

# THE LOCKNEY BEACON Dedicated to the Interests of This Section, That No Good Cause May Lack a Champion



LOCKNEY, PLOYD COUNTY, TEX M. THURSDAY, OCTOBER 19, 1933

# 1,7000 Bales Ginned In Lockney Community

## **Pioneer Dies Here** Wednesday, Funeral Rites Thursday

vening Oct. 18, fol-ness, Funeral rites

Mr. Matthews had lived in this part of the pantry between twenty-five nd thirty years and has many friends

He was born August 4th, 1854, at Nacogdoches, Texas, and married to living.; namely: Mrs. Zeffa Gruver, Mattie Mae Gentry, Mrs. Mrytry Spar. ks, Mrs. Malitta Childers, and one son survived by his widow

The Crager Funeral Home had charge of the arrangements

## **School On Short** Schedule Few Days goodwill tour of Democratic party of

will not get behind with their school rally ever staged in Texas, where work, and at the same time they can great political rallies are the rule. help at home in the afternoons.

J. W. JONES, Supt.

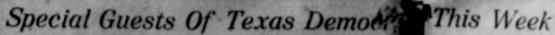
#### GOVERNOR O. B. SFILERS TO the State Chairman will be toastmast. VISIT ROTARY CLUB

Governor O. B Sellers of the 41st party to adjourn promptly to the huse District of Rotary Clubs, of Fort Worth morrow, Friday at the regular lunchson hour at 12;15. All Rotary members | Congresman-at-large, will have charge are urged to be present. Governor Sel- of the night meeting at which Mr. lers will deliver an address.

Mayor J. H. Hohlaus and Olin Rid- President Senator Tom Connally and ings returned Wednesday night from a business trip down state

## Today's Market

		THE SECTION STREET
Poultry		
Hens, 4 1-2 lbs and up		
Leghorn bens		
Colored hens under 4 1-2 lbs	6c	
Fryers per lb.,		
Old Roosters,	20)	Marie E
Stags, per lb.	2c	
Turkeys		Market Alegan
No. 1 Turkeys	6c	
No. 2 Turkeys,	3c	
Eggs	经存出的	
Eggs, per dozen,	15c	
Cream		THE RESERVE TO THE
Botterfat, per lb. Station	17:	Great Asset
Grain		
Wheat per bu.	710	
Make threshed per 100		
Maire Heads per ton	\$8.00	
· · · · · · · · · · · · · · · · · · ·		ALL AND
Cotton Seed Meal per 100	91 20	10.00000000000000000000000000000000000
Loose Huls, per 100	25c	7
Sacked Hulls, per 100	400	是是一种
80-20 Mixed Feed per 100	60c	
Cotton		
Cotton per 100 lbs.	19.40	Mrs. Charles A. L
Cotton Seed per cash ton		the noted Love Er
Cotton Seed, ton in trade	\$12.00	enroute home with h
		this picture, taken a
Hogs		she was received by
Tops per 100 lbs	\$4.25	Leningrad Russia.





N. Garner and Postmaster General

the banner Democratic State of the

The tour has been arranged as

In Dallas the officials will be guests

at a tremendous banquet in th Adol-

Nation beginning Oct. 18.



Dallas, Texas, Oct 18-Texas is host and a chuck wagon dinner on the to the largest party of Federal officials ranch nearby of Ralph W. Morrison ever to make a grand tour of the Lone Star State while Vice President John

## James A. Parley with numerous other Broom Ball Boys To Play Petersburg Here Friday Lime

eighorns beleat

Kress 12-0

or There will be no speech making at new Stadium of the State Fair of Tex-

Young Joseph Weldon Bailey Jr., From Dallas the party goes to San-Antonia, then to Uvalde for a party on the ranch of the Vice President

> Mr. William G. Hackney oft Tues. day morning for the State Tuberculous Sanitorium at Sanitorium, Texas, where he will be a patient for several

Miss Veda West of Tahoka spent be veek end with Miss Eunice Coleman

Mr. Ben Reecer is now employed as neat cutter at the Hamilton Meat and Grocery Company. He formerly worked at Piggle Wiggly.

The public school started taking up classes at 8 o'clock last Wednesday morning and turning out at 12:15 so 17 the students might pick cotton during the afternoons. The doors will be open at 7:30 and class work will began at 

The Lockney girls' broom ball team ras to have played Plainview here ast Tuesday night at the roller rink, out Plainiew called the game off. Monav night the team practiced for the first time together, and they can really wield a wicked broom. The came with Plainview will be played next Tuesday night here. Don't fail to se

# **More Cotton** Checks Received

Floyd County received their secunch of plowed up cotton checks this pted in this county, checks have e of 119 yet to come.

The sheeks have done their part ward gateing busines started this

# Int Of Way on Highway No. 28

While the roadway through at least nent will be determined by the courts Valco Thomas and daughter, hrough jury findings .- Floydada Hes-

# Has Liquor Don'ts

l .. Don't burden state centrol liquor

iaws with needless clauses which can not be enforced; and, do not ignore the minority, even though small," is the warning of John D. Rockefeller Jr., in a survey report which anticipates national repeal of prohibition.

#### COUNTY WHEAT AVERAGE 8.64 BUSHELS

County Agent Glenn Lindsey, after unning totals on the wheat districts of Floyd Couty places our average pro- the concentration point for this disduction of wheat for the years 1930-Miss Annice Shewart of Lubbook 1932 at 8,64 bushels per acre. This is Madison Day, Wayne Davis, Buster or wheat acreage signed up under the Wheat Control plan in this county.

Garland Brown and son, Bernard, of Back of all reforms the idea of the fart. Texas, were here Friday visiting individuals to be helped should prer. Brown's mother, Mrs. F. E. Brown, dominate and prescribe the movement.

No. Alphonse, we do not think it was end here as the guest of Olan wise for you to tell your wife exactly what you thought of her relatives.

have the roads lined in the Lockney

Up until this evening (Thursday) the

# ockney Lose: To Plainview.

Ford V-8

to Plainview Wednesday night to play a game with the Plainview boys or

Our boys come out holding the small end of the score, which was 18 to 21. game in Lockney next Wednesday. night. Also the girls team from Plaingame with our girls team.. Don't miss these cames. Plenty of fun from start to finish, and exciting, too,

## **High School Book Contest Success**

The contest sponsored by the High school to secure books for the library ent to the Grammar School and the thers added to the library at the High

warded first place, and the Seniors second place. A prize of three dollars was given to the Juniors and a prize of two dollars was given to the Sen.

The Superintendent and Paculty wish to take this opportunity to thank each one who donated books.

## **Four Lockney Boys** To Enter CCC Camp

Four of Lockney's young men have enlisted for the CCC work and will leave Saturday morning for Lubbock, trict. Those that will go to Lubbock are Lankferd and Milton Anderson. Ployd county was allowed 10 men for this work. The enlistment is for a period

Mrs. P. C. Shick of Plainview was a mest at a bridge party given in the come of Mrs. Bryan Wells Thursday



Thomas will visit her

left Sunday for Dallas where they

McMurry is driving a new outh coach which he purchased from Mr. E. E .Dver, who is

ink Latty of the Aiken Com-

and Mrs. J. D. Huggins and ghter and son, Oleta and Harold, Sunday for a two weeks visit at Worth, Waco, and points in Arkan-

The Lockney football game schedulfor Thursday of this week with

pent the week end here with Miss ostelle Byars.

James Baker of Lubbock spent the

-and the Worst's Yet to Come

# THE LOCKNEY BEACON

Published Every Thursday

J. L. SUITS, Editor JEANE SUITS, Local, Church and Society Editor

Entered April 14, 1902, as second class matter at the postoffice at Lockney,

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

SUBSCRIPTION RATES Six Months-75c

One Year-\$1.50

Three Months-40c

A FEW CHISLERS

A flock of blue eagles have soared seross the United States and lighted on Cities and towns proclaiming that the people are behind the National Recovery Administration ...

Not since those stirring war days of fifteen years ago has this country witnessed similar scenes. At Washington, in a small room, filled with smoke, dressed in a baggy suit, with tousled hair and blood-shot eyes from loss of sleep, General Hugh Somuel Johnson is commander of this mighty attack From everywhere an assortment of chairs and desks have been gathered, telephones installed cusnidors made handy, and new offices assigned, seem ingly over night. Thats how our govern ment is working and trying to lift

Uncle Sam s frock-tail coat, I have ob- 11-2 cup of dark karo. Bake in mode

Some people are like that I guessthey have to be made to do a thing tely a volunteer proposition and some natives never volunteered to do any- don't ever say I didn't warn you! thing but EAT! If such cheats don't b mighty careful the ole' bird will

nation would be doomed. Somebody has to help the lame and afflicted out of tight squeezes though!

