

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

THE LOCKNEY BEACON

Dedicated to the Interests of This Section

LOCKNEY, FLOYD COUNTY, TEXAS

No Good Cause May Lack a Champion

Well When His Land Needs It

VOLUME 32

NUMBER 39

Man Shot To Death On Street At Floydada

Jack Kern, World Famous "Iron Man" Here Saturday For Program

Jack Kern, world famed "Iron Man" will be in Lockney next Saturday, April 14th, for a free performance. This is a free show and has been made possible by a number of business men of Lockney, and everyone is cordially invited to be here.

When the Iron Man arrived in Town this week to show his wares, he was challenged by Mr. Jackson, local Continental oil dealer, to pull a heavily loaded truck of Conoco Bronze gasoline up Main Street with a rope around his neck. The Iron Man immediately accepted the challenge, and will do this stunt Saturday.

He will be assisted in this stunt by a new Chevrolet car from the Lockney Auto Co.

Hearing of the above, Mr. Fielder of the Fielder Motor Co. dealer in automobile tires and tubes, dared the Iron Man to try to do this stunt with one of their tubes around his stomach. Mr. Kern said he'd try that too. So there you are folks.

He will give health talks, which will be of special benefit to the young folks. He will tell you about right living, in order that you may have a perfect body and be free from ill health.

There are many other features of the program, the most outstanding is that the Iron Man will bend bars of cold iron with his jaws.

Mr. Kern is not a stranger to the Plains and Panhandle country, as he has entertained people in neighboring towns year after year, and always they ask him to return. Come to Lockney next Saturday for this show. It is free to everyone.

The usual distribution of cash on this date will be postponed until next Saturday.

FREE PLAY AT RAMSEY

April 13

"When a Woman Decides," a comedy drama in three acts, will be presented at Ramsey the 13 of April, beginning at 8:15.

Billy DeFoe—Lee Roy Smith
Maybelle Toney—Cornelia Ballard
Silas Sawyer—Buster Davis
Hilda Burt—Ehyle Murphy
Bessie Hayden—Oleta Thornton
Mildred Pette—Grace Ballard
Rastus Tall—Mr. Earl Smalley
Mandy Dehaven—Mr. J. W. Jones.

District Sunday School And B.T.S. Convention Meets Here

Lockney is to be the convention City of the South Plains Baptist B. T. S. next year and the local Baptist church is to be the host.

Twenty one members of the First Baptist church of Lockney were in attendance at the District Sunday School and B. T. S. Convention at Lubbock, Monday and Tuesday. In accordance to miles traveled Lockney had the second largest delegation present. Petersburg won the attendance banner with 71 present and Wilson was second in number with 25 present. This district covers seven associations and about twice that number counties. There were about 270 out of town delegates registered for the convention the first day at Lubbock. Interest is growing each year in the convention and we should expect about 300 visitors to come our way next year.

With the convention each year appears some of the outstanding leaders of the denomination and the local church and community will be blessed

Funeral Rites Held For G. W. Adams Sunday

G. W. Adams, 74 died Sunday morning, April 2, at his home following a week of illness. Mr. Adams has been a resident of Lockney for the past eight years.

Funeral services were held Sunday afternoon at 3:30 at the Main Street Church of Christ with Rev. Mickey, pastor officiating.

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

The deceased is survived by his wife, Mrs. Adams, and five children: Mrs. Nellie Hodge of Sherman, Mrs. Elvira Stinebaugh of Ft. Worth, Mrs. Hannah Smith of La. Veta, Colo., Mr. Riley Adams of Fargo, Texas, Mr. Wayne Adams of Tempe, Ariz., who was not present, and Ray Adams of this city.

Mr. George W. Adams was born in Seary county, Ark., Oct. 26, 1858. On August the 22, 1878, he was married to born seven children, six of whom are Mary E. Gray, and to this union was living. Mr. Adams united with the Cumberland Presbyterian Church in 1884, but later became a member of the Church of Christ.

PLAY TO BE PRESENTED AT AIKEN FRIDAY NIGHT

A play entitled "Let Toby Do It" a four act comedy will be presented at Aiken in the new school building at 8 o'clock sharp. Admission will be 5 and 10c.

MISS WILMA COOPER ENTERTAINS IDLE HOUR CLUB

Miss Wilma Cooper was hostess to the Idle Hour Club Thursday afternoon at 3:30 in her home east of town.

Miss Agnes Cooper was a special guest of the club. Members present were: Miss Martha Meriwether, Miss Gene Dyer, Miss Leslie Mae Floyd, Miss Jeanne Suits, Miss Vada Weaver, Mr. T. J. Honea, and hostess Miss Wilma Cooper.

1,400 Dairy Cows Are Registered This Week

As per our request in last weeks Beacon that our Dairy Farmers fill out the coupon as to the number of Dairy cows they owned and were milking, we received a good response, coupled with a little extra effort on Saturday through the personal work of our business men and individuals 1,400 dairy cows were registered, all within a radius of five miles of Lockney and this is only about fifty per cent of the cows in that radius. In a fifteen mile radius of Lockney, ten times the same ratio as the five miles, there are between 3,500 and 4,000 dairy cows in this territory.

1,400 dairy cows at two gallons per cow, as that seems to be about the average after deducting plenty of milk for family use, would be 2,800 gallons per day, and at 8 pounds of milk to the gallon it would give us a poundage of 22,400. Step out to the ten mile radius at the above average of production we would have 6,000 gallons or 48,000 pounds, enough to support a good sized cheese factory. We are going to cut that right half into as a cheese factory could not get all of the milk, and we have 3,000 gallons per day or 24,000 pounds of milk.

We are coming along fine on the cheese factory proposition and are getting the information that we want and must have. If you have not filled

out your coupon please do so as soon as you have. Do so at once. You will find it in this issue of the Beacon.

We notice one thing in talking to dairy-farmers about their cows, and almost to a man no one is pushing his cows for production and production can be greatly increased if they can get a sale for the milk that is satisfactory. Maybe it won't be long now until we will have something definitely to announce about the cheese factory.

