

THE LOCKNEY BEACON

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

VOLUME 34

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, JAN. 10 1935

NUMBER 18

When a fellow accidentally breaks a window pane with a baseball here at the office (and there's been three accidents) that's okay because it might happen to anybody, but when some one throws a ball through the glass and starts sprinting like an Olympic runner, that's beyond excusing.

There are people who dish out atrocious acts and can take the consequences. Then there are others who can't face the music. I would advise the latter to refrain from any foul play on account of square dealing was left out of their make-up.

These warm balmy days remind me of the spring, but who wants to be reminded of spring when the calendar says it's winter time. I've lived through several winters but never one like unto this. Yesterday the population came to town for the drawing without even a light wrap. And the last few evenings would have been divine for a picnic.

There is certainly no incentive to go to sunny Florida around here this year. You can remain at home and enjoy the sunshine, health, and happiness formerly accorded to only those fortunate people who could finance a trip to Florida during the winter months.

California and Florida don't have a thing on West Texas this year except two or three beaches, a couple of umbrellas, and perhaps a seashore awning tent.

If you call yourself truthful, you tell a falsehood and you know not whereof you speak. There is not a person living to day who isn't sidetracked from the straight facts almost daily and I'll remind you of a few incidents before you brew up a wrath I can't control over being called a prevaricator.

In the first place if some of your acquaintances say, "Good morning and how are you?" You'll probably say, "Just fine, how are you?" Even though your head is aching something terrible, your feet don't match, and your temper is in an up-roar over the recent bills sent to you from local firms.

All right that's one and here's another. Suppose you are invited to a swell social affair and upon arriving you discover that everyone is sitting around like buckets of water at ye old time well. The whole party was a flop and you had much rather been at home reading a detective story. But as you depart you tell the hostess what a lovely evening you had and you wouldn't have missed it for anything. Liar! If you had been truthful you would have said the party was rotten; the guests behaved like people from the old ladies' home and you wished you hadn't come!

Suppose you attended a local performance and one of the cast later asked you how you like it. You would say you thought it was awfully good and more than likely only a few minutes before you were telling your mother, brother, or husband what a putrid show it was.

Now, tomorrow when I see you and ask you how you are feeling you don't need to say like "ell nor reveal what a horrible time you had at my party the night before because I won't like it. I approve of everything just as it is written in the etiquette book even if it does call for a little pretending.

BASKETBALL GIRLS HAVE NEW SUITS

The Lockney High School girls basketball team has new maroon silk blouses and sporty pants to play in now. The entire suit is new and represents the team's eagerness to make a good showing this season.

BAKERS HAVE NEW SON

Mr. and Mrs. Artie Baker have a new seven pound boy born Thursday morning.

Needle Queen



INDIANAPOLIS . . . Indiana is mighty proud of Miss Lucile Morris (above), 20 year old Greenwood, Ind., girl crowned National 1934 4-H Club Style Champion. She modeled and made the wool school suit she is wearing in the photo above, at a cost of \$27.92 with complete accessories including a \$2 hat; \$2 gloves; \$2.55 shoes and 69 cent hosiery.

CONFIDENCE SHOWN IN 1935 CHEVROLET MODELS HERE

Master De Luxe Models Expected In Anyday For Your Inspection; Four Already Sold

The people of this community and surrounding territory have shown their confidence in the new 1935 Chevrolet models by purchasing four Master De Luxe cars without ever having seen or driven this year's make.

The standard model coach has been on display at the Lockney Auto Company since January 5th and a Master De Luxe sedan was supposed to have arrived the same day but failed to get here. Arthur Barker, manager, and Bill Messer, salesman, do not know exactly what is holding this model up but they feel sure that it will be in for your inspection within a short time.

Two standards and a pick-up were unloaded today according to Bill Messer. The standard model is the finest and biggest value Chevrolet has ever offered. It is the cheapest car presented this year by the company and appears very much the same as last year's model but contains 90 improvements. Unusual economy, flashy acceleration, 23 per cent more power, room body, smooth, powerful brakes, and blue-flame valve-in-head engine are only a few of the many changes.

The Master De Luxe models contain all of the above improvements with a new streamline styling, knee-action, and longer wheelbase.

Cars already sold but not delivered are: G. W. Morris, Floydada, master De Luxe sedan; Olin Crump, Crosbyton, Master coach; Cecil Brown, Lockney, master coach; Ravis Wood, Lockney, master coach.

FARM BUREAU COTTON ASSOC. TO HAVE MEETING

All men who are or have been members of the Texas Farm Bureau Cotton Association and the Texas Co-Operative Cotton Association.

Do you know about the large reserve fund that has been created by the Texas membership since 1923?

To find out about your share, attend the meeting at the court house in Floydada at 10 a. m. Saturday Jan. 12, 1935.

Mr. M. S. Hudson will be there to give information you should know.

LOCKNEY TO CONTINUE "FELLOWSHIP DAY" PROGRAM

A meeting composed of business men was held Saturday morning at the Beacon office and it was decided by these men that Lockney's "Fellowship Day" program would be continued for another six months.

All those present expressed themselves as being well pleased with the program for the past eight months and were anxious that it be continued.

Committees were appointed and will canvas the business section of the city today and secure pledges for funds for the budget for the next six months program. This committee will see every business and professional man in the city that all may have a part in this program and make it 100 per cent if possible. To make the program successful it is essential that all have a part in it.

In the future all stubs must be in boxes by 2:45 and no stubs will be deposited in the barrel on the truck just before the contests. Stubs will be detached from tickets and placed in box before given to customers. Customers must not be given complete ticket.

Other announcements will be made next week, such for new announcements from time to time.

Plans are being set up for a bigger and better "Fellowship Day" in Lockney. The dates will be the same, every Tuesday at 3 p. m. Contest will be for the same amount as in the past. So be here next Tuesday without fail.

LOCAL COUPLE MARRY THURSDAY-EVENING

Miss Verna Mac Harper and Charlie Collis both of Lockney were married Thursday evening at the home of Miss Charlotte Canning. Rev. A. L. Shaw, pastor of the First Baptist Church, read the wedding ceremony. Miss Charlotte Canning and Johnny Reasonover were the only attendants.

The bride was dressed in a tea rose crepe frock and carried black accessories.

Mrs. Collis is the daughter of Mr. and Mrs. J. H. Harper of Lockney. She was reared here and was graduated from the Lockney High School in 1930. At the time of her marriage she was employed at the Cozy Cafe. The couple will be at home seven miles south-east of Lockney on a farm owned by the groom.

96 MORE WHEAT CHECKS RECEIVED MONDAY

A. H. Kreis, secretary of the Floyd County Wheat Board, announced that 96 wheat checks had been received Monday amounting to \$4,334. The same represented 66 contracts in all and is the second 1933 payments on them.

Kreis stated that notices have been mailed to the individuals who have received checks.

NOTICE

Regular meeting of the O. E. S. Monday, January 14. Important business, please be present. Bettie Counts, W. M.

AMERICAN AUXILIARY TO MEET

The American Auxiliary of Lockney will meet Tuesday afternoon, Jan. 15, at 3:30 at the club room. All members are asked to be present.

Bruce Allen left Monday for Lubbock where he planned to leave Tuesday for the CCC Camp.

Miss Marjorie Welborn, music teacher in the public school, returned Sunday night from Cynthia, Ind., where she spent the holidays visiting her parents. While away she visited in Mississippi.

PLAINVIEW AND LOCKNEY TO PLAY FRIDAY NITE

Girls Lose and Boys Win Over Lorenzo Friday

The Plainview boys and girls basketball teams are scheduled to play the Lockney boys and girls here Friday night at the gymnasium beginning at 7:30.

In a game last Friday night here the Lockney girls basketball team lost by a small margin to the Lorenzo team, but a good clean game was played from quarter to quarter. The local boys beat Lorenzo by several points causing that old victory flag to wave over Lockney Hi once again.

The balcony and lower floor of the gym was filled for both games and the fans seemed to be full of enthusiasm and pep. Lockney has good fast moving teams this year and promise to give all basketball lovers a real thrill throughout the season.

