



# THE LOCKNEY BEACON



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

VOLUME 22

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, FEBRUARY 1, 1934

NUMBER 22

## MARCH 30-31 DATES SET FOR COUNTY LEAGUE MEET

Contests To Be Held At Lockney This Year Several Events Are Eliminated

Dates for the nineteenth annual County Interscholastic League to be held at Lockney were set by the directors for March 30-31. Winners in coral singing and high school declamation are to be determined Thursday night, Mar. 29, playground ball finals not later than March 27 and tennis Saturday, March 24.

Rural Teams to Play February 10 was designated as the date for the rural basketball tournament to be held at Lockney, and Floydada High School will play Lockney High School for class A Championship February 12 and 15.

Several important changes in the events to be included in the program were also made by the directors in session at Lockney.

Playground ball eliminations will be held on the same date with tennis, Saturday March 24, at Lockney. South Plains and Sand Hill Class B schools, indicated that they will likely meet during the Lockney Floydada high school basketball contest but would not be entered in the race for county honors. The first game between the Class A schools will be played at Lockney and the second at Floydada.

Story Telling Changed League bulletin which provided the story telling by third grade students covered this year. This several other, was use of an over-ule heretofore that cient handling o almost map-

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Tennis and tennis contest this year, Floydada have agreed to discontinue this year, Ward good senior track, senior declamation, and volleyball were taken off the program.

The directors recommend that schools entering picture mensory orders the standard size sheets from a Dallas firm, size 3 1/2 by 4 1/2 uncolored as that is the specifications for those to be used in the meet.

It was agreed that winners in the playground ball eliminations March 24 play the finals on a neutral court by agreement not later than March 27 weather permitting.

Use of gloves will be permitted first basement and catches only. Use of the gloves, however, is optional. The regulation 14-inch outscam ball will be used. Preliminary games are to run 7 innings and the finals 9 innings.

In running the track events the League Bulletin will be followed but points will be counted by class division, A, B, and C.

Directors of the various events are as follows: J. W. Jones, Lockney, directors general; Price Scott, rural schools; A. D. Cummings, Floydada, declamation; Lea Cooper, Lockney, athletics; Z. H. Doan, South Plains, arithmetic; Roy Owens, Baker, volley ball; Walter Travis, Sand Hill, boys' playground ball; G. D. Tate, Lockney, girls' playground ball; Winfred Fowler, Erick, tennis; W. A. King, Floydada, extempore speaking; Delmar Ashworth, Lockney, essay writing; Dorothy Crawford, Antelope, 3-R contests; Miss Lena Moore, Lockney, music memory; C. A. Cook, Lakeview, debate; Miss Ada Foster, Fairview, choral singing; A. A. Brock, Aiken, spelling; Miss Thelma Kinnard, McCoy, picture memory; Miss Eulalia Burrus, Floydada, story telling. All were present with the exception of Miss Moore, Lockney, and Miss Burrus, Floydada.

## WIDE VARIETY OF CONTESTS FOR INTERSCHOLASTIC LEAGUE WORK

Opportunity For Participation in Fifteen Different Fields Activity For Every Child

The Interscholastic League of this county offers the schools this year a wide variety of contests, according to Mr. J. W. Jones, recently elected Director General of the organization for the current school year.

"No other extra-curricular activity," he said, "engages the interest and stimulates endeavor along helpful lines more than the contests which are scheduled for the county meets. Here we have an activity for practically every child. There is opportunity for participation in fifteen different fields, both athletic and literary, ranging from the third grade on up to the last year in high school.

Last year nearly six thousand schools joined the League and participated in its work in 220 different counties. There are contests arranged for every class of public school, including rural, ward, and both small and large high schools, and all-round championships are decided in each of the divisions at the county meet."

Mr. and Mrs. T. D. H. Whitaker returned the first of last week from Dallas after an extended visit with relatives.

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CELEBRATES WITH DINNER SUNDAY

Mrs. Jess Sandusky gave a birthday dinner at her home Sunday honoring her husband and Mrs. R. E. L. Muncy.

Those present were: Mr. and Mrs. R. E. L. Muncy, Mrs. Southern, Mr. and Mrs. Edd Muncy and family, Mr. and Mrs. Bob Muncy and daughter, Betty Jean, Mr. and Mrs. Arch Muncy and family Mr. and Mrs. Irvin Bennett and Mary Beth, Miss Mary Dean Carroll, Miss Faye Lowry, who is visiting her sister, Mrs. Sandusky, Harold Woods and Mr. and Mrs. Jess Sandusky.

NEW MOTOR COMPANY FOR LOCKNEY

Frank Busby and Henry Ford have formed a partnership and will establish a business in Lockney to be known as the Ford & Busby Motor Co., and will do general automobile repairing. They announce they will be ready for business by the middle of next week. This new concern will occupy the Smith Hatcher building across the street to the east from the Baker Mercantile Co.

These young men are not strangers to Lockney people. Mr. Busby has been employed by the Pennington Motor Co. for the past thirteen years as mechanic. Henry Ford has been with Hammonds & Co., implement dealers, for the past several years.

SENIOR EPWORTH LEAGUE PROGRAM Feb. 4, 1934

Topic: Growing on the Job Leader—J. Edward Parsons Scripture, Reading 1 Kings 19 9-16

Am I growing on the Job?—Kenneth Wofford How to Grow on the Job—Mary Gaynelle Thomas

## The Trend in New Year Hair Styles



NEW YORK... Miss Harriet Hamilton (above) was one of the socially prominent New Yorkers to pose as models in a fashion show display of the new trend in hair styles. The coiffure here is formal and takes into account the new off-the-face hat models for spring.

## LOCKNEY PIONEER DIES THURSDAY MORNING

Funeral For J. B. Harper Friday, 2 P. M.

One of Lockney's pioneers, J. B. Harper, 81, died at his home Thursday morning, February 1, following several months of ill health. He had been seriously ill until the 27th.

Mr. Harper was a member of the Lockney Main Street Church of Christ. His congregation, as well as many other friends in this and other parts of Hale County, are invited to see him and his family from here.

SCORE VICTORY WAYLAND TEAM TUESDAY

Wayland basketball team of the school played the Lockney team Tuesday evening in the gymnasium and won a score of 21-33. The boys played this year is the best they have had in several seasons. Lockney should be proud of them and boost them at every opportunity. They really know what fast ball consists of and go into every game with a determination to win.

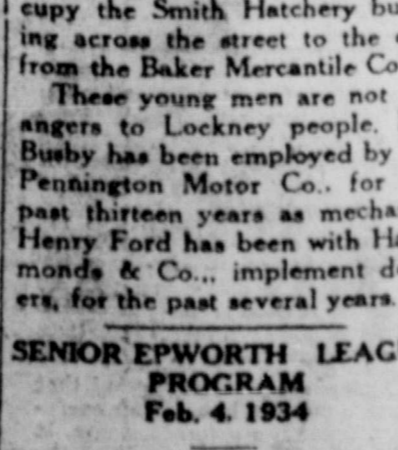
Superintendent Jones is to be praised for his splendid work with the girls team this season. It takes team work and rapid playing to get the "job done."

