



Everybody Come To LOCKNEY SATURDAY

Automobile Given Away--End of Beacon Opportunity Club Saturday Night SHOP WITH THESE BACKERS OF LOCKNEY AND S



General Automotive Repair, Radiators Repaired, Batteries Charged. Auto Window Glass, Any Size

Phone 10 We

Foods to Tempt All at Special Low PRICES

Trades Day Tickets

Bring your CREAM TO

Huggins Produce

We pay market price.

Lockney Produce Co. Mrs. Sam Belyew, Prop Agent for Armour and Swift



Come In Saturday We Are Ready for You
Facial 50c
Shampoo 25c
Finger Wave 25c

MAY CRAGER Beauty Shop

SEE US SATURDAY

—FOR—

SPECIAL PRICES

—ON—

FISK

TIRES

OZAR SERVICE STATION



Fine Foods

Taylor's Grocery has maintained the highest Quality of Foodstuffs from the day it was established. Today it is proud to announce that the Quality has not suffered the slightest bit with the drastic cut in prices.

"Your Neighbor Saves at Taylor's, Why Don't You?"

Taylor's Grocery & Market

"Meet Me at Taylors"

HAMILTON

GREER DRUG
McKesson

McKesson

Albatum-Rub colds

25 and

Albomist No Drops

35c

Liquid Petroleum am, 1 pt

49c

Burn-tone for burns

39c

Anteceptic Solution

1 Pint

49c

Milk of Magnesia, 1 Pt.

39c

Kotex—2 Packages

Kleenex—1 Package

all for

59c

MAJESTIC RADIOS

WHITMANS AND KINGS CANDY

Trades Day Tickets given with each 25 cent purchase.

SPECIALS FOR SATURDAY

MEN'S DRESS HATS

Special \$1.49



MEN AND BOYS CAPS

In Beautiful Patterns 69c to 98c

Men's Leather Palm Glove 23c

Ladies House Shoes 29c

1 Lot New Spring Ladies House Dresses

Sizes 14 to 44 69 cents

1 Lot Children New House Dresses

Age 6 to 14 59 cents

E. L. AYERS & COMPANY

LUNCHEON IS SERVED



SATURDAY

Be sure to eat with

RAY ADAMS DELUX CAFE

Short Orders, Sandwiches, Hamburgers and Good Coffee

Questions Folks Ask—

WHAT IS FREE TIRE INSURANCE?

WHAT DOES IT COVER?

WHAT DOES IT COST?

See

Shick Service Station

WE JOIN WITH LOCKNEY IN EXTENSIVE VITATION SATURDAY DAY.

West

At Your Service

Ready to supply with the finest goods at the least cost.

Buy your groceries Saturday and Money

We will have big gains for Saturday Shoppers

Rains Grocer Hardware

Thursday, January 26, 1933

THE LOCKNEY BEACON

Established 1902

Published Every Thursday

J. L. SUITS, Editor

JEANE SUITS, Local, Church and Society Editor

Entered April 14, 1902, as second class matter at the postoffice at Lockney, Texas, by act of Congress, 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 its being brought to the attention of the publisher.

SUBSCRIPTION RATES

One Year—\$1.50 Six Months—75c Three Months—40c

The lessened purchasing power of the public has naturally resulted in widespread agitation for drastic reductions in the rates charged for utility services. The public does not fully understand the difference between the operation of a utility and an ordinary business. Most businesses are able to make high profits in good times—utilities cannot. Most businesses likewise build up protective reserves in good times—something the utility is not allowed to do. In the ordinary business investment, turnover is far greater than in the utility—that is, in the course of a year the sales of many concerns will be two or three times as great as their total investment. In the case of the utility this turnover occurs but once in several years. At the moment, a small saving in the monthly bills of the ordinary user of gas and

electricity might destroy the financial stability of the average utility. All possible operating economies have been made, and gross and net revenues have heavily declined. One-half or more of utility expenses are fixed capital charges. Ten to fifteen per cent of their gross revenue goes for taxes and the trend continues upward. Artificial reductions of utility rates at this time might put pennies in your pocket but would eventually take dollars out—because we need the employment, the purchasing power and the taxes the utilities furnish. We can't afford to ruin them.

