

LOCKNEY—The Gateway to the Magic Plateau of the Llano Estacado or Staked Plains of Texas.

THE LOCKNEY BEACON

LOCKNEY—In the Irrig- lion Belt, Where Ev- Farmer Can Own His C- Well and Make It F- When His Land Needs

Dedicated to the Interests of This Section, That No Good Cause May Be Ignored

VOLUME 32

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, MARCH 30, 1933

NUMB

Mrs. A. C. Smith Claimed By Death Monday Morning

Mrs. Amanda C. Smith, 75, died in the home of her son, Jess Smith, two miles south of Petersburg at 5 o'clock Monday morning. Mrs. Smith is a former resident of Lockney but has lived at Petersburg for the past nine years. Funeral services were held at the Baptist Church at Petersburg by the Rev. J. H. Partin pastor, and interment was made in the Lockney Cemetery.

Lockney Man On Convention Program At Lubbock

The Baptist of the Ninth District comprising seven associations and about fifteen counties will meet in Lubbock next Monday and Tuesday and hear outstanding leaders in their local work as they discuss the problems of the Sunday School and B. T. S. work. The local Baptist church is planning for a large delegation to attend and the cars will leave early Monday morning as the program starts at nine o'clock. The local pastor Willis J. Ray, is to appear on the program Monday afternoon in the interest of the young people's work. Those attending will be entertained on the Harvard plan and anyone wishing to go and not having a way transportation will be provided.

Wins All County Tennis Matches Except Girl Singles

The Interscholastic League Tennis games were played off last Saturday at Floydada. Lockney won the girls and boys doubles and the boys singles but were defeated in girls singles. Agnes Cooper and Rachel Graves were playing doubles, Lela Comer girls singles, Wood Stevenson and Aron Carthel boys doubles, and T. V. Copeland Singles. All of the games were plenty peppy and swift. These winners will get to go to district in about two more weeks and really "clean up."

Jig-Saw Puzzle Exchange Being Established Here

Being as we do not have anything else to do down here at the Beacon office these days we have decided to establish a Jig-Saw Puzzle exchange. After you work a Jig-Saw puzzle one time it loses all of its kick, therefore we are going to manipulate this exchange for you so you can secure new puzzles all the time and keep you employed during your leisure hours.

WILL MAKE MORE MONEY

H. H. Bennett, T. E. Cowart and E. C. Durham have come to the conclusion that if they had proper cream separator facilities that they could make more money out of their cream and their dairy cows would show a greater profit, so they have recently purchased new DeLaval separators. These gentlemen are among our most progressive farmers of this community.

Men's Monthly Mixer Friday Night

April Fool comes but once a year and since the men's social comes on the eve of April Fool the entertainment committee will take advantage of the occasion by fool jokes, pranks, stunts, and initiation. A speaker from Floydada has been secured, our honorable district attorney, who will make a brief talk to settle our nerves after an evening of fun and frolic. Let the men of the community remember that this is not a church affair neither is it a religious gathering; but just an old time get-together for men that we might come to know one another better and forget our trials and hardships. Come in your work clothes for your good suit might become soiled if you wore it. All the candidates in town running for office are expected to be present and pass a rigid initiation to see if they are qualified for the office they are seeking. Remember the date, Friday night March 31, at eight o'clock in the basement of the Baptist church. Eats will be served about ten thirty. Come bring a buddy with you.

Mr. and Mrs. Garland Brown of Hart, Texas, accompanied the former's mother, Mrs. Effie Brown, home Saturday. Mrs. Brown has been visiting with her son for some time.

Practice Debate Monday Tuesday

The Lockney teams debated the Ralls boys and girls last Monday night at Ralls in a practice debate, and Plainview Tuesday night here. The boys won over Ralls with a 3-0 decision, but the girls lost in a 2-1 decision. The Boys also won their debate with Plainview in a 3-0 decision. Herman Thornton and Kenneth Hohlaus are debating for Lockney this year, and Virginia Hohlaus and Margaret Hage. Bill Bobbitt is coaching the teams.

CORRECTION

In last week Beacon it was said that Mr. and Mrs. J. B. Allen and children gave the Baptist church a pine tree. We did give the church a pine tree, but the tree did not cost us ten dollars. We got two pines when we were in New Mexico about two years ago on a hill-side when coming home. We set them out in our yard. A few days ago we dug one up and set it out on the north side of the church, and we gave it to the church.

MR. AND MRS. J. B. ALLEN. Mr. and Mrs. Jim Hamilton and family of Hale Center were visiting Mr. and Mrs. Trav. and Morgan Hamilton Sunday. They also attended the Baptist church meeting.

Miss Gene Dyer, Miss Martha Meriwether, Miss Jeanne Suits, and Miss Estelle Byars were Plainview visitors Sunday afternoon.

Mr. E. V. Kunkle left Tuesday morning for Olney, Texas, to be at the bedside of his father, H. D. Kunkle, who is seriously ill.

Results of Literary Try-outs

The following is the results of the Interscholastic literary try-outs held last Thursday night at the Grammar school auditorium: First place grade story tellers, Teddy Jack Crager, first place, and Billy Allen second place. Second grade story tellers: Denise Cummings first and Charles Smith second. Sub-Junior story tellers: Lawrence Hahn first, and Edna Shaw second. Story tellers: Tony Ridings first, Pauline Hutton second, and Mary Alice Baker third. Junior boy declaimers: Reuben McGilvery first, Billy Edd Whitfield second and Richard Mann third. These winners will go to Floydada this week and compete with the other towns in the Interscholastic League Meet.