City Election Was Very Quiet Affair

Tuesday of this week was city election day when five Aldermen Mayor City Marshal and a Secretary-Treasurer were elected. The election was a very quiet affair, the voters marched to the polls in an unconcerned manner and casting their vote for their choice for the various offices.

J. H. Hohlaus was elected Mayor, Barlow Hill City Marshal, Ernest Fowler Secretary-Treasurer and Messrs. Cox, Jackson, Shick, Riding and Joe McCollum as Aldermen. This gives a complete new set of city officers with the exception of Mr. Hill who was re-elected.

These new officers will take the oath of office Monday night, April 10th and assume their various duties.

The mayor and aldermen have a mighty hard task before them but we feel confident they are equal to the occasion and will handle all problems coming before them in a satisfactory manner.

Mrs. J. W. Fox returned Monday from a week end visit with her children at Amarillo and Demas. She was accompanied home by her little grand-daughter, Miss Rose, of Demas.

Miss Mary Nell Meador of Station was the Sunday guest of Miss Gene Dyer.

Lockney Winner of Class "A" County League Meet

The Executive Committee of the Scholastic League met Wednesday night at Floydada and proclaimed Lockney winners of the class A county meet held at Floydada Friday and Saturday of last week. We won Floydada with a total of 235 points to 15.

The championship of Grammar School and news Ward of Floydada depends upon the decision reached by the State Junior Spelling.

L. BOBBITT ENTERTAINS DEBATE TEAMS SUNDAY

L. Bobbitt, Principal of High School, entertained the Lockney boys and girls debate teams Sunday with a twelve noon luncheon at the Cozy cafe. Bobbitt is coaching the teams this year. In the County meet the boys won their debate but the boys were defeated.

Miss Virginia Hohlaus, Mrs. H. H. Hage, Mr. Kenneth Hohlaus, Herman Thornton, and hostess Mrs. Bobbitt.

Municipal Light Plant Is Being Agitated For Lockney

Since the election at Plainview Tuesday on the question whether Plainview should operate their own light plant, and the result of the election was a tremendous majority for Plainview, quite a bit of discussion has been going on in Lockney for some time here. Members of the City Council have been approached on the question, so states Artie Baker, president of the First National Bank.

They are investigating some 20 municipal operated light plants our power bills can be reduced at the same time pay the investment out of its earnings" said Mr. Baker. "It is planned that Lockney arrange with Plainview and buy its current from the city of Plainview, and if so, Lockney would only have to build a line to the city limits. Plainview and line run through the shallowwater belt and used for power for irrigation," said Mr. Baker.

"Electricity is one thing manufactured and sold for ten times its cost to make" said Mr. Baker.

In 1929 and 1930 I made trips to investigate electric irrigation and municipal owned plants for cities in some 20 towns and 15 irrigation districts, and they being Garden City Kansas, Scott City, Kansas; Roswell, N. M.; Winter Garden of Texas, Rice Springs near Houston and the Rio Grande Valley" said Mr. Baker.

"All our shallowwater land will be irrigated when electric power is furnished at a reasonable price, based on cost to produce," said Mr. Baker.

Mrs. John Broyles, Mr. and Mrs. Thornton, and Books Bryant left Tuesday morning for Ft. Worth and there where they will visit with friends and relatives.

Harley and son Johnnie, and James Sherman, Jack Spence, and family Saturday and Sunday.

Just as we were going to press today, word reached Lockney that a shooting had occurred at Floydada. We immediately got Sheriff Randerson on the phone and he stated that a Mr. J. R. Readhimer of Dougherty community had shot and killed a young man by the name of Campbell, of the same community, in Floydada about 6:15 p. m. today. The shooting took place in front of the Sanitarium.

Campbell, about 19 years of age, and a student of the Floydada High School, was killed instantly. Three shots were fired, all three taking effect in Campbell's body. A six-shooter was used. Events leading up to the shooting were unknown to Sheriff Randerson. Mr. Readhimer is in custody of the sheriff.

Mr. Readhimer, so we understand, is a farmer of the Dougherty community and is about sixty years of age. Campbell was to have graduated from the Floydada school this term.

Pupils To Attend Tri-State Musical Festival at Lubbock

Seven of Mrs. Hoffstetter's music pupils will enter the Tri-State Musical Festival to be held Thursday, Friday, and Saturday of this week at Lubbock, Texas. All of these pupils entered in the District Festival at Lubbock and an average of 90, therefore making them eligible for the try-State.

Lockney Host To Federated Clubs On April 13th

The Lockney Clubs will be hosts to the Floyd County Federation of Women's Club which will convene its annual session Thursday April 13.

Beginning at 10 o'clock a Texas program will be given at the Municipal Auditorium. Lunch will be served at noon, and each lady is asked to bring a small gift.

Mrs. J. B. Jenkins of Floydada, president, will preside at the meeting. Mrs. G. D. Tate of Lockney is secretary of the Federation.

The program is as follows:

Welcome Address—Mrs. A. P. Barker, Lockney

Response—Miss Anna Sims, South Plains

Invocation—Mrs. McAvoy, Aiken

Roll Call—Responses, Texas Heroes

Vocal Solo—Miss Blanche Ramsey

Summary of the History of Texas—Mrs. Tom Boyd

Kitchen Band—Sand Hill

Vocal Duet—Mrs. Rose Snyder and Mrs. Doyle Greer, Lockney

Nono

Song—The Eyes of Texas, led by Mrs. Angus of Floydada

A Trip Through Texas—1922 Study Club, Floydada

Piano Solo—Miss Wilma Cooper of Lockney

Texas Artists and Sculptors—1929 Study Club, Floydada

Violin Solo—Mrs. Rogers, Aiken

Reading—A Texas Poem, Mrs. J. D. Christian of Blanco

Scottish Dance—Patricia Patterson, Virginia Hohlaus, Frankie Dodson, and Martha Meriwether.

MRS. N. E. GREER HAS SOCIAL FOR W. M. S.

Mrs. Greer was hostess to the Methodist W. M. S. Monday afternoon with a social. Mrs. L. A. Cooper led the devotional. After the program the ladies were entertained with several games.

