



# LOCKNEY BEACON

VOLUME 33

LOCKNEY, FLOYD COUNTY, TEXAS

No Good Cause May Lack a Champion

NUMBER 7

FRIDAY, OCTOBER 26, 1933

## King Cotton Continues

## To Roll In This Week

### Mary Says "No"



Despite Hollywood Screen colour conviction that Mary Pickford will soon be seeking a divorce from her husband, Douglas Fairbanks, now abroad, Mary says emphatically "No". Above is a recent picture of Mary in her Hollywood home.

### "Hot Money" To Be Shown At Granada Friday Night

The Authentic Story of the Urschel Kidnapping Case

### Lockney Gin, Cotton Storage Blazes Tuesday Afternoon

The seed storage house at the Lockney Gin Company caught on fire Tuesday afternoon about 5 o'clock from an unknown source, causing about a \$20,000 loss. The fire truck and boys appeared on the scene within a few minutes after the alarm was in. When the fire extinguishers failed to check the fire Edk Waitfill, manager of the gin, ordered the boys to turn the water on, and the fire was soon put out. The loss was covered by insurance.

### Lockney Defeats Plainview In Polo Game Wednesday

The Lockney polo team defeated the Plainview team Wednesday night at the Lockney Roller Rink with a score of 12 to 14. Whata game that turned out to be—some people say football is rough and this game on skates was the roughest and toughest you can possibly imagine. It was just one big crash after another. Congratulations team! you just out roughed them that's all. The Plainview team does not play by rules but by main force and plenty of brass. The Glenn Colliffe was the official.

### Island Prison For Uncle Sam's Gangsters



Alcatraz Island, located in San Francisco Bay, is the spot where Uncle Sam's kidnapers and racketeers, who are being taken to the prison now from the War Department, had been confined. The prison now houses Alcatraz and Harvey Bailey, who all received life sentences.

### Sam's Gangsters



Sam Livingston, who has been through the real beauty of the scenes, has not been through means. Many improvements have been made in recent years.

### Mother Of Tom Weeks Dies Wednesday Morning

The mother of Tom Weeks, Mrs. Etta Weeks died at her home at Wells Point Wednesday morning at 5:30. Mr. Weeks, who lives four or five miles west of town, was called to Wells Point last Saturday on account of her illness. Mrs. Weeks is well known in and around Lockney having lived here about six years ago. She has visited here every year since moving away and has many friends in this section.

### Bales Ginned Now 8,605,580

Cotton of this year's crop ginned prior to Oct. 18 was reported by the Census Bureau Wednesday to date totaled 8,605,580 running bales, exclusive of linters, counting 336,475 round bales as half bales and including 1,183 bales of American-Egyptian cotton. To that date last year 7,300,094 bales including 246,367 round bales and 2,526 bales of American-Egyptian, had been ginned.

Up until this evening (Thursday) the gins in the Lockney territory report 2,600 bales ginned. That report includes the two gins here in town and the South Plains gin. Last year approximately 4,000 bales were ginned in all and this year that number will be exceeded without a doubt, even though the farmers did plow up a portion of their crop.

The gins are running twenty-four hours a day and really turning out that fleecy white staple all bound up in bales which will mean more money for the farmers, the merchants, the cotton pickers, and the ginners. Every 100 bales of cotton means about \$150.00 around this community. Although the price is rather low at the present approximately \$9.00 is being paid out to the farmers for cotton every day. Wake up people and let's get going while sliding is good. If this fair weather continues it won't be long until all of the crops will be gathered and money will start circulating for the purchase of beans and clothing! It is a fact that the wolf will stay away from our doors this winter and all because of that friendly white staple.

### Plainview Votes For Lag...

## ABOUT TOWN

There is to be a big masquerade...

New Mexico Conference... through the Carlsbad Canyon. Osborn says that he can understand now why people have never been able to tell him about what they have seen. The one who has never seen it has sufficient imagination to see the real beauty of the scenes. An alibi can not possibly cover up descriptive words. One has to see it for one's self. He insists that he has not been through means. Many improvements have been made in recent years.

### Gibson And Livingston Marry Monday

Miss Edwina Gibson and Sam Livingston were married at 11 o'clock Monday morning with the minister officiating. The couple was accompanied by Mr. and Mrs. Ordman, Harold Woods, and Miller.

### Longhorns To Open Conference Schedule Friday

The Lockney Longhorns are working hard this week in preparation for the opening of the Conference schedule Friday afternoon. The opponents will be Paducah and the game will be played there. Paducah has a strong team, having defeated the Floydada Wheelwinds 7-0 last Friday. Their passes worked against Floydada last Friday, but the Lockney boys are expecting to break up some of those this week end. Since school went on a short schedule Coach Cooper has been starting his workouts at 12:30 each day. He stated Tuesday afternoon that his squad looked good and if nothing happens the dope bucket may be upset before the season is gone.

### Points At Employers

It is opposition encountered from some employers, who still believe in employment relations of a half century ago, that makes labor problems acute and works against the best interest of the nation, says President William Green of the American Federation of Labor.