Lockney Country Received A Good Rain Tuesday Nite

Everybody in the Lockney country are all smiles these days, caused by the splendid rain received Tuesday night. It came just in the nick of time to keep our wheat from suffering from the lack of moisture. It is very seldom that we receive a rain in this country in March, and when we do, we always feel that we are going to make a wheat crop, as well as practically assuring a row crop. The rain covered this section fairly well. To the west it was heavy, about two inches being received. Northwest and north was about the same and extended on around to the northeast. In Lockney we received a little over an inch. To the east it gradually faded out, only extending about five or six miles. Also southeast it was light. Muncy community receiving about a quarter inch. South and southwest a good rain was received according to reports reaching this office.

The Lockney country has not made a crop in about three years, but it now looks as if we are headed in the direction of a good one this year. We will more than likely receive additional rain along about the last of April or the first of May if past history can be relied upon.

Tab Meriwether was just in the office and stated that he sure did receive a good rain on his wheat crop northeast of town. Tab has 900 acres in wheat this year and he is all smiles this week. He made the statement "That if he could harvest 40 bushels to the acre and receive \$1.00 per bushel for it that he would be able to pay the interest on what he owes. Somebody sure did have confidence in Tab's ability to pay to let him get in debt that heavy. \$32,000.00 is a lot of money. He must have floated a bond issue. Anyhow Tab was feeling good over the rain regardless of the interest payments. Farmers sure will be busy the next few weeks putting up their land for row crops, planting maize, kaffir, etc. This moisture will last for some time and they will take advantage of it.

Aiken School To Be Dedicated On Monday, April 3

The beautiful new school building at Aiken has been completed and it will be dedicated Monday, April 3rd. Every one has an invitation to attend. The following program will be rendered:

- One verse of America—by audience
- Invocation—Rev. Walden
- Presentation of School Building—Mr. Thomas
- Acceptance of Presentation
 - a. Representing school—Principal
 - b. Representing community—Mrs. Marshall
 - c. Representing students—Jewel Glicrase
- Musical feature—Dick Waldon
- History of school—Ruth Taate
- Compliments of County Supt.—Price Scott
- Male Quartet—Hambone Quartet
- Main Address—President McDonald
- Wayland

MOVES TO TAHOKA

Mr. and Mrs. A. A. Suits loaded out their household goods Monday morning for Tahoka where they will make their future home. Lockney has been their home for the past fourteen years, and Mr. Suits has been rural mail carrier on Rout No. 1 for the past twelve years, but was recently transferred to Tahoka where he will be carrier on Route No. 1 at that place. His transfer came about through a consolidation and discontinuation of our Rural routes out of Lockney, effective the first of April. Their son Gordon did not accompany them to Tahoka but will remain in Lockney until the close of the school term, making his home with his uncle and aunt, Mr. and Mrs. J. L. Suits. L. A. Stove of Canyon Teachers College was home for the week end.

School Trustee Election Saturday

Don't forget that a school trustee election for the Lockney Independent School District will be held Saturday when two trustees will be elected. Let every qualified voter go to the polls and vote. Cast your vote for the men that in your judgement is best qualified for the place. We must have a good nine month school in Lockney and we can have it if we will just make up our minds that we are going to. We have not seen a sample ballot and do not know who is on the ticket, but we are sure that you will find them all men of good sound judgement. The lady voters should take special interest in this election. It has to do with the education of your children and we know that all women are vitally interested in their children's education. Not that the men folks are not interested, too, but they are busy in business affairs and do not give the question as serious consideration as the women folks, who kinder shift the responsibility to them.

Legion To Present "Mr. Jim Bailey From Texas"

The American Legion will present a 3 act play entitled "Mr. Jim Bailey From Texas" Tuesday night, April 4, at 8:15 in the Grammar School Auditorium. It is a wonderful story about a West Texas boy. Full of heart interest and lots of fun. Carl Mann plays Jim Bailey and Homer Mann his old dad. Marion Meriwether is the society girl who married Jim for his money and is ashamed of him because he is so ignorant, and her ambitious Mother played by Mrs. Mann tries to separate them. Dr. McMillan is the villain and Rob. Mann and Martha Meriwether are the two good American Sweethearts. Other interesting parts are played by Gerald Sams, J. Edd Parson, and Richard Sherwood who is the brother. The first two acts take place in New York City and the third act in a hotel garden in Paris. Specialities between acts will be featured by Wynona Rhine and Maye Crager. Price will be 10 and 25c.

This is a real show well worth seeing because it is about people you all know and understand. Don't miss this big treat.

Mrs. Perkins Presents Pupils In Recital Thursday

Mrs. Frank Perkins presented Leota and Leona Shelton in a piano recital at the home of Mrs. Carl McAdams Thursday evening. Leota Shelton gave the following selections: Colonial Dances—Williams Whispers of Spring—Preston Spooks—Gallup The Olive Pickers—De Leon Voice—Kern The following numbers were given by Leona Shelton: The Coming of Spring—Bowers Carnival Scene—De Val The Rosary—Nevin Narcissus—Nevin Curious Story Heller Hungary—Kolling Duet, "In Lillac Time" played by both of them.

G. W. Adams Is Seriously Ill

G. W. Adams, 72, has been seriously ill at his home in West Lockney since last Saturday afternoon. A number of his children and friends are here to be at his bedside. Mr. and Mrs. S. L. Smith of Daveta, Colo., Mrs. W. P. Olivebaugh of Ft. Worth, Mr. and Mrs. R. G. Hodge of Sherman, and Mr. R. L. Adams of Vernon.

City Election To Be Held On Next Tuesday

A city election for the city of Lockney will be held Tuesday April, 4th, when five alderman, a mayor, city marshal, and secretary-treasurer will be elected. In fact a complete set of city officers will be voted upon. This is the first time in quite a while that all have to be elected at the same time, usually there are a few hold-over aldermen, but due to resignations the past year it becomes necessary to elect a complete set of city officers at this time.