The W. M. S. will meet next Monday afternoon at the church in a Bible study of the Book of Daniel.

Every member is urged to read the entire book, and bring her Bible to the meeting.

CHEESE FACTORY INFORMATION BLANK

NAME _____

MILES FROM LOCKNEY _____ DIRECTION _____

NO. MILK COWS OWNED _____

I AM NOW MILKING _____ Head.

NO. OF GALLONS MILK PER DAY _____

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.

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

WOMAN'S COLUMN
By Jeane Suits

Well, howdy! and how have you "faired" this past week—Have things gone just as you expected them or did it seem of if the whole world had lost its sense of gravity and turned your affairs topsy turvy? Things are never so bad but what they could be worse so, why worry about your present situation—just keep you chin up and remember all good comes to he who waits.

I thought surely spring was here to stay and behold! if a blue norther didn't come, a whistling across the plains Tuesday night about 200 miles per hour. Now, I call that taking unfair advantage—the very idea of Ole' man winter intruding upon spring just as she prepares to show us her coat of many harmonizing colors and hues. You scarcely ever hear of Spring committing such a faux pas in the winters

society. It certainly looks as if the frost intends to get our fruit again this year, however I have already quit predicting West Texas weather, because I am a born native of this section of the country and of course no one but fools and new comers prophesy our climatic conditions. Some say the weather is no more temperamental than the inhabitants—well, maybe so and maybe no.

Did you go to the American Legion play Tuesday night? If you did not, you really missed a real show. If you have another opportunity be sure and go for it will be time well spent. Lots of pretty girls in it to—I know 'cause I saw them.

The Editor of this column is going to have a birthday next Saturday, so why don't all of you come down and help her cut the cake. It may be rather difficult to sever because it will be decked with quite a number of candles, but if you are good at solving jig saw puzzles perhaps you can wield the knife in and around the tapers quite skillfully. Better not miss it because this is the last one I am going

yet the average gardener... thing to prevent this. In the frequency of mowing should be determined by the grass, and in calendar. In fast growing grass every 6 days is not too often. dry periods the cutting may be spaced apart. Nearly everyone has sufficient time to gain strength. Turn hay, and profit by mowing leaving the clippings on the lawn cause it soon fills through and an ideal hot weather match—This only saves labor but it will in your lawn.

Now, you don't have to take word for that advice because you know what I read in the Homes and Gardens magazine—I thought perhaps the suggestion help you. No, there won't be any extra charges for the hint—Just try it in.

Here is a nice spring salad might try on your family. It is of Prune and Apricot Salad. Remove pits from 3 large cooked prunes each serving. Fill the prunes with cream cheese. Put half a canner price in the center of the lettuce garnished salad plate and arrange cream-cheese-filled prunes around. Serve with French or mayonnaise dressing. The apricot may be put on plate hollow side up and the hollow filled with mayonnaise.

Don't you just love to be among select few? Here is something entirely different. Braised Celery is the name please. Cut hearts of celery in two lengthwise. Wash well and cook in water till tender. Then drain and brown slightly in butter. Presto! and it is done my good housewife.

I guess I had better shut her door. Lupe Pino and see how much damage I can do else where—plenty I imagine. Be good and I'll see you next week.

Results of Inter-scholastic League Meet at Floydada

ATHLETIC CONTEST
Andrew Ward, first; Lockney Ward, second; Aiken third.
Class A—Andrew Ward, first; Lockney Ward second.
Class B—Sandhill, first; South Plains second.
Rural—Aiken, first; Sterley and Lone Star, tied for second; Harmony, third.
Music Memory
Lockney Ward School, first; Floydada Word School, second; Sandhill Ward, third.
Picture Memory
Class A—R. C. Andrews Wards, first; Lockney Ward second.
Class B—South Plains and Sandhill, tied.
Essay Writing
Class A High School—Mary Anne Kimble, Floydada, first; Wilmer Dodson, Lockney second.
County Championship—Floydada High School, first; George Belbeer, second; Wilmer Dodson, third.
Class A Ward School—Mary Loop-er, Floydada, second; Georgia Beyer, Lockney, first.
Class B Ward School—Christelle Leach, South Plains, first; Verna Phillips, Sandhill, second.
Rural Schools—Roy Wilkes, Lakeview, first; Leola Smith, Allmon second.
Spelling
Senior Class A—First Lockney, grade 100; second Floydada, grade 98.
Class B—Sandhill first, grade 73; South Plains, second, grade 26.
Rural Schools—McCoy, first 97; Aiken, second, 78; Harmony, third, 77.
Junior Spelling
Class A Ward Schools—Andrews Ward team, first grade 96; Lockney, second grade 39.
Class B—South Plains, first 85; Sandhill, second 10.
First, Aiken, grade 63; second, Lakeview, grade 61; third, Allmon, grade 58.
Junior Spelling
Class A—Floydada, first, 94; Lockney, second, 89.
Class B—Sandhill, first, 89; South Plains, second, 89.
Class C—Allmon first, grade 97; Lone Star, grade 66; fourth, grade 58.
Debates
Class A Girls—Floydada team, Mar-

Ardis Smith won over Lone Star, Francis Lovell, and Lois Rexroad, 2-1 decision.
Sandhill, Class B and Rural winner, forfeited to Floydada boys and Lockney girls, Making Floydada boys county champions and Lockney girls.
Sub Junior Declamations
Class A Ward—Merna Beth Scott, second, R. C. A. Ward; Lawrence Hohlaus, first Lockney Ward.
Class B—Kenneth Mickey, Sandhill, first; Frances Fields, second, South Plains.
Class C, Rural—W. A. Colston, first, Baker; Vera Nell Skovall, second Sterley.
Places in County—Lawrence Hohlaus, first Lockney; Merna Beth Scott, second, R. C. A. Ward Floydada; W. A. Colston, third, Baker; Kenneth, fourth, Sandhill; Frances Fields, fifth, South Plains.
Choral Singing
Ward Schools, Class A—Floydada, Ward, second; Lockney Ward, first.
Class B—Sandhill, first, no other school entered.
Class C—Fairview, first place, no other school entered.

