

THE LOCKNEY BEACON

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J. L. SUITS, Editor

JEANE SUITS, Local, Church and Society Editor

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

SUBSCRIPTION RATES

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For the last several months in our visits around over the South Plains we have observed every closely people trading in business houses. How they paid their bill, amount of purchase, etc. One thing brought to our mind very forcibly was that practically all payments were made in cash for goods and wares purchased. They would dig right down in their pockets and produce the "long green." It seems that everyone is carrying their money in their pocket. That is a bad, bad mistake. Why not place this money in the bank and use checks to pay accounts? We know that most people are just about lost all of their confidence in banks the past two years. Bank failures, but that under the bridge. Now, down, the cross down, we have reliable information concerning weather changes just consult some person subject to lumbago and similar ailments.

WOMAN'S COLUMN

(BY JEANE SUITS)

Hell'o you, and how is your malady, lumbago, gout, and et caetera today? I've always heard that this sudden change of weather is terribly painful for some natives, due to the fact that it gets the ire up in their bones and causes them the utmost misery. Many is the time I've heard my grandfather predict bad weather when his rheumatics got to workin', and there was no guessing to that either' cause it always came to past. Now, if you want reliable information concerning weather changes just consult some person subject to lumbago and similar ailments.

Those afraid of the big bad wolf? Don't be fooled, but its more fun to be. Where is the forgotten man? Ident Roosevelt and the New Deal, N. R. A. and the price of gold. How do we hear exactly these same things discussed, summed, and re-summed daily.

Well, that certainly was a close shave. Speaking of shaves—that is exactly what the Lockney Longhorns are going to do to the Floydada boys Friday in the outstanding game of the year. During the last four years the two schools have split on game, won and lost, Lockney winning in '29 and '30 and Floydada '31 and '32.

The game is to be at Floydada and will start at 2:30. The Lockney High School maroon and white pep squad has been "warming up" all week in frequent pep rallies and will be present with plenty of Vim, Vigor, and vitality. We are going to clean those boys' ploy and How! If you don't believe it just come out and see for yourself. Its the game of the year folk!

The Lonehorns have plenty of Punch in them this year and don't you forget it. Coach Cooper has done some wonderful work this year with the boys and they've been "showing up" on the gridiron this season having lost only two games!

Say, did you notice the picture of Mrs. Mary M. Dawson, new director of the woman's division of the National Democratic Committee, on the front page of the Beacon last week? Didn't her hat look funny though? Well you see this is the way it happened—the force was rather late Thursday night in getting the paper out and of course were in such a hugh hurry that they just grabbed her up and put her in before she had time to adjust her sky piece. Now, wasn't that the rudest thing you ever head of?

Oh, yes, the cameraman must have caught Maxim Litinoy, Soviet Foreign Minister, whose picture appeared in last week's Beacon, in an awfully ugly mood when he snapped that pose. He looks as if he were saying, "whose afraid of the big U. S. A." 'nuff said about the picture gallery.

I noticed in the Lubbock Avalanche Journal not long hence where our neighboring town, Floydada, is one of the foremost leaders in the art of getting married. Every week from the town to eight couples are tied in the bonds of holy wedlock. The trying part of the situation is that some of our Lockney boys are the victims. It seems that the boys in this vicinity are not particularly impressed with the idea of matrimony but must go abroad to seek their mates. Now, I ask you, is that just what you want? I've always heard if you do not want your home town to die, by all means trade at home. It looks as if our little village is going to be forced to erect a tomb in memory of our one-time eligible boys! Such is life in the far West!

and the Worst is Yet to Come



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DID YOU KNOW

Lockney is going to beat Floydada Friday in that big football game. Come out and see.

The French government coins no money. Hump, that's easy to fathom, they don't have to cause they borrow the United States smackers!

Eleven of our 31 presidents were sworn in by Catholics.

Experience is the only teacher now-a-days in a position to demand and get its own price.

Now it looks as if we will have a little winter this season even if it did take all summer.

Saturday is Armistice Day—the day when peace was signed with Germany and the remaining American soldiers returned to their native land.

January 1 is the official birthday of all thoroughbred horses.

Some people think cornflakes are to be put in shoes to cure corns.

The greatest length actually measured is that from the earth to the most distant known nebula, or about 140,000,000 light years. Expressed in miles this equals about 900,000,000,000,000.0 well that's not all but the machine ran out of figures, but what is the difference, I can't read it either.

The descendants of the Church family, pioneers in the manufacture of clay pipes in England, is reported to have the largest collection of smoking pipes in the world.

Just remember when you are feeling blue that the time may come when the present period will be referred to as "the good ole' days."

Western farmers are quitting the raising of hogs. Too many hogs in the packing business already, they say.

If all the depression gags were laid end to end and set fire to, the blaze would keep the unemployed warm all winter.

WILL ROGERS IS "DOCTOR BULL" IN LATEST FILM

Will Rogers comes to the Granada Theatre in Plainview

CENTURY OF PROGRESS WILL BE HELD OVER FOR NEW YEAR

Officials of the World's Fair have decided to hold the exposition over for 1934.

The action was taken by members of the world's fair association, composed of original charter members of the organization that made the exposition possible.

About \$35,000,000 has been taken in at the gates and by concessions since the exposition opened five months ago. The closing date has been extended from Nov. 1 to the end of this week.

Most of the buildings at the exposition are expected to weather the winter months in good shape although some of them may have to be strengthened.

It is going to cost a little more to live now, but it will be worth it.



Rev. I. 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

Advertisement for Calotabs, a medicine for biliousness, sour stomach, gas, and headache due to constipation. Includes the Calotabs logo and 'TRADE MARK REG.' text.

DR. MILES' ANTI-PAIN PILLS

Advertisement for Granada Theatre, Plainview, featuring the film 'Doctor Bull' starting at 9:30 P. M.

