



THE LOCKNEY BEACON



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

VOLUME 33

LOCKNEY, FLOYD COUNTY, TEX AS, THURSDAY, FEBRUARY 8, 1934

NUMBER 22

TURDAY PROMISE TO BE BIG DAY—FREE AUCTION SALE

Everything From A Corkscrew to Work Horses Will Be Offered For Sale. Sale Begins At 11 A. M.

You are not here Saturday morning by 11 A. M. you are to miss part of one of the best auction sales ever pulled in Lockney.

The Beacon's Free Auction has everything listed and offered for sale from a corkscrew to work horses. If you want something, you will find it in the sale, so be here at the start. We want you to be our Saturday. Make our office headquarters, we will be in the room. The sale will be in the lots south of the office you have anything listed in Saturday morning and on the lot. Man will be arranged everything as it goes.

and turn to the page appearing elsewhere in this issue of the Beacon and read the items that will be offered to the highest bidder. Friends and neighbors are invited to the sale. It is your sale and it depends on you. If this is a successful week will hold on the first Saturday. If you want us to, it is being offered by the Beacon, and all expense incidental thereto is being paid for by the Beacon. We are doing this in order to be of more service to our readers and other of this community.

Begin right now planning to attend this sale. Make it a family day.

Mae (Herself) West



LOR ANGELES . . . Glamorous Mae West's appearance in court to testify against Edward Friedman, alleged to have "done her wrong" in theft of jewels and cash amounting to some \$75,000, was the occasion for picture fans to pay her high personal tribute.

LOCAL MEN ATTEND HARDWARE AND IMPLEMENT CONVENTION

E. E. Dyer, Robin Baker, and John Stalcup attended the Hardware and Implement Convention held at Amarillo Monday and Tuesday of this week. They returned home Tuesday night.

GRAMMAR SCHOOL NEWS

Since our grammar has been presented, we have started to work on our Interscholastic League work.

Mrs. Applewhite trains the story-tellers.

Miss Meriwether trains the declaimers.

Miss Sams is training the spellers.

Miss Moore is in charge of the picture memory and choral singing contestants.

Miss Coleman is helping the pupils entering essay writing, music memory, and girls playground ball.

Mr. Tate works with the arithmetic, the boy's playground ball, and the boy's track events.

We are very happy to announce that the program given by the Grammar School was well attended and, judging by the remarks made by many present, that it was enjoyed by all.

Two new pupils have entered the seventh grade recently. They are: Wayne Smith of Sand Hill, and Lois Watkins of Cedar Hill.

The two new pupils in the sixth grade are: Kenneth Smith from Sand Hill and Irene Newton from Lehman.

We are beginning our choral singing work this week preparing for the county meet. We are limited to a choir of twenty-five but we have forty-five who want to enter. Most of these children have good singing voices, and we would like to train them all but twenty of them must be eliminated. Of course we are going to win again this year.

Second Grade Honor Roll

- Latrice Ellis
- Shirley Rae Floyd
- Naomi Langford
- Mary Ruth Thomas
- Billie Dean Trussell
- Evelyn Yearout
- Billie Allen
- Teddy Jack Crager
- Homer Jean Howard
- Lester Lee Hill
- Billie Kendall
- Cecil Woodworth

Oscar Sherbert, who has been critically ill at his home south west of town this week, is slightly improved this morning. (Thursday.)

LOCKNEY PIONEER PASSED AWAY FRIDAY

Resident Of Floyd Co. For 32 Years and Mason 26 Years

Funeral rites for John B. Harper, 81, member of Lockney Masonic Lodge for 26 years and Floyd County pioneer, were conducted Friday afternoon Feb. 2, at 2:00 o'clock at the Lockney First Baptist Church with Rev. Willis J. Ray officiating, assisted by Rev. Pat Horton of Plainview, Rev. Roy Clayton of South Plains, and R. E. L. Muncy.

Masons from Plainview and Floydada with the Lockney Lodge attended the services in a body. Mr. Harper was born June 17, 1852 at Anderson, South Carolina, and belonged to a family of five children all of whom have preceded him in death but one younger sister who lives at Pegdleton, S. C. He trusted Christ early in life at the age of 18 and joined the Baptist church, in 1875 he was married to Miss Margaret Ashworth at Fairmount, Georgia, and to this union was born nine children all of whom are living with the exception of one boy, Homer H Harper, who died in 1927.

He first came to Texas while still in his early teens, later returning to Georgia where he married. He and his family located near Ft Worth several years later and then at Estaline. Thirty-two years ago they moved to Floyd County. He is classed with the early pioneers of West Texas and especially Floyd County.

Mr. Harper joined the Masonic Lodge of Lockney on June 10, 1918, in which organization he has been faithful and an active member until two years ago when his health forbade his regular attendance. He had enjoyed good health all his days until recent years when he suffered strokes of paralysis which finally confined him to his bed.

Active pall bearers were: Walter Woods of South Plains, Price Scott of Floydada, Walter Childers, Gene Dyer, Homer Howard, and R. E. Patterson.

Honorary pall bearers were: Robin Baker Jack Myers, Rev. Weathers, Rev. C. Joiner, J. H. Upton, P. M. Smitherman, Paul Sims, Dr. N. E. Greer, Dr. P. C. Anders, H. L. Barton, Z. T. Reed, Will Hamilton, Dr. J. L. Guest, Tom Deen, Artie Baker, Gilbert Bean, Estes Woodburn, and Vic Bullman.

Flower girls were: Mesdames L. H. Honea, Z. T. Reed, R. E. L. Muncy, Dave Hamilton Spence, C. H. Brown, Beekie Dodson, Daniels, Marr, Kate Collier, Frank Ford, E. M. Whorton, Geo Webster.

Interment was in the Lockney Cemetery under the direction of Crager Funeral Home.

The deceased is survived by his widow, four daughters, Mrs. Pearl Hutchenson and Mrs. Nellie Bolin of Plainview, Mrs. May Bley of Olton, and Mrs. Jewell Kenady of Lockney; and three sons, Reed D. of South Plains, Geo. B. of San Francisco, Calif., and Bill of Lockney.

Out of town friends here for the funeral were: Mr. and Mrs. V. F. Lernous of Gatesville, Mr. and Mrs. Garrett Bley, Mrs. Huston Ruckee, and Mrs. Winnie Whitley all of Olton, Mr. and Mrs. Sim Burrows, Mrs. Andy White, and Dr. and Mrs. J. L. Guest of Plainview, Tom Deen of Floydada, Mr. and Mrs. Geo. West of Silverton, Mr. and Mrs. John Smitherman, Mr. and Mrs. Jack Smitherman, Mr. and Mrs. J. H. Upton, and Mr. and Mrs. McEwins all of South Plains.

RETURNED TO W T S T C SUNDAY

Miss Henrietta Kunkle, who has been here for several days between terms at W T S T C, returned Sunday to enroll for another term's work. Her parents, Mr. and Mrs. Edd Kunkle, accompanied her.

Gets President's Help



WASHINGTON . . . Steve Vankin is no longer a "stranger" for him when he was ordered to sell selling peanuts and popcorn at the corner of the White House grounds where he'd sold them for 23 years. The police say Steve can stay.

LOCKNEY GIRLS JUDGED BEST TEAM OF SPORT

The Lockney girls basketball team failed to win the tournament at Ralls last Friday and Saturday, but they were judged the best team of sports at the tournament. On the all star team of the tournament Leona Shelton was named as guard. On the second team Leota Shelton was named as forward and Hazel Ford received honorable mention.

In the first round of the tournament Lockney was matched against Croton and defeated them 32-30. In the quarter-finals Lockney was defeated by Brownfield. In the girls Meadow beat Brownfield by a point.

Mr. Ford stated that he was well pleased with the showing of his girls at Ralls, and was very well pleased that the girls were judged the best team of sports.

RURAL SCHOOL COUNTY ELIMINATION FEB. 10

All rural schools interested in the boy's tournament to determine the rural county championship should be on hand at Lockney High School Gymnasium, Saturday, February 10. Drawing will be held at nine o'clock and playing will be started immediately afterwards.

LEO COOPER
Director of Athletics
Floyd County Interscholastic League

NOTICE TO TAX PAYERS

Beginning March 10th there will be a charge of 6 per cent interest and 10 per cent penalty added to all delinquent taxes. Please come in and pay your taxes before that date and avoid having to pay this extra charge.

ANNA ANDERSON
Tax Collector Lockney Independent School District.

Henry Ford and Frank Busby made a business trip to Amarillo Monday for the purpose of purchasing tools and machinery for the new motor company they plan to open here within the next few days. They will be located in the Smith Hatchery building.

Hugh Counts, John Hammons, J. W. Baggett and Ralph Ashworth are riding around in new Chevrolet cars recently delivered to them by the Lockney Auto Co. Also Wofford & Wofford purchased a new Chevrolet pickup to be used in their business.