We wish to say right here that caution should be used when you go to cast your vote in the city election. The future of your city depends upon the kind of men you elect to the various offices. All departments of the city government are pieces of responsibility and should be filled by men that are of sound judgement and thinkers. These are not just ordinary times and it takes some sound thinking and exercise of good judgement in order to keep the city government functioning properly. The future road of Lockney is going to be very rough, therefore it is going to make men at the helm that can take the bumps easily with just a little wear and tear on the machine as possible, and keep it right-side up at all time. We have men on the ticket that we can depend on to do that very thing, and it is up to the voters to elect them.

Our city government is not different from the government of the United States, it is going to have to be revamped, just as the U. S. Government is undergoing a change in all departments, and we will then be in shape to do things and will stand a better chance to pull through this depression period in fairly good shape. Let all qualified voters within the bounds of the city of Lockney vote next Tuesday. Take an interest in this election.

Attended Pan-American Medical Convention

Dr. and Mrs. N. E. Greed attended the Pan-American Medical Convention at Dallas Thursday and Friday of last week. They left Thursday Morning on the Denver and returned on the Santa Fe Monday afternoon.

Mrs. Greer attended the luncheon Friday at the Hollowbrook Country Club given in honor of the Doctors' wives and a theater party at the Majestic that afternoon. Dr. and Mrs. Greer were dinner guest of Mr. and Mrs. Rhine Speeple, formerly Lockney residents, Friday evening. They left Dallas Friday night and stopped at Brownwood and visited with Mrs. Greer's niece, Miss Doris McQuire, and then went on to DeLeon, where they spent Saturday and Sunday with their father, W. U. Greer and A. J. Patterson.

Miss Jaunita Osborn, little Jack Osborn and Patricia Osborn of Abilene are visiting their parents and grandparents, Rev. and Mrs. B. J. Osborn, this week. They came in Sunday morning by complete surprise.

Mr. and Mrs. T. J. Honea and Mr. and Mrs. Cullin Riley were Plainview visitors Sunday.

We Are Still Short On Magazines

Our Magazine Library is proving so popular we are having quite a bit of trouble in keeping a supply on hand. We appeal to you again to gather up the magazines that you have read and bring or send them down to the office. We are extremely short on story magazines and if you have some of them around your place gather them up and bring them along and let's pass them along to the other folks to read. We can use all kinds of magazines, however. You have a welcome to come and use this library whether you have contributed magazines or not. It is for the general public. It does not cost you one red copper. It is free, so why not use it.

We Are Short On Information About Cheese Factory

We announced last week that we wanted all those interested in seeing a cheese factory located at Lockney to sign the coupon stating how many cows they had and how many gallons of milk they were receiving. The response has been small. It seems that some were under the impression that if they clipped and filled out the coupon they would be obligating themselves to sell their milk to the cheese factory should one be located here. That is the wrong impression you are not obligating yourselves in any manner whatever. It is not a contract and cannot be construed as such. It is just a plain question asking our dairy-farmers about the number of cows they are milking etc. We must have this information if we are to pass it along to interested parties to see if a cheese factory here. They are asking for this information, they mean business, and if you mean business please give us this information we are asking for. If you are superstitious about signing anything, don't sign the information blank. In fact we are not going to let you sign it. Just write your name and the number of cows you have etc., and bring or mail it to this office right now, time is getting short to pass this information to the parties asking for it. If you want more money for your milk and cream get in behind this worthwhile undertaking and let's go! It makes no difference whether you have a coupon handy or not, just come on down to the office and give us the information and we will do it down. If you can't come, drop it in the postoffice.

Play At Liberty Wednesday Night

There will be a play at the Liberty School house Wednesday night, April, 5th. This play is being put on by the Liberty Dramatic club, and is entitled "Bashful Mr. Babbs". This is a splendid comedy drama and will be an hour of good entertainment. All have an invitation to attend. Curtain will rise at eight o'clock. Be on time.

Mrs. Johnnie Edwards and Mrs. Frank Busby accompanied Mrs. H. B. Edwards to her home in Lubbock Saturday. Mrs. Edwards has been visiting in Lubbock for the past week.

CHEESE FACTORY INFORMATION BLANK

NAME

FROM LOCKNEY DIRECTION

NO. MILK COWS OWNED

I AM NOW MILKING

NO. OF GALLONS MILK PER DAY

THE LOCKNEY BEACON

Established 1902
Published Every Thursday

J. L. SUITS, Editor
JEANE SUITS, Local, Editor

Started April 14, 1902, as second class
by act of Congress, March 3, 1879.

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

WOMAN'S COLUMN
By Jeane Suits

Oh, yes I want all of you people who have "jig saw" puzzles and would like to exchange for a different one bring them down to the Beacon office and let's start a Jig Saw Library. We plan to run these puzzles on the same basis as we do the magazines. Most people do not like to work the same puzzle twice and by bring them down here you may have a variety. This is all absolutely free and just think, you may have a new puzzle every day! Don't forget.

Can you imagine where the phrase "up to snuff" originated? A person who is worldly wise is said to be up to snuff. The phrase, which is usually classed as slang, does not refer to snuff in the sense of powdered tobacco, as one might suppose. It is a figure of speech comparing alertness with keen sense of smell. "Snuff" is of Anglo-Saxon origin and is closely related to English "snuff" and Dutch "snuff," meaning to smell or scent. The old phrase to "snuff or sniff danger" means about the same thing as the modern slang phrase to "smell a rat."

Doesn't everything look pretty and green it just does my heart good to see such blossoms and coats of many colors. Such a background is really inspirational to the inhabitants of any town and we should all be thankful and humble toward Mother Earth who is the cheerful giver of all these flowers and trees. It won't be long until we can go picnicking, swimming, and do oh, so many other things out of doors. One never feels free until one is out in the great open space and then let your tresses fly to the four corners of the earth, open your mouth and sing a spring song, and trip along on the green grass until you feel as if you are not already as care free as a babe? Of course you are because the heat out of doors was made for us and each of us react to it exactly a like.