Advertisement for 'A Castillian Garden' and 'Arizona Wranglers' at the Granada Theatre.

Advertisement for 'Machine Gun' by Kelly at the Granada Theatre.

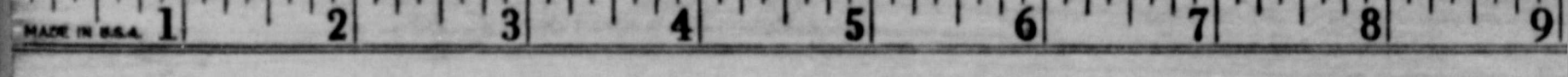
Advertisement for Hamilton Bros. Grocery, featuring a 'Now Is The Time!' sale on winter merchandise.

THE PRESIDENT AND THE FARM PLAN

In rejecting the farm plan offered by mid-western states President Roosevelt made it plain that he disagreement is as to the method, not as to governors and others in a group of the object. He is in full sympathy with the effort to increase prices for farm products, but he does not believe that federal price-fixing is the wise way to attain such a result.

His reply should be satisfactory to all save the extremists among the farmers. There are two impressive sets of facts to support it. One is that where ever government price fixing has been tried—as for example on coffee in Brazil—it hasn't worked. The other is that the government has been striving mightily to improve the farmers' condition by other means, and that these must be given a fairer trial than has so far been possible. If there is any merit whatever in federal price-fixing, which must be doubted, it should be undertaken only as a last desperate resort. We do not believe it will ever be tried while there is in the White House so close a student of economics as the present occupant.

Those who persist in such methods as are now being followed in midwestern states are doing agriculture no good. They will gain no lasting benefits and they will make it more difficult for the administration to help them in the sounder, more rational ways it has adopted.—Wichita Daily Times.



OF INTEREST TO WOMEN

Colors Clash in New Styles
 NEW YORK—Clashing color combinations, lamb and corduroy for day and evening wear, belt buckles in the back and cowls brought to the front were some of the unusual ideas presented at a fashion show in an exclusive club.

A suit for football spectators was of black and white tweed, with a touch of green. The coat lining had a yoke of light blue rabbit's hair. The coat sleeves were black velvet, and the style was swagger.

A rust plaid velvet suit was accompanied by a mink scarf and muff, and a brown hat with high square crown. A navy blue neck-piece topped a white lame blouse and black velvet skirt.

Encircling a solid rust dress was a belt with its buckle in the back. The only other trimming consisted of four solid rows of buttons of the dress material. A red corduroy dress and a red belt with huge garnets.

Also noted in the review were the fullness in the off biased cut evening dresses, the expensive use of paillette

in yokes of evening and cocktail dresses, and flaps as well as straps over the shoulders.

One cocktail and evening dress was of brilliant red and black paillette, with a high collar and redascot ale. The picture hat worn with this had two huge ostrich plumes beginning in the back and sweeping toward the front of each side.

A silver blue blouse with short sleeves

topped a black woolen crepe skirt, all of which was set off by furs. A purple ostrich plumed hat accompanied a shimmering blue crown of decollette.

A silver lame jacket and blouse with a black skirt, had a red sash and hat. Simple designs were cut out in a bound yoke of a sea blue dress with gold stripes running through it. The head-dress was old metal bar twisted around the hair.

Corduroy was seen in night blue, with silver fox and in black, with net straps and ostrich plumes hanging from the shoulders. On a salmon pink dress was hung a sheath of gold paillette. Tiny round mirrors and a heavy white crepe dress.

A round mink collar fitted on to the

yoke of another white evening dress. A heavy gold tulle, with a square cowl in front, called for no trimming on jewelry, though gold could be worn.

If a woman can stave off wrinkles, keep herself young, pretty animated and enthusiastic she is a happy woman and happy women make happy homes. In her cold creaming, shampooing, hair

waving, and manuring, she holds self respect, finds relaxation from serious matters, works for the good of her soul. We listen no longer to the long nosed ones who declared that beautifying is frivolous and time wasting. We don't have to. They've climbed aboard the beauty wagon along with the rest of us, and are enjoying the ride

and scenery. Standards of beauty have improved, got down to first principles which are health of spirit and health of body.

Latvia has required gasoline used for motor fuel to be mixed with 25 per cent of absolute alcohol under government supervision.

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

Symbol of Dealer

West Texas Gas Co.
 GOOD GAS WITH DEPENDABLE SERVICE

THE FEATHERHEADS



NOW—IF I COULD SEE A BLOND ITALIAN

SNOODLES



HUNGERFOR



FINNEY OF THE FORCE



When Mike Retired

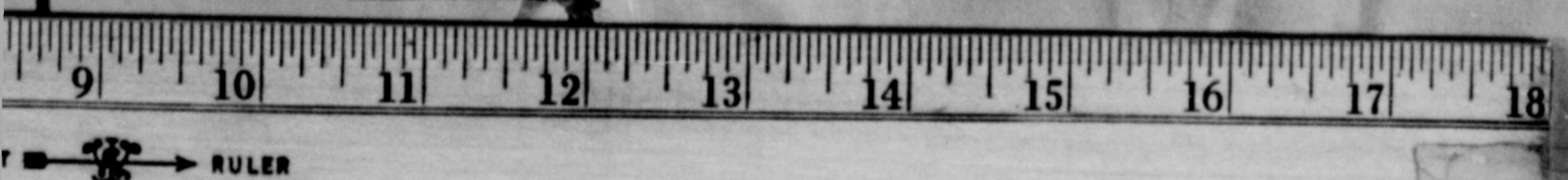
"THE MAIN THING ON MAIN STREET"

By L. F. Van Zelm

Daily Buzz
 MAIN STREET'S COMPLETE NEWS-PAPER

BANKER COYNE LOVES NATURE

J.P. COYNE, OUR LOCAL BANKER, HEARD THE CALL OF ROMANCE YESTERDAY & PEDDLED HIS SWEETHEART OUT INTO THE COUNTRY. BANKER COYNE LOVES NATURE & HE BIG OUT-OF-DOORS—THE BIRDS, THE FLOWERS & LITTLE BUGS. HE WAS EVEN THOUGHT TO TRUCKLE HIS LOVE'S CHAIR WITH A BLADE OF GRASS & TO STEAL JUST ONE LITTLE SNAG KISS.