The boys played Wayland College the same evening but were defeated 23 points. They put up a hard fight but the Wayland boys whipped them down.

T. J. GILBERT QUITE ILL THIS WEEK

T. J. Gilbert is quite ill at his home north east of town and up until this writing. Thursday morning, his condition is still considered serious by the attending physician. Mr. and Mrs. Gilbert celebrated their golden wedding anniversary just recently at their home.

O'Farrell of Reds



CINCINNATI... "Bub" O'Farrell, above, gets his big chance as manager of a major league baseball club this year at the helm of the Cincinnati Reds. With O'Farrell here and Jimmy Wilson at Philadelphia, the National league will have two southern in manager jobs.

## LOTS OF INTEREST SHOWN IN FREE AUCTION SALE

Way Things Now Look Sale Will Be The Largest Ever Held In This Part Of Country

The free auction sale that is being sponsored by the Lockney Beacon to be held on February 10th is gaining momentum daily. Already we have enough items listed of various kinds to make a good sale, and we are receiving more listings daily. If you have not listed the items you want to sell do so by Feb. 6th if you want to place them in this first sale.

This sale is being sponsored by the Beacon and is not costing any one a red copper, no catch to it, we just have a desire to be of more service to our community. If this first sale is a success we will continue to have them on the first Saturday in each month, so it is up to you whether we hold these sales or not.

Olin Ridings has been secured to clerk this first sale. Mr. Ridings is no stranger in these parts when it comes to clerking sales. We consider him among the best. Mr. Linam will be the auctioneer, and comes well recommended.

We cannot accept anything for the sale after Tuesday, Feb. 6th. Keep this in mind.

We now have listed work stock, milk cows, hogs, farm implement, musical instruments, wagons, incubators, stock tank, etc. A complete list and description will appear in the Beacon next week.

Make your plans now to attend this sale. It begins at 11 A M and closes at 3 P M. If you are in the market for something, it will be here, we are sure.

## GIRLS TEAM ENTER RALLS TOURNAMENT FRIDAY AND SATURDAY

Superintendent Jones and his girls basketball team have been invited to enter the girls tournament at Ralls Friday and Saturday at the municipal auditorium an gymnasium. 16 of the best teams in the South West have entered this tournament and plenty of competition will be present for the girls.

The team will leave at 1 o'clock Friday afternoon with a determination to bring home one of the trophies for dear old Lockney High School. Some of the best games of the season will be played at this tournament. Ralls has a tournament of this sort every year for the surrounding schools.

Here's to you girls, and may you ring a goal every shot.

## LOCKNEY ROTARY CLUB CELEBRATE BIRTHDAY

Last Thursday night the Lockney Rotary club celebrated their fifth birthday by inviting all Ex-Rotarians to meet with them as special guests. A special program had been arranged. President Reuben McGilvary presided at the meeting. Fred Lowe of Plainview who was instrumental in the organization of the Lockney Club, made a short talk. W. H. Hanks, of Paducah delivered an address.

The club was organized Jan 2, 1929. Roy Patterson was the first president. There are only three that were charter members that are still members of the club. Namely, Artie Baker, Herman Hohlhaus, Arthur Barker.

The ladies of the Methodist church served a delicious dinner.

Mrs. Claude Sears returned from the Plainview Sanitarium Tuesday and is now at the Baker Hotel where she will receive her treatment.

Wayne... at Lubbock... where he will enroll at Texas Tech for this term work. He became ill of pneumonia a few weeks prior to the holidays while at Lubbock and was forced to withdraw from school.

Mrs. Shortie Smith is very ill this week at her home.

## BASEMENT OF BAPTIST CHURCH IS BEING IMPROVED

The basement of the Baptist Church is being improved by volunteer workers. Construction has been under way since last week and probably will continue for several more weeks before the task is completed.

A new interior department is being built on the kitchen, rooms, new stairway, ed baptistry directly pulpit. The cradle ginners will be moved basement upstairs a departments plan to on their floors, partitions and hang curtains.

## FOREIGN MISSIONS PERU TO BE A DIST CHURCH

Although the Campa territory in the eastern Peru, Rev. A. F. Reifers, American Missionary, dared that hazard. His to the interior, climax years among the natives on the fringe of the Campa Country. Come to the Methodist Church.

Thursday evening, Feb. 8, hear the missionary tell the thrilling stories of his experiences and work in Peru.

Mr. Reifersnyder has brought with him to the United States a four year old Indian boy that he was able to rescue from being buried alive with his dead mother when three days old. Born on Sunday his father names him Domingo, Spanish for the Day. He retained it for his last name and called him Billy. Billy sings and speaks in three languages: English, Spanish, and his own native dialect.

The Campa, one of the largest, the most cruel, and the most savage Indian Tribe in the Amazon River Basin, unlike the once powerful Incas, is not known to ever have been conquered, resents the intrusion of the white men who has driven some Campa into slavery and has swooped down upon them to steal away their women and children, which makes the Campa skeptical of the suggestion that there are other kinds of white men.

Reifersnyder, who with his wife, was a missionary in the jungle up in the headwaters of the Amazon, approached them carefully. He learned how to gain their confidence, took care not to betray it, and penetrated the interior farther than any other living white man and told them of Christianity.

Motion picture depicting the Missionary's experiences on the beaten trail of the white and in pathless jungles among the savages will also be shown the same evening. The public in general is invited to attend.



# Poultry Topics

## PROGENY TESTING

For ages, men and animals have been judged by their ancestors. A long pedigree was a guarantee of excellence.

Now there is a tendency to say, "I don't care so much about your father. What I want to know is—What kind of marks is your son getting at school?" At least, this is the test that is

now being applied to animals to be used for breeding purposes. It is a sensible point of view. If you are breeding chickens to produce egg-layers, the records of their offspring from the best evidence of your flock's value.

Data of this kind is particularly useful in the case of males, for progeny, and the descendants of a male have just as much influence as females on the quality of their male breeder are always much more numerous than the descendants of any single female. It not infrequently happens that males of good pedigree are found actually to be of low value as breeders when accurately appraised by progeny testing.

A great deal of careful detail work is necessary in carrying out progeny testing. All breeders and chicks must be identified by banding, the mating that produces each egg must be known, and the hens must be trap-nested, and each egg must be marked.

Then records must be kept of the history of each egg and of the chick that it produces, with special reference to the production of each female kept for that purpose are published by most of the state. The necessary blanks for the purpose are published by most of the state agricultural colleges and by the U. S. Department of Agriculture.

Properly kept, these records will show just what kind of offspring can be expected from each mating.

This method of breeding is unquestionably the best that has so far been devised for improving breeds and developing animals along any desired lines.

While chiefly of interest to the expert breeder, it is bound in time

to affect the whole poultry industry and should tend to reduce some of the present hazards of the business. Certainly the buyer of eggs or live birds from a progeny-tested flocks should be able to figure his own returns with greater confidence.

