



THE LOCKNEY BEACON

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

VOLUME 33

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

LOCKNEY COUNTRY RECEIVES SNOW, SLEET AND RAIN

Moisture Will Be Of Immense Benefit To Wheat, Farmers Jubilant Over Prospects

A slow rain began falling about eight o'clock Wednesday night and continued throughout the night, and up until seven o'clock Thursday morning, 61 of an inch had been received. At about eight o'clock Thursday morning sleet began falling which in a short time turned into snow and soon covered the ground lightly.

While we had not been suffering for moisture in this section, this rain and snow will be of immense benefit to wheat as the high wind season will be soon be with us and what little moisture we had would have soon disappeared. Perhaps before the weather clears up we will receive enough moisture to allow row-crop farmers to prepare their land for planting.

MAKE YOUR APPLICATION NOW FOR PRODUCTION LOAN

Loans Are Being Made At 6 Per Cent Secured By Mortgage On Live Stock, Implements, Etc.

In connection with the Production Loan Association covering Floyd county, these loans are made at 6 per cent interest, and on about the same basis that a bank operates. You are required to give a mortgage on your live stock, implements, and should be approved by the Government program however.

ANOTHER BIG AUCTION SALE ON MARCH 17TH.

Lockney Beacon Will Sponsor Second Sale, Promises To Be Bigger And Better

On Saturday, March 17th, the Beacon will sponsor another Free Auction Sale for this community. The last sale was very successful and we have had numerous requests to hold another sale, so we have decided to do so.

The rules for the next sale will be in order to make it more satisfactory to all concerned. Those listing items for the sale will be charged a "Listing Fee" of 25c for each article listed. This fee will be returned to you when you place the articles on the auction grounds. This change was made necessary through failure of some to bring articles for the sale that were listed in the previous sale. When articles are listed for sale people come to buy that particular article and if it is not offered for sale they are disappointed. We do not want these disappointments.

Another change that is being made is in reference to "By-Bidding." Too much of this kind of bidding will ruin any kind of an auction sale. The owner of any article in an auction sale has the right to place one bid on the article, all understand that. But what we want in this sale is articles that are really for sale and every effort will be made to get the best price possible. The rules on this for the next sale will be as follows: A commission of 4-1-2 per cent will be allowed on items sold. Auctioneers will have his judgment for an alleged above for items sold.

New King and Queen of the Belgians



BRUSSELS, Belgium. His supreme hour of being declared "Leopold III, King of the Belgians" tempered by an agonizing grief at the sudden and tragic death of his father, Albert I, killed in a mountain fall, has further endeared the former Crown Prince to his people and today he has an entire nation's sympathy and support. Top photo, a most recent picture of the new King, Leopold III and his Queen, who was Crown Princess Astrid. Inset: the late King, Albert I and portrait of Leopold III.

FUNERAL RITES FOR DREW BAKER HELD FRIDAY AFTERNOON

Funeral rites for Drew Baker, 5, son of Mr. and Mrs. W. L. Baker, who died Thursday of pneumonia, were held Friday afternoon at 2:30 o'clock at the Crager Funeral Home.

DAREDEVIL FLIERS STUN POSTPONED UNTIL SATURDAY

The Daredevil Fliers that were supposed to entertain the people in this community last Saturday to postpone their entertainment until Saturday on account of the weather. Saturday, March 3rd they will be here for entertainment and someone jump from an airplane over business district of the town, don't miss it, be here early.

BEACON TO HAVE QUILT AND ANTIQUE SHOW MARCH 30TH 31ST

Rummage in The Family Trunks For This Big Show!

Get your unique quilts in top shape and dive into your attic for antiques within the next three weeks for the Lockney Beacon is going to have a quilt and antique show here at the office March 30 and 31. There will not be any charges for entering quilts nor fee for seeing the show. This is all free from beginning to end and for the benefit of the whole community and surrounding territory.

There will be a premium given for the quilts winning first, second and third places. The nature of these rewards will be announced at a later date along with the prizes to be given for the oldest and most rare article belonging to another age.

You will now have an opportunity to display these intricately designed quilts and most precious heirlooms you have treasured for so many years. Plunder into that old trunk of yours and dig up the oldest thing you can possibly find that would be of interest to the people, and at the same time get your fancy quilts ready for the Big Show of the season.

We are going to make this one of the biggest and most unique shows ever held in Lockney through your co-operation and our publicity. It takes Advertising to get a thing over and we have plenty of that to get the "Job done."

Watch for further announcements concerning this show, and in the mean time be preparing for this marvelous occasion.

TEXAS RE

Reduction To 15 Per Cent Revenues For Company

The Texas Utilities Company who furnishes Lockney with electric energy announce this week a reduction in rates for this city, effective with March 1st billing.

Under the new rates the first 50 kilowatt hours used per month will only cost 10c per k. w. h. as the old rate was 11c. This is a saving of 1c per k. w. h. The next 200 k. w. h. takes a rate of 7 1-2c per k. w. h. The old rate was 9c.

These reduction in rates amount to an average decrease in revenues received by the Texas Utilities Company of 12 1-2 to 15 per cent, and is a continuation of this company's policy since its organization, as you will remember in August 1931 the city of Lockney received a reduction in rates, and had previous to this time received several reductions since the company has been operating in this territory. If our memory is correct, and we believe it is, along about 1917 we were paying 17 1-2c per k. w. h. and now it has reduced to 10c. This reduction in rate has been brought about through volume of business, and we are sure as time goes on and business increases with the company we will receive still greater reductions.

FRIDAY IS HOLIDAY—BANK WILL BE CLOSED

Friday, March 2nd, is Texas Independence Day, and is therefore a holiday. The First National Bank of Lockney will be closed for the day, an employee of this institution will take day off and celebrate. They will be open as usual Saturday and ready for business.

Miss Maye Foster spent Tuesday and Wednesday in Amarillo

Mr. and Mrs. Joe Foster of Artesia N. M., are here spending this week with the former's parents, Mr. and Mrs. E. G. Foster.

MOVED TO CANYON THIS WEEK

Mrs. Florence Chambers and son, Robert, moved to Canyon, Thesday where they plan to make their home. They have lived in Lockney several years.

SINGING AT STERLEY SUN.

There will be singing at Sterley Sunday afternoon at 2:30 o'clock. The Floydada quartet, C. M. Lyles, and other noted singers of Floyd County will be present. You are invited to come.

JIM HILL HONORED WITH PARTY SATURDAY EVENING

A three table bridge party was given Saturday evening in the home of Mr. and Mrs. Barlow Hill in honor of their son, Jim Hill, who is home on a furlough. He plans to return to Ft. Bliss this week where he is enlisted in the U. S. Army.

McAdams' Surprise of You have.

The dates were... McAdams... John... Tom... Virginia... Estell... Man... surprise of... you have.

Day

Roll call was answered by identifying famous men born in month of February. The subject for the meeting was "Famous Men of February," under the direction of Mrs. G. H. Stapleton.

The lives of Lincoln, Longfellow, and Lindbergh were discussed by Mrs. Henry Hodel, Mrs. Alec Norris, and Mrs. Arch Crager.

ditions upon which others can get this money if no increase is made in the planting of money crops such as is being reduced by the government.

These loans can be made to pay debts contracted for agricultural purposes, to buy livestock, and implements, to finance the coming crops, and such like. The rents do not have to be waived by land owners.

Geo. T. Meriwether, Childers & McAdams, and Frank Perkins of Lockney, will take your application and aid you to figure out your problem on a basis to meet the demands of this Association if it can be done.

MUSICAL PROGRAM TUESDAY NIGHT

The advanced music pupils of Miss Hettie Hofstetter, will give a program at the Grammar School Auditorium Tuesday night March 6th, at 7:45. The public is cordially invited.

A splendid program has been arranged consisting of 14 numbers. Margaret Ridings, Eugenia McClure, Viola Lawson, Virginia Hohlaus, Hazel Ford, Frankie Dodson, Weldon Dodson, Agnes Cooper, Lena Moore, Eunice Coleman, and Patricia Paterson will appear on the program.

HE'S IN THE ARMY NOW

Morris Pemberton, son of Mr. and Mrs. T. J. Pemberton of Southwest of Lockney seven miles, has enlisted in the army at El Paso. He will be in the infantry division. Word has not been received in Lockney as to what camp he will be assigned to.

HALE COUNTY VOTES TO RETAIN BONDS

Hale County Saturday voted against cancellation of \$232,000 worth of unsold road bonds of the county. These bonds are the remaining portion of a million dollar issue voted in 1927, most of which have been declared eligible for state payment of interest and sinking fund. The road from Plainview to Petersburg will be a major new paving project in the program of lateral road improvement.

owner bid her in for \$12.00 we will collect a commission of 4-1-2 per cent on the \$10 bid.

We ask your co-operation in making this next sale a bigger and better one than the last one. It is your sale, held for your benefit, as we do not receive one cent of revenue in any form. If we can be of service to our many readers and friends in this and surrounding communities, we feel that we have been well paid.

Don't forget the date, March 17th, and articles must be listed not later than Tuesday, March 13th. Only articles listed will be sold.

Mrs. Arch Crager attended the Beauty School of Instruction at Amarillo last Monday and Tuesday. The school was conducted by W. L. Buck and Co. Mrs. Crager is now ready to give you the latest hair-dresses and permanent waves at her shoppe.

ENTERTAINS WITH PARTY THURSDAY EVENING

Mr. and Mrs. Walter Allen entertained with a forty-two party Thursday evening in honor of Washington's birthday.

Mr. and Mrs. Clyde Farrish won high score and Mr. and Mrs. Floyd Dorman received low score.

Refreshments were served to the following guests: Mr. and Mrs. Henry Schachat, Mr. and Mrs. Giles Dalton, Mr. and Mrs. Alvin Brock, Mr. and Mrs. Horace Weeks, Mr. and Mrs. Jimmie Jennings, Mr. and Mrs. Clyde Farrish, Mr. and Mrs. Floyd Dorman, and the hosts, Mr. and Mrs. Walter Allen.

Mr. V. Lee Matney of Plemons was here Sunday visiting Mrs. Kate Collier. His daughter, Doris Matney, returned home with him Sunday evening. She had been here several days visiting her grandmother, Mrs. Collier.

