# *THE LOCKNEY BEACON 

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


The Lockney Beacon

| Publushed Every Thursay |  |
| :---: | :---: |
| J. L. SUITS, Editor <br> JEANE SUITS, Local, Church and Society Editor |  |
| Entersed Aprin 14, 1902, , ss second class mater at the postoftice at Loekney. |  |
| Any erroneous reflection upon the character, standing or reputation of any Person, firm or corporation which may appear in the columns of The Beace |  |
| One Year-si.so $\begin{gathered}\text { SUBSCrIPT } \\ \text { Six Monit }\end{gathered}$ |  |
| We have noticed in several of exchanges the past week here the West Texas Gas Co . going to announce a reduc n in gas rates within the next ty days. We would caution people not to get their hop- <br> built up too high on a big re- ction in their gas bills in the <br> ure. If it is like other reduc- <br> ns made by utilities compan- it will only benefit the big <br> ars of gas and the lietle fellow <br> il pay the same size gas bill. <br> e reduction more than likely <br> en the company will tell the <br> orld what a wonderful reduc- <br> n they made in gas rates in est Texas. We are putting the |  |

that u
for the
$\$ 2.00$
to bre
hope
rates


## We have berome thoroughly "rekusted with the was the daily papers play up erime in the United Ster Ter

, mail exacape. Atter reading a des papers you would think that he beeringane is taking the day that he is a greath hero and that Practically everything we wuse, round over the country and do as
he pleases. He had everrthing cowded of the front pages of
the daily press for days. Whata
Man! When

## ern through a

$$
\begin{aligned}
& \text { we look at the pattern through a } \\
& \text { transparent wrapping, if we wish } \\
& \text { to purchase powder puffs, white } \\
& \text { puses, handkerchiefs, silk stock- }
\end{aligned}
$$ Manron hen in has wea is the

$$
\begin{aligned}
& \text { to purchase powder puffs, white } \\
& \text { purse, handkerchiefs silk stock- } \\
& \text { ings, chewing gum. cosmetics. }
\end{aligned}
$$ A darn thing that was in the least

bit mant. He jus bribed a few
jil suards

$$
\begin{aligned}
& \text { ings chewing gum, cosmetics, } \\
& \text { men't pajames, prunes, candy, } \\
& \text { and thousand of other articles }
\end{aligned}
$$ crook is not going to keep another crook in jail. They just had the

wrong kind of guarde so why

$$
\begin{aligned}
& \text { and thousand of other articeses a } \\
& \text { they are always covered with } \\
& \text { that stuff. I don't suppose it will } \\
& \text { be long now until our newly pur-- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { that stuff. I don't suppose it will } \\
& \text { be long now until our newly pur- } \\
& \text { chased automobiles and houses }
\end{aligned}
$$ sive such a eriminal wide prob-

licity as doing something queat.
The Evey don't do anything great.

$$
\begin{aligned}
& \text { chased automobiles and houses } \\
& \text { will come in a cellephane pack- } \\
& \text { age, sanitation being the direct } \\
& \text { motive. }
\end{aligned}
$$ down sneaking things. They are

$$
\begin{aligned}
& \text { motive know this old world is } \\
& \text { You kactically going haywire over }
\end{aligned}
$$ cowards from the word go. They

never do anything till they have
one hundred per

$$
\begin{aligned}
& \text { You know this old world } \\
& \text { practically going haywire ove } \\
& \text { germs and its results anyhow }
\end{aligned}
$$

$\qquad$

$$
\begin{aligned}
& \text { germs and is results anyhow. } \\
& \text { The medical world is about to get } \\
& \text { the whole thing down to a nat } \\
& \text { eye. Practically every malady is }
\end{aligned}
$$ news to report. news that would

$$
\begin{aligned}
& \text { the whole thing down to a nat, } \\
& \text { eye. Practically every malady } \\
& \text { contagious if your system hap } \\
& \text { pers to be in the right condition }
\end{aligned}
$$

$$
\begin{aligned}
& \text { contagious if your system hap- } \\
& \text { pers to be in the right condition } \\
& \text { at the time you come in contact }
\end{aligned}
$$ inside. will shove it off in orner their saper