Isis Theatre Opens Saturday

You Will See Ruth Chatterton In "Female"
Beginning at 2:00 P. M. Sunday--First
First Time Shown--Just Released

The Isis Theatre will be formally opened Saturday at 2:00 P. M. with a bang up good Western picture and also a good comedy. The big picture of the season comes Sunday when you will be permitted to see and hear Ruth Chatterton in "Female" with George Brent, Philip Faversham, Johnny Mack Brown, Gavin Gordon, Ruth Donnelly and others in a superb First National Cast.

It is a strange and unique, not to say startling role, that Ruth Chatterton plays. It is also quite a different role from anything which she has portrayed before, either on the stage or the screen.

She lives, in her character role, what might be termed a sort of Dr. Jeckyl and Mr. Hyde existence, being a big business woman by day, and a flirt, who even stoops to pick up strangers on the street at night.

She is a smart, ruthless, able and beautiful woman. As the head of an industry inheritance she is aggressive and she is aggressive with the best of wits.

Her love are as a rule, she reserves the other for her own amusement. She is a full for her own amusement.

the handsome youths in her employ to her home at night where she deliberately induces him to become one of her many lovers. Then when they appear at the office the next day with the presumption that they are in the good graces of the boss, she coldly sets them in their proper places.

But she knows her men, or thinks she does, and this one happens to be one with such high ideals that he will have none of her. It is this that brings out the really feminine in the character, for womanlike, when she finds she cannot have what she desires most, she moves heaven and earth to get it.

On Nov. 15th and 16th You
Will See Joan Blondell
In "Goodbye Again"

Broadway's greatest success brought to the Isis Theatre for the showing people of this community. You will see in this picture Joan Blondell, Genevieve Tobin, Warren Williams, Wallace Ford, Helen Chandler and Ruth Donnelly.

A successful author traveling around the country lecturing to women's clubs, between the writing of "best sellers," is greeted one morning by a charming young woman whom he does not remember as an old sweetheart.

throw herself into his arms, because she feels she belongs to him. Imagine his embarrassment!

If you can, you'll understand precisely the feelings of Warren Williams, star of First National's comedy "Goodbye Again."

O. E. S. TO MEET MONDAY NIGHT

The regular meeting of the Lockney O. E. S. Chapter 437 will meet Monday night, Nov. 13, and hear a report of the worthy matron on the Grand Chapter.

Annie Lou Phenix, worthy matron.

ISIS THEATRE PROGRAM

WEEK BEGINNING
Sunday, Nov. 12th

Sun., Mon. and Tues.

RUTH CHATTERTON

"Female"

Comedy and Other Short Subjects

Wed. and Thurs.

JOAN BLONDELL

"Goodbye Again"

Comedy and Other Short Subjects

Friday and Saturday

JOHN WAYNE

"Some Where In Sonora"

Comedy and Other Short Subjects

"Ever In My Heart" Presents
Barbara Stanwyck At Her
Greatest---Nov. 19, 20, 21

The picture deals with the tender love life of a young New England girl and a German professor of chemistry whom she has married just prior to the outbreak of the World War, and the tragic outcome of their romance through indignities heaped upon them by former friends and relatives when patriotic feeling ran high.

Seldom has a picture reached such depth of feeling such poignant pathos as does "Ever In My Heart" when two bruised and helpless lovers fight to hold their love in the face of a hostile world. Seldom has there been such a conflict of emotions as these two undergo when, after having been beaten at home, they find themselves face to face in an army encampment in France, one a canteen worker for the American army with friends and relatives at the front and the other a German spy giving out information that will send them to their death.

Hard lines around the mouth can be improved. Massage is helpful, but should be backed up by changing the drooping habits of muscles or getting rid of fiber tension. Relax. Start smiling bringing up the corners slowly, taking on a broad grin, purse the lips and lift the chin high with a hard pull on the muscles of the throat. Before doing this anoint the skin surface with a massage cream, smooth upward from chin tip to lips with flattened palms. After

exercise, slap on a cold compress; hold close to the flesh for two or three minutes.

How Peggy Has Grown



Remember "Baby Peggy" of screen fame just a short while ago? Well, Peggy has grown, as little girls always have done . . . and here is "Baby Peggy" today, whose last name is Montgomery and who is still in the entertainment field.

Drug Co.

ends to Mr. O'Hearn, congratulations on the reopening of the

ISIS THEATRE

The show-going public is assured of just as fine entertainment, just as good pictures as will be found in many towns and cities many times larger than Lockney. The equipment is the best money can buy. The very best pictures have been booked.

On the opening of the Isis Theatre, We are waiting for the reopening of this theatre. Moves all of us to attend just as often as possible. make it a profitable business for the management.

While you are attending the show we will be glad to service your car for you. We are located right on the corner second door north of the theatre.

Ozark Service Station

CONGRATULATIONS—

Mr. O'Hearn, on the reopening of your fine theatre. We sincerely believe that the people of this community will show their appreciation by attending you show regularly.

New items in Hardware and Furniture arriving daily. Visit our store for your needs in these lines. Don't fail to see the New Superflex Oil Heater in operation at our store.

Dyer Hardware and Furniture Co.

MR. O'HEARN:

We congratulate you on the opening of the Isis Theatre next Saturday. Now Lockney can rightfully take its place among other progressive towns of West Texas. We bespeak you a splendid Theatre business, and may the theatre be filled to overflowing during the months to come.

At every opportunity, let all of us attend the Isis Theatre programs and make possible this theatre for Lockney.

