



# THE LOCKNEY BEACON



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

VOLUME 33

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, JANUARY 11, 1934

NUMBER 16

## DR. ANDERS, CHAIRMAN PRESIDENTS BIRTHDAY ENTERTAINMENT

Dr. P. C. Anders has received notification that he has been appointed chairman in the Lockney community for the Birthday entertainment that will be staged all over the United States on January 30th in honor of President Roosevelt's birthday.

Dr. Anders appointment came from Henry L. Doherty, chairman for the National Committee, with headquarters in the Waldorf Astoria Hotel in New York.

Revenues derived from the various forms of entertainment over the country will be used as a permanent endowment fund for the Warm Springs Foundation which is carrying on a national crusade against Infantile Paralysis.

Dr. Anders has appointed a committee in Lockney composed of, Hugh Counts, Roe Bryant, Rev. Geo. Mickey, Rev. Willis Ray, Rev. B. J. Osborn and J. L. Suits, to formulate plans for some kind of entertainment for January 30.

Watch the Beacon next week for an announcement about the plans for the entertainment.

## BASKETBALL SEASON OPENED LAST WEEK

Outside of a few practice games, the Lockney High School basketball teams opened the season with Silvertown High School last Friday night, at Silvertown. Coach Jones is coaching the girls team, and they managed to nose out the Silvertown girls 25-24. The Lockney girls looked good at the early stage in the season, although a little ragged in places during the game. Leota Shelton led the Lockney team in scoring.

Coach Cooper's boys were not so fortunate as the girls and lost to the Silvertown boys 26-9. They were outplayed all the way and could not get their scoring machine to work or their defense to hold. The Silvertown defense was air tight, all the way through the game. It was the first game for most of the boys and they seemed to be up in the air and could not get started. Dobbs was high point man for Lockney.

Saturday night at the High School Gymnasium both teams opened the season at home with the Kress teams. The girls won easily 27-9 and Superintendent Jones used every girl on the squad.

The Lockney boys staged a comeback Saturday night and played a great game. They handled the ball better and their passes worked better and were more to the spot than the previous night. They managed to nose out the Kress team 27-25. This same Kress team had previously beaten the Silvertown boys.

## PLAINVIEW GIRLS BASKETBALL TEAM HERE FRIDAY NIGHT

The Plainview High School Girls Basketball team will play the local girls at the High school Gymnasium Friday night. This game promises to be a thriller from beginning to end. Last season the two teams were evenly matched and the indications point that way this year.

The game will be called at 7:30. Admission will be 10 and fifteen cents. The boys team will not play since they will be at the Frydada tournament, however following the girls game there will be an all star game of boys in which will be seen some of the best players of this section.

## NEW MATTRESS FACTORY FOR LOCKNEY

R. W. Quaid, formerly owner of the Amarillo Mattress Factory has located in Lockney and opened a mattress factory in the from the Hammonds Implement house. Mr. Quaid is an experienced mattress maker and no doubt will enjoy a splendid business here.

## WILL SHOW NEW CHEVROLET AT OKLAHOMA CITY MONDAY

Arthur Barker will Attend Showing Accompanied by Sales Force And Others Of This Community

A special pre-announcement showing of Chevrolet's new models for 1934 will be staged in Oklahoma City beginning next Monday, January 15th.

This was disclosed here today by Arthur Barker who is completing arrangements for the exhibit.

The exhibit will open at 9:00 A. M. Monday at the Club Boga, 10 West 5th St. with a complete line of the company's latest products on display Mr. Barker announced. The exhibit will continue all day and music will be provided for the visitors.

Considerable local interest is anticipated at the showing Mr. Barker stated, because the new models represent radically improved cars designed to further entrench Chevrolet in the position of leadership it has enjoyed for five of the past seven years.

"That the 1934 Chevrolet will prove a revelation to local people is an accepted fact by those in our own organization who have in the early part of December seen and driven the new models. John Stapleton accompanied a number of other local factory representatives to a three-day convention in Michigan. At that time they were taken to the General Motors plying ground at Ford, where they had a chance to drive in and drive next year's models.

## BAND TO BE REHEARSED MONDAY EVENING

Mr. E. T. Willard, superintendent of the Lockney Band, will meet with him in the basement of the First Methodist Church Monday evening at 7:30. Those already playing instruments and those wishing to learn are invited and urged to be a member of this organization which is to be the Lockney Band.

Mr. Willard is not a stranger to the people of this city having directed the band here some seven years ago. For the past several years he has been at Mountain Grove, Missouri, directing a band. If you are interested do not fail to attend this meeting.

## CHOICE STEERS TO BE PLACED ON FEED IN SPUR EXPERIMENT

One hundred head of choice steers, purchased by the state experiment station at Spur some months ago will go feed this week, probably Monday, R. E. Dickerson, superintendent, said.

At the close of the feeding experiment, probably late in the spring, a field day will be held.

Hogs are following the steers to clean up the feed. The experiments are among the largest of their kind in the state.

## Seriously Ill



William H. Woodie, Secretary of the Treasury, was ordered to the Desert Sanitarium in Tucson, Ariz. several days before Christmas when his throat ailment became serious.

## First of U.S. Exports for 1934



These four American girls, reading left to right, Marion Delmas, Orheid Benson, Majaro Williams and Patti Patton, are among the first of U.S. Exports for 1934, having been selected from thousands of chorus girls to go to Europe for appearance in the Monte Carlo Follies, in London and Monte Carlo.

## TWO HIGH SCHOOL TEACHERS RESIGN HERE AT END OF SEMESTER

Roscoe Snyder, high school history teacher and Moore, home economics teacher, resigned this week. Mr. Moore has a new home at Plainview, Texas. Mr. Snyder has a new home at Overdrive, Texas. Mr. Snyder is to see his leave.

Teachers for the newly opened positions have not yet been elected.

## GOVERNMENT EXPECTS SQUARE DEAL IN COTTON PLAN FOR 1934

Government Does Not Wish To Displace Any Tenants, Or Increase Farm Production In Other Lines

In carrying out its cotton plan for 1934, the Federal Government is determined to hold its partners, the individual farmers, to a square-deal application of the contract. This is the notice given, on orders from Washington, by the county agents and local committees which will represent the Government in direct dealings with farmers.

The cotton contract calls for reduction of the cotton acreage of the farm. The purpose of this contract is to reduce the cotton production of the farm without altering or dislocating in any way the ordinary operation of the farm. Thus the Government does not wish to displace any tenants, or to increase farm production in other lines entering into competition with other farmers.

It will be a normal violation of the contract if any of these things are done. The county agents and local committees will be expected to see to it that the farmers who receives Government payments gives the Government an even break.

There ought to be little need for supervision. The Government's cotton policy worked wonders for the cotton farmer last year, and even greater benefits are indicated for this year. The farmer can do no less than live up to a fair interpretation of his contract.—Star Telegram.

## EVERY THING THAT GOES INTO A MAIL BOX MUST HAVE STAMP ATTACHED

Placing Of Handbills And Other Advertising Matter In Boxes Violation Of Federal Laws—Will Prosecute

Postmaster General Farley rules that every thing that goes into a mail box must have a stamp, regardless of whether the box is one of Uncle Sam's familiar green ones on a street corner or a receptacle placed by the householder on his porch for his own and the carriers convenience. In other words, the Postmaster General declares that distributors of handbills and other forms of house-to-house solicitation who place their advertisements in the mail box render themselves liable to federal prosecution.

The order is only partially the boon to housewives that it seems. It may rid the mail box of handbills, advertising cards, etc., but perhaps only to add to the litter on the porch floor and inside the screen door which is the housewife's chief annoyance.

## SANDHILL DRAMATIC CLUB TO PRESENT PLAY AT LIBERTY

The Sandhill Dramatic Club will present "Fingerprints" at the Liberty school house Thursday evening, Jan. 18. Everyone is invited to come out and enjoy this three act comedy drama.

## MEAT PRICES ARE SCANDALOUS HIGH IN WASHINGTON

Beef Steak Selling For 65 Cents Per Pound In Washington While Cattlemen Are Gradually Starving To Death

Extortionate prices paid by consumers and small prices paid to the cattlemen for their fat beeves are scandalous, R. E. Thompson, Congressman from this West Texas district believes.

Thompson wrote the Midland Chamber of Commerce, which has joined other organizations asking for government action to aid cattlemen, that the best steak was selling in Washington, D. C. for 65 cents per pound. He said in part:

I agree it is a national scandal that cattlemen should be starving for every piece of beef we eat. Thompson and Marvin Jones, Amarillo Congressman who is chairman of the House Agricultural Committee, are working together on an amendment to include cattle in the Agricultural Act.