The time which elapses between the utterance of a sound and its return must be more than one-twelfth of a second to form an echo.

Oberlin was the first co-educational college in America.

GASOLINE WINS RURAL AND CLASS B TOURNAMENT

Gasoline won the Rural and class B tournament held at the Lockney High School Gymnasium last Friday and Saturday. They defeated Valley View 32-28 in the final game Saturday Night. Following the game Gasoline was awarded a trophy for winning the tournament and Valley View was awarded one for winning second place.

There were thirteen teams entered in the tournament, and was one of the best to be held by the local school. Running Water, Liberty, Plainview Junior High, were the entries from Hale County. Swisher County was represented by Taylor and Valley View. Floyd County was represented by Lone Star, Aiken, Irick, Lakeview, Sand Hill, Fairview and Cedar Hill. Briscoe was represented by Gasoline.

The first round was played Friday afternoon and night and the quarter finals Saturday morning. In the semi-finals Saturday afternoon Gasoline defeated Cedar Hill 36-11 and Valley View beat Liberty 35-28.

Valley View probably played the hardest schedule of any team at the tournament. They came as the dark horse of the tournament and almost won it. They only had five men but those five men could certainly play ball. In four games that they played they had only 18 fouls called on them. In the semi-final game they did not have a foul called against them. One of Valley View was also the point man of the tournament.

LIBERTY BALL TEAMS PLAY HERE FRIDAY

The Liberty boys and girls will be here Friday night to play the local boys and girls. The Liberty boys were at the tournament last week end and they have a good team. They are reported to have a good girl's team and both games should be close. The first game will be called at 7:30.

At Cuban Helm



WASHINGTON . . . The acceptance of the Cuban Presidency by Col. Carlos Mendieta, (above) was heralded here as a step which would permit United States recognition of Cuba and an early political quieting of the troubled little island.

LOCKNEY HIGH SCHOOL DEBATERS SELECTED

The Lockney Debaters were selected Monday night by W. N. Bobbitt, coach of debate at the high school. He stated that he had more interest than usual this year in debate and has been holding debates between his squad for some time. He is planning a number of practice debates before the county meet in March. The debaters are: girls, Virginia Hohlaus and Glenna Whitfill, and boys, Heman Thornton and Chester Carthel.

SOCK SUPPER AND "42" PARTY AT RAMSEY

There will be a sock supper and forty-two party at the Ramsey school building Wednesday evening, Feb. 14. Everyone is invited to come and bring a filled sock for the occasion.

Bob Hooper and T. C. Sheppard of Plainview were here Wednesday morning on business.

FLOYDADA BASKETBALL TEAM HERE MONDAY NIGHT

The Floydada boys basketball club will come to Lockney Monday night, Feb. 12 to open the series between the 2 high schools for the class A championship of the county. The second game will be played in Floydada Thursday night. The game will be called at 7:30. Following this game Sand Hill and South Plains will play for the Class B championship of the county.

For the first time in several seasons Lockney enters the series as the under-dog. On paper Floydada holds the edge, but dope between these two schools never means a great deal. It will be a battle all the way and will be a good game. Don't fail to be on hand Monday night to witness this age old battle between the two schools.

C W A NURSE TO BE AT GRAMMAR SCHOOL FRIDAY

Word has been received that Miss Eldi Mae Gilliland, C W A Nurse of Floyd Co., will be at the Grammar School Friday Feb. 9th at 2 P. M. discuss a plan of immunization against diphtheria, Typhoid and Small pox.

All parents and especially those interested in this work are urged and invited to come.

Miss Gilliland is a graduate nurse, and is a graduate of the Lockney High School.

Baptist Association Has S. S. Revival This Week

Floyd County Baptist Association, including Briscoe, Motley and Crosby counties, are having a Sunday school revival this week. Twenty-one churches in these counties have been enrolled for the work with on 17 functioning at this time. The other four churches will hold their revival next week.

The faculty is composed of Rev. R. E. Boat of Dimmitt, Dr. W. F. Fry of Lubbock and 20 Wayland students. Four classes are being conducted here at the First Baptist Church with W. J. Lites of Dallas, Arch and R. E. L. Muncy, and Mrs. Willis Ray as instructors. 102 are enrolled here for the local classes.

G. S. Hopkins, State s. s. secretary is headquartering here and has spoken at the 17 churches this week. 725 are enrolled at the present time with 1,000 set as the goal by the end of the course which is Friday evening.

The revival is to be climaxed with commencement exercises at the Floydada Baptist church Sunday afternoon at 2:30 o'clock. Rev. R. E. Harris of Ralls, Rev. I. J. Lloyd of Aiken, Rev. S. R. McStung of Floydada, and W. J. Lites of Dallas will be heard on the program.

Funds are available at this time to take care of all warrants payable out of 1932 taxes up to and including No. 256. If you hold a warrant please bring it in and get your check.

ANNA ANDERSON Tax Col. Lockney Indep. school District

Kaffa, in Eastern Africa, is claiming to be the of the coffee tree, but the Arabians taught the world to drink coffee.

J. W. Jones superintendent, has been absent from school this week because of a severe cold.

Mr. C. R. McCollum has been quite ill at his home this week but is reported as being better at the present time.

Our present calendar was devised by Pope Gregory III in 1582.

Greenland, New Guinea, and Borneo are the three largest islands in the world; Australia is considered a continent.

ATTEND FUNERAL AT AMARILLO MONDAY

Mr. and Mrs. S. J. Huggins, children, Al and Emil, Lois, and Mr. J. D. Huggins and son, Harold, were called to Carrollton, Texas, Sunday because of the death of Mrs. O. J. Huggins' father, Mr. Howell. The funeral was held Monday afternoon at the Carrollton Methodist Church with interment in the Grapevine Cemetery.

REGULAR MEETING OF THE O. E. S. No. 437

Monday Feb. 12, 1934 at 7:30 for the purpose of initiation and the official meeting of the District Deputy Grand Warrant.

Kidnaped Banker



ENDS RED AND WHITE MEETING AT PLAINVIEW

Hamilton, J. B. Reecer, and Mrs. Morg Hamilton, Rains and daughter, Miss Rains attended the disbanding of the Red and White Stores at Plainview Thursday evening. A banquet was held at the Hilton Hotel in the early evening.

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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

The House has passed the Marvin Jones bill making beef and dairy cattle a basic commodity under the Agricultural Act, and authorizes \$200,000,000 for payments to producers. Marvin Jones is the greatest friend to agriculture and cattle interest in Washington. He has fought the battles of the farmer for all these years he has been in Congress, and only the last few months has he been able to realize on this work. He has sponsored bills that have been enacted into law that have been of immense benefit to farmers of the nation. Bills have been passed under his guiding hand that paid farmer a cash for plowing up cotton, wheat farmers for reducing their acreage, and there by cutting down surplus and raising the price of these commodities. Yes, Marvin Jones is doing a wonderful work in Congress, and it is with regret that we lose him as representative of this district. Still we are glad that he will remain at Washington as representative of the Panhandle district and we will have the benefit of his experience and ability for years to come.

In a meeting of Young West Texas Democrats over at Lubbock the other day a suggestion was made for drastic changes in Texas state government. A suggestion was made to reduce the State Legislature to one house composed of only 30 members. A good suggestion, a cracker-jack. With only 30 people handling the affairs of state we can get something done and cut out all of this "rag carning" that has been going on down Austin way all these years. 200 delegates attended from 50 West Texas counties and they served notice on the rest of the state that they were going to expect a fair and just consideration in Texas political affairs from here on out. They want a redistribution of Senators and Representatives and an equitable distribution of state funds, especially those used for highways and education. About the only way that West Texas will ever get what is coming to them is divide the state. Yes, sir, cut'er right in two and set up our own government, then we will begin to build and develop. East and South Texas have the axe on us when it comes to population and therefore they get all the grapes. It is time for West Texas to wake up, and through this organization of Young Democrats we can perhaps get the job done.

Well, Well, who would of think it, all that gold that the boys shipped across the pond to foreign countries along about March 4th is on its way back to American shores. People that have money sure are having a time getting it in a safe place. But it is an ill wind that blows nobody good. The shipping companies will get a little additional business out of the haul across the waters. Billions of gold dollars and bullion are on their way to America. They have decided that Roosevelt is not such a bad chap after all and that he is really looking after their interest. France is going to have a mighty hard time staying with that gold standard of theirs with the precious metal flowing to this country. They might as well line up with the rest of the countries and let's get this gold standard business straightened out and get down to business. It seems that the United States holds the whip hand with the price they are paying for gold.

