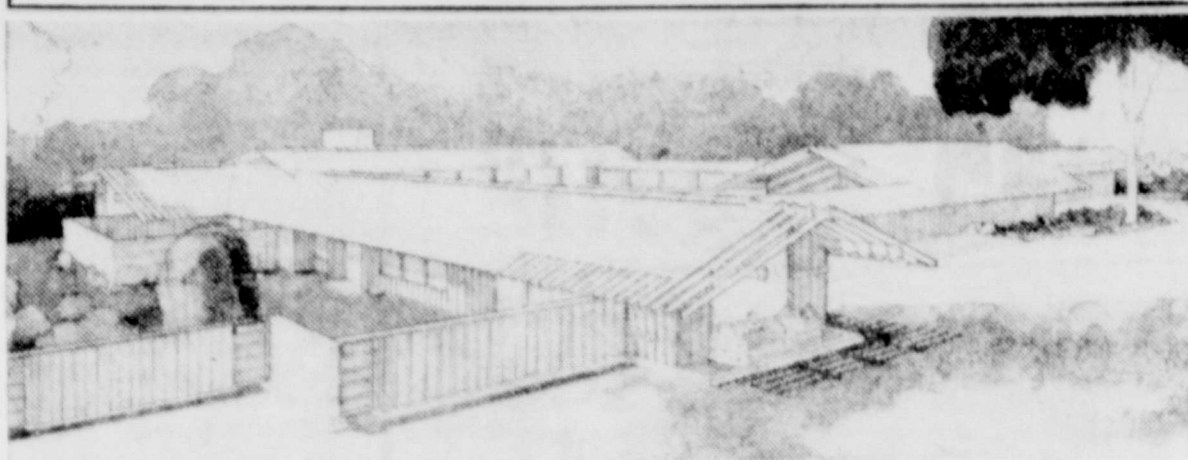
Registration of exes will be held Saturday morning in the Administration Building, and a general assembly of students and exes is slated at 10:45 a. m. in the auditorium. A prominent ex-student will speak; students will present a talent show, and the assembly will be climaxed with the crowning of WT's Homecoming Queen.

Some 40 high school bands of the area have been invited to participate in the annual Homecoming parade, to be held this year at 4:30 p. m. The barbecue, which usually draws around 4,000 people, will be served at 5:30.

HERE FOR WEEK END

Among the college students spending the week end here with their parents were Clyde Hill of the American Business Institute, Fort Worth, and the following from Texas Tech: Jimmy Myers, Sandra Myers, Barbara Carthel, Jerry Ford, and June Pigg. Betty Johnson of McMurry College, Abilene was also here.

STATE FAIR PACESETTER HOUSE



The House Beautiful Pacesetter House for 1955 will be one of the top attractions at the 1954 State Fair of Texas, Oct. 9-24. The luxurious, completely furnished, redwood-and-stone home is all-electric, has kitchen and laundry equipment so advanced it is scarcely off the drawing board. The house was built by the Dallas Home Builders Association and sponsored by the State Fair, The University of Texas, General Electric, Dallas Power and Light Co., and House Beautiful magazine, which will feature the home in an issue this winter.



CHECK YOUR HOME FOR FIRE HAZARDS TO-DAY

Farm Sales Drop For 3rd Year

College Station. — The volume of land sales in Texas during 1953 dropped sharply for the third straight year. Buyers resisted asking prices based on peak years of agricultural income and general economic activity, said Economists J. H. Southern and W. G. Adkins of the USDA and Texas Agricultural Experiment Station, respectively.

This resistance, continued the economists, stemmed from falling prices of beef cattle, widespread drought and impending acreage allotments and production restrictions.

Chief land buyers were owner-operator farmers. Nonagricultural factors, such as urbanization, potential mineral values and possible tax savings, tended to push land prices upward slightly despite the generally weak condition of the market. About two out of every five bona-fide land sales in the state involved the Veterans Land Program.

Well-improved family-sized farms with a known history of productivity continued to sell at a premium. Credit was more easily obtained for these buys and it is doubtful if their value will drop in the coming year.

Now for a look at the immediate future. With the exception of good family-sized farms and irrigated lands with an adequate and lasting water supply, most lands probably will decrease in price in 1954. Nonagricultural factors may prevent declines in some areas. Price drops are expected to be small and will result from lower asking prices. Volume of sales may strengthen with lower asking prices.