Mr. and Mrs. A. D. Basell of Plainview were here Tuesday evening as the guests of Mr. and Mrs. Cecil Cope, who surprised Mr. Basell with a birthday dinner. Mrs. Lyda Cope and Mr. Fred Thornton were also guests.

## HIGH SCHOOL CLOSES FIRST SEMESTER THIS WEEK

The Lockney High School closes the first semester Friday of this week. Mid-term examinations will be given Thursday and Friday, according to W. N. Bobbitt, principal. The morning classes will take examinations on Thursday and the afternoon classes will take theirs on Friday.

The enrollment for the first semester has reached about 190 students. A few have enrolled since the Christmas holidays and Mr. Bobbitt is expecting several new students at the beginning of the second semester.

## Marion Comes Back



Marion Talley, Kansas farm girl who at 17 stormed into grand opera ranks, now 27, made a comeback from retirement on New Year Eve as soprano with the Chicago Grand Opera Company.

## MRS. BROTHERTON HAS SURPRISE BIRTHDAY PARTY

Mrs. H. A. Brotherton entertained a group of young people at her home north of town with a surprise birthday party for her daughter, Mauretta. The evening was spent playing games.

Refreshments were served to the following guests: Frank Robert, Virginia and Mardred Thomas, Mary and Mattie Belle Wofford, Ermine Ida Thomas, Mary Gaynell, and Earnest Lee Thomas, Jesse and Kenneth Wofford, Mary Illene and Ruby Belle Harris, Wellet Cox, Luella Waller Marvin, Henry, Jack H.A. Inell, and Matha Joe Brotherton Mrs. Jake Griffith, Mrs. Cox, Mrs. M. J. Brotherton, and the honoree, Mauretta Brotherton.

Mrs. J. R. Hitt of Abilene who has been visiting her sister, Mrs. Zeb Reed for several weeks, returned to her home Wednesday of this week.

## MRS. HERCHEL CARTHEL'S FATHER, J. S. COLLINS, DIES TUESDAY

According to word received here Wednesday morning Mrs. Hershel Carthel's father, J. S. Collins of Littlefield, died Tuesday evening at his home. Mr. Collins is also a former resident of Lockney having lived here along in 1917 and '18, but has lived at Littlefield for the past ten years.

His death was caused by a stroke of paralysis which struck him about 8 weeks ago. Funeral arrangements have not been made as to yet awaiting the arrival of his daughter, Mrs. Bertie Mae Thornton of Los Angeles, Cal.

The deceased is survived by his widow and seven children having had four children by his first marriage and three by the latter as follows: Bill, Orvin, and Marvin Collins of Littlefield, and Mrs. Octavia Carthel of Lockney, Mrs. Minnie Carrol and Mrs. Bessie Foust of Littlefield, and Mrs. Bertie Mae Thornton of Los Angeles.

Mr. Collins is also a brother-in-law of Walter Childers of Lockney.

## ALL-STAR BASKETBALL TEAM TO BE ORGANIZED

On Friday evening Jan. 12, all who are interested in an All-Star Basketball team for Lockney, come to the Lockney Beacon office at 6:30 P. M. and we will see if we can get together and organize a club. Be sure and be there and don't forget the time. The reason for so early a time is so that all who want to can see the basketball game at the school house that night.

## BROWNFIELD AND ABILENE MEN KILLED IN AUTO ACCIDENT

Heavy Gasoline Truck Hits Bridge Abutment Half-mile South Of Tulia And Overturns

Y. M. Mason, of Brownfield, and J. W. Cole of Abilene, were killed Saturday when a heavy gasoline truck hit a bridge abutment one-half mile south of Tulia and overturned.

Mason owner and driver of the truck, was dead when W. P. Sherrod of Plainview passed the overturned truck and stopped to investigate. Cole recovered consciousness in a Tulia hospital but died shortly from his injuries.

They were en route from Pampa to Brownfield with a load of gasoline.

The coupling rod was forced through the cab and apparently struck Mason, according to those who reached the scene first. The cab was stripped from the chassis. Members of the Swisher county sheriff force, who investigated, said loosened radius rods might have caused the accident.

Mr and Mrs. P. J. Wilkes and Mrs. Josie Sullivant of Lakeview visited in the J. H. Nall home Sunday.

## CATTLE MARKET AT LOW EBB

Heifer Calves Selling At 3 Cents, Steer Calves Going At 4 Cents A Pound

Reports from San Angelo say the cattle market remains at low ebb with scattered sales of heifer calves at 3 cents and steer calves at 4 cents a pound reported. F. A. Roy, Peck Kan., feeder has been buying some steers and calves in that section. He has been feeding about 600 to 700 heavy cattle each year. He is going to try calves. Sam Stone of Wichita, Kan., livestock commission company, has bought nine loads of mixed calves in that region.



ISIS THEATRE PROGRAM

WEEK BEGINNING SUNDAY JAN. 14th

Sunday & Monday

Paul Muni, Mary Astor, Aline MacMahon, and Guy Kibbee in

"THE WORLD CHANGES"

Cartoon & Comedy

Tues. and Wed.

Alice Brady, Frank Morgan, Madge Evans and Jackie Cooper in

"BROADWAY TO HOLLYWOOD"

Comedy

Thurs. and Fri.

Helen Twelvetrees and Victor Jory

"MY WOMAN"

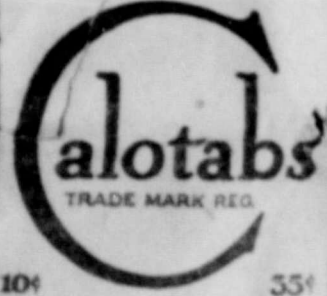
Saturday

TOM TYLER IN

"DEADWOOD PASS"

Also Selected Short Subjects

for BILIOUSNESS Sour stomach gas and headache due to CONSTIPATION



10¢ 35¢

OF INTEREST TO WOMEN

It has been well said that woman, always style conscious, plunges head first into a new style season, which means literally that a new hat is usually first in her



selections. Designers and fashion pace-setters of millinery have been scrambling wildly for weeks and had first spring models on display before the holiday season ended.

Off-the-face models have the lead as this is written. The small little creations have been shaped from satins and ribbons and may be worn with water ensemble without disrupting smartness. Such early felts have been shown run to lighter colors and thereby make their claim to being early spring hats.

The hats shown in the sketch above display excellent user of

satins and grosgrain ribbon. Designers agree that we may see little Puritan poke bonnets develop from the off-face styler at an early date. The models shown above are but forerunners of regiments of new models now on their way for the Spring season

There's an easing up on the fluff-stuff. Frocks are being deleted of excess ruffles, big sleeves are deflated, cat bows under the pearly chin have had their day, ostrich plumes on hat aren't so much. Simpler effects in dress are looming up in the offing; naturally the coiffure must conform.

There is a distinct relationship between cloths and hairdress. It is the understanding of such relationships that qualifies a woman to stand among the elect. The Pity Sing who wears a severely tailored outfit and has curls hanging round her neck is not the perfect satorial composition. She is out of tune with herself.

Short hair predominates. And what a good joke that is, considering that the pioneer bobbers were told that they were chasing a fad, and would have to put their mind on growing hair again within the year.

Truth is women are busy, and that's why chopped locks prevail. The time element counts. Short hair is convenient. It is easily washed, the scalp gets attention, it doesn't rumple much during sleep. There are two ways of looking at it, it is smart, becoming and youthful.

Though hair may grow again, it will even so be cut again. That's in the cards.

Since the first season of suntan madness turned society gals into gypsies there has been a thrilling interest in heavy powders that know how to stick and do. They have an oily content. They are beloved by the sweet things

DR. E. L. SPENCE

EYE, EAR, NOSE AND THROAT SPECIALIST

Office in Plainview Sanitarium and Clinic

Classified Ads

TO TRADE—For used car, eight lots on pavement in Lockney. Will pay difference or take difference—J. B. Downs, Plainview 18-2tc

FOR FUNERAL FLOWERS.—Phone us or leave your orders with Mrs. Homes.—Holmes, Floydada Florist. 12tc

FOR SALE—Dehorned Higeria bundles, 1c each if you get them quick. Four miles east town.—W. J. King. 18-3tc

FREE HOMESTEADS—now open; can acre 640 acres fine valley land near mountains. Send postage for full information. H. E. Seward, Deming, N. M. 11-3tc

WANTED TO BUY—Windmill in good condition. See Lewis M. Boyd at Prairie Chappel school house.