### V. A. Readhimer Is Freed By Jury

Vert A. Readhimer, 27 year old Floyd County farmer, was found not guilty of the slaying of Stokes Cambell, 19-year-old Floydada High School boy, on a street in Floydada last April 6, by a jury in district court at Lubbock, Oct. 21. The jury reached the verdict in less than two hours' deliberation. His father, J. R. Readhimer, is also to be tried for the youth's slaying.

### FLOYD CO. T. R. & R. C. ADMINISTRATOR HERE THURSDAY

Mr. Burt Bedford, Floyd Co. administrator of the T. R. & R. C. was here Thursday morning to see Mrs. B. Smith, assistant administrator, about securing carpenters for the road project between Floydada and the Lockney county line.

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### WOODBURNS RETURN FROM STATE FAIR SUNDAY

Mr. and Mrs. E. Woodburn and son, returned from Ft. Worth and Dallas Sunday where they spent the week attending the Fair and visiting Mr. Woodburn's sister, Mrs. W. O. Squyres, of Ft. Worth. They report a splendid time and were fortunate in getting to see Will Rogers, Vice-President Garner, and James Farley, when they landed Monday at the newly opened airport at Ft. Worth.

### Propounds Life-Ray

Dr. George W. Crile, noted Cleveland O., physician, in an address to the American College of Physicians and Surgeons, propounded "radiogens" as a life ray theory within the human body, similar to a radio set, which doctors of the future might successfully read.

### Bob Fornsworth of the C. C. C. is here visiting his parents, Mr. and Mrs. Sam Fornsworth. He reports Buck Brickett getting along nicely since his recent appendicitis operation.

### Miss Beatrice Nicholas of Falls is spending the week here with her parents, Mr. and Mrs. J. M. Nicholas.

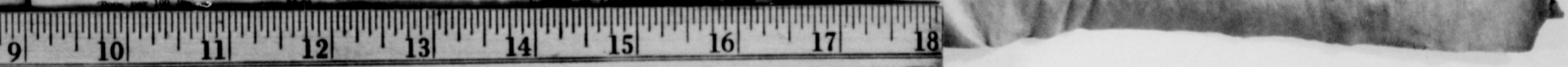
### Misses June Guthrie and Estelle Byars of Lockney and Dan and Fred Fondy of Floydada were Lubbock visitors Friday afternoon.

### J. W. Jones and Winfred Fowler, ex-students of W. T. S. T. C., plan to attend their homecoming game at Canyon Saturday afternoon.

### Rev. Osborn of Lockney and Rev. O. Haynes of Canyon...

### Today's Market

Poultry	
Hens, 4 1-2 lbs and up	7 1.2c
Longhorn hens	4c
Colored hens under 4 1-2 lbs	6c
Old	7 and 5c
Old	2c
Old	2c
Turkeys	
No. 1 Turkeys	6c
No. 2 Turkeys	3c
Eggs	
Eggs, per dozen	15c
Cream	
Butterfat, per lb. Station	17c
Grain	
Wheat per bu.	71c
Maize threshed per 100	80c
Maize Heads per ton	\$3.00
Feed	
Cotton Seed Meal per 100	\$1.20
Loose Hulls, per 100	25c
Sacked Hulls, per 100	40c
80-20 Mixed Feed per 100	60c
Cotton	
Cotton per 100 lbs.	\$9.40
Cotton Seed, per cash ton	\$11.00
Cotton Seed, ton in trade	\$12.00
Hogs	



# THE LOCKNEY BEACON

Established 1902

Published Every Thursday

J. L. SUITS, Editor

JEANE SUITS, Local, Church and Society Editor

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## WHERE IS LOCKNEY'S CROWDS?

(By Jeane Suits)

Since visiting Plainview, Floydada, Lubbock, Tahoka, and other surrounding towns I have decided that Lockney isn't getting its share of the crowds on Saturday. The stores in the other towns are absolutely bulging with hundreds of people pushing in and out from 8:00 A. M. until 10:30 and 11:00 at night. At times it seems as if the walls will be compelled to expand or else just "burst" right out. Everybody seems to be in a hurry about something and believe me, you, business is picking up!

What is wrong with Lockney? Why can't we get the crowds here? Oh of course more people come to town now and buy than a few months ago but nothing like they do in other villages. We are going to have to create some excitement of some sort and turn the noses of these West Texans toward the ole' home town.

### Why Not Send for The Fan Dancer?

I'll tell you, if it comes to a pinch, we will have to send for that famous fan dancer in Chicago to come out and perform for us. (and pray the cops don't "pinch" us) Oh, boy everybody would flock around like moths to a flame. Of course I realize that she is pretty high powered as far as salary is concerned but I really believe it would be worth it to the merchants.

Fifth Ave. and Gay Paree, it was artistically displayed in the windows. Ooooh it would just make your eyes stand on stims.

Did you ever build air castles? Well, if you haven't you have missed fully half of your life. At one minute, while standing in front of a swell department store with my nose smashed flatly against the pane and my mouth at a 45 degree angle, I featured myself clad in a brown swagger suit with the most dashing accessories and the trickiest little hat all worked-up on top, and the next moment I would have on a long flowing velvet evening gown with a gorgeous wrap and sparkling slippers and bag—All how stunting and romantic—gracefully ascending winding stairs! Then suddenly I would find myself in the grandstand watching the ole' Alma Mater battling on the gridiron in a thrilling game with a long-time rival, and what a cute green suede jacket, suit, and beret to wear to the homecoming game—then in a flash somebody tapped me on the shoulder and my castle fell with a mighty crash, for I happened to remember that my jeans contained nothing more than a few Indian copper heads!