J. W. Jones, superintendent, is coach for the girls again this year and is making apparent progress in the technique of passing the ball and ringing the goals. A complete list of the players and their positions will appear in the columns of this paper next week.

Leo Cooper is coaching the boys' team and has already shown an improvement over last year's line-up. The team was new this time last year, but practically the same players are in school this year and are ready for real action with a year of experience behind them.

Come out to the games Friday night and see your hometown teams put out some real old ball playing mixed with ample pep and sportsmanship.

It's a real thrill to stand on the sidelines and yell for a team who gives the opponents something to figure over and worry about. Come see your teams pull the tricks out of the bag Friday night and baffle Plainview with their set of playing basketball.

1935-Beauty Winner



PARIS, France . . . Miss Andreé Lorin (above), displays her victory smile after winning highest beauty honors and being crowned "Miss Paris of 1935."

Mr. and Mrs. E. M. Wharton and son and family, Mr. and Mrs. Walter Wharton and baby, returned last week from a visit in Dallas where they visited their daughters, Mr. and Mrs. D. Baker and Mr. and Mrs. D. F. McDuffee. They also visited in Collin County with Mrs. E. M. Wharton's brother, J. A. Laney.

Don Nell made a business trip to Denton Tuesday of last week where he conferred with the owner of land he is renting at Crosbyton. From there he went on to Dallas where he purchased a New Feed Grinder. He returned home last Saturday.

Miss Geraldine Angel of Plainview spent the week-end at the request of Miss Manon Meriwether.

Winfred Fowler returned to Mobeetie Sunday where he is teaching school.

Bob Hooper of Plainview was a business caller here Tuesday.

Kimonos For Men



PALM BEACH, Fla. . . Mr. John Shepherd, Jr., (above), of Boston and Palm Beach was one of the early winter season arrivals. His first appearance at the Bath and Tennis Club gave indication of men's new resort styles for 1935.

NATION TO HONOR ROOSEVELT BY 5,600 BIRTHDAY PARTIES

Responding to the call by President Roosevelt for a concerted drive against the ravages of infantile paralysis, Col. Henry L. Doherty, Chairman of the National Committee of the 1935 Birthday Ball for the President, today announced details of the campaign which is planned to bring proper medical and orthopedic treatment to thousands of victims of the disease in every state, through a country-wide series of benefit parties honoring the President's next birthday.

In outlining the purpose of the drive, Colonel Doherty made public the roster of the National Committee, which includes the names of many of the most prominent civic, industrial and philanthropic leaders in the country, mobilized to rally the nation to pay tribute to President Roosevelt on his 53rd birthday anniversary, January 30th, 1935, and dance for the cause nearest his heart.

The National Committee swings into action behind the President, who will bring the drive to a climax on the closing night, when it is anticipated he will make radio history by addressing the largest public gathering of persons ever assembled before the nation's microphones.

Leaders from all walks of life who have accepted Colonel Doherty's invitation to serve on the cent Astor, Carl A. Bickel, Howard Chandler Christy, William Randolph Hearst, General W. W. Atterbury, Edsel Ford, Bernard M. Baruch, Adolph S. Ochs, Col. Robert E. McCormick, Henry Morgenthau, Harvey S. Firestone, Dr. Charles W. Mayo, Dr. Geo. Dawes, Col. Edward M. House, Crile, William Green, Charles G. Walter, P. Chrysler, James A. Farley, Capt. Eddie Rickenbacker, Will Rogers, Bobby Jones, Booth Tarkington, and many others.

With upwards of 5,600 balls planned for communities in every state in the nation where parties were held last year and with hundreds of new localities eager to join in the movement to fight infantile paralysis, Colonel Doherty expressed confidence that the results of the parties next month would far out-distance the success of the campaign last January when \$1,000,000 was raised as an endowment for Warm Springs.

Lockney sponsored a ball last year making a good showing and it is believed that even more can be done this year since seventy percent of all the proceeds are to remain here at home for the purpose of fighting the disease in this

FORD V-8 FOR 1935 NOW ON DISPLAY

Motor Co. Has Already Sold Two of These New Cars

The new Fordor Sedan V-8 for 1935 has been on display at the Fielder Motor Company the past ten days and other models are expected in within the next two or three weeks. This new car gives you greater riding ease, new brakes for stopping quickly, easy pressure clutch, and that streamline appearance.

Fielder has already sold two of the new models in the last ten days. H. A. Earnest of Plainview bought a De Luxe coupe. He made a trip to Dallas and drove it back the latter part of last week. Hubert Frizzell of Lockney has ordered a De Luxe coupe and Fielder is expecting it to arrive any day now.

The demanding orders this year are snowing the dealers under all over the country. Fielder reported Dallas to be 4000 orders behind and more coming in all the time.

The main object to the Fords the past few years has been the lack of easy riding. This has been improved through three basic principles as follows: The correct distribution of the car weight by moving engine and body forward, the new location of seats by which the rear seat is moved forward, toward the center of the car-away from the rear axle, and the new spring suspension, which permits the use of longer and more flexible springs.

Other new features are the new brakes which give more power to stop quickly, and the easy-pressure clutch and new, wider, and roomier seats. Safety glass is featured in all of the windows without any additional cost.

Dr. P. C. Anders has been re-appointed as chairman of the ball and all arrangements are under the direction of a committee appointed by him.

The ball will be held here at the city auditorium under the auspices of Landrum Post 141 Wednesday evening, Jan. 30. Tickets may be bought at Aiken, South Plains, Sterley, Floydada, and Lockney. Buy your tickets now and help combat a national disease.

P. T. A. REGULAR MEETING Jan. 17

The High School P. T. A. will meet in regular session Thursday afternoon at 3:15, Jan. 17th, at the high school.

Mrs. O. E. Stevenson will give a reading, Delmar Ashworth will discuss the mispronouncing of words, Mrs. G. D. Tate and Mrs. Blount will play a piano duet.

Today's Market

POULTRY	
Heavy Hens	9c
Leghorn Hens	7c
Light colored hens	7c
Old Roosters lb.	3c

FRYERS	
Heavy type if over 2lbs	8c
Leghorns, Aconas	8c
Stags	5c

CREAM	
Butterfat No. 1	26c
Butterfat No. 2	24c

TURKEYS	
No. 1	13c

EGGS	
Eggs, per dozen	20c

GRAIN	
Wheat per bu.	88c
Maize, threshed 100	\$1.75
Kaffir, threshed 100	\$1.70

COTTON SEED	
Cotton Seed ton	\$42.00
Cotton Seed Meal	\$2.40
Loose Hulls	\$16.00
Sacked Hulls	\$1.00
80-20 mixed feed	\$1.25
Cotton per hundred	\$12.25

HIDES	
No. 1 well trimmed	11-2c

THE LOCKNEY BEACON

Established 1902

Published Every Thursday

TOM SUITS, PUBLISHER
J. L. SUITS, EDITOR
EANE SUITS, ASSOCIATE EDITOR

Entered April 14, 1902, as second class matter at the postoffice at Lockney Texas, by act of Congress, March 3, 1879.

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

CHEERFUL OUT LOOK FOR THE YEAR 1935

Newspapers reaching our exchange table from several of the larger cities of the country carry cheerful messages of the industrial outlook for 1935. Retail trade in every section of the country was heavier during the holiday season than it has been since 1929, with enough gains in the agricultural belt to indicate that farm buying power has improved substantially over a year ago. Steel production, one of the best barometers of all, promises to reach the highest point this year since 1929, while the auto industry is emphatic in its declaration that advance orders are now sufficient to warrant the belief that 1935 production will exceed that of last year. One cannot overlook these optimistic forecasts nor help feeling that at last industry is out of the woods and headed for old-time activity. It is cheering news, no matter from what rail of the political fence one views it, and the kind of news everybody delights in reading.