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. 5-8tc

QUAID Quality Mattress Renovating. One day service. 15 years experience manufacturing high-class mattresses. Across street from Hammonds implements. 18-1tp

Let us bring you Abstract to date for that new Federal Farm Loan.—Arthur B. Duncan Abstract Company, Floydada, Texas. 40-1nc

FOR SALE—Good Work horses. See Wait Griffith, Lockney, Texas. 16-3tp

WANTED—A hot water tank. Must be cheap. Do not want automatic. Inquire at Beacon office 2tp

MILK COW—To let out for her feed.—Inquire at Graves Blacksmith Shop. 1tc

KENNETH BAIN ANNOUNCES CANDIDACY

In announcing that I am again a candidate for the Democratic Nomination for District Judge of the 110th Judicial District, I desire first, to thank the people of the district for the support given me in the past. This support is really appreciated. Since the term of office of a district judge is 4 years I am at this time asking, for my second elective term and second full term. I have held the office only one term by election and less than half a term by appointment.

A district judge cannot make a house to house canvas of a district wherein around thirty five thousand people live, without neglecting the duties of his office and since I cannot see each voter personally to solicit your vote, I take this method of asking each of you to vote for me. Your support and influence and kind words in my behalf to other voters will be appreciated.

KENNETH BAIN Judge 110th, Judicial Dist.

FOR COUNTY SUPERINTENDENT

To The Voters of Floyd County

I hereby announce my candidacy for re-election to the office of County Superintendent of Public Instruction, subject to the action of the Democratic Primary, July 28, 1934.

I greatly appreciate the many favors you have shown to me, and the honors you have bestowed in the years of service you have permitted me to render.

I have endeavored at all times to be faithful to the trust imposed and have tried to carefully and

whose complexions are inclined to be dry.

The effect is, especially in the case of the fairer complexion, is to dry the skin, and the result is a slightly olive cast. It is a liquid powder, so easy to apply, because it does not place a burden on the skin. It is popular with the people, because it does not make the skin appear so often.

The new lingerie continues to be cut on form-fitting. Night-gowns of white satin and lace are favored this season, rather than diaphanous georgette or chiffon. A new model of white satin has Alencon lace lined with net for a surplice fastening yoke and sleeves. It closes with a sash tied in front and there is a bed jacket of matching lace and net. Many of the newest nighties have similar matching bed jackets making a nice and useful gift.

impartially discharge the duties of this office.

I feel that I am qualified in every way to make you a safe, conservative, yet progressive Superintendent of your Public School system.

If you see fit to return me to this office I shall continue to put forth every effort within my power to keep our schools on the highest plane of efficiency that is possible to secure. I truly believe that so far as our state is concerned that Floyd County Rural Schools are equal to the best, and second to none.

Sincerely Yours, PRICE SCOTT

FRANK L. MOORE ASKS FOR NEW TERM

I am now serving my first term as Tax Collector of Floyd County. Since taking office January 1st, 1933, the Constitution has been amended, combining the offices of tax collector and tax assessor and after January 1st, 1935 the duties heretofore performed by the tax collector and tax assessor will be performed by one official. I am now asking the opportunity to serve the people of the county in the combined office of tax collector and tax assessor.

I wish to again express my appreciation and gratitude for my former election by the people of Floyd County as Tax Collector. I invite investigation as to the efficiency, competency and economy with which I have conducted the office during the past year and respectfully ask your assistance and vote in the Democratic primary to be held July 28th, 1934. Assuring you that I do appreciate the wonderful co-operation you have given me.

I am, yours truly, FRANK L. MOORE

AN ORDINANCE PRESCRIBING AN OCCUPATION LICENSE TAX ON ALL ITINERANT PEDDLERS, FIXING THE AMOUNT OF SUCH TAX, AND FIXING A PENALTY FOR PEDDLING WITHOUT FIRST PROCURING A LICENSE AND PAYING SUCH LICENSE FEE.

Resolved by the City Council of Lockney that hereafter be levied and collected from every itinerant peddler plying his vocation within the City limits of the City of Lockney, an annual occupation tax of \$20.00. Provided that such fee may be paid quarterly. Anyone violating the terms of this ordinance shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be fined the amount of such tax and adjudged to pay the costs of the

Be sure to Attend

CAVE'S

BIG

9c

SALE

Friday, Saturday Monday

147 Different Articles On Sale At 9c

Don't Miss It— Our Greatest 9c Sale

CAVE'S PLAINVIEW

prosecution and in addition thereto, within the discretion of the court, may be fined in any sum not to exceed \$25.00. This 8th day of January, 1934.

This day approved: J. H. HOHLAUS Mayor of the City of Lockney. J. CLYDE CUMMINGS Secretary of the City of Lockney

The above and foregoing ordinance read adopted on first reading and passed to the second reading by the following vote this 8th day of January, 1934, at a regular session of the City Council. The council voting unanimous.

The small holding law of Denmark prohibits the union of small farms into large estates.

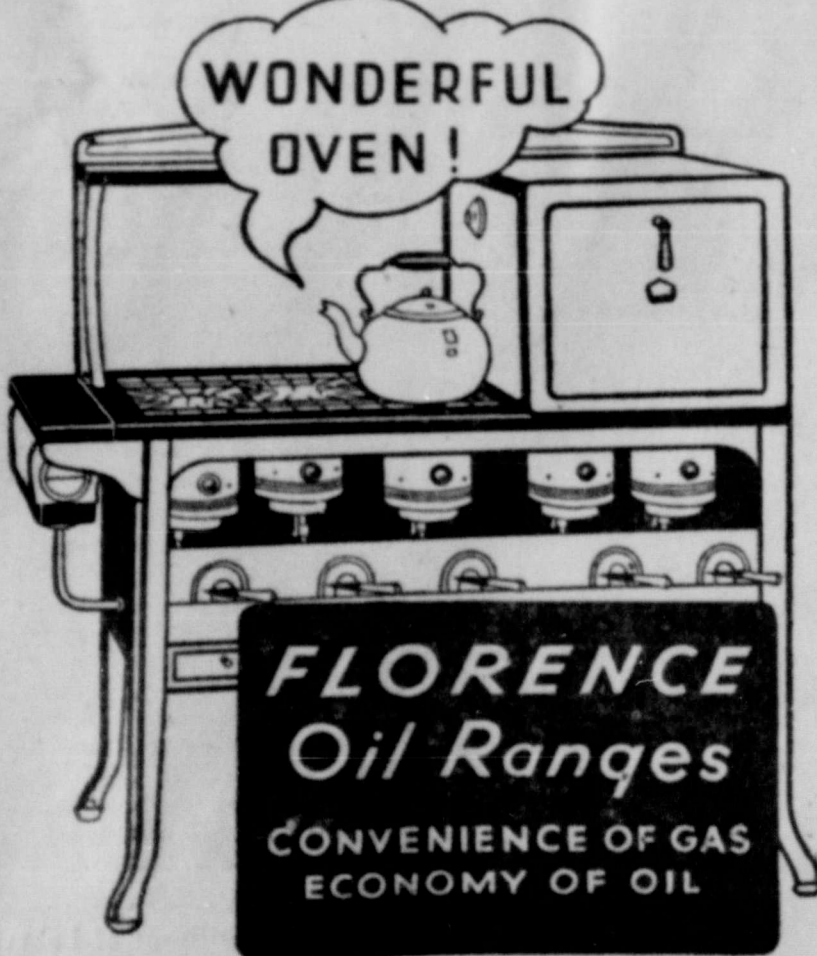
Frank Perkins INSURANCE and BONDS

HARNNESS The Heavy Long Wearing Kind

If you are in need of Harness of any kind we can fill the bill. This harness will stand the wear and tear.

See those beautiful Premier and Perfection Oil Cook Stoves They are the last word in stoves.

Dyer Hardware and Furniture



Good cooks praise the Florence Oil Range The Florence Wickless Burner, famous for its Focused Heat, supplies steady, concentrated heat close to the cooking: quick for boiling, perfect frying, a gentle simmer—whatever you need. Good results every time with the fully insulated oven:—bread that is perfect, cakes and pies you're proud to serve.

And all so easy. All the heat is where you want it—high, low, fast or slow, at your finger-tip. It brings you the convenience of gas with the economy of oil.

A Good Trade in for your old Stove

Baker Mercantile Co.





# THE LOCKNEY BEACON

Established 1902

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, Texas, by act of Congress, March 3, 1879.

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

### SUBSCRIPTION RATES

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

Well Congress is in session and every thing seems to be running along mighty smooth. Democrats have lined up behind the President's program to a man. Some Republicans have done the same thing, while others are looking for an opportunity to hop on the administration's policy. If Democratic Congressmen from the South and West want to retain their places they necessarily will have to fall in line with President Roosevelt or the folks at home will attend to them good and proper about election time, that is what is cramping the East. If the East could only get the South and West to kick up a row they feel they might defeat Roosevelt in 1936, but they seem to be out of luck so far. Every time they make a move the popularity of the President smother them to death.