Nevertheless, not only, but also, I had a grand time even though my pocket book was flat. Try dreaming and window shopping sometime 'cause its lots of fun. Oh, of course the awakening is disappointing but you'll have some of the fun anyway.

President Roosevelt day night last night your eyes were out of this one way or the other of the prevailing obstacle the same sort of spirit people need and when they something is bound to bust

I don't care for a thing extra for that bit of information—just a matter of filling up!

Halloween is to be here Tuesday night and what wild frolics and strange mysteries invade the atmosphere—spooks, ghosts, pumpkins, Jack-O-lanterns, draughts, black cats, witches, and a cynical moon. Strange people will dash back and forth, up and down the alleys, barbs, and what not—unearthly yells, screams, groans, moans will travel through the air and behold—a human skeleton actually stalking up and down the main street. Pedestrians lead the way with the skeleton close behind popping his bones and clanking his teeth in staging a strong pursuit. The ole' lamp post on the corner which has always been so stanch, has begun to tremble and zig-zag in that modernistic lighting style—bang, crash! he lost his hat and now oh, how colleague he looks without a sky piece.

Alas! down is here—all the mysterious people and strange happenings have vanished and all is calm on main street. Nothing so grotesque and unmannly will occur again until next Hallowe'en.

The funnest thing is that the City Council made the lamp post don another ole' hat—said hatless, people were disrespectful. Well, maybe so, we'll not go into that just now but personal, by I think the idea a bit old fashioned.

## DID YOU KNOW

Nearly 800 letters are placed in the mails every day without any address on them.

The New York Tribune published April 20, 1874 by Horace Greeley was only 4 1-2 inches wide and 6 inches deep.

The largest bird is the ostrich which sometimes stands nearly eight feet tall and weighs about 300 pounds. It may

## THE LOCKNEY BEACON

and the Worst Yet to Come



be the largest but the blue eagle the strongest! The size of the average American (arm is 136 acres. A magazine writer declares the "Woman is the backbone of the business." Perhaps so—but she does need to show it so much, does she?

A man got his automobile back from the auto laundry with his starter button missing. The unemployed musicians are tuning their bass fiddles for bungalow. Both blood and money have to be used freely to do any good.

The eyes of a wasp are so weak that it can only see straight ahead so but that is why it is so deadly a stinger. Things continue to go up and down seems to be plenty of room. So is the limit.

The future is what we hope for but past might have been but was figure that one out. A Canadian geologist has been visiting the mermaid on that there are diamonds bottom of Lake Superior. How he knows so much—perhaps has been visiting the mermaid.

Ohio is the only state whose flag is pennant shaped. All our state flags are rectangular.

After the Illinois health authorities examined the teeth of 17,294 we it announced that barbers and dentists have the best teeth. Nature wonderful thing after all 'cause—two classes of people have to eat it nobody else would think of that.

The city of Shanghai boasts of longest boose bar in the world—five long!

A report from Chicago says that rats, instead of swearing, are now imitating radio crooners. I believe I'll for the swearing!

Plastic surgeons in Vienna are reported to have cleared \$2,200,000 in one year lifting and altering faces—and that not half was accommodated!

## FORD V-8 WINS LAREDO-MONTERREY REY RACE

Three Ford cars—two V-8's and 1931 "four" won the first three places in the famous Laredo-Monterrey race sponsored by the Mexican Automobile Association an affate of the American Automobile Association, according to official reports of the race just received.

The two V-8's established the fastest time on record for the course. The third Ford won the same position in the class B event of the original road races which formally opened the new Pan-American highway between Laredo and Monterrey three years ago.

The race was won by Eddy Byers, a veteran figure in Texas and Oklahoma road race circles, in a Ford V-8 with average speed for the 138.6 mile race of 78.25 miles per hour. Byers staged

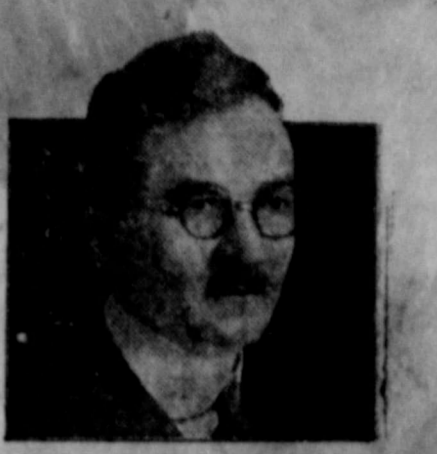
## Floyd County, Texas

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 SENDING YOUR LAUNDRY TO US

FOR ACHES and PAINS BALLARDS SNOW LINIMENT Penetrates! Soothes! Greer Drug Store



Rev. J. N. Demy says: I have found nothing in the past 20 years that can take the place of Dr. Miles Anti-Pain Pills. They are a sure relief for my headache. Sufferers from Headache, Neuralgia, Toothache, Backache, Sciatica, Rheumatism, Lumbago, Neuritis, 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 housewives would no more think of keeping house without Dr. Miles Anti-Pain Pills than without flour or sugar. Keep a package in your medicine cabinet and save yourself needless suffering. At Drug Stores—25c and \$1.00