First National Bank



Saturday, Nov. 11th 2 P. M.

We Regret Our Inability to Find Words For

CONGRATULATIONS

In Materially Helping Us Out of The Class of

A One Horse Town

BY REOPENING

THE ISIS THEATRE

With

"FEMALE"

We sincerely believe that it will mean more to the merchants and citizens of Lockney than any other factor since the depression. And we hope that it will prove to be a

"PAYMASTER"

Lockney Cotton Oil Company

The Opening Day of the Isis Theatre is Saturday

CONGRATULATIONS

Mr. O'Hearn, and may you enjoy a splendid business. Attend the show and help make it for Lockney to have such a theatre.

After the show you will find our Cafe open, ready to serve you with good eats. Drop by on your way home.

Cozy Cafe

CONGRATULATION

Mr. O'Hearn on the opening of the Isis Theatre. May business be profitable and pleasant.

ANNOUNCING

20 Per Cent Reduction all

School Supplies

Effective Now

Fresh Stock Whitman Candies

SHEAFER S—Pen and Pencils

McKesson Service

GREER DRUG CO.

Lockney is gradually moving out of the "Woods." We are now to have our own Movie Theatre.

CONGRATULATIONS

Mr. O'Hearn on this progressive move on your part in reopening your theatre. May business be up to your expectations.

Lockney Beacon

We are always glad to see new enterprises for Lockney, therefore we—

CONGRATULATE

Mr. O'Hearn on the reopening of the Isis Theatre in Lockney. We are sure that since we are on the "upgrade" that he will enjoy a splendid business.

Have you inspected one of those beautiful

NEW PERFECTION

Cook Stoves. They are on display at our store. We will be glad to explain the many new features of this stove to you.

Baker Mercantile Company



Rats! Rats!! Rats!!

WE WANT RATS

We Pay Cash For Live Rats

Wednesday, Nov. 15th

This is the Big Day of This Month

"Big Rat Killing Contest"

\$75.00 Given In Cash Drawings

We will pay 10c each for Live Rats, For This Big Rat Killing Contest. \$30.00 in Cash Prizes to the Six Winning Dogs. Prizes awarded against killing time. Rat killing Contest 11 o'clock A. M. Big Cash Drawing 12:30 o'clock P. M.

Bring Your Rats to the City Auditorium by 10 A. M. Wednesday, November 15, and get paid. No rats brought after that hour.

EXTRA SPECIAL

\$5.00 for one Saturday

Some who will have \$5.00 to give a day will be on the street Saturday. The person asking of Plainview for this party. "Are you in Plainview Wednesday 11:00.

Special BARGAINS

In All The Stores Another Big Cash DRAWING. Ask For Your Tickets

What Feeders, Buyers and Sellers Are Doing

A large number of cattle are to be fed out at Littlefield this fall and winter by the Peyton Packing Co., of El Paso. O. M. Gay, buyer in that territory, announces. Construction has been begun on the pens and plant. A new type of plant to include new grinding machinery and feeding outfits, is to be used. The property is located east of town. "The Peyton Packing Co., is one of the largest users of feeds in the southwest," Mr. Gay said. "Up until this year they have fed at El Paso, but due to the high cost of coiving feed, they are shipping a part of their equipment here for this plant." Mr. Gay has begun the purchase of a feed supply for the local operations.

J. P. Osborne of Miami has returned from the stock show, held at Roswell, New Mexico. He was successful in the showing of his registered cattle. He received three grand champion ribbons on his bulls, sixteen blue ribbons, six red ones and four white ones. Mr. Osborne plans to show his cattle at stock shows this winter and spring.

Between 25,000 and 30,000 head of lambs are on feed in Hale county and more are expected to be shipped in as wheat pasture becomes better. Indications are that there will be approximately 40,000 to 50,000 head of sheep besides several thousand or more head of cattle, on feed. Most of the sheep from the Big Ben section and west of county farmers have small flocks while San Angelo. A large number of Hale a number of men have 500 to 1,000 of their own.

At Hart, in Castro county the Jarrett brothers, have 750 on feed and J. M. McLean, 600 head. S. C. Hutcherson has on feed and pasture a large flock.

Have about 1,800 of Plainview them being fed with 1,800 of Bryan living on the tract by F. R. Puller, five miles west of Hart and B. A. Nine miles east of Dimmitt.

as extra good quality of wool. be used in Collingsworth county to improve the flocks owned by Mr. Bell, Mr. Glenn and Mr. Starr.

Harris Mullins has 2,500 head of sheep on feed in the old Green feed lots east of the O. B. Jackson slaughter pens at Plainview. He plans with his associates to feed out 5,000 or 6,000

with farmers on feed or pasture near Hale Center. H. A. Halbert of Plainview is feeding out 4,300 head of lambs. Twelve cars recently came in from Merton. Halbert may feed more.

John P. McCarr of Plainview, who raises spring lambs is feeding out 600 head on his farms. Martin and Harris, near Petersburg, are feeding 2,600 head. Frank Weil, southwest of Plainview is feeding 600 head and may pasture more.

These days, there is only one word of advice to the duck, and that is "Duck"—The Seattle Daily Times.



IN SCHOOL SUPPLIES

School Supplies At A Great Reduction (Untill Xmas)

- 5c Note Books 4c
- 5c Note Book fillers 4c
- 5c Composition Books 4c
- 5c Spelling Tablets 4c
- All Other 5c School Items 4c
- 10c Note Books 8c
- 10c Note Book Fillers 8c
- All Other 10c School Items 8c
- 25c Note Books 16c
- All 15c School Items 13c
- All Other 25c School Items 18c

EUGENE HARRIS says:

"Life Insurance pulls the teeth out of the mortgage and guarantees that although his wife may be a widow, she will never be a homeless widow. We have Registered Policies & Low Rates."

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

FARMERS MAY REGISTER THEIR TRUCKS AT HALF OF THE FEE

Farmers may register their trucks at half the registration fee. It has been announced.