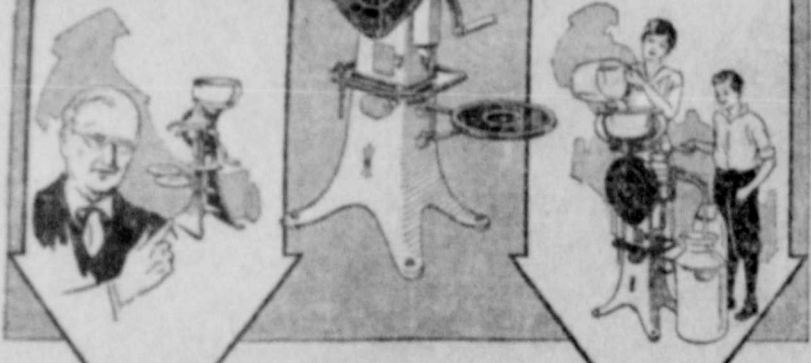
De Laval

COSTS LESS

EARNS MORE

DIVIDE the number of years of service a De Laval will give by its first cost and you will find it actually costs less than any other separator. Twenty to 25 and even 30 years or more of service from a De Laval is not unusual. Not only does a De Laval last longer but it gives better service all the time.

THE De Laval is the cleanest skimming separator under all conditions of use. That's why practically all of the world's creameries. The De Laval you use is made just like the big creamery separators. It has the wonderful "floating" bowl and many other superior features.



LASTS LONGEST

SKIMS CLEANEST

Call on us or phone us and we will gladly let you see and try a De Laval.

SOONER OR LATER YOU WILL USE A De Laval

BAKER MERCANTILE CO.

More Than Just "Another Stop"

To you car owners we mean more than just another auto repair shop. We maintain that atmosphere of welcome, that personal interest in you and your car—a real desire to save you money through helpful suggestions and expert, honest workmanship.

Spring of the year is here and it is time to have your car put in good condition for a lot of traveling around. Bring it to our shop and let us give you an estimate on the work that it will take to "tune it up" and put it in good shape mechanically.

LEE TIRES—The tire that always gives good service—Nice reduction in price.

PENNINGTON MOTOR COMPANY

Then there is the wag that he doesn't believe the conflict will last long because the sides are yellow.

The Riviera, always with the definite article, is a strip of the Mediterranean shore in Italy and France. It is noted for its beautiful scenery, almost tropical climate and vegetation and its many health and pleasure resorts. The coast so now extends from Nice to Lezhore. "Riviera" is derived from the Italian "riviera" meaning bank, and the term simply means "the shore."

Several people of this community attended the all day meeting at the Lockney First Baptist Church Sunday.

Well, I guess that's enough for the spell. I'll have to begin sewing around for next issue. See you next week.

Mr. and Mrs. Leo Cooper and D. Biggers of Canyon are visiting friends and relatives in Lockney Saturday and Sunday.

Arthur Cox of Tahoka was visiting parents over the week end. Mr. Cox returned with Arthur and came back Monday with Mr. McDonald.

Miss Glenna Collins is spending a few days in Lubbock with friends this week.

Mr. and Mrs. Norton Baker and family, Mr. and Mrs. Larry Baker and family of Lubbock, and Mr. A. H. M. Gaylof of Olton were visiting in the home of Mr. J. A. Baker Sunday.

R. C. Sullivan and C. E. Martin made a short trip to Carrizozo and Roswell, New Mexico, Sunday and Monday of last week.

Mr. and Mrs. Tom Stewart of Lubbock were visiting friends Sunday of last week.

Mr. and Mrs. H. B. Adams of Lubbock were visiting friends Sunday of last week.

the week end guest of their mother and grandmother, Mrs. Kate Collier.

J. C. Keller of the Patrol Department of the State Highway was in Lockney Wednesday on business for his department. Mr. Keller headquarters at Lubbock.

Mr. and Mrs. A. D. Vassel are spending the week with the former's parents Mr. and Mrs. Bib Vassel of Plainview.

Mr. and Mrs. Acll Cope, and Mrs. Lydia Cope spent the week end in Clovis N. M., visiting Mr. and Mrs. C. H. Bennett.

Mrs. Johnnie Edwards and Mrs. Frank Busby were Plainview visitors Monday.

John Henry Alexandra is visiting Mr. and Mrs. Collin Smith of Lubbock this week.

Kate Morrison of Plainview spent the week end with Mrs. Raymond Mott wether.

MUNCY NEWS

The Muncy outsiders that presented the play entitled, "Let Toby Do It," was enjoyed by a large crowd Friday night.

Muncy won the base ball game with Pleasant Valley—the scores were 19 to 21.

Mr. and Mrs. J. B. Watson of Pleasant Valley spent Sunday with Mr. and Mrs. Alvin Wilson.

Mr. and Mrs. Howell spent Saturday in Floydada.

Mr. and Mrs. J. F. Biggs and family visited Mr. and Mrs. Avil Smith of Pleasant Valley Sunday.

Mr. and Mrs. Clearance Love of Childress spent Saturday with Mr. and Mrs. Jim Dunlap.

Mr. and Mrs. Lee Griffin of Springer, N. M. were the guest of Mr. and Mrs. E. R. Harris Tuesday.

Mrs. Blackford and family were in Floydada Saturday.

Mr. and Mrs. O. W. Fry were Lubbock visitors Monday.

ROSELAND NEWS

Mrs. Lou Braddock is the guest of her sister, Mrs. I. W. LaFrance.

Austin Strickland spent Saturday night with his uncle Mr. Bud Strickland of Cedar Hill.

Lem Robertson is on the sick list this week.