DR. MILES ANTI-PAIN PILLS

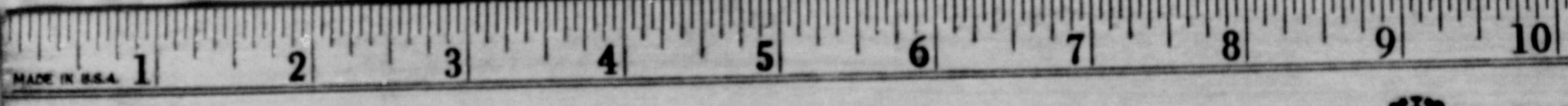
EAT? Sure, we all like to eat—that's part of our living—and we have EATS suitable for every member of the family. For Father: who isn't afraid of increasing the retundity of his equator. For Mother: who wants to see her daughter: who want to

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 vitamins the doctors recommend, guaranteed to satisfy the appetite and keep you hale, hearty and happy.

MARKET DEPARTMENT "Uncle Ben" Reece 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

Have You Tried Our Good Coffee? Short Orders, too Delicious Meals Come See Us Cozy Cafe

Conoco Bronze Gasoline and Conoco Germ-Processed Paraffin Base Motor Oil—perfect running mates in coldest weather... At Red Triangle



**GRAMMAR SCHOOL P. T. A.**

Much enthusiasm shown in Grammar School P. T. A.

About fifty parents gathered at the Grammar School Auditorium on the first Thursday of Oct. for the first regular meeting. A very interesting program was rendered by the pupils of the 7th Grade lasting from 2:30 to 3:15.

After the program the regular meeting of the P. T. A. was called to order by the President, and the following talks were given:

Parliamentary Procedure—Mrs. McGilvary

Talk—Supt. J. W. Jones

Reading—Mrs. O. E. Stevenson

A membership drive has just been made in which 146 new members have been secured for the year of 1933. Each and every parent is invited to join at any time convenient.

The P. T. A. represents an organization that has done much to help the local school in past years and it covets the cooperation of each and every parent during the present school year. The next regular meeting will be at 8 P. M. on the first Thursday in November when the following program

will be given.  
Song—Association  
Piano Program—6th Grade  
Business  
Looking Forward!—(a trustee) Mr. McGilvary  
Piano Selection—Miss Hettie Hofstetter.

**GRAMMAR SCHOOL HONOR ROLL**

**Fifth Grade**  
Bonnie Faye Goodrich  
Mary Louise Shaw  
Irene Hall  
Pauline Hill

Reuben McQuay  
Sixth Grade  
Ballard Graves  
Christine Reay  
Seventh Grade  
Billy Ed Whitfill  
Georgia Belyeu  
Helen Ruth Busby  
Leona Dagley  
Mary Margaret Ridings  
Marie Stoupe  
Royce Thomas  
Mary Beth Trussell

**MUNCY NEWS**

Mr. and Mrs. E. R. Harris attended

at Lockney Sunday night. Mrs. McQuay were in Lockney Saturday afternoon.

Mrs. Blackford and children were in Floydada Saturday night. Mr. and Mrs. J. J. Smalley were in Floydada Monday afternoon.

her daughter, Mrs. Earl Smalley. Mr. E. Hays, Mrs. M. H. Ragle and son, Roy Ragle, returned from Santa Fe, N. M., Saturday where they have been for some time with Mr. Hays' daughter, Mrs. Raymond Ragle, who is quite ill. Mrs. Hays remained with her daughter.

**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 glad to assist you in checking over your titles, and there will be no charge for this service, except where we do some actual Abstract work.

Room 7, First National Bank Bldg, Floydada

Heat With Gas  
For Convenience-  
Comfort-Economy



See A Dealer  
Who Displays  
This Symbol

**West Texas Gas Co.**  
GOOD GAS WITH DEPENDABLE SERVICE

**SNOODLES**



**By CY HUNGERFORD**



**THE FEATHERHEADS**

By Osborne



**In Need, Indeed!**



**"THE MAIN THING ON MAIN STREET"**

**Daily Buzz**  
MAIN STREET'S  
INDEPENDENT NEWSPAPER

**BEAUTY CONTEST JUDGES MAKE SELECTION TODAY**

JUDGES OF THE DAILY BUZZ BEAUTY CONTEST STARTED INSPECTING PHOTOGRAPHS TODAY IN ORDER TO SELECT MAIN STREET'S MOST BEAUTIFUL GIRL.

THE WINNER, WHO WILL BE ANNOUNCED TOMORROW, WILL REPRESENT OUR FAIR CITY AT THE NATIONAL BEAUTY CONTEST TO BE HELD AT ATLANTIC CITY.



**By L. F. Van Zelm**



**FINNY OF THE FORCE**

By Ted O'Loughlin



**Giving Himself a Break**



No beaus had Emma Lee Fry  
A fact which so oft made her cry  
Till a necklace quite chic  
Lured on a swell shick  
CAVE'S had it—you can bet  
your right eye.

We have an unusually fine stock of popular priced jewelry,—beads, earrings, brooches, bracelets, etc. Come in and look them over—you, too, may lure a shick—or even hold the one you have.