Progeny-testing methods are being increasingly used by breeders and many are featuring this fact.

## COD LIVER OIL

The knowledge of the importance of Vitamin D in the nutrition of both human beings and animals has been steadily increasing since its discovery a little over ten years ago. Since then, cod-liver oil, which is one of the richest sources of this vitamin, has been extensively used for feeding purposes, especially for poultry. More cod-liver oil is in fact, consumed by the chickens of America than by children.

Its use is the secret of raising poultry successfully in confinement and securing high winter egg production.

Cod-liver oil is supplies to the poultry raiser in several different forms, and success in his enterper selection and use of these oils.

It must be remembered plain cod-liver oils vary greatly in their vitamin D potency. Some are potent in their important factor, and some have very little of it.

There is no simple test for vitamin D. The only way to determine the amount of it in a given quantity of oil is to measure its effect on living animals. Oils assayed for their vitamin D content in this way are called "biologically tested" oils. Rats and chickens obviously chicks are the best used for this purpose, but when the oil is to be used for poultry feeding. It is safe to use, at the level recommended by the manufacturer, oils that have been assayed with chicks, but one may run risks with oils not so tested.

"Certified" cod-liver oils are available. These oils are added to plain cod-liver oil. By the addition of vitamin D concentrate from cod-liver oil. By the addition of vitamin D content increased and standardization needed. Transporting expenses are reduced. Cod-liver oils are suitable for use in mechanical mixing. They are suitable for use in mechanical mixing. They are suitable for use in mechanical mixing. They are suitable for use in mechanical mixing.

## STERLEY NEWS

The Booth Mill and elevator Co. of Floydada will give a musical program at Sterley Thursday evening.

Those dinner guests at the W. E. Grimes home Sunday were: Mr. and Mrs. Foster, and daughter, Maye, and Mr. and Mrs. Hortman and daughter, Ruth.

Paula Howard was injured at school Friday afternoon when a base ball bat hit her in the face.

Mr. and Mrs. L. C. Williamson and family are visiting the former's parents at Alvoid, Texas this week.

Miss Gladys Collis of Pleasant



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.

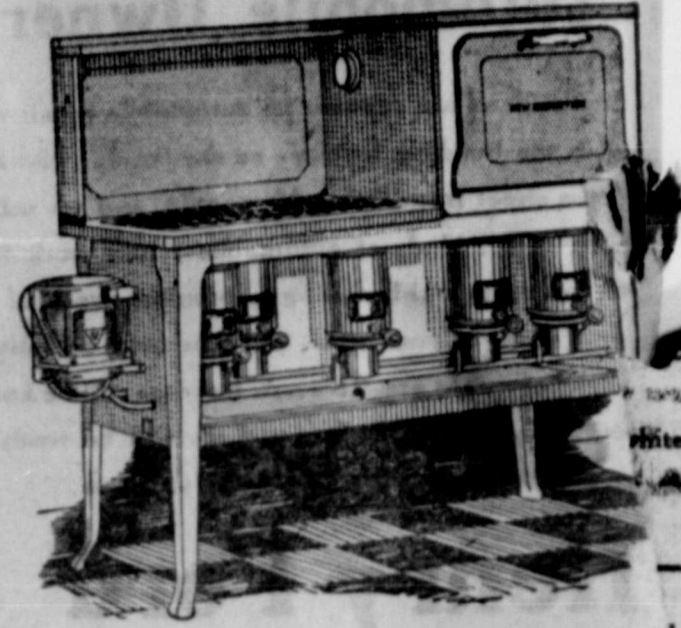
ANTI-PAIN PILLS

Valley spent the week end with Miss Dorothy Byars. Mr Paschel made a business trip to Amarillo Saturday.

Mr. and Mrs. Acil Co Sunday in Lubbock visit and Mrs. Alvina Smith and Kathrine Alexandria.

# HIGH-POWER PERFECTION

OIL BURNING COOK STOVES and RANGES



A Liberal Trade-In For Your Old Stove

## Baker Mercantile Co.

# Less Worry, Less Work For You

The Cost Is So Low You Never Miss It

Just leave your laundry properly sized and labeled in your laundry bag or pillow slip on your porch Monday or Wednesday 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 yourself. Winter weather is here and doing your own washing is a cold bad job. Shift the responsibility to our shoulders.

## Floydada Steam Laundry



Mack Wilson

(The Service Station Owner)

Tells . . .

## "MY CUSTOMERS TALK ABOUT 'GAS' AND GAS"

MACK WILSON, the service station owner, discovers a lot about people in his daily contact with motorists, but one thing he can't understand is the difference in attitude toward the price of natural gas and the price of gasoline. He says that over the period of a few months the price of gasoline will fluctuate several cents, and there is never a murmur from his customers, in spite of the fact that gasoline is the only fuel that operates the common automobile.

He couldn't understand it because there are several fuels that people can turn to for general household purposes. Mack took the trouble to find out why they continue to use gas. He discovered that they would use gas if it cost several times the amount asked because it still would be the best bargain in fuels. He found, also, that people with automobiles spend more for gasoline than they do for gas for cooking and water heating.

You need not be a dealer in gasoline to appreciate Mack Wilson's attitude on gas rates. Consider gas for its value and you will recognize it for the bargain it is.

## West Texas Gas Co.

GOOD GAS WITH DEFENDABLE SERVICE

## Another Big Rat Killing Contest

with Awards

All dogs are eligible. Address of owner and age of dog, must be registered at the Chamber of Commerce office in Plainview by ten o'clock on the morning of—

# Friendship Day In PLAINVIEW

## Wednesday Feb. 7

Each entrant of a dog must furnish with his entry five live grown rats for his dog to kill.

Awards will be made against stop-watch time and the contest will be held in a special arena built in the city Auditorium.

## Cash Contest

### \$10---\$7.50---\$5---\$2.50

Special similar contest for cat entries with additional cash awards.

## Cash Contest At 2 O'clock

Bargain Specials In All Sponsoring Stores

# JUST ANOTHER FRIENDSHIP DAY IN PLAINVIEW

CARD OF THANKS

We wish to express our most sincere thanks to our friends for their many expressions of sympathy and acts of kindness in our bereavement and loss of our dear mother and grandmother. May

God's richest blessings rest on each and everyone of you. Mr. and Mrs. O. T. Prickett And Children

Plans for a canal at Panama were made as early as 1513 by Cortez

NOTICE To Automobile Owners

The undersigned are opening an automobile repair shop in Lockney in the building known as the Smith Hatchery building...

Henry Ford Frank Busby

THE BIG PARADE OF HITS CONTINUES AT GRANADA THEATRE Plainview

THURSDAY AND FRIDAY FEBRUARY 1-2 TOO BIG TO DESCRIBE.



FOOTLIGHT PARADE

20 Stars—300 Girls—75 Spectacles. Also—Comedy and "PERILS OF PAULINE" ALL SEATS—10c—25c—35c

SATURDAY FEBRUARY 3rd 11 A M TO 10 P M 10c-20c-25c

Most Exciting Picture of all Time! The Terrifying Truth About "GOD'S STEPCHILDREN!"