FAKE SCHEMERS HUNTING FOR SUCKERS

The rise in the price of silver during the past few months and the increased profit in mining gold seems to have spurred a good many old-time fakers to emerge from cover long enough to hunt up a new bunch of suckers. The postal department has noticed this increased activity and is now called upon to watch more closely the increasing number of fake schemes being promoted throughout the country. Those getting mail through the Lockney postoffice cannot hope to be im-

mune from these get-rich-quick offers. They are certain to receive details of some of these new and tempting schemes. Those who have cut their eyeteeth on fake mining stock probably will not need any warning at this time. But a new generation of suckers has been born since these fake schemes were in their hey-day a few years ago, and a word of caution to them is timely. It is this. Don't invest until you have thoroughly investigated.

DULL SKIES MEANS LESS BUSINESS

The human mind is subtly affected by cloudy skies. When the storms of winter come, people are apt to feel less hopeful. Some traveling salesmen remark that they can never sell much goods on a cloudy or a stormy day. The storms of winter may not seem necessary for our refreshment, but if it were not for them our water supplies would run dry, and our rivers would not turn their power wheels. The wise philosopher is not much affected by the weather. All kind of skies look good to him. The artists eye sees beauty, even when the sky is obscure by clouds. Sunshine is a wonderful thing, but if we had it every day we would lose all sense of its beauty. We must take the dull days with the bright ones, so the proper thing to do is to keep in mind that day in and day out there are more of the brighter kind.

FIRST 1935 BABY

The seven pound boy born to Mr. and Mrs. Winfred Fowler last Friday has the distinction of being the first 1935 baby of Lockney.

GENERAL INSURANCE

We write all lines of Insurance, make our office your headquarters when in Town

WE MAKE FARM LOANS.

McAdams & Childers

HERE'S THE SECRET OF A GRAND FEAST AT LOW COST

Do all your shopping here and you'll find that you'll get fine foods and also more for your money than if you'd shopped from store to store. We have everything you could possibly need—fine delicacies, and foods.

Save yourself time, money and a lot of worry—make a one-stop shopping trip by coming to this store. You'll find our clerks helpful and courteous—our prices are all ways most reasonable.

Telephone No. 10
Hamilton Bros.
GROCERY

—and the Worst is Yet to Come



"BRAIN JEWELS" FROM OUREXCHANGES

Editors as a rule are kindhearted and liberal. An exchange tells of a subscriber who died and left fourteen years of subscription unpaid. The editor appeared as the lid of the coffin was being screwed down and put in a linen duster, a thermometer, a palm leaf fan and a recipe for making ice. —Rochester Reporter.

If you are willing to let the dead past bury its dead—to forget the disappointments of 1934, 1933, 1932, 1931, 1930, then you may hail 1935 with a mixture of faith and faith.

If you insist on following the old parade, of moping over yesterday's green pastures, you may find yourself at the end of a blind alley or browsing in pastures where there is no grass.—The Scurry County Times.

To avoid having an accident or wreck with another car, this editor would drive into the ditch, or give the other driver BOTH SIDES OF THE ROAD. This is common sense. If all car drivers kept this in mind at all times and followed this suggestion it would reduce our death rate more than forty percent. The killed and crippled from Automobile wrecks is growing too fast and something MUST BE DONE TO STOP IT. What is your remedy?—The Claud news.

Another thing that I have learned is that it's all hokey about Santa Claus coming to see only the good boys and girls. He even left me several nice things this year.—Graham Chickens The State Line Tribune.

With the coming of the new year, we look into the future with hope, faith and charity. Hope for the prosperity of the nation, faith in our fellow man and charity if I happen to need it.—The Briscoe County News.

Alright Muleshoe business men, 1935 is now on tap—let's go. There's nothing hindering. You business men in Muleshoe all had better business last year than you did the year before. Business increase all over the country last year was from 12 to 24 per cent, the average of Texas being 15 per cent, and in all probabilities the Plains area was a little above that.—The Muleshoe Journal.

Congress is getting ready for its opening Thursday, January 3, and your Congressman George Mahon has already opened his office and is fast making friends. The Texas delegation has especially been kind to Mahon and they expect great things of him.

Next week this writer hopes to sit in the gallery and listen to some of the sessions of congress. Mr. Mahon has already promised us a ticket which will admit us to the gallery. —Says Marshall

Formby editor of the Aspermont Star, who is visiting at Washington, D. C.

FOLKS HARD TO PLEASE

Some appear to think that running a newspaper is easy, but from experience we can say that it is no picnic, because readers are hard to please.

If we print jokes people say we are silly.

If we don't, they say we are too serious.

If we clip things from other papers, we are too lazy to write them ourselves.

If we don't, we get stuck on our own stuff.

If we stick close to the job all day, we ought to be out hunting news.

If we do get out and try to hustle, we ought to be on the job in the office.

If we don't print contributions, we don't appreciate true genius; and if we do print them, the paper is filled with junk.

If we make a change in the other fellows write-up, we are too critical.

If we don't, we are asleep.

Now, like as not some guy will say we swiped this from another newspaper.

And so we did.

"Light Stuff"

(Reading Time 2 Minutes.)

Believe it or not, we still have old-fashioned people around who don't feel able to own a car because they're in debt.

You can tell a typical American. He thinks toothache and such things don't matter to a man who has plenty of money.

It is a fine thing to be a gentleman, but it is an awful handicap in an argument.

A Dillinger gangster was captured without a shot being fired. It seems even gangsters live and learn and learn and live.

It is not as bad as it looks. Thousands who seem unemployed are quietly working at some kind of crooked scheme.

All courting males around Lockney are alike. They are so busy showing off that they scarcely notice what they are courting.

One trouble is that our leading politicians do nothing for the working man except associate with him.

The grouch isn't lying when he says he doesn't believe in a good cause. He doesn't believe in anything that wants part of his money.

It is easy to understand why Lockney parents don't reason with their little boys. It takes so much less time to smack him.

You can feed part of the people all the time, and all of the people part of the time, but you can't feed all of the time.

It isn't the expense of entertaining that annoys the average man; it's eating scraps next day.

Did you ever hear of the fellow who doctored himself by reading the medical books and died of a typographical error?

Scientist recently discovered a human skull that is very thick and they say it is very ancient. Just because a skull is thick is no reason why they should think it is ancient.

Nobody finds perfect bliss in Lockney except the woman who discovers that her rival has grown fat.

The pioneers were happy with little, but they weren't surrounded by neighbors who had more.

Along about this time of the year when the bills commence pouring in the average citizen would be in favor of plowing under every third Santa Claus.

America may now be ruled by a king, as some people argue, but it still worships the jack.

A civilized man is a fellow who spends 40 years of his life piling up a fortune that somebody else can enjoy after he is dead and gone.

An optimist is a man who, after growing bald consoles himself by rejoicing that he will never have gray hair.

PLENTY OF RAIN PREDICTED FOR PARTS OF U. S.

Long range weather forecasts based on weather cycles, sun spots, ocean currents, etc., have proved accurate only to a limited degree. Weather cycles studied over a period of several centuries now indicate, it is declared, that the years of a deficient rainfall are at an end.

On its face, this news is certain to be welcomed by everyone around Lockney. And yet they must not become too optimistic, because U. S. weather experts say it does not mean that this country is to have perfect weather

in the future. Basing their prediction on sun spots they announce that we are to undergo a period of floods, and back up this statement with impressive figures. They point out that in many sections of the U. S. which suffered from drought last summer the rainfall in recent months has been far in excess of normal. They do not say, however, that this year is to mark the start of the flood period in the drought-to-flood cycle, but they predict that the rainfall this year will be more generous than it was in 1934, and over a wider area.

Here's a forecast certain to create interest in every part of the nation. No section wants a flood. But if sufficient moisture cannot be had in any other way, then most people will be willing to take chances on a flood rather than go through another drought similar to the one suffered last year.

Mrs. Delmer Ashworth returned last week from Garmon, Tex as where she has been visiting her mother for several weeks.

BILLY NATION'S DANCE STUDIO
All types of dancing taught. Studio located next door to the Brooks Dry Cleaners. Phone 123.