**BROOCHES** ... 10c  
Filigree, stone and brilliant styles. Some with 20 to 30 brilliant.

**NECKLACES AND BEADS** ... 10c & 15c  
Pearls, crystals, pendant, two tone and most every conceivable style.

**EARRINGS**  
10c & 15c

Pearl, crystal cut, carved galath, and solid colors in brown, blue, red, jet and other colors to match every fall shade.

**CAVE'S**  
Plainview, Texas

**BINDER TWINE**  
**\$3.00 BALE**

**Cecil Mitchell To Sing At Floydada November 3rd**

Appearance of Plains Song Bird To Be Sponsored by American Legion



Cecil Mitchell, whose beautiful and cultured voice has captivated audiences in a number of plains and panhandle cities since her return from 4 years of study in Paris this summer, will be heard in a program at the Floydada High School auditorium at 8:15 on the evening of November 3.

She is a 1920 graduate of Floydada High School and since that time has been studying the art of singing and cultivating her voice under some of the leading teachers of the southwest and in France. Her stay in that country was for four and a half years during which she spent the summer of 1924 at the direction of Madame Felia Litvinn, considered one of the greatest voice teachers of Europe. And as a crowning achievement of her efforts in America and Europe she was awarded an offer to appear at the Operatic Comique. She holds, among other recognition, a permanent scholarship in the American Conservatory in Paris and was judged the best singer in the conservatory.

Proceeding with her career in her native Texas and visit to Mr. and Mrs. R. B. Mitchell felt the urge to appear at the Floydada High School auditorium at 8:15 on the evening of November 3.

**THE LOCKNEY BAPTIST CHURCH**  
The meeting started Monday and continued through Thursday evening. Many teas, luncheons, banquets and sight seeing tours were given for the 2,000 delegates which represented 65 chapters. Mrs. Riva Burnett of Miami, Worthy Grand Matron, and W. F. Esterling of Del Rio, Worthy Grand Master, presided over the meetings. Mrs. Greer returned home Wednesday afternoon but the other delegates will remain until Friday. Mrs. Sams was accompanied to Amarillo by her brother, Eugene Thompson, and they plan to visit their brother, Raben Thompson, at Pampa before returning.

**Granada Theatre**  
Plainview

FRIDAY OCT. 27TH  
2 Features and  
Comedy For  
20c & 25c

**"HOT MONEY"**  
The Authentic Story of the Urchel Kidnaping Case—With Machine Gun Kelly, The Shannons, Bates, Baily and All Actual Characters. Not A New Feat—It's The True Story From Start To Finish.

**"It's Great To Be Alive"**  
The Mad, Merry, Tameful Adventures of The Last Millionaire—Imagine A Million Women with Only One Man to Neck!

**"The Bureau of Missing Persons"**  
Money Back Guarantee on this show if you don't like it!

**SATURDAY OCT. 28TH**  
The Season's Outstanding Cast—In One Of The Best Pictures You'll See This Year!  
Betty Davis, Pat O'Brien, Gladys Farrell, Lewis Stone and Allen Jenkins in—  
**"The Bureau of Missing Persons"**

**"Gordon of Ghent"**  
And A Good Comedy  
PRICES 10c & 15c

**SATURDAY MIDNIGHT**  
28TH SEN. & MON. OCT. 29  
Most Sensational Story Since "All Quiet On The Western Front."

**"CAPTURED"**  
With Douglas Fairbanks, Leslie Howard, Margaret Lindsay and Paul Lukas.  
Mankind's greatest adventure drama too daring for any other generation but it's for you!

**CHARLEY CHASE in "ARABIAN NIGHTS"**

**MRS. BRYAN WELLS HAS TWO PARTIES THURSDAY**  
Hallow'en Motif Used in Appointments, Mrs. McAdams Score High

The home of Mrs. Bryan Wells was the scene of two delightful parties Thursday of last week. The Hallow'en motif was carried out in decorations and appointments.

Mrs. Carl McAdams was guest of honor at a decorative electric lamp for winning high score during the afternoon games.

A salad course was served to the following guests: Mesdames Paul Smith of Plainview, Marvin Gilbert of Tall Fitts, Warner Reid, R. R. Wimberly, Dr. Patterson, Henry Hodel, Nell, Grace C. J. Taylor, Roscoe Snyder, Stevenson, Clyde Appleton, J. D. Dines, Carl McAdams, the hostess, Mrs. Wells.

During the evening games Mr. and Mrs. Olan Ridings were awarded high score. The guests list included: Mesdames Frank Perkins, Hugh Counts, Gene Dyer, Olan Ridings, and Arch Craser, Bryan Wells.