Mr. and Mrs. E. A. McLeod were Sunday guest of Mr. and Mrs. S. H. Calahan of South Plains.

Miss Ethel Gilbert and Jack Gilbert of Floydada spent part of last week with their parents Mr. and Mrs. T. J. Gilbert.

Mr. and Mrs. C. A. Strickland spent Sunday in Pleasant Hill Community.

Mr. and Mrs. C. Hicks and family of Plainview, Ethel and Jack Gilbert of Floydada, Mr. and Mrs. Edd Gilbert and son Orland of Lockney and Mr. and Mrs. W. A. Whitlock visited Mr. and Mrs. T. J. Gilbert Sunday.

Miss Laura Casey was a Sunday dinner guest of Misses Helert and Geraldine Upton of South Plains.

Mr. T. L. Marble spent last week with her daughter in Lockney.

Mr. and Mrs. E. C. Mosley were in Lockney Saturday.

STERLEY NEWS

Mr. McDonald president of Wayland College filled the pulpit Sunday morning at the 11 O'clock hour.

Miss Dovie Lee of Portales, N. M., visited A. N. Davis last week.

A number of the Sterley women met Wednesday, March 22, at the home of Mrs. Ruth Whites and organized a ladies community club. The next meeting will be an all day affair with Mrs. E. C. McElyea. A quilt will be worked on and all of the women in the community are invited to attend these meetings every two weeks on Wednesday.

Mr. and Mrs. W. B. Hatchett and Mr. McDonald were Sunday dinner guest of Mr. and Mrs. L. A. Muncy.

The workers meeting was postponed one week on account of Sunday School and B. T. S. Conference at Lubbock April 3, and 4. This will make the workers meeting fall on the 11 of April.

Mrs. L. Buth is visiting her daughter Mrs. Taylor of Olton.

Brother and sister Knox and family enjoyed a birthday dinner Sunday at the J. C. Knox home in Lockney.

Mrs. Cal Ranker of Portales, N. M., spent the week end with her sister, Mrs. White.

Mr. Roe Bryant is on the sick list this week.

Miss Thelma Smith of Lockney attended church here Sunday.

Miss Dorothy, Estelle Byars attended church at Lockney Sunday.

Mr. Fred Rascol and Miss Lois Clinton were married last Tuesday at Fredrick Okla. They will make their home at Sterley.

Billie Wing, who is attending school at Plainview, visited home folks this week end.

Mr. and Mrs. Raymond Ragel returned to their home in New Mexico after a few days visit with the latter's parents, Mr. and Mrs. E. Hays.

Mr. and Mrs. E. Hays and family and Mr. and Mrs. Hart and family visited at Daugherty Sunday.

Mr. Bert Bobbitt and F. S. Byars were in Lockney on business Monday.

There will be singing at Sterley Sunday afternoon, April 2. Every one is invited to come.

KATHRINE CUMMINGS CELEBRATES 10th BIRTHDAY WITH PARTY TUESDAY

Kathrine Cummings celebrated her

10th birthday with a party Tuesday afternoon from 4 till 6 o'clock at her home.

After several games were played the guest assembled around the dining room table which was centered with a huge white birthday cake topped with 10 pink burning candles. The honor finally succeeded in extinguishing all of the burning tapers. The cake was cut and ice cream served.

Those present were: Mary Louise Shaw, Dorothy Graves, Temple Teaver, Nattie Mae Busby, Maxine Still, Arlene Cooper, Ann Baker, Virginia Norris, Mary Glen Huff Evelyn Stalcup, Pauline Gray, and Kathrine Cummings.

Mr. and Mrs. Johnnie Edwards spent the week end in Crosbyton visiting their parents Mr. and Mrs. Ben Edwards and Mr. and Mrs. Artie B. Ellis.

Mr. and Mrs. Ervin C. Martin and Miss Wilma Cooper returned Saturday evening from a few days visit in Ires Piedras, Santa Fe, and Carrizozo, New Mexico.

Political Announcements

The Beacon is authorized to place the following names in our Announcement column for the various city offices, subject to the action of the City Election to be held in the city of Lockney on April 4, 1933:

- For City Marshal: W. A. BREWSTER, T. B. HILL
For City Secretary-Treasurer: CARL McADAMS, ERNEST FOWLER
For Mayor: J. H. HOHLAUS, T. Z. REED

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. C. J. McCOLLUM CHIROPRACTOR

Office Phone No. 17

Anarchist Tries To Kill Pres. Elected
In this hour of crisis
Men need work; trucks multiply employment, both directly and indirectly.
The cost of living must be kept in line with reduced incomes; truck service has already effected huge savings to the buying public, and will save even more under reasonable operating conditions.
Schools need funds; even under present restrictions truck gasoline taxes alone pay 10% of the total available school funds.
State taxes must be reduced and State obligations which highway bonds are a large part — must be met; trucks pay one-sixth of ALL taxes received by the State, and one-third of the State highway fund which is used to retire highway bonds and build and maintain State highways.
Texas producers, manufacturers, wholesalers, and retailers, must have economical short haul transportation to stay in business and to stimulate business revival by providing high quality at low prices; trucks have no equal in providing that type of service.
Given reasonable operating conditions, motor trucks will contribute materially to the relief of present economic conditions. Fairer truck laws will also increase truck service, safety, savings and tax revenue without detriment even to competition.