Congratulations! all of you loyal cit izens and blue eagle abidders-more power to you and yours!

# **WOMAN'S**

dumn. Good way of getting out of a

Of course evrey now and then mistakes are made in the papers and those ployed on the staff and office force he is then referred back to the first one approachd and so far far into the

always says, "Come up to my house Slaton visited their mother Mrs. Ira with Mrs. Browning's sister, Mrs. I for a duck dinner-you bring the Simpson, Sunday,

ducks!" I am extending the same invitation to you for duck hunting, duck you should be able to "bring the ducks.

When is this to be? Oh, just any

second that that ole' bird least by Thursday. Don your long han,

Now, if you follow my predictions carefully for this week and next you'll have nothing to fear. If you do, not,

being launched for bigger and better business If you will notice, the daily from a great downfall which would make the fall of Rome mild in com-

This year practically every thing has featured a comeback—the bicycle, skat ing, leg.o-button sleeves, Sally O'Neil, Horse racing in Texas, the bar-room saturated with 3.2 beer, the ole' time corset, and now why not prosperity?

the ball games only a few turn out, at the skating rink probably quite a umber at times, the plays do boast of a fairly large attendance, but nothing ike what I witnessed at the tent show. I really enjoyed the sight and it did my oul good to discover just what it takto jar the inhabitants.

Weil thats all this spell-don't foryet about my forecast and have those long hundles in readiness and do that

Messers Earl and Charles Simpson an VISITORS FROM MISSOURI HER families of Silverton, June Simpson and family of Otton, Gene and family Wimpy in the popular comic strip of Dimmitt, and Mrs. A. R. Keys of mily of Carrollton, Missouri, visit



KNOW

Lampier: "Yes, my neighbors have already taken two prizes at a poultry

"Now girls," said the restaurant manager. "I want you all to look your best to.day. Add a little extra dab of powder to your cheeks and take a bit more care with your hair."

the head waitress, "Butter bad again?" been installed at key points on the tough." "No," said the manager, "the beef's

> The teacher was having her trials and finally wrote the Mother: "Your on is the brightest boy in my class, but he is also the most mischievous. What

The reply came duly; "Do as you

Two ladies, previously unacquainted. were conversing at a reception, After a few conventional remarks the younger exclaimed: "I can not think what has upset that tall blond man over there. He was so attentive a little while ago, but he won't look at me now." "Perhaps," said the other, "he saw

all those years I've been telling myself how lucky I am to have a coal mine in my gaptien."

That "Social Trends" survey, in ing the great water powers of the failed to mention the most power of all-a woman's tears.

At that, it's better than lying

States is nearly \$5,650,000,000 and

capital circulation \$45.13. I think

Of the 42,000 docters in England

Beacon must have the 13 cents

hibited in 1821-trained in the

In order to cure himself of

intoxicating liguor Patrick Her

Twenty radio-controlled clo

An authority asserts that cr

originated in medieval Ireland.

that accounts for the Irish bei

served in Independent

Iowa State College Campus

ufactured his own beer,

tempt to get the stud

sticking, I presume.

Some noisy divorces are the res a quite home wedding

It wouldn's do for the meek to in it the earth today because they coul keep up the payments on the mort

Most of us are finding when we try balance that budget that w budge that balance.

A Philadelphia physician says t the best cure for neuritis is the m icine you take just before the th gets well of its own accord.

Mr. and Mrs. H. B. Browning and

Inflation should be adopted by this

"Why, what's the matter?" asked

shall I do?"

uson: "Good gracious, no! And

"I'll examine you for \$10." said the

"All right," said the victim, "and if you find it I'll give you half."

Another Beauty Queen



field of eight for the final test, was owned "Miss Radio for 1933,"

WEDDING OF FLOYDADA COUP-LE LAST SATURDAY

Miss Joy Grigsby, senior at Wayland College, become the bride of Lloyd Allen Saturday morning at 11:. 30 in the home of Mrs. G. W. Crowe at Plainview. Rev. D. B. Weaver was

The bride is the daughter of Mr. and Mrs. J. E. Grigsby of Floydada. Mr Floyd County. Mr. Allen, the groom, i rom Floydada and farms near there.

with matching accessories and a shoulder corsage. Her sister, diss Helen Grigsby, was maid of honor, Henry Woods of Floydada served is best man, and Betty Lou Walter was ring bearer.

Following the ceremony members of he wedding party were guests at a nner given by Mrs. Weaver, Mrs. Marble, and Mrs. Tidwell at Mrs. Wea.

Miss Harriett Dickinson of Ponce City, Okla., spent the week end with her cousin, Miss Weynonah Rhine.

For ACHES and PAINS BALLARDS Penetrates! Soothes

Rev. I. N. Demy says: I have found nothing in the ast 20 years that can take the lace of Dr. Miles Anti-Pain

They are a sure relief for

Sufferers from Headache, uralgia, Toothache, Backache, iatica, Rheumatism, Lumbago, uritis, Muscular Pains, Periodic Pains, write that they have used Dr. Miles Anti-Pain Pills with better results than they had even hoped for.

Countless American howives would no more t Miles Anti-Pain Pills t out flour or sugar. Ka a package in your medicine c save yourself needles At Drug Stores—25

Sure, we all like to eat-that's part of our living-and we have EATS suitable for every member of the family.

\*

For Father: who isn't afraid of increasing the rotundity of his equator.

For Mother and Daughter: who want to keep that sylph-like, willowy form.

For the Kiddies: Who need good appetizing, sturdy, health giving and body building food.

All of the highest quality the market affords, chock full of the vitamines the doctors recommend, guaranteed to satisfy the appetite and keep you hale, hearty and happy.

#### MARKET DEPARTMENT

"Uncle Ben" Reecer is now cutting meat at our market and he is anxious that all of his friends visit him in his new location. Uncle Ben is considered one of the best meat cutters in this part of the State and we consider ourselves fortunate in securing his services.

**Telephone No. 10** HAMILTON BROS. GROCERY

## **EXCURSION FARES**

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

DALLAS and return

State Fair Of Texas October 7th to 22nd

\$14.90

On Sale Oct. 6th to 21st inclusive.

Final Limit to reach original starting point prior to midnight October 26th

\$7.50

Week-end Tickets Allowing Saturday, Sunday and Monday In Dallas Final Limit to Leave Dallas not later than train No. 1 following Tuesday.

Automobile, Stock and Poultry Shows Thousands of Exhibits AND Many other Features

THE DENVER RDAD

For reservations or further information call, or write your Local Agent or

F. D. Daggett

General Passenger Agent Fort Worth and Denver City Railway, The Wichita Valley Railway FORT WORTH, TEXAS

\*

## LOCKNEY COTTON OIL CO.

Meeting with universal approval the and is counted among those who are products of the Lockney Cotton Oil prominently identified with our manutheir trade brings thousands of dollars. Serious Leader Emory Huggins Company are going to all parts of the facturing and commerical progress. state and have always given the trade the best of satisfaction, which fact accounts for their rise and successful busi ness career with an ever increasing

They have the latest machinery and equipment for the making of feeds and this especial field of industrial endeaost admirable located as regards shipping facilities which enables them notice and thus to give the customers the very best of service.

They manufacture "Paymaster" cot ton seed products after a thorough ex. amination of all products from which it is made. It is made according to scientific ideas and this accounts for the fact that their products are not 3 only popular here at home but are shipped to many parts of the country. Many satisfied users have proved

seed meal to your stock rations, you add to your profits." The management has had much 

their claim "that if you add cotton |

They deserve the support of the people and merit the reputation they have atdustries. Under their competent direction we feel assured that they will con. tinue to maintain the high standing in

into Lockney each year that would so industry not located here. They have

An enterprise which has no clear The Lockney Cotton Oil Co's "Pay. division of responsibility and authormaster" cotton seed products are sold ity will probably fail.

#### \*\*\*\*\*\*\*\*\*\*\*\*\*\* FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, MGR,

30 years experience, Floyd County Land Titles; Our Abstract Records are Complete, Accurate and up to the Minute at all times; All Lands and Town Lots in the County.

When in Floydada, call and see us; We will be assist you in checking over your titles, and there w charge for this service, execpt where we do some a stract work.

Room 7, First National Bank Bldg, Flo.