**SENIOR EPWORTH LEAGUE PROGRAM**  
Oct. 29, 1933

Topic: Differences  
Leader—Mary Gaynelle Thomas  
No. 1—Lulla Walter  
No. 2—Levon Fornsworth  
No. 3—Mary Wofford  
No. 4—Mildred Thomas  
No. 5—Anetta Johnson

**LOCKNEY B. Y. P. U. PRESENTS**  
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**"The Bureau of Missing Persons"**

**DR. E. L. SPENCE**  
EYE, EAR, NOSE AND THROAT SPECIALIST  
Office in Plainview Sanitarium and Clinic

**EUGENE HARRIS says:**  
"How about that Retirement Income to start at 65, 60, or 55? You will need one, and Remember it is better to have it and not need it than to need it and not have it. Try one of our REGISTERED RETIREMENT POLICIES!"  
He sells good old **STATE RESERVE LIFE**  
THERE'S NONE BETTER Phone 71

**Last Call FOR FORD**  
**\$1000 CASH PRIZE CONTEST**  
**CLOSES MIDNIGHT OCT. 31st.**  
ASK FOR OFFICIAL CONTEST BLANK AND "GET THE FEEL OF THE FORD AT THE WHEEL", . . . . . At Nearest FORD Dealer's NOW!  
TUNE IN ON THE "FEEL OF THE FORD" REVUE . . . . . WEDNESDAYS AT 8 P. M. WFAA—WKY—KVOO

**PROTECT YOUR COMPLEXION**  
By Using **CHARME**  
Why let your complexion be destroyed by the dry winds and dust of this arid climate, when—  
**CHARME**  
Cosmetic, the most popular and scientific manufactured cosmetic ever introduced for the women living in the dry southwestern country will so wonderfully care for your complexion.  
BEGIN TODAY TO USE—  
**CHARME**  
Add capture for yourself, complexion, loveliness and beauty, which should be yours.  
MANUFACTURED AT LUBBOCK, TEXAS  
Sold, Recommended and Guaranteed by—  
**LOCKNEY DRUG CO**

**Service**  
At the Sinclair Station  
We are keeping our station open night and day. So do not hesitate to come to our station any hour, we will be ready to serve you. This is an additional service for the automobile public.  
Winter time is here—Your battery must be good to start your car instantly. We Sell the—  
**National High Voltage**  
Guaranteed For Two Years  
**National Tires**  
Don't continue to use those old worn out tires. Get a set of Nationals. Liberal allowance on trade-ins. Nationals are guaranteed for one year.  
**HALL FERGUSON**

**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

Lone Star-Holt-Sterley, Communities		Lone Star-Holt-Sterley, Communities	
Name	Score	Name	Score
Appelwhite, C.	666	500	5506
Bobbitt, Bert	288	165	727
Bryant, E. R.	698	530	4846
Bryant, E. R.	1719	1550	8952
Buth, Bill	220	100	586
Buth, John	310	180	1810
Buth, Mrs. P. L.	200	147	1251
Byars, Baylor	190	289	2394
Carthel, T. H.	313	100	608
Casey, John	200	150	1700
Casey, T. F. & Hilburn	140	75	1002
Cowart, Edgar	200	170	1600
Cowart, Edgar	320	125	1255
Cox, E. C.	320	235	2350
Daniel, Floyd O.	160	125	1262
Daniel, Floyd O.	320	100	600
Daniel, Warren	160	80	895
Daniel, Warren	160	50	328
Davis, C. E.	160	80	785
Davis, C. E.	160	100	921
Davis, C. A.	160	105	439
Davis, M. O.	160	95	858
Force, P. B.	340	240	2345
Ford, D. B.	240	120	1200
Ford, H. N.	200	125	1255
Fitzgerald, D. M.	150	75	684
Fowler, J. H. Jr.	160	160	1973
Fowler, J. H. Jr.	854	500	4623
Frizzell, A. E.	340	160	1175
Griffith, J. T.	200	100	1350
Griffith, Walter	744	176	1064
Holt, Mrs. G. C.	320	280	290
Holt, Mrs. G. C.	323	110	880
Holt, Charlie	210	150	2009
Hopper, R. T.	240	100	651
Jack, Sam	20	30	130
Jack, Sam	80	80	900
Jarboe, T. J.	324	176	1538
Johnson, G. B.	166	80	736
Johnson, G. B.	166	130	954
Johnson, J. D.	166	150	801
Johnson, M. S.	334	300	2336
Johnson, W. H.	800	700	6856
King, Herman R.	813	517	9585
Lawson, E. M.	648	500	5569
Livesey, E. G.	206	190	1202
McGehee, T. S.	126	105	969
Mercer, Mrs. W. S.	160	98	734
Mosley, E. C.	320	220	1763
Nance, J. B.	160	80	420
Nance, M. G.	160	50	683
Nance, W. D.	180	70	560
Newman, D. P.	730	347	4063
Newman, W. M.	600	258	3303
Parker, H. P.	153	50	214
Paschal, Frank	833	600	5780
Phillips, E. V.	249	187	1206
Rankin, V.	320	180	1280



new PERFECTION Oil Burning Stoves with HIGH-POWER burners



LOOK FOR THE TRIANGLE TRADE MARK OF QUALITY

A Liberal Trade-In For Your Old Stove Baker Mercantile Co

HALLOWEEN AFTERNOON AND EVENING PARTY TUESDAY

The Halloween motif and harvest theme was used in decorations and appointments Tuesday afternoon and evening at fetes given by Miss Jeanne Suits.

Mrs. Cullen Riley scored high for the afternoon games and Mrs. Golden received low score. Halloween poppers in the orange and black were given in favor of the afternoon to the following Rendezvous club members:

At the evening party three tables of bridge were played and one table of Pit and Pollyanna. Miss Mary Leda McAdams and Carl McAdams scored high for the bridge games and Miss Lena Moore and Bill Bobbitt for Pit.