It seems as if the Senate investigators are going to get former Postmaster General Walter Brown on the carpet about some air mail awards without competitive bidding. Naturally Mr. Brown denied the whole affair. It seems that the air mail contracts along with all his personal papers were burned up when Brown left Washington. If this investigating committee keeps on digging around they will perhaps dig up the reason for the depression we have just passed through. It seems that somebody has been doing a lot of plundering and plundering is governmental affairs and a few men grew rich while the rank and file were gradually starving to death.

## WOMAN'S COLUMN

(BY JEANE SUITS)

Well, here I am again my dear readers ready to bring you untold advice and unlimited predictions to your very door without extra charge for delivery. Oh, don't think a thing of it, I'm just accommodating that way. Even my ole' school pals say I'm entirely to liberal with my knowledge and ability to foretell the future. But after all, why not, when only a few people in the world are endowed with such intellect the less fortunate should be allowed to share some of their well thought out ideas and plans. Ahem! now hows that for boosting your-self and inflating your ego, eh what? Some people say I am pretty well sold on myself and if you could see me you would readily agree that it took pretty clever salesmanship to do the trick, but once the sale was made 'twas permanent. Nuff sed, concerning myself! And how you would you like to add something less complimentary but there's not a chance, pal.

Speaking of salesmanship... did you know it takes more honest to goodness mental power to be a real salesman than any other one profession? A thorough knowledge of so many different studies is required. First, you must understand the product you are selling and be absolutely convinced that it is the best of its kind on the market. Then you must be acquainted with human nature, sciences, several different languages, government, civics, personal appearance and thousands of other things. Now, some believe that if you have nothing else to do, start selling something 'cause its a snap. Only a few people make a real success as salesmen for the field is to broad. Here's more power to the salesmen in our Land!

Quick!...an inspiration... I must have one! We professional

writers and artists must have the proper background in order to promote our best works but strange as it may seem, somehow, I've never attained the desired atmosphere... that either means that my background is at fault or my intellect as a writer is the bunk. I am inclined to believe the latter but don't tell anybody and be sure to tell them not to tell anybody. Nevertheless, not only, but also, I must have the proper inclination ere I proceed with this column. I've got it... it's food that I need and as soon as I've consumed a greater part of a duck dinner, (you bring the ducks,) the inspiration will just naturally appear. See you as soon as chow is ore.

Well, that's that! Prepare yourself for the biggest shock of the season. In just a few more months there'll be no more cussing and discussing of Lockney's main street to and from both school houses and the Municipal Auditorium. The loan granted to Lockney through the CWA has put many men to work on the streets. Fom now on when you venture out you can be assured of returning without a broken neck, leg or arm and ride in "barge" with all the grace and ease in the world and that's somepin.

I've been doing some sive window shopping Christmas in one of the new spring gals. Oh of ce that winter has not but tradition demands order to be chic one s... wearing Spring attire finally following the holidays all cost I must keep up with the rushing seasons! I also realize that even the manufactures and the retailers must live the same as you and I, and besides who doesn't relish a new suit or dress? The only problem arising here is, how are you going to inveigle your husband or dear father into believing that the dress he bought you just before Christmas is now entirely out-of-date? Well, I'll let you answer that one for as to yet I've found no solution or else I wouldn't still be doing my daily window gazing and wishing!

Prediction: Looks as if we might have a little weather tomorrow if nothing unusual happens!

Lets you and I make a non-stop flight and strive to break all records, what says you, huh? That seems to be the popular thing to do these days or we might even join a nudist colony. I fear the latter would be a trifle risque and then too we would have to emigrate to the sunny South during these wintery months or else catch our death of dampness. Oh, well, we might just as soon remain at home by the fireside and stick to the old tradition of being fully clothed for there may come another depression and we will just automatically join the nudist. And them's facts!

## DID YOU KNOW

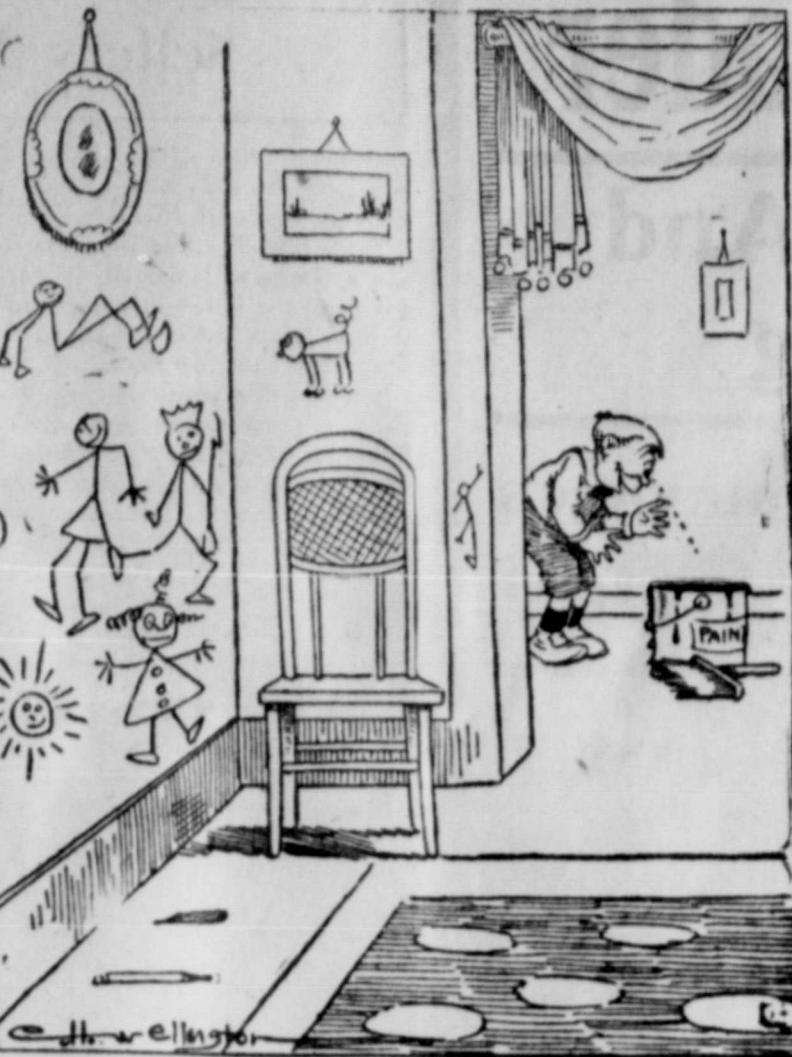
Some distant relatives wouldn't be so bad if they kept their distance.

If you owned a navy you would not have to pay your debts either.

Scientist believe the North Pole used to be near where New York is now. Hump the aown must have got too hot for it!

Some people are such poor managers that they don't know

### ...and the Worst is Yet to Come



how to run anything but the country.

There are recipes and good ones in the Encyclopedia Britannica!

Admiral Byrd took a new kind of food with him on his Polar expedition, vegetables in the form of flakes, which eliminates the water but retains chemical com-

...says that marriage went a woman public pursuing her career. It means that she herself with a per-

...advocates rings on their... problems and daily in office... tough to have to... statements on a war... anymore.

A common interest would keep the nations at peace, and even common honesty would help.

It is said that "wars are fought by boys, suffered by women, and paid for by posterity." It may be added that they are also usually started by men old enough to know better.

The trouble with blind love is that it don't stay that way.

In the old days they put citizens in jail for debt, but some towns are putting its citizens in debt for a jail!

Dealers say that motorists are demanding lighter cars...so are the pedestrians.

Screen your open-grate fires in winter, swat the flies in summer, stop look, and listen at railroad crossings, don't start the kitchen stove with the kerosens can, keep your nose out of folks' business, and maybe you will live to be run over by some drunken-joy rider!

### ANNOUNCEMENT FOR COUNTY SCHOOL SUPERINTENDENT

To The Voters And Citizens Of Floyd County:

I here by announce as candidate for County School Superintendent of Floyd County, subject to the action of the Democratic Primary in July

In making this announcement, I would like to say to the voters that I have been actively engaged as a teacher in the schools of Texas for the past eleven years. The last five years have been in the schools of Floyd County, and I believe I understand the school conditions of this county. I am very much interested in the schools and in the welfare of both teachers and pupils.

I am interested in rendering a service that will help develop

the school boys and girls of today into better citizens of tomorrow. I feel like this office would give me an opportunity to promote a greater service for our future citizens.