WILD BOYS of the ROAD

Men Will Swear—Women Will Weep—Children Will Scream—When this soul stirring story unfolds on the screen...

SATURDAY MIDNIGHT FEB. 3RD SUN. & MON. FEB. 4-5

Worth Driving Miles To See It's his latest and Funniest Picture

WILL ROGERS

Mr. Skitch

ZaSu PITTS

COME—bring the whole family, it's the kind of clean fun that will please young and old—Romance—comedy—adventure—travel the tourist trail with the Skitch Family from Missouri to California.

Our Gang Comedy "Wild Paws" Oswal The Rabbit in "CONFIDENCE" ADULTS 25c & 35c CHILDREN 10c

IT'S COMING—FEB. 11TH & 12TH The Supra Hit—The New Star! Max Bear (What A treat for the Ladies) in "The Conquering Sex"

OF INTEREST TO WOMEN



For Girls

8101—Nothing quite compares with the Jumper Frock in its usefulness, attraction and interest. You may wear it with one blouse or another, and present a new appearance each time you change.

IN MEMORY OF CRAGEE

A tribute to Mrs. Cragee for her children. It is we pay a tribute to our dearest, sweetest and most unselfish Mothers who departed this life on the morning of December the 5th, 1933.

"Mother"—What magic rests in that one word? "Where is mother?" is the first question asked by the Father of the Children, when coming in from work or play.

"Good men or bad men: it is always the same question—"Where is mother?" Someone has said that "Mothers are most like God, because they love most". We feel that there is much truth in that statement, there is no limit to our Mother's love.

She would sacrifice for us most freely, deny herself most cheerfully, labor most uncomplainingly, endure most patiently and forgive most freely.

Mother worked for us, looked after us, forgave us, watched over us, nursed us when sick, all this and more. There was no valley too deep, no shadow too dark, no burden too heavy for her to bear. She always understood when others did not. No one could smooth the troubled lines from our lives as she did. All we are, all we ever hope to be, we owe in a large measure to the gentle, quiet influence of our sainted Mother.

A writer once said, when speaking to mothers: "The only bad thing they ever did was to go away and leave us."

It's awful lonesome at our house.

"Thout Mother"

It's just quite as a mouse.

"Thout Mother"

And Father looks so lonely, there at evenings, sitting in a chair. It just ain't cheerful anywhere.

"Thout Mother"

It's awful hard to get along.

"Thout Mother"

It seems that everything goes wrong.

"Thout Mother"

Course Father does the best he can, but then you know he is just a man, and don't know how to fix and plan.

"Like Mother"

MRS. L. L. SAVAGE

LOCKNEY TO HAVE RURAL TOURNAMENT FRIDAY AND SATURDAY

A rural tournament will be conducted at the Lockney High school gymnasium beginning Friday afternoon at 1 o'clock and continuing until Saturday evening at which time the finals will be played off. Two trophies will be given to the teams winning first and second place.

According to Coach Cooper, 12 rural and b class teams have been entered representing Hale-Swisher, Floyd, Brisco and Floyd counties.

Rooms will be furnished for the out-of-town teams Friday night. Friday and Saturday the Junior class will serve lunch.

The finals will be played at 7:30 Saturday evening.

Mr. and Mrs. Henry Hodel and Mrs. M. E. Steel, of Lockney and Mr. and Mrs. Roscoe Snyder and Mr. Snyder's mother of Plainview attended the musical show at Amarillo last Tuesday evening.

DR. C. J. McCOLLUM CHIROPRACTOR

Dr. R. A. Roberts Practice limited to diseases and feeding of Infants, and Children, and care of ease of pregnancy. Office at Plainview Sanitarium Plainview, Texas

Dr. R. R. Wimberly Dentist PHONE NO. 62—W Office Over First National Bank LOCKNEY, TEXAS

Mr. and Mrs. La Marr of Stanton were here Tuesday evening as the guests of Mr. and Mrs. Earl Wilson. Both couples attended the President's Ball.

There is A Lot Of Prevention And A Lot Of Cure For

- 10c At Caye's Bottle of 25 ASPIRIN TABLETS 10c St. Joseph's ASPIRIN TABLETS 10c TURPENTINE 10c CASTOR OIL 10c GLYCERINE 10c MENTHOLATUM 10c UNGUENTINE 10c MECUROCHROME 10c CORN PADS 10c IODINE 10c CAMPHOR 10c ADHESIVE 10c GAUZE BANDAGE 10c COTTON 10c Ribbing ALCOHOL 10c OLIVE OIL 10c Large Mouth ANTISEPTIC 10c

CAVE PLAIN

Small Checking Account



We would count it unfortunate if the provisions of the NRA Bankers Code for Cap Rock Bankers Association should in any way suggest that the small checking account will not be as welcome in the future as in the past. For it will be.

We realize that many customers who formerly had good sized balances have seen these reduced in recent months. We know that it will take time to build these balances up to a point where they will be self-sustaining. Therefore, in working out the Code, the committee kept this in mind:

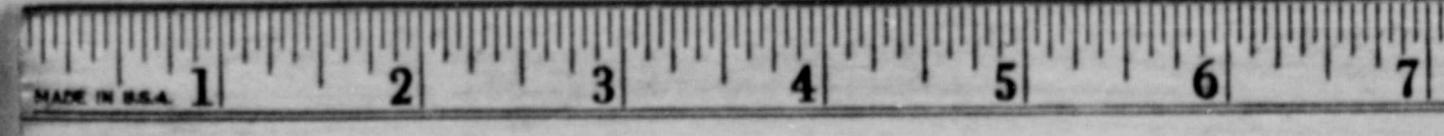
The small account must not be penalized. It must be given all possible consideration.

That has been done. The service charge on small checking accounts will be the minimum that seemed possible under the law. There will be a generous allowance of free checks enough to meet average requirements in most cases if customers will be careful and not draw checks unnecessarily. Moreover, by building up your balance you can always reduce, if not entirely eliminate, any service charge whatever.

We invite Your Banking Business and Appreciate Your Cooperation

First National Bank

Over One Quarter Of A Century In Lockney



**ISIS THEATRE**  
**PROGRAM**  
 WEEK BEGINNING  
**SUNDAY, FEB. 4TH**  
 Sunday & Monday  
 Loretta Young, and Spencer Tracy and Glenda Farrell  
**"MAN'S CASTLE"**  
 Cartoon & Comedy

Tues. and Wed.  
**"BUREAU OF MISSING PERSONS"**  
 With Bette Davis, Lewis Stone and Pat O'Brien  
 Two reel Comedy

Thurs. and Fri.  
 Alice Brady, Lionel Barrymore and Conway Tearl  
**"SHOULD LADIES BEHAVE"**  
 Comedy Wild Passes

Saturday  
**"POLICE CAR NO. 17"**  
 With Tim McCoy  
 Comedy

**ANOTHER RAT KILLING CONTEST AT PLAINVIEW**

So popular was the rat killing contest on one of the earlier Friendship Day programs in Plainview that it has been decided to repeat this stunt as one of the big events on next Friendship Day, Wednesday, February 7th, at 10:30 o'clock at the city auditorium.