The powers that be at Washington are getting things lined up pretty well. They have just about took over the management of the farmer and

by relieving banking institutions of this heavy load and leaving them free to finance business industries of one kind and another with short term loans. Farmers can now go to the Government and borrow money to operate their farm if they desire to do so. Cattlemen can receive assistance from the same source. Money may be received from the Government to pay off the farm mortgage at a low rate of interest and on long time. Also money can be secured for improvements on the farm. Yes, the Government is getting into business in a big way. Perhaps it will be better, who knows? It looks as if we are going to give it a trial anyway. Time will tell.

President Roosevelt is asking for ways to control the Stock Exchanges. He will hold an early conference with Congressional leaders to decide on a policy. He wants action on this subject at this session of congress as a fulfillment of the Democratic platform. He already has the stock exchanges turning hand springs both forward and backward, but perhaps now he wants to make them climb a string like a monkey. He certainly has the boys performing in grand way and it is some show. Only a short time back they had the public turning hand springs and cutting other capers. These certainly are interesting times, to say the least.

You had better dismiss your private bootlegger after February 11th if he is peddling liquor on which no federal tax has been paid, for you will be just as guilty as he in violating the federal laws controlling the sale of liquor. If you purchased bootleg liquor without the government tax affixed thereto you are subject to a fine of \$1,000 and a penitentiary sentence of 5 years. If this penalty had been attached to the law before the appeal of the 18th Amendment we would not of had so much trouble in controlling bootleggers. But under the old law the bootlegger received the axe and the purchaser went free, when in fact he was a party to the transaction. This puts a few more teeth into the law.

WOMAN'S COLUMN

(BY JEANE SUITS)

I'm so disappointed—imagine my sorrow to discover that no one really trusted my ability to untangle problems of the heart and domestic difficulties. I thought surely last week the Beacon P O box would be bulging with such broken hearted epistles. If some of you don't come across with these letters I am going to have to compose a few and answer them in this column just to prove to you readers that I'm not as unpopular advisor as you seem to think. If you put up a bold front almost anybody can be fooled, (part of the time.) I've learned that long ago and try to abide by the experience. Be not timid or bashful about writing me your entanglements to solve. The only requirement is that you do not send any mathematical problems for as a mathematician I'm the bunk!!! I'll solve anything that doesn't contain figures. Say, by the by, are you really taking this serious?

"Birds of a feather flock together," and they seem to have all lighted on Dorothy Jordan's new outfit which has feathers on the cape, feathers on the gloves about the wrist, feathers on the

—and the Worst is Yet to Come



bottom of the gown, and she wears white plumes in her hair. The gown was black and the feathers alternated in black and white to make a snappy ensemble.

"Come up to see me sometime, any old time." How am I doing biggie boy? These two phases have been made popular by the great sensational screen actress, Mae West—the actress that all men clamor after and some women envy. She isn't really beautiful any more than your doll, but oh! My that "sex appeal" of hers is enough to slay any normal person. In fact, I think her roles are really cheap but it seems the American public adores such vulgarity. I'll take a sweet, serene, actress something similar to Janet Gaynor or Greta Garbo any old day. Yes sirc, no Mae West technique for me even though she does command an overwhelming box office. Next time your husband or boy friend wishes to see one of her productions just say okay, but leave the impression that you are going to see Clark Gable's newest picture the following evening—and maybe twice.

You would be surprised to know just how many people there are in this town who've never been in the mechanical end of a printing office. They don't have any more idea how news is set and made up for the press than I have of what Jim Ferguson is going to pull next. I actually believe I would have more curiosity about me than that. I would want to know why so many errors appear in The Lockney Beacon from a mechanical standpoint, why the paper suddenly changed it's style of type, why somethings aren't published just as they are sent in to the office, why the editor and linotype man are always at daggers point, why and how this "Splash" ever gets out in the first place.

Now don't rush please, the office has been in this village for many years and you haven't visited it as to yet, but within the next six months you might drop in nonchalantly and look the situation over. You can't ever tell, you may be able to discover just why such "baloney" as this is permitted to be run weekly.

DID YOU KNOW

Oberlin was the first co-educational college in America.

Our present calendar was devised by Pope Gregory III in 1582.

Greenland, New Guinea, and Borneo are the three largest islands in the world; Australia is considered a continent.

Wild Bill Mehlhorn, who won the Texas open title in 1928 and 1929, is the only golfer to capture

the championship twice in succession. Whata man!

One man and he is a democrat shouted "no" in the House Monday to a 950 million dollar relief and civil works appropriation that captupuled through that branch of Congress and went to Senate for speedy action. Now guess who.

Hardware and implement dealers from over the Panhandle, who convened at Amarillo Monday and Tuesday, report a tremendous business increase over last year.

It is believed that the state an property tax collections will show an increase of \$25,000 of the same period last year.

Giraffes, when fighting among themselves use their long necks like sledge hammers—but when women fight among themselves they use their long tongues for weapons!!

Buttons came into use on sleeves to prevent soldiers from using their sleeves as handkerchiefs; they were sewed opposite their present location. Not a bad idea, indeed.

The gorilla is native only to Africa—maybe, so but it seems there are plenty wondering around over in this country.

Mathematicians of the University of Navada have rushed to the rescue of farmers who want to know how many tons of hay they have in their stacks and don't want to haul it to the scales.

The formula devised by the agricultural extension service of the university is as follows:

Multiply the over (that is, the height of stack from the ground over the top and down the other side) by .04. Multiply the circumference by .012. Subtract this result from the first one. Multiply the result thus obtained, which gives the number of cubic feet in the stack."

EXTRA CHARGES

When the East Texas banks got under the NRA, a farmer received a notice of the charges thereafter to be made by his bank for small depositors, so much for each check, so much to charge for a past due notice, so much for an overdraft notice, etc. The farmer concluded it was his patriotic duty to notify them of a few things he thought had been overlooked. Accordingly, he sent these suggestions:

Entering bank. Front door, 50 cents; side door, two-bits.

Spitting on floor. Plain, 5c; tobacco, two-bits.

Speaking out of turn. To president, \$1; cashier, 50c; any assistant cashier, two-bits; to any vice-president, no charge.

Asking for balance \$1. Arguing over balance, civil manner, 50c; quarrelsome manner, first time, \$1 second time, \$2; extra for cussin bank help, \$5.

Accusing the loan appraiser of lying—no charge. It's natural with them.—Ex.

SAVE AS YOU SPEND

Saving money doesn't mean sticking it away somewhere. Saving means spending at a profit. And you can profit on every dollar spent here for—

GROCERIES FRESH AND SMOKED MEATS
Fruits And Vegetables In And Out Of Season
HAMILTON BROS. GROCERY

YOUR PATRONAGE RESPECTFULLY SOLICITED

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

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PHONE 92

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 chewing 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 bloats up your stomach. You have a thick, bad taste and your breath is foul, skin often breaks out in pimples. Your head aches and you feel down and out. Your whole system is poisoned. It takes these good, old CARTER'S LITTLE LIVER PILLS to get those 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 stimulating 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. Resistant to substitution. 25¢ at drug stores. ©1931 C. M. Co.

Frank Perkins INSURANCE and BONDS



THE PROGRESSIVE FIRMS OF LOCKNEY

That Ask You to Trade at Home During 1934

Lockney Drug Company

The Retail Store

For many years this reliable Drug Store has served you just as faithful as your family Doctor. They specialize in prescriptions and keep their drug supplies complete and fresh, and you may rest assured if it is filled here it will be done without substitution and by experienced licensed Druggist, they also carry a most complete line of drug sundries and are the first to show the new and modern things in cosmetics. They solicit your business for 1934 on a quality basis and ask that you try the home drug store first. The progressive review endorses this store and its personnel is anxious to see Lockney grow.

You Cannot be a Citizen of Two Towns!

BE LOYAL! Trade at Home---Buy From These Firms on this Special Page. They are Loyal Boosters.

BUY AT HOME!

Ford & Busby Motor Co. Machine And General Repair Shop

These two well known high-class mechanics have opened up across the street from Baker Mercantile Co., in the Smith Hatchery building, a modern and up-to-date machine and general repair shop where they will repair automobiles, tractors etc.

Messrs. Ford and Busby need no introduction to the people of this community as they are well known for their ability as mechanics. They will be glad to meet all their old friends and ask you to bring your friends to their place and have your work done where it will be done absolutely right. They will use only genuine authorized parts and personally supervise the mechanical work themselves.

Armour Cream Station

This company is working for the farmer. Do not take your produce to foreign markets or be deceived by flattering prices. Bring them to a home man and he takes a personal interest and gives you all that can be given you for what you have to sell connected with honest weights and top prices. This company has made a special arrangement to take care of you. Mr. Belyeu is always anxious to see that you get the very best treatment and the most courteous service and that she asks each one of you to get her prices before you sell your produce. The progressive review endorses this produce house and we suggest you sell it in Lockney.