Sub Junior Story Telling
First Grade Class A—Francis Keim, R. C. A. Ward, first; Teddie Jack Crisger, Lockney Ward, second.
Class B—Mary Helen Mickey, first, Sandhill; Dorothy Smith, second, South Plains.
Class C—Mary Veal Glaborn, first, Sterley; Gaylon Franklin Mankin, second, Allmon; Gene Nelson, third, Baker.
Places in County—Mary Vale Glaborn, Sterley, first; Francis Keim, second, Allmon; Gene Nelson, third, Baker.
Continued On Page Three

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

Pure Bred Cotton Seed Pays Big Dividends
Better Germination, Longer Staple, Bigger Yields...
Determining Factor Of THE PRICE OBTAINED AND THE SUCCESS OF THE COTTON GROWER
Pure Bred Re-Cleaned Cotton Seed stands at the head of the list. Native grown—Bred Pure and kept pure—Re-Cleaned and sacked in three bushel sacks ready for planting. Why experiment with Cheap Gin Run Cotton seed when your success depends on your stand of cotton—yield per acre—and the price you obtain for your cotton and seed.

SEE and TRY and BUY
A DE LAVAL
SEPARATOR

for \$1.00 a WEEK
THERE are hundreds of farmers with broken-down separators who think they can't afford to buy a De Laval, and there are thousands of others who think they must go on using a 75% worn-out, cross-bred Laval because they can't afford to buy a new De Laval this year.
The simple fact, on the contrary, is that they can't afford NOT to do so. In ordinary times a farmer may be able to afford the waste of a poor or badly worn separator—twice a day 365 days in the year—but he certainly can't afford to do so today, when a new De Laval would convert every particle of such waste into a ready cash product.
Anxious to go the limit to help every farmer who knows he needs a new De Laval to buy one, under present money conditions, we are now making him the most liberal offer in all cream separator history—no payment terms as low as \$1.00 a week, plus a generous allowance for an old machine.
If you haven't seen a De Laval—the perfected development of 35 years of cream separator leadership—call on us at once and SEE one. If there is any doubt in your mind about its great superiority to everything else in the shape of a separator TRY it for yourself before you BUY it.

SOONER OR LATER YOU WILL USE A De Laval
Baker Merc. Co.
We Have Just Received
Another Reduction in the Price of
Lee DeLux
Tires
Buy Now!
PENNINGTON MOTOR
COMPANY

Boys—Cloyd McChung, second; Weston Dodson, Lockney, first.
Junior Girls—Meda Ruth Thomas, Lockney, first; Nadyne Wood, second, Floydada.
Junior Boys—Olen Huff, Lockney, first; John Kimble, Floydada, second.
Class A Ward School
Junior Girls—Mary Riddings Lockney, first; Inis Dee Pytle, Floydada, second.
Junior Boys—Reuben McOlivary, Lockney, first; Curtis Holcomb, Floydada, second.
High School Class B
Senior Girls—Oleta Standifer, Sandhill, first; Faye Oliver, South Plains, second.
Senior Boys—Arlon Miller, Sandhill, first.
Ward School Class B
Junior Girls—Pauline Roberts, Sandhill, second; Merie Fay Phetley, South Plains, first.
Junior Boys—J. W. Womack, Sandhill, second; John Cole Landford, South Plains, first.
Rural Schools
Senior Girls—Almeda Workman, Lone Star, first; Elsie Ann Griffith, Sterley, second; Joyce Jones, Allmon, third; Allene Reasonover, fourth.
Senior Boys—J. W. Germany, Allmon, first; Eledger Fitzgerald, Lone Star, second; Cecil Hart, Baker, third.
Junior Girls—Marie Finley, Baker, first; Norene Potts, Trick, second; Susie Pauline Teal, Fairview, third.
Junior Boys—Robert Lee Smith, Sterley, first; Floyd Montgomery, Center, second; Raymond Bryant, Lone Star, third.
EXTEMPORANEOUS SPEAKING
Class A High School
Girls—Louise Gound, Floydada, first; Mildred Hodge, Lockney, second.
Boys—Rosch Allen, Lockney, first; Malcolm Bridges, Floydada, second.
Class B, Girls—Clara Mae Graft, Sandhill, first place.
Class B, Boys—Oliver Burke, Sandhill, first.
Rural Girls—Hattie Newman, Lone Star, first.
Rural Boys—Herbert Griffith,

of Tunos and vice Cruise defeated Virginia Hohlaus and Margaret Hage of Lockney, 3-0 decision.
Class A Boys—Floydada team, Ray Chapman and Virgil Crawford defeated Kenneth Hohlaus and Herman Thornton 3-0.
Class B and Rural Schools, Boys—Sandhill, Jack Smith and J. D. Cates won over Lone Star, King Parker and Edward Bryant, three decisions. Sandhill class B school, Lone Star, girls—Sandhill, Susie Hoffmans and

With Aiken Pure Bred Seed, you should command top price for your lint cotton
Let us supply your wants in this line at an early date—Seed at easy disposal at the rear of Bank
See E. GUTHRIE At
The First National Bank
LOCKNEY, TEXAS

Win A New Chevrolet
This is How
The Chevrolet Motor Company is giving away a New Chevrolet Master Six every day during the month of April. If you would like to win one, come to our show rooms any day this month and take a demonstration in our New Chevrolet Master Six. Drive it yourself if you like. We will explain to you all the wonderful features of this leader, and then we will give you some literature which will further help you, together with an entry blank. Take this blank and simply write an essay on "Why I Like a Chevrolet." You can be the judge as to the length of your essay. Turn it in to us and we will immediately mail it to the Chevrolet Motor Co. at Detroit. If you have written the best essay that is received that day, you will be the winner.
Be sure to tune in on the Chevrolet programme at 9:00 every Friday night to hear the names of the winners for the week. Your name may be one of those called. If you are the winner and you already own a Chevrolet Master Six, you will be refunded the cost of your car in cash, or you may take a new one.
For further information about this contest ask us. We will gladly help you.
DON'T FORGET FRIDAY NIGHT AT 9:00 THE CHEVROLET PROGRAMME
The Lockney Auto Company
Lockney, Texas

Boy its great! Congratulations!