Balance the budget! Balance the budget! That is about all they are saying in congress these days but how to balance the budget until you balance the budget of the taxpayer. There is no way to bring about the latter until plans are devised for increasing the price of commodities, and that will have to come through adjustment of the money problem. It is our opinion that the budget cannot be balanced except on paper until the currency question is settled. Commodity prices are near the bottom and still gradually falling with the purchasing power of the masses nearing the minimum and still diminishing and taxes are increasing in amount but diminishing in value. The value of the dollar is decreasing and the value of the dollar is decreasing and the value of the dollar is decreasing.

FAITHFUL EMPLOYEES AND ALTERNATING

M. H. Cahill, chairman of the board and president of the Missouri-Kansas-Texas lines, has returned to Dallas from New York where he attended a meeting of the board of directors and reported that the Katy last year earned its fixed charges of \$4,183,851. Directors were told that this showing, accomplished in spite of a decrease of 21.01 per cent in the Katy's operating revenue, had been made possible by the energetic co-operation of the railroad's employees, by more intensive advertising and by increased operating efficiency. Cahill said New York was commencing to show signs of a healthier business tone and was gradually coming to accept the belief of the Southwest that "the worst of the business storm is behind us." "But at that," he added, "the East needs a dose of the faith and optimism that has built up the business morale of the Southwest."

Cahill said that in spite of all that is being said and printed in New York about technocracy, business or the lack of it, continues to be the chief topic of interest and conversation. "The first question every one asks is, 'How do you find business in the Southwest?' That question, put that way, always pleased me, for it gave me an opportunity to tell them that out here we find business by getting out and hustling for it."

Cahill said the fact that the Katy had earned its fixed charges in a year when so many carriers had been forced to borrow to pay interest on bonds, and the fact that its decrease in carloading and income had been held to a lower percentage than the average for the country, was accepted as an indication that the Southwest has suffered less from the depression than other sections of the country.

Cahill said he told the directors that the Southwest had demonstrated its ability to adjust expenses to income and cited this and the increase in rural population, due to removals from industrial centers and the gradual growth of the Southwest industrially, as among the reasons for a more optimistic outlook there on the part of business leaders. He said the Katy's operating revenue had increased 10 per cent over last year.

AMERICAN INITIATIVE AND ENTERPRISE A MYTH?

The people of the United States have a reputation for initiative and enterprise. They start things and they finish them. They have a chance now to demonstrate their ability as never before.

Everyone is waiting for "business to pick up" but business won't pick up if its own accord. It will pick up when the desire and the determination to do something rises again in our national consciousness.

There are about 24 or 30 million families in the United States. This means that there are some 30 million men who are actual producers. Payrolls depend on construction activity the building and upkeep of homes, factories and enterprises which consume every imaginable product.

Building has been going down steadily for the past several years until it has become almost stagnant. Thousands of structures are deteriorating because of lack of repairs, paint, rotting foundations, leaky plumbing, worn out heating plants, and a thousand and one other things which have been let go.

Never in years could repair work or new construction be done as cheaply as today.

There are millions of individuals and industries in this country that have savings and are well able to carry on necessary improvements now.

Starting a few million jobs, varying in amounts from ten dollars to a few thousand dollars each, would release an avalanche of money and start the wheels of industry.

Employment would increase; our nation would take heart and commerce and industry would slowly regain a normal stride.

Before long this improvement would be reflected in other nations.

No amount of legislation or political maneuver involving increased taxation and greater public burdens, can do a fraction of the good that the people can do for themselves by exercising their much prized American initiative and enterprise.

IN MEMORY OF OUR DECEASED BROTHER, C. A. FLOYD

Again has the inscrutable fate of mortal man, and in fact of all living things that inhabit this terrestrial sphere, that none can escape the icy hand of death. It turns not away from the palace of the great and powerful, neither does it shun the hovel of the most wretched and degraded, all who live must die is the immutable law of nature.

The part of man we call the soul bids us hope, aye, we assert that it endows us with knowledge, that the Infinite Power that created man, has in store for him a greater destiny than to live in mortal form only. Who can say in his heart that this life ends it all that the spark of intelligence implanted in man is to go out as the breath extinguishes the flame of a candle, and exists no more. We are assured there is something beyond this life, there must be in the very nature of things, compensation somewhere, where the spirit enters into a higher and happier state of existence there must be an adjustment as it were to the soul that has in this life, been faithful and endeavored to fulfill its obligations to its Creator and fellow man.