WORTH LEAGUE PROGRAM OCt. 22, 1933

Scripture: Luke 4: 16.21 What Is Doctrine?-Mattle Bell Wof

Greeds in Other Churches-Jessie Harris

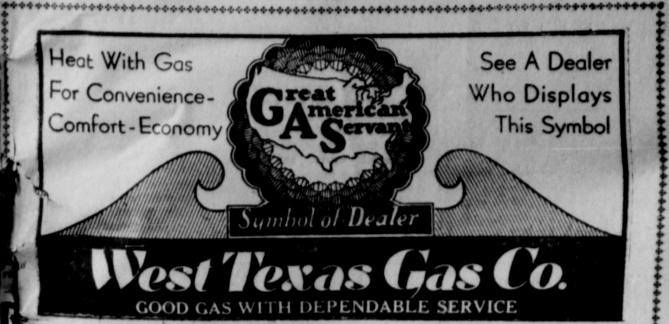
Use Which Methodism Makes of Doc trine-Frankie Dodson Benediction

Mrs. J. H. Stamps and son, Mr. Mark Stamps, left Thursday morning later model."

for their home at Cisco after vis a week with Mrs. Stamps' sister Mrs.

Little Girls to eight-year old boy: "Oh, I think you are just' lots better

looking than your daddy." Little Boy: "I ought to be. I'm



SNOODLES



By CY HUNGERFORD



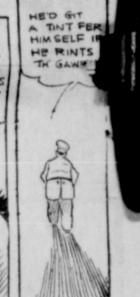
FINNEY OF THE FORCE



415-NOW TAKE OULD MON SCHMIDT WELL-DOWN TH' STHREET ARE



Spreading Roomers THAT'S TIST WHUT OF HE 15 WHY WUZ GONNA TELL I'VE JUST YEZ-HE'S RINTED DISCOVERED THAT HE'S IVERY ROOM OF HIS LIVING IN BIG HOUSE - THAT'S HIS GARAGE WHY HE MOVED OUT TO TH' GAWRAZE WHILE -



"THE MAIN THING ON MAIN STREET

Paily Ruzz MAIN STREET'S LEADING NEWSPAPER

DAILY BUZZ TO SEND BEAUTY TO ATLANTIC CITY'S BIG PAGEANT

THIS NEWSPAPER IS TO SELECT THE MOST BEAUTIFUL GIRL ON MAIN STREET AND SEND HER (EXPENSES PAID) TO ATLANTIC CITY TO ENTER THE NATIONAL BEAUTY CONTEST TO BE HELD THEME. MISS MAIN STREET" WILL BE ACCLAIMED THE NATION'S FAIREST MAIDEN.



DAILY BUZZ BEAUTY O CANDIDATES ARE TO SUBMIT PHOTOS OF THEMSELVES WITH RETURN ROSTAGE JUDGES WILL SELECT 5 YOUNG LADER FROM PHOTOS, WHO WILL APPEAR BERG HEM IN PERSON. FROM THESE 5

THE DAILY BUZZ HAS GENEROUSLY CONTRIBUTED \$ 29. TO THE WINNER WITH WHICH TO BUY COSTUMES TO BE WORN AT THE BIG NATIONAL BEAUT CONTEST AT ATLANTIC CITY.

GOOD LOOKS WILL WIN! 1535

By L. F. Van Zelm

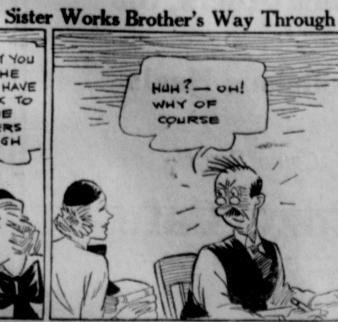


THE FEATHERHEADS



TO SELL MAGAZINE SUBSCRIPTIONS? OH YES! YERY ISNY THAT WORK HARD WORK-BUT HAD TO DO SOMETHING-YOU SEE I'M PUTTING THROUGH COLLEGE.

ARD THAT FORE-HOW WHY, DON'T YOU COM OU GIRLS SEE- THE WAYS SISTERS HAVE A BROTHER TO WORK TO THRO PUT THE SISTER ! BROTHERS THROUGH





violently ill at her home in north Lock. ful and true. She, of course, died in ney, and was rushed to Plainview for the hope of immortal glory. valief. An operation was performed,

Lockney country. She came with her husband to a community about fifteen

A shy little miss with a dollar Found a run in her hose-now don't holler

For at Cave's-this seems strange She got hose, and some Quite enough to buy a dres

collar. Strange enough, for these

full fashonied hose look like a HOSE

French heel, reinforced toe, very sheer and all latest fall

Kiddies Derby Rib STOCKINGS 15c

Kiddies' extra long mercerized STOCKINGS

Kiddies Taped UNIONS

Woman's rayon stripe UNIONS

Cotton pulling Gloves 3 pairs 25c

CUPS and SAUCERS Complete \_

Plainview, lexas

5 patterns to select from

ago, and helped in every way during

flight back to its Giver. On Friday be- its demands. From that time on Mrs.

Robbs was nearing her seventy third Sister Robbs, was a pioneer in the birthday. For over fifty years she had the old home town. But greater than liwil 1 be the lonliness of him who had long had her as his companion and

National Commander

Edward Hayes, of Decatur, Ill., is the National Commander of the American Legion, elected at the Chicago reunion. He was in the navy, stationed mostly at the Great Lakes Naval Training Station as a court reporter in court martials.

BINDER TWINE \$3.00 BALE

Every Ball Guaranteed About 500 doses of immunization C.E. WHITE SEED CO. PLAINVIEW, TEXAS



BUY YOUR LIFE INSURANCE FROM

A. J. COOPER

He Represents A Company That Is Rated

A (EXCELLENT)

BY ALFRED M. BEST COMPANY, INC. For 1933-1934

> Have You Tried Our Good Coffee?

Short Orders, too

**Delicious Meals** 

Come See Us

Cozy Cafe

**HUGH COUNTS, Proprietor** 

there is no death; so is transition-Whose portal we all can A Friend and Broth

HIGH SCHOOL BONOR ROL Ist Six Weeks

SENIORS

Allen. Roach Bloxom, Annie Mae Cook, Faye Curb, Ursula Hohlaus, Virginia Roberson, Imogene Shelton, Leona Smith, Gaynelle Thornton, Herman Williams, Marry

JUNIORS Baker, Ruby Lee Carthel, Chester Copeland, Edna Hage, Mildred Pittman, Annie Lee Thornton, Oleta SOPHMORES

Beall, Pauline Copeland, Dora Huggins, Okta Pratt, Gladys Trussell, Moriel

HORSES UNDER CONTROL

farmers are using the remedy, ase has been checked, accord reports reaching this office.

UNCLE THEO. GRIFFITH CALIFORNIA

PANHANDLE DISTRICT MED SOCIETY TO MEET AT PLAINAL VIEW OCT. 24-25

president of this terri pence of Plainview is secretary.



Give Thought To Halloween



evival of the old-fashioned barn dance is catching on theoughout the ntry just as another Halloween night of frolie makes its appearance on calendar. . . The vogue started in the Hollywood movie colony. Here hown John Gilbert and his wife, fermerly Virginia Bruce, as they were aphed at a recent barn dance party.

ARE E CANCER QUACKS

by the use of radium or X\_ray. Treatof the cases. X-ray or radium is used to advantage in one-third of the cases. Prequently the two methods are com- your physician at once."

bined. Self.medication, serums, colored lights, salves, and diets are value-

symptoms which may be suspected to relied upon. These symptoms are: Any unusual bleeding from any body opening, any lump in the breast or other particularely on the face or mouth, and chronic indigestion. These conditions suspected, do not delay, but consult

Regardless of what most people hink character is still the best security for loans.

Mrs. Marvin Gilbert of Tulia spent he week end here visiting Mrs. Warner

DR. C. J. McCOLLUM **CHIROPRACTOR** 

**FLOYDADA** STEAM LAUNDRY Two Days A Week Service For Lockney

CALL NO. 2 BAKER HOTEL

For Pickup Service

7 Cents Per Pound For Rough Dry

FAMILY FINISHED

10 Cents Per Pound

SAVE YOUR HEALTH BY SEND-

· DR. E. L. SPENCE

ING YOU LAUNDRY TO US

EYB, BAR, NOSE AND THROAT SPECIALIST

Office In Plainview Sanitarium and Clinic 

# Money Saving Event

Right now, with every item in merchandise going up in price every day-we throw our entire stock on sale. We want to convince you that our store is the best place for you to trade. We know that the only way to keep our old friends and to make new ones is by offering you greater values at less money than you can buy elsewhere.

Sale Starts Thursday at 5 P. M

will sell Good Parlor grooms, as long as they last-

SATURDAY, 10 A. M.