This outlook, said the economists, is based on the assumption that the 1954 economic situation will continue to be much like 1953 one of adjustments — as buyers and sellers react to lowered rather than rising agricultural incomes.

Complete details of the study, "The Texas Farm and Ranch Land Market, 1953," are available from the Agricultural Information Office, College Station.

CLEANING TIP

Have you ever tried using an old-fashioned blackboard eraser for some soapy jobs around the house — such as rug washing or window cleaning? It's a real handy item, reports the Gas Appliance Manufacturers Association, since it can itself be washed in hot soapy water. After rinsing an eraser, slap it hard against absorbent paper or cloth on a flat surface to blot out the excess moisture.

GO TO CHURCH SUNDAY.

Nation's First War II Draftee Visits Here

Visitors Thursday in the Henry Bollman home included Mr. Bollman's cousin, Hamilton Jarman, Mrs. Jarman and their son, Charles from Denver, Colo. Hamilton Jarman has the distinction of being the man whose name was in the first capsule drawn from the fish bowl in Washington D. C. for the World War II draft.

Others visiting in the Bollman home were Mr. Bollman's mother, Mrs. Lucy Bollman of Floydada, his daughter, Mrs. Morris Graham and Margaret Ann of Petersburg; his uncle, Otis Jarman of Denver, Colorado. Mrs. Lucy Bollman is a sister to Otis Jarman and this is the first time the two have been together in twenty-one years.

Want Adults To Go To Fair

M. L. Brewer, local FFA advisor said this week that he needed several adults to go with the local FFA boys to the state fair on October 15. He would like for the adult to take his car. The chapter will pay gasoline and hotel expenses for the car owner. The FFA boys want to go to the fair but Mr. Brewer said that it would be necessary for some adults to go along if the chapter members are to go.

Marshall Davis of Amarillo visited his son, Bob Davis and family here Tuesday.

EASY FROSTING

Soften one package of cream cheese with four tablespoons cranberry jelly, and then gradually add one pound of confectioner's sugar. Work it into a fine smoothness. This will frost a 9-inch cake, layers and all.

Brunniers At Groom Church Celebration

Mr. and Mrs. G. M. Brunner of Lockney were in Groom Sunday where they attended the 50th anniversary celebration of the Methodist church at that place. An anniversary sermon at the morning services, a barbecue at noon and special services in the afternoon made up the day's program.

Twenty-one members of the Brunner family were present at Groom for the day's celebration. These included Mr. and Mrs. Brunner, their four daughters and their husbands and the 11 grandchildren.

The wife of the Methodist circuit rider preacher who organized the church on October 4, 1904, Mrs. R. M. Morris, was present and brought along the Bible the minister used in organizing the church 50 years ago. She is now past 100 years of age.

Formal Opening For Beauty Shop Tues.

Formal opening of the Modern Beauty Shop will be held next Tuesday, October 12, Mrs. Frankie Dean, proprietor said this week. Two permanent waxes, and shampoo set and manicure will be given away at 5 p. m.

Special prices on permanents during the week will also be given in celebration of the event, Mrs. Dean said.

South Floyd Natural Gas Line Discussed

Floydada. — Negotiations are now underway with the Pioneer Natural Gas Company for securing natural gas lines to serve irrigation wells in the Baker, Lakeview and Dougherty vicinities in southeast Floyd County.

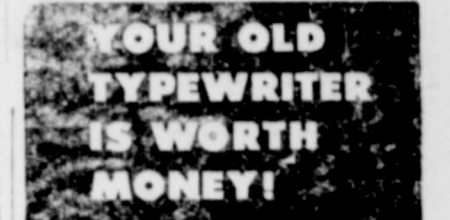
Plans have not been laid out as to the course of the proposed lines, but a map charting well locations and the logs of wells in the area has been turned over to the gas company's Lubbock office for consideration.

According to Bill Norman of Dougherty and Dorris Jones of Floydada, farmers instrumental in laying ground work for the project, gas company officials have expressed great interest in the project and are at present mapping out a possible route for such a line. More than 100 wells are now located in the area and could be served by the line. Communities in the area which have no natural gas could also benefit from the project.

LIGHT AND FLUFFY DESSERT

A fancy flake dessert — fast as a flash. Mold jello in a shallow bowl and chill in your refrigerator. When firm, force through a large-meshed strainer. Serve in a sherbet glass, plain or with a puff of whipped cream. Easy and delicious.

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