Blue Eagle Special

WEDNESDAY Men's heavy

Collins Grain Co.

Is now in the market for some of your heads business

MAIZE

Table with multiple columns listing names and numbers, likely a directory or index for the community.

Ray of Lockney to Make Principal Address

District Baptist Training Convention will meet at Plainview with the First Baptist Church

Elimination contest will be held at 3:30 P. M. consisting of four; Primary story telling, Junior memory

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County Administrators Will Have Meeting at Big Springs

Billy Fred McGhee Celebrated His 6th Birthday Monday

Card of Thanks

Classified Ads

TEXAS PLAINVIEW Saturday 15c ALL DAY

Gallop! Gallop! Gallop! Saturday MIDNIGHT SUNDAY & MONDAY

You Will So Cheap Again!

We Have Them Ranging From \$14.50 Up

Brooks Dry Cleaners

HOW WOMEN CAN WIN MEN AND MEN WIN The Favor of Other Men

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HOW WOMEN CAN WIN MEN AND MEN WIN The Favor of Other Men



Use Our Lay-away Plan

Take our advice—Buy Now and Save on these— LEATHER JACKETS \$5.85 \$7.95 \$9.95 \$12.50

Cravenette—Color fast All Wanted Shades "Plusbeen" Jackets

A new cloth in womens sports wear. Both vests and jackets. Perfect garments

Extra-Fast Relief

Demand and Get



GENUINE BAYER ASPIRIN

BECAUSE of a unique process in manufacture, Genuine Bayer Aspirin Tablets are made to disintegrate or dissolve INSTANTLY...

GENUINE BAYER ASPIRIN DOES NOT HARM THE HEART

HOW WOMEN CAN WIN MEN AND MEN WIN

The Favor of Other Men

Unless two pints of bile juice flow daily from your liver into your bowels, your food decays in your bowels. This poisons your whole body.

But don't take salts, mineral waters, oils, laxative pills, laxative candies or chewing gums and

# Cecil Mitchell To Sing At Floydada November 3rd

Appearance of Plains Song Bird To Be Sponsored by American Legion



Cecil Mitchell, whose beautiful and cultured voice has captivated audiences in a number of plains and panhandle cities since her return from 4 years of study in Paris this summer, will be heard in a program at the Floydada High School auditorium at 8:15 on the evening of November 3.

She is a 1920 graduate of Floydada High School and since that time has been studying the art of singing and cultivating her voice under some of the leading teachers of the southwest and in France. Her stay in that country was for four and a half years duration. Four years of that time she spent under the direction of Madame Pelia Litvinn, considered one of the greatest voice teachers of Europe. And as a crowning achievement of her efforts in America and Europe she was awarded an offer to appear at the Operacomique. She holds, among other recognitions, of her art and ability, a permanent scholarship in the American Conservatory in Paris and was judged the best singer in the conservatory.

Before proceeding with her career abroad, Miss Mitchell felt the urge to see her native Texas and visit her parents, Mr. and Mrs. R. B. Mitchell, in the twelve miles south of Floydada.

THE LO... she ha... view, ... She ... McD... her program will include not only groups of songs in Italian, French, German, a special group of time songs and American... The war time songs will be... recognition of the World War... and the near approaching of... tance Day. Mrs. Guy Jacobs of... view will be her accompanist. The... proceeds of this program will be used to defray expenses of the Legion... and the work they are sponsoring... Tickets on sale in Lockney, at Lockney Drug.

## Granada Theatre Plainview

FRIDAY OCT. 27TH  
2 Features and  
Comedy For  
20c & 25c

### SPECIAL FEATURE

The Authentic Story of the  
Urschel Kidnaping Case—

### "HOT MONEY"

With Machine Gun Kelly, The  
Shannon, Bates, Baily and  
Actual Characters Not A Word  
Reel—Is The True Story From  
Start To Finish.

### ALSO

Oliver Stuart, Edna Mae Oliver  
and Joan Marsh With  
Beautiful Girls in—

### "It's Great To Be Alive"

The Mad, Merry, Tunesful Ad-  
ventures of The Last Man On  
Earth—Imagine A Million  
Women with Only One Man to  
Love!

### SATURDAY OCT. 28TH

The Season's Outstanding  
In One Of The Best  
You'll See This Year!

### Hettie Davis, Love, Romance and Adventures in "The Bureau of Missing Persons"

Money Back Guarantee on this  
show if you don't like it—

### ALSO

BUCK JONES IN  
"Gordon Of Ghost  
City"

And A Good Comedy  
PRICES 10c & 15c

### SATURDAY MIDNIGHT 28TH SUN. & MON. OCT. 29 & 30

Most Sensational Story Since  
"All Quiet On The Western  
Front."

### "CAPTURED"

With Douglas Fairbanks, Jr.  
Leslie Howard, Margarete Lind  
say and Paul Lukas.

Mankin's greatest adventures  
in a blazing drama too daring  
for any other generation but this

### ALSO

CHARLEY CHASE IN  
"ARABIAN NIGHTS"

MRS. BRYAN WELLS HAS TWO  
PARTIES THURSDAY

Hallowe'en Motif Used in Appoin-  
tments, Mrs. McAdams Scores High

The home of Mrs. Bryan Wells  
was the scene of two delightful parties  
Thursday of last week. The Hal-  
lowe'en motif was carried out in  
decorations and appointments.