We Are Now Selling—
Rubber Stamps
PHONE 92
Lockney Beacon
ONE DAY SERVICE
PRINTING
STENCILS

BYRON JACKSON IRRIGATION PUMPS

We appreciate the liberal Patronage we are receiving in the Lockney community and other parts of Floyd County where we are installing complete wells equipped with up-to-date, durable, efficient pumping equipment. Twenty five years continuous experience in Drilling and installing irrigation machinery in the South Plains territory we believe qualifies us to advise correctly in this line of work. We are in the business for life and carry a full line of irrigation machinery at all times. Take a look at our Byron Jackson Pumps installed on the farms of Jake Griffith and John Carabel just north of Lockney. We will be installing irrigation plants near Lockney each week until we catch up with wells now under contract.

If you are contemplating irrigation we would be glad to make estimates on complete turnkey job.

SEE, GREEN MACHINERY COMPANY, PLAINVIEW, OR OUR LOCAL REPRESENTATIVE, WM. McGEHEE, LOCKNEY

Notice To Ladies

It is going to be bad weather the balance of the winter according to all weather profits, so why not have us do your washing rather than mess around in the cold yourself and perhaps contract a bad case of flu or pneumonia.

We satisfy the most particular. Our service is prompt. We call for and deliver twice a week.

Phone or leave word at Baker Hotel and we will call for your laundry

Leave word at the Baker Hotel
Floydada Steam Laundry

THE STERLETTE

"THE SCHOOL OF HIGH IDEALS"

STUART DRAUT EDITOR
KATHERINE DAVIS, PAULA HOWARD ASSISTANTS
G. B. JOHNSTON SPORTS EDITOR
ESTELLE BYARS SOCIAL REPORTER
General Reporters—Ruth Draut, Sallie Myrtle Bobbitt, Ruth Slaughter, Juanita Reeves, and Myrtle Neal.

Touchdowns for the Witty
Mason: Oh, Miss Stuart, I don't fell well.
Miss S: What is wrong?
Mason: I can't keep from talking to myself and oh, what a bore I am.

The class was studying Africa and Miss Leana scolded a "day-dreaming" pupil by saying: "Now if you don't pay close attention to me, you won't know what an elephant looks like."

Miss Stuart is glad that the "up lifting influence of our paper extends as far as Austin.

Social Reflections

Mr. and Mrs. G. Gullidge entertained quite a few friends at their home Sunday.

Mr. and Mrs. W. E. Crimes and family were visitors in the Draut and Mosley home Sunday.

Mr. and Mrs. John Robinson and daughter of Alney made a visit in the home of Mr. and Mrs. H. N. Ford.

Sterley News

L. L. Hill filled his regular church Sunday.

The Busy Band club met last Thursday at the home of Mrs. Musgrove. Four other members, Mesdames Martin, Metzlar, Johnston, and Thompson, were present. Mrs. McElvea and Mrs. Jones were unable to be at the meeting.

The club is planning special activities for the coming year.

The sick in this community are improving at this writing.

Mr. and Mrs. Roy Tinsley have returned home after visiting relatives in Ft. Worth last week.

Rev. Melvin Shaws and wife are the proud parents of a baby boy.

Mr. and Mrs. Marcus Rexrode took Sunday dinner with Mr. and Mrs. L. A. Claborn.

Mr. and Mrs. F. S. Byars and L. A. Claborn visited the sick in this community, Sunday.

A number from here attended the tradesday at Plainview last week.

Hertense Byars spent Sunday with Juanita Reeves.

Mr. and Mrs. C. E. McElvea returned last week from a visit from the North Plains.

Aulcie Kunkel has returned home from Oklahoma City.

Misses Kathryn Davis and Dorothy McDaniel spent the week-end visiting in Plainview.

Ball Game

The Sterley Senior boys basketball team played the Frick senior boys ball team on the Sterley court Friday Jan. 4. The score 22 to 16, favored Sterley.

Critic Kal

It is not using pathos any more when we associate the ideas of "Jack Williamson," and "chewing match sticks."

An example of Irony is: Mason Pascal would walk a mile for a history book.

The definition of "Apostrophe" reads: Apostrophe is a figure of

speech in which a thing that is absent is addressed as if it were present. A person instantly thinks of this word when thinking of Archie or Archie's mind when this person is in Civic's class.

The better Speech Club met Friday, Jan. 4 at the regular time. The program consisted of various contributions from each of the English classes in the intermediate rooms. The new motto, "Be prepared," was adopted by the club and preparations were made for the next meeting.
Veranel Stovall, Sec.

The Story Of The Week

I once knew a very eccentric old character who was looked upon as the chief source of amusement for all those who knew him. Unfortunately his vision was exceedingly poor, and consequently from a child he was forced to assist nature by wearing glasses, and even this resort did not give him good eyes. He became so accustomed to wearing them that after a few years, his glasses were never removed but were constant resting both night and day in the resulting groove in his nose. He came to look upon them as a natural part of himself and thought as little about taking off his glasses as plucking off an ear. He could read as well without them (and he read a great deal) as he could sleep without them. "Why, I couldn't see how to dream; see old Rip Van Winkle returning to the village, or beautiful ladies in the garden; or Molly, my wife, bringing me a generous cutting of her good apple pie; he was once heard to say, He couldn't understand for the life of him why people would even try to live without glasses!"

It so happened that excessive use of his artificial eyes caused one of the lens to crack through the center, but since he never removed his glasses for anything he was ignorant of this fact. His good wife noticed that he had taken up the habit of staring at everything in a rather peculiar

President's National Campaigners on "Polio"



When President Roosevelt recently consented to "lend" his 53rd birthday anniversary on Jan. 10, 1935, to a nation-wide hall proceeds of which will be used to fight infantile paralysis, again the country's attention was focused on the seriousness of the disease.

The map above shows the number of orthopedic hospitals in the United States recognized by the American Medical Association, and their location. These 69 today carry the load in giving treatment to the 200,000 persons in the country who bear the

handicaps of the disease. Seventy cents of every dollar raised this year will go to aid these victims in communities raising the money.

The other 30 cents will be turned over to the President's Birthday Ball Commission for Infantile Paralysis Research headed by Col. Henry L. Doherty (lower center) of New York and Miami, who was chairman of the 1934 Birthday Ball for the President and was recently appointed to serve in the same capacity in 1935.

Vice-chairman is Jeremiah Milbank (lower right) of New

York, treasurer and trustee of the Institute for the Crippled and Disabled and a noted philanthropist. Paul de Kruif, formerly a bacteriologist at Rockefeller Institute and famous as an author, will be secretary, while Edward S. Harkness (lower left), a trustee of the Presbyterian Hospital and of the Metropolitan Museum of New York, will be the treasurer.

Other members of the Commission are Felix M. Warburg, Senator James Couzens, John S. Burke, Edsel B. Ford, Leasing Rosenwald, Mrs. Nicholas Brady and Raymond B. Fossick.

manner; he would look at an object a moment and then cock his head and look from another angle. After some five minutes of such visioning he would examine the object carefully by feeling of its surface, usually about the central part. Molly did not understand, but being very meek and

submissive, she dared not ask. One day at the dinner table he exclaimed, "why, what has happened to all the glassware, every thing is broken!" The evident fact that dishes with such obvious cracks in them could still contain food was indeed puzzling. After two hours of somewhat weary con-

templation over existing conditions around him, this pity-deserving old man came across his cherished field glasses and went for a walk in search of diversion. The first time he raised them to his eyes expecting a quiet country scene, what a vision was before him! The world itself was crevassed! Unable to understand all he saw, and being now still more puzzled and a mite disgusted, he returned to the house determined to seek a solution to this most baffling situation.

He wearily sat down and chose from his library a book of Emerson's Essays. Incidentally he turned to "Compensation" and began to read rather half-heartedly, but his enthusiasm was instantly quickened when he chanced upon this outstanding statement, "There is a crack in everything God has made."

Accepting this truth readily, he reflected, "Why haven't I known this before? Afraid to believe what my eyes told me!"

Then turning to the adored Molly he began to expound the almost supernatural powers of his glasses, and how, through constant use a person is able to vision worlds unknown to others.