Mr. and Mrs. W. H. Fields and daughter, Mrs. Jimmy Belt, returned Saturday evening from Lampasas, Texas, where they visited two weeks with friends and relatives.

Bob Hooper of Plainview was here Monday on business.

cenitery under the auspices of Crager Funeral Home.

Active pall bearers were Weldon Dodson, Wood Stenson, Olin Huff, J. W. Dines, Austin Meriwether, Wayne G. Gorman, and Guernes Baker.

Honorary pall bearers were playmates of the little boy: Champion, James Carroll, Charles D. Whitfill, and Barry Baker.

The following flower girls were school mates of his sister, Mary Alice Baker, and other playmates: Virginia Norris, Bernadene Bennett, Melba Teaver, Phonita Ray, Doris Sams, Mary Dean Carroll, Joyce Thomas, Mary Beth Trussell, and Sally Ruth Patterson.

The deceased is survived by his parents, Mr. and Mrs. Artie Baker, one sister, Mary Alice, his grandmother, Mrs. Alice Baker, and his grandfather, J. I. Stalcup, and a host of uncles, aunts and cousins.

Out-of-town relatives present for the funeral were: Norton Baker and daughter, Colleta, Larry and France Baker all of Lubbock; Mrs. Melvin Phillips of San Antonio, Mr. and Mrs. Cris Seaman and children of Altus, Okla.; Mrs. Roy Griffith and daughter, Evon, and Juanita Simpson all of Amarillo; Mrs. Lela Kuhn of Canyon, Buster Stallcup of Amarillo, Mr. and Mrs. Henry Stallcup of Dimmitt, and Mr. and Mrs. McGavie and children of Olton.

Friends from out-of-town who attended the funeral were: Mr. and Mrs. S. L. Rushing, Mr. and Mrs. E. C. Nelson, and Mr. and Mrs. Daniels all of Floydada; Mr. and Mrs. Roscoe Snyder, Mr. and Mrs. P. C. Shick, Mr. and Mrs. T. M. Jones, and Mr. and Mrs. Madison Ayers of Plainview.

Drew never was a little boy as most little boys are. He was always a little man. His first words were no lisping baby lingo but outright pronunciation. His walk was always a careful imitation of Daddy's stride. His verdict of Mat wasn't "He's my little playmate" or kindred versions but "Mat's a good old dog." The usual toys were supplanted in his affection for "My and Grandpa's farm" with its tractors and colored horses and cows—and the bad

(Continued On Last Page)

Mr. and Mrs. Lyda Cope, Mrs. A. D.assel, and Roy Thornton left Wednesday afternoon for Clovis, N. M., to be with Mrs. Cope's sister's child, who is seriously ill with measles and pneumonia.

Miss Virginia Collier spent Tuesday night at Plainview as guest of her sister, Miss Mary Collier.

Dwight Jackson spent Sunday at McCoy, Texas, as the guest of his mother, Mrs. J. W. Jackson.

Douglas Wayne, two months old baby of Mr. and Mrs. Raymond Meriwether, is in the Plainview Sanitarium following a major operation Friday. He is doing quite well at this time.

Mr. and Mrs. Henry Brown moved Tuesday into one of the Crager apartments. Mr. and Mrs. Winfred Fowler formerly lived there, but moved Saturday to the home with Mrs. Fowler.

Mrs. Edd Teuton is ill this week at her home of flu.

PORT DARNELL LEASES COZY CAFE

Mr. and Mrs. Hugh Counts have spent eleven years in the cafe business in Lockney and now they have decided it is time to take a few months rest, so they have leased the Cozy Cafe to Mr. Pont Darnell, who will conduct the business in the future, giving the very best of service to this cafe's many customers. Mr. Darnell is not a stranger to our people, having been employed by Mr. Counts at various times during the past few years. He asks that you continue to patronize his place in the future, as you have in the past.

EL PROGRESO STUDY CLUB ELECTS NEW OFFICERS WEDNESDAY

At the regular meeting of the El Progreso Study Club Wednesday afternoon at the high school new officers for next year were elected.

The new officers and the present ones who will retire the first of the year are as follows: president, Mrs. G. H. Stapleton; first vice-president, Mrs. Arch Crager; old first vice-pres., Mrs. Stevenson; sec. vice-pres., Mrs. Whitt, old sec. vice-pres., Mrs. Patterson; recording sec., Mrs. Doyle Greer; old recording sec., Mrs. Perkins; Corresponding sec., Mrs. H. Mason, old corres. sec., Mrs. G. Stapleton; parliamentarian, Mrs. Jim Dines, old parl., Mrs. McAdams; treasurer, Mrs. Ridings; old treasurer, Mrs. Norris; reporter, Mrs. Wells, old reporter, Mrs. Arch Crager; critic, Mrs. Guthrie, old critic, Mrs. Arthur Barker.

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ADDS TO
change Will old
Furni- Second ment to growing: Dyer, this con- ade new uture, as sed furni- is your some new your home. A complete line of furniture is carried by this conc...

will have no trouble in making a selection. Prices are reasonable and within everyone's reach. Spring of the year is here, you will want to make some changes in the appearance of your home. Mr. Dyer will be glad to help you with your planning.
Also Mr. Dyer makes the announcement that he maintains a Furniture Repair Department at his store, where all kinds of furniture is repaired and made to look like new. No use to throw away a piece of furniture just because it is broken, have it repaired by the repair man at the Dyer Hardware & Furniture Store. A phone call will bring a repair man to your home and give you an estimate of the cost of repairing your broken furniture. Pd-Adv.



GOOD THINGS TO EAT

Ginger Cookies
2-3 cup fat
2 cups brown sugar
2 eggs
1-3 cup sour cream
1-3 cup molasses
1 teaspoon ginger
1 teaspoon cinnamon
1-2 teaspoon cloves
1-2 teaspoon nutmeg
1-4 teaspoon salt
3 1-2 cups flour
1 teaspoon soda
1 teaspoon baking powder
Cream fat and sugar. Add remaining ingredients and all dough. Break off bits of dough and flatten down 3 inches apart on greased sheets. Bake 12 min. in moderate oven.

which has been lined with oiled paper or well greased and dusted with flour. Bake in a moderate oven 350 F. for about 40 minutes. This recipe will yield 16 servings.

Apple Sauce Cake
Keeps Moist for a Long Time
2 cups flour
1 tsp. soda
1 tsp. cinnamon
1-2 pkg. pasteurized dates
1-4 tsp. cloves
1-2 tsp. salt
1 cup sugar
1 egg
1 cup hot, thick strained apple sauce
Sift the flour, soda, spices, and salt together. Mix the dates through the dry ingredients with the finger tips. Cream the butter; stir in the sugar gradually. Add the beaten egg, then the apple sauce and the dry ingredients alternately. Beat thoroughly. Pour the batter into a cake

Delight Pie
18 graham crackers
1-3 cup butter
1 tbsp. sugar
1 cup cream, whipped sweetened, flavored, Coconut if desired
Crumble crackers and reserve
1-2 cup to fold into whipped cream. Mix remainder of crumbs with softened butter and sugar. Press this mixture firmly against bottom and sides of buttered pie plate and bake 10 minutes in hot oven 425 F. Fill with whipped cream crumbled cracker mixture and serve. 6 portions. If desired add shredded coconut to whip ped cream, or add chopped nuts. Canned crushed pineapple may also be added to whipped cream.
One quart of flour requires two tablespoons of butter for short-cakes.
Place strips of bacon over the hamburger meat balls and broil in the oven. Bacon in the bottom of a pan in which meat loaf is cooked will add a pleasing flavor.
Mrs. Dwight Jackson spent Sunday at Floydada with her mother, Mrs. H. A. Finley.
Mrs. E. T. Rives is visiting friends and relatives in Amarillo this week.
Earl Rives left Tuesday for a visit with relatives in Wichita Falls and Waco.
Mr. and Mrs. K. L. Canning and daughter, Miss Charlotte Canning were Plainview visitors Wednesday.
J. T. Reasonover and son, Elwood Reasonover, were Lubbock visitors Wednesday.
Pup Rives returned Saturday from Amarillo and Oklahoma City.
Mrs. Sears, who has been in the Plainview Sanitarium for about three weeks, was brought to Baker Hotel Tuesday where she is able to receive visitors.

Crisp—New Spring
ACCESSORIES AT
Cave's
New White
BAGS ----- 59c
Some with sippers—some with snap coin purse
New White
Belts ----- 15c & 25c
Colorful
Scarfs ----- 25c
New Spring
Gloves ----- 49c
All pure thread silk
Stockings ----- 49c
Lace
Brassiers ----- 25c
New novelty styles
Panties ----- 49c
Meet your friends at
CAVE'S
PLAINVIEW

Granada THEATRE
PLAINVIEW
SATURDAY MAR. 3RD
1 P. M. To 10 P. M.
Adults 20c & 25c Kids 10c
PASSING OF THE LAST FRONTIER!
DEFYING LIFE DARING DEATH
FRONTIER MARSHAL
with **George O'Brien**
Irene Berry

LIBERTY NEWS
The play "Small Town Romeo," presented here last Thursday night by the Sandhill Dramatic Club was thoroughly enjoyed by a large crowd.
Mrs. Fred Graham has been ill this week with a severe case of tonsilitis.
The Liberty indoor ball team played Muncy's team on Friday afternoon. The resulting scores were 4 and 11 in favor of the Liberty team.
Mr. and Mrs. Calvin Hillburn and family spent Sunday visiting relatives in Floydada.
Miss Leona Griffith spent the week-end with her parents in the Lone Star community.
Mr. Homer Guffee of Fairview visited Mr. and Mrs. Clarence Guffee on Sunday.
A number enjoyed the forty-two party at Mrs. Sam Lester's Friday evening.
Messrs. Homer Starkey and Elvis Truman Dillard of Cedar visited Mr. and Mrs. Clarence Guffee Sunday afternoon.

SOUTH PLAINS NEWS
Rev. Roy Clayton filled his regular appointments Sunday morning and evening.
Z. C. Cummings of Roseland community has been quite ill with pneumonia, but is some better.