Cash awards of \$10.00, \$7.50, \$5.00, and \$2.00 will be given the owner of dogs which will work against stop-watch time in killing five rats each. At the last contest dogs were entered from nine counties and it is hoped and believed that even more entries will be made this time.

All dogs are eligible for entry. Entries close at ten o'clock on the morning of the contest and the name and address of owners, name and age of the dog, must be registered at the Chamber of Commerce office by that hour.

In making entry each owner of a dog must furnish five grown rats for use in each individual contest.

An arena with hail screen wire will be placed in the center of the auditorium for the contest where all can see and allowing good floor space for the dogs to work.

In addition to rats furnished by contestants the committee will buy five grown rats at ten cents each provided they are delivered to the Chamber of Commerce office by ten o'clock next Wednesday morning.

It is being planned now to have several cats entered in the contest. The cats will kill rats against time as in the case of the dogs, and cash awards will be made in this contest if enough cats are entered.

At two o'clock in the afternoon the cash contest will be held at the city auditorium.



**ALTON B. CHAPMAN**  
Candidate For District Attorney

are spending this week in the community.

Mr. and Mrs. Lindsay Walker and children of Quitaque attended church at Cedar Sunday night. T. S. Brown's children are out of school this week ill of Scarlet fever.

A revival meeting began at the Assembly of God Church Sunday evening. Miss Patterson of Farmersville is doing the preaching.

Mrs. J. E. Higgins is on the sick list this week.

We are glad to welcome Mr. Clarence Ginn and family of Muleshoe to our community.

Misses Ruby Lee Cypert and Naomi Smith spent Monday and Tuesday of last week at Silverton. Bishop Wigginton and family and Bob Smith and family have gone to New Mexico on business this week.

J. A. Dillard, Marion Dillard, and Frank Yearly made a business trip to Floydada Monday.

Mrs. T. M. Smith, M. Campbell and Mrs. Berry were in Floyd shopping.

**LIBERTY**

A good Sunday school was held at the Weems home Saturday. We are having a large number of pupils in school. Mr. and Mrs. H. J. Smith and son, S. J. Smith, of South Plainsview, are here on a visit.

**ANNOUNCEMENTS**

The Beacon is authorized to announce the following named persons for the office under which their names appear, subject to the action of the Democratic Primary to be held July 28, 1934:

**Congressman, 19th Congressional District:**

Arthur P. Duggan, Littlefield.

**District Judge, 110th Judicial District:**

Kenneth Bain

**For District Attorney of 110th District**

Alton B. Chapman

**For County Judge:**

J. W. Howard

A. H. Kreis

Tom W. Deen

**County Treasurer:**

Mrs. Maud Merrick

**For District Clerk:**

Roy O'Brien

George B. Marshall

J. J. (Jeff) Davis

**For County Clerk:**

A. B. Clark

**Sheriff Of Floyd County**

E. S. Randerson

**For County Attorney:**

Winifred E. Newsome

W. E. Grimes

**For Tax Assessor And Collector:**

Frank L. Moore

**For County School Superintendent**

E. C. Nelson

C. A. Case

Floyd Blankenship

Price Scott

**For Commissioner Precinct No. 2**

E. R. Harris

**For Commissioner Precinct No. 3**

Walter Wood

We invite you to come in and look over our

**New Spring Merchandise**

We are now receiving NEW GOODS daily.

**NEW SPRING PRINTS**

36 inch wide, beautifully finished, rich new spring designs in monotone and multi-color on well covered grounds.

171-2c-19c-23c

**FASHIONS LATEST WASH FROCKS**

12 Styles, in colorful new spring 80 square fast color prints, new necklines and flared models. Sizes 14 to 20 & 36 to 44

Special 98c

**NEW SPRING HATS**

Now is the time to select your new spring hat

\$1.25 to \$2.95

**NEW SPRING COATS**

Come in and select your new Spring Coat now. Colors Tan, Blue and Gray Sizes 14 to 20

**"KAPOK" PILLOW STUFFING**

Pure prime Japara Kopok, finest filler for pillows. 3 oz. bag stuff a 12 x 12 pillow.

3 oz. Bag 10c

**KOTEX**

15c box

**KLEENEX**

Disposable Tissues

19c box

**MENS DRESS SHIRT**

We are now showing our New Spring shirts in "Pool" Color-test and pre-shrunk. Shirts.

\$1.25 to \$1.55

Other shirts at \$1.00

**MENS SHIRTS & SHORTS**

Broadcloth Shorts with elastic in sides and roomy seat.

Special 25c

Combined Swiss Rib Shirts, bleached white, and full cut

Special 25c

**MENS HOSE**

Asst. panel cloth and fancy all-over block designs.

Special 15c

**LADIES "PHOENIX" HOSE**

We have just received a new shipment of Phoenix hose. All colors and sizes

\$1.00-\$1.25-\$1.75

Full-Fashion all silk hose

75c

**JUNIOR CAMERAS**

Actually Take Pictures Film pack model, takes pictures at any distance, time and instantaneous exposures

SPECIAL FOR SATURDAY ONLY

Camera and Film Pack

25c

**E. L. AYRES**

**TIRES**

Buy 'em while you can get them at these prices:

440x21. . . . . \$3.20

450x20. . . . . \$3.35

450x21. . . . . \$3.65

30x5-8 Ply . . . \$11.85

And they are guaranteed against Cuts, Blow-Outs, Bruises, Under Inflation, and other road hazards

These prices are liable to advance any day so don't wait, buy now and save.