I have no doubt but that those glasses with the broken lens are still faithfully performing their task.

Mr. and Mrs. Arthur Cox and Mr. and Mrs. Pont Darnell were in Amarillo Sunday as the guests of their parents, Mr. and Mrs. W. M. Collins.



Rev. I. N. Demy says:

I have found nothing in the past 20 years that can take the place of Dr. Miles Anti-Pain Pills. They are a sure relief for my headache.

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

Countless American housewives would no more think of keeping house without Dr. Miles Anti-Pain Pills than without flour or sugar. Keep a package in your medicine cabinet and save yourself needless suffering.

At Drug Stores—25c and \$1.00

DR. MILES' ANTI-PAIN PILLS

CHEVROLET

CHOOSE CHEVROLET

For quality at low cost



The New Standard Chevrolet Coach

THE NEW STANDARD CHEVROLET



The New Master De Luxe Chevrolet Coach

THE NEW MASTER DE LUXE CHEVROLET

\$465 AND UP. List price of New Standard Roadster at Flint, Mich. \$465. With bumpers, spare tire and tire lock, the list price is \$50.00 additional. Prices subject to change without notice.

\$560 AND UP. List price of Master De Luxe Coupe at Flint, Mich. \$560. With bumpers, spare tire and tire lock, the list price is \$65.00 additional. Prices subject to change without notice.

HERE is America's great family car... beautiful to look at... thrilling to drive... very economical to operate... and the world's lowest priced six! This New Standard Chevrolet has a fine, roomy Fisher Body. It is powered by the same improved valve-in-head engine which powers

Chevrolet's new Master models. It is amazingly quick... flexible... spirited... the finest performing Chevrolet ever built. Yet it's even more economical than previous Chevrolets and a bigger dollar value than ever before. See and drive this New Standard Chevrolet—today!

LONGER... smartly lower in appearance... beautifully streamlined... the new Master De Luxe Chevrolet is the Fashion Car of the low-price field. Moreover, the performance of this car will amaze you. Chevrolet's new and improved Blue-Flame valve-in-head engine gives remarkable getaway—power and speed. Chevrolet's highly refined Knee-Action Ride and longer wheelbase—give new comfort. And operating economy, too, is greatly increased. See your Chevrolet Dealer for full information regarding these new Master De Luxe models.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN. Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

Lockney Auto Company

AIKEN NEWS
Rev. Apple filled his appointment at the Methodist Church

Sunday and Sunday night. Good crowds attended both services. Those spending Sunday in the Roach home were: Mr. and Mrs. Sims.

C. W. Jackson and son of South Plains, Mr. and Mrs. Wilhelm and family of Providence, Beulah Griffith and Bertha Rose Sims.

and children attended church at Sterley Sunday. They took dinner with Mr. and Mrs. E. C. Mosley.

Rev. F. A. Foster officiating. His death came as a distinct shock to his many friends. He became seriously ill last Friday.

Carl Blackwell, professor at A & M at College Station, left Monday after spending a few days visiting his father, A. J. Blackwell.

WE MUST NOT FORGET

To tell you that we are sure going to have something good to eat Saturday and Sunday at our cafe. Come eat with us and get your share.

Any Kind Of Short Orders

Our Good Coffee will be on tap every day

Cozy Cafe

HUGH COUNTS

DISGUSTING

To be out on the road and have a lot of Tire Trouble. We know from experience. But you can eliminate 90 per cent of that trouble by equipping your car with

FEDERALS

"The Tire That Can Take It"

If you ride on Federals you go in a hurry with no delays. Drive in and let us figure with you.

GLOBE BATTERIES

The battery that Kicks your motor over plenty fast on cold mornings. The price range will fit your pocketbook. We Recharge and Repair Batteries.

GAS and OIL

And we are anxious to sell you. Drive in and let us fill your tank with good gas and your crank-case with good lube oil.

Ozark Service Station

Dwight Jackson

Miss Faye Morrison and Luene Weems of Sand Hill spent last week visiting Miss Morrison's mother, Mrs. John Morrison.

Mrs. J. E. Hampton had the misfortune of getting her arm broken Thursday.

Fred Lamm, who underwent an operation at the Plainview Sanitarium is getting along fine.

Mr. and Mrs. J. D. Hagar of Lockney and Mr. and Mrs. Bill Terry of Liberty visited Mr. and Mrs. J. J. Richardson and family Sunday.

MUNCY SCHOOL NEWS

Most everyone is back in school after the holidays. The principal W. E. Grimes, and his family spent the holidays visiting relatives at Crowell, Vernon, and Odell. He also attended to legal matters at Wichita Falls.

Miss Noma Wells spent the week with her sister in Post, Texas.

Cecil and J. D. Pope have withdrawn from school, and moved from the community.

Mrs. Annie Statter and daughter, Genevieve and Virginia Levere returned to their home in Nasa Vista, N. M., after spending last week with Mrs. Statter's sister, Mrs. W. E. Grimes.

Two new rooms have been recently completed for the teachers' home.

Mr. and Mrs. W. E. Grimes

New Kidneys

If you could trade your neglected, tired and lazy Kidneys for new ones, you would automatically get rid of Night Rising, Nervousness, Headaches, Urination, Burning, Itching and Acidity. To correct functional kidney disorders, try the guaranteed Doctor's special prescription called CYSTEX (Grape-leaf). Must be tried up in 3 days or money back. At all Drugists.

COUGHING, WEAK AND THIN AFTER FLU

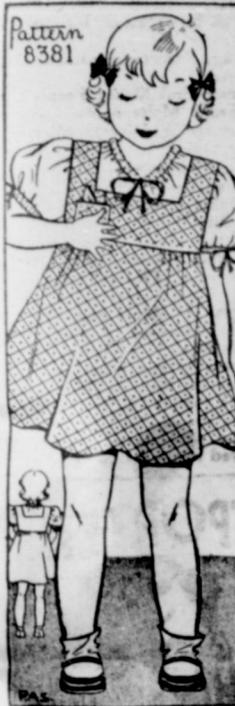
"I nearly died from 'flu' last October, and it left me with a terrible cough.

"I saw Milks Emulsion advertised and started using it. It helped me right from the start. I had no appetite and my stomach was in bad shape. But 12 bottles have straightened me out entirely. I eat anything without distress, my cough is gone and I have gained back my strength and flesh."—Emma Withers, Box 2 Belmont, N. C.

Milks Emulsion restores healthy, natural bowel action. Milks Emulsion is strongly recommended to those whom sickness has weakened.

This is the only solid emulsion made, and so palatable that it is eaten with a spoon like ice cream. Wonderful for weak, sickly children. You are urged to try Milks Emulsion. Take six bottles home with you, use it according to directions and if not satisfied with the results, your money will be promptly refunded. Price 60c and \$1.20 per bottle. The Milks Emulsion Co., Terre Haute, Ind. Sold by druggists everywhere.

Of Interest To Women



Designed in sizes: 4, 6, 8 and 10 years. Size 6 requires 1 1/4 yards of 35 inch material for the jumper and 1 yard for the contrasting blouse, with 3 yards of ribbon for trimming.

PEASANT FROCK

Pattern 8381—The vogue for peasant style of frocks is shown in many ways, but one of its most fetching examples is the little dress sketched.

The upper part of the jumper, which would be a bodice on a grown up, becomes a little plain squared yolk above which the white waist shows. This blouse is sweet on a small child because of its neckline drawn up into gathers by means of the cord or ribbon.

The puff sleeves are finished with the same cord and bows which may be in a gay color to tone in with the dress. A cotton material in small gay print is suggested with a white cotton for blouse.

For PATTERN, send 15 cents in coin (for each pattern desired), your NAME, ADDRESS, STYLE NUMBER and SIZE to Patricia Dow, (Lockney Beacon), pattern Dept., 115 Fifth Avenue, Brooklyn, N. Y.

MRS. HONEA HOSTESS TO CLUB FRIDAY

Mrs. T. J. Honea Jr., was hostess to the bridge club Friday afternoon at 3:30 at her home with three tables of contract.