A license plate of a different color from that of the regular commercial vehicle will be issued. The trucks thus licensed cannot be used for any purpose other than farm and ranch work. Violation is punished by fine ranging from \$25 to \$200.

STOCK JUDGES SELECTED AT TECH SATURDAY

Ray C. Mowery, professor of animal husbandry, announced Texas Technological College's senior livestock judging team Saturday. The group will leave November 15 on a tour of national and international judging contests and of midwest livestock farms and colleges.

Team members are Earnest Barton and William Gregory of Lubbock, Odie Holley of Spur, T. L. Leach of Brownwood, E. R. Steen of Graham, and Jesse Young of Cotulla.

They will take part in contests first the American Royal Livestock show at Kansas City Nov. 18. The next appearance will be Dec. 2 at the International Livestock show at Chicago. While away they will visit Kansas State College and Iowa State College.

JUDGE MULLICAN TO SPEAK AT FLOYDADA SUNDAY

Judge Clark M. Mullican of Lubbock will be the principle speaker on the Armistice program for the McDermitt post of the American Legion Sunday, November 12. The program will be held at the First Methodist Church at the 11 o'clock morning service. John Waxwell, J. C. Gilliam and T. P. Collins are on the arrangement committee.

FLOYDADA WOMAN NAMED DISTRICT DEPUTY GRAND MATRON

Mrs. Leo Howard, Floydada Eastern Star worker, has been named district deputy grand matron of district No. 2, section 4, O. E. S., which includes nine counties in this area. There are 14 chapters in the nine counties.

LOCKNEY DRUG CO.
The Jewell Store

Good Lighting

is good advertising

A well lighted window display improves the appearance of the store front . . . attracts attention . . . brings increased business.

Get in step with the President's program of business recovery. Good store and display window lighting is essential to good business.

"Light Up"--It Will Pay You Dividends

Texas Utilities Co.

"Your Electric Servant"

HIGH-POWER PERFECTION

Oil Burning COOK STOVES and RANGES



LOOK FOR THE TRIANGLE TRADE MARK OF QUALITY

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



The girls raved about Mary's silhouette
 And said "Tell us, please, how you do it."
 My slip, my steeps, my brassiere
 I bought at Cave's—and how they wear."
 Now really that's all there is to it.

All Silk
BRASSIERES -- 23c

Extra fine Quality
PANTIES ----- 50c

Knitted, close Fitting
PANTS and VESTS
 35c or 3 for \$1.00

Rayon Stripe
UNIONS ----- 49c

Close fitting Leg
 Rayon stripe Jersey
BLOOMERS --- 39c

Broadcloth
SLIPS ----- 50c

Mercerized Broadcloth
SLIPS ----- 79c

CAVE'S
 Plainview, Texas

Actual operation of a farm must be sufficient to disqualify a political farmer.—Sioux Falls Argus-Leader.

Let us grind and Season your SAUSAGE, at a very reasonable price. We also have a large supply of Bulk Chilli Powder.

Taylor's Gro. and Market
 Meet Me At Taylor's

Apples and Honey

Colorado-Utah Mountain Honey and Apples
 We make a trip each week to the mountains of Colorado and Utah for our apples and Honey. Our apples are good eating apples and splendid for canning and preserving.

COMB and EXTRACTED HONEY

There is no better honey than the Colorado-Utah Mountain Honey. We have it in any size can that you may wish, from five gallons down to a pint size. Both in comb and extracted.
 Pears For Eating And Preserving
 All of our fruits and honey are reasonably priced. Come and see.

Robersan Feed and Seed Co

BUY YOUR LIFE INSURANCE FROM A. J. COOPER

He Represents A Company That Is Rated **A (EXCELLENT)**
 BY ALFRED M. BEST COMPANY, INC.
 For 1933-19



GOOD THINGS TO EAT

Head Cheese
 Clean head thoroughly by washing and scraping at the time of scraping the carcass. Remove eyes, burr of ear and bones which contain cavities. Trim off excess fat from jowels. Soak in cold water over night. Next morning rinse and place in pressure cooker with 2 cups of water. Steam 30 to 50 minutes at 15 pounds pressure, depending upon the age of the animal. Cut into pieces of uniform size. Season to taste with salt and pepper. Pack into suitable containers for molding. Weigh and press. Use while fresh or pack in to cans and process under 15 pounds pressure—No. 1 cans 40 minutes, No. 2 cans 50 minutes.

Mince Meat
 The head may be made into mince meat if preferred to head cheese.
 5 cups of ground meat.
 5 cups of brown sugar.
 1 cup of vinegar.
 6 medium size oranges.
 6 large lemons.
 2 1-2 cups of raisins.
 2 1-2 cups of currants.
 1 tablespoon mace.
 2 tablespoons allspice.
 2 tablespoons cinnamon.
 2 tablespoons cloves.
 Wash currants, raisins, oranges and lemons and let drain. Mix sugar and spices. Peel lemons and oranges. Cut pulp into small uniform pieces, and run the peels through a food chopper using a medium knife. Mix all ingredients together and pack in enamel cans. Heat thoroughly, sea 1 and process under 15 lbs. pressure—No. 1 cans 40 minutes, No 2 50 minutes.

Swiss Steaks
 Cut round steaks 1 inch thick and sear. Cut in pieces which will fit into the cans, using for cutter a can which has been cut and not reflanged. Pack into cans. Sprinkle each piece with onion and green pepper. Mix 2 table- spoons bacon drippings, 1 tablespoon of browned flour with 1-2 cup of hot tomatoe juice and add to each can. Finish, covering with hot tomatoe juice seal and process under 15 pounds of pressure—No. 1 cans 40 minutes, No. 2 cans 45-50 minutes.