West Texas Ready For the Decentralization of Business

The people of this country learned from their recent experiences which made it necessary to declare a nation-wide bank holiday that it is a waste of time to discuss the merits and demerits of the unit bank, the branch bank, the group bank, the big bank and the little bank. As a result of the events of the past few weeks the public knows that the big bank and the so-called liquid bank is in the same class as the frozen asset bank when the people generally decide to keep their own money and start a run on the banks. Neither the size of the bank nor diversification of investment, nor the two combined, can keep the banks open when millions of depositors decide to keep their own money. The nation-wide bank holiday has made both the banker and the depositor realize that the policy of the bankers in the past with respect to saying to the public that a depositor, who as a rule never deposited anything but checks, could get the amount of his deposit in currency on demand, is all wrong. The bank holiday has made both the banker and the depositor realize that money is intended to be used solely as a medium of exchange and as such must not under any circumstances be hoarded. The public fully realizes today that all banking, like all business transactions, must be bottomed wholly upon the confidence of the public in the soundness of the banking system and business methods.

Banks Sound In The Plains Country

According to the best information available at this time, out of approximately 6,891 Federal Reserve Member Banks in the United States, 5,342 were re-opened prior to March 25th, or about 77 per cent.

In Texas there are approximately 529 Federal Reserve Member Banks and 516 opened prior to March 25th, or about 95 per cent, which was 18 per cent higher than the general average of the Federal Reserve Member Banks in the United States.

There were approximately 12,432 non-member banks operating in the United States before the Bank holiday and approximately 10,570 re-opened prior to March 25th, or about 85 per cent; although some of the non-member banks were under restrictions. While in Texas there were approximately 535 non-member banks and 534 were re-opened, although some were under restrictions, prior to March 25th, or approximately 100 per cent.

In towns supplied by the Plains Divisions of the Texas Utilities Company with electric services, out of 18 Federal Reserve Member Banks 18 have re-opened, or 100 per cent.

In the Plains Division of the Texas Utilities Company there were 22 non-member banks operating before the bank holiday and 21 re-opened prior to March 21st, 16 without restrictions and 5 under certain restrictions. The bank that has not re-opened will according to reports at this date, be re-opened within the next few days.

In the towns supplied with electric service by the Southwestern Public Service Company located in the Panhandle of West Texas, out of 7 Federal Reserve Member Banks 6 have been re-opened. There were 7 non-member banks operated in the territory supplied with electric service by the Southwestern Public Service Company before the bank holiday and 7 have re-opened or 100 per cent.

According to the most reliable information obtainable the banks operated in the Plains Country above referred to have all shown substantial increases in deposits since the bank holiday. The average increase in deposits since the holiday in the above banks is conservatively estimated to be approximately 5 per cent.

The above comparison of the banking conditions in the Plains territory supplied with electric service by Texas Utilities Company and Southwestern Public Service Company clearly shows that the banking and business conditions in West Texas are as sound as can be found in any section in the United States.

The World Is In The Throes Of A New Birth

We hear on every hand the statement that "The world today is in the throes of a new birth." The economist, the statesman, and the business man in every walk of life is occupied in studying and discussing the several factors that can be identified as those most likely to determine the character of the change that is going to take place. It is generally conceded that the trend toward decentralization in our business structure is by far the most important factor.

Decentralization Made Possible By Development and Use Of Electric Power

According to the economist, "The use of electric energy is about to reverse, in certain fundamental respects this whole century of evolution toward centralization and concentration." All congested centers are suffering from the movement, which is now world-wide, to abandon the large city as a manufacturing center. The modern factory, in the opinion of the present day economist, will move as rapidly as possible under existing conditions from the large cities to the smaller communities where an adequate and dependable supply of highline electric power can be made available for manufacturing purposes at reasonable rates.

West Texas ready for the Change In Business Conditions

West Texas offers the finest agricultural opportunities, the best transportation facilities, and the most advantageous power service to the modern factory seeking a new location, in order to meet changing conditions, that can be found in the United States. The above analysis of the banking conditions of the country discloses the fact that the banks of the Plains Country are as sound as the banks in any section of the United States and that West Texas banks are today in a position to provide adequate banking facilities to meet all the requirements necessary to take care of the development of the territory.

Comparison Of Electric Rates

According to the Public Service Magazine of November, 1932, the average rate per Kilowatt Hour for electric current in the United States at the end of 1931 was five and eighty-two hundredths cents 5.83c. The average rate per Kilowatt Hour for electric current sold by Texas Utilities Company for the same period was three and eighty-two hundredths cents 3.82c. Manufacturers seeking new locations will be interested in knowing that Texas Utilities Company supplied electric energy to a number of manufacturing plants located in several different communities on the Company's highlines in West Texas during the year 1931 at the average rate per Kilowatt Hour for electric current of from one and thirty-five hundredths cents 1.35c per Kilowatt Hour depending entirely on the class, quality, and quantity of service used by the particular plant under the manufacturing rate schedule during said period. The above mentioned power rate is available to any manufacturing plant desiring the same class, quality, and quantity of service at any point on the highlines of Texas Utilities Company in West Texas, and the Company is prepared to furnish an adequate supply of dependable service at any point on its highlines to any manufacturing plant desiring a location on its highlines immediately upon request.

Confidence And Courage Chief Assets

Confidence, courage and co-operation are far more important during the troublous period of readjustment through which the country is now passing than all of the gold and other tangible assets in this country. The hope of West Texas today is the courage of West Texas to DO, and the willingness to take it on the chin whenever necessary, to make sacrifices for the general welfare. No outside forces can arrest the development of West Texas as long as the spirit of West Texans to DO lives.

TEXAS UTILITIES CO.

'Your Electric Servant'

WITH THE CHURCHES

AT THE METHODIST CHURCH

Sunday School 9:45 A. M. Preaching 11 A. M. and 7:30 P. M. League: 8:45 P. M. Woman's Missionary Society Monday 3 P. M. Prayer Meeting 7:30 Wednesday P. M.

Frank Perkins delivered the Layman's address last Sunday. Subject: "Our church's Responsibility of carrying out the 'Great Commission' in Cuba."