9C Each Limit 1 Adult Only

WORK SHIRTS Boy's Coat Style, full cut, extra heavy Chambray Work Shirts, Only-

39c

SUEDE SHIRTS

Men's Pepprell Shirts, extra length. You should buy two or three at this low price-

89c

LUMBERJACKS Men's zipper and button front seude lumber jack-ets. During this Money Saving Event-

MEN'S BOOTEES

\$3.89

\$2.95

CLOSING THIS STORE

The National Recovery Code being carefully carried out to the letter, adding many addition, al clerks, working two shifts exactly 8 hours as prescribed by Hugh S. Johnson, National Recovery Administrator.

Come early or come at night; we are doing this at a great expense to this store, but is intended for the convenience of the buying public; so come here and do your shopping at the

NOVELTY SLIPPERS Ladies' Novelty Slippers. A real assortment to se-tect from. All new Fall patterns. Peach skin, some-thing new, Your choice, only—

\$1.59

MEN'S OXFORDS A real assortment of Men's Oxfords, in blacks, all sizes. You will have to pay \$5 for these if you wait.

\$2.49

QUILT PATCHES Boil-proof, 2 pound Quality rolls selected fancy materials in bright colors.

**MEN'S WORK SHOES** Natural retan very heavy grade, all sizes-\$1.98

**ONSTOTT'S DRY GOODS COMPANY** 

WESTCOTT -



# \* Collins Grain Co.

\*\*\*\*\*\*\*\*\*\*\*

Is now in the market for some of your heads business

We will weigh at the Lockney Coal & Grain Elevator one block south of Knox— Patterson Gin.

Best Market Prices Will Be Paid

R. E. PATTERSON, Mgr.

<del>\*</del>

"OUR SERVICE"

-you'll find a most hearty co-operation extending its

beneficial effects into each and every avenue of your

"work-a-day" financial problems when you do your

banking at this community bank-neighbors of yours.

of real helpfulness to each one of you as we "wend our

We Invite Your Banking Business, and Appreciate Your Cooperation

First National Bank

way" up out of the seeming "rut" of depression.

Your Bank's hearty co-opertion is an essential factor

Is Helpfulness--Rendered

## PRIMARY GRADES

The following children made an average of ninety or above on last term

Marie Cox Virtis Lowe Rita Madge Singleton Una Faye Wofford Barry Barker Billie Ellis J. M. Floyd Jr. Byron Ford Raymond Wisdom

Charles Neil Whitfill Second Grade Allene Clar Geraldine Cox Shirlie Rae Floyd Latrice Ellis Naomi Langford June Carthel Naomi Langford

Glenna Lee Smith Mary Ruth Thomas Billie Dean Trussell Evelyn Yearout Billie Allen Teddy Jack Crager Lester Lee Hill Homar Jean Howard Billie Kendall Harold Joe Ramsey Cecil Woodworth

Third Grade Vaneta Barton Billie Louise Breasher Denise Cummings La Delle Cox Martha Margaret Griffit Mozelle Reeves Robert Willard Mcc Richard Patters

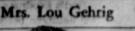
Pat Woodburn

J. R. Stoneman Rudolph Singleton John Ewing Robert Davis Melba Turner Maxine Still Tucy Dean Rose Mary Jeanne Miller Loura Bell Maggard Pauline Gray Katherine Cummings Ann Baker Arlene Cooper Maruin Brown Jimmie Sams

Mary Olen Huff

SALLY RUTH PATTERSON HAS BIRTHDAY PARTY WEDNES.

after the honoree extingusished





of the New York Yankees, celebrated the closing of the baseball season by being married. The bride was Miss Eleanor Twitchell of Chicago, above,

d Patterson, and Sally Ruth

nce Hill and daughter, tition-Lena Pay narillo are here visiting Barlow Hill and other ry Ford

P. M. to 9;30 P. M. 10c & 15c

CK AGAIN IN A ALL NEW

Charlie Chan

CINATING

YSTERIOUS

greatest

Gordon Of Ghost

City" And A Good Comedy

TURDAY MIDNIGHT OCT.

AND 23 MOST DELIGHT-

GAYNOR AND WARN. ER BAXTER IN



"PADDY"

of Mrs. E. E. Dyer in west Lookney at three o'clock Thursday afternoon. Four tables of contract was enjoyed by the

Mesdames J. W. Dines, Hohlaus, Mer wther, Elex Norris, R. E. Patterson Tom Rankings, Buck Sams, Paul Shick R. R. Wimberly, Estes Woodburn, N. E. Greer, Bryan Wells, J. L. Suits, Frank Perkins, Ralph Ashworth, and hostess Mrs. Dyer.

> HI-LEAGUE PROGRAM Oct. 22, 1933

subject: Superstitions Song--"Day is Dying in the West" Prayer-Mrs. Wells Scripture: Thess. 5:21.23, 1 Cor. 13:

1-13-Glenn Jackson Talks Beginning of Supersitions-

Marvin Brotherton Some Evidences of Modern Superis

The Opposite of Superstition-Hen-

Last Sunday evening the Hilleague lected officers for the coming year s follows, Marvin Brotherton, President Henry Ford Reporter,

Every boy and girl of the Hi-League please bring to Beacon office. 5.1tc welcome to meet with this orciery Sunday evening at

omething like currency comes into the e efforts to print a newpaper.

John J. Consumer has his doubts Floydada Florists. bout my conference of competitorshe suspects that it means something to

Personally, we keep a close eye on that type of man best known as a go FOR SALE OR TRADE-Four farm getter. He might get too much and wagons, One Foreson tractor,-First some of it might belong to us.

Every once in a while we are indebted to a citizen for biting criticism of us, our motives and our product. They Let us bring you Abstract to date do us good and often help a lot.

The idea that a newspaper should Floydada, Texas. ontain only the things that its read. ers approve is the idea than an editor numbskull. After all it may be so!

The bank rephere at Brookline, Mass., had sawed-off shotguns leveled at all when Miss Mary Buckley. (above) dropped to the floor, crawled along behind the counter, reached ar alarm signal . . . and frustrated a

ing contract or wish to purchase or take some bred ewes on shares. Want wheat or field grazing-Eimer F. Sansom, Plainview Texas,

LOST-A brown Suede Purse if found

SWEET PEPPER, Hot pepper and Car tots, for eating and canning at coun. try prices. Sunstane Gardens. 2-2tfc WANTED TO BUY-Coal heaters and oil cook stoves -E. A. Cox. 5.1tc

will have suspend our idealis- FOR funeral flowers, phone we or leave your orders with Mrs. Honea, at Baker Mercantile Co.-Hollums,

> WANTED TO BUY-Acking machine Burrus preferred, or what do you have in a five or six column machine? -Hall Ferguson.

National Bank.

FOR SALE-100 pound flour sacks. City Bakery.

for that new Federal Farm Loan-Arther B. Duncan Abstract Company,

FOR SALE OR TRADE-McCormick Row Binder. See Eux Williams, 1 m south of Aiken.



When you buy a suit go to one who is a-

# Suit Specialist

pecialized in handling and fitting Curiee and Rose Suits for fourteen years . -Curlee and Rose Spealize in fine, all wool Suits. You can

\$27.40

STUBBS'

## HOW WOMEN CAN WIN MEN AND MEN WIN

The Favor of Other Men

Everybody wants to run from you

But don't take salts, mineral waters, oils, laxative pills, laxa-

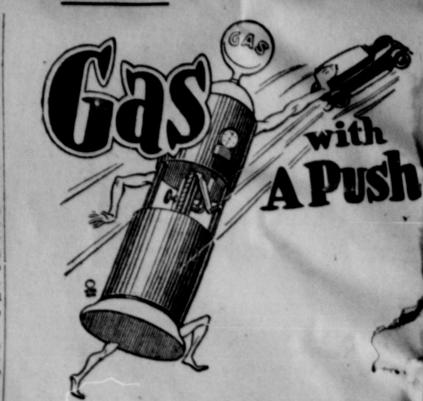
## TEXACO INTRODUCES NEW GAS

Along with the progress in automobile engineering there has been a constant effort on the part of the oil refiners to turn out petroleum products that will give greater mileage, greater lubrication and greater life to the automobile. To those concerns that have made decided progress in this field the people of America owe a debt of gratitude. Espec. ially do the American people owe gratitude and patronage to a concern that develops a superior product without increasing the cost to the consumer.

The Texas Company has spared no expense on experimentation in their vast laboratories and with an utter disregard to cost they have developed and perfected a GREATER TEXACO FIRE CHIEF 100 PER CENT ANTI-KNOCK gasoline with an increased octane rating and are offering it at no extra cost to the consumer.