In the death of Brother Floyd, Lockney Lodge has lost a true and faithful member, the community a most worthy citizen, one truly faithful to the tenets of Freemasonry, Brotherly Love, Relief and Truth which with him, were things not to be only declared as a principle, but to be lived and acted in reality, and to that end his life was devoted, he lived and acted his profession as both the faithful.

He has left us, the friends of his maturer years, to become again the companion of the friends of his youth who have preceded him to the Supreme Grand Lodge above, where his work will be presented to Him Who sitteth on the Throne, and we think we hear Him say: Though imperfect it may have been in some minor respect or act, the spirit that prompted it and moved the heart when you comforted the sorrowing and relieved the distressed and needy your work gains you entrance into the everlasting joys of thy Lord.

Peace be to his ashes, calm and quiet may they rest. We miss him now, we shall miss him more, in the days to come, the recollection of his serene Brethren and his liberal conduct made of his talents all that was "good true" shall ever linger lovingly and to us he is not dead, but as an

PALACE Theatre

FLOYDADA, TEXAS

TO-Day & Friday Irene Dunn In

"BACK STREET"

The story of Fannie Hurst's famous book now on the screen the picture for the millions.

Also Good Short Subjects

Saturday-Jan. 28- One Day Only Tom Mix in

"MY PAL THE KING"

More show than a three ring circus, bring the kids they are sure to enjoy this one.

Selected Short Subjects

Saturday Midnight Owl Show 11:45

Also Sunday & Monday Boris Karloff in

"The Mask of Fu Man Chu"

Frankenstein Karloff back again to thrill you as you never was thrilled before. You cannot afford to miss this picture.

Selected Short Subjects

Tuesday & Wednesday An All Star Cast In

"Men Of AMERICA"

Cast includes William Boyd Chas Sales, Dorothy Wilson and a flock of others. The whole family will enjoy this one. These nights are bargain nights cut the Buddy ticket out of this paper and come, at a price you can afford to pay.

Also Good Short Subjects

ROUGH to your finger



Bothered with Backache? It May Warn of Kidney or Bladder Irregularities. A nagging backache, with bladder irregularities and a tired, nervous, depressed feeling may warn of some disordered kidney or bladder condition. Users everywhere rely on Egan's Pills. Praised for more than 20 years by grateful patients throughout the country. Sold by all druggists.

See us in regard to your hatching and culling your flocks. Remember we buy Cream, Eggs and... only those in actual need... for relief work.

Western Union Gives Added Service To Lockney. By Jeane Suits. Hello everybody, this is the editor again. He certainly is glad too see this paving started which is to reach to the Santa Fe depot. Just think! a nice ride from, or to the station and not even a bump.

Well, well at last the "Lame Duck" amendment has been ratified. Missouri was the last state to approve it giving it the necessary three-fourth majority. This was the 20th amendment to the constitution. Thank goodness that is over—it looks like the 18th amendment will be next.

Frances Perkins was appointed Industrial Commissioner of New York State and City in January, 1929, by Franklin D. Roosevelt. She administers affairs of the largest labor market in the nation and does it well. Then men persist that the woman's place is in the home. Now, what do you think, of that?

How about a white swager suit for spring?—nothing smarter. Either hip length coat or three quarter, buttoning right up to the neck, topped with a collar crossing and fastenings. Plan your spring costume carefully and be assured of style.

The editor has had quite a struggle this week trying to get news for the paper News is anything of interest to a large number of people so do not hesitate to send in or tell all of the news you know each week. In this way we can make our paper interesting to people for miles around.

Did you know that spring is upon us?—Yep, our first real sandstorm took place last Saturday and it was really a "dilly." Everything but the houses were up rooted and re-set.

Ho!—I have just learned a new trick, a heated knife cuts fresh bread splendidly. If you don't believe it just try it.

Here is a new subject for the future poets—the latest fad in the New York night clubs is the characters of comic strips painted on the fair ladies knees.

Well, I guess that's all for this week. The boss is hollering for more copy. See you next week.