Cuba is 760 miles long, and from 25 to 125 miles wide. It is about the size of Pennsylvania. It has a population of over 3,500,000. It was discovered by Columbus in 1492, who claimed it in the name of Spain. Spain ruled it for 400 years, and reduced the inhabitants to slavery. During all these years, Roman Catholicism dominated the religion. As a result of the Spanish American war in 1898, the U. S. occupied Cuba for 4 years, then allowed them their freedom as a nation of their own. During the four years, the U. S. made many improvements, building more miles of highways, than Spain had built for 400 years. With the occupancy of the U. S. Methodism entered and has built many schools, and established Christianity in a wonderful way. Because of the falling off on Missionary offerings, it looks like that we are going to have to abandon the field. Let every Methodist do his best to see that this shall not be done. God help us— Next Sunday, The Revival, meeting

We were a hearty and ardent invitation to the churches in Lockney to co-operate with us in making the meeting a success. "Come thou with us," to the, "Help of the Lord." We ask every person to come to these services, and feel perfectly, "At home with us."

Especially, do we invite the singers, to fill our choir. Bro. McGivray joins me in the special invitation to the singers to help us. We are depending on you.

Services during the week: Morning, 10 o'clock, evening 7:30, song services, preaching 8:00 o'clock.

Yours, for a great meeting. B. J. OSBORN, Pastor.

SENIOR EPWORTH LEAGUE PROGRAM April 2

Leader—Mary Gaynelle Dominant Purpose in Life Essential—Patricia Patterson Sincerity of Purpose Essential—Henry Brotherton. Mercy and Meekness—Kennith Wofford. Peacemakers—Agnis Cooper

UNION MEETING PROGRAM April 2

Leader—Mauretta Brotherton High School Orchestra Reading—Weldon Dodson Story Mission—Mary Thomas Playlet—Leaguers Sold—Virginia Hohlaus Business Meeting

BAPTIST CHURCH NEWS

Sunday School 9:45 Preaching 11:00 by the Pastor B. T. S. 7:00 Mrs. Silas Ellis, General Director

Teachers and officers met immediately after the morning service. Preaching at 8:00 in the evening. There will be no prayer service next week as we should all lend our support to the Methodist Revival.

Last Sunday was a great day with our church in spiritual uplift fellowship and consecration. A record attendance registered at the Sunday School hour, which totaled 227 with a number others coming in for preaching hour. Bro. J. Mason delivered two powerful, earnest, enlightening messages which were greatly appreciated by the large audiences.

The Wayland Mixed Quartet rendered a thirty minute program that was most eagerly received and enjoyed. Wayland need not be ashamed to have this quartet represent her in any of our largest gatherings on the Plains country for they are an excellent advertisement for the school.

The ladies of the church are gathering up old gold and silver for an offering to be sent off to help keep our missionaries on the foreign field. If anyone has old gold they would like to turn into a useful cause please get in touch with Mrs. Buchanan or bring it to church next Sunday and it will be blessings throughout eternity. A very sent for a cause that will bring you good offering came in last Sunday including 25 gold rings, 8 watches, 3 chains, 12 brooches, 10 pins, 7 spoons, frames and other articles of silver and gold.

Let us remember the Methodist Revival starting next Sunday and our support to every service.

SENIOR B. A. U. PROGRAM

Subject—Making the Most of Mission Study. Part 1—J. B. Allen. Part 2—Bro. Muncy. Part 3—Bro. Weathers. Part 4—Bro. Huggins. Part 5—Bro. Cook.

JUNIOR ADULT B. T. S. PROGRAM

Subject—Making the Most of Mission Study. Why Study Missions—Mrs. E. A. Co. Who Study Missions—Mrs. Woods. What are the materials for Study—Mrs. Roy Turner. What Will the Results Be—Mrs. T. B. Mitchell. This is a very interesting subject. We want all Junior Adults to be out Sunday. If you are not a member of the B. T. S., now is a good time to start. It has been well said that "A man Who is Not Up on A is Usually Down on It." So come out and hear some good talks on Missions. Group captain in charge—Mrs. E. G. Hamilton.

PROGRAM FOR THE FLOYD COUNTY BAPTIST WORKER'S MEETING April 11 1933

Program for the Floyd County Baptist worker's meeting which met with the Sterling Baptist Church April 11, 1933. 10:00 Song Service—Clifford Tubbs. 10:15 Devotional—Rev. Roy Clayton. South Plains. 10:30 The security of the believer—Rev. S. R. McClung, Floydada. 10:55 The importance of the Spirit's Leadership in the advancement of Christ's work. a. In the preacher's life b. In the individual's life c. In the life of the Church A. L. Jordan, Matador. 11:20 Floydada Quartet. 11:40 Sermon—Rev. Herman Co. Erick. 12:30 Lunch. 1:30 Board Meeting and W. M. Meeting. 2:00 Some problems in the church and the layman's place in solving them—Mr. J. B. Allen, Lockney. 2:15 The pastor's place in solving these problems—Mr. Charley Krierin—South Plains. 2:30 What the women have done and are going in the Lord's work—Miss Bomar, Silverton. 2:50 Inspirational address—Rev. J. M. Harder, Ralls.

MAIN STREET CHURCH OF CHRIST G. F. Mickey, Minister

Tender hearted giving has great reward, and christian liberality reads in life unfolding beauty, radiating happiness and good cheer. That which consecrated discipleship surrenders up of self for Christ's sake comes back heavily freighted with contentment

and great joy. Let us give unto the Lord.

And so, let us make of next Lord's Day a day of great decisions. Let us meet for Bible study, prayer, praise, exhortation, communion, and fellowship. When we come together on that day let us rededicate ourselves to holy services and renew our pledges unto the Lord.

On that day, and for the morning service our lesson shall be "Poison in The Blood Stream" and for the evening lesson we shall study "Dangers of Going Away From God." Meet with us throughout the day. It will do your soul good.