Lockney Poultry And Egg Co.

The people of Lockney are indeed fortunate in having this large cooperative produce house to establish a branch office so convenient to them. This company has connections with the produce world that enables them to pay just a little more than the average produce house and they have gained a very wide reputation for honest dealings and good treatment you will find them most courteous and anxious to please you with their service and prices. The progressive review endorses Dick Watson the manager of this company and we wish and predict much success for them in their chosen new location.

E. L. Ayers Dry Goods

For many years this reliable store has carried for you the very best things in merchandise and sold them to you just as reasonably as quality would permit. They have resolved that in 1934 that they will give you better service better treatment, and better prices if it is humanly possible to do so. They are members of the NRA and are doing their part for the program. The progressive review endorses this store and their merchandise. We suggest you try your own home department stores first.

Taylor's Grocery & Market

If you want good clean groceries priced in keeping with the times we recommend this home owned and operated grocery, they have never used cheap ballyhoo to get you into their store and sell you one item below cost and make it up on some other, but have priced their merchandise on a fair honest margin of profit and sold you good weights and packing. The progressive review endorses this store and their merchandise and their sanitary meat market. Resolve now to buy at home in 1934.

Meet Me At Taylor's

Fielder Motor Company

We have for many years heard much about the Ford, but there has never been before since there were cars made as many people talking about what a wonderful car the new V-8 is. You can hear it every where. And it is commended by people who know machinery that the Ford has more real machinery in it than any other that was ever made. It is the best driving car that can be put on the road in five hundred dollars of its price. Mr. Fielder is here to back these statements up and to prove them to your entire satisfaction the progressive review endorses this agency and the automobile they sell and we suggest you get in line and ride in a new 1934 Ford.



All the heat is where you want it—high—low—fast or slow, at your finger-tip. Famous for its Focused Heat, supplies steady, concentrated heat close to the cooking; quick for boiling, perfect frying, a gentle simmer—whatever you need.

A Good Trade in for Your Old Stove
Baker Mercantile Co.

Lockney Implement Co.

Through good years and bad this reliable implement house has stayed with you. They are featuring the John Deere line in all that its name implies. It has been tried all over the world and has made good under every known test. And this company is here to help you with your farming problems and to have for you the machinery at the time you need it. This is a home owned and controlled store for home people and should be given first consideration when buying merchandise of this kind. You will find them most courteous and anxious to please. The progressive review endorses this company and the lines they handle and we say buy at home in 1934.

City Bakery

If you are a loyal citizen to Lockney and to Lockney products you should use the bread that is baked right here in Lockney. Mr. Phenix has spent much money in making his bakery modern and up to date. And his bread is very satisfactory and is scientifically mixed and placed in ovens and baked to a golden brown and served oven fresh daily from his bakery to his customers or it may be had at the bakery. This is a Home bakery and when you ask for bread you should demand Lockney bread. The progressive review endorses this baker and their product and we suggest you resolve now to buy home bread for 1934.

Roberson Feed And Seed Barley Seed For Sale Now, Will Take Orders For Oats Seed and Half & Half Cotton Seed

Spring time is planting time this company prepared to sell you any kind of seeds in any amount you might want they have given this much study and consideration in order to get the correct kind of seed for his particular climate and you may rest assured that the seed that come from this place will be pure and come from the choice fields. They also carry a complete line of seed and their prices are in keeping with the times. And whether you have a small patch or a big farm to plant or one cow or many rows to feed we recommend this feed and seed company to the people of Lockney. The progressive review endorses this home owned and controlled company and we suggest that you buy at home.

Hammonds And Company International Implements

For many years and in every country the International Implements have made good, and they are continuously improving them and making them better. This company has taken much interest in the farmers of this community in trying to bring them the right kind of implements at the right time. They have stayed with you through good years and bad alike, and have resolved to do more for this community this year than ever before if possible for them to do so. The progressive review endorses this company and their products, and they ask, when you come in to town that you visit this store look at their line of implement. You will find Hammonds very anxious to help you in every way.

Stevenson's Variety

The people of Lockney are fortunate in having a store like this located in their city. This store has brought to you each year a wide selection of useful household necessities at a very large saving, and they have resolved that in 1934 they will give you better prices, better assortments, and more courteous treatment than ever before, if it is possible for them to do so. The progressive review endorses this home owned store, and the manager, Mr. Stevenson's who is anxious to do his part for Lockney and the NRA. We suggest you resolve to "Buy At Home."

First National Bank

For many years this institution has served you with just good common sense banking, and entering this new year they have resolved to do more than ever before if possible. The entire personnel of This Bank is anxious to see Lockney grow, and they know you must patronize your home merchants for this to be done, and they, like your president, suggest you spend your dollars where you make them, and make Lockney a bigger and a better place to live and trade.

Bile
omel
ins
BONDS



Granada THEATRE PLAINVIEW

FRIDAY FEB. 9TH
Alice Brady, Franchot Tone
"STAGE MOTHER"
Also Richard Talmadge in
"Pirate Treasure"
Adults 20c & 25c Children 10c

SATURDAY FEB. 10TH
Richard Dix, Madge Evans
"DAY OF RECKONING"
Also Comedy Fatty Arbuckle in
"In The Dough"
And latest Fox News
Adults 20c & 25c Children 10c

Saturday Midnight Feb. 10
Sun. & Mon Feb. 11-12
Now It's A Thrill For The Ladies! Max Baer
Screen's New "It" Man In
"PRIZEFIGHTER AND THE LADY"
With Myrna Loy, Jack Dempsey, Primo Careno and Walter Huston
Awarded 4 Stars Plus by all critics. A Love Story—A Action Story—A Thrill Story—All rolled into one!
—ADDED—
Comedy "Twin Screws"
Pooch the Pup in "King Kluck"

Tues. & Wed. Feb 13-14
10c All Day To Everybody
"ORIENT EXPRESS"
Fox's Brand New Thrill Drama with Norman Foster and Heather Angel
—ALSO—
20 Famous Stage, Screen and Radio stars in the "The Big Benefit." Also News

Thur. & Fri. Feb 15-16
In Person on The Stage
"THE SPOTLIGHT REVUE"
Featuring Dancing Singing, Comedy and Music with the R. K. O. Rhythm Boys
Pretty Girls, Snappy Tunes
Fan Dance
On The Screen
The Surprise hit of 1934
"I AM SUZANNE"
With Lillians Harvey and Gene Raymond.

Wild Bill Mehlhorn, who won the Texas open title in 1928 and the championship twice in suc-



NEW YORK... Frank Buck (above) has done it again, "bringing them back alive"... a whole ship load of wild animals, captured during his latest travels through India, among which is the only male Indian Rhinoceros in captivity.

JACK FOLLEY ANNOUNCES FOR DISTRICT JUDGE

To The People Of Floyd County: In announcing my candidacy for District Judge of the 110th Judicial District of Texas, composed of Briscoe, Dickens, Motley and Floyd Counties, I do so fully realizing the great responsibilities of that office. At the end of this year I will have served the people of this district almost six years as your district Attorney. My first term of twenty two and one half months was by appointment when the new judicial district was created in February, 1929. Since that time you have twice seen fit to return me to such office for which I am deeply grateful.

As your District Attorney I have tried to conduct the affairs of that office in a manner that would command the respect of the people. I have tried to make you a District Attorney of whom you would not be ashamed and for whom you would not have to apologize. Although I may not have always obtained the desired results, I have given to you the best I had, as as I hand this office back to you at the end of my present term, I can do so with a clear conscience and with the positive conviction that I have been faithful to your trust.

With the experience I have had as a private practitioner and as your District Attorney and public servant I believe I am qualified for the office of District Judge. I am not going to say that I deserve a promotion, for that is for you to say, but I will say that I desire a promotion and if you will elevate me to such an honor as the office of District Judge commands, I promise again to be faithful to your trust. Naturally I am ambitious to better myself in my chosen profession and at the same time I desire to be of service to the people among whom I live.

If elected to this responsible office it will be my desire to run the affairs of this office in a dignified and business-like manner, to be fair and impartial in my dealings with litigants regardless

of whom those litigant may be, realizing at all times that every person who comes into my court for redress for some wrong or in defense of some right, has a right to be heard by an impartial judge. I shall also attempt to keep the expenses of the court at the minimum by transacting business with dispatch and precision and observing the policy of equal privileges to all and special privileges to none.

I will do my best to see you before the election and present my candidacy in person and in the meantime I earnestly solicit your help, your vote and your influence in my campaign for the office of District Judge.

Respectfully,
A. J. FOLLEY.

It is believed that the state an property tax collections will show an increase of \$25,000 of the same period last year.