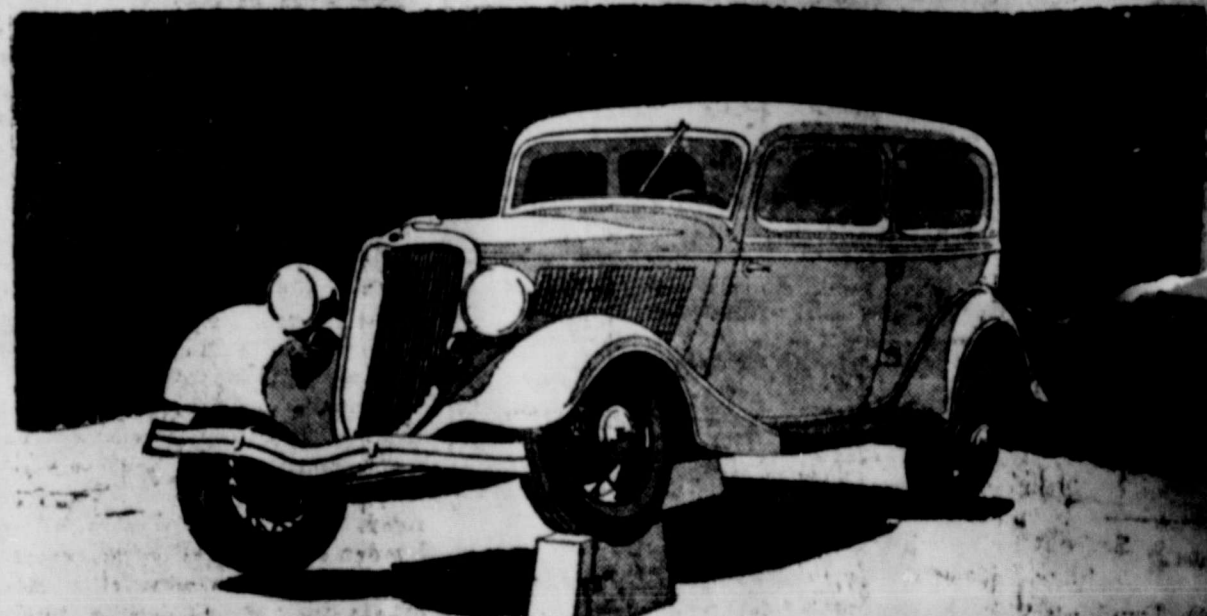
**OZARK SERVICE STATION**

Lockney, Texas

First grade, Gloria Box  
 Second grade, Bobbie Sue Langley  
 Third grade, Thomas Warren and Archie Huckabee  
 Fourth grade, Jackie Sloan  
 Fifth grade, Bethel Hillburn, Freda Jone Graham, and Weldon

An all day program by the Wayland Volunteer Band will be given at the school building on Sunday February 4. Lunch will be served.  
 Those on the honor roll this month were:

Seventh grade, Norman Hillburn  
 The Liberty Dramatic Club will present their first play of the season, "Silas Smith from Turnip Ridge," at Liberty Friday evening, Feb. 2. This is a comedy-drama in three acts. Let's have a good crowd for this production.



**Free Action for all 4 wheels**

plus the safety of a front axle and comfort of Cantilever Springs

A great deal of thought is being given today to springs. Various experiments are being tried in an effort to get independent action for an automobile's front wheels.

All of which is simply another tribute to the soundness of Ford engineering and the Ford V-8 for 1934. When you drive this car you get free action not only for the front wheels—but for all 4 wheels.

Ford transverse cantilever springs provide individual suspension for both front and rear axles. In the new Ford these springs have been made more flexible. This type of construction is not experimental and has the advantage of

comfort plus the proved safety of a front axle.

This new Ford combines V-8 power with gasoline economy—20 miles to the gallon at a speed of 65 miles per hour, in exhaustive road runs. It will do 80 miles an hour without difficulty. At 80 or 60 miles per hour it is actually running on one!

This engine power means acceleration also equalled by practically any other make of American automobile, regardless of cost. Before you buy any car at any price, drive the new Ford V-8 for 1934.

AUTHORIZED ROAD DEALERS OF THE SOUTHWEST

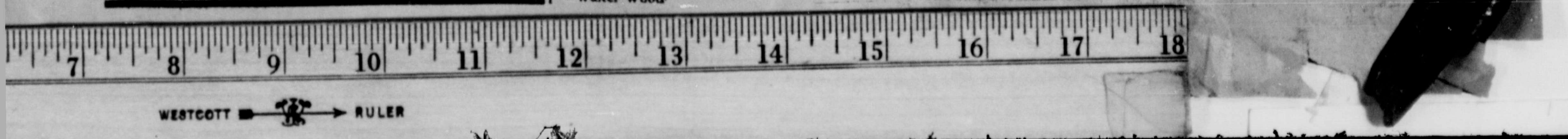
**FORD V8 for 1934**

\$515 AND UP

F. O. B. DETROIT

—cost terms through Universal Credit Company

IMMEDIATE DELIVERY--NO DELAY



ALTON B. CHAPMAN ANNOUNCES FOR DISTRICT ATTORNEY

To The People Of Floyd County:

In announcing to you my candidacy for the office of District Attorney of the 110th Judicial District I do so not entirely as a stranger to the people of Floyd County...

I was born on a small farm near Rochester, in Haskell County Texas in 1904, and am the

sixth member of a family of twelve children. I moved with my parents to Dickens County in 1918 where we have made our home since, and where I lived with them on the farm until I married, since which time I have lived in Spur.

I am a graduate of Spur and Haskell High-Schools, the Spur School having been unaffiliated at the time I finished it. I received my college preparatory work in Simmons University at Abilene, Texas and my law training in the University of Texas at Austin.

In 1929 I started practicing law, and have been active in the courts ever since. For about four months during 1929 and 1930 I was associated temporarily with

the District Attorney in the practice of law at Borger, Texas. Since that time I have practiced law in Dickens County.

In my race for County Attorney of Dickens County in 1930 the people among whom I had been reared from a very small lad elected me over my opponent, a man much older than I, by a vote of almost three to one and without my losing a single voting box in the county.

I have always been and expect to be a Democrat, and at every opportunity expect to do what I can for my party. I was a delegate from Dickens County to the State Democratic Convention and a delegate from this district and attended the National Democratic Convention in Chicago that nominated our great President, Franklin D. Roosevelt. I believe in the Democratic form of government and the manner in which our laws are made, by the majority. And once a law has been engraved upon our statutes and as long as it remains there regardless of whether we may



STATE SERVICE MEDAL AUTHORIZER FOR TEXAS VETERANS

By a joint resolution of the 43rd Legislature Texas has honored all its military veterans who have served the nation's armed forces during time of war. Above is shown the attractive new medal authorized by the 43rd Legislature for all residents of Texas who have honorably served in the United States Army, Navy or Marine Corps during the Spanish War, Mexican Border, Mexican Expeditionary or World War.

like it or dislike it, I BELIEVE IT SHOULD BE OBEYED AND RESPECTED.

My idea of what a District Attorney should be is a man that is FAIR, but a man that is FIRM, ACTIVE, VIGEROUS, and AGGRESSIVE, both in the preparation and prosecution of his cases. I should have the honor of this Judicial District in the office of District Attorney. My desire and aim and intentions of the office are to COME WITHIN MYSELF TO GIVE YOU A VIGOROUS AND FAIR PROSECUTION of the cases that come before me. I intend to make my record and assertain that I have conducted my attorney's office in the best manner possible for this office I feel I can do so as a native of West Texas, for in my experience with people of other localities I find that I appreciate all the more the ideas and ideals of West Texans.

The high standing, fairness and good judgement of the citizenship of Floyd County has been highly praised to me, and all that I ask of you people of this Judicial District, regardless of where you live, is that you vote for the man that will make the District the best and most efficient.

ent District Attorney. I feel that I have the merits on which to base my candidacy, and on these merits I shall conduct my race, not on the demerits of anyone else.

I hope to see all the voters of the district before election day, but in a district as large as this one it will be almost impossible to do so. If I do not see you please take this as my personal solicitation for your vote and your influence.