The Texas Co. of Floydada with George B. McAllister as agent, is distributing this GREATER TEXACO FIRE CHIEF gasoline in this territory. The Texas Co. of Floydada is also distri outor of the famous Texaco Crack- 100 PER CENT ANTI-KNOCK GASO- omy. The next time you drive proof and Havoline Waxfree Motor LINE needs no coaxing to keep the service station look for the

GREATER TEXACO FIRE CHIEF dry, all-burning explosion of true econ- port.



Oil. These oils have been proved by rigid tests to have the highest lubrication is natural under all conditions. The Texas Company was the day.

ONE ATTER TEXACO SIDE OF THE COLUMN.

#### HAYNES GIN

The Haynes Gin Company in Floylife of today and is a notable feature

Haynes Gin Company has constantly maintained the highest standard of ef. the Floydada Laundry Co. at 210 N. ficiency in their plant, and at the Main for excellent work. The clothes dry are experts in the handling some time, by reason of their payroll, were likely to be dingy, stained, and clothes. They may be entrusted have contributed in a largt measure to yellow the economic standing and general Had we been present 2,000 years beprosperity of the community.

manding position in their field.

concern has, can come only by pert laundering. They take clothes free from all germs and divi, pethods ars of straightforward dealing and maintaining first class equipment to

That this same success will continue The Wilson Kimble Optical and Jewel serves the very highest comme Company is assured by the foresight

#### SOUTH PLAINS AND RED STAR COACHES

of measurement the back of man bore many more who are now experiencing sional reputation and expenses. the burden of land transportation the eye trouble, wish they had consulted You cannot be too careful with more.

but certainly in the building of the pyramids of Egypt, if not before, loss Jewelry Co. has attained a well meri. the wheel, which later grew into the wheel-barrow, the cart, the wagon, the coach, the railroad train and the auto-

dury the principal facilities of land significance than in the olden times secured for distribution the ansportation and travel in the Unit, when every man foraged for his food brands of food products and proed States were the pack mule, the sad- and lived with the rod, the gum and of the country, c : horse, the wagon and the stage coach. What a contrast when one sees Grocery in Floydada at 101 East Vir. ers as well as growers, and the busses of the South Plains and Red inia, always keeping pace with the Star Coaches over the highways of this times and answering the needs of the One of the greatest conveniences of great service to the public.

modern life is the careful and effici. onstrated that the bus is the most it was during the World War, and if Their capable salesmen offer the attractive rates.

The South Plains and Red Star Coaches of Plainview, looks to the future and is providing a service that is always in advance of the times.

We take this opportunity to com. pliment this concern upon their success and to urge upon the people that their service should be appreciated and placed first in their minds as they are aiding in the solving of the travel pro- it offers the best of food and is con- with the idea that a good modern was the concern which is rendering a much healthy in crowded communities than graduate nurses and is under a man. blems of the day.

"Is, there hot water in your house?" saked one small boy of another.

I am always in it."

#### THE LAUNDRY THEN AND NOW

The primitive laundry was nothing that look hopelessly dada at 320 North Main is one of the outstanding factors in the industrial depended upon its solvent powers to them from them. cleanse them. Any sort of stain that water would not remove was simply with the latest machinery for the left on the clothes. And, in:identally ly cleaning materials without the the primitive washing would not little harm to them. The system is look well to women who depend upon itary throughout.

fore Christ was born, we might have The founders of this gin brought to seen the Esyptians on the banks of have found that their linen ar the task a broad knowledge of their the Nile stamping their clothes underwork gained by long experience, and foot until they had the dirt loosened of condition by this up have since, by constant application of up and worked out of them. These efthe principles of honesty and square arts at extracting the dirt and stains dealing, succeeded in attaining a com- from washings were terrible drudgery

The people employed in this I

your most delicate fabrics.

This laundry thoroughly cle clothers by the latest mnitary Enjoyment of as large business as The Floydada Laundry Co. do ex- and return them to you fre

#### SAFEGUARD YOUR EYESIGHT

of this section, and is an efficient opemetrist whose services have brought a large clientele from the city and sur-

How many people today are wish- Jewelry Co. can fit lenses the ng they had been fitted with glass- power and shape for each indi-For a long period of time incapable . when they were younger? How and back of this work stands an expert optometrist? Your eyes are two of the most delicate organs and

struction material. Out of these roll- the success in this important work de- it.

their children soon improved linem, studies and their grades become their just as soon as the trouble has bigher

'roub's, wruch effect children's eyes an and Jewelry Co. n

#### LOCAL WHOLESALER DEPENDABLE

tion, and the consequent congestion, maintained. At the beginning of the 19th cen- the food problem takes on much more. The Massie Whojesale Grocer the garden. The Massie Wholesale the canners, packers and day have built up a business that is of carload on short notice.

> tribution of food been so important as conduct one of our leading enter es there would have been no even distribution and, as a consequence many er of rations. To have these distributthem in the proper manner and not hat is more than a con send to distant mail order houses for and aids in the distribution of the provisions, but buy of the corner gro- foods and as a conseque cer. He gets his supplies from this with great success.

With the rapid increase in popula- firm. The American individ

#### DEL RUE CAFE VERY POPULAR

121 West California has attained a It is unsurpassed in quality of fe great popularity among the people accommodation of sedvice. When from over the surrounding territory as management went into business, veniently located.

will find nothing in greater profusion principle was well founded is prove "There is," replied the other, "and than poor restaurants. This is why it the success he has altained. Here is indeed refreshing to go to such an will find everything pure and wi

The Del Rue Cafe in Floydada at up to-date establishment as this

In traveling over the country you local and traveling public. That

## AN IDEA THAT WON FAME

gasping at those strange "horseless day is founded. Chrysler motor pro- their cars. carriages." A young man was climb- ducts are now known the world over. A modern and complete repair deing about over one of the new con. The Finkner Motor Co. in Floydada partment is operated in connection traptions. He was looking in, under, at 201 W. California, is the distribut- with the sales service or you may obly fascinated. He wanted that strange Plymouth motor cars, both Chrysler cars or for any other makes, new vehicle for his own, and he want- products. The new 1933 models are on Floydada and vicinity is indeed fored it badly. He was not a well-to-do display at their show rooms. They will man and he certainly didn't have mon be pleased to give you a demonstration ey to buy a car. But he bought it for if you will let them know that you are five thousand dollars. He borrowed interested. \$4,300 in order to do it. That young These new cars have been created to wish to take this opportunity of conman was Walter P. Chrysler.

that he could build a better car d sell it for less money. the world so. For Walter afford.

over, and all around. He was thorough or in this section for the Dodge and tain service and repairs for any of their

compete in every way with any car on gratulating the Finkner Motor Co. up-Chrysler had that car delivered to the market today, regardless of price. on its genuine service to the public and his home in Oelwein, Iowa. He tore it They are automobiles as fine in per- of recommending it most heartily to to pieces and put it back together aformance, as striking in design, as
our readers. The new Dodge truck is
gain a dozen times the first year. Neigh
fuxurious in comfort as the geniuses of
setting an all-American record for low the modern automotive world are able cost transportation. Call at Finkner's nd spent all his time and money on to provide. They possess all the new- and ask for a demonstration of the est improvements in motor car engi. new truck. Mr. Pinkner, the manager, Walter P. Chrysler was con- neering. They combine speed, economy, extends an invitation to the people durability, comfort, and apprearnce. to call at this place and get acquainted olks in Oelwein so. Soon They are offered at prices that all can whether you wish to buy at this time

It was the Chicago automobile show P. Chrysler was laying the foundation! You will be wise to pay this firm a in 1905. Crowds were milling about upon which the great industry of to- visit and to request a demonstration of

tunate in having such a splendid and progressive firm to supply it with these first class service and repair work. We

#### FLOWERS THEN AND NOW

For many hundreds of years the cul-tivation of flowers has been in progress. | For centuries flowers have been sym tivation of flowers has been in progress. | For centuries flowers have been sym shrubs and plants were being

rged no more prominent florists in the Hollums Florists, located at most lovely and beautiful of flowers. Ficrists.

human nature. The more recent use he gardens of Eurasia thou- of flowers to signify esteem, affection and thoughtful rememberance, has serv

King So the first work on botany to ably lend to happiness. Nothing can should be manufacturing the flour that a student of Arism as tenderly express sympathy and com you eat in your daily bread. As designers of floral emblems for