Stew
 Generally the thin, muscled pieces of meat are used for stew. Cut into cubes 1 1/2 inches thick. Cook meat until bones will slip. Add onions and salt. If tomatoes, carrots, parsnips can be had, they may be diced and add in the proportion of 1.2 cup to each pound of meat used. Vegetables should not be added until the meat is ready to go into the dan, for pre-cooking and then pressing discolors them. Potatoes may be added, but since they can be had aa any time, they have been omitted from this recipe.
 12 lbs. stew meat
 4 tps. celery seed
 3 cups finely hopped onion
 6 tablespoons salt
 Fill cans, seal and process under 15 lbs. pressure—No. 1 cans 40 minutes, No. 2 cans 45-50 minutes.

Stuffed Baked Chicken
 5 pound roasted
 1-2 teaspoon salt
 1-4 teaspoon paprika
 3 tablespoons flour
 1 cup water
 Thoroughly wash and dry an chicken and rinse several times. Dry. An Add stuffing and sew up cavity. Dress with and legs tight to body and with white cord. Fit chicken with white cord. Fit chicken with white cord. Fit chicken with white cord. Sprinkle with salt, paprika. Add 1-2 the water. Cook hour in moderate oven. Add rest water. hours. Inspect frequently and turn chicken over to allow even roasting.

Classified Ads

Bargain days on Floyd County farms will soon be over. We still have a few left—See us first. If you have something to sell, list with us for better results.—Wood & Reagan Real Estate, 127 West California Street, Floydada, Texas. 8-1tc

WORK WANTED—Have had experience as practical nurse, or will do any kind of house work that you may have. Good cook.—Mrs. Eunice Moore, half block east of rammar school.

FOR SALE—2 29 model Fords, 4 door. New tires, ready to go, at \$225 each.—Fielder Motor Co. 8-

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

LOST—Spare tire off of my car. Please return to Beacon Office E. C Mosley. 8-1tp.

FOR SALE—Model "T" Ford Truck. See Emory Huggins. 1 t

FOR SALE OR TRADE—Four farm wagons, One Fordson tractor.—First National Bank. 3.

STRAYED—1 dark brown Horse and 1 Black Horse about 17 hands high. Will pay you for your trouble. Notify Taylor's Gro. & Market at Lockney, Texas. 8-1tp

NOTICE—We have moved our auto wrecking business to the old Beacon office on West Locust Street. See us for used auto parts—Lockney Wrecking shop. 5-6tfc

Let us bring you Abstract to date for that new Federal Farm Loan.—Arthur B. Duncan Abstract Company, Floydada, Texas. 40-Inc.

PINE OIL—nature's remedy for colds, pyorrhea, rheumatic pains. Zimmermanns Salve for piles, eczema, burns and sores. Sold at Lockney Drug. Bomer Drug, Silverton; City Drug, Floydada. 3tp

DUSK SEASON OPENED IN THIS ZONE NOV. 1

According to a bulletin from Washington giving the changes in the open seasons on the various wild game over the United States, open season on wild ducks and geese begins in the north zone of Texas, which includes Floyd county on Nov. 1 and closes at sundown Dec. 31.

The bag limit on wild duck, geese, brant, coot and packanipe has been altered along with the number of shooting days, the number of ducks that may be killed in one day being 12 and the number of geese four.

Not more than two days' bag limit may be possessed at any one time.

ABERNATHY PLANS POULTRY EXHIBIT

ABERNATHY, Fifth annual Poultry show will be held here December 8-9, it was announced by J.P. Nystel, chamber of commerce secretary, following a meeting of that group. The civic group has sponsored the show for the past several years and it has drawn a large number of birds.

R. A. Box, new vocational agriculture teacher, will be the superintendent. He will be assisted by boys of his class. Ribbons will awarded first, second and third place winners in each class.

A licensed A. P. A. judge is expected to be secured.

FULL PROGRAM PLANNED FOR TECH HOMECOMING GAME NOV. 11

A luncheon for alumni and students, the football game and Simmons University Cowboy and Texas Tech Matadors, and an all-college dance constitute the program for the annual home coming day at Texas Tech. November 11.

The luncheon sponsored by the alumni association, will be held at Hotel Lubbock, and all visiting ex-students, alumni and their friends are invited. Members of the board of directors of

the college, President Bradford Knapp, and the deans of the college will speak. Among the special guests will be the coaching staff of the Texas Tech Matadors, Chairman W. L. Stangel of the athletic council, and members of the Matador club.

Reservations may be made with Miss Mamie Wolffarth, secretary of the alumni association, at sixty cents each. The Santa Fe and Fort Worth & Denver railway companies have made special rates from any point in Texas to Lubbock for round trip tickets at 60 per cent of a one way fare.

Stuffing
 3 cups bread crumbs
 1.2 teaspoon salt
 1-4 teaspoon paprika
 1-4 teaspoon celery salt
 4 tablespoons butter, melted
 1 teaspoon chopped parsley
 1-2 teaspoon poultry seasoning
 1 egg
 Lightly mix ingredients with fork. Stuff chicken.

HOW ARE YOUR CAR TOPS AND SIDE CURTAINS?

Are your door glasses and windshields ready for winter?

Let us do your car body repairs.

JOHN McCLESKY
 TOP SHOP

Frank Pe INSURANCE

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

Two pints of bile juice daily from your liver into your bowels, your food decays in your bowels. This poisons your body. Movements get hard and constipated. You get yellow tongue, yellow skin, pimples, dull eyes, bad breath, bad taste, gas, dizziness, headache. You have become an ugly-looking, foul-smelling, sour-thinking person. You have lost your personal charm. Everybody wants to run from you. But don't take salts, mineral waters, oils, laxative pills, laxative candies or chewing gums and expect them to get rid of this poison that destroys your personal charm. They can't do it, for they only move out the tail end of your bowels and that doesn't take away enough of the decayed poison. Cosmetics won't help at all. Only a free flow of your bile juice will stop this decay poison in your bowels. The one mild vegetable medicine which starts a free flow of your bile juice is Carter's Little Liver Pills. No calomel (mercury) in Carter's. Only fine, mild vegetable extracts. If you would bring back your personal charm to win men, start taking Carter's Little Liver Pills according to directions today. 25¢ at drug stores. Refuse "something just as good" for it may gripe, loosen teeth or scald rectum. Ask for Carter's Little Liver Pills by name and get what you ask for. ©1933, C.M.Co.