It is great gasoline! That's what everyone who has tried it says. It has improved anti-knock, mileage that astounds and power like condensed fury. Get it at Red Triangle stations.



Drive into our Station and let us fill your tank with this wonderful

Conoco Bronze Gasoline

Summer Time is here! Do away with tire trouble that develops during hot weather by equipping with— FISK TIRES

first, W. Mathews, Center, second; F. Jackson, Starkey, third. 100 yards dash—F. Jackson, Starkey first; J. S. Hale, Harmony, second; E. Goughly, third, Center. 440 yard relay—O. Atkinson, C. Marr, S. L. Holmes and F. Jackson, Starkey, first, Mathews, Goughly, Lightfoot and Miller, Center, second; Willis McCravy, Roy and Adams, of Lakeview, third. Running High Jump—W. Mathews, Center first; G. Reeves, Fairview second. Running Broad Jump—Goughly Center, first; L. Turner, Fairview, second. Pull up, Chinning Bar—Goughly Center, first; Lackey, Cedar Hill, second.

CLASS A WARD SCHOOL-JUNIORS 50 yards—Brotherton, Lockney, first; R. Anders, Lockney, second; C. W. Floydada, third. 100 yards dash—Brotherton, Lockney first; R. Anders, Lockney, second; Smith, Floydada, third. 440 yards relay—Phillips, Bishop, Smith, Crow of Floydada, first. Running high jump—Knox, Lockney first; Brotherton Lockney, second; McClung, Floydada, third. Running Broad Jump—R. Anders, Lockney, first; Brotherton, Lockney, second, McClung Floydada, third. Pull up—Mince, Floydada, first; Young, Floydada, second; E. Tucker, Lockney, third.

CLASS A HIGH SCHOOL-JUNIOR 50 yards dash—Malcom Lida, Floydada, first; Suits, Lockney, second; R. Spence, Floydada third; G. Smith, Lockney, fourth. 100 yards dash—Malcom Lida, Floydada, first; Suits, Lockney, second; R. Spence, Lockney, third. 440 yards relay—G. Suits, R. Spence, C. Smith and H. Thornton, Lockney, first; Floydada second. Running High Jump—A. Grand, Floydada, first; C. Hall, Floydada, second; Smith, Floydada, third; L. P. Lockney, fourth. Running Broad Jump—Malcom Lida, first, Floydada; L. Pope, Lockney,

cond Lockney, fourth. Pull up—Lockney all places. Floydada no entry. BILLY BALL ALL CLASSES Games played at Andrew ward school Saturday. Lockney won the Class A Championship, Sandhill the Class B and Cedar Hill the Class C championship. In the county championship games, Cedar Hill defeated Sandhill and Lockney in the county championship.

ROSELAND NEWS

Mr. and Mrs. Floyd Gross visited Floydada Sunday. Mrs. Laura Casey is visiting in Lockney this week. Every one in this community attended the county fair at Floydada last week end. Mr. and Mrs. E. A. McLead and Mrs. E. A. McLead are visiting Mr. McLead's children at Farmersville, Texas. T. J. Gilbert, who has been ill several weeks, is better at this time. Mr. and Mrs. W. A. Whitlock, Julius Mrs. O. E. Wicker, and W. M. Harrell attended the all day singing at Valley View in Swisher County Sunday. Mr. and Mrs. Hilburn Casey attended the singing at Sterley Sunday. Mr. and Mrs. Frank Roberson visited Mr. and Mrs. W. A. Whitlock Wednesday. Mrs. Sid Mudgett visited in Moeys Sunday. Lock, Jack Gilbert and Miss Ethel Met visited their parents, Mr. and Mrs. T. J. Gilbert Saturday night. Mrs. Fayola Mason visited Miss Fay Mile last week.

LUTHERN NEWS Large groups attended church at Luther church Sunday. The services were conducted in English, but Tuesday night lent service will be held in German. Mrs. M. M. Mudgett and Mrs. M. M. Mudgett visited in Moeys Sunday.

Mrs. Sam Newman special guest of Mr. and Mrs. Le Bodeker Sunday. Mrs. Evans of Tahoka visited her sister, Mrs. Ewald Sammeon, last week end. Mr. and Mrs. Bob Raffin are rejoicing over the arrival of twin girls. They have named them Gloria Lee and Gienna Dee. Mrs. Walter Lowe is on the sick list this week. Mr. and Mrs. Albert Keem of Lone Star visited with Mr. and Mrs. O. W. Schmidt Sunday. Mr. and Mrs. H. Berkle of Kress attended church here Sunday. Grandma Seidert, who has been ill for some time, is some better. Her sister is here from McGregor, Texas. Perhaps this will cheer Grandma a little. Mr. and Mrs. Walter Boedeker and Mrs. Erna Bortz visited in the Lone Star Community Sunday afternoon. The Ladies Aid will meet Wednesday afternoon with Mrs. E. Herber. Each member is requested to be present and bring another along. The mens Hermanson Lodge met Sunday afternoon. Quite a few of Mrs. Hattie Brandes' friends surprised her with a birthday party Tuesday night. Although it was cut short on account of the rain every one enjoyed it, and the rain was a gift to all of us. Several people plan to attend the last day of school at Providence Friday. An all day program is planned and dinner will be on the ground. We noticed Clarence Brandes is having to wear colored glasses because a flying base ball struck him on the cheek and eye. Perry Walker visited his mother in Sweetwater last week end. The Luthern League and Young People Business club will meet Sunday night. A few from this community attended the all day meeting at Whitfield Sunday.

MUNCY NEWS

The Muncy Community Sunday. We are sorry to hear that Cecil Pope is very ill. Mr. and Mrs. Bob Muncy visited Mr. and Mrs. R. E. L. Muncy Sunday. Mr. J. E. Race visited in the home of Mr. and Mrs. Jim Dunlap Sunday. Most of this community enjoyed the fair at Floydada Friday and Saturday.