MRS. WALLACE REID
Startling Expose

More Action! More Thrills! Than "Strawberry Roan" or "Smoky"—This one is entertainment Plus!
Also, Tom Patricola in "Yeast is Yeast"
SATURDAY MIDNIGHT MAR. 3rd SUNDAY & MONDAY MAR. 4th & 5th
Critics say "So Delightful You'll Want To See This One At Least Twice!"
BING! HE WON HER! WITH A SONG!
MARION DAVIES
RING **CROSBY**
GOING TO THE SUN

Mr. H. S. Calahan and children took Sunday dinner with their daughter Mrs. Hilburn Casey.
Mrs. G. Milton gave a quilting at her home Thursday of last week. There were about 18 ladies present. Two quilts were quilted and the day was enjoyed by all.
Rev. Roy Clayton took Sunday dinner with Mrs. C. H. Brown.
Mr. and Mrs. McEuen left for Paris, Texas Sunday morning where they are to visit with Mrs. McEuen's mother.
Mr. and Mrs. Calahan spent Saturday night and Sunday with Mrs. Calahan's parents, Mr. and Mrs. R. L. Orman.
A program was rendered at the School house Friday afternoon in honor of Washington's birthday. There were several visitors present.

THE FORGOTTEN MAN
We've heard a lot about this chap. This man that's "been forgotten."
Just who he is and what he is. They've yet to "hit the button."
I can tell you who he is— Perhaps I hadn't "ought-ta"— But I will know the forgotten man
I s the good old family doctor.
If ever he gets a chance to sleep, they may or may not let him. He seldom has "more'n forty winks"
Before they come and over him. In snow or rain or heat or cold He works ungodly hot How he stands it we do know. It's just his staying powers.
It's Doctor this and Doctor that. Come quickly, babies' sick. Or it's Pa or Ma or Sue or John Or Harry, Tom or Dick.
When the "Doc. has come and his job is done. And the patient has recovered, And the "Doc" makes out his modest bill, This fact he has discovered.
He may be first when the ae sick And chieftain of their clan, But when it comes to paying him, He's sit the "the forgotten man" Anonymous

SUCKER MONEY
A true life story taken from the police files of a large American city
SPECIAL ADDED ATTRACTION
WILD HORSE ROUND-UP
World's Champion Cowboys and Cowgirls from Cheyenne and Pennington—Days-devil Riding—Roping Wild Broncos and Steers—Action—Thrills—Spills.

Isis Theatre
SATURDAY
March 3rd
WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL
And You'll Jump Out of Bed in the Morning Rin' to Go
If you feel sour and sunk and the water 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 don't get 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 does in the bowels. Gag builds up your stomach. You have thick, bad taste and your breath is foul. Skin often breaks out in blotches. Your bowels ache and you feel down and out. Your whole system is poisoned.
It takes those 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, analgesic when it comes to making the bile flow freely.
But don't look for liver pills. Ask for Carter's Little Liver Pills. Look for the name Carter's Little Liver Pills on the red label. Request substitute. 25-cent drug stores. ©1931 C. M. C.

Individual Coiffures
Our new permanent machine has just arrived and we are ready to give you quality for your money in a smart individual wave. The full swing of the social season is just ahead—always look your best under the careful direction of an expert operator. Try our waves for \$2.50, - \$3.50, - & \$5.00
May Crager Beauty Shop
PHONE 123
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

Use Classified Ads for Results
MRS. JOHNSON
(The Insurance Salesman's Wife)
SAYS... "I CAN BUY NOW BECAUSE I COOK WITH GAS"
CARL JOHNSON is a life insurance salesman, and planning says is his daily work. He and his wife use the same plan in their budget that he recommends for others. Carl thinks that some say should go for insurance, some for other stable investments and for taking advantage of special prices on goods for future consumption.
The Johnsons have found that judicious buying is one way to that many overlook. They count gas for cooking as one of their great bargains because it is worth \$1.75 more per 1000 cubic feet than asked for it, as compared to substitute fuels, based on the findings of a large university.
They multiply \$1.75 by the number of thousands of cubic feet of gas used for cooking per year and find that their total annual savings amount to \$26.25 on this one item, used for one purpose.
This money goes to Mrs. Johnson to take advantage of other bargains because they apportion the money for insurance and other investments directly from Carl's earnings. Recently she has noticed some exceptional bargains advertised in this newspaper by local mercantile concerns, present prices and the advertisements, items all say "Buy Now." Mrs. Johnson intends to do that very thing the \$26.25 she has saved by cooking with gas. It is surprising the number of items that this amount of money will buy.
West Texas Gas Co
Frank Perkin
INSURANCE and BONDS

ANNOUNCEMENT

The following rate reductions to all Commercial Users become effective with bills rendered March 1st. Here is the comparison of the Old and New Rates

OLD RATE	NEW RATE
First 50 k. w. h. used per month 11c per k. w. h.	First 50 k. w. h. used per month 10c per k. w. h.
Next 200 k. w. h. used per month 9c per k. w. h.	Next 200 k. w. h. used per month 7 1-2c per k. w. h.
Next 750 k. w. h. used per month 5c per k. w. h.	Next 750 k. w. h. used per month 4 1-2c per k. w. h.
Next 1000 k. w. h. used per month 4c per k. w. h.	Next 1000 k. w. h. used per month 3 1-2c per k. w. h.
Excess k. w. h. used per month 3c per k. w. h.	Excess k. w. h. used per month 3c per k. w. h.
Minimum Monthly Bill \$1.50 per month (Lighting only)	Minimum Monthly Bill \$1.50 per month (Lighting only)
Minimum Monthly Bill \$2.50 per month (Combination)	Minimum Monthly Bill \$2.50 per month (Combination)

These reductions amount to an average decrease in revenues received by the Texas Utilities Company of 12 1-2 to 15 per cent and are a continuation of this company's policy since its organization.

TEXAS UTILITIES COMPANY

CITATION BY PUBLICATION

In The County Court Of Floyd County, Texas.

George T. Meriwether Vs. W. E. McKinney. No. 848. The State Of Texas. To The Sheriff Or Any Constable Of Floyd County—Greeting:

You are hereby commanded to summon W. E. McKinney, whose residence is unknown, to appear at the next regular term of the county court of Floyd County, Texas, to be held at the court house thereof, in the City of Floydada, on the third Monday in March, 1934, being the 19th day of March, 1934, then and there to answer a petition filed in said court on the 16th day of February, 1934, the file number of which is, 848 in which George T. Meriwether is the

legal owner and holder of said note at maturity and the same being past due and unpaid he placed it in the hands of S. H. Millwee, an attorney, for collection and suit and promised to pay him the ten per cent attorney's fees provided for in the note, which is a reasonable sum for such services. And that said note is now long past due and often requested so to do the defendant has failed and refused and now still fails and refuses to pay same or any part thereof, to plaintiff's damage in the sum of \$635.25. Wherefore plaintiff asks that defendant be cited in terms of law to appear and answer this petition and on final hearing he have his judgment for \$635.25 as alleged above for costs of suit on

ty, Texas. Given under my hand and the seal of said court in the City of Floydada this the 16th day of February, 1934.

(Seal) A. B. CLARK Clerk of the County Court, Floyd County, Texas.

LONE STAR NEWS

Mr. and Mrs. Ballard Clark spent Sunday night with Mrs. Clark's parents Mr. and Mrs. J. B. Stevenson. Mr. Knox made a business trip to Wichita Falls the past week.

Wyman Owens was a Tulsa visitor Saturday.

The Aiken P. T. A. will present "The Eighteen Carat Boob" Friday night, March 9.

Mrs. J. C. Thomas and Thurman are visiting in Hollis Oklahoma. Mrs. O. Swift and family spent Sunday with Mr. and Mrs. Reed Hartley of Lockney.

DECEMBER RALLY IN BUSINESS TAKEN NEW YEAR

December's rally carried into the new year relatively increased volume; the normal lull

in retail buying failing to function. Mail order sales rural buying showed remarkable percentage gains. Wholesale trade volume was generally larger. Prices of commodities, stocks and domestic and government bonds increased. Foods led in commodity rises. Auto shows were crowded and government bonds increased. Auto shows were crowded and big orders for first quarter were booked. Reports as to bank recuperation were encouraging with fewer closings than for years. Textiles sold better than a year ago. Wheat and cotton reached the highest levels since November. Dry cold weather west of the

Mississippi River makes possible a third consecutive small Winter wheat yield. January failures and liabilities were less than half those of a year ago.

Both 1,33 auto output and net railway operating income were 42 per cent above 1932. Cigaret consumption was up 7 per cent, domestic merchandise exports 4.5 per cent and general trade volume 10 per cent higher. Chain store sales were 1.5 and gross railway earnings 2 per cent off. Shoe production was next to the 1929 record.

The first issue of the New York Tribune was April 10, 1841

past 20 years that can take the place of Dr. Miles' Anti-Pain Pills. They are a sure relief for my headache.

Sufferers from Headache, Neuralgia, Toothache, Backache, Sciatica, Rheumatism, Lumbago, Neuritis, Muscular Pains, Periodic Pains, write that they have used Dr. Miles' Anti-Pain Pills with better results than they had even hoped for.

Countless American housewives would no more think of keeping house without Dr. Miles' Anti-Pain Pills than without flour or sugar. Keep a package in your medicine cabinet and save yourself needless suffering. At Drug Stores—25c and \$1.00

DR. MILES' ANTI-PAIN PILLS

EUGENE HARRIS says:

"It is necessary that we have rain to assure a crop just the same as it is to have Good Insurance to assure protection in old age or at death. Our Registered Policies are Wills that can't be broken."

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



PLAINVIEW SANITARIUM & CLINIC
Plainview, Texas
Thoroughly equipped for the examination and treatment of Medical and Surgical patients, including Dental and Eye, Ear, Nose and Throat Departments.
GLASSES FITTED

A Simple Frock
8112. This model is cut with Princess lines and short overlapping vestee fronts. Low placed pleat fullness in the skirt portions lends added fullness. The sleeve is a fitted model, with dart seam at the back of the arm, which seam may be left open and finished to close with buttons and loops or with snap fasteners. Sheer woolen in any of its attractive patterns, or wool crepe, taffeta, or velvet is suggested for this stylish frock.