CHIROPRACTOR Office Phone No. 17

BYRD-GROTH BUICK COMPANY SALES AND SERVICE 718 Austin St. Phone 17 DR. E. L. SPENCE EYE, EAR, NOSE AND THROAT SPECIALIST Office in Plainview Sanitarium and Clinic

Mother of 7—Still Young



THE woman who gives her organs the right stimulant need not worry about growing old. Her system doesn't stagnate, her face doesn't age. She has the health and "pep" that come from a lively liver and strong, active bowels. When you're sluggish and the system needs help, don't take a lot of "patent medicines." There's a famous doctor's prescription for just such cases, and every druggist keeps this standard preparation. It is made from fresh laxative herbs, active senna, and pure pepsin. Just ask for Dr. Caldwell's syrup pepsin. Take a little every day or so, until every organ in your body feels the big improvement.

usual cathartic. You'll be rid of all that poisonous waste, and you haven't weakened the bowels. You'll have a better appetite, and feel better in every way. The constant use of cathartics is often the cause of a sallow complexion and lines in the face. And so unnecessary! Would you like to break yourself of the cathartic habit? At the same time building health and vigor that protects you from frequent sick spells, headaches, and colds? Get a big bottle of Dr. Caldwell's syrup pepsin today. Use often enough to avoid those attacks of constipation. When you feel weak and run-down or a coated tongue, or bad breath warns you the bowels need to be stimulated. Give it to children instead of strong laxatives that sap their strength. It isn't expensive.

HEAT WITH GAS West Texas Gas Co.

Insurance and Bonds FRANK PERKINS THE DEPENDABLE AGENCY East Side Main St. Phone 15

Now For The Home Stretch

The Judges

J. H. HOHLAUS
South Plains Grain Company

Dr. JOE McCOLLUM
Chiropractor

ROSCOE SNYDER
Cashier First National Bank

The gentlemen named above have kindly consented to act as a committee of judges to make the final count to determine the winners.

They are all well known men who have no personal interest in the campaign or anyone of the club members, and are serving in the interest of the Beacon to see that every credit is counted as cast according to the rules and regulations.



Get Ahead Promptly

ON THE STROKE OF 7 P. M. SATURDAY JAN. 28th. THE BEACON OPPORTUNITY CLUB WILL COME TO A CLOSE

Important Notice

Positively, no personal checks will be accepted if found in the locked and sealed ballot box during the last three days of the campaign.

This ruling is made in absolute fairness to all club members and will be strictly enforced.

All remittances for sales must be in actual cash, cashier's checks, or money orders. If any personal checks are found in the ballot box, they will be thrown out and no credits issued.

Club members are warned and instructed from this moment on to have personal checks made out to them and for them to cash same and make their sales reports in cash daily.

This is Imperative

of doing business and

We pay market prices.

THOUSANDS of EYES

YOU HAVE PROMISED YOUR FRIENDS, YOU HAVE PROMISED JUSTICE TO THOSE FRIENDS WHO HAVE SUPPORTED YOU

YOU MUST

BUT IF YOU ARE NOT WORKING AT TOP SPEED NOW, LAST MINUTE SATURDAY NIGHT, YOU WILL FAIL, FOR THE REAL TUG OF WAR IS NOW AND THAT FATAL HOUR SATURDAY NIGHT, THE NEXT TWO DAYS WILL TELL THE TALE

Success or Failure -- It's UP to You and you alone

THE END

Of the race is but a few hours off, and will be brought to a close under a locked and sealed ballot box.

ALL CLUB MEMBERS

will have their blue ballots in an envelope with their name on each envelope, and will deposit them in the ballot box as they also will deposit their sales reports in ballot box for the last 3 days, placing their subscriptions and cash in an envelope and sealing it. Be sure to write your name on all of your envelopes before you deposit them in the locked box.

This is done so that no one, not even the publisher or club manager, can possibly know the strength of any club member, and in fair-

ness to all club members the secret ballot is best.

MAKE SURE

Not only of winning, but that the correct amount of money is in all of your envelopes and that your subscriptions and cash tally. Also be sure that there are no personal checks in your envelopes. See important notice above on this page.