RAMSEY NEWS

Mr. and Mrs. Homer Ford and Mrs. Lawrence Catlin visited Mr. and Mrs. E. H. Ballard and family Friday afternoon. Mr. and Mrs. J. J. Smalley were visitors in the home of Mr. and Mrs. E. Race of the Muncy community. Neil Hampton of Memphis, Texas, is visiting friends and relatives in the Ramsey, Irick and Liberty communities this week. Ojeta Thornton spent Monday with Irene Ferguson of Lockney. Olin Thornton is on the sick list this week. Mr. and Mrs. Acel Cope of Lockney spend Monday with Mr. and Mrs. E. W. Thornton and family.

MRS. TONY LUNDGREN HAS PARTY FOR JOLLY TIME

The Jolly Time Bridge Club was graciously entertained Tuesday afternoon at 2:30 in the home of Mrs. Lundgren's mother, Mrs. Davis. Special guest of the club were: Mrs. E. L. Woodburn, Mrs. Melvin Phillips, and Miss Nora Sams. Club members are: Mrs. Alvie Fielders, Mrs. Johnnie Edwards, Mrs. T. J. Honea, Mrs. Raymond Meriwether, Mrs. Acil Cope and hostess, Mrs. Lundgren.

KNOW YOUR BANKER BETTER

OZARK Service Station Lockney, Texas

R. C. A. Ward second; Mary Helen Mickey, Sandhill, third; Teddie Jack Orager, Lockney Ward, fourth. Class A—Mary Francis Rinehart, R. C. A. Ward, first; Denice Cummings, Lockney Ward, second. Class B—Kenneth Cates, first, Sandhill; Fannie Margaret Harper, second, South Plains. Class C Rural—Nina Pawver, first, Baker; Hazel Brooks, second, Allmon; Joe Rushing, third Fairview. Places in County—Mary Francis Rinehart, R. C. A. Ward, first; Nina Pawver, Baker, second; Hazel Brooks, third, Allmon; Joe Rushing, Fairview, fourth; Denice Cummings, fifth, Lockney, ward.

first, J. Brooks, Allmon, third. Running Broad Jump—O. Lightfoot, Center, first; J. Dickson, Center, second; West Lakeview, third. Running High Jump—Fitzgerald, Lone Star, first; O. Lightfoot, Center, second; J. Dickson, Center, third. Discus Throw—A. Miller, first; A. Muelder, South Plains, second; Graham, Irick, third. 12 Pound Shot Put—A. Muelder, South Plains, first; O. Burke, Sandhill, second; T. Smith, South Plains, third. Class A High School Senior 120 Yards High Hurdles—Buster Broyles, Lockney, first; J. Badgett, Floydada, second; E. Murray, Floydada, third. 100 Yard Dash—L. Gamblin Floydada, first; J. H. Myers, Floydada, second; Frizzell, Lockney, third. One Mile Run—Lowell Gamblin, Floydada, first; Blassengame, Floydada, second. 220 Yards Low Hurdles—Cox, Lockney, first; L. Hollingsworth, Floydada, second; Eastridge, third. 220 Yards Dash—L. Gamblin, Floydada, first; J. H. Myers, Floydada, second; L. Hollingsworth, Floydada, third. 440 Yards Dash—Murray, Floydada, first; Williams, Lockney, second. 880 Yards Run—F. Murray, first; Leo Jackson, second, Both of Floydada. One Mile Relay—Hollingsworth, Badgett, Eastridge, and Myers, won by forfeit. Pole Vault—F. Murray, Floydada, first; Buster Broyles, Lockney, second; James Badgett and T. V. Copeland, tied for third. Running High Jump—L. Gamblin, Floydada, first; Buster Broyles and Copeland, Lockney, tied for second. 12 Pound Shot Put—James Badgett, Floydada, first; Moore, Lockney, second; L. Jackson, Floydada, third. Discus Throw—L. Jackson, Floydada, first; Louis Hollingsworth, second. RURAL SCHOOL JUNIORS 50 yards dash—Starkey, Cedar Hill,

It is common knowledge licensed by the Government, as the stated purpose certain to remain open. official approval of our

With the new legislation under and the banker which few We shall endeavor to explain 1. It must be a safe plan 2. It must be a clearing business is paralyzed.

The question which the average depositors all of their money in new arrangement with the Federal Reserve. By way of further comment, in leave on deposit from day to demands of depositors. It is from But when people become fearful depositors in case they suddenly the nation at a time when they a pression, lend money to keep the and fantastic demands should be Obviously this is a difficult quest ment succeeded in maintaining a problem is solved. The bank as its loans are of a quality to me ever becomes necessary to meet. We feel that this is a long step It gives complete assurance to e function at his highest usefulness each of us do our full share, and complain.

Simple Explanation of the New BANKING REGULATIONS

That after the closing of all banks by the President's proclamation, this bank was not to resume its business as usual. This is more significant than is generally realized of the secretary of the Treasury is to permit only those banks to re-open which are We hope our depositors and friends share with us the deep satisfaction we feel in this condition and our manner of conducting the banking business.

HOW A BANK OPERATES UNDER THE NEW LEGISLATION

which banks now operate, there are pronounced advantages to the depositor, the borrower people thoroughly understand. n them briefly. First, let it be emphasized that the value of a bank lies in two directions: to deposit your money, and it must be able to pay you all of it at any time you want it. ous of credit and lend your money to sound business enterprises. If it fails to do this, e person wants answered then, is this:—How can a bank be prepared to pay all of its cash, and at the same time lend that money to help business? This is possible under the tal Reserve. ordinary times the bank knows from generations of experience, how much depositors will w. Thus it knows how much it can safely lend to help industry and still meet all de- this loaning operation that the bank makes its money to pay expenses and show a profit. what shall a really good bank do? Shall it keep its assets in cash, ready to pay de- to withdraw all of their money—thus, failing to sustain the business and, trade of most needed of vigorous help? Or shall the bank do its duty toward fighting the de- wheels of industry turning, and thus run the risk of being caught short of cash if sudden made on it by depositors? son, and only those banks which conducted their affairs with laudable skill and judg- perfect balance in both directions. But now, under the new banking regulations, this today can give more extensive and vigorous help to business than heretofore, and as long fit official approval, it can instantly borrow against them from the Federal Reserve if this the demands of depositors. forward in banking. We welcome the Government regulation and inquiry into our affairs, very depositor. It puts new life and energy into business. It enables the banker to without fear of forces over which he has no control. With the road thus cleared, let we should speedily gain complete recovery from the economic conditions of which we