Stylish Ensemble
8117 Youthful sailor collars trim both blouse and jacket. Each has its own attractive sleeve. The skirt is a two-piece straight

ANNOUNCEMENT

The Beacon is authorized to announce the following names of 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
 - George Mahon, of Colorado
 - Clark Mullican, of Lubbock
- For Representative of 120th District**
J. N. Johnston
- District Judge, 110th Judicial District:**
 - Kenneth Bain
 - A. J. Folley
- For District Attorney of 110th District**
Alton B. Chapman
Tony B. Maxey
- 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
R. L. Lackey

Won't Be Long Now!

Wednesday, March 7th

An Outstanding Day in Plainview

Free Style Show At The City Auditorium

At 10:00 A. M.

Here is a chance to see all of the Latest Styles in spring clothing sponsored by all the leading merchants in Plainview. Don't miss it. It is Free.

And Now! At 2 P. M.

Contest for the new Ford V-8 Automobile. The Surprise of the year. Come bring all the family and all the tickets you have. Someone will be made happy—It may be you.

Another Plainview Friendship Day

Trade when you get Trades Daily Tickets.



ADDS TO
TO
change
Will
old

Furni-
Second
ment to
growing
Dyer,
this con-
ade new
furniture,
as
ased furni-
is your
some new
your home.
furniture is
carried by this concern and you

will have no trouble in making a selection. Prices are reasonable and within everyone's reach. Spring of the year is here, you will want to make some changes in the appearance of your home. Mr. Dyer will be glad to help you with your planning.
Also Mr. Dyer makes the announcement that he maintains a Furniture Repair Department at his store, where all kinds of furniture is repaired and made to look like new. No use to throw away a piece of furniture just because it is broken, have it repaired by the repair man at the Dyer Hardware & Furniture Store. A phone call will bring a repair man to your home and give you an estimate of the cost of repairing your broken furniture. Pd-Adv.



GOOD THINGS TO EAT

Ginger Cookies
2-3 cup fat
2 cups brown sugar
2 eggs
1-3 cup sour cream
1-3 cup molasses
1 teaspoon ginger
1 teaspoon cinnamon
1-2 teaspoon cloves
1-2 teaspoon nutmeg
1-4 teaspoon salt
3 1-2 cups flour
1 teaspoon soda
1 teaspoon baking powder
Cream fat and sugar. Add remaining ingredients and all dough. Break off bits of dough and flatten down 3 inches apart on greased sheets. Bake 12 min. in moderate oven.

which has been lined with oiled paper or well greased and dusted with flour. Bake in a moderate oven 350 F. for about 40 minutes. This recipe will yield 16 servings.

Apple Sauce Cake
Keeps Moist for a Long Time
2 cups flour
1 tsp. soda
1 tsp. cinnamon
1-2 pkg. pasteurized dates
1-4 tsp. cloves
1-2 tsp. salt
1 cup sugar
1 egg
1 cup hot, thick strained apple sauce
Sift the flour, soda, spices, and salt together. Mix the dates through the dry ingredients with the finger tips. Cream the butter; stir in the sugar gradually. Add the beaten egg, then the apple sauce and the dry ingredients alternately. Beat thoroughly. Pour the batter into a cake

Delight Pie
18 graham crackers
1-3 cup butter
1 tbs. sugar
1 cup cream, whipped sweetened, flavored, Coconut if desired
Crumble crackers and reserve
1-2 cup to fold into whipped cream. Mix remainder of crumbs with softened butter and sugar. Press this mixture firmly against bottom and sides of buttered pie plate and bake 10 minutes in hot oven 425 F. Fill with whipped cream crumbled cracker mixture and serve. 6 portions. If desired add shredded coconut to whipped cream, or add chopped nuts. Canned crushed pineapple may also be added to whipped cream.

One quart of flour requires two tablespoons of butter for short-cakes.
Place strips of bacon over the hamburger meat balls and broil in the oven. Bacon in the bottom of a pan in which meat loaf is cooked will add a pleasing flavor.

Mrs. Dwight Jackson spent Sunday at Floydada with her mother, Mrs. H. A. Finley.

Mrs. E. T. Rives is visiting friends and relatives in Amarillo this week.

Earl Rives left Tuesday for a visit with relatives in Wichita Falls and Waco.

Mr. and Mrs. K. L. Canning and daughter, Miss Charlotte Canning were Plainview visitors Wednesday.

J. T. Reasonover and son, Elwood Reasonover, were Lubbock visitors Wednesday.

Pup Rives returned Saturday from Amarillo and Oklahoma City.

Mrs. Sears, who has been in the Plainview Sanitarium for about three weeks, was brought to the Baker Hotel Tuesday where she is unable to receive visitors.

Crisp—New Spring
ACCESSORIES AT
Cave's
New White
BAGS ----- 59c
Some with sippers—some with snap coin purse
New White
Belts ----- 15c & 25c
Colorful
Scarfs ----- 25c
New Spring
Gloves ----- 49c
All pure thread silk
Stockings ----- 49c
Lace
Brassiers ----- 25c
New novelty styles
Panties ----- 49c
Meet your friends at
CAVE'S
PLAINVIEW

Mr. and Mrs. Conde Davis visited with their daughter, Mrs. Tony Lundgren and husband, Sunday west of Dimmitt.

Mrs. Wes Cox have and a half pound

CITATION B
In The County, Texas
George T. M
E. McKinney
The State Of
Sheriff Or Any
Floyd County—
You are her
whose residence
appear at the n
of the county co
ty, Texas, to be
house thereof, in
dada, on the 1
March, 1934, be
of March, 1934.
George T. M
E. McKinney

Granada THEATRE PLAINVIEW

SATURDAY MAR. 3RD
1 P. M. To 10 P. M.
Adults 20c & 25c Kids 10c
PASSING OF THE LAST FRONTIER!
DEFYING LIFE DARING DEATH

FRONTIER MARSHAL
with George O'Brien
Irene Bentley

LIBERTY NEWS

The play "Small Town Romeo," presented here last Thursday night by the Sandhill Dramatic Club was thoroughly enjoyed by a large crowd.

Mrs. Fred Graham has been ill this week with a severe case of tonsillitis.

The Liberty indoor ball team played Muncy's team on Friday afternoon. The resulting scores were 4 and 11 in favor of the Liberty team.

Mr. and Mrs. Calvin Hillburn and family spent Sunday visiting relatives in Floydada.

Miss Leona Griffith spent the week-end with her parents in the Lone Star community.

Mr. Homer Guffee of Fairview visited Mr. and Mrs. Clarence Guffee on Sunday.

A number enjoyed the forty-two party at Mrs. Sam Lester's Friday evening.

Messrs. Homer Starkey and Elvia Truman Dillard of Cedar visited Mr. and Mrs. Clarence Guffee Sunday afternoon.

SOUTH PLAINS NEWS

Rev. Roy Clayton filled his regular appointments Sunday morning and evening.

Z. C. Cummings of Roseland community has been quite ill with pneumonia, but is some better.

MRS. WALLACE REED
Starting
Expose

More Action! More Thrills! Than "Strawberry Roan" or "Smoky"—This one is entertainment Plus!
Also, Tom Patricola in "Yeast Is Yeast"

SATURDAY MIDNIGHT
MAR. 3rd SUNDAY &
MONDAY MAR. 4th & 5th
Critics say "So Delightful You'll Want To See This One At Least Twice!"

BING! HE WON HER!
SING! WITH A SONG!

MARION DAVIES
SING
CROSBY
"GONG" WITH

Mr. H. S. Calahan and children took Sunday dinner with their daughter Mrs. Hilburn Casey.

Mrs. G. Milton gave a quilting at her home Thursday of last week. There were about 18 ladies present. Two quilts were quilted and the day was enjoyed by all.

Rev. Roy Clayton took Sunday dinner with Mrs. C. H. Brown.

Mr. and Mrs. McEuen left for Paris, Texas Sunday morning where they are to visit with Mrs. McEuen's mother.

Mr. and Mrs. Calahan spent Saturday night and Sunday with Mrs. Calahan's parents, Mr. and Mrs. R. L. Orman.

A program was rendered at the School house Friday afternoon in honor of Washington's birthday. There were several visitors present.

THE FORGOTTEN MAN

We've heard a lot about this chap. This man that's "been forgotten."

Just who he is and what he is They've yet to "hit the button."

I can tell you who he is— Perhaps I hadn't "ought-ta"— But I well know the forgotten man

Is the good old family doctor. If ever he gets a chance to sleep, they may or may not let him. He seldom has "more'n forty winks"

Before they come and get him. In snow or rain or heat or cold He works ungodly hours. How he stands it we don't know. It's just his staying powers.

It's Doctor this and Doctor that, Come quickly, baby's sick Or it's Pa or Ma or Sue or Harry, Tom or Dick.

When the "Doc. has come and his job is done. And the patient has recovered, And the "Doc." makes out his modest bill, This fact he has discovered.

He may be first when the ae sick And chieftain of their clan, But when it comes to paying him, He's oft the "the forgotten man"

Anonymous

SUCKER NONE
A true life story taken from the police files of a large American city

SPECIAL ADDED ATTRACTION
WILD HORSE ROUND-UP
World's Champion Cowboys and Cowgirls from Chryenne and Pendleton—Dare-devil Riding—Roping Wild Broncos and Steers—Action—Thrills—Spills.

Isis Theatre

SATURDAY
March 3rd

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 sick 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 zest.
For they can't do it. They only move the bowels and a mere movement doesn't get the cause. The reason for your down-and-out feeling is your liver. It should pour out the pounds of liquid bile into your bowels daily. If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas builds up your stomach. You have skin often breaks out in pimples. Your face aches and you feel down and out. Your whole system is poisoned.
It takes those 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 natural "oil" extracts, sweet, aromatic, gentle, vegetable extracts, sweet, aromatic, gentle, vegetable extracts, sweet, aromatic, gentle, vegetable extracts.
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. Remedy established. S.C. & S. Co. 1931 C. M. Co.