and spread crime tems all over


## -and the Worst is Yet to Come



## d <br>  <br> \[ \begin{aligned} \& we <br> \& \substack{en <br> whw

\end{aligned}

\] <br> 管俍 <br> \section*{\[

$$
\begin{array}{|l|l}
\text { cod } \\
\text { doo } \\
\text { at } \\
\text { the } \\
\text { tice }
\end{array}
$$
\]} <br> bald

bald
of <br> <br> a b
com
of <br> <br> a b
com

of <br> | ys |
| :--- | :--- |}




$$
\begin{aligned}
& \text { as Tve shown above. Revive } \\
& \text { that old song. "The Oid Family Judge, 110th Judical Dis- } \\
& \text { triet: } \\
& \text { toothbush". and carry it out to } \\
& \text { Kerneth Bain } \\
& \text { the letter. Now. If your sister. } \\
& \text { A. J. Folley }
\end{aligned}
$$

$$
\begin{aligned}
& \text { on you for using his particular } \\
& \text { article just refer him to this con }
\end{aligned}
$$

$$
\begin{aligned}
& \text { article just refer him to this con } \\
& \text { vincing argument and be on you } \\
& \text { way reioicing. In case they stil }
\end{aligned}
$$

$$
\begin{aligned}
& \text { vincing argument and be on your } \\
& \text { way rejoicing. In case they still } \\
& \text { maintain that certain germs are }
\end{aligned}
$$

$$
\begin{aligned}
& \text { way rejoicing. In case they still } \\
& \text { maintain that certain germs are } \\
& \text { catching in spite of your careful }
\end{aligned}
$$

$$
\begin{aligned}
& \text { catching in spite of your careful } \\
& \text { explantions perhaps youd better }
\end{aligned}
$$

$$
\begin{aligned}
& \text { explantions perhaps, you d better } \\
& \text { do a little "catching of of yoir your- } \\
& \text { self right then and therel! }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Well, well folk, we're having } \\
& \text { another big free auction sale }
\end{aligned}
$$

$$
\begin{aligned}
& \text { another big free auction sale } \\
& \text { right here south of the Beacon } \\
& \text { Office Saturday morning beginn- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { right here south of the Beacon } \\
& \text { Office Saturday morning beginn- } \\
& \text { ing at eleven o clock. Don't fail }
\end{aligned}
$$

$$
\begin{aligned}
& \text { ing at evere sale Look over the } \\
& \text { to attend this sale. } \\
& \text { list of articles to be auctioned in }
\end{aligned}
$$

$$
\begin{aligned}
& \text { this issue, make out your needs } \\
& \text { come to the sale, and let's ge }
\end{aligned}
$$

$$
\begin{aligned}
& \text { those things we've longed for bu } \\
& \text { haven't had the money to buy }
\end{aligned}
$$

$$
\begin{aligned}
& \text { new. You can't ever tell, if the } \\
& \text { crowd wiggles their ears just righ } \\
& \text { we might pass around a cup o }
\end{aligned}
$$

$$
\begin{aligned}
& \text { we might pass around a cup } \\
& \text { tea a the close of the sale. No }
\end{aligned}
$$

$$
\begin{aligned}
& \text { don't push in line, please, ther } \\
& \text { is plepty to gerve alli! }
\end{aligned}
$$

is plenty to serve all!

$$
\begin{aligned}
& \text { Haven you ridden down Lock } \\
& \text { ey's new streets within the las }
\end{aligned}
$$

two weeks? I mean the one run

$$
\begin{aligned}
& \text { ning from the grammar school } \\
& \text { and the one south of the Metho }
\end{aligned}
$$

$$
\begin{aligned}
& \text { and the one south of the Metho } \\
& \text { dist Church. Oh, boy, they are } \\
& \text { really keen not a bump in a half }
\end{aligned}
$$

$$
\begin{aligned}
& \text { really keen not a bump in a half } \\
& \text { mile. You must try them some- } \\
& \text { timel You will think you are in }
\end{aligned}
$$

$$
\begin{aligned}
& \text { timel You will think you are in } \\
& \text { Plainview, Floydada or some }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Plainview. Floydada or some } \\
& \text { other neighboring seaport! }
\end{aligned}
$$