Refreshments were served to the following club members: Mrs. Winfred Cooper, Mrs. Pete Shurbert, Mrs. Raymond Meriwether, Miss June Guthrie, Miss Rowena Ewing, and Miss Jeane Suits. Guests were Mrs. Alvie Fielder, Mrs. Williamson, Miss Estelle Byars, Miss Donny Stevenson of Floydada and the hostess.

PANHANDLE PIONEER IS CLAIMED BY DEATH

Albert S. Stinnett, 71, pioneer of the Panhandle, died last Saturday afternoon at his home in Amarillo. Burial rites were held Monday afternoon at 2:30 at St. Andrews Episcopal Church of which he was a member, with the

A Bank Statement That Anyone Can Read and Understand

Statement Of THE FIRST NATIONAL BANK
Lockney, Texas

At The Close Of Business December 31-1934

ASSETS	LIABILITIES
Cash On Hand And Liquid Assets:	DEPOSITS: \$140,394.61
CASH ON HAND AND DUE FROM OTHER BANKS \$53,831.35	Borrowed Money None
Loans secure with actual:	Common Stock owned by local Stockholders 25,000.00
Wheat on hand \$ 5,785.35	Preferred Stock owned by Reconstruction Finance Corporation 25,000.00
Federal Housing Loans 29,000.00	Undivided Profits 277.17
Other Bonds 2,257.55	Circulation 10,000.00
TOTAL CASH AND LIQUID ASSETS \$90,924.25	
Stock in Federal Reserve Bank \$ 1,500.00	
Stock in Federal Deposit Insurance Corporation 284.32	
U. S. Bonds to secure circulation 10,000.00	
Furniture and Fixtures 1.00	
Other real estate 1,500.00	
Overdrafts 547.29	
* per cent redemption fund 500.00	
Loans and Discounts \$96,715.52	
TOTAL \$200,972.38	TOTAL \$200,972.38

THE ABOVE STATEMENT IS CORRECT
GIP HUDSON, CASHIER

LET BILLY NATION TEACH YOU BALL ROOM DANCING

Who has successfully taught hundreds in Chicago. If you register by Jan. 16th, you get your lesson for only fifty cents otherwise seventy-five. Class will be held in the Club room at City Auditorium Starting Jan. 16th at 7:15 P. M. Your first and last chance, don't fail to take advantage of this, usually opportunity.

Public Sale

At my place 17 miles east of Lockney. Four miles south and eight miles east of South Plains. One mile north and two miles east of Cedar Hill school house. Sale will begin at 10 a. m.

WEDNESDAY, JAN. 16

Work Stock

- 2 Brown Mare mules, smooth mouth, 15 1-2 hands high. Wt. 1100 lb.
- 2 Grey mare mules, 16 hands high. Wt. 1100 lb.
- 1 Team of grey horse mules, one brown and one blue. Smooth mouth, Wt. 1000 lb. and 1100 lb.
- 1 Bay horse smooth mouth, 16 hands high. Wt. 1200 lb.
- 1 Grey horse, 15 1-2 hands high. Wt. 1200
- 1 Roan horse, 15 1-2 hands high wt. 1250 lb

Farm Implements

- 2 Two-row John Deere cultivators
- 1 John Deer two-row lister
- 2 Two-row Oliver listers
- 1 Two-row slide go-devil
- 1 One-row Case cultivator
- 6 One-row slide go-devils
- 1 Derring row binder
- 1 Derring header
- 8 Sets of chain harness
- 8 Collars and eight Bridles

TERMS:

Will accept good BANKABLE notes maturing July 1st, 1935, and or November 1st, 1935; maturity dates OPTIONAL with maker. A five per cent discount will be allowed for CASH

All sums under \$20 Cash.

FREE LUNCH ON THE GROUND

John C. and Tom Fortenberry, Owners

SEAL & McDONALD, Auctioneers GIP HUDSON, Clerk

W. M. S. OFFICERS INSTALLED SUNDAY

The newly elected officers for the year 1935 of the Women's Missionary Society of the Methodist Church were installed by the pastor following his sermon at the Sunday morning service.

...and what she expected to do this year.

The society met in its first meeting of the year Monday afternoon when Mrs. N. E. Greer as hostess and Mrs. Gilbert Huls as joint hostess delightfully entertained the members and a number of guests in a social meeting at the home of Mrs. Greer.

SOMETHING FOR THE HOME

We are all interested in the appearance of our home, both inside and outside. We have just what it takes to dress it up on the inside—

FURNITURE

And such prices as we are making puts this furniture in everybodys reach. No use in driving to other towns to get prices, we've got 'em beat. So come on and look our stuff over and get prices and you will buy.

It makes no difference if you just want a chair for a doll or a complete house-keeping outfit, we can fit you up.

DYER HARDWARE & FURNITURE CO.

...be held Monday afternoon at three o'clock at the home of Mrs. Wm. McGehee.

CELEBRATES 9TH BIRTHDAY SUNDAY

Mr. and Mrs. E. T. Durham entertained Sunday with a birthday dinner honoring their daughter, Billie Louise, who was 9 years old January 3.

Guests were: Bettie Joe Dillard, Bobbie Jeane Smith, Dora Fay Lackey, Louise Fortenberry, Fayell Ginn, Imogene Love, Helen Hinsley, Virginia Francis Rafty, Peggy Dillard, Ineze Hinsley, Bettie Jean Durham, the honoree, and Mr. and Mrs. Durham.

SENIOR EPWORTH LEAGUE PROGRAM January 13

Subject: Christ Makes People over
Leader—Mrs. Eugene Harris
Jesus Made People Over—Mrs. E. Harris
He gave Abundant Life—Mildred Thomas
Jaivus' Daughter—Marvin Brotherton
The Sick Sinner—Raleigh Canning
Faith Necessary—Ruby Belle Harris
Jesus Still Makes People Over—Frank McReynolds
George W. Carver—Meda Ruth Thomas
An Evangelist—J. Ed Parsons
We Need Faith—Nell Ballard
Doing Our Part—Mrs. Jake Griffith

GIVES FAREWELL PARTY FRIDAY

Mrs. G. Milton and Mrs. Truman Bradshaw of South Plains gave Mrs. N. Clark a farewell shower Friday afternoon at the home of Mrs. G. Milton. Mrs. Clark received a lovely shower of many useful gifts.

Hot chocolate and cake were served to the following guest list:

Mmes. J. H. Upton, Jack Smith, man, L. H. Alldredge, Mrs. R. L. Orman, Homer Campbell, J. B. Jarnagin, Gilbert Bean, Everett Jarrett, Carrie Baustick, Wade Deavenport, Menard Fields, John Knox, Esley Yeary, Walter Wood B. F. Smith; Misses Helen Upton, Thelma Smith, Linnie Milton and the hostesses.
Mr. and Mrs. Clark have been living in the South Plains community a number of years. They are moving five miles south of Lockney and will live in the Pleasant Valley Community.

ROY DYER HAS DINNER PARTY

Roy Dyer was host to a number of his friends Sunday at 12 o'clock with a dinner. He was assisted by his mother, Mrs. E. E. Dyer.

Guests were Misses Addie Booker, Lila and Lela Clark of Plainview, Clyde Wright, Fred Beall and Mr. and Mrs. Howard Cox, the host, Roy Dyer, and Mr. and Mrs. E. E. Dyer.

A SON'S LETTER TO HIS DEAD FATHER

The following letter, the authorship of which is unknown, has been going the rounds of the masonic press. Every boy should read it and after reading not pass it up as the vaporings of some "old fool."

Dear Dad; I am writing this to you though you have been dead 30 years. From your seat in the Place Beyond I hope you can see these lines. I feel I must say some thing to you, things I didn't know when I was a boy in your house and things I was too stupid to say. It's only now, after passing thru the long hard school of years; only now, when my hair is grey, that I understand how you felt.

It must have been a bitter trial to you, I was such an ass, I believed my own petty wisdom and I know now how ridiculous it was compared to that calm ripe, wholesome wisdom of yours.