THE FINAL COUNT

To determine the winners will be made by the official judges on Saturday night just as soon after 7:00 o'clock as all balloting has stopped. All club members who are in the Beacon office on the stroke of 7:00 will be allowed to deposit their final sales in the

SPECIALS FOR SATURDAY

MEN'S DRESS HATS
Special \$1.49



MEN AND BOYS CAPS

DR. L. J. McCOLLUM
CHIROPRACTOR
Office Phone No. 17

WE JOIN WITH THE LOCKNEY IN EXTENDING TO ALL LET'S

ballot box, no matter how long it may take. Then the box will be turned over to the judges who will unlock it and order the club manager to issue credits on the sales therein. Then the credit ballots will be turned over to the judges for examination and to be added to the previous ballots cast by each club member, and while it will necessarily take some time to canvass the ballot box it is estimated that the count will be completed and the totals announced within an hour after the balloting has stopped, at which time

THE PRIZES

Will be awarded to the Club members in front of the Beacon Office.
Be sure to come to the Beacon's party. Be there and bring your friends.

LOCKNEY



TRADES DAY, JAN. 28

Starts 7 P. M. Special Bargains for Special Trades Day Don't Miss It!
SAVE MONEY--Read Their Ads Below for Bargains

SPECIAL FOR SATURDAY
We will set your eggs for—
\$1.00 Per Tray
See us in regard to your hatching and culling your flocks.
Remember we buy Cream, Eggs and appreciate.

BE SURE TO GET YOUR TRADES DAY TICKET
—IN—
"GOLDEN KRUST BREAD"
Will be prepared by the Union Gives Added Service To Lockney

EUGENE HARRIS SAYS:
"BETTER COME IN FOR TRADES DAY"
I can personally assure you real value in
"GOOD OLD STATE RESERVE LIQUOR"



Lockney Hatchery

WE JOIN WITH THE BUSINESS MEN OF LOCKNEY IN EXTENDING TO YOU AN INVITATION TO ATTEND TRADES DAY LET'S MAKE THIS A GREAT DAY

Texas Gas Company

- Hot Water Bottles 79 cents
 - Fountain Syringes 89 cents
 - Fountain Pen with Pencil to match Free 99 cents
 - Stationery, Box 69 cents
 - Stationery, Box 29 cents
 - Chic Notes, Box 59 cents
 - Medford Pound Paper 39 cents
 - Dr. West Tooth Paste, 2 for 34 cents
 - Dr. Colgates Tooth Paste and one 50c Tooth Brush for 49 cents
 - An Assortment of 50c Rouges 29 cents
 - An Assortment of Lip Sticks 19 cents
 - Jonteel Soap, regular 25c, 2 bars for 26 cents
 - Stag Shaving Cream 21 cents
 - Lavender Shaving Cream 21 cents
 - Colgates Shaving Cream 21 cents
 - Palmolive Shaving Cream 21 cents
 - Gem Razors with two Blades 19 cents
 - Boy Scout First Aid Kits 59 cents
 - Tish Handkerchiefs 19 cents
 - Any Phonograph Record in the House 11 cents
- LOCKNEY DRUG CO.**
THE REXALL STORE

BRING THIS
To our Store Saturday Trades Day
It is worth MORE than its trade.
The largest store Groceries in Floyd County
PICCOLI'S
The oldest Self-Service Store in Lockney

If you have a Motor Frozen, Combine or Car—Call
GRAVES Welding Co.
Acetylene and Electric Welding

to \$2.50 values
BROKEN SIZES AT REAL BARGAINS
Baker Mercantile Co
BRYAN WELLS, Barber
Invites all of his customers to his new stand at the
COMMERCIAL BARBER SHOP

The Beauty Parlor that Gives Trades Day Tickets is the—
Hotel Beauty Shop
Virginia Collier, Mgr.
Real Art Croquignole Permanent Wave \$2.50 for one or two for \$4.00
Tickets with each Finger Wave

vice
y you
ceries
es here
Save
ay bar-
day
members in
s party. Be

WITH THE CHURCHES

MAIN STREET CHURCH OF CHRIST

G. F. Micky, Minister
Covetousness is not only an idolatrous sin, but it is also the chief cause of present distresses.

However, all is not bad. Last Lord's Day there was manifest improvement in every service. The people were more punctual, the singing was more spiritual, the worship seemed more heartfelt and the lessons received a better hearing.

For next Lord's Day interesting things are planned. We look forward to a large increase in our Men's Bible Class, which has become a special feature in our Sunday morning work.

At the hours for preaching, we shall have for the 11:00 o'clock service "In Memoriam" as our subject lesson, and for the 7:00 o'clock meeting "The Witness of the Holy Spirit."

Next Lord's Day.