UNDERWEAR
50c to \$1.75
SHOES
\$2.95 to \$3.95

Mr. and Mrs. Pont Darnell in all of measles this week.

Mr. and Mrs. Floyd Barber spent Sunday at Hart, Texas, visiting with their daughter, Miss Roberta Barber, who is teaching music in the school there.

R. L. Brown of Muleshoe spent the week-end as the guest of Mr. and Mrs. D. E. Cox.

Lee Deavenport of Silverton was a Lockney visitor Wednesday.

T. B. Brooks and Roy Golden left Wednesday night for Elk City, Okla., and returned Thursday on business.

ANOTHER BARGAIN

We have been requested to continue our Bargain Rates for another ten days, and we are granting that request, but this will be final. So renew your subscription now at

ONE DOLLAR

And save Fifty Cents

Out of County subscriptions \$1.25

Lockney Beacon



P
Oil B
A Lib
Y
Baker

ANNOUNCEMENT

The following rate reductions to all Commercial Users become effective with bills rendered March 1st. Here is the comparison of the Old and New Rates

OLD RATE	
First 50 k. w. h. used per month	11c per k. w. h.
Next 200 k. w. h. used per month	9c per k. w. h.
Next 750 k. w. h. used per month	5c per k. w. h.
Next 1000 k. w. h. used per month	4c per k. w. h.
Excess k. w. h. used per month	3c per k. w. h.
Minimum Monthly Bill (Lighting only)	\$1.50 per month
Minimum Monthly Bill (Combination)	\$2.50 per month

NEW RATE	
First 50 k. w. h. used per month	10c per k. w. h.
Next 200 k. w. h. used per month	7 1-2c per k. w. h.
Next 750 k. w. h. used per month	4 1-2c per k. w. h.
Next 1000 k. w. h. used per month	3 1-2c per k. w. h.
Excess k. w. h. used per month	3c per k. w. h.
Minimum Monthly Bill (Lighting only)	\$1.50 per month
Minimum Monthly Bill (Combination)	\$2.50 per month

These reductions amount to an average decrease in revenues received by the Texas Utilities Company of 12 1-2 to 15 per cent and are a continuation of this company's policy since its organization.

TEXAS UTILITIES COMPANY

CITATION BY PUBLICATION

In The County Court Of Floyd County, Texas.
 George T. Meriwether Vs. W. E. McKinney. No. 848.
 The State Of Texas. To The Sheriff Or Any Constable Of Floyd County—Greeting:
 You are hereby commanded to summon W. E. McKinney, whose residence is unknown, to appear at the next regular term of the county court of Floyd County, Texas, to be held at the court house thereof, in the City of Floydada, on the third Monday in March, 1934, being the 19th day of March, 1934, then and there to answer a petition filed in the county court of Floyd County, Texas, by George T. Meriwether, plaintiff.

legal owner and holder of said note at maturity and the same being past due and unpaid he placed it in the hands of S. H. Millwee, an attorney, for collection and suit and promised to pay him the ten per cent attorney's fees provided for in the note, which is a reasonable sum for such services. And that said note is now long past due and often requested so to do the defendant has failed and refused and now still fails and refuses to pay same or any part thereof, to plaintiff's damage in the sum of \$635.25. Wherefore plaintiff asks that defendant be cited in terms of law to appear and answer this petition and on final hearing he have his judgment for the amount of said note with interest thereon enforced against him.

ty, Texas.
 Given under my hand and the seal of said court in the City of Floydada this the 16th day of February, 1934.

(Seal)
 A. B. CLARK
 Clerk of the County Court,
 Floyd County, Texas.

LONE STAR NEWS

Mr. and Mrs. Ballard Clark spent Sunday night with Clark's parents Mr. and Mrs. B. Stevenson.
 Mr. Knox made a business trip to Wichita Falls the past week.

Wyman Owens was a Tulsa visitor Saturday.
 The Aiken P T A will present "The Eighteen Carat Boob" Friday night, March 9.
 Mrs. J. C. Thomas and Thurman are visiting in Hollis Okla. Mr. and Mrs. O. Swift and family spent Sunday with Mr. and Mrs. Reed Hartley of Lockney.

DECEMBER RALLY IN BUSINESS TAKEN NEW YEAR

December's rally carried into the new year relatively increased volume; the normal lull

in retail buying failing to function. Mail order sales rural buying showed remarkable percentage gains. Wholesale trade volume was generally larger. Prices of commodities, stocks and domestic and government bonds increased. Foods led in commodity rises. Auto shows were crowded and government bonds increased. Foods led in commodity rises. Auto shows were crowded and big orders for first quarter were booked. Reports as to bank recuperation were encouraging with fewer closings than for years. Textiles sold better than a year ago. Wheat and cotton reached the highest levels since November. Dry cold weather west of the

Mississippi River makes possible a third consecutive small Winter wheat yield. January failures and liabilities were less than half those of a year ago.
 Both 1,33 auto output and net railway operating income were 42 per cent above 1932. Cigaret consumption was up 7 per cent, domestic merchandise exports 4.5 per cent and general trade volume 10 per cent higher. Chain store sales were 1.5 and gross railway earnings 2 per cent off. Shoe production was next to the 1929 record.

The first issue of the New York Tribune was April 18, 1841.

Rev. I. N. Dany

I have found nothing and W. E. McKinney is defendant; the cause of action being alleged as follows:
 That plaintiff resides in Floyd County, Texas, and that the residence of defendant is unknown; that on or about 24th of Jan., 1928 defendant made his promissory note in writing for the principal sum of \$385.00, payable to plaintiff at Lockney, Texas, on or before one year from date, and said note further providing for ten per cent attorneys fees upon principal and interest due if said note is not paid at maturity and is placed in the hands of an attorney for collection. Plaintiff alleging that he remained the

summon such defendant, and to serve this citation, by making publication of this citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your county; but if there be no newspaper published in said county, then in any newspaper published in the nearest county where a newspaper is published.
 Herein fail not, but have you before said court, on the first day of the next term thereof, this writ, with your return thereon showing how you have executed the same.
 Witness A. B. Clark, Clerk of the County Court of Floyd County,

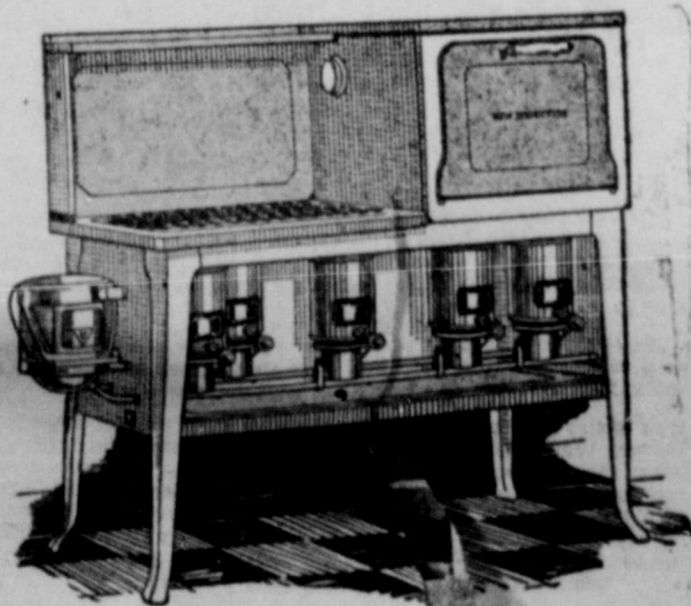
day afternoon to visit relatives in Oklahoma.
 Miss Ruby Lee Dickerson entertained the young people with a party at her home on Saturday night.
 Mrs. Sylvan Turner underwent a major operation in a Dallas hospital last week and was doing well at last report.
 The Fiddler's Concert set for Saturday night was called off because of the windstorm. We expect it to be given at some future date.

AIKEN NEWS

Walter Morrison of Running water spent Wednesday in the R. Morrison home.
 Miss Lorena Scott of Memphis is visiting Miss Nell Hampton.
 Mr. and Mrs. G. H. Dalton entertained the Senior B Y P U members with a social Friday night.
 Mr. and Mrs. Harve Campbell and Mrs. R. F. Wilson of Hollis Okla., spent a few days last week with Mrs. Aaron Clark and family.
 Mr. and Mrs. J. G. Biggs of Campbell visited Mr. and Mrs. A. A. Brock, Friday night.
 Mr. and Mrs. Lawson Moreland of Irick spent Sunday with Mr. and Mrs. Baylor Byars. Mrs. Byars is very sick.
 Those spending Sunday in the O. M. Gilcrease home were: Rev. and Mrs. I. J. Lloyd and Carl Smith of Plainview, Mr. Mrs. P. M. Leatherman and family, Mary Edith and Bessie Boyle.
 Miss Nell Hampton entertained the community with a party Saturday night.
 Mr. and Mrs. C. G. Campbell of Floydada spent Sunday with Mr. and Mrs. Aaron Clark.
 Mrs. Fred Dorman underwent an operation in the Lubbock Sanitarium Sunday.
 Mr. and Mrs. J. S. Marshall carried his mother to Waxahachie Wednesday night to be at the bedside of her sister who is very ill.
 The Senior Epworth League rendered a program at Snyder Sunday night.
 Mr. and Mrs. Olin S. Miller and children of Center visited in the J. E. Hampton home Sunday.

HIGH-POWER PERFECTION

Oil Burning COOK STOVES and RANGES



A Liberal Trade In For Your Old Stove

Baker Mercantile Co.

Won't Be Long Now!

Wednesday, March 7th

An Outstanding Day in Plainview

Free Style Show At The City Auditorium

At 10:00 A. M.

Here is a chance to see all of the Latest Styles in spring clothing sponsored by all the leading merchants in Plainview. Don't miss it. It is Free.

And Now! At 2 P. M.

Contest for the new Ford V-8 Automobile. The Surprise of the year. Come bring all the family and all the tickets you have. Someone will be made happy—it may be you.

Another Plainview Friendship Day

Trade where you get Trades Day Tickets.



LOCKNEY BEACON

Established 1902
Published Every Thursday
S. SUITS, Editor
Local, Church and Society Editor

second class matter at the postoffice at Lockney,
March 3, 1919.