Mrs. Carl McAdams was given a de-  
corative electric lamp for winning high  
score during the afternoon games.

A salad course was served to the  
following guests: Mesdames Paul Chick  
of Plainview, Marvin Gilbert of Tullia,  
Warner Reid, R. R. Wimberly, Roy  
Patterson, Henry Hodel, Nell Crager,  
C. J. Taylor, Roscoe Snyder, J. W.  
Stevenson, Clyde Applewhite, J. W.  
Dines, Carl McAdams, the hos-  
tess, Mrs. Wells.

During the evening games Mr. and  
Mrs. Olan Ridings were awarded high  
score. The guests list included: Mesdames  
an Mesdames Frank Perkins, Hugh  
Counts, Gene Dyer, Olan Ridings, and  
Arch Crager, Bryan Wells.

### SENIOR EPWORTH LEAGUE PROGRAM Oct. 29, 1933

Topic—Differences

Leader—Mary Gaynelle Thomas

No. 1—Lulla Walter

No. 2—Levon Fornsworth

No. 3—Mary Wofford

No. 4—Mildred Thomas

No. 5—Anetta Johnson

Lockney, Floyd County, Texas. Table with columns for 1930 wheat, 1931 wheat, 1932 wheat, and 3-yr. average (1930-32). Lists names of individuals and their wheat production statistics.

South Plains-Edgin. Communities. Table with columns for 1930 wheat, 1931 wheat, 1932 wheat, and 3-yr. average (1930-32). Lists names of individuals and their wheat production statistics.

Service Service... High Volte... National Tires... FERGUSON... COOPER... BEST COMPANY, INC. 1933-1934

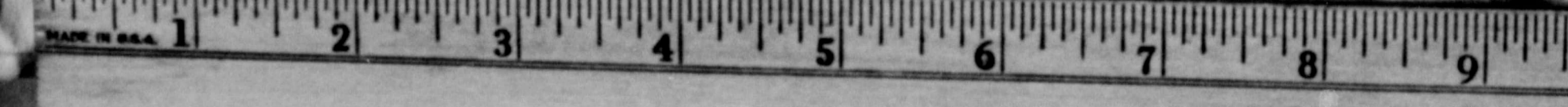


Table with columns for Name of Applicant, 1930 wheat, 1931 wheat, 1932 wheat, and 3-yr average (1930-32). Rows list various individuals and their wheat production statistics.

Dr. ... and every ... to return for your ... among the blessings of Him who knows ... Mr. W. B. Matthews and children

RICT BAPTIST TRAINING SER- VICE TO BE AT PLAINVIEW NOV. 2 Day of Lockney to Make Princ- ipal Address

District Baptist Training Ser- vice will meet at Plain- view with the Baptist Church ... Wills J. Ray pastor of Lockney ... address of the day on "The Pur- pose of the Graded B. T. S." Rev. P. Rogers of Spur will also speak on "Ultimate Aim of B. T. S."

CARD OF THANKS ... could not possibly express our ... appreciation to those who ... kind and loving to us during

CLASSIFIED ADS ... or see me if interested in ... contract or wish to purchase or ... (used tires on shaws. Want ... of field grazing—Elmer P. ... in Plainview, Texas. 4-31c

BILLY FRED McGHEE HAS COS- TUME SKATING PARTY MON. Billy Fred McGhee celebrated his 6th birthday Monday with a skating party at the Lockney Roller Rink from 3 o'clock until 5.

Use Our Lay-away Plan Take our advice Buy Now and Save on these LEATHER JACKETS \$5.85 \$7.95 \$9.95 \$12.50 Cravemitted—Color fast All Wanted Shades "Plusbeen" Jackets A new cloth in womens sports wear. Both vestees and Jackets. Beautiful garments at

TEXAS PLAINVIEW Saturday 15c ALL DAY REX BELL IN "Galloping Romeo" SATURDAY MIDNIGHT SUNDAY & MONDAY Cecil B. De Mill's Mighty Spectacle of The Modern Age. THIS DAY AND AGE

You Will ever See Suit So Cheap Again! We Have Them Ranging From \$14.50 Up three piece suits, all wool. We have been or- dering suits for 23 years and you are always assured of a fit. Come in to-day and see our many samples of the latest shades and styles. Now is the time to have your winter coats cleaned and pressed. Our dry cleaning department is modern and we always sew on buttons and miner re- pairs are free. Brooks Dry Cleaners

GENUINE BAYER ASPIRIN BECAUSE of a unique process in manufacture. Genuine Bayer Aspirin Tablets are made to dis- solve—or dissolve—INSTAN- TLY—take them. Thus they start working instantly. Start taking them at once for headache, neuralgia, neuritis or rheumatic pain ... minutes after taking ... and they provide SAFE relief ... GENUINE BAYER ASPIRIN does ... and SAFE relief see that ... and SAFE relief see that ... the real Bayer article. Look for the Bayer cross on every label ... and for the words GENUINE BAYER ASPIRIN on every bottle or package you buy. Member B. M. A. GENUINE BAYER ASPIRIN DOES NOT HARM THE HEART