I will appreciate your vote and influence. If elected, I will run this office according to law, and give you a fair and impartial administration, and will assure a pleasant service to all.

Respectfully  
FLOYD BLANKENSHIP

French Canadians form about one-third of Canada's population.

## Aye, Sir Harry!

... It IS "Nice To Get Up In The Mornin'"

It's even nicer than you ever dreamed of—in any home that enjoys the comfort and convenience of Automatic GAS heat. The economy of it will appeal to your native instincts, too—if the family's health, less cleaning and decorating expense, and freedom from care, worry and dirt are worth anything. And that extra snooze in the morning—A Y E!

Gas Heat is so flexible—so easy to control. It can be regulated automatically to meet sudden changes in temperature. You're always assured of maximum fuel efficiency—there can be no waste. Gas Heat can be adapted to your present heating system—warm air, hot water, steam or vapor. See your gas appliance dealer.

**West Texas Gas Co.**  
GIVE GAS WITH RESPONSIBLE SERVICE

## Quality Goods!!

NOTHING IS TOO GOOD FOR THE PEOPLE OF LOCKNEY AND THIS SECTION

WE CATER TO YOUR APPETITES COME, LET'S SATISFY THEM!

—And now that the New Deal is becoming effective, folks can widen their menus and satisfy their appetites more conscientiously than during the past two years.

Seasons no longer limit selection of foods. Choice foods may now be had throughout the year. Winter months make special demand that meals be properly balanced. Thrifty housewives of Lockney and surrounding territory have learned that the widest selections and best prices can be found at our store.

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

## Wake Up Your Liver Bile —Without Calomel

And You'll Jump Out of Bed in the Morning Rarin' to Go

If you feel sour and sunk and the world looks punk, don't swallow a lot of salts, mineral water, oil, laxative candy or cheap gum and expect them to make you suddenly sweet and buoyant and full of sunshine.

For they can't do it. They only move the bowels and a mere movement doesn't get at the cause. The reason for your down-and-out feeling is your liver. It should pour out two pounds of liquid bile into your bowels daily.

If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas builds up your stomach. You have a thick, bad taste and your breath is foul. Ails often break out in blotches. Your head aches and you feel drowsy and fat. Your whole system is broken.

It takes these good, old CARTER'S LITTLE LIVER PILLS to make two pounds of bile flowing freely and make you feel "up and up." They contain wonderful, harmless, gentle vegetable extracts, amounting when it comes to making the bile flow freely.

But don't ask for liver pills. Ask for Carter's Little Liver Pills. Look for the name Carter's Little Liver Pills on the red label. Request a substitute. 25¢ at drug stores. ©1931 C. M. Co.

## TAXIDERM MY WORK



Bring us your Deer Heads and let us work them up into Something that you can always Keep. A Thing of Beauty.



Bring you Deer Heads, and all other things that you would like to have mounted to the Lockney Beacon Office.

OUR PRICES ARE REASONABLE  
**J. ED PARSONS**





# Big Double Header

## Country Store And Cash Drawing

### The Two Big Features Of Plainview's Next Big Friendship Day

Wednesday Jan. 17th

Register in all the stores for the Country Store. Bring all your trades tickets

100 Worth while articles of **MERCHANDISE**

And **\$50.00 in Cash**

All In A Big Double Header Drawing Next Week  
**CITY AUDITORIUM 2 P. M.**

Extra Added Attraction Will Be The **FREE PICTURE SHOW**  
Texas Theatre 10 A. M. To Noon  
Clearance Specials In All Stores  
Just Another Friendship Day In Plainview

### What Feeders, Buyers and Sellers Are Doing

Reports differ as to the actual number of cattle and sheep on feed in the South Plains area this season, but all agree supplies are not as large as last year's record proportions. A large acreage, unable to plant other crops, and a favorable Fall for maturing late crops of grain sorghams, swelled the feed crop for the South Plains area far beyond early expectations and in some instances produced the largest yield in a number of years. The greatest individual feeding project in West Texas as well as the largest number of cattle on feed found in any locality, is that of the Hearst Ranch at Brownfield, where approximately 9,000 yearlings and approximately 5,700 of the Hearst cattle from Mexico were fed at Brownfield. At the close of the 1933 feeding period an appreciable amount of feed was carried over for this season's feeding. While the farmers near Brownfield are supplying the big part of the feed being purchased some is coming from adjoining counties. The pen room has been increased over last year's space, and the grinding machinery has been augmented. The cattle are just getting on feed and probably will be ready for market late in the Spring or early in the Summer.

The three major feed pens at Lubbock—McDonald Packing Company, Lubbock Cotton Oil Company and Stanton—will handle from 5,000 to 6,000 cattle.

W. W. Evans agricultural agent for Hale County, says there are about 15,000 lambs and about 2,000 cattle on feed around Plainview. This includes the cattle and lambs belonging to Harrison Mullins of San Angelo and the lambs being fed by Harrison and Martin of Hale County.

W. T. Magee, county agent at Levelland, attended the meeting of the Texas Jersey Cattle Club and the Agricultural Workers Association at Lubbock last week. He says about 2,000 cattle and 7,000 sheep are being fed around Levelland. Ranchers there would welcome moisture in any form.

D. Burns, with the Texas Cottonseed Crushers Association, who travels a good portion of the time, says he does not think dry lot cattle feeding in Texas this year will reach a peak of 50,000. Last year it was four to six times that large. Feeding in Oklahoma has shown a proportionate reduction, he thinks.

The Quanah Cotton Oil Co. has in its pens from 3,000 to 3,500 cattle. Some of them are cows and about half of them are plain and common grade steers.

Imitation is one of the strongest natural tendencies of humanity.

Fred Snyder, who handled a number of cattle last year, again is feeding. His operations this season include about 1,000 at Levelland, 2,000 to 2,500 at Whiteface, and approximately 1,000 at Slaton.

### JOE HILL HAS GREAT EXPERIENCE WITH BYRD

Recent letters Home Tells Of Experience --Homesick And Happy

Joe Hill of Canyon has seen his first penguins—those strange birds of the Antarctic which look like ridiculous little men in dress suits. Men on the Byrd ship immediately gave names to the birds they saw as the Jacob Ruppert made its way between great icebergs containing enough ice to supply hundreds of pounds to every person on the globe.

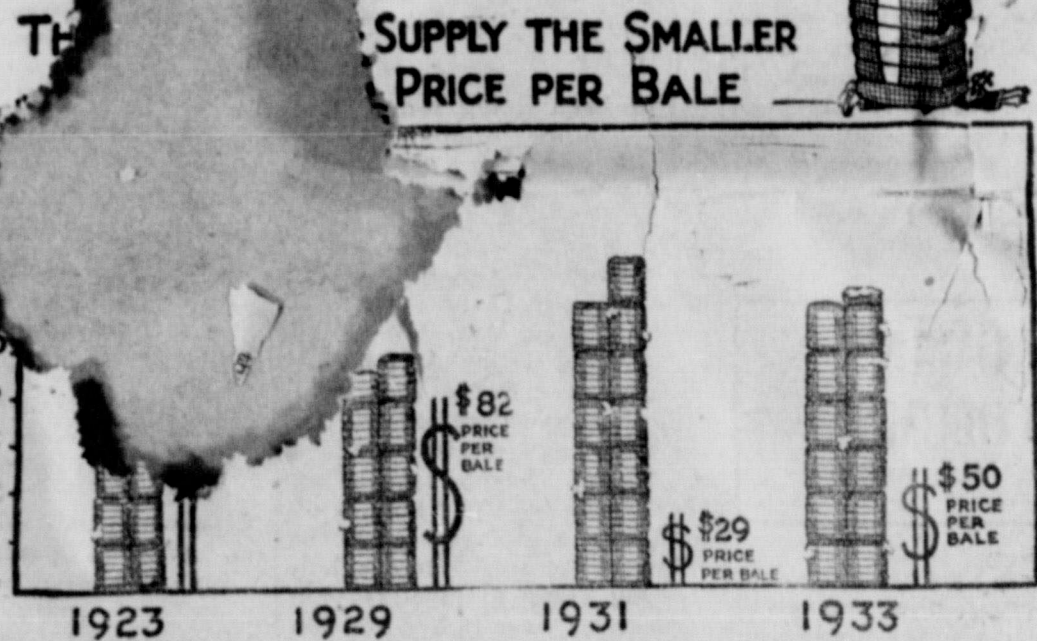
Joe's recent letters home tell that he is still personal aide of Admiral Byrd and that he feels himself most fortunate to be associated daily with a man "who is watched by the whole world and worshipped by many." His long hours of labor are occupied in making snow sleds, skis and "feet" for the airplanes.