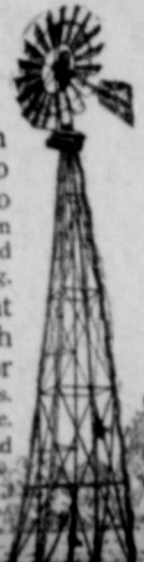
upon the character, standing or reputation of any
which may appear in the columns of The Beacon,
its being brought to the attention of the publisher.

SCRIPTION RATES
Six Months—75c Three Months—40c

ly wrong with the natives of this
Burg—"not an inspiration in a
carload!" I've regusted. Of course
I'm a wonderful writer and under
favorable circumstances can pro-
duce a remarkable column, but I
ask you, what chance has a guy
got with such environment as
I've had this a. m.? Why even
the most noted authors o the uni-
verse require a setting for their
ideas.
Now, don't you go around
telling people that from my past
writings it appears as if I've never
had the proper inspiration for the

THE WINDMILL
for a Lifetime

will need to buy if you select with
Auto-Oiled Aermotor is made to
time. It oils itself, adjusts itself to
winds, and works quietly and efficiently in
any after day, year after year, you will depend
on the water which you are constantly using.
Choose an Aermotor of the right
size for your well, and a tower high enough
to catch the wind from all sides, the Aermotor
will run in oil in a tightly enclosed gear case.
An improved Auto-Oiled Aermotor is stronger and
better than ever. It is so skillfully designed and
so well made that there is nothing to get out of
order. Turn it loose and let it run, and you will
always have fresh water when you want it.



ERMOTOR CO. 2500 Roosevelt Road, Chicago
Mercantile Company

whole SMEAR is rotten.
help it if you people can
out the best in me? No
have said before, I'm a d
sitting around waiting for
The members of this offic
like to imply that if I w
writer at all everything
in contact with would
for plenty of thought.
to say, I don't relish such
tions and they know I
course there is a little
there! Surely, dear read
don't think that.—Ho
you Le so cruel. I can
your haughty replies—
makes me very unhat
why did I ever mention
ject! Woe is me, woe is
Whoopee! and am I
round in circles? These
up exercises are hard
stitution—you see my s
are plenty heavy and
of picking them up and
them down requires man
or ample horsepower.
nite my nose almost
Now, if you've never
nose, you don't realize
much of me was frozen
that reminds me of the
bout little Red Riding Hood
the first time I applied for a news
paper job. The editor said, "My,
what big nose you have, my
dear!" Then I replied very meek
ly, "Do not fear, only the better
to snoop with ole' deaf! And
did I land the job? Well, you
guess.

Well, well, and well, I've been
told, and of course all I know
is what I hear, that another
ventured out into the misty seas
of holy wedlock this last week.
It looks as if ole' Dar'ard just
will have his way with her. You
know that is about the most
persistent guy I have ever seen to say
nothing of being absolutely un-
reasonable. He'll get what you
don't watch out. Who
may hurl an arrow
your heart are you re
ing. The little pocket
is just full of arrows
love and longing to
the heart of some
Now, if anything like
to you don't

Can I
bring
as I
ly just
idea.
kinda
ere any
came
food
needless
insinua
it, so
fiction
could
st hear
his all
Oh,
hat sub
well!
I may have to be ole' "peeping
Tom" my self if we can't get news
any other way. I've got it—a
swell idea would be for me to
hire a bunch of respectable, kind
hearted, gangsters to come in our
midst to shoot up the town in
make-believe, and maybe you
think we wouldn't be the most
talked of little town in Texas.
That's the best idea I've had and
I guess I've had a dozen. Don't
be surprised if some masked un-
shaven man pokes a gun in your
face and says, "Your money or
your brains!"

Well, thats that, I had better
bid you so long since Paul Revers
is waiting for me in the reception
room.

IRICK NEWS
Mr. C. Hyden and children
left for Dallas Friday morning for
an extended trip.
Mr. and Mrs. W. M. Sam-
man and family attended a turk-
ey dinner Sunday at the home of
Mrs. Samman's parents, Mr. and
Mrs. T. P. Goen, at Hale Center
in honor of Dorothy Goen
and Mr. J. B. McQuirt's birth-
day. The table was centered with
pink and green birthday cakes
topped with burning candles.
After each had made their wishes
and the candles were extinguish-
ed, the turkey was carved and
the dinner served in cafeteria
style. Those attending were: Mr.
and Mrs. Easmone and grandson,
Mr. and Mrs. W. M. Samman,
Mrs. Martha Brown, Misses Enda
and Emilee Sloan, Billie and
Ma Drew, Delma and Melba
Samman, Olifield Easame, and
Artrude Dew all of Lockney,
Mac, McQuirt, Elmer Goen, J.
B. Dew, Claude Goen and H.
P. Brown and the honored guest
Miss Dorothy Goen and J. C.
McQuirt.

Helping you live economi-
cally, yet satisfactorily
is our principal
business

We may not be in business exactly for
your wealth, but we certainly are in business
for your health—that's why we keep our
shelves loaded with the very best of good
sanitary, wholesome and tasty Groceries
appealing to every scrupulous buyer and
satisfying to every hungry appetite in the
family.

The Hungry, Come Here. Our Groceries
Satisfy!

Telephone No. 10
HAMILTON BROS.
GROCERY

Southwestern Life Insurance, on the lives of over 140,000
Texas Policy holders amounting to \$258,265.210-Premium
income for 1933-\$6,373,440.20-paid policy holders and
beneficiaries \$39,675,945, we solicit your Ins. business. W
can render you efficient service. You can't beat our rates.

McAdams and Childers
Representative
PHONE 92

Deal In
on Seed

customers a seed proposition on a
ped on Lockview Farm during the
ton was introduced here from South
ears ago. It makes a large five-lock
therefore makes heavy yields. Lock-
50 bales of 500 lbs. weight this year
acres. The seed are small—weighing
lbs. lint. Small seed and a light burr
int whether picked or snapped. Staple
ich should be interesting with higher
light burr assures early opening. This
ful as a producer on both irrigated and

Per Bu.
AND SACKED

attractive price for your seed in exchange.
Office if interested.

son Gin Co.
PATTERSON

By looking into this
dear friend, before m
throng of people b
scrapping, shouting,
in anticipation of a
carriage bedecked with
pearls and drawn by
horses. Upon looking
cupant in the carriage
ly me thinks I disc
wait the face is beco
the features have be
ed away—something
ting me from seeing
brate Ah, it's gone.
I'm very sorry M
can't possibly go on
fortune unless you
give me 50c more, in
the dollar. I thank y
for I know you would
going away from h
knowing the remain
you too much
future. Now as I turn
more slowly, the pr
person becomes mor
—Ah—now, I see
none other than a
profile of this
handsome young ma
done some noble de
ing worshiped by t
your future husband
young lady!!—
Flutter, flutter, an
red—I Now, don't
of my burlesque of
if you happen to be
never in them, 'ca
mean a thing—only
there're the bunk a
poor way of getting
money. I don't ca
body says, there is
thing to these mystic
rid of your
ers or any other ho
what any
kind. There are too
olutely no
crystal read
pour kale these day
ey of that
ing to you without
many other
to something you k
ed out of
fake. That advice co
unknown
who has had exper
inking it in
ow to be a
from one
Say, we've just
some excitement ar
gings—do you realiz
last six months Lo
had any fires murd
dies, filling station
at for the
even a respectable
they hasn't
something doesn't bu
horsethie
we are going to ha
old-ups, or
stone erected in
alling? If
this burg. I tell y
oose soon
suspense is terrible
emory of
folk, the

Individual
Coiffures



Our new permanent
machine has just arriv-
ed and we are ready to
give you quality for
your money in a smart
individual wave. The
full swing of the social
season is just ahead—
always look your best
under the careful dire-
ction of an expert op-
erator. Try our waves for
\$2.50, - \$3.50, - & \$5.00

May Crager Beauty
Shop
PHONE 123

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

Use Classified Ads for Results

MRS. JOHNSON
(The Insurance Salesman's Wife)

SAYS . . .
"I CAN BUY NOW BECAUSE I
COOK WITH GAS"



CARL JOHNSON is a life insurance salesman, and planning sav
is his daily work. He and his wife use the same plan in their fa
budget that he recommends for others. Carl thinks that some sav
should go for insurance, some for other stable investments and
for taking advantage of special prices on goods for future consu
tion.

The Johnsons have found that judicious buying is one way to
that many overlook. They count gas for cooking as one of their gre
bargains because it is worth \$1.75 more per 1000 cubic feet th
asked for it, as compared to substitute fuels, based on the findin
a large university.

They multiply \$1.75 by the number of thousands of cubic feet o
used for cooking per year and find that their total annual sa
amount to \$26.25 on this one item, used for one purpose.

This money goes to Mrs. Johnson to take advantage of other barg
because they apportion the money for insurance and other in
ments directly from Carl's earnings. Recently she has noticed som
ceptional bargains advertised in this newspaper by local merc
Economic forecasts, present prices and the advertisements, them
all say "Buy Now." Mrs. Johnson intends to do that very thing
the \$26.25 she has saved by cooking with gas. It is surprising the
xer of items that this amount of money will buy.

West Texas Gas Co

Frank Perkin
INSURANCE and BONI



ISIS THEATRE PROGRAM

WEEK BEGINNING SUNDAY MAR. 4TH

Sunday & Monday Edward G. Robinson, Genevieve Tobin and Glenda Farrell "DARK HAZARD" Cartoon & Comedy

Tues. and Wed. "Sons Of The Desert" With Laurel and Hardy Musical Review

Thurs. and Fri. Bette Davis, Chas Farrell and Ricardo Cortez "THE BIG SHAKE-DOWN" Two reel Comedy

Saturday Buffalo Bill "RAW HIDE ROMANCE" Comedy Free Dishes



Rev. I. N. Deary says: I have found noth...