This being election year this

$$
\begin{aligned}
& \text { office receives plenty. free litera- } \\
& \text { ture about the good qualities }
\end{aligned}
$$

$$
\begin{aligned}
& \text { ture about the good qualities } \\
& \text { of these West Texas candidates } \\
& \text { who strive to sell themselves to }
\end{aligned}
$$

$$
\begin{aligned}
& \text { you. People are never so good } \\
& \text { hearted and jolly good fellows as }
\end{aligned}
$$

$$
\begin{aligned}
& \text { you reople are never so gooa } \\
& \text { hearted and jolly good fellows as } \\
& \text { they are during this particular }
\end{aligned}
$$

$$
\begin{aligned}
& \text { period, according to the guys in } \\
& \text { phe pace. Yu know old farme }
\end{aligned}
$$

p
the race Jones, blacksmath Tom, prune
peddler Jim, and newspaper John
are 4 of the best men he's ever
known, and I guess he's known

Tony B. Maxey
For County Judge
A. H. Kreis

County Treasurer: Mrs Maud Merrick.
or District Clerk:
Roy O'Brien.
George B Marshall
J. J. (Jeff) Davis

For County Clerk
A. B. Clark
Sheriff Of Floyd County
For County Attorney:
W. E. Grimes

For Tax Assessor A
Frank L. Moore
For County Sch
E. C. Nelson
Floyd Cass.
Price Sconkenship
For Commissioner Precinct No. 2
E. R. Harrie.

## Walter Wood. R. L. Lackey

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

Dr. R. R. Wimberly Dentist HONE NO

$$
\begin{aligned}
& \begin{array}{l}
\text { that old song. "The Old Family } \\
\text { Toothbrush". and carry it out to } \\
\text { the letter. Noweth Bain } \\
\text { t. If your sister. } \\
\text { orother, husband or wolley } \\
\text { on you for using his pounces }
\end{array} \text { For Disticular } \begin{array}{l}
\text { Dor } \\
\text { District }
\end{array} \\
& \text { Alt B. Chapney }
\end{aligned}
$$

\section*{| $\begin{array}{l}\text { gratulate you on your } \\ \text { methods of farming. By the way }\end{array}$ | what? And so far far |
| :--- | :--- | :--- |
| future until election |  | did you know 1 am running for Now, don't get me wrong a-

so and so office this year? l sure- bout these candidates cause | y would office this year) 1 sure- | bout these candidates cause I |
| :--- | :--- |
| think |  | and influence, Mr. Smith. By the I'm not even running for an of any ole' time will do and lets talk

over the high price of putty, eh
oote and use my influence
for everyone of them this year <br> Our Specialty}
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

SINCERITY, CONSISTENCY AND DEPENDABILITY REIGNS SUPREME AT OUR STORE

The Hungry, Come Here. Our Groceries Satisfy!

Telephone No. 10
HAMILTON BROS. GROCERY

## Southwestern Life Insurance, on the lives of over 140,000

 income fofor 1933- $\$ 6,373,440$, 20-paid $\$ 258,265,210$-Premium
McAdams and Childers
PHONE 92


## Frank Perkins

 INSURANCE and BONDS
ampaign but who were unable to
complete the contracts and be
ligible for all payments, provid ed their applications were filed with the county allotment com mittee before January 1.
Farmers who make application
der the reopen program, but wher the reopen. program, but
who doo sign up in the original
may also sign contracts may also sign contracts, but they
will be eligible only for the secon will be eligible only for the second
1933 payment, and for 1934 and 1933 payment, and for 1934 and
 lanted their who have already to sign adjustment contracts un der the reopened wheat program
recently announced, may do so by bringing their acreage down to 85 percent of the base acreage
they would have an approved co they would have an approved con Gract, Director Martin states.
Farmers with more than 85 per Farmers with more than 85 pe
ent of their base acreage, who sign contracts, may take the excss out of prduction any way they choose. In general, plowing, asturing, or cutting for hay is ad-
vised. vised
Farr
planted planted wheat and are interested planted wheat and are interested
in the new opportunity to sign
contracts. should contracts, should get in touch with their local community com-
mitteeman, members of the couny allotment committee, or with We county agent's office.
Under the reopened prograin
ontracts must be in the hands of he county allotment committee
by April 15 . But there will be no SOUTH PLAINS NEWS