Classified Ads

Floyd County Abstract Co., R. C. Scott, Mgr. Your Abstracts certified to date for Fed. Land Bank and Home Owners Loan Corp. 30 years experience. Room 7, First Nat'l Bank Bldg. 22-1c

Brooks Dry Cleaners, 91, will get you prompt service and delivery.

QUAID—Quality Mattress Renovation. One day service. 15 years experience manufacturing high class mattresses. Across street from Hammonds implement. 22-1tc

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

FOR SALE—Limited amount of used machinery, also used stock light sale.—Hammonds and Co. 21

LAWLEIGHS—To my friends and customers, I have left to complete line of my products with Roberson Feed & Seed store for your convenience.—Bee Martin, The Rewleigh Man.

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

Phone 91, Brooks Dry Cleaners, when you have work to be done.

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. 5-6tc

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

LAND—I have several good farms for sale. Would be glad to receive listings for farms, ranches and city property.—Jim Downs, Mission Hotel, Plainview. 22-tfc

ROOMS FOR RENT—See Mrs. Jim Dagley by auditorium. 22-tc

WANTED TO BUY—Automatic Hot Water tank. Inquire at this office.

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

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.

For quick service phone Brooks Dry Cleaners, 91.

WHO WANTS A BEAUTIFUL PIANO AT A BARGAIN? We have in this vicinity a splendid upright piano with a duet 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. 20-3tc

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 & S. 20-1tc

Poultry Topics

COLD WEATHER NOTES

Look out for frozen drinking water. About two-thirds of every egg consists of water, so hens drink relative large amounts in order to keep up egg production. If there are no facilities for keeping the water warm in the poultry houses, hot water should be supplied as often as necessary during the day in order to prevent freezing.

It is especially desirable to have water with the chill removed available first thing in the morning, as most hens like to drink as soon as they are aroused. Don't force hens awakened early by electric lights to wait until later for a supply of drinking water.

Green foods, such as lettuce, kale, onions and spinach, should be fed all winter long, if possible. Green clover or alfalfa hay is good if fresh greens fail, so also are cabbage and root crops. But do not feed raw potatoes or frozen feeds.

Provide sufficient ventilation at all times to prevent moisture from gathering on the litter and walls but avoid drafts in cold weather. Provide cloth curtains for openings into the house so that the birds can be protected during heavy storms or zero weather without cutting off the supply of pure air.

The litter on floor should be kept dry and clean.

In cold climates, the back and side walls of the poultry house should be covered on the outside with two-ply roofing paper.

It has been shown that increased egg production can be secured by keeping the temperature inside the laying house above freezing at all times by artificial heating systems. Artificial heat however, involves considerable expense and apparently, the financial advantage is not sufficiently great to warrant its general adoption. It is more important to avoid

sudden temperature changes, drafts, dampness and bad ventilation.

Don't allow eggs to freeze. A frozen egg is a low quality egg because its white breaks down and the shell may be cracked. In cold weather collect eggs both noon and night.

J. N. JOHNSTON ANNOUNCES FOR REPRESENTATIVE

J. N. Johnston, of Floydada has announced his candidacy for the office of Representative of the 120th District, subject to action of the Democratic primaries in July.

Mr. Johnston is well and favorably known over the district, and he is running on a platform of "Justice to all." We are sure that Mr. Johnston's announcement will be received favorably over the district which is composed of the counties of Floyd, Hale, Lamb Swisher, Farmer, Castro, Bailey and Briscoe.

Dr. R. A. Roberts

Practice limited to diseases and feeding of Infants, and Children, and care of case of pregnancy. Office at Plainview Sanitarium Plainview, Texas

Dr. R. R. Wimberly Dentist

PHONE NO. 62—W Office Over First National Bank LOCKNEY, TEXAS

DR. E. L. SPENCE

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



In you checking account you have a Bookkeeper who also sets as Treasurer, Collection Agent and tationer.

Suppose There Were No Checking Accounts And No Bank Checks

What would you do for a safe place to keep your money. (The bank furnishes great vaults, watchmen and insurance. Would you feel safe shopping or traveling with a large sum of money on your person? Could you as easily replace money or negotiable instruments lost in transit as you can replace or stop payment on a check?

TAKE THE MATTER OF RECEIPTS. Would you always be sure to get a receipt for each bill paid, as you should? (You automatically do when you pay by check. You get a receipt on which the name of the person you paid is signed as evidence that he received payment.) Which would be easier to get and to keep—a miscellaneous collection of receipted bills from tradesmen, or a neat bundle of cancelled checks sent to you by your bank?

TAKE THE MATTER OF ACCOUNTING. Are you as systematic and accurate as bank tellers and bookkeepers whose accounts must balance every night? Are you good at keeping books? Would you be able, as your bank is, to set forth a complete statement of income and expenses on a moment's notice, accurate to a penny? From your homemade records could you easily make out your income tax return? Would you be willing to buy a bookkeeping machine and record forms, pay for postage and stationery? How would you collect money due you from someone in another city? Wouldn't it be easier to get a check for it, deposit it in your bank and let the bank collect it, as at present?

We Invite Your Banking Business, and Appreciate Your Cooperation.

First National Bank

—Over One Quarter Of A Century In Lockney—

For Fastest Relief

Demand And Get

GENUINE BAYER ASPIRIN



Because of a unique process in manufacture, Genuine Bayer Aspirin Tablets are made to disintegrate—or dissolve—INSTANTLY you take them. Thus they start to work instantly. Start "taking hold" of even a severe headache, neuralgia, neuritis or rheumatic pain a few minutes after taking.

And they provide SAFE relief—for Genuine BAYER ASPIRIN

does not harm the heart. So if you want QUICK and SAFE relief see that you get the real Bayer article. Always look for the Bayer cross on every tablet as illustrated, above, and for the words GENUINE BAYER ASPIRIN on every bottle or package.

GENUINE BAYER ASPIRIN DOES NOT HARM THE HEART

LUTHERN NEWS

English church services and Sunday school were rendered at the Lutheran church Sunday. Rev. E. Herber and family were in Happy, Tex. Sunday evening where the former preached during the evening hour. Members of the Hermanson Lodge held their regular meeting at the school house Sunday evening. Mr. and Mrs. Walter Lowe moved to their new home in the Prairie Chaple Community last week. Mr. and Mrs. Sam Newman and family of Kress attended church here Sunday and visited Mr. Newman's mother and father. Mr. and Mrs. H. E. Samman Mrs. H. Burkle and sons of Kress attended church here Sunday. Mr. and Mrs. Fred Samman and family visited Mr. and Mrs. W. M. Samman in the Irick Community Sunday. The home of Mr. and Mrs. Ray Smith burned last Sunday evening. The direct cause of the fire is not known, but most of their household goods was destroyed. Deepest sympathy goes to the family from this community.

MUNCY NEWS

Miss Vieta Dunlay spent Sunday with Mr. and Mrs. Rose of the Roseland Community. J. C. and Jack Lackie are on the sick list this week. Mrs. Freemon visited her mother, Mrs. Anderson, near Lockney Tuesday. Miss Kathleen Myers has been quite ill of flue but is able to be back in school again. Mr. and Mrs. N. J. Smalley of Turkey spent Sunday with Mr. and Mrs. J. A. Smalley and family. Mr. and Mrs. J. E. Race and

Heart-Breaker



BATON ROUGE. Undergraduates at Louisiana State University have twice elected Virginia Kilbourne the school's champion "heart breaker." Other honors also bestowed are cheer-leader, a movie bid and a newspaper job.

family spent the week end at White Face visiting relatives and friends. Mr and Mrs. J. G. McCuffey were Plainview visitors Saturday. Mrs. Blackford and children, Bruce and Leroy, and Miss Kathrine Harris were shoppers in Lubbock Saturday. Henry Ford of Lockney visited Jack and Revis Harris Sunday afternoon. Mr. and Mrs. McCuffey were in Floydada Monday afternoon.

STERLEY NEWS

Bro. Leroy Smith of Wayland College is conducting the Sunday school training services here this week. The Floydada Mill and Elevator Co. gave a musical program here last Thursday that was enjoyed by a large audience. Mr. E. M. Hyitt and Mrs. Lillian Brown were married Wednesday at Plainview. They will make their home in Sterley. Mrs. E. C. McElyea gave a bridal shower for Mrs. Hyitt Friday afternoon at her home, many useful gifts were presented to the bride. Sterley was well pleased with the pie supper Thursday night proceeds amounting to \$22.80 was given to the school. Several in the community are ill of measles and colds.

LIBERTY NEWS

A big crowd enjoyed the all day program presented here Sun

day by the volunteer band of Wayland. Rev. E. L. Moody of Nacona, Texas, spent Wednesday night with Mr. and Mrs. Clarence Guffee. Rev. Moody is a brother of Mrs. Guffee. Miss Leona Briffith visited home folk over the week end. Lakeview Dramatic Club will present, "Wedding Bells," here on Friday evening. Misses Leona and Dorothy Smitr of Fairview spent the week end with LaVern Weems. Mr. Alfred Gordon of Lubbock is visiting his sister, Mrs. G. A. McAda.