Most of all I want to confess my worst sin against you. It was the feeling I had that you did "not understand."

When I look back over it now, I know that you did understand. You understood me better than I did myself. Your wisdom flowed around mine like the ocean around an island.

And how patient you were with me! How full of long-suffering and kindness. And how pathetic it now comes home to me, were your efforts to get close to me, to win my confidence to be my pal!

I wouldn't let you, I couldn't. What was it held me aloof? I don't know. But it was tragic—that wall that rises between a boy and his father, and their frantic attempts to see through it and climb over it.

I wish you were here now.

for an hour so I could tell you across the table from me, just now there's no wall anymore; I understand you now Dad, and God! how I love you and wish I could go back and be your boy a gain.

I know now how I could make you happy every day. I know how you felt. Well it won't be long, Dad, till I am over, and I believe you'll be the first one to take me by the hand and help me up the further slope. And I'll put in the first thousand years or so making you realize that not one pang of yearning you spent on me was not wasted. It took a good many years for this prodigal son to come to himself, but I've come... and I see it all now.

I know the richest, most priceless thing on earth, and the least understood, is that mighty love and tenderness and craving to help which a father feels toward his boy, for I have a boy of my own. And its he that makes me want to go back to you and get down on my knees to you. Up there somewhere in the Silence hear me, Dad, and believe me.

Mr. and Mrs. Luke Priba returned Saturday from Royce City, Okla., where they spent a week with the latter's brother and wife, Mr. and Mrs. Kenneth Elmer.

John Hodel, who has been visiting at Waco for several weeks, returned home last week.

Mrs. Mart Hudson of Alvarado, Texas, returned home with her sister, Mrs. Conde Davis, Tuesday night to spend a few days visiting. Mrs. Davis had been visiting at Alvarado for a week.

CEDAR BROADCASTING

Motto: Upward ever, downward never
Editor—Doris Cypert
Assistant editor—Geraldine Brown
Reporters—Flake Dillard, Mabel Brand, Hilary Lee Rafferty, and Alton Love

The Cedar Hill Dramatic Club presented, "The Winding Road," Friday night. A good crowd attended and everyone seemed to enjoy the play.

School News

Albert Seay entered school here last Monday morning. We are all glad to have him.

Lester Cooper, who has been absent quite a while, is welcomed back to school again.

Jesse Starkey entered school here last Monday week. We are all glad for him to attend our school.

The Weins children of Liberty community who attended school here, the first half semester, have moved to Fairmont.

Cedar Basketball boys played Lockney Monday afternoon at the gym at Lockney.

The primary room has obtained New geographies, readers and spellers.

We are glad to have Lonnie B. Hinsley back in school again. He was one of the victims of infantile paralysis.

What Would Happen If? Gene Didn't get to tell his current event.

Flake didn't get to go get the dictionary.

The boys didn't let the air out of certain tires.

We Wonder Why

Mable likes balony. Jack likes to study skeletons. George let the air out of tires. Doris likes "specks". Pauline likes boys who can pick the guitar.

BRIDE COMPLIMENTED WITH SHOWER

Mrs. Charle Collis, nee Miss Verna Mae Harper, was complimented with a shower Wednesday afternoon at 3:30 in the basement of the First Baptist Church. Ganelle Allen gave a reading, "Boys," and Mrs. G. D. Tate played a piano selection. Miss Hazel Ford played softly on the piano while the guests were arriving.

The gifts were presented in a basket on a little red coaster by Joy Carolyn Harper.

60 guests were invited. Hostesses were Mmes. Ed Whitfill, N. H. Himpfries, Jack Ford, and J. B. Allen.

Ends Aching Sore Muscles

For longer lasting, quicker relief, use Ballard's Snow Liniment which contains active ingredients to give a more than local action, thus bringing a surge of warmed blood to soothe congestion and more quickly soothe away the pain from aching muscles, sprains, strains, backache and lameness. Ballard's Snow Liniment, 30c and 60c bottles. LOCKNEY DRUG CO.

Hailed By Critics As 'THE GREATEST SHOW ON EARTH'



Wallace BERRY The MIGHTY BARNUM ADOLPHE MENJOU

ADDED JOYS—IRVIN S. COBB in "You Bring The Ducks" Cartoon—"The Black Sheep" Latest Fox Movietone News

SATURDAY MIDNIGHT JANUARY 12 Sun. & Mon. Jan. 13-14

Granada Theatre

PLAINVIEW, TEXAS

DITCHING MACHINES FOR IRRIGATED FARMS

We make them. Come and see.

G. B. HARRIS BLACKSMITH SHOP

BELIEVE IT OR NOT

PEERLESS PUMPS are lighter, pulling and use less gas oil. In some instances as much as 20 to 50 per cent less.

If you save One Gallon per hour at 10c per gallon and operate 3000 hours in a year you have saved \$300.

The Peerless Pump in the B. F. Worthington well uses less than two gallons of gas per hour to operate, and other makes of pumps use as much as four gallons per hour to operate.

Before you buy test for yourself.

Baker Pump Co.

When Purchasing Gas Appliances—first look for this Blue Star Seal of the American Gas Association's Testing Laboratory. Gas Appliances are eligible for Modernization Loans under the National Housing Act. West Texas Gas Co.

SPORTETTE NEW YORK... Jack Dempsey has boxed the fighting gloves with which he knocked out Joe Willard to win the heavyweight championship of the world at Toledo, O., on July 4, 1919.

Chevrolet Announces Two New Lines for 1935

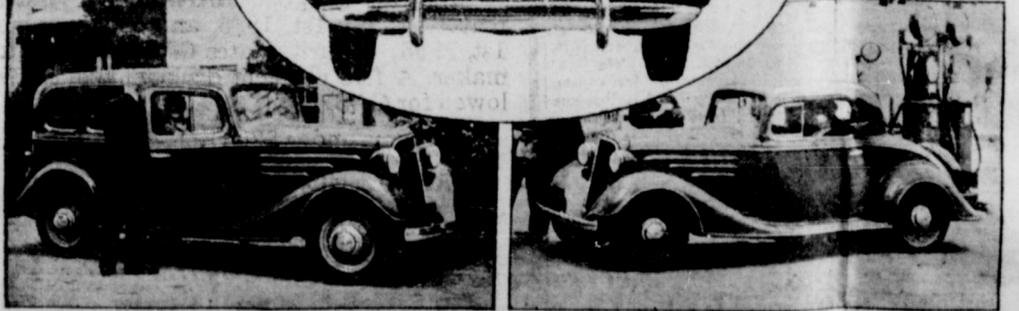


The Coupe model typifies the beauty and style of Chevrolet's New Master De Luxe series for 1935.

Flow, graceful lines also mark the New Master De Luxe Sport Sedan. Ample luggage space is provided by the built-in trunk, and a luggage compartment behind the rear seat cushion.

Right: Front view of New Master De Luxe Coupe, showing roominess and graceful lines.

Another attractive model in the New Standard series is the Coupe pictured here. Numerous body and chassis refinements, in conjunction with the Master engine, unite to make these cars outstanding values in the lowest-priced field.



Typical of Chevrolet's two new lines of cars are the models illustrated here. The Master De Luxe series reveals strong emphasis on beauty and style.



GOOD THINGS TO EAT

Soup, that sibilant beginning to a good meal, is worth all the noise that's made over it! A hot savory soup warms the very cockles on a frosty day. A sturdy cream soup can satisfy and "stick to your ribs" and a delicate, clear soup stimulate the appetite. And none is quite so good as the homemade variety with its pleasing medley of the flavors you like best.

The requisites of a good bowl, plate or cup of soup are too obvious to need cataloging. Every body knows soup must be hot and well seasoned. It should also contain something of interest—snowy flakes of rice for the spoon to "dive for," some croutons on top, or some juicy vegetables. The texture of cream soup is important—it should be neither too thick nor too thin, and never, never lumpy!

One Dish Supper Soup
Here's a soup that can be the

main course for a whole meal, because its basis is rice, which adds food value to any dish. Note that eggs are cooked right in the soup.