Rev. Roy Clayton preache at his regular time here Sunday.
Mr. and Mrs. R. L. Orman end visiting with Mr. Orman
parents, Mr. and Mrs. R. L Orman. and Mrs. J. H. Upton and family visited with Mr. Up
ton's brother. Tom Bolden and tamily of Lone Star Suinday. Several people of this com
munity attended the North Zon munity attended the North Zon
B T S Meeting at Aiken lbst Sur B T S Meeting at Aiken last Sur
da afternoon.
Miss Willie Jo Fields of Ha kell is visiting with her brot
Menard Fields. Menard Fields. The surface of the Dead

## Friendship Circus

Another New Stunt For Friendship Day In Plainview Next Wednesday, March 21

## big Free Indoor Circus CITY AUDITORIUM 10 A. M.

Numerous Cash Prizes for Stunts so come Prepared to Participate and tell your Friends they're Eligible Too-Men, boys, Ladies and Girls.
JUST A GREAT BIG JAMBOREE OF FUN FOR EVERY-BODY-BE HERE

## BIG CASH CONTEST

And this time the hour changes to 3:30 o'clock City Auditorium

## BE SRRE TO BE II Plaliview Next WEDNESDAY

SNOODLES

"THE MAIN THING ON MAIN STREET"
By L. F. Van Zelm


FORD TO BUILD HUGE EXPOSITION AT THE 1934 CHICAGO WORLD'S FAIR


## FEDERALS

 Are PROTECTEDEVEN AGAINST your own CARELESSNESS!
$\qquad$ ose if you equip with these super-safe, super-mileage, tough, rugged Federals. We think Federals just can't be beat.....and we're sur o you'll agree with us once you try a set. Come at today!

## Blue Pennant De Lux

 Guaranteed For One Year$$
\begin{aligned}
& 4.50 \times 21 \ldots \ldots \\
& 4.75 \times 19 \ldots .10 \\
& 5.25 \times 18
\end{aligned} \ldots .
$$

Ozark Service Station

note is now long past due and
often requested oo to do the de
fendant has failed and refused
fendant has failed and refused
and now still fails and refuses to

## and now pay same plaintiff:

## $\$ 635.25$ asks that

a3k that defendonte blaintiff
terms of law to to cited in
and answer this petition appear and ond final
hearing he have his judgment hearing he have his judgment for
$\$ 635.25$ as alleged above, for

## costs of suit et You are co

## You are commanded to summon such defendant, and

 serve this citation, by making publication of this citation once in each week for four consectutive
weeks previous to the return day each week for tour consocutive
weeks pevious to the return day
hereof, in some newspaper pubhereof, in some newspaper pub-
lished in your county but if there
b be no newspaper published in
said county, then in any newspapsaid county, then in any newwpap.
er published in the nearest county
ahere where a newspaper is published.
Herein fail not, but have you Herein fail not, but have you
before said court, on the first day before said court, on the first day
of the nxt term thereof, this writ,






SAVE TIME AND EXPENSE
No job is to ssmall or too large, whether you want to light a small lamp or thousands of horse power to turn the wheels of Industry it can be done cheaper and better with electricity.

CONSULT YOUR ELECTRIC SERVANT

## Texas Utilities Company <br> "Your Electric Servant"

## "The New Deal"

## TUNE UP" means "SPEED UP"

To obtain pleasurable and economical préformance from today's automobiles

## Engine Efficiency Must Be High

Only scientific tune-up methods accomplish this result. SPEED-POWER-ECONOMY and Quick Acceleration assured by our procedure. The result of

## 20 Years Service Experience

Car owners determine to their own satisfaction the improvement in preformance.