At the hours for preaching, we shall have for the 11:00 o'clock service "In Memoriam" as our subject lesson, and for the 7:00 o'clock meeting "The Witness of the Holy Spirit."

at the parsonage and up the

There were 13 ladies present and enjoyed the lesson led by Mrs. Osburn. The next meeting will be in the home of M. E. Parsonage. Mrs. J. J. Harris will lead the devotional. The lesson will include the second and third chapters. All members are urged to come and take the Mission Study.

AT THE METHODIST CHURCH

Sunday School, 9-45 A. M. Preaching, 11 A. M. and 7 P. M. League, 6:15 P. M. Women's Missionary Society, Monday 3 P. M.

Prayermeeting, Wednesday 7 P. M. Congregations splendid at every service last Sunday. And, still there is room for more. Remember, the Sabbath was made for man. God made it for man, because he needed it. The man who neglects to use it for what it was divinely made for, suffers an irreparable loss.

The Methodist church offers a friendly place of worship to any who would care to come its way. We shall try to have a message that will be helpful to any who would come. Remember the announcements, as are made, and be present. Next Sunday, on time.

At the close of Sunday School, a layman will deliver a five-minute talk on the subject: "The Southern Methodist's part in the carrying out of the Great Commission." These "Talks," by a layman each Sunday are expected to be of great interest. Some interesting information is to be given, and the men are to be greatly benefited by delivering the addresses.

We want to help you. Give us a chance at you. See you next Sunday! Thank you. B. J. Osburn, Pastor

MEMBER OF EPWORTH LEAGUE

ALL DAY WORKING AT THE BAPTIST CHURCH NEXT WEDNESDAY

A stitch in time saves nine someone has said and also the proverb, "The early bird gets the worm," is still a print but must surely carry a different meaning now. The present meaning is, if you have the worm take care of him. There are a number of things that need to be done around the church in order to save many dollars later and in order to keep the church property in good repair the men of the church are planning to meet at 9:30 next Wednesday morning February, 1st and spend the day in cleaning up and repairing the property.

The part the ladies are asked to play is to give the men plenty to eat at the noon hour and of course the good dinner of the ladies will bring all the men out for the day. The men should bring hammer, saw, chisel, spade and any tool that you think might be needed. This day is set that the men might do the work before they get busy in the field work.

ALL DAY FIFTH SUNDAY MEETING AT BAPTIST CHURCH

C. E. Roark of Plainview to Preach Basket Dinner at the Church

Don't miss it—here it without it! Sunday at the eleven o'clock hour again at two o'clock Baptists and friends of Lockney and community are to have one of the greatest Bible feasts that will be enjoyed here this year. Everybody ought to want to know more about the Bible. C. E. Roark, who teaches Bible in Wayland is to speak at the eleven o'clock hour on "Christ in the Book of Genesis." The Bible for many years never saw Christ in the old Testament and thought he had

special meetings and meetings of Genesis. Noah's Ark is a story which Noah and seven others were spared from the great flood. In Exodus the Ark of Moses is spoken of which Moses life was spared from the cruel hand of Pharaoh, King of Egypt who demanded the death of all male children under two years of age. The Ark also in Exodus the "Ark of God" is described and its purpose given. You will enjoy these sermons or lectures and a lesson of these Arks will thrill you.

Will Hamilton heard the above lectures given at Hale Center a few weeks ago and states that it was the richest Bible teaching he had ever heard. Roark is a Bible student of many years. Reads the New Testament in its original Greek and the Old Testament in its original Hebrew. He is a graduate of Baylor University and the past year secured his Master of Arts degree there. He is a deep Bible thinker but a simple Bible teacher and makes the scriptures so plain that even a child understands his messages. He also is very frank and admit that there are portions of the Bible that he does not understand and that no other man understands through study.

Mrs. Roark is a talented artist and has been invited to give a chalk talk which will be of interest to all children. Everyone welcome come and bring your basket dinner and stay all day.

SENIOR EPWORTH LEAGUE

Topic: When are you educated? Leader—Virginia Thomas. What Education is not—Mrs. Mary Harris. The essential Attitude—Ermine Ida Thomas. Spiritual Ideals—Patricia Patterson. A Disciplined Personality—Virginia Hohlaus. Essential Knowledge—Emory Higgins. A Truthful Use of Leisure Time—Wilma Cooper.