First National Bank WORTHY OF YOUR SUPPORT

BAPTIST CHURCH NEWS

Preaching Service 11 a. m. by the pastor
B. T. S. 7:00 P. M. Mrs. Sillis, Ellis, General Director

The evening service will be dismissed that we may all lend our support and influence to the success of the Methodist revival now in progress. It doesn't take the church to save a soul, it takes Christ. Therefore every Christian should be interested in bringing the unsaved soul under the power of the gospel and unto Christ.

We have made a good start for the month of April and we hope every member will do all within his power to maintain this good start. There were 217 in Sunday School in time to be counted Sunday with an offering of \$43.30. There were 85 in B. T. S. in the evening. Let us even exceed this number this coming Sunday. A cordial welcome awaits you at every service. If you are not worshipping elsewhere you ought to be worshipping Christ somewhere and therefore we invite you to come worship with us.

Let every member please remember

that our spring revival starts on Wednesday night, April 19th and starts now to planning your work so that you can be in attendance at every service both day and night. Bro. Deard Hamilton of Fort Worth will be with us to lead the song service and the pastor will do the preaching.

Sunday afternoon at three o'clock the North Zone B. T. S. will meet with the Quitague church with the South Plains church rendering the program. It is hoped that the Lockney church will be well represented.

SENIOR B. A. PROGRAM

Part 1.—Mrs. Hamilton
Part 2.—Mrs. Muncy
Part 3.—Brother Weathers
Part 4.—Mrs. J. J. Smith
Part 5.—Mrs. Henson

SENIOR B. Y. P. U. PROGRAM

Introduction—Bena Cox
Part 2.—Estelle Byars
Part 3.—Harold Huggins
Part 4.—Lena Moore
Part 5.—W. C. Hubbard
Part 6.—Bill Bobbitt

HAMILTON BEACON

The Baptist W. M. S. met at Mother Hamilton Monday afternoon. There were 12 present. The Bible lesson included 15 to the 20 chapter Genesis.

We want a large number of the ladies in the church to come and assist in the W. M. S. work, for we receive a blessing from it and feel you will too.

The next meeting will be at church at 7:00 on Monday. The list will be in Stewardship and Mission.

AT THE METHODIST CHURCH

Sunday School: 9:45 A. M.
Preaching 11 A. M. and 7:30 P. M.
Lodge: 6:45 P. M.
Woman's Missionary Society: 3:30 P. M.
Prayer Meeting 7:30 Wednesday M.

The Revival is in progress. Spite attendance for this time of the year. We appreciate the attendance, especially of those from other churches. We extend a cordial invitation to every body to attend, and cooperate with us. Our plan, now is to close on Sunday. We are having a splendid singing, and a continued invitation is extended to the singers of the town to help us. Meet us at the Methodist church each morning at 10 A. M. 3 P. M.

Yours for Christ,
B. J. OSBORN, Pastor

SENIOR EPWORTH LEAGUE PROGRAM
April 9

Subject—Pleasure that last
Leader—Jessie Wofford
Pleasure Should Contribute to Happiness—Jake Griffith
Criteria for Evaluating Pleasure—Elwood Reasonover
Creative Pleasures—Mrs. M. M. Luella Walter
Value of Hobbies—Mattie Bell Wofford

LOCKNEY BEACON

Although I did not seek the office of public trust, I will endeavor to do my duty as your Mayor and will leave nothing undone to give you a good administration, and ask the cooperation of the entire citizenship.

J. H. HOHLAUS

MANY THANKS

I wish to take this opportunity of thanking each and everyone who in any way supported me in my race for City Secretary-Treasurer. To those who did not see fit to support me, I have only the kindest feeling.

I pledge the entire citizenship my best efforts at all times.

ERNEST POWLER

MEETING IN DISTRICT COURT ROOM FLOYDADA, TEXAS

The Farmers and Home Owners Protective League meets Saturday April 8 at 2 P. M. The purpose of meeting will be voting on an amendment of the By-Laws Art. 9 on Annual Dues. As present it reads: The annual dues shall be one dollar and shall be divided as follows: fifty cents the Farmers and Home Owners Protective League of Floyd County and fifty cents to the Farmers protective League of America in testing constitutionality of exchange domination.

If amended it will read: The entire annual dues of one dollar per year will be used by Farmers and Home Owners Protective League of Floyd County until the county is completely organized.

Farm Mortgages will then be considered by the League. Let every member study the effects of mortgages on our farm interests and bring forward information that will help others or seeking information that will help your

special subjects for study are: 1st. The abuses of the mortgage law. 2nd. The amendments of mortgage law. 3rd. In what way his League aid present and future mortgage conditions? 4th. Community meetings of farmers to interest of organizing them into the Farmers and Home Owners protective League of Floyd county will be held at Prairie Chapel Thursday night and Providence Friday night of this

LOCKNEY, FLOYD COUNTY, TEXAS

sent time, it appears to be that there are more honest endeavor on the part of most of the debtors to arrange and adjust their obligations that at any time that I have ever experienced in my business experiences.

Yours very truly,
ARTIE BAKER

Classified Ads

We wish to thank Lockney and the surrounding territory for their Patronage during the last four years, come to see us at 619 Ash. We will give you the same service aso fold.—Smith's Hatchery, Plainview, Texas.

OUR BOOKS—have been forty years in the making. You can't be too careful with your land title. Have your Abstracts prepared by—Arthur B. Duncan Abstract Co. South East corner Square, Floydada, Mrs. Maud E. Hollums, Manager

LOST—Hat box between Lockney and Sterley containing cloths. Finder please return to Beacon Office. 1tp.