Unless he changes his duties "on the ice" will be in the tractor service which is a part of the airplane division. He states that one of the problems to be solved is how to make the tractors usable on ice by finding a lubricant which will not freeze and by devising some means of keeping the engine warm. In this work Joe will be associated with Pete Demos, who, has serviced the Lindbergh planes.

For diversion the men enjoy motion pictures, having 80 different shows with them. Joe is reading a great deal, finding books of philosophy especially to his liking at this time.

He finds himself at the same time homesick and happy, and says "I have at my finger tips all the things I have ever wished for."

Dr. and Mrs. Hill and their household hear from the Byrd expedition almost daily by means of the short wave radio set.



MORE cotton but less money from it. Farmers know this, but heretofore there has been no method by which they could be assured of full cooperation by all growers all over the Belt in reducing acreage. The Agricultural Adjustment Administration offers such a method now, and the grower who will cooperate will be paid for his cooperation. As a result, the whole Cotton Belt will benefit, the surplus will be reduced, and the outlook for the future will be brightened. A study of this graph should naturally cause the farmer to pause before he produces cotton in excess of consumption requirement.

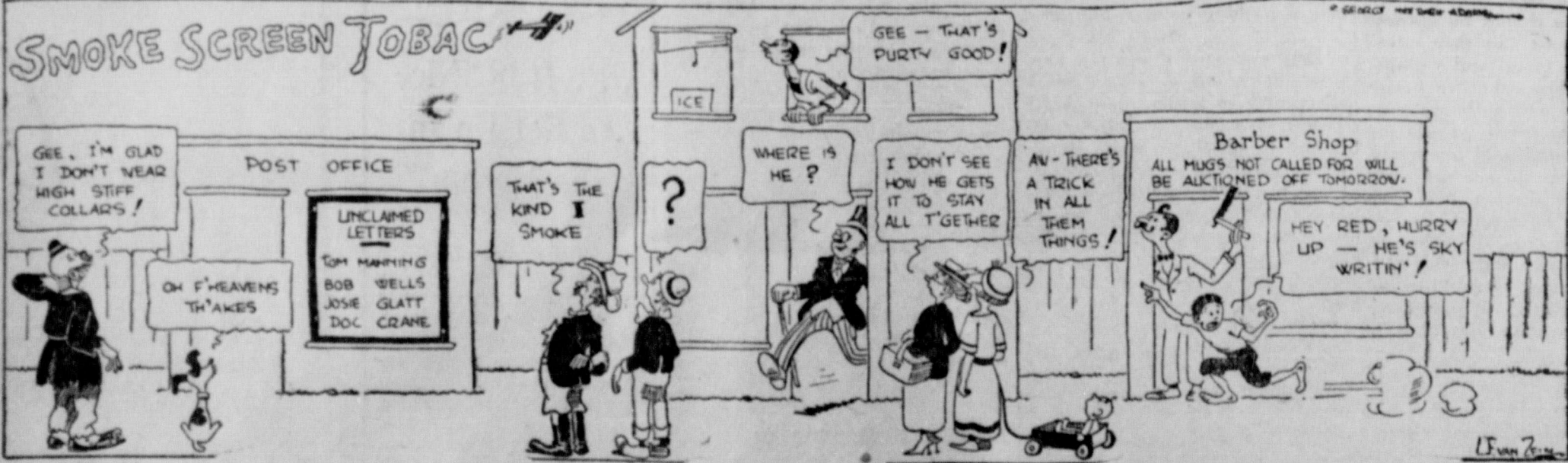
Mr. Ellis and family are moving to a farm several miles north from town. holds the position Silas Ellis has had for the past three months. Pont Darnell is now employed at the Piggly Wiggly store and

### "THE MAIN THING ON MAIN STREET"

Daily Buzz  
MAIN STREET'S COMPLETE NEWSPAPER

#### AEROPLANE WRITES ADS IN SKY

NEWSING IN A LONG SHE HAS CAUSED SO MUCH INTEREST AS THE SKY-WRITING AEROPLANE WHICH FLEW OVER MAIN ST. TODAY. THERE WILL PROBABLY BE A LARGE NUMBER OF STIFF NECKS ON MAIN STREET TOMORROW.

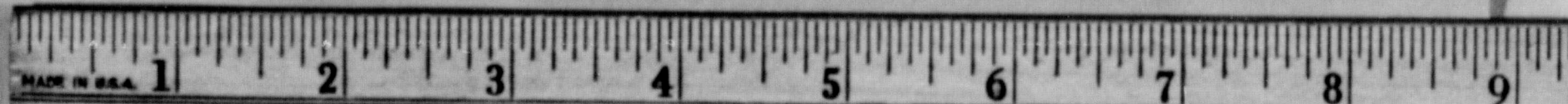


By L. F. Van Zelm

### SNOODLES



By CY HUNGERFORD





# GRANADA THEATRE Plainview

Thurs. & Fri. Jan 11-12  
Adults 20c & 25c Children 10c  
Kathleen Norris' Sensational Novel

## "WALLS OF GOLD"

With Sally Eilers, Norman Foster and Ralph Morgan.

—ALSO—

Andy Clyde Comedy "FROZEN ASSETS" Evalyn Knapp  
In "PERILS OF PAULINE"

Saturday Jan. 13th  
Adults 20c & 25c Children 10c

## "SKY DEVILS"

With Spencer Tracy, Ann Dvorak and William Boyd.  
Planes! Planes! Stunts! Romance And A Million Laughs  
Greater Than "Hells Angels!"

—ALSO—

Comedy Hit "GOBS OF FUN" With Charles Judles. Plus  
Latest Fox News

Saturday Midnight Jan. 13 Sun. & Mon.  
14-15

IT'S YOUR OLD PAL—JOE E. BROWN  
In The Years Funniest Fun show

## "SON OF A SAILOR"

With Thelma Todd, Frank McHugh and Johnny Mack  
Brown

—ALSO—

"RHAPSODY IN BREW" A New All Technicolor Musical  
Comedy Hit

Only at the Granada can you see outstanding Hits Like—  
Marie Dressler in HER SWEETHEART. Joan Crawford &  
Clark Gable in DANCING LADY. Will Rogers-Zasu Pitts  
in MR. SKITCH. All Star Cast in FOOTLIGHT PARADE.  
All Coming Soon To Granada.

### FIELD SUPERVISORS NAMED FOR TYPHUS CONTROL CAMPAIGN

Men Ordered To Taylor And  
Jones Counties To Combat  
Disease. Rats Will Be  
Trapped And  
Poisoned

First steps in West Texas to  
control typhus fever, which has  
been reported in two counties,  
Taylor and Jones, have been  
taken by the U. S. biological ser-  
vey according to J. M. Hill, jr.,  
junior biologist, who announced  
the appointment of a field super-  
visor.

J. M. Jackson has been order-  
ed to Abilene and 14,000 rat  
traps have been ordered there,"  
Mr. Hill said. "An allotment of  
114 men for the two counties, 57  
for each has been authorized.  
These men will be paid from the  
CWA funds."

Five hundred pounds of red  
squill has been allotted to the  
work in these two counties. It is  
planned to complete the work by  
February 15.

Rats are carriers of disease.  
The department seeks to stamp  
out all rats and a general rat  
poisoning and trapping campaign  
is planned for the two counties.

### RANKIN-PATTERSON ENTER- TAIN L. L. L CLUB

Last Friday evening at the  
home of Mrs. Tom Rankin, Mrs.  
Rankin and Mrs. R. E. Patter-  
son were joint-hostesses to the  
L. L. L. club and their husbands.  
Five tables of bridge were en-  
joyed, and high score was awarded  
to Mr. and Mrs. E. E. Dyer.

Refreshments were served to  
the following: Messrs and Mes-  
dames, J. H. Hohlaus, Arch Cra-  
ger, Buck Sams, E. E. Dyer,  
Paul Shick, Dr. and Mrs. N. E.  
Greer, O. L. Ridings, Ed Whit-  
fill, Mrs. F. Patterson,  
Tom Rankin, Miss Rankin.

White Face has been visiting her  
cousin, Miss Ada Fay Race.

Mr. and Mrs. Jess Gordon  
and son, Robert Paten, were in  
Floydada Saturday evening.

Miss Sadie Bailey returned  
home from Floydada, where she  
is attending school, to visit her  
parents, Mr. and Mrs. J. B.  
Bailey.

Mr. Bruce Blackford, mother  
and sister were shopping in Plain  
view Saturday.

Mr. and Mrs. Standfer of Sand  
Hill spent the week-end with Mr.  
and Mrs. Earl Smalley.