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 EYE, EAR, NOSE AND THROAT SPECIALIST
 Office In Plainview Sanitarium and Clinic

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

HEALTH BY SEND LAUNDRY TO US

e-Quick Relief and Get

GENUINE BAYER ASPIRIN

BECAUSE of a unique process in manufacture, Genuine Bayer Aspirin Tablets are made to integrate—or dissolve—INSTANTLY you take them. Thus they start to work instantly. Start "taking hold" of even a severe headache, neuralgia, neuritis or rheumatic pain a few minutes after taking. And they provide SAFE relief—for Genuine BAYER ASPIRIN does 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. Member N.R.A. GENUINE BAYER ASPIRIN DOES NOT HARM THE HEART

ATMOSPHERE

You know the pleasant, invigorating effect of a cooling atmosphere on a hot summer day. You also know the welcomeness of the atmosphere around the family fireside as a refuge from the winter's chilling winds.

There are atmospheric conditions in business as well as the weather and we want you to know that the atmospheric part of our bank is: that we cordially appreciate the presence of your account, welcome your visits, always glad to see you, and are grateful for your friendship and good will. Introduce your friends to this bank, one that does business in a friendly, helpful way.

We Invite Your Banking Business, and Appreciate Your Cooperation.

First National Bank



Miss Cecile Mitchell To Give Concert At Floydada

Miss Cecile Mitchell, who has been studying voice in France for nearly five years will be presented in a concert at Floydada Friday night, Nov. 10. On account of bad roads it was necessary to postpone the program from Nov. 3 to the 10 as formerly announced. Miss Mitchell is here visiting her parents who live near Plainview, and has consented to appear in several programs over the South Plains.

This program is being sponsored by the McDermott Post American Legion at Floydada and all of the proceeds will be used to help needy children in Floyd County this winter.

LOST: Indianhead radiator cap for Pontiac between J. H. Nall home and high school. See Lockney Clin Co. 8-1tp.

Young Caruso Sings



Enrico Caruso Jr., above, son of the late famous opera tenor, has been given a leading song role in a Spanish production and if successful he will be given English parts.

TECH PLANS FOR BIG HOME COMING

The biggest homecoming ever staged at Texas Technological College is the aim of the alumni association for Nov. 11 Tech Matador-Simmons Cowboy when the feature of the day will be the football game in the afternoon.

Since the opening of the school in the Fall of 1925 a total of 1,200 degrees have been issued. A majority of these graduates are now living within a few hundred miles of Lubbock, and a large majority are expected here for the homecoming day, together with thousands of ex-student husbands, wives, children and friends. J. E. Speer, president of the association, has announced.

Registration will open at 10 o'clock. At noon the alumni will have a luncheon with ex-students, college officials and relatives are special guests.

In the afternoon the Simmons boys who defeated the Matadors 13-0 at the close of an otherwise gloomy season, will be here to again don their colors.

Final events on the homecoming program is an alumni-all college dance at the Tech gymnasium.

Honor For Stockbridge



Frank Parker Stockbridge, above, who weekly contributes a national column, "Today and Tomorrow" to this newspaper, has been elected honorary president of Sigma Delta Chi, journalistic fraternity, to succeed Marlen Pew. Mr. Stockbridge is editor of The American Press. Col. Frank Knox of the Chicago Daily News was elected honorary national member.

son presided over meeting and roll call was answered by probable solutions of World Peace.

Mrs. A. P. Barker gave an interesting talk on "Teaching Patriotism to our Children." Mrs. Patterson spoke on "The Origin of our National Anthem," and Mrs. Perkins reviewed "A Man Without a Country." Mrs. Carl McAdams read the poem, "In Flanders Field."

Following the program names were drawn for the study club Christmas box which is to be December 13.

CARD OF THANKS

We take this method of extending to you, our dear neighbors and friends, our heartfelt thanks for your many floral offerings in this sad hour. May deeds of kindness and the beautiful God's richest blessings rest on each of you.

Mrs. W. A. Whitlock and children.

SENIOR EPWORTH LEAGUE PROGRAM Nov. 12, 1933

Topic: Will the Rule of Love Work? Leader—Annetta Johnson A Pacifist Tries it in the World War—Margaret Haggle

Gandhi and the Way of Love—Ina Merle Cooper

Walter Judd Tries it in China—Ruby Belle Harris

Karawa and the Way of Love—Mary Wofford

The Cost of the way of Love—Katharine Harris

Song: "O Love That Will Not Me Go"

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SEE GRAVES

ELECTRIC & ACCTYLENE WELDING

Portable Machines Go any Where any time

Graves Blacksmith & Welding Shop

Visit Our New Style Shoppe

IN FLOYDADA, TEXAS SOUTH SIDE OF SQUARE

See the newest Fall and Winter styles in Ladies Ready-to-wear and Millinery

It is our aim to give you the highest quality and correct surrounding a shoppe for ladies that can always be found at Parsons Fashions at Parsons

Exciting new dress necklines and new neckties and new neckties in all the New Hosiery Socks, and of course

New coats in a tweed mixtures. All save money.

A hat for every occasion. The feminine Pull-on all styles. All head

Unexcelled Service. See the department. See the department and hat

ASK

ing this party. "Are you

Plainview Wednesday

00.