AIKEN NEWS

Rev. O. Apple preached to a large crowd at the Methodist church Sunday. Mr. and Mrs. Fred Dorman spent Sunday with Mr. and Mrs. Clarence Brandis of Providence. Mr. and Mrs. A. A. Brock and son, Melvin were week end visitors of Mr. and Mrs. G. G. Biggs of the Campbell Community. Mr. and Mrs. Hamilton of Bellview spent Sunday as the guests of Mr. and Mrs. Henry Owens. Mr. and Mrs. P. M. Leatherman and children were Liberty visitors Sunday. Mr. and Mrs. Cecil Brown an daughters of Providence spent Sunday with her parents Mr. and Mrs. Morrison. Bro. Hopkins, State Sunday school superintendent, spoke at the Baptist Church Sunday morning. Delbert Hamilton of Lockney spent the week-end with Wyman Owens. Mr and Mrs. O. L. Allen spent Sunday in Tulia. Miss Beulah Griffith spent the week end with Miss Jewell Elam of Povidence. George Tate and Ben Mullings were Lubbock visitors Friday. Misses Addie Shugart, Nell Hampton, Essie Boyle, and Mrs. Henry Owens attended the Sunday school conference at Floydada Monday afternoon. The Aiken girls basketball team beat the Taylor girls Friday with a score of 10 to 28. Mr. and Mrs. Horace Weeks spent Friday and Saturday in Lockney.

ISIS THEATRE PROGRAM WEEK BEGINNING SUNDAY FEB. 11th

Sunday & Monday James Cagney "LADY KILLER" Cartoon & Comedy Tues. and Wed. Joe E. Brow and Thelma Todd "SON OF A SALOR" Two reel Comedy

Thurs. and Fri. Max Bare, Myrns Loy, Primo Camera, Jack Dempsey Walter Huston and Otto Kruger "PRIZEFIGHTER & THE LADY" Comedy Wild Pases

Saturday BUCK JONES "CALIFORNIA TRAIL" Comedy

DR. C. J. McCOLLUM CHIROPRACTOR

This is to inform the people of Lockney that we have the E. L. M. CAFE And make a specialty of serving GOOD 25c LUNCHES W. N. Wilson and Harold Griffith

Fred Brown

(The Grocer) Says...



'The Same Principles Apply to Both Groceries and Gas!'

FRED BROWN, the grocer, heard the other day that the average family spends 10 times as much for groceries as for gas. It brought to his mind another comparison—that both businesses must operate on the same fundamental principles. In selling a dozen oranges, Fred's retail price covers their cost, his expenses in handling them and a small profit. If his customers demanded oranges at a price each thought he should pay, the grocer often would lose money, because many would not appreciate all the costs involved in selling oranges, or other food items. As it is, people buy oranges on their value to the customer and both buyer and seller benefit. Fred favors gas rates being controlled by law, but believes all factors of expense to the Gas Company should be considered in arriving at these rates, and some thought should be given to the value of gas.

The Browns are typical of families in your neighborhood who operate their own businesses. They are familiar with the many costs involved in selling the products in which they are interested, and appreciate the fact that their customers buy goods for their value rather than on price alone.

Considering the value of gas, the small place it holds in the family budget, and the fact that good service depends upon sound business principles—you will appreciate gas for the bargain it is.

West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE

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. For Representative of 120th Dist J. N. Johnston District Judge, 110th Judicial District: Kenneth Bain A. J. Folley 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: Winfred F. Newsome. W. E. Grimes 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.

Let This Super-Salesman Help You...

Electricity is truly the servant of a thousand uses. And among its many and one of its most important ones is that of salesman. By carefully planned lighting in your store windows and interiors, electricity can do much toward helping you make sales with less effort, and at the same time please your customers.

"Light Up"

For Dividends

The reason is simple: If you were a customer, wouldn't you rather shop in a store where you can SEE the merchandise you are purchasing as well as feel it? People want to know what they are getting and paying for, and to make sure they get just what they want, have your store adequately lighted—see how much easier it is for your customers to shop!

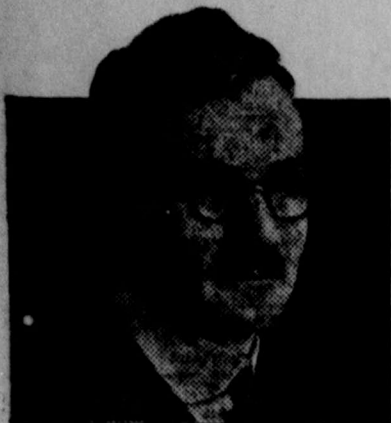
Texas Utilities Co.

"Your Electric Servant"



C. A. CASS DIRECTOR OF DEBATE

The question for debate in the Interscholastic League this year is: Resolved, That the United States should adopt the essential features of the British system of radio control and operation.



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.

DR. MILES' ANTI-PAIN PILLS

States should adopt the essential features of the British system of radio control and operation.

"This question," according to C. A. Cass, who has been elected director of the debate contest in this county, "has the great advantage of enlisting the interest of pupils from the outset. Everybody, old and young, is a radio fan, almost without exception. The debate involves a discussion of the best use to which radio may be put. It is necessary to examine the various plans different nations have adopted in seeking to make radio of just as much social service as possible. England has one plan, Germany another, France another, and so on. The pupil who studies this question will have his vision enlarged by making a world-wide survey of radio control and operation and making critical comparisons with the method used in this country. It is a vital public question."

"The Bureau of Public School Interests, Extension Division, of the University of Texas, has collected several publications, copies of which are distributed to member-schools. First comes the official Debate handbook of more than 200 pages, next the Reference Shelf on Radio Control, a cloth bound volume of 300 or more pages, and third, the Congressional Digest issue in which the pros and cons of the question are set forth by the best authorities.

Each school in this county expecting to enter debate should notify me at once

MASONIC TO CELEBRATE WASHINGTON'S BIRTHDAY

The Masonic Fraternity of Floy dada will celebrate George Washington's birth day on the evening of February 22, 1934.

All members of Lockney Masonic Lodge are invited to attend.

S. S. Class Has Party Tuesday Evening

Last Tuesday night Mrs. Frances H. Smith, assisted by Mrs. Barlow Hill, entertained her S. S. Class at the home of Mrs. Phonita Ray, Mary Alice Baker, Hill.

Those present were: Doris Sams, Mary Beth Trussell, Christine Myrick, Nina Myrick, June Mickey, Bernadean Bennett, Doris Hill, Barlow Hill Jr., Arthur Barker Jr., Ballard Graves, G. T. Meriwether, Chas. Baker, Billy Edd Whitill, John Henry Perce, B. J. Wofford, P. C. Anders Jr., Hugh Thussell, and Eldon Hill.

Games were played until 10 o'clock, after which refreshments of sandwiches, Angel food cake and hot chocolate were served.

HERE FROM SWEETWATER

Miss Virginia Cox and Cliff Cox of Sweetwater were here last week end visiting Miss Jeanne Suits.

Mrs. Ford Welsh of Friona and Mrs. Gilbert Welsh of Slaton spent last Thursday and Friday with their parents, Mr. and Mrs. Z. N. Shackelford.

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 contact 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

Friendship Days To Continue

Plainview's New Six Month Program Announced watch for details from week to week

Every Wednesday Something Doing

Next Wednesday, February 14th

BIG INDOOR SPORTS CARNIVAL Auditorium 10:30 A. M. Cash contest Auditorium 2:00 P. M.

SPECIAL, MARCH 7TH, BIG AUTOMOBILE CONTEST

Plainview business and Professional Interests Sponsoring The New Six Month's Program.