Remember, folks, just two more Sunday days till our meeting starts. Don't let that time come upon you unprepared. The Lord has given us ample time to prepare, and by getting ready we shall accomplish things. Let us start the meeting with a great crowd and high enthusiasm, and carry on the work with growing determination and zeal. In proportion to our faith and love will the Lord reward our effort.

CARD OF APPRECIATION

I take this method of thanking the patrons of Rt. 3 for the many acts of kindness shown me in the nearly fourteen years I have carried your mail. It is with regret I cease to be your carrier. I have been transferred to Rt. 1 and I hope to give them the same kind of service I have tried to give you. LUTHER A. COOPER.

CARD OF THANKS

We wish to thank each and everyone for their kindness, floral offerings and services during the illness and death of our wife mother and grandmother. May God's richest blessings be with you Always. Mr. W. T. Scott Mr. and Mrs. A. G. Muse family Mr. and Mrs. E. N. Muse Mr. and Mrs. M. C. Muse Mr. and Mrs. A. L. Muse Mr. and Mrs. Readhimer

MR. AND MRS. THORNTON ENTERTAIN WITH DINNER

Mr. and Mrs. Burton Thornton gave an 8 o'clock dinner Wednesday evening honoring the high school debaters and faculty members.

The girl and boy debaters present were Miss Margaret Hage, Miss Virginia Hohlaus, Mr. Kenneth Hohlaus, and Mr. Herman Thornton. Faculty members and others present were: Mr. and Mrs. O. E. Stevenson, Mr. and Mrs. Warren Reid, Mr. and Mrs. Roscoe Snyder, Mrs. Ray Wall, Miss Rosemary Beall, Miss Laura Bodeker, Mr. Bill Bobett and host, Mr. and Mrs. Thornton.

SHELTON TWINS HAVE SURPRISE BIRTHDAY DINNER

Misses Leona and Leota Shelton were honored with a surprise birthday dinner in their home Sunday. In the afternoon Miss Patricia Patterson took the party to Plainview to the theatre. Those present were: Misses Virginia Hohlaus, Agnes Cooper, Glennia Whit-Bill, Imogene Thompson, Patricia Patterson, Frankie Dodson, Hazel Ford, and the guest of honor, Leona and Leota Shelton.

MISS ESTELLE BYARS HOSTESS TO IDLE HOUR CLUB THURSDAY

The Idle Hour Club was entertained by Miss Estelle Byars Thursday afternoon at her home at 3:30 o'clock. Games of bridge were played and Jig saw puzzles worked. Miss Roberta Barber was a guest of the club. Club members present were Miss Leslie Mae Floyd, Miss Vada Teaver, Miss Jeanne Suits, Miss Martha Meriwether, Mrs. T. J. Honea, and hostess Miss Estelle Byars.

Advertisement for West Texas Gas Co. featuring 'Great Gas' and 'Cook With Gas' for speed, comfort, economy, and convenience.

JOLLY TIME ENTERTAINED BY MRS. RAYMOND MERIWETHER TUESDAY

Mrs. Raymond Meriwether entertained the Jolly Time Bridge Club Tuesday afternoon at 2:30 at her home.

Mrs. T. B. Brooks scored high for the afternoon games and received a lovely nosegay of yellow narcissus.

Special guest of the club were Mrs. T. B. Brooks, Miss Virginia Collier, Miss Gene Dyer, Miss Jeanne Suits, Miss Estelle Byars and Miss Nora Sams.

Club members present were: Mrs. Tony Lundgren, Mrs. Johnnie Edwards, Mrs. Auel Cope, Mrs. T. J. Honea, Mrs. J. B. Harper, and hostess Mrs. Raymond Meriwether.

Daddy Busby is up and about again and able to be out in the yard. We are glad to hear this.

Misses Annis and Alice Stewart of Lubbock were the week end guest of Martha Meriwether and Estelle Byars last week.

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.

You will find us at 619 Ash, Plainview Texas, call and make our place head quarters.—Smith's Hatchery.

REPAIRED—Furniture repaired and refinished. See O. J. Huggins, at Huggins Produce.

Come to 619 Ash, Plainview, Texas for your quality Baby Chicks, custom hatching, feed and Poultry supplies.—Smith's Hatchery.

FOR funeral flowers, phone us or leave your orders with Mrs. Honea, at Baker Mercantile Co.—Hollums, Floydada Florists. 18-1f

FOR SERVICE—Registered Jersey Bull at my place south of the Santa Fe railroad. Service \$1.00 cash.—M. H. Ragle. 29-3tp

BUNDLE FEED for sale or trade.—Jno. Stalcup. 1tp

NO. 1 reclaimed motor oil, 35c gallon. Also No. 1 gun grease 6-12 cents lb., and bring your can.—Roy Ragle. 29-2tp

Zimmermans Wonder Salve knocks Eczema, Piles, Burns any sore or money back. Pine Oil for Pyorrhea, Indigestion, Rheumatism or any pain. Sold by Lockney Drug. 2tp

Advertisement for Dyer Hardware & Furniture Co. featuring 'SUCCESS' and 'You'll Smack Your Lips' with details on lawn care, garden tools, and breakfast cereals.

Classified Ads section with various notices and advertisements.

Advertisement for a local bank: 'If you are wrong, don't "pass the buck." Once in a while imagine you are manager of your local bank and then analyze the business problems from that point of view.'

Advertisement for The First National Bank, Lockney, Texas, titled 'MOBILIZING YOUR Spending Power'.

Advertisement for Eugene F. Harris, 'YOUNG MEN!' with 'Good Old State Reserve Life'.

Advertisement for Roberson Feed & Seed Store, 'GARDENING TIME IS HERE'.

Advertisement for Plainview Hatchery—South S. Square, 'Baby Chicks and Custom Hatching'.