OF INTEREST TO WOMEN

Spring has just blown round the corner bringing a brand new silhouette. It's called "wind-blown." By day it makes you look as if you were being blown along by the breeze. By night it reverses itself, and wafts through the folds of your gown to flow backward. A charming silhouette as new as the season. The spring theme doesn't end with the wind swept feeling. It's a many sided model doing smart things for everybody. There are just as many good things for the ladies in the fashionable forties, as there are for the debs in their tender teens. We've chosen for your approval a picture of Spring.



Pattern No. 8112. Designed in 5 Sizes: 34, 36, 38, 40 and 42 include bust measure. Size 38 requires 4 1/2 yards of 39 inch material. The bow trimming of ribbon requires 1 yard.

8112

8117

Pattern No. 8117. Designed in 5 Sizes: 14, 16, 18 and 20. Each course-appearing bust measure 34, 36, 38, 40, and 42. Includes bust, waist and hip measure. The bow trimming of ribbon requires 1 yard.

line model. As pictured brown crepe was used for skirt and jacket with brown and orange plaid cotton for the blouse, cuffs and bow. For Pattern, send 15 cents a coin for each pattern desired, your Name, Address, Style Number and Size to Patricia Dow, Lockney Beacon Pattern Dept., 115 fifth Avenue, Brooklyn, N. York.

Dark colored hosiery is a happy choice for legs that have developed beyond graceful dimensions. When light tints raged, fatted calves were in for a bad time and it was precisely at that period that knee length skirts kilted the universal sisterhood.

Feet are getting larger and larger, but when they are still larger than that shoes should be dark and not conspicuous in design or material. White shoes are out of the question when pedals are big. Pumps are more flattering than oxfords. They are less likely to push the top of a plump foot p into a roll than sandals with straps.

BAPTIST CHURCH NOTES

Sunday School 9:45 Preaching Saturday evening at 7:30, Sunday at 11 and again at 7:45 Prayer service, teachers meeting at Choir rehearsal each Wednesday evening. Sunday School attendance was off considerable last Sunday due to so much sickness in the community. Starting next Monday evening at seven o'clock there will be a week's B. T. S. study course continuing through Feb. Seven classes will be given a book offered for every department. Plan to attend study course. This coming week...

who are in Wayland College, to conduct the services. The services will be held with one of our preacher boys leading service. Saturday evening at 7:30 Rev. Roy Turner will be in charge of the services and of the young ladies will appear on the program with him. Let the membership keep in mind Saturday evening service and in good numbers. Sunday morning at 11 Rev. Leroy Smith will have charge of the services assisted by other members of our Wayland Volunteer Band, of our evening hour Rev. Robert Smith will have charge of the services. Lets come praying that the Lord will use our young people in our midst. Please keep in mind, pray and plan for our spring revival to start March 11 with Rev. S. R. McClure doing the preaching. WILLIS J. RAY, Pastor

AT THE METHODIST CHURCH

Sunday School, 9:45 A. M. Preaching, 11 A. M. and 7:30 P. M. League, 6:45 P. M. Woman's Missionary Society, Monday 3 P. M. Study Course, Wednesday 7:30 P. M. Next Sunday is the regular Communion Day. We invite every member of the church, especially, to be present and partake of it with us. We urge every parent to see that their children partake of it with us. Our blessed Lord loves little children. He rebuked those, in his day, who would reject the children: "Suffer the little children to come unto me, and forbade them not, for of such is the Kingdom of heaven." Please help us to make it a service by Your presence. At the Methodist Church, on Sunday for each of the services, welcome. B. J. OSBORN, Pastor Mr. and Mrs. Artie Baker are in Dallas this week.

BAPTIST W M S TO OBSERVE PRAYER WEEK

Beginning Monday afternoon at 2:30 o'clock the Baptist W. M. S. will meet each day next week for their week of prayer program. All members are asked to be present as often as possible. The W. M. S. met at the home of Mrs. J. B. Harper Monday afternoon for a business and social meeting. Mrs. J. B. Allen was joint hostess. There were about 15 ladies present. After the business session the social hour was spent quilting. Miss Gwendolyn Snodgrass, Miss Mildred Strickland, Mrs. Cullen Riley, all of Floydada and Miss Virginia Collier of Lockney were all day guests Thursday of Mrs. Winfred Cooper. Miss Vaude Teaver spent last week-end at Plainview visiting Miss Virginia Miller.

For Fastest Known Relief

Demand and Get



GENUINE BAYER ASPIRIN

BECAUSE of a unique process in manufacture, Genuine Bayer Aspirin Tablets are made to dissolve—INSTANTLY you take them. Thus they start to work instantly. Start "taking hold" of even a severe headache, neuralgia, neuritis or rheumatic pain a few minutes after taking. And they provide SAFE relief—for Genuine BAYER ASPIRIN does not harm the heart. So if you want QUICK and SAFE relief see that you get the real Bayer article. Look for the Bayer cross on every tablet as shown above and for the words GENUINE BAYER ASPIRIN on every bottle or package you buy. Member N.R.A. GENUINE BAYER ASPIRIN DOES NOT HARM THE HEART

Personals: GLENN A. The "Nemes" line and Kelly.

Here the real true story from her own lips. - Positively will appear at every show and tell her thrilling experiences with America's most desperate criminals. The girl was the direct cause of the capture of the Kelley's!

Miss Arnold's personal appearance on the stage is in addition to the big double picture program shown at the Isis Theatre Saturday afternoon and nite—

No Advance In Prices

past 20 years that can take the place of Dr. Miles' Anti-Pain Pills. They are a sure relief for my headache.

Sufferers from Headache, Neuralgia, Toothache, Backache, Sciatica, Rheumatism, Lumbago, Neuritis, Muscular Pains, Periodic Pains, write that they have used Dr. Miles' Anti-Pain Pills with better results than they had even hoped for.

Countless American housewives would no more think of keeping house without Dr. Miles' Anti-Pain Pills than without flour or sugar. Keep a package in your medicine cabinet and save yourself needless suffering. At Drug Stores—25c and \$1.00

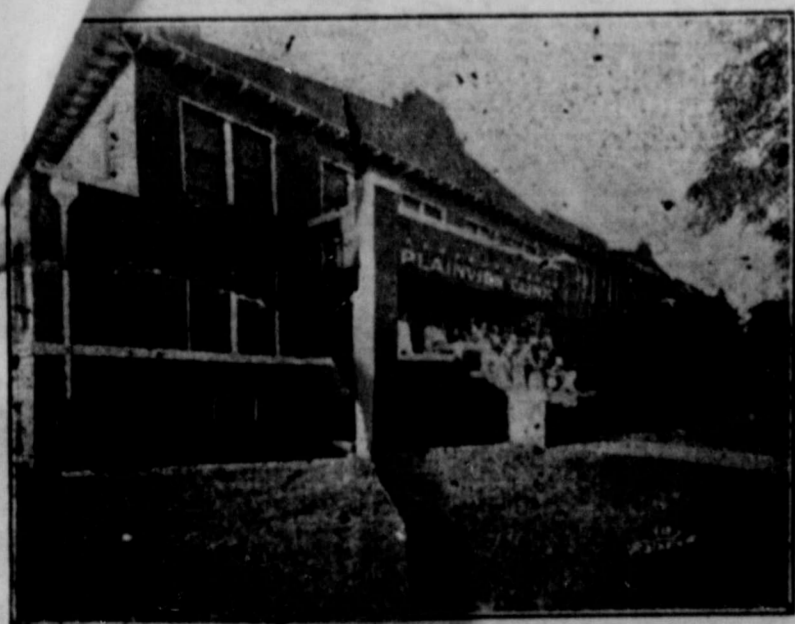
DR. MILES' ANTI-PAIN PILLS



EUGENE HARRIS says:

"It is necessary that we have rain to assure a crop just the same as it is to have Good Insurance to assure protection in old age or at death. Our Registered Policies are Wills that can't be broken."

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



PLAINVIEW SANITARIUM & CLINIC

Plainview, Te. as Thoroughly equipped for the examination and treatment of Medical and Surgical patients, including Dental and Eye, Ear, Nose and Throat Departments.

GLASSES FITTED

church is to be honored in the students from the

ANNOUNCEMENT

The Beacon is authorized to announce the following names of 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; George Mahon, of Colorado; Clark Mullican, of Lubbock

For Representative of 120th District: J. N. Johnston

District Judge, 110th Judicial District: Kenneth Bain; A. J. Folley

For District Attorney of 110th District: Alton B. Chapman; Tony B. Maxey

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

"Measured Service" On Checking Accounts

The principle of "Measured Service" is not new. Many other businesses already use it—for example, telephone, electric light and gas companies.

Take your telephone, for example. There is a minimum charge of \$5 much per month in order to protect the company on its overhead investment in equipment required to maintain its service, and within you exchange district you are allowed enough service to meet your average needs. For service beyond the average and outside of your exchange district you are charged so much extra. Thus your total telephone bill at the end of the month is the minimum service charge plus the cost of more than average service. The Measured Service charge operates in much the same way. as will be seen by examining the table.

If your average balance is less than \$500, a certain number of free checks will be allowed according to the size of your balance, and there will be a fixed service charge when your balance falls below \$200. For each check in excess of the number allowed, there will be an activity charge of 5 cents.

The customer with a substantial checking account balance and moderate activity will be able to reduce, if not altogether escape, any charge whatever, while the customer who uses more than the ordinary amount of service and thus a small balance will know that he is being charged on a uniform basis.

It will also be seen that the small account is just as welcome as ever, because it stands on its own feet. Since it pays its way, it can expect, and will receive, the same quality of service as large accounts.

Our officers will be glad to explain any point you do not understand. We believe you will appreciate that this plan is in keeping with the proper relationship that should exist between you and your bank—you the depositor enjoying the facilities of a sound well-managed bank, we the bank appreciative of your account on a basis of mutual advantage and profit.

Today, as never before, bank depositors realize that it is to their advantage to have their bank make money. The depositor who expects his bank to carry his account at a loss is working against his own best interest. The kind of bank you want to deal with is one that is run on a sound business basis, making a reasonable profit and building up surplus for your protection.

We Invite Your Banking Business, and Appreciate Your Cooperation.

First National Bank

—Over One Quarter Of A Century In Lockney—

OPEN FROM 9 A. M. TO 3 P. M.