Mrs. Blackford and children  
visited in the home of Mr. and  
Mrs. Claud Harris of Pleasant  
Valley.

Mr. and Mrs. E. R. Harris  
visited Mr. and Mrs. Sherbert  
of Floydada Friday night.

Mr. Robert Potter of Floydada  
spent Sunday with Mr. Jim Dun-  
lap.

Mr. and Mrs. Sanduskey and  
Martha Sanduskey were in Lock-  
ney Saturday.

Mrs. Bruce Blackford, moth-  
er, and sister attended church at  
Lockney Sunday night.

Mr. and Mrs. Mires and chil-  
dren visited Mr. and Mrs. Jen-  
ny Stephenson of the Roseland  
Community Sunday.

### ROSELAND NEWS

Mrs. W. A. Whitlock, Buster  
Whitlock, Mrs. Bruce Whitlock,  
and Miss Celia May Wicker shop-  
ped in Floydada Tuesday.

Mrs. Guy Sams and daugh-  
ter, Doris, are ill this week of  
measles.

Those enjoying a turkey dinner  
at the home of Mrs. W. A. Whit-  
lock Sunday were: Mr. and Mrs.  
Bruce Whitlock and family, Mr.  
and Mrs. J. E. Hammit, Mr.  
and Mrs. O. E. Wicker and fam-  
ily, Forrest, Allora, Doyle, and  
Ina Joe Casey, and Buster Whit-  
lock.

Mr. and Mrs. Clarence Strick-  
land of Cedar Hill visited Mr.  
and Mrs. J. E. Hammit Sun-  
day evening.

We are sorry to hear of little  
Wynona McLeod's illness at the  
home of her grandmother near  
Farmerville, Texas. She was

there with her parents to spend  
the holidays when she became ill.

### SPECIAL RULING SOUGHT ON COTTON ACERAGE CUT

Special ruling on cotton acre-  
age reduction program to give  
drouth area of West Texas, where  
dry weather prevented cotton  
planting and would thereby cut  
down the five year average, are  
being sought by county farm ag-  
ents of Howard, Martin, Mid-  
land, Ector and Andrews Coun-  
ties.

The agents held a meeting at

Midland with J. B. Wood, dis-  
trict agent of Texas A. & M.  
College Extension Service and  
outlined a program they deem  
necessary to insure "justice" to  
farmers of the drouth area. They  
are also seeking adjudication of  
the disputed point of lowered  
averages in new farming areas.

On his first flight, Orville Wri-  
ght flew at a maximum speed of  
31 miles per hour.

Mr. and Mrs. Bill Downs and  
Mrs. Ben McGehee were Plain-  
view visitors Monday.

## INSURED INSURANCE

Consult us about all insurance matters.  
Glad to help you fill out your Farm Loan ap-  
plications.

## McAdams and Childers

PHONE 92

## Less Worry, Less Work For You

The Cost Is So Low You Never Miss It

Just leave your laundry properly itemized and labeled in  
your laundry bag or pillow slip, on your porch Monday or Wed-  
nesday and phone the Baker Hotel and we will call and get it  
and return it nicely laundered on Wednesday or Saturday of  
each week. Two days a week laundry service for Lockney  
people. Our prices are really cheaper than doing the work your  
self. Winter weather is here and doing your own washing is a  
cold bad job. Shift the responsibility to our shoulders.

## Floydada Steam Laundry

A new trash guide shaped like  
a funnel for plowing under tall  
weeds, corn stalks and other  
debris has been invented.

ed for in the cake and cookie re-  
cipe

Orange marmalade can replace  
candied orange or lemon peel call

Joe Nall returned last Friday  
from a combined business trip  
and visit to Denton, Ft. Worth  
and other East Texas points.

# Buy Tires

THAT ARE GUARANTEED AGAINST  
Blow-Outs, Cuts, Bruises,  
Rim Cuts, and in fact all  
road hazards; and that  
tire is

# FEDERAL TIRE

And Is Sold By The

## Ozark Service Station

Look at These Prices!

### TRAFFIK 4 Ply Tires

440x21	\$4.15
450x21	\$4.50
450x21	\$4.70
475r19	\$5.03

### ANNOUNCEMENTS

The Beacon is authorized to an-  
nounce the following named per-  
sons for the office under which  
their names appear, subject to  
the action of the Democratic Pri-  
mary to be held July 28, 1934:

Congressman, 19th Congressional  
District:

Arthur P. Duggan, Littlefield.

District Judge, 110th Judicial Dis-  
trict:

Kenneth Bain

For County Judge:

J. W. Howard.

County Treasurer:

Mrs. Maud Merrick.

For District Clerk:

Roy O'Brien-  
George B. Marshall

For County Clerk:

A. B. Clark

For County Attorney:

Winfred F. Newsome.

For Tax Assessor And Collector:

Frank L. Moore

For County School superintendent

E. C. Nelson  
C. A. Cass,  
Floyd Blankenship  
Price Scott

For Commissioner Precinct No. 2

E. R. Harris.

For Commissioner Precinct No. 3

Walter Wood.

# A NEW DEAL.. A NEW ERA.. CONFIDENCE..

Comes With The Announcement Of  
Guaranteed Deposits

In banks throughout the U. S. It's part of the  
New Deal—to further confidence in the finan-  
cial system of the country as a whole—and  
to further the President's wish to get idle  
money in circulation. It's a move of patriot-  
ism, now when you deposit your money in a  
bank—You help others—You help to resto-  
industry—You help to restore confidence. If  
you have money deposited elsewhere than  
in a bank, do your part—put it in circulation,  
and rest assured that it's safe, because now  
it's insured in the Federal Deposit Insurance  
Corp., 100 per cent up to \$2500.00 which  
takes 97 per cent of the depositors within its  
scope.

Your money in the bank is insured against  
failure, theft, robbery, fire, cyclone, etc.,—  
The Bank is the only place of deposit that  
guarantees you this.

We Invite Your Banking Business, and  
Appreciate Your Cooperation.

## First National Bank

—Over One Quarter Of A Century In Lockney—



# With The Churches

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

To those who do not want to be fed with manna and quail from the heavenly store, and who recoil at the prospect of a divine dole, to those who want to be eyes and wisdom from the ones who know not the dangers and treachery of lives uncharted wilderness, Jesus speaks from the shadow of the cross, saying, "If any man will come after me, let him deny himself and take up his cross, and follow me."

And so, for the coming days let our watchword be "Service in Christ's name." Opportunity knocks and the need is urgent, why delay? Worship in the divine assembly gives inspiration and strength for daily service. Therefore, come to worship.

For next Lord's Day still greater things are planned for your good. There are Bible Studies, Singing, Prayers Exhortations, Communion, and Fellowship open for your enjoyment and profit. Let nothing short of sickness keep you away from service next Lord's Day. Give your soul a chance to grow and your spirit an opportunity to serve.



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

DR. MILES' ANTI-PAIN PILLS

## BAPTIST CHURCH NEWS

Sunday School 9:45, A. B. Muncy, Supt

Preaching at 11:00 by the pastor.

B. T. S. 6:30, Mrs. Silas Ellis, Director

Preaching at 7:45 by pastor

Wherefore, holy brethren, partakers of the heavenly calling, Consider the Apostle and High Priest of our profession, Christ Jesus; who was faithful to him that appointed him, as also Moses was faithful in all his house." Heb. 3: 1, 2. Apostle means one sent, and High Priest means one exalted. Therefore Christ was sent to bring God to man, our apostle, and as High Priest to bring man to God. Christ is worthy of due consideration and because he is King of Kings, Lord of Lords, the Truth, the Way, the Life, all powerful and full of wisdom then we do well to consider him daily in our life, our business, our future plans.

Rev. and Mrs. Joe Wilson, Mrs. Julian, Mrs. Keneday, Mrs. Buchanan and Mr. and Mrs. Ray attended the Worker's Conference at Pansy, Texas, Thursday. The next meeting goes to Center, Texas Tuesday after the first Monday in February.

Plans are being made for an Assn. wide Sunday School Revival to be held in our church in cooperation with other churches of the Assn. starting the 4th of February and continuing through the week. State Sec. G. S. Hopkins of Dallas and assistant Andrew Allen are to be with us for the week. Every member of the church is asked to attend and support this revival.

The pastor plans to preach at the morning hour on the C. R. A. Church Recovery Act. Certainly our nation needed the N. R. A. but the church needs a recovery act also. Not that Christ is losing his power or the church her prestige but that Christians are losing their influence. The evening message will probably be "Consider Jesus Christ."