MORE THAN \$1,000 A WEEK PAID OUT TO THE FARMERS BY ABERNATHY CHEESE FACTORY

Total of \$30,000, or more than \$1,000 per week has been paid by the Sarvue Cheese factory to farmers of the Abernathy territory for whole milk from November 1, 1932 to October 31, 1933 according to Ralph Struve, manager.

output of the factory amounting to 2,000 pounds of cheese has been contracted for by Swift and Co. and delivered to branches of the company in West Texas. Deliveries run about 20 pounds of cheese per contract.

was made about a year and a half ago.

Regular deliveries are made to Lubbock, Amarillo, Abilene, Fort Worth, Houston and other points in Texas.

The local plant was established in the spring of 1929 by F.W. and B.F. Struve. Original capacity was 10,000 lbs. of milk a day but a year or so ago the capacity was doubled. Since then additional space has been erected to take care of double the present capacity.

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There were not many present at the Methodist or Baptist Church Sunday School Sunday.

Rev. L. L. Hill, Methodist pastor, could not fill his regular appointment Sunday on account of bad weather.

Rev. and Mrs. Melvin Shaw returned home last week from Vernon where they have been visiting their parents.

W. S. Rexroad left Monday morning for Ft. Worth where he is attending the Baptist Convention.

W. F. Geimes, F. S. Byars, and E. E. Mosley attended court at Floydada last week.

Miss Ada Foster is visiting in Lubbock for a few days.

Mrs. Roy O. Brime of Floydada visited his mother, Mrs. Veach, Monday.

Monroe Right, who has been visiting in East Texas since August, has returned to his home here.

Our community and church was made sad Saturday over the sudden death of W. A. Whitlock. He will be greatly missed by everyone had learned to love.

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C. A. Cass

WOMEN CAN WIN MEN

MAY REGISTER THEIR AT HALF OF THE FEE

OWNER S. E. DUNCAN, Jr., Mgr.

The NRA Depends On You—You Can Depend On LEVINES

FOR LOW PRICES, STYLE AND QUALITY

MEN'S Wool Bootee Socks
Long, length, wool colored toes and heels per pair only—
25c

MEN'S STURDY Built Scout Shoes
Built-in arch supports composition sole, rubber heel, specially priced—
\$1.25

MISSES' School Oxfords
In black with crepe soles. A real value while they last at—
\$1.98

"PINK FEATHERS" Hosiery
Ladies' pure thread silk, chiffon weight, in taupe gunmetal and jungle. Very sheer and lovely—
79c

BOYS' Leatherette Jackets
Sheep lined. Black felt collars
\$2.49

MEN'S Gray Flannel Shirts
For these chilly days. All sizes at—
89c

MEN'S SUITS
A big new shipment of Oxfords, Blue Herring-bones, new rich Browns, fancy Blues and Grays! Longs, shorts and extra sizes. Two pair pants, all wool worsteds at—
\$22.50

MEN'S BLACK MUNSING LAST SHOES
The most outstanding value in all leather shoes for men ever offered. Full grain leather sole and upper. While they last, sizes 6 to 9 at—
\$1.98

MEN, GET INTO ONE OF OUR New Winter Overcoats
All popular woolen materials and wanted colors. Specially priced for these early chilly days at—
\$9.95 to \$16.95

MEN'S COSSACK STYLE ALL WOOL JACKETS
Blue Melton cloth, zipper front, leather trimmed, all sizes at—
\$3.98

MEN'S AND BOYS' JERSEY COAT SWEATERS
Fleece lined two pockets, button front. Why stay cold when these cost you only—
98c

Men's Extra Heavy Unions
Full cut, well made, in flanes and Jim-Dan, Dee makes at—
89c and 98c

LADIES' AND MISSES' Wool Skirts
In dark shades, long length at—
\$1.79

Turkish Towels
As long as they last. Good size, each
8c

Men's Office Weight Sweaters
Pull-on Jersey. Only—
69c

Infants Chinchilla Coats
In pink and blue with tams to match. Sizes 1 to 3 at—
\$2.79 and \$2.98

Brown Sheeting
36 inch. As long as it lasts per yard. To customers only, no dealers—
5c

Kiddies' Boots
Brown and tan combinations, soft leather soles and tops, sizes 1.2 to 3. Specially priced at—
\$1.98

LADIES' AND MISSES' All Wool Flannel Skirts
New shipment just received in bright and dark red, blue, brown, tile and black at—
\$2.39

50 NEW POLO COATS
For ladies and misses in tans, browns, and blues. Sport models, all sizes. Other Sport Models. Plains and mixtures at \$7.49 and \$7.98
\$10.85 and \$12.85

FUR TRIMMED DRESS COATS
For ladies. Brand new. An extra special purchase by our New York buyer enables us to offer these to you at—
\$13.88

LADIES' CORDUROY SUITS
Good quality, double breasted coat style. Zipper fastener on skirt. Beautiful reds, blues, greens and browns at—
\$6.59

LADIES' AND MISSES' Suede Rubberized Jackets
Very chic in all wanted shades and sizes. Specially priced at—
\$4.39

SMALL BOYS' Lace Bootees
Solid leather soles and uppers. Sizes 12 1-2 to 2 only—
\$2.49

LADIES' SUEDE Pumps and Ties
Baby Louis and high heels. Browns and blacks. All sizes. Widths AA to B, at—
\$2.98

MEN'S GOOD WEIGHT Unions
White and ecru. All sizes at—
59c

MEN'S LEATHER Suede Jackets
Large new shipment. Sun tan and cocoa shades at—
\$5.95

BOYS' LEATHER Suede Jackets
Sizes 8 to 12. Cocoa and sun tan shades. An extra value at—
\$4.98

BOYS' Corduroy Pants
Tans, browns, blues. Thursday Friday and Saturday only at—
\$1.49

LEVINES PRICES TALK

705 Broadway—PLAINVIEW, Texas

BEAUTY - STYLE - SERVICE In Levine's Silk Dresses All sizes and a wonderful selection of colors in bright attractive shades and designs. New shipment. \$5.00 and \$8.95