B. A. U. PROGRAM

First step—Mrs. R. E. L. Muney. Second step—Mrs. E. M. Whorton. Third step—Mrs. Nell Southern. Fourth step—E. V. Kunkle. Fifth step—Mrs. W. L. McMinn. Wanted—A world revival.

ADULT SENIOR B. T. S. PROGRAM

Scripture—Silas Ellis. Discussion number one—Rev. Ray. Discussion No. 2—Mrs. Cora. Discussion No. 3—Mrs. Marvin Coy.

HIGH SCHOOL HONOR ROLL

Third Six Weeks

Seniors: Modelle Brown, Raleigh Canning, Wilmer Dobson, Pauline Gilliland, Kenneth Hohlaus, Bulah Fay McClure, Evelyn McDonald. Juniors: Roach Allen, Faye Cook, Virginia Hohlaus, Imogene Roberson, Mary Williams. Sophomores: Chester Carthel, Edna C. Jeland, Mildred Hage, Estelle Hodel, Mary Louise Woodworth. Freshmen: Pauline Beall, Lora Copeland, Dorris Fields, Gladys Pratt, Merle Trussell, Carolee Woodword.

ROSELAND YOUNG PEOPLE ENTERTAIN WITH PARTY

Miss Laura Casey, of the Roseland Community, gave a forty-two party Thursday evening at the home of Mr. and Mrs. T. F. Casey. Those enjoying the affair were: Misses Nell Callahan, Hattie Ruth Brown, Helen Upton, Sara Mae Wicker and Helen Fay Callahan, Ora Bell Callahan, Geraldine Upton, Neva Orman, Messers Arthur Brown, Frank Allen Robertson, Lem Robertson, Delber Rose, T. J. Robertson, Raymond Upton and Jack Callahan. Mr. and Mrs. C. H. Rose, Mr. and Mrs. Hilburn Casey, Mr. and Mrs. T. F. Casey and hostess, Miss Laura Casey.

JOLLY TIME BRIDGE CLUB HAS FETE AT MRS. WALTER BYARS

Mrs. Alvin Fielder entertained the Jolly Time Bridge Club at the home of Mrs. Walter Byars Tuesday afternoon.

Mrs. Gip Hudson won high score. A salad course was served to the following members and guest: Messdames Annie Anderson, Gordon Crockett, Gip Hudson, T. J. Honea, Acel Cope, Raymond Meriwether, T. B. Brooks, Mrs. Byars, M. F. Roundolph, Misses Edna Byars, Faye Golden, Mays Golden and hostess Mrs. Fielder.

L. L. CLUB ENTERTAINED WITH FETE BY SAMS AND DINES

The L. L. Club members and husbands were the guest of Mrs. Buck Sams and Mrs. Dines at the home of Mrs. Sams Friday night at 8 o'clock. Tables of bridge with clever appointments were used. A salad course was served to the following members and guest: Messers and Messdames Drager, E. E. Dyer, Nell Greer, Hohlaus, Tom Rankin, Elice Rankin, Dr. Wemberly, Paul Shick, Roy Rankin, and host Buck Sams and Mrs. Dines.

FLOYDADA Steam Laundry 2 Days A Week Service For Lockney

CALL NO. 2 BAKER HOTEL For Pickup Service

7 Cents Per Pound For Rough Dry

FAMILY FINISHED 10 Cents Per Pound

SAVE YOUR HEALTH BY SENDING YOUR LAUNDRY TO US

PLEASANT VALLEY

Mr. and Mrs. Waikfus have moved to Cedar Hill and in their place we have Mr. and Mrs. Ginn, formerly of Floydada.

Mr. and Mrs. W. C. Hubbard were surprised Thursday night when a few friends dropped in for a pleasant chat. Those present were: Mr. and Mrs. F. U. Payne, Mr. and Mrs. Lee Reeves and daughter, Fay, and Mr. and Mrs. C. F. Harris and family.

W. M. Ferguson, Mrs. Carl Ferguson, Miss Lucille Marr, of Plainview, and daughter, Irene, visited in Lubbock Saturday.

spent Friday and Saturday with her parents. Mr. and Mrs. J. T. Marr, Mrs. F. U. Payne entertained with a with Mrs. Jers Shurbert of Floydada, dinner last Thursday. The following were present: Mr. and Mrs. T. B. Mitchell, Mr. and Mrs. C. F. Harris and children, and Mr. and Mrs. W. C. Hubbard.