- Automobile: Hale County Motor Co., J. C. Penney Co., Shepard Chevrolet Co., Ayres Dry Goods Co., Locke Motor Co., Levine's, Don Groth Motor Co., Gracshar's Dept. Store, Bob Hooper Motor Co., Jones Dry Goods, Seal's Dry Goods Co.
Auto Supplies: Phillips Battery Co., Connor Mathis Co.
Attorneys: Williams & Day, Oxford & Kay, Joe Sharp.
Bakeries: City Bakery, Quality Bakery.
Barber Shops: Hilton Barber Shop, Service Barber Shop, Anderson Barber Shop, Hendrix Barber Shop, Largent Barber Shop.
Bus Lines: South Plains & Red Star, Coaches Bus Station.
Beauty Shops: Hooser Beauty Shop.
Banks: Plainview State Bank, Plainview Bowling Club.
Clinics: Plainview Sanitarium and Clinic.
Creameries and Cream Stations: Plain Cooperative, Inc., Herman Wardlaw.
Cleaning and Pressing: Roach and Lindsey, Davis Cleaners, Waller Ttiloring Co., Vick's Cleaners.
Confectioneries: Karamel Krisp Co., The Palm Confectionery.
County and City Officials: W. C. Malone, J. Kelley Hooper, Mrs. Maggie McGee, Mrs. Ols Legg, Nath Burkett, Dudley Stovall, W. W. Evans, Miss Della Ansley, Chas. Clements, J. M. Johnson, Col. R. P. Smyth, Jack Gallaway.
Cotton Oil Co.: Plainview Cotton Oil Co.
Dry Goods: J. C. Penney Co., Ayres Dry Goods Co., Levine's, Gracshar's Dept. Store, Jones Dry Goods, Seal's Dry Goods Co.
Doctors: Dr. J. L. Guest, Dr. W. D. Redford, Dr. D. P. Jones, Dr. J. S. Rinehart, Dr. E. H. Kirchoff, Dr. C. I. Barnes, Dr. F. W. Wehrheim, Dr. Kibby J. Clements, Dr. Fred Goss.
Drugs: Blair Drug Co., Op Drug Co., Alexander Brothers Drug Company, Robinson-Heffing Drug, Whetstone Drug Co., Camp's Pharmacy, Dunn Drug Co., Hart's Pharmacy.
Dairies: Maybugh Dairy, Hoyle Dairy, Sunset Dairy.
Freight Lines: Curry Freight Lines, Dalby Freight Lines.
Funeral Service: Fields-Boen Funeral Service, Lindsey Funeral Home.
Furniture: Empire Furniture Co., Smith-McCraw Furniture, Green Furniture & Sheet Metal Works.
Groceries & Meats: Mascho Grocery, Piggly Wiggly, Helpy-Selfy, Looper Grocery No. 1, Looper Grocery No. 2, Seago Grocery, J. W. Smith Groiery, C. E. White Seal Co., Huffs Groiery & Market, B. H. Thames Market, Young's Market, Foster Henderson.
Gas & Oil, Wholesale Sale & Retail: Dyer Slaton, Paul Schick, G. S. Shutt, Mabry Brothers, C. C. McClasston.
Garages: Caleb C. Rude, Geo. Mason Motor Co., Doc Hines Garage, Carl Mangum Motor Co., Kiker's Service Station.
Hatcheries: Plainview Hatchery Co., Smith Hatchery.
Hotels: Hilton Hotel, Ware Hotel.
Hardware: Meinecke Bros. Hardware, Dowden Hardware Co.
Insurance: R. Q. Silverthorne, L. C. Files, Boyd & Davenport.
Jewelry: King's Jewelry, Wilbert Peterson.
Laundries: Model Laundry, Luster Laundry.
Ladies' Wear: The Fashion Shop, Flaxman's Style Shop.
Lumber Companies: Foxworth-Galbraith, Lumber Company, Long Bell Lumber Sales Corporation, Higginbotham-Bartlett Lumber Co., Rockwell Brothers & Company.
Mattress Factory: Plainvitw Mattress Factory.
Mills & Elevators: Harvest vuen Mill & Elevator Co., Wes-Tex Grain and Milling Comanp, Bowden Fuel and Feed Company.
Machinery: Locke & Locke Machinery Company, W. O. Speck Case Co., E. K. Hufstедler & Son, Davis & Gibbs, Cooksey & Atkinson.
Men's Furnishing: The Reinken Company.
Monuments: South Plains Monument Company.
Miscellaneous: Texas Land & Development Company, E. H. Perry, Harry McKeever, Chas. M. Smith, Jack E. Skaggs, C. E. Davis, J. E. Hall, E. C. Kuyker, Crenshaw Paint & Glass Company, Printing and Publishing: Community Weekly, Thatcher Printing Co., Herald-News Publishing Company, Produce Companies: People's Produce Co., Bailey Produce Co., Photographic Studios: Ash Studio, Plumbing & Electric: Plainview Plumbing & Electric Co., Burt Electric Co., Restaurants: Imperial Waffle House, Senate Cafe, Gordon-Barrow Tea Room, Broadway Coffee Shop, Quick Lunch, Max Garrett Barbecue Pit, Coney Island, Shoe Shop: Ash street Shoe Shop, Quality Shoe Shop, Theatres: The Texas Theatre, Granada Theatre, Tire Companies: Jordan Tire Co., Jackson Tire Company, Bernie Phillips Tire Co., Plainview Tire Co., Utilities: Texas Utilities Company, Postal Telegraph Co., West Texas Gas Co., Variety Stores: A. V. C. STORE, Cave's, F. W. Woolworth Co., Washing Machines & Swing Machines: The Maytag Shop, Ford Singer Sewing Machine Agency.

RETURNS FROM CALIFORNIA

Mrs. C. R. McCollum returned Saturday afternoon from southern California where she has been visiting her daughter, Mrs. George Whitley and family. Her grandson, Fred Whitley and wife came home with her. Mr. Whitley is pastor for the Holiness church at Memphis, Texas.

HERE ON 30 DAY FURLOUGH

Jim Hill came in Friday of last week on a thirty day furlough to visit his parents, Mr. and Mrs. Barlow Hill, and other relatives.

THE LAST STRAW

"One day," said the old country man from the hills, who was on trial for murder, "when my rheumatism was pestering me, and my daughter had eloped with a good-for-nothin' scallawag, and my barn had burned down and I had lost both my mules, and my best sow got the cholera and died, and I just heard they had foreclosed the mortgage and the sheriff was 'lookin' for me, I told my troubles to one of these optimists and he said: 'Cheer up, old top the worst is yet to come.' So I shot him."

Mr. and Mrs. Jack Hendrix and Mrs. Bib Bassel of Plainview spent Sunday in the home of Mr. and Mrs. A. D. Bassel.

Mr. and Mrs. A. D. Bassel are visiting friends at Plainview this week.

Mary had a little lamb Given by a friend to keep It followed her around until It died from loss of sleep.

Mother—Do you ever play with had little boys, Bill? Bill—Yes, Mamma. Mother—I'm surprised. Why don't you play with good little boys? Bill—Their mother wont let me.

Doc. Hale—Young man I'll teach you how to kiss my daughter. Sylvan—Too late, I've already learned.

Visitor to No. 1897: "You know stone walls do not a prison make, nor iron bars a cage". No. 1897: "Well, if they don't I've been crazy for staying here this long."

Attend Our Auction Sale Saturday

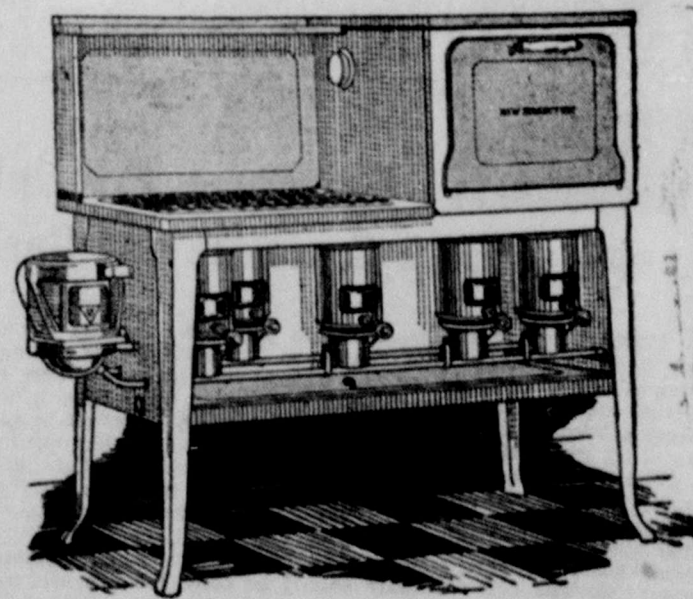
Less Worry, Less Work For You

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 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 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

HIGH-POWER PERFECTION Oil Burning COOK STOVES and RANGES



A Liberal Trade-In For Your Old Stove

Baker Mercantile Co.