Very sincerely yours, ALTON B. CHAPMAN

HONOR ROLL FOR SECOND MONTH STERLEY SCHOOL

Mr. Grime's Room Estelle Byars, Gail Gregg, Paula Howard, Dorothy McDaniel, Stewart Durant, Katharyne Davis, Myrtle Neal.

Miss Arterburn's Room Norma Dene Mosley, Arlene Howard, J. E. Mitchell, Sallie Myrtle Bobbitt, Howard Mosley, Ruth Draut.

Mrs. Drake's Room Martha Lou Neal, Early B. Johnston, Anna Mae Gullledge, Mary Valnette Claborn, Sidney Neal, Albert Sidney Martin.

Do You Want To Sell Your Farm?

If you do, and have a real good price on it we would be glad to list it and make an effort to dispose of it for you. Real Estate is beginning to change hands again in a small way, and a few buyers can be found where there is a real bargain. We will list these buyers during the months to come.

Get your listings in early as we are now making up advertising literature to distribute in this and other states.

McAdams & Childers Insurance and Real Estate

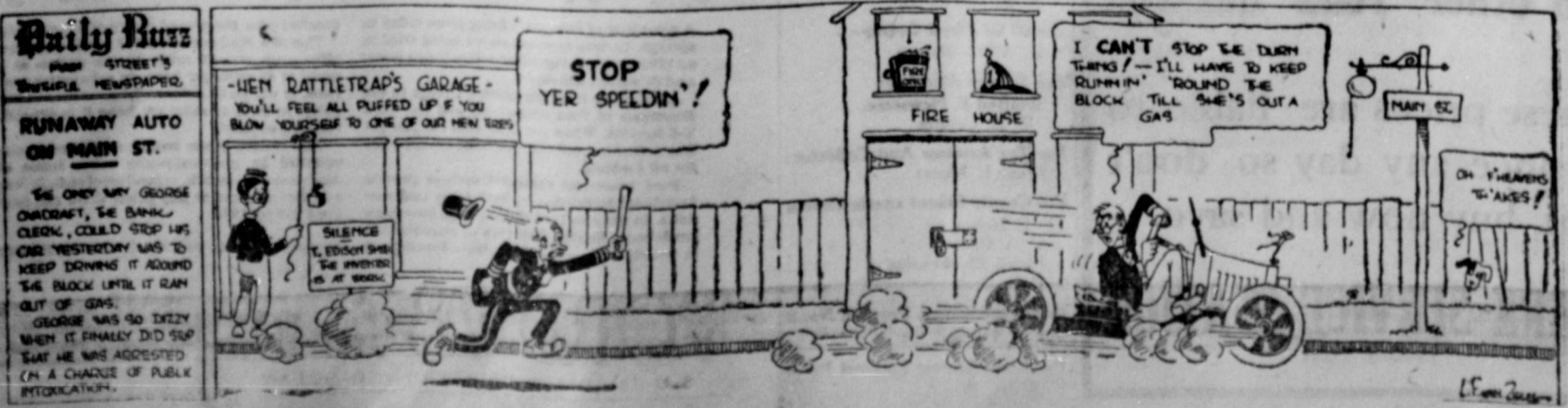
Advertisement for Bayer Aspirin. Features the Bayer logo and text: 'For Extra-Fast Relief Demand And Get GENUINE BAYER ASPIRIN'. Includes a small illustration of a person and a Conoco logo.

SNOODLES



By CY HUNGERFORD

THE MAIN THING ON MAIN STREET



By L. F. Van Zelm

Daily Buzz THE ONLY WAY GEORGE CHADDAET, THE BANK CLERK, COULD STOP WAS ONE YESTERDAY WAS TO KEEP DRIVING IT AROUND THE BLOCK UNTIL IT RAN OUT OF GAS. GEORGE WAS SO DIZZY WHEN IT FINALLY DID STOP THAT HE WAS ARRESTED IN A CHARGE OF PUBLIC INTOXICATION.

# Saturday, February 10th

## IS THE BIG DAY IN LOCKNEY

# BIG AUCTION SALE

Don't fail to list article with the Beacon that you want to sell not later than Tuesday Feb. 6th so they will appear in the Beacon next week. We already have a number of items listed.

To Attract Attention To This Sale By All Means  
IN ORDER TO ATTRACT ATTENTION TO THIS COMMUNITY AND TO OUR MANY  
WE ARE GOING TO HAVE A FREE AUCTION SALE THE

## Saturday Each Month At Lockney

And in the future they will be held on the first Saturday in each month. This sale is being held especially for the farmers of this and surrounding communities. If you have anything on the farm that you want to sell, bring it in and it will be sold to the highest bidder for cash. We would

like very much for those that are going to place anything in this sale, to come to the Beacon office and register it by Tuesday, February 6th, so as accurate a list as possible of the items to be sold will appear in the Beacon on Feb. 8th. This is going to be your sale, and it is up to you to make it a success. It is

being sponsored by the Beacon and is not going to cost you one red copper. We will furnish the auctioneer and the clerk. If this appeals to you, come in and tell us so. The block just south of the Beacon office will be used as auction grounds. We want included in this sale all kinds of

### Livestock such as Milk Cows, Horses, Mules, Hogs, also Plow Tools of every kind, Wagons, household Goods' Etc.

Tell Your Friends and Neighbors About

## Lockney's Free Auction Sale

H. L. Linam, Auctioneer

Olin Ridings, Clerk

THE METHODIST CHURCH

Sunday school 9:45 a. m. Preaching 11 a. m. and 7:00 p. m. Leagues 6:15 p. m. Woman's Missionary Society, Monday 3 p. m.

Study Course, Wednesday 7:30 p. m.

There was a splendid attendance at church last Sunday. Many new faces greeted us, as we stood before the congregation. There seems to be a "coming back" to church services as it once was.

EUGENE HARRIS says: "If it is difficult for you to live without your income. How could your loved ones live without it? Our Restricted Policies are wills that can't be broken." He sells good old STATE RESERVE LIFE THERE'S NONE BETTER Phone 71

HEY! HEY!

Stop, Look and Listen

If You Are Figuring On Having A

PUBLIC FARM SALE

SEE

H. L. LINAM

W. A. Nash will assist in auctioneering and M. A. McCraw will act as clerk

Get In Touch With Me At The Beacon Office

This is a good sign. Everybody should go to church. It is not "Good" for one to live in a community, sharing the advantages of society that the church make possible, and try to live aloof from its influences and obligations. We urge each person in the community to find his way to one of the churches each Sunday morning. And we extend a hearty welcome to any who may come to the Methodist church. We want you to come.

Next Sunday is our regular Communion Day. Come, and help us make it a worshipful day. B. J. OSBORN, Pastor.

BAPTIST CHURCH NEWS

Sunday School at 9:45 sharp. Preaching at 11. B. T. S. at 6:45. Preaching at 7:45 by the pastor.