Makes Women Lose Fat

Miss Rea M. Haines of Dayton, Ohio writes: "I weighed 180 so started to take Kruschen. I never was so surprised as when I weighed myself the first week—I lost 7 pounds. I just bought my third jar and am down to 145—am still taking them and never felt better in my life." (June 17, 1932.)

To take off fat—take one half teaspoonful of Kruschen Salts in a glass of hot water in the morning before breakfast—one bottle that lasts 4 weeks costs but a few cents—get it at any drugstore in America. If this first bottle fails to convince you this is the SAFE and harmless way to lose fat—your money gladly returned.

Don't accept anything but Kruschen because you must reduce safely.

FOUND—Someone left their new car license in the car of G. B. Johnston at Floydada through a mistake. Owner call at the Beacon office and get them and pay for this notice.

NOTICE—Hair cuts 15c shaves 15c.—Scotts Barber Shop. 17-1p

FOUND—Boys coat, owner can have same by describing same and paying for this ad.—O. T. Prickett.

FOR RENT—Modern brick dwelling, furnished, automatic water heater, bath, with water and sewer charges paid, priced right. Has been fumigated.—Geo. T. Meriwether.

ARTHUR B. DUNCAN ABSTRACT COMPANY, S. E. Cor. Square, Floydada, Texas. Oldest and Most Complete set of Abstract Books in Floyd County. Only experienced and competent Abstractors employed.

Classified Ads

WANTED—Reliable agent in each community for Old Line life insurance. Less than \$11.00 per thousand annually up to age 44. Children's \$500.00 policies, age 10, \$5.70 annually. Monthly or weekly premiums. See or write Calvin Henson, Gen. Agent, Lubbock, Texas. 17-5c

MEN Wanted for Rawleigh Routes of 800 consumers in and near cities of Lockney, Floydada, Plainview and county of Motley. Reliably hustler can start earning \$25 weekly and increase every month. Write immediately.—Rawleigh Co., Dept. TX-310-S, Memphis, Tenn. 17-3p

MONEY FOR LAND—Prospects with oil money wanting Plains land at depression prices. Full particulars and delay.—J. E. (Ed) Alexander, Overton, location in first letter. No time for Texas. 18-4p

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Good Lump Coal \$7.00 Per Ton. There is no heat so satisfactory as Coal Heat. And there is no coal so dependable as our coal. A trial will convince you. POOL ELEVATOR COMPANY, Lockney, Texas. F. F. Holstine, Mgr.

ALL HE HAD LEFT. We heard of a man who died recently and left Everything he had to an orphan's home. What did he have? Eleven Children! Many a man goes that way. Avoid such situations if you can. Start Now and save a little, no matter how small amount. Make a confident of your Banker. He may be able to help you avoid speculation. Live within your means. Go slow but sure. Better days are on the way. We stand ready to help you if we can. First National Bank, Lockney, Texas

THOUSANDS

Several speakers will be here from other places. Prof. Jno. R. Freeman, M. A. of Lubbock and Dotson G. Lewis, B. A. of Falls and several others of mature information will speak from 10 A. M. to 4 P. M. Then at night possible ten young men will make ten minute speeches on any line they choose.

Every one who likes to consider evidence in favor of the supreme subject as to whether man shall live again and where he shall live will enjoy the discussions of the day. Services are to begin at ten in the forenoon and two in the afternoon. You can't afford to miss the things to be given.

J. Frank Copeland. If any one thinks he has a knowledge of well established facts which show the Bible is not true or is mere human tradition he will be accorded courteous and free rein to express any real evidence he knows against the Bible.

METHODIST W. M. S. HAS FIRST LESSON IN MISSION STUDY. The Methodist W. M. S. met Monday

Let Electricity Do Your Work TEXAS UTILITIES Co. "Your Electric Servant"

CUT ME OUT Buddy Ticket PALACE THEATRE FLOYDADA. This Ticket and ONE Paid Adult Admission will admit You and a Buddy any Tuesday or Wednesday.

Dr. R. R. Wimberly DENTIST. Over the First National Bank, Lockney, Texas.

FOR ACHES AND PAINS BALLAST SNOW LINIMENT. Penetrates! Soothes!