- 3-4 cup rice
- 1 cup chopped celery
- 2 small onions
- 1 green pepper
- 1 pt. tomatoes
- 6 eggs
- 1-2 cup cheese
- 3 cup water

Salt
Have water boiling in a kettle and add chopped celery and the onions. Add green pepper also chopped and cook slowly 15 min. Just before serving break the eggs into the hot soup and sprinkle with grated cheese. Cover and keep in warm place 5 min. Cook rice in boiling salted water until tender, (or use steamed rice which has been previously cooked. Put mound of rice in tureen or put individual portions in soup plates and pour hot soup over

them. Serve with muffin crisps and tart pickles.

Spinach Soup De Luxe

If Junior won't eat his spinach plain, see what he does with it in a good cream soup. Our guess is that he'll eat it with relish!

- 1-2 cup flour
 - 1 cup milk
 - 1 cup cooked spinach
 - 1-2 teasp. salt.
- Scald milk to which slice of onion has been added. Heat a teaspoon of mazola in top of double boiler and stir in hot milk gradually. Stir slowly over direct heat until sauce begins to boil. Season to taste and combine with cooked spinach which has been rubbed through a sieve with water in which it was cooked. Reheat.

Fish Chowder and Rice

Chowder is a hearty soup, and this one, served with snowy rice, and made with salt pork is never

- 2 cups cooked rice
- 6 Slices salt pork
- 2 lbs. fish
- 3 potatoes
- 1 onion
- 1-4 cup butter
- 2 cups milk
- 1 pint hot water

Salt and pepper
Prepare fish by cleaning and cutting into slices about an inch thick. Place in the bottom of a deep kettle the salt pork; over these spread the sliced potatoes, now a layer of the fish sprinkled over with salt, pepper and a little minced onion; over these a layer of cold boiled rice, salt and pepper and bits of butter. Repeat these alternate layers of pork, rice potatoes, fish and seasoning; add the hot water; put a tight-fitting lid on the kettle and simmer gently for an hour. Remove the lid, add two cups of hot cream or milk and serve. It may be served without the milk, if preferred.

Bermuda Soup

It is important when pre-cooking vegetables for soup, to be sure they have no fatty taste, and retain their texture. In this onion soup recipe, note that the

onions are cooked in a smooth oil, only until straw colored.

- 6 medium onions
- 2 cups water
- 1 tbs. butter
- 3 tbs. flour
- 2 cups milk

Salt
Cayenne pepper
1 egg yolk
1 (3 3-4 oz.) can pimientos.
Chop onion; place in a sauce pan with two tablespoons of mazola and cover and cook over low flame until onions are straw colored. Add water and boil for 30 minutes or until onions are tender. Rub through a sieve. Melt butter, add flour, add milk gradually, and heat to boiling point, stirring frequently. Add onion puree, season. Just before serving stir in slightly beaten

egg yolk, and minced pimientos.

DEPOSITS INSURED
BY
The Federal Deposit Insurance Corporation
WASHINGTON, D. C.
\$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR **\$5000**

WE INVITE YOUR BANKING BUSINESS, AND APPRECIATE YOUR COOPERATION.

The First National Bank
—Over One Quarter Of A Century In Lockney—

NOTICE

We have a few buyers for farms near Lockney. If you want to sell your farm and have it priced to sell, list it with us.

Just closed a deal this week for a farm. It was priced right and we sold it. We will do the same with yours.

McAdams & Childers
Beacon Office Bldg.

JOE GISH



A JUNT NATURE CONS/STANT? ITS ALWAYS THE BLOCK HEAD WHO CARRIES A CHIP AROUND ON HIS SHOULDER.

\$1.00
FOR YOUR OLD IRON

Westinghouse

EVERY HOUSE NEEDS

Every home considers highly the elements of safety and convenience in the usual routine of daily tasks. The "Adjust-O-Matic" Iron we are featuring this January insures every safety through the dependable automatic control which cuts off the electricity before the iron reaches burning temperature.

The finger tip control adapts the right heat for every ironing problem—from fine silks to heavy linens. No time is wasted in waiting for the iron to heat or cool—a real time saver.

See your electrical dealer or any Texas Utilities Company employee.

The Premier Automatic Iron **Westinghouse**

Texas Utilities Company

Be In Lockney
Tuesday, January 15th
ANOTHER CASH CONTEST
FELLOWSHIP DAY
The Old Town Will Be Crowded

- FILLING STATIONS**
Ozark Service Station
Sinclair Service Station
- GARAGES**
Ford and Busby Motor Co
Messimer Garage
A. O. Fielder Motor Co
Lockney Auto Company
Pennington Motor Co.
- CREAM STATIONS**
Huggins Produce
Lockney Poultry & Egg Company

- DRY GOODS**
E.L. Ayres
Baker Merc. Co.
Fashion Shoppe
Lockney Bargain Store
- GROCERY STORES**
Hamilton Grocery
Taylor Gro. and Market
Piggly Wiggly
A. L. Rains

- HARDWARE & FURNITURE**
Cox Hardware & Furniture
Baker Merc. Co.
Dyer Hardware
- LUMBER CO.**
Higginbotham Bartlett Co
- FEED STORE**
Arthur Ruberson
- IMPLEMENT HOUSES**
Hammonds & Co.

- INSURANCE**
Frank Perkins
McAdams & Childers
- CAFES**
Cozy Cafe
- DRUGSTORES**
Greer Drug Store
Lockney Drug Co.
- BAKERY**
City Bakery

- WHOLE SALE OIL**
R. L. Maggard
Henry Hodel
- ICE**
Lockney Ice Co.
- GAS COMPANY**
West Texas Gas Co.
- BANK**
First National Bank
- DENTIST**
R. R. Wimberly

- PHYSICIAN**
N. E. Greer
P. C. Anders
- VARIETY STORE**
Robert Ayres
- OIL MILL**
West Texas Cottonoil Co.
- NEWSPAPER**
Lockney Beacon
- BARBER SHOPS**
Palace Barber Shop
Commercial Barber Shop

DR. GROVER C. HALL
 EYE, EAR, NOSE AND
 THROAT SPECIALIST
 Office In Plainview Sanitarium
 and Clinic

J. J. VAN DERVOORT
 Chiropractor
 Plainview
 In Lockney on Monday, Wednesday and Friday Office hours:
 9:30—11:30 a. m.
 Dr. Joe McCollum Office

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

AYRES & AYRES
 ATTORNEYS
 Of Floydada, have taken offices over First National Bank
 In Lockney
 Will be in Lockney offices Wednesday and Thursday of each week.
 General Practice

CURB THE HITCH-HIKER
 Seven states and the District of Columbia now have laws with more or less severe penalties for "thumbers" who stand by the roadside and indicate the direction in which they desire to be taken without cost. The practice has become so common as to be an annoyance to motorists, and they are now slow to take in strangers, recalling the experience of drivers and passengers who have been robbed frequently in return for their kindness. Virginia provides the severest penalty for "thumbing" a fine of \$50, or a sentence of 30 days in jail, or both. In Connecticut a fine of \$10

is provided for soliciting a ride in a privately owned automobile, and it must be paid in money or time behind the bars if the "thumb" is caught. The fact that seven states have outlawed the hitch-hiker should be sufficient warning to Texas motorists that they are taking chances when they offer a stranger a ride.

DEBATE NOTICE
 All schools interested in Inter-School League debates and contemplating entering a team or teams should file notice of such intentions with Edwin Boedeker, director of debate, Lockney, Tex. on or before February 1, 1935.

WE GRIND FEED
 We are busy grinding feed, but not too busy to grind yours
 Portable Hammer Mills.
 J. H. NALL & SONS

Ends Aching Sore Muscles
 For longer lasting, quicker relief, use Ballard's Snow Liment which contains active ingredients to give a more than local action, thus bringing a surge of warmed blood to scatter congestion and more quickly soothe away the pain from aching muscles, sprains, strains, backache and lumbago. Ballard's Snow Liment, 30c and 60c. (adv.)
 LOCKNEY DRUG CO.

YOUR EYES