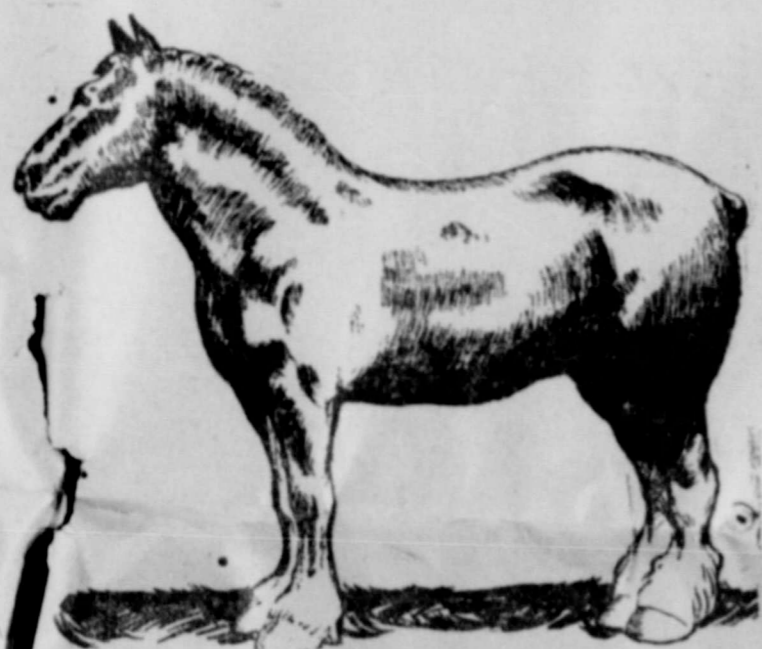


Everything is "All Set" For The

BIG AUCTION SALE

At Lockney Saturday, February 10th

Sale Starts at 11 a. m. The following items will be sold to highest bidder for cash



WORK STOCK

- 1 Span Sorrel Horses, 5 and 6 years old, wt. 1,235 lbs., good ones
- 1 Brown Mare, coming 10 years old, wt. 1,000 lbs. work or ride
- 1 Bay Horse, 9 years old, wt. 1,200 lbs..



HOGS

- 3 Bore Pigs, weight around 75 lbs.
- 3 Shoats, weight about 50 or 60 lbs.
- 1 Bar pig, weight, 135 lbs.
- 11 White Shoats, wt. 60 to 90 lbs.
- 1 Poland China bred gilt, wt. 200 lbs.

HARNESS

- 1 Pair inch and a quarter check lines, 18 foot.
- 1 Pair Bridles.
- 1 Pair Breast Chains.
- 2 Leather Halters, good as new.
- 2 No. 15 Leather Collars.

FARM IMPLEMENTS

- 1 One-row Cultivator, complete.
- 1 Two-row Light Draft P. & O. Lister, a good one.
- 1 Drag Box Planter
- 1 Emerson Disc Breaking Plow.
- 1 Emerson Lister, single row.
- 1 One-row Wheat Drill.
- 1 One-row P. & O. Lister, good one.
- 1 Wagon, 3 3/4 inch, good as new.
- 1 One-row Cultivator.



MILK COWS

- 1 Jersey cow, fresh in a few days, good milker.
- 1 Shorthorn and Hereford mixed heifer, first calf, now fresh.
- 1 Black Jersey cow with calf by side, calf 3 months old.

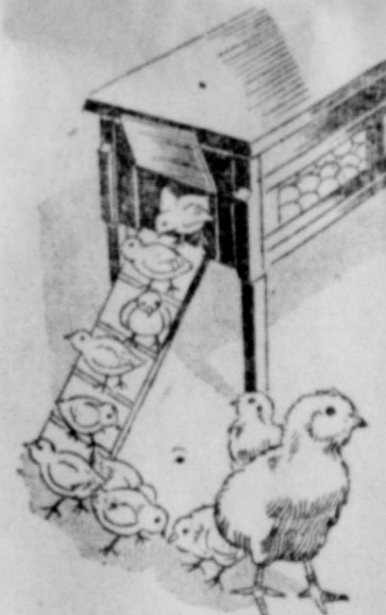
MISCELLANEOUS

- 1 Star upright talking machine, complete with records, plays good, just been over hauled, good records.
- 1 Second-hand 12 Barrel tank.
- 1 Set ten books, illustrated, bound in Morocco red leather with goldstripe.
- 1 Target Rifle, 22 caliber.
- 4 Dozen 10 inch phonograph records.
- 1 Overcoat, large size, Broadcloth.
- 1 Bushel Basket Carrots.
- 1 Corkscrew, burr oak handle.



BULLS

- 1 Bull, Milk Durham, one year old, good one.
- 1 Jersey male, one year old, papers applied for. Out of Hale and Swisher County Bull Circle.



INCUBATORS

- 1 Queen 220 Egg incubator, been set 5 times.
- 1 Safety Hatch Incubator.
- 1 Porters Hot Air 120 egg incubator, good shape.

SADDLES

- 1 Boys Saddle, good one.
- 1 Man's Saddle, good shape.

This Free Auction Sale is being sponsored by the LOCKNEY BEACON and we urge you to attend. Come early. Make our office your headquarters, plenty of room. Sale will be held on lots just south of the office. We will expect you.

H. L. Linam, Auctioneer

Olin Ridings, Clerk





We will repair it for you and relieve you of that embarrassment, for we have added a

FURNITURE REPAIRING DEPARTMENT

And have a competent man in charge that will do all kinds of Furniture repair work. Don't throw away your old furniture, have it repaired and use it a while longer.

Bicycle Repairing

We are now prepared to do Bicycle repairing. Have with us an expert bicycle man. You boys and girls bring your bikes here for repairs, where it will be done right.

Time to Buy Harness

Farming Days are here again, and it is time to buy your needs in harness. We have the long lasting kind. Priced reasonable. Come and see.

Dyer Hardware & Furniture Co.

all this week. J. E. Higgins Mrs. Annie Campbell, and Mrs. Nora Brown were at Floydada Monday on business. Ms. J. B. Wigington is sick this week of flu.

SOUTH PLAINS NEWS

The P. T. A. of South Plains had a country store sale Friday evening which proved to be a success. Those who contributed to this were business men of Lockney, Floydada, Plainview, Silverton, and South Plains. The P. T. A. wants to thank each one for their contribution, and also Mr. Linam of Lockney and Mr. C. A. Cass of Floydada who were the auctioneers. The proceeds from this sale was something near eighty dollars.

A Sunday school study course is being held at the Baptist church by Rev. Quaquay and Miss Billberry of Wayland College. The course will continue through the week. We especially urge that all the church members attend this course.

Giraffes, when fighting among themselves use their long necks like sledge hammers - but when women fight among themselves they use their long tongues for weapons!!

EUGENE HARRIS says: 'The Young may die and the Old will die. Why not be safe and have protection in case of death or have a retirement fund at 60 or 65: Our Registered Policies can help you to do so: 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

BARGAIN DAYS ARE HERE AGAIN

For the next ten days you can renew your subscription to the Lockney Beacon

For \$1.00

you get your mail in Floyd or adjoining counties. All others \$1.25.

See our solicitors, come to the office or mail it in.

BAPTIST CHURCH NOTES

lay every member notice that it will be a change in the order of our services Sunday. preaching will be the first thing in service, followed by Sunday school then preaching again. 7:45 preaching by the pastor 9:05 Sunday School 1:15 Preaching by W. J. Lites, as 30 Commencement exercises fixing week's work to be held at First Baptist Church Floyd. Friday a large number of the members of the church are going to the fair and as a result a goal of 10 is set for the Sunday school attendance next Sunday. W. J. Lites has lead the new course in our church this

week in a great way. As this is written there have been 102 enrolled in classes. Several changes will be made in the Sunday school for the good of the school and everyone is asked to adjust themselves to the changes without complaint or objection. All changes will be for the making of a larger and a better Sunday school. Every member of the church is urged to be in their place at 9:45 Sunday as an important message is to be delivered to the membership.

B T S at 6:45 under the leadership of our new general director Mr. Wes Cox. Preaching at 7:45 by the pastor. WILLIS J. RAY

CEDAR HILL NEWS

Mrs. Beun was operated on Little Mary Hellen Cypert is

for appendicitis a day of last week. ... Mr and Mrs. Campbell with J. C. G. ... Mrs. J. E. Higgins ... Mrs. Nora Brown ... Mrs. Edd Durham ... Mr and Mrs. Bob Smith ... Mr. Yeary and family and Misses Opal and Irene Higgins, attended singing at Liberty Sunday night.

"THE MAIN THING ON MAIN STREET"

By L. F. Van Zelm

Daily Buzz

MAIN STREET FOR SAFE & SANE 4TH

MAIN STREET ADVOKATED A SAFE & SANE 4TH BUT THEY DIDNT SAY ANYTHING ABOUT THE 3RD - 40% ON THE 3RD THE KIDS SHOT OFF THEIR WHOLE NERVES. MIKE R. MSLUG OUR POLICE FORCE, SAYS GOING OVER THE TOP WAS NOTHING COMPARED WITH CHASING THE KIDS ON MAIN STREET.



SNOODLES

NATURES FURIOUS ONSLAUGHT INTERVENED AND JUST AS THE TREACHEROUS TIGEROO WAS IN THE VERY ACT OF SPRINGING ON HIS PREY THE LIGHTNING STRUCK THE TREE!! WAS IT A FATAL BLOW TO ALL THOSE CONCERNED? LET US HOPE FOR THE BEST.....



By CY HUNGERFORD