Please remember that if you are a Baptist that you are expected in the Lord's house next Sunday and if you have no church home of your own in Lockney then you are welcome with Christian love to come worship with us. The friendly church, WILLIS J. RAY, Pastor

## 13 PRESENT FOR BAPTIST W M S MONDAY

Thirteen members were present Monday afternoon at the Baptist W. M. S. at the church. Mrs. Maggard taught their first lesson in the new Mission Study Book entitled, "Pioneer Woman." A

very interesting lesson was enjoyed by the members.

## SENIOR B Y P U Jan. 14, 1934

Subject: "Hearing and Hearing Kingdom Truth"

Topic: "Parable of the Wise and Foolish Builders"

Part one and two—Faye Cook

Topic: "The Parable of The Sower"

Part one and two—Joe Earl Wilson

Part three—Pauline Bealle

Part four—Marie Hubbard

Part three of part four—Oleta Thornton

## AT THE METHODIST CHURCH

Sunday School, 9:45 A. M.

Preaching 11 A. M. and 7 P. M.

Leagues, 6:15 P. M.

Woman's Missionary Society, Monday 3 P. M.

Prayermeeting, and Study Course, Wed. 7 P. M.

Remember Sunday school promptly 9:45 A. M. and come with a lesson well prepared. Help to make each class interesting and instructive. We must, "Study to show ourselves approved of God." The great trouble with men, they do not know how to "Rightly, divide the Word of Truth."

The preaching service will be largely what each member of the church makes it. Unless each person is in his place, the message can do him no good. The preacher promises to have the message that he believes the average member needs.

We invite you, to come to our Wednesday evening Study Course. The Sunday school department of our church has prepared an Elective Course for all adults and young people: "The Methodist Church Its Message and Work." The regular lessons are too valuable for any adult class to miss, by taking the Elective Course at the Sunday school hour. The Elective Course, is also too valuable to miss. So, we are trying to have all the classes to study this course at the Wednesday, evening hour.

Our church has on a wonderful program for the year. Let's fall-in-line and get the benefit of it. If the membership persists in staying at home Sundays, and Wednesday evenings, we can not hope to awaken interest. Our Revival Meeting is "Set," and there must be a cultivation for it. The pastor's messages will be in line for the Revival. We plan to make the evening messages, Evangelistic. May we not have Your cooperation and prayers?

Meet us at the Methodist Church, on time, Sunday. B. J. OSBORN, Pastor

## BOYS AND GIRLS WORLD CLUB PROGRAM Jan. 14, 1934

Subject: Friendship of European People  
Song:  
Call to Worship pp 148-11-18  
—Martha Margaret  
Scripture: Mark 6:30-35—  
Martha Joe  
Poem: Rings of Friendship—  
Irene Hall  
Prayer:  
Story: Kareeves New Friend—  
By Supt.

## CARD OF THANKS

We want to use this means of thanking each and every one for every kind deed, word and action that was shown us in the saddest hour of our lives, the death of our darling baby.

We especially thank the railroad people for their big heartedness. The great God in Heaven will bless you all and spare you such sorrow is our prayers. We also thank Dr. Greer for he was so faithful and did all we think within human power.

Mr. and Mrs. P. O. Akins  
Mr. and Mrs. Mead Pittman  
Mrs. Day White and Boys

## CRAGER FAMILY HAS REUNION AT BURKE, TEXAS

A reunion of the Crager family was held Sunday, Dec. 31, at the home of Mrs. Fannie Weisinger of Burke, Texas, there being present 30

assembly and especially the gracious lunch at the noon hour.

The gathering was in honor of A. J. Crager and Mr. and Mrs. Arch Crager and son of Lockney and Mr. and Mrs. John C. Tucker and son of Wortham.

The list of those present included the following: A. J. Crager, Mrs. W. E. Ritchie and son, Mr. and Mrs. P. M. Crager, Mrs. R. E. Crager and family, C. L. Bonner, Mr. and Mrs. R. P. Crager, Mr. and Mrs. Arch Crager and son, Mr. and Mrs. E. E. McCarty and family, Mr. and Mrs. Bates Treadway and daughter, Mr. and Mrs. J. T. Masters and family, Mrs. Ethel Hicks and son, Mr. and Mrs. H. S. Weisinger and family, and also three intimate friends, Lola Berry W. F. Bytan, and William Atkinson.

The members of the two visiting families left for their homes the following day with A. J. Crager remaining for a visit of thirty days or longer.

## FOR COUNTY CLERK

To The People And Voters Of Floyd County.

At the first Democratic Primary election of the year 1932 you nominated me as your County Clerk, and about one year ago I began to serve you as such clerk.

I am very thankful for the vote you gave me, and also for the cheerful co-operation in my efforts to serve you, that has been mine to enjoy.

My best efforts have been to give you prompt, courteous service. In making my announcement as a candidate for this office in the coming primaries of 1934, I invite a careful investigation of my office record, and on this record, I solicit your support for re-election to this place.

Yours very respectfully,  
C. A. CASS

## GRANADA TO SHOW "STRAWBERRY ROAN"



KEN MAYNARD and RUTH HALL in a scene from "STRAWBERRY ROAN"

Hailed by famous critics as The Best Western Made in a year's "Strawberry Roan" has been booked to play at the Granada Theatre in Plainview Saturday Jan. 20th.

cord and came to Lakeview where I am now teaching my fourth term.

I feel that I am qualified to take care of any problem that might arise in the office of County Superintendent. I have never failed to obtain all the state aid that was needed in the school where I was teacher.

I believe I can help the schools of Floyd County in their Educational and Financial problems.

If elected to this office I shall do my best through the co-operation of the teachers and local trustees to get our rural Schools Classified so that a student moving or transferring from one district to another will not lose part of his or her work.

I earnestly solicit your vote and influence.

Yours for service if elected,  
C. A. CASS

Fred Bell returned home last Friday after spending several weeks with friends and relatives at Mineral Wells, Texas.

**EUGENE HARRIS says:**

"All State Reserve Life policies are Registered and the full legal reserve deposited with the State of Texas. Guaranteeing the fulfillment of every contract. Inquiries involve no obligation."

He sells good old STATE RESERVE LIFE

THERE'S NONE BETTER phone 71

# HATCHERY NOTICE

We will start our hatchery Jan. 22, we want to do business with all our old customers and as many new ones as we fit to come our way. Don't know any prices yet as we have a code signed but do not have it yet, but do know we will trade for eggs same as last year. Bring your eggs Saturday the 20th or Monday the 22th.

LOCKNEY HATCHERY

# Our Lease Expires

On or before Feb. 1st—just a few days left—and we must dispose of all Merchandise by that date! The chance of a lifetime to buy your spring and winter needs at greater savings than ever at—

## CARTER-HOUSTON'S CLOSE-OUT SALE

We have just received over \$2000.00 worth of new up-to-date Spring Merchandise that will be placed in this sale at close out prices—BETTER HURRY—the goods will not last long at the prices we are marking it!

## Opportunity Is Knocking

A visit to this great sale will convince you that you cannot afford to pass up the great bargains

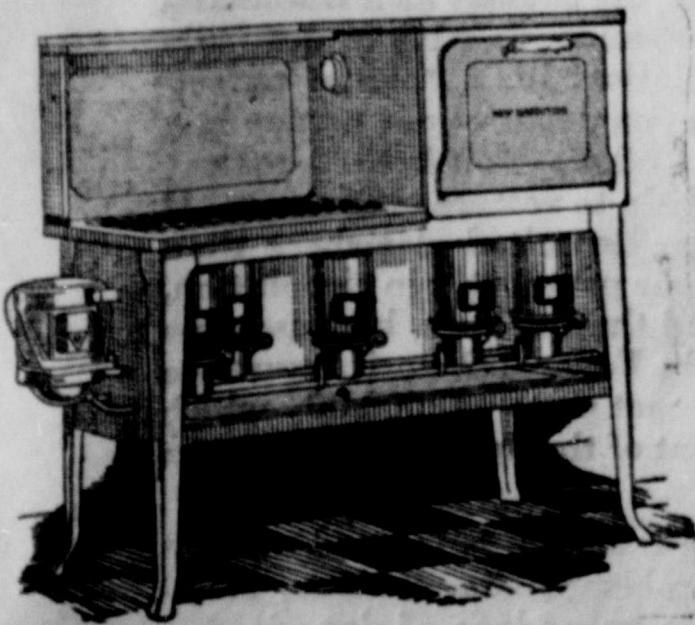
We Must Close Out Everything

Carter-Houston

Plainview

## HIGH-POWER PERFECTION

Oil Burning COOK STOVES and RANGES



A Liberal Trade-In For Your Old Stove

Baker Mercantile Co.