There were 198 in Sunday school last Sunday and had the custodian and pastor been present there would have been 200. As Mr. Lites, a State Sunday school worker, is to be with us this coming Sunday we hope that every member of the Sunday school will be in his place on time and that we can give a good exhibition of the working of our school. Accept no excuses, but be in YOUR place next Sunday.

The week's Sunday School revival starts in our church next Monday evening at 7 o'clock and will continue through Friday night. Classes will be taught for two hours each evening and in inspirational message delivered each evening. The pastor is counting on every member of the church and Sunday school to receive this training and be in the revival. A book will be taught which will be appropriate for every age. The study of these books will make you a better Christian, a more efficient church worker and more zealous for the Lord's work. The goal of enrollment for the Assn. is 1,000 for the week. Our goal here at Lockney is 100 to complete a book. Can we depend on you? This is not just for teachers and officers but for every member of the church. Books will be available and classes assigned Monday evening.



OMAHA... Verona Graesser, former Omaha Women's Single Tennis champion, is soon to become the bride of Lieut. Garrison Davidson, football coach at West Point Military Academy.

Some are wondering what part the pastors of the town had in the President's Ball that was staged Tuesday evening. The pastors had the same part in the President's Ball as the religious people



GOOD THINGS TO EAT

Jellied Apple Salad 1 package strawberry gelatin mixture. 2 cups boiling water 8 boiled apples, colored red 1 cup chopped celery 1-2 cup dates 1-2 cup nuts Pour water over gelatin mixture and stir until dissolved. Cool and chill until a little thick. Arrange apples in shallow pan and stuff centers with celery, dates and nuts. Pour gelatin over top and chill until stiff. Cut in squares and serve on lettuce.

Ingredients. Cook for one minute and serve Bannanas must be kept an even temperature, otherwise they may turn black. Sixty degrees is the best for them. If they are stored in the pantry, they should be wrapped in soft paper. If kept in the dining room wrap them in paper at night, or they will blacken in the cooling room.

Cherry Pudding 1-3 cup fat 2-3 cup sugar 2-3 cup milk 2 1-2 cups flour 3 teaspoons baking powder 1-3 teaspoon salt 4 egg whites, beaten 1-2 cup seeded red cherries, drained 1 teaspoon cinnamon Cream fat and sugar. Add rest of ingredients and mix well. Half fill pudding molds and steam 2 1-2 hours.

In making a soufflé add a pinch of soda to beaten egg whites. This helps to keep it fluffy and puffy.

Mr. and Mrs. Earl Wise spent last week end at Tahoka visiting friends and relatives.



May Become Envoy

NEW SPRING MERCHANDISE ARRIVING DAILY

LADIES SILK HOSIERY All silk full fashioned service weight hose in new spring shades All sizes. 59c

LADIES NEW SPRING PURSES A beautiful assortment of the very latest purses in white, beige and grey. More than 12 different styles to select from at 59c to \$1.00

Men's Dress SHIRTS Men's pre-shrunk broadcloth shirts, vat dyed, new spring shades. All sizes, only 69c

MEN'S WORK SHIRTS Men's grey chambray triple stitched shirts. Only 39c

LADIES' SPRING COATS New coats of wool crepe-velours, mixed tweeds and many novelty weaves. "Betty Rose" coat an outstanding garment for quality and design. Price range \$10.85 to \$18.45 Other excellent val. in ladies coats may be had for \$7.98 to \$9.87

New Spring HATS In straw, straws & fabric combinations. All the new shades to harmonize with the new spring frocks. \$1.00 and \$1.98

SWAGGER SUITS All wanted lengths and materials in our new suits, silk lined. \$7.98 to \$16.85

Silk Dresses The latest word in snappy chic silk dresses. In the seasons newest combinations sizes 14 to 40. \$7.85

Ladies & Misses Slips Cotton, Rayon And Silk In pink broadcloth, Lace trimmed. All sizes 49c Bias cut Lace trimmed good quality Peach and Pink 79c Swan suede silk crepe, hand embroidered, Lace and applique trimmed, Flesh pink and peach. \$1.19 and \$1.79

Ladies, Misses & Childrens Rayon Bloomer Good quality lock stitched seams. Special value 22c Each

Ladies and Misses BLOUSES In the new plaids and strips all styles and sizes at \$1.94

Silk corchet beret in black and white, and black and white combination. \$1.00

KRINKLE CREPE For underwear. Printed and solids. 15c-22c

58 INCH DAMASK Solid colors, rose and yellow. 59c

LADIES Lounging Good quality broadcloth plain & fancy combinations. Small, medium & large. 79c

MEN'S SHORTS Men's genuine fast color, full size broadcloth shorts in all sizes and patterns. Only 25c Ladies' Silk and Wash BLOUSES Pretty patterns in tissue gingham. An excellent buy at 99c

A FULL LINE OF NEW SWEATER In all the vivid spring shades and white. Of soft wool lace and novelty weaves. Just the needed extra blouse for the swagger and coat suit. Specially priced at \$1.00 to \$2.19

Ladies & Misses New BERETS All wool in black, white, pink, green, tan, blue, red orange & maize. Only 69c

Sleeveless SWEATERS Men's and boys' sleeveless sweaters. Just the garment for this time of the year. A large assortment just received of all colors and patterns in real values. Priced from 15c to \$1.39

The new Shirt Waist Style Wash Frocks Are here in all sizes & shades, colors fast and priced at \$1.95

LEVINE'S PLAINVIEW

Men's Dress SHIRTS Men's pre-shrunk broadcloth shirts, vat dyed, new spring shades. All sizes, only 69c

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Some may get the idea that the writer is against the president. No, Mr. Roosevelt is a great and powerful man and a great executive. But he has made his mistakes some of which will bear fruit to the hurt of our homes, churches, schools and business. We want the N. R. A. to succeed for you are we if it fails. We would have more faith in the N. R. A. if God and Roosevelt were partners in putting it over but all outward appearances are that Roosevelt and the devil are walking in too nearly in the same direction and therefore taking our nation too far away from God. May long live our president as long as he is right but woe be that leader that leads a nation into moral corruption.

WILLIS J. RAY

FOR SALE—4,000 bundles of well-grained Higeria. —Hammonds And Co 21-

FOR SALE—Work Stock and cattle of all kinds—See Claud Wolford 20-27c

FEED GRINDING We have just purchased a new Western Chief feed mill which will grind any feed from bundles to corn meal. The mill is located at our home just across the R. R. tracks South of Patterson's Gin. We will appreciate doing your grinding. J. H. Nall & Son 20-11c

Classified Advertisements

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WANTED—B flat soprano or tenor saxophone, must be in good condition. Will consider renting or buying. Perhaps would consider an E flat alto saxophone. Call at the Beacon office if interested.

WHO WANTS A BEAUTIFUL PIANO AT A BARGAIN? We have in this vicinity a splendid upright piano with a dust bench to match. Also a lovely Baby Grand in two tone mahogany. Rather than reship will sell either of these at a bargain. Terms if desired. Might take livestock as part payment. Address at once—Brook Mays & Co., The Reliable Piano House, Dallas, Tex. 20-31c