Ads

Co., R. Abstracts Landers Loan Room Reg. 22-2c

WITH PROBLEMS

machines. of sewing drop a post Machine Co. interview, G. 22-4tp

ERS—Phone with Mrs. Hollums, Floyd County, Texas

Your feed grinding done right! Bundles, heads—small amounts—12c. Ton or more—10c hundred. For sufficient quantity will grind at your farm. J. H. Nall & Sons. 23

QUAID—Quality Mattress Renovating. One day service. 15 years experience manufacturing high class mattresses. Across street from Hammonds Implement. 23-1fc

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

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

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

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

Let us bring you Abstract to date for that new Federal Farm Loan.—Arthur B. Duncan Abstract Company, Wadada, Texas. 40-2tc

Mr. and Mrs. J. H. Hohlaus left Friday morning for Higgins, Texas, where they visited with Mr. Hohlaus' sister, Mrs. Rosa Robinson, until Monday.

Mr. and Mrs. V. L. Teaver and family moved into the Z. T. Riley place Thursday of this week.

SALE OR TRADE—Four room house and three lots, one block of high school. Will consider good Chevrolet or Ford Coupe as part payment. Good terms on balance. See J. B. Allen. 24-2tc

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. 22-1fc

ROOMS FOR RENT—See Mrs. Jim Dagley by auditorium. 22-2c

FOR SALE—1 Wall type Telephone.—See Harold Huggins

Chinese Elm Trees—Sunshine Gardens. 25-1fc

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

WORKER WANTED Washing, Ironing, Housecleaning, Quilting or nursing.—Mrs. Dye Barns place House No. 201 24-2tp

Why Doctors Favor a Liquid Laxative. A doctor will tell you that the careful use of strong laxatives may do more harm than good. Through laxative action drain the system, weaken the liver and kidneys, and reduce the vitality of the body.

ADDITIONAL PROTECTION GIVEN BUYERS OF AUTOMOBILE TIRES

Guarantee Bond Goes With Tire Sold To Give You Complete Protection

How the world does move! Quite a few of us can remember that only a few years ago a tire was sold to you with a guarantee that it would run six to ten thousand miles if you were only driving for about four thousand miles. But due to advancement of automobile tire engineering we now have Federal Tires that are guaranteed against damage from blowouts, bruises, faulty blowings, under inflation, misalignment etc. According to Dwight Jackson, proprietor of the Ozark Service Station in Lockney, and distributor of Federal Tires, this guarantee takes all the "gamble" out of the purchase of a tire. The purchaser takes no chance when he purchases a Federal Tire, it must make good, or they will. Users of these tires are receiving up to twenty thousand miles of satisfied service.

Just a few years back if a company had put a guarantee of this kind on a tire the public would have been startled beyond words and would have said "it can't be done." But it is being done every day now, right here in Lockney by Mr. Jackson with Federal Tires. So when we spend our hard earned cash for a Federal Tire we know that we are going to get our money's worth. What a satisfaction this must be to the automobile public.

Drew Baker

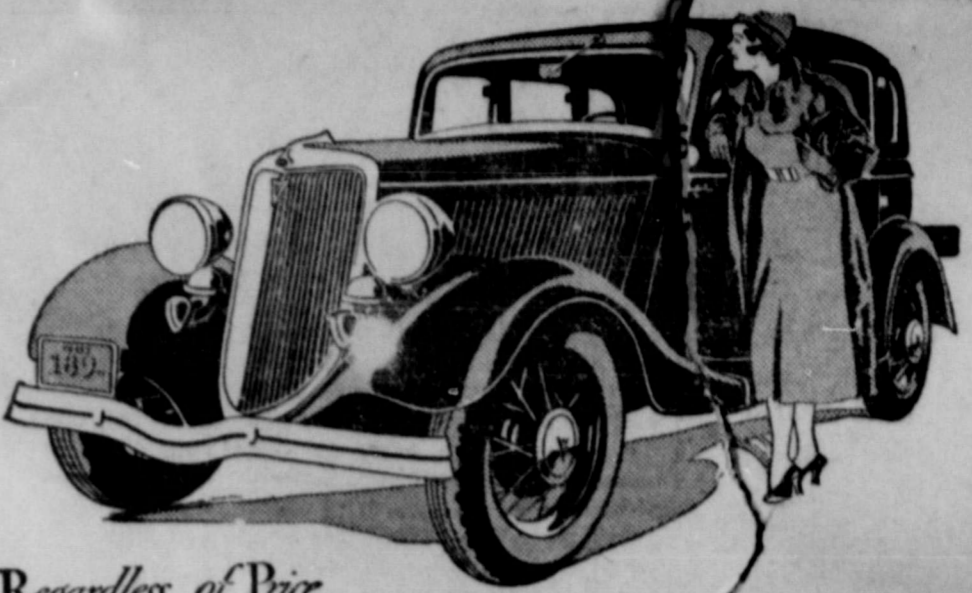
(Continued From Page One)

manner of little pigs at a meal. He couldn't understand how they teach to keep their feet out of the trough. Riding old Fred, he with Lester or Clyde to the to rope calves was a man in a parade—and his wife would have held a sign that read "Drew Baker and wife" and he would have been the center of the crowd. He had his attention fixed on the harness or a new dog—merely to talk about his farm. His personality was singular in its originality. He never ran out of questions or ever at loss for an answer. The alleys as well as the streets were included in his explorations. He knew about all the neighbor's live-stock, and kept posted on the amount of feed Mrs. Reed's cow had. Drew wasn't just Artie's and Stella's little boy. He was a part of every family in town.

STARS IN MIGHTY DRAMA OF THE PASSING OF THE FRONTIER

As he appears in Fox's New Epic Thriller of Tombstone Frontier Days "Fronter Marshal" coming to the Granada Theatre in Plainview Saturday March 3.

I don't know any words that will bring comfort to Artie and Stella and Mary Alice. I can't find any for myself. There is just an ache and an emptiness, a groping, silent query of why. Never was a little boy loved more tenderly. The pride and joy of the family was centered in him. Watching Artie shoulder troubles that would have floored many a heart less stout with an unflinching courage and always coming through—and having to hear him acknowledge "This is the first time I've ever been whipped in my life. We tried so hard." Doing for everyone so unselfishly, only asking for Drew. We get to learn so many things, and now to know what Silence is! "The most wonderful thing in all the world That can happen to me or you is to have as we journey the Path way of life Some beautiful dream come true." Drew was a beautiful dream. To have had him these five years was an amazing privilege. Life takes queer turns, and time doesn't heal! Only a rigid self-control makes it possible to hide our heart aches, preventing their becoming burdens to others.—And Life goes on! Mrs. Melvin Phillips San Antonio, Texas



Regardless of Price Judge the new FORD V8 on what it will do

Thousands of people who can afford to spend two or three times as much for a car, are today choosing the Ford V-8 for 1934, instead. Here are some of the reasons.

POWER. The Ford V-8 for 1934 gives you better than 80 miles per hour with the quicker acceleration and greater smoothness of an 8-cylinder motor. Power has actually been increased by 12 per cent over last year's model.

COMFORT. The Ford V-8 for 1934 offers more actual body room than many other cars that cost considerably more. It offers you new Clear-Vision

Ventilation, with the window in one piece. It offers you free action for all four wheels—plus the comfort of Ford Cantilever Springs and the proved safety of a front axle.

SAFETY. With the new Ford V-8 you get an all-steel body, safety glass, welded steel-spoke wheels, exceptionally low center of gravity and more braking surface per pound of weight than any other American-made car we know of.

ECONOMY. Gasoline economy is increased by two or three miles per gallon with the new Ford V-8. Test runs show that the new engine will give 20 miles per gallon at 45 miles per hour.

AUTHORIZED FORD DEALERS OF THE SOUTHWEST

FORD V8

IMMEDIATE DELIVERY NO DELAY

NEW FORD RADIO PROGRAM With Waring's Pennsylvania: Sunday, 7:30 P.M. Thursday, 8:30 P.M., over Columbia network

\$315 and up—F. O. B. Detroit. Easy terms through Universal Credit Company—the Authorized Ford Finance Plan

Railroad Fares Lower Than Ever For Fat Stock Show And

ROUND TRIP COACH \$12.55 \$11.29

ON SALE DAILY—10 DAY LIMIT

Automobile and Horse Show, Thousands of Exhibits and Many Other Features

THE DENVER ROAD

For reservations or further information call or write your Local Agent or—

F. D. Daggett—General Passenger Agent Fort Worth and Denver City Railway The Wichita Valley Railway FORT WORTH, TEXAS

ENJOY A PERMANENT

\$3.50 croagnole Wave \$1.00 \$5.00 oil of Tulp wave \$1.98 \$7.50 French oil Perfume \$2.50

I will exchange beauty work for canned goods, quilting and etc. Come in and see me about exchanging work with me. All work by graduate culturist.

Primp Beauty Shop

Across street from Main Street Church of Christ Lockney, Texas

Flor de MELBA The CIGAR Supreme. Melba Selectos size never sold for less than 10c. You now can buy the same size and quality—long Havana and imported tobacco for only 5c.

ANNOUNCEMENT

We have opened a Hardware and Furniture store in Lockney, and are now ready for business. Our stock, however, is not at this time complete, but we are receiving merchandise daily and will in a short time have a most complete stock. In the hardware line you will find all kinds of shelf hardware, cooking utensils, etc., and in the furniture department we will have most anything you may want in the way of living room suites, bed room suites, tables, chairs, cabinets, etc.

We will buy and sell Used Furniture, also repair furniture of all kinds. See us before you exchange your furniture for new.

Cox Hardware & Furniture

East Side Main Street

Yes they have no bananas since Si Perkins has Conoco Bronze! Conoco Radio Program NBC Network Wed. P. M. 10:30 E. S. T. 9:30 C. S. T. 8:30 M. S. T. Get a free Tony Sarg book of the eighteen advertisements. Go to any Conoco station or dealer who will give you a postpaid, self-addressed postcard. You will receive this large book of entertaining advertising illustrations by mail. At the Sign of the Red Triangle CONOCO BRONZE GASOLINE INSTANT STARTING—LIGHTNING PICK-UP—HIGH TEST