In the United States floriculture has funeral or for social occasions these raw wheat was not easily chewed, and n a business for only about one florists are artists of unsurpassed abilidred years. Its growth during the ty. They know how to biend flowers lides of using rude tools to grind the few decades, however has been and colors so as to give harmonious grain into a coarse sort of flour. Usual-

sess all these necessary qualifications. South Second in Floydada. There You will be surprised to find that flow. no florist who enjoys a wider re- irs can be so fresh and so beautiful as forts at manufacturing flour to the tation for giving the customers the when they come from the Hollums modern and scientific Booth Mill and

## NOW

the Massachusetts Bank were both or-

The people of our country have

The Plainview State Bank, 701 Broad way, has been providing the people of

#### Floydada Creamery

There is no concern more worthy of extended mention than the Floydada Creamery at 211 South Wall in Floy-

sides it si

and up-to-date, and the bust. stable operators. modern > ness ngs thousands of dollars into nmunity each year that would try not located in Floydada.

various lines should have a market that is up to standard, and we are fortunate in having this industry located

some and deliciously appetizing. The

the Ploydada upon the high character of portance, if that is possible, to the this section of the state. They employ taurant would be appreciated by es- needed and highly appreciated service to the sick. to the public, and to say that the peois sie will always find there refined and building or buildings, very often unsuit any calls as to rates and locations in place to eat when in Floydada.

petent and trustworthy banking fa. modern and operate upon scientific cilities. This institution is playing a milling principles. Nowhere is a superimajor roll in the development of this or flour manufactured. In 1784 the Bank of New York and territory and has won the faith and Their Sun Rise flour has been develconfidence of its many customers.

> is not hoarding. It means turning your cakes, etc. Foremost baking concerns money into productive channels where

this enterprising concern.

#### Progress In Milling Flour

Primitive man was likely accustom. ed to eating raw wheat. He had no way of turning it into flour and then infirst taught in the time ed to render them most essential to bread. It was to be a long time yet until the Booth Mill and Elevator

The teeth of these primitive men were probably the first mill stones. But combinations of remarkable beauty. | ly two stones were employed in these and out of this growth there have You will find that these florists pos- arly processes. One held the grain while it was ground and pounded by

It is a far cry from these early ef-Elevator of Floydada, These mills are among the best equipped in this section BANKS THEN AND the surrounding territory with com- of the country. They are thoroughly

> oped by scientific tests until it is ex-Saving in the Plainview State Bank kinds, making the best breads, pies. will do the most toward bringing buy it and thrifty housewives always inexcelled for a fine baking flour, and as it is a local product, it should more In this History of Industry we are than ever be used in this section. You glad to call our readers attention to will find it on sale at all leading groceries and markets.

#### TRANSPORTATION THEN AND NOW

problem of moving from place to place the majority of them, having wooden also his problem of moving commodi- wheels cut from large logs. How difties, is interesting indeed. For instance ferent today. It would have to be in the sixteenth century when the first SOME log to supply wheels with the covered chariots became the practical strength to carry one of the trucks of means of transportation they were the Floydada Transfer Company and found to be so superior to the backs the Burris Transfer and Storage, The the health of the of camels, elephants, sedan chair car. Ploydada Transfer and the Burris riers and boats that they commenced to Transfer are very good representatives "step on the toes" of the above means of modern transportation. No con. of transportation. At once the offiarm, as it is a well cials of the day were induced to forbid mode of farming the operation of these new and more actical means of transportation. The making the producer more money than writer is of the opinion that we are he can get by straight farming. Be- much farther advanced today than we would have been had the officials of 1900 passed laws forbidding automochinery at the Floydada biles and trucks because they were is of the latest; is strictly "stepping on the toes" of the livery to lend their assistance to all proposi

But back to the early day chariots, of this part of the state.

The history of man's study of the They were rude affairs, some in fact cern in this section has given this business more careful attention than these well known concerns. The conveyances which they operate are large ones and The Floydada Transfer and the Bur-

ris Transfer and Storage and their em. ployees have at all times been ready tions that promises the development

#### PROGRESS IN HOSPITAL SERVICE

seen in pre-christian times. The tem- relatively unsatisfactory as to yield a ples of Saturn are known to have been mortality in serious cases of 40 per service is equally satisfactory whether Christ; that these temples were medi- In this historical review there is no cal schools in their earliest form is be- institution more worthy of mention wond question. But, though hospital than the Smith and Smith Sanitarium can not be claimed as a direct result of located in Floydada at 302 South Main fred and appreciated by the manage. Christianity, no doubt it tended to in. Phone 177. It offers the patient quite ent. There is not a more attractive- still humanitarien views, and as civili- rest combined with every modern treat ly turnished restaurant in this part of zation grew men and woman of many ment and diagnosis. Laws of nature the state than the Del Rue Cafe. They races came to realize that the treat- and principals of science are co-ordiectalize in excellent menus and have ment of disease in buildings set apart nated in the most effective care of an extensive trade from the territory exclusively for the care of the sick was their patients.

Pormerly the hospital was merely a will be pleased at any time to answer pleasant host. We recommend this ed for the purposes to which it was put the hospital. If any illness is conplace to all of our readers as a good where sick were retained and more fre. templated in the family it is well to quently than not died. The hygienic arrange in advance.

In spite of contrary opinions the | condition, the method of treatment and rigin of the hospital system may be the hospital atmosphere was all so

a necessity in urban districts. As the The Smith and Smith Sanitarium is We are very pleased in this review knowledge of hygiene increased hos-more than an institution of Ploydada. to compliment the Del Rue Cafe of pitals were found to be of greater im. because it has patients from all over

### Plainview Compress & Warehouse Co.

Co, has done much in encouraging the ress and development of civilization. assicultural progress of this section. | we wish to compliment this firm and

their business shows an increase in and upon the progressive and public

A very popular feature of this wellis under the direction of competent service. business men and they have associated with them only such assistants as can be depended upon to render the and patronage for the company in the

has materially aided in the develop- of the state and their business is far ment of this section of the state and surpassing even their largest expecthas especially been instrumental in ations. However, this firm still speciaiding the progress of agriculture in alizes in rendering individual service.

The Plainview Compress and Warehouse Co. is large enough to look after the patrons in a satisfactory manner.

The management insists that the very best attention be given to everypatron. As a consequence people are now praising the excellent service of are very pleased to compliment this or wilted. this concern.

Plainview Compress and Warehouse | In making the review of the prog-They are one of the largest and most management upon the admirable manspirited policies.

We assure everyone that when they known house is the courtesy and accom have business dealings with this conmedation that marks their dealings cern they can always be sure of rewith the producer. The establishment ceiving courteous and accommodating

With the business acumen and fore. sight which has won such popularity past, Plainview Compress and Warehouse Co, has anticipated the needs This is one of the institutions that and desires of the people of this part

> ure of the business, and as a result the business moves at a rapid and satisfac

establishment upon its success.

popular and its popularity is increas-

Good quality, honest prices, and

courteous treatment have been respon-

are toilet articles of every description.

The prescription department uses on

The first request of any successful

business must be courtesy, then quality

LUMBER THEN

AND NOW

materials for their industries. Lumber

and trudging out into tht dark forest

to cut material for your trim little

When you need lumber, lime, lath,

ING MACHINES

ed over two million dollars.

The lumber industry was the first

ing daily.

#### ment of its large and every growing AND NOW list of patrons, and its personal interest

Many centuries ago in the ancient countries of the old world, men who who depended upon magic and supersti tion instead of science prescribed strange medicines for their patients. In the royal courts potions were frequently prepared from precious jewels ground fine and mixed in various sapphire met this strange fate and ly the purest drues and each prescripfound itself at the bottom of some roy- tion is compounded by a registered al stomach. The medicines were more graduate pharmacist. frequently responsible for a death than a recovery.

The growth of the profession of at the right price must be offered. This compounding and selling drugs under has been the Arwine Drug Company's a doctor's prescription has been so policy in conducting its business. They gradual that no definite beginning can have directed their efforts to the end be assigned to it Probably the pro. that their store might be headquart. Motors, the first units being Buick, fession grew out of chemistry and al- ers for anything in the apothecary Cadillac, Oldsmobile and Oakland. He chemy and indeed the professions had line. much in common. But as medicine evol Every department of this store is dollars for the Olds business and as ved as a science and the practice of most complete and the wants of the the deal was being consummated is medicine became recognized, the drugs people are taken care of in a manner said to have explained, "That's a hell fell to assistants who later became that is to be commended by all who of a price to pay for bunch of road known as pharmacists. Pharmacy has have had business dealings with them. become a profession of men who render a wonderful and indispensable ser. vice to the people of our country Members of the profession must be well schooled in their field and must be able to pass rigid examinations.

the Whetstone Drug Co., 109 East 6th. in Plainview you will find one of these liest American settlers found materiexpert pharmacists. He is a man well als for their rude homes. With timtrained and reliable. You may rely up- bers hewn from these ancient trees on him to fill your prescriptions exact- they built stockades to protect them as your doctor writes them.