## 'Sealed Power"

nomy, in
was new.
Sealed Power pistons rings, pistons and pins are finished to extreme limits of ac. curacy and engineered
an accurate check -up

## Pennington Motor Company

PHONE 97
Mrs. Frank Dodson has been
covered from his recent ill ow

## Ferry Bulk Seed

You can save half or more by buying
BULK GARDEN SEED
This is the first year for Ferry's Bulk'Seed We also have Package Seed
WE SELL ECONOMY and PURINA FEEDS
We are busy every day sowing Cabbage and Tomatoes and bedding potatoes getting ready for planting season. We grow 'em.

> Roberson Feed \& Seed Store

## Watch The FORDS GO!

We have on the floor a representative stock of the new 1934 Fords. Free action on all four wheels plus the time proven safety of a front axle. These cars ready to deliver. No order taking, no delay.

Also the following used cars;
1 Chevrolet Coupe 1931
1 Chevrolet Coach 1927
1 Ford Coupe 1928
1 Ford Coupe 1929
1 Ford Fordor 1930
Compression on your Auto cylinders, tested free. Thin test determines the exact condition of the niston rings and valves by sin
us show you

GENUINE FORD PARTS
Fielder Motor Company

Chevrolet leads in pro-
duction in february duction in february
Produces 43 Per Cent Of The Produces 43 Per Cent Of The
Three Leading Cars In This Price Field

the past two and a a many coat $m$ in
19344 months of
 win in e all Chewer
month in

Pd. Adv.

## AT THE METHODIST CHURCH

Sunday School, $9: 45$ A. M. Preaching, 11 A. M.
Leagues, 7 P. M. Leagues, $7 \mathrm{P}, \mathrm{M}$.
Woman, Mission Monday 3 P. M
There will evening hour The service at the evening hour. The Revival being
in progress at the Baptist Church the evening service will be called,
off and give the congregation an off and give the congregation an
opportunity to attend service at opportunity
the Baptist church.
We were very much encourag
ed at the attendance last Sunday. ed at the attendance last Sunday.
We feal like that our We feel like that our work is go-
ing to be a success as both the ing to be success.
pastor and the membership pledge
ed each other to take a pastor and the to take a a greater
ed each ot on
inter interest in the work of the church,
and each of us to do our Beat. and each of us to do our Best.
We certainly appreciate the plod.
. We certainly appreciate the plied
ge that was made God be praise-
ed, and pour out His blessings up
 expect Great Things the rema
der of the year

Yours for, SUCCESS,
Yours for, SUCCESS,
B. J. OSBORN. Pa
$\underset{\text { Mr. and Mrs. E. E. Dyer }}{ }$


## The Advantage of Banking Service Over Postal Savings

## money, they cash no checks, makes no change, gives no conusel, pays less interest, gives no

But when you deposit your money here with the First National Bank we: Give your loan requirements utmost consideration. Cash your checks in any number at any time, give you unlimited business counsel and commercial advice. Pay 50 per cent more interest on your savings. Provide you with absolute Federal Deposit Insurance safety guaranteeing to the same limit as postal savings accounts. Furnish you with unlimited credit reports and reference service.

We Invite Your Banking Business, and
First National Bank



## Your Car Needs a Spring Tonic

After Winter's driving any car, to run right and economi
needs overhauling and reconditioning. We take pride aally, needs overhauling and reconditioning. We take pride
in offering you the quality of workmanship that will please
yol We
Lathe and Valve Machine
And Electric Brake Lining Machine
$\qquad$

## Tractor Repairing

your Tractor put in good condition so there will be no loss of
time. We are especially equipped to handle this kind of work,
and have mechanics that have had years of experience with
Ford \& Busby Motor Co.
hener ford renco buser


1.2 cup water
1.4 cup white kar

Rec fruit coloring
I teasp. vanilla
I pkg. cocoanut
Boil the sugar, water and syrup the soft ball stage ( 238 degree
) Remove from fire and let it
tand until lukewarm ( 110 F .)
stand until lukewarm ( 110 F .
Add fruit coloring to make a del