Mineral Wells Crystals have been reduced from \$1.00 to 80c.—W. A. Sams. 30-2tp.

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

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

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

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. Hones, 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

LOST—Ladies purse on March 27 somewhere in Lockney. Contains Photograph and \$3 in money. Finder please return to Mrs. E. C. Cox and receive reward. 1tc.

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

The Dawn of a New Day
For The Women in the Dry
Windy Climates

We invite you to take advantage of a unique service offered here

The Analytical Facial

In which an expert Cosmetologist analyzes your skin, shows you your danger points and advise you about the proper care for your individual type of skin.

This is a **FREE** Service

BEAUTY SPECIALIST WILL BE HERE ALL DAY FRIDAY AND SATURDAY. PHONE 888 FOR YOUR ANALYTICAL FACIAL

PRIMP BEAUTY SHOP
Carter-Houston's

CARD OF THANKS

Gifts of Interest
Scholastic League
Meet at Floydada

Free! Free!
At 2:00 O'Clock P. M.
See The
IRON MAN
World Famous Date-Devil

EUGENE HARRIS says:

The only pot of GOLD that will be at the end of the rainbow will be the pot that you have saved. Let me urge that you get a sure plan. We have a plan to fit every need and every pocketbook.

He sells good old **STATE RESERVE LIFE**
THERE'S NONE BETTER Phone 71

Every lady making an appointment will be registered for a drawing at which a \$5.00 gift of Charm will be presented to the lady whose name is drawn.

For Those Baby Chicks
Rainbow All Mash Chick Starter
A balanced ration, properly mineralized
For Sale At
LOCKNERY HATCHERY

BEER!

Food Is Just as Essential as
Something to Drink!

Congress has passed the Beer Bill and referred it to the various states for their O. K., but most people are more interested in something good to eat than they are in Beer—especially so long as Providence freely furnishes this pure water of the Shallowater Belt.

The "beer craze" will soon pass; but there will always be periods of hunger three times daily—and that's our Big Business—satisfying your hunger.

We specialize in Pure Food—Food that is not merely three or four per cent good; but 100 per cent High Quality Nutrition, and that any family would be glad to have on their table

Telephone No. 10
Hamilton Bros. Grocery

April 2, 1933

This is for your protection and interest to you. Be there. Your presence as a League member will help.

JOHN L. WEST, Pres.
ED HOLMES, Secy.

ARTIE BAKER READS PAPER TO MEETING OF FARMERS

A meeting of the Farmers and Home Owners Protective League held at the Main Street Church of Christ.

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

Judging from appearances, the American people want excitement, entertainment, and carnal pleasure rather than the simplicity of Christ, and His religion. Having Him in their midst, they are slow to recognize Him. They declare holidays in His name, but give little thought to Him who made the holiday possible. They hold dinners, and give gifts; but leave Him whom they are supposed to honor outside fast closed doors.

But we of the Main Street Church of Christ desire more than mere entertainment and carnal pleasure. It is our purpose to honor the Christ, exalt His church and lead men and women to safety. To this end we hold our spring meeting which begins on the morning of April 16th. Bro. Marvin Wise of Big Springs will be on the work Monday evening, but the meeting really begins Sunday morning. Let not one soul shirk this responsibility, but let us each work so that the spirit of revival shall be manifested when Bro. Wise gets with us.

Now for next Lord's Day we shall study "Jesus And The Church of His Day" at the morning hour, and "God's Judgments" at the evening service. Remember that Bible School begins promptly at 10:00 A. M. Come for that and forsake not another service of the day? Begin the morning with a prayer, continue thru the day with a psalm, and close the evening with a benediction. Let hearty welcome be manifested to all who come our way.

WE THANK YOU

We wish to thank all those who supported our candidacy in the Election Tuesday for Mayor, and to those who did not see fit to vote for me. I do not hold any ill feelings toward you, as that is the great American privilege, to vote for whom you

World Famous Date-Devil

And one of the FOREMOST STUNT PERFORMERS on the American continent will be in LOCKNEY to entertain you FREE of charge next SATURDAY afternoon promptly at 2:00 P. M., starting on Main Street.

When the IRON MAN arrived in LOCKNEY to show his wares, he was promptly challenged by Dwight Jackson, local Continental Oil dealer, to pull a Fully Loaded Truck of the FAMOUS CONOCO BRONZE GASSOLINE up the main street with a rope around his neck. The IRON MAN accepts this challenge and he will be assisted in this stunt by

NEW CHEVROLET MASTER CAR from the Lockney Auto Co.

Not to be outdone, Mr. Fielder, of the Fielder Motor Co., dealer in automobile tires and tubes, said he dared him to try this load with a TUBE around his stomach. The IRON man says he'll try that too. So there you are.

The City Bakery and Dr. McCollum will assist in his health talks.

He will also bend cold iron in his iron jaws, and many other features.

Do you think it possible for a human body to stand this terrific punishment? Then be in LOCKNEY at 2:00 P. M. SATURDAY, as the guests of the firms whose names appear in this ad:

Ozark Service Station, City Bakery, Messmers Garage, Crager Funeral Home, Mills Service Station, Fielder Motor Co., Lockney Auto Co., Baker Mercantile Co., First National Bank, T. B. Brooks, Joe McCollum, Ayres Dry Goods, Hamilton Grocery, Huggins Produce, Taylor's Grocery & Market, Lockney Beacon.

GARDENING TIME IS HERE

You can save money by buying good bulk garden seed at—

ROBERSON FEED & SEED STORE

Come in and look our assortment of seeds over before you buy or order from any other place. Bulk garden seed are better and a lot cheaper. We grow our own plants, and now have out 40 bushels of Sweet potatoes and they are sprouting nice and will be ready for early setting.

Cook With Gas

FOR SPEED SAFETY COMFORT ECONOMY EFFICIENCY

Great American Gas
Symbol of Dealer
West Texas Gas Co.
GOOD GAS WITH DEPENDABLE SERVICE