The Whetstone Drug Co., formerly in the forests as they found lumber e McMillan Drug Co., also has a full for their homes, fuel for their fires, e of drugs, sundries and proprietory dicines. These are all obtained from was as necessary as food, outable houses with years of reliabito their credit.

#### SERVICE STATION THEN AND NOW

A farmer who lives in northwestern them together into a suitable home. ennsylvania was very much irritated Building would be a trying process, handle and assure you ecause every morning he found it wouldn't it? necessary to go down to the stream and Thanks to the Panhandle Lumber Co. place. Special mention she push back the heavy black scum so 218 South Wall in Floydada, you have of the sales and service his cows might drink the water. He no such obstacles and hardships to maintains on G. M. C. true not so tired of doing this that he fin- thwart your building desires. You have terested in a truck it may per you to ally decided to dispose of the farm at only to step to a telephone and call consult this enterprising firm a very low price. He did so. Within a them in order to make arrangements firm was formerly the Byrr-Groth very short time the old farm was sold for the best lumber obtainable in Motor Co. again for a fabulous sum. That scum | modern America! on the water was OIL.

This happened a long time ago, but cement, paint, glass, roofing, or anythere are thousands of people today things else in the building line, you who seem to know just as little about are guaranteeing your own satisfacthe value of oil as did this old farmer. tion when you, consult the Panhandle

When you drive your automobile in Lumber Co. to the Consumers Fuel Association at 402 Missouri in Floydada, you don't have to be continually on your guard HISTORY OF SEWfor fear something will be put over on you. You can leave the car if you want to and simply tell the agent what you want done. You will find that the task has been perfectly performed when you return. You feel that you are placing your ear in the hands of a trustworthy expert and you know that you are get. ting everything that you pay for and

The service given at the Consumbut we know of no better representaers Puel Association Service Station is tive of the modern sewing machine bus after mother's bake. Times have chang pri through, reliable, and courteous,

#### ARWINE DRUG CO. Mew.

dada at 100 East California, is one of not that will be an attractive addition complexity of civilization. the most up-to date and progressive to your home furnishings? G. W. Ford | The Good Eats Bakery Bread is a in this section and has obtained a re- handles one of the mest reliable makes real energy builder. Made almost en-

reliable, consequently, in each season ner in which this business is operated is as true today as it was in the day band and family will appreciate your of ancient scrolls and quills. And in houghtfulness. And your husband will these times when a "stiff upper lip" appreciate it for other reasons that it is a wise wife who shows every care cery and Market is one of the most and caution in preparing the family meal. She need not be extravagant, but ceries. she must be resourceful.

are finding that shopping at Taylor's the sext time you wish something in Grocery and Market in Lockney, is an the Pure food line. You will learn to the transfer of the transfer o easier to secure a well balanced meal lic from the wonderful variety of tasty bringing of greater business to our foodstuffs upon their shelves.

Too, things taste so much better teres when one knows that they are pure No vorthy organization is without their and fresh. Fresh tender meats, crisp su fresh vegetables, canned goods that have just been put upon the shelves, all play their part in making meals what they, should be. And, after why not? It costs no more to buy fr In making this historical review we foods than to buy foods that are stall

of machines, the Singer. You find tir DRUG STORES THEN putation for honesty, courteous treat- the Singer fitted with ever contri- both vance for the most intricate stitching du and operated with the utmost ease. in all persons in need of the store's We know that people of today are

service. For this reason the store is duly appreciative of their many opportunity

ed at this store. Included in the stock Forg offers the very best of Singer ales and is fully qualified for servicand repairing any make.

The advantages of sewing by ma chine, are manifold, needless to en-

#### GENERAL MOTORS THEN AND NOW

Durant was organizer of General

In those days Olds was a large user, comparatively speaking of highway

Today General Motors is the largest manufacturer of automobiles in the In the prescription department of of American industries. In the great world. The new 1933 models of the virgin forests of this country the ear- Buick, Pontiac and Oldsmobile are beublic by the Groth Motor Co., at 623 Austin, in Plainview. with their many improvements, one |-must take the wheel and drive them. plee from their enemies. Their axes rang We know of no better place than the of Broth Motor Co., and suggest that you it pay this concern a visit and get more information, as there are many things to consider in buying a car. Just try to imagine yearself today

No matter whether you happen to be throwing an axe over your shoulder a business man, farmer, livestock grocer, or a manufacturer, they are ready bungalow. Imagine dragging it to the truck suitable for the mills and having it cut into slabs and sire it.

rough planks and then trying to piece In this review we ar pliment this concern and the

#### GOOD EATS BAKERY

The Good Eats Bakery located Plainview at 815 Broadway is a baker

under the most sanitary conditions. The baking industry is practically as old as the discovery of fire, but the methods used in ancient times have reatly changed from the baking on In ancient and medieval times all stone and in rudely constructed ovens. sewing was done by the hand with a Today it is quite different and at this needle. In 1841 Elias Howe, Jr., of bakery only the latest style of machin. Cambridge, Mass., invented the lock- ery and ovens are used for the prostitch machine and his royalties total- duction of bakery goods for the public. In the great experiences of life there is The sewing machine is one of the none which recall more pleasant memoldest modern pieces of mechanism. ries than the days of youth, when the ov or girl got in the bread box just get iness than G. W. Ford, Sewing Mach- | d and many do not get to experience nes, located 704 Broadway, in Plain- this joy of life unless they patronize an institution of this kind which is Why not trade your old machine in often the nearest approach to the old The Arwine Drug Company in Floy- on a new one, and have a lovely cabi- family bread box in these days of the

#### TAYLOR GROCERY MARKET IS POPUL.

It was written by the sages of old Proyour next meal from the many that the easist way to the heart of a tem; next foods that Taylor Grocery man was by way of his stomach. This and tarket offers you daily. Your huseconomical places in town to buy gro-

If you are not already a customer More and more of these housewives of this popular concern call upon them

> rited and do everything for the in all civic affairs is well known.

Mry and the institu-

## NG COMPANY

ainview Welding Company lo. 221 West Sixth is a progressment

> es of men who possess a thorowledge of this work and who

field of endeavor.

easonable prices are features

#### AINVIEW MAT-RESS FACTORY

Mainview, Phone 485, the Plain-

ress Factory are extensive rs of mattresses and in lated with them the ser. the department is absolutely,

#### FUNERALS YESTERDAY AND TODAY Since the dawn of civilization man | was recorded upon their coffins and

has shown some burial respect for his the walls of their tombs. aced to pay this final tribute to those consoling than knowing that the funer

who have departed. mbalmed and preserved in tombs. director. We have here in our midst a Four thousand years before the birth concern that is fully qualified and is of Christ this method of burial was especially proficient in the modern peing used. The mythical origin of funeral direction business. The Crager this practice of embalming the dead Funeral Home, conveniently located in carries back to its first use by Anubis Lockney, with phone 123 and 124. in preserving the remains of his fath-

ed many of these mummies which,

Egyptians, Greeks, Romans, Phoc. nicians and Persians all used the stone coffin called surcophagus. Most of hese were cut from limestone, granite and Market and to compliment corated and inscribed. Much that we d the gratitude and respect of all know today of these ancient peoples vhom they have served.

dead. His rites have been strange and In times when loved ones must be various, but he has in some way man- placed to rest there is nothing more

In ancient Egypt the bodies were of a competent and trustworthy funeral

When the Craggr Funeral Home handles your funeral there is always Excavations in Egypt have unearth- that friendly, sympathetic feeling that means so much at such times, there is though they were buried many years ever care and tenderness exercised in before the birth of Christ, are still in these last rites. You feel that everything possible for human hands to do has been done.

In this History of Industry we wish o avail ourselves of this opportunity of expressing our admiration for the or alabaster and were elaborately de- | Crager Funeral Home. They have earn.

#### PLUMBING THEN AND NOW

of wheat flour, it is rich in car, the Latin word "plumbum," meaning of cast iron. tes, the greatest energy pro-lead. The first plumbing or sanitary The best representative of modern load elements and proteins, to engineering consisted principally of plumbing that we have in this dist. ed lead pipes, where the pressure was Heating at 914 Broadway in Plainview. too great. The development of the This was finally followed by the crude bathtub, made of wood and tin lined. INVIEW WELD- water closets are practically as old as the bath tub, but had no marked im provements until 1775 and were due to an invention of Alexander Cummings, a watchmaker of London

The use of steam heating dates from In this review we are glad to call 1840. Much experimenting was done

along this line but the first worth- ent work of this firm and to say that while work was accomplisher by Joseph in addition to their commercial suc-Nason of New York City and J. cess they are doing much for the elev-J. Walworth of Boston. 1865 marks ation of the race by exerting great ef the time of the start in the manufac- forts for better living conditions.