## A.T.". ${ }^{\text {™ }}$

THE CTETE 40 Y (1) $x^{\circ}$ 10 胃© servio

## The men and women

furnish your telephon their job so well withou he help of American Tel
pany, parent organization
of the Eell System
I $\begin{aligned} & \text { a better way of doing } \\ & \text { a job gives better tele- }\end{aligned}$
phone service on the Paci-
fic Coast, it may work
equally well in the cities
and towns of this state
Staff experts of Ameri graph Company, parent company of the Bell Sys. tem, search constantly for provements . . . test them study them. The perfected result is offered to aid the 24 Bell operating companies . . . of which the southwestern Company is one . . give a nation-wide telephone service, uniform
ly good, at a fair price.
This is a fundamental policy of the Bell System It is based upon the helief that what is best for the teleptrane uscr is in the end the policy that will bring s the surer, more endur
-
SOUTHWESTERNBELL
TELEPHONE COMPANY

\section*{| night March 16. | tained a number of frie |
| :--- | :--- |
| Mrs. F. L. Morrison left Sat- | a party Saturday night. | urday for Sulphur Springs to be Mr. and Mrs. E. Taack is very ill. Dorothy Jeane Jones spent Sunday.

Sunday with Mr. and Mrs. W. Mrs. <br> Sunday with Mr. and Mrs. W. Mrs. Baylor Byar
E. Brown of Floydada. E.. Brown of Floydada. ence Gilcrease are
Miss June Day of Plainview from tonsilectomy Miss June Day of Plainview from
spent the week end with Miss week
Ruth Tate. <br> Those spending Sunday in the The District B T S Zone Mer home of W. A. Griffith were:: ing met at Aiken Sunday. Sterley Mr. and Mrs. J. Mason and son, won the banner
Iim, Lee, of Plainview. Mr. and Mim, Lee, of Plainview. Mr, and
Mrs. Marvin Young of the Ellen
community, and Mr ommunity, and Mr. and Mrs.
J. Wr. Griffith. Mrs. J. E. McAvoy and Alice spent the <br> DR. E. L. SPENCE EYE, BAR, NOSE AND THROAT SPECIALIST <br> Miss Vada Richardson spent Millard of Plainview. <br> A New Deal In Cotton Seed}

Lockview Farm Cotton Seed

1. Inch Staple.
2. Storm Proof.
3. Big Boll.
4. Big Yield.

## 55 C Per Bu.

A Good Premium Over Mill Prices will be paid for prime seed in exchange

## Patterson Cin Co.

By R. E. PATTERSON

## WANTED!

50 Cream Shippers From This Locality to Ship Cream Direct to Us We have a Special Low Shipping Rate on Cream to Trinidad and we Pay Top Marthet Prise
Alwayv.-SHIP DIRECT FROM FARM TO CREAMERY and save the middtemen'serxpense Always.-SHIP DIRECT FROM FARM TO CREAMERY and Save midalemans cxpense Check and Can returned promptly - Honest test and weight our policy; "Every Stipper What Shippers From Five Different States Write and Tell Us

 dad Creamery--C. E. ROBB, Spring- ter test and price
field, Colorado.

Your service and price has been
fine. Any cream producer would not
go wrong to ship to The Trinidada
Eldorado, Oklahoma -
What we have done for otres we can do for Your express or railroad agent will assist you in shipping and give you good comvince you, your shipments collect - we pay the transp ortation at Trinidada, to see that yoe get the TRINIDAD CREAMERY CO,. Trinidad, Colorado


## Sale Starts at 11 a. m., Weather Permitting

The following items will be sold to highest bidder for cash:
Two-Row Slide Go-Devil, complete with knives, ready to go.
Emerson two-row Go-Devil with knives attachments, practically new.
1 Disk Cultivator.
1 Plow Cultivator
1 Disk Harrow.
Lister Bottom.
1 Section for Windmill. new
1 Double Tree, full oak, new Old Style P \& O Lister Bottom
1 Man's Saddle, good one.
1 Niee black gilt, bred, Wt. 190 lbs .
Auction Grounds South Beacormon 1