The word plumbing was derived from ture of heating boilers and radiators

and is right at the top carthenware pipes, but the Romans us- rict is the S. B. Kelly Plumbing &

link, and hot and cold water faucets. find that when you go to this shop modernize the plumbing fixtures, and when completed, they will look like they had always been at home there.

re attention of the public to the excel-

want to say this is one of the important their own business. It is with a feeling | 2 per cent prefer pale yolks, 31 per of pride that we can point in this edi-

tress Factory has always had at heart ity which makes the yelk appear as e continually bringing them this acute business direction the busitess has prospered and expanded.

you get the best of service in the way d by people all over of adjustments and repairs. Then astate and users have gain when you buy products of the lo. ell satisfied and demand cal manufacturer, quality considered, ding be done by this concern you get rock bottom prices. That is t time they want something in the reason these goods are so popular here at home where their excellent qualities are recognized.

#### Survey of Homes Indicates No Preference.

The best way to learn the color of in egg yolk is to break the egg, says Prof. H. E. Botsford of the New York State College of Agriculture, in discussing the frequent reports from martets that the shipper's eggs had "dark rolks." The report means, he says,

cause dark yolks and low quality are often found in the same egg.

Egg buyers who want the fibest quality look for a "strong-bodied" egg; a strong-bodied egg shows a light yolk shadow, regardless of the actual yolk color. If the white is thick, any yolk appears light when the egg is candled.

#### Fresh Air and Sunlight

Improves Poultry Shed The best way to clean and disinfect a poultry building, says a poultry man to open up the windows and doors and allow the air and sunlight to get into the place as much as possible. Take out all the movable furniture and leave it in the sunlight. Clean out all the litter on the floor and with a broom sweep the walls, floor and ceiling clean. If the floor is earth remove

Hubby: "Well, darling, I've just had my life insured for \$5:000.

Wifey: "That's nice. Now I shan't have to keep telling you to be careful

## Lockney Gin Co. Gives Best Turn-Out

menagement of Mr. Whitfill, is tion of the state, ng one of the most modern gins The manager and assistants know prises.

tion that this district has gain- the industrial organization of the com- velopment of this entire district.

the business and appreciate the desir. The people of this district owe a you will take your cotton to the ability of real magnanimous service. debt of gratitude to the Lockney Gin ney Gin Co., next time, you will They are prominent in the business life Co. which can best be paid by boostthat you will get a better turn out of the community and are considered ing for them on all occasions. what is most important you will authorities upon matters pertaining to a turn out that will bring a better their lines.

Lockney Gin Co., phone 42, un- |cd as one of the foremost in this sec- | munity and has become one of our leading and most substantial enter.

An attitude of progress and cooperation has been shown toward matters on the market. The latest type of The Lockney Gin Co. employ a num- of a civic nature, and Lockney and hinehy installed in this gin makes ber of men in their sin, many of whom vicinity's future looms brighter bessible for them to give a cleaner are most highly skilled workmen, and cause of the fact that the Lockney Gin out than those using the more thus the trade has the advantage of Co., through its executives and em. the work of people who have spent the ployees, may be counted upon to bear ith a feeling of pride that we better part of their lives at this busi- their share of civic responsibility and point to this well known gin as ness. This concern has proved to be take an active part in all movements sie in no little degree for one of the most valued additions to that tend toward the growth and de-

#### BAPTIST CHURCH NEWS

Preaching at eleven by the pastor B T. S at 6 45. Mrs. Silas Ellis

Preaching at eight by the pastor

Supt. and pastor are expecting a much better attendance next Sunday. We realize people are busy but since God ed in the gathering of the crop that we haven't time to pause on the Lord's day and worship Him who made the

Baptists as Mission day and the pastor will bring a special message at the work done by our forefathers and we over a period of two thousand years is and receive that spiritual uplift God, Baptis a? What is it endeavor worthy of our time, consideration and has promised. God needs you in His represent? What does support and of such is Christianity. The man who says there is no God is a fool and was branded such centur-

1 ago. He is an enemy to himself, to family, to his community, to his und to God. The nation that forgets God goes down in litter destruc-

tion for Greece and Rome and other nations tried it; and a nation made up of men denying God would not stand, for God has predestined before the foundation of the world that it should not.

There were 111 in B. T. S. last Sunday evening and the attendance and interest is gradually increasing.

This week closes out one year's work as paster of the church and dur. ing that time many joys and pleasurers have been experienced but along

reach that goat?

We rejoiced in having nearly a full cuse to preach to last Sunday evening and we shall do our best to make 's hour prefitable to all who come to the services next Sunday evening. Re.

or you are never a stranger at the Baptist church for it is a friendly r'turch. A number of cotton pickers Isboring in the harvest have been in our services the past two Sundays and we extend a special invitation to fit who are away from their homes to feel welcome to come worship with us. WILLIS J. RAY



## Buy **FLORENCE** the Wickless OIL RANGE

Gives you the economy of oil with the convenience and cleanliness of gas. Focused Heat means good results every time with cool kitchens. The Florence built-in oven is fully insulated and will not burn on the bottom.

It's fun to fix up the kitchen. Come in and let us show you the latest in kitchen furnishings.

Baker Merc. Company

#### MAIN STREET CHURCH OF CHRIST

G. F. Mickey, Minister

Did you know that Christians can- last Sunday, in which not stand still and that to go back-There were 208 in S. S. last Sunday ward is to surrender to Satan? Therean enrollment of 367 the fore, the only safe road is 'Forward.' t is "Forward" all along the line, if morning hour: God's work is done and the victory is Water Baptism." We purpose to di

> We had a great day at Main Street invite the entire Church of Christ last Lord's Day, and are looking forward to the next with others visions of still greater things. Let ever fisciple get in line for duty, make the best of present opportunities, and stead

song, enter heartily into the service, when it administers the Sacra rvice, and you need God if your life.

#### AT THE METHODIST CHURCH

Sunday School, 9:45 A. M. Preaching 11 A. M. and 7:30 P. M. Leagues, 6:45 P. M. Woman's Missionary Society, Mon-

Heads Credit Plan

dent of the Bowery Saving Bank of N. V., is the man selected by Presiment's plan to expand credits and boosen cush into trade channels of

Because of the time for the ob ing: "Childhood and Youth Week was decided to have a special pro-

At the Methodist Chuch, wh re Welcome

B. J. OSBORN.

SENIOR B. T. S. Sunday Oct. 22, 1933

Subject: Freedom Scripture Ben Smith .... 1 Political Preedom-Joe

No. 4 Physical and Mental Oleta Thornton No., 5 Moral Freedom-C

Canning

#### South For The Winter

aylor of Whiteho

Specialist: "You are suffering from 44 Years On Job nerve exhaustion. I can cure you for

Patient: "And will my nerve be as nod as yours then?"

Pain Relief In Minutes

Demand and Get



#### GENUINE BAYER **ASPIRIN**

nutes after taking.

hey provide SAFE reliefine BAYER ASPIRIN do not harm the heart. So if you want QUICK and SAFE relief see that you get the real Bayer article. Look for the Bayer cross on every tablet as shown above and for the words GENUINE BAYER ASPIRIN on every bottle or package you buy.

GENUINE BAYER ASPIRIN DOES NOT HARM THE HEART



# Win Some of this Money!

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> TUNE IN ON THE "FEEL OF THE FORD" REVUE WEDNESDAYS 8 P.M. FOR FURTHER DETAILS, , , WFAA , , , WKY , , , KVOO

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This is an opportunity for the people of impekney and Floyd County to buy their fall and winter dry goods at a great saving. We are outfitters for the entire family, from Baby to Grandfather and Grandmother. Remember the place—LEVINES at PLAINVIEW on Remember the

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at night?

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irregularities, frequent night calls

nd burning or too frequent passage

cidney or bladder function. Try

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Beautiful fur trimmed models in the most selected sty ing for the first time this season. New sleeve treatments that fashion has selected as a leader for this year. All in all you can't beat them for value. Only

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des in good quality out A value to remember

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At prices like these its nearly impossible to pass up uving a new suit. Single Breasted, double breasted. New materials and colors.

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New fall felts-new bris shapes, new shades for fall.

**\$2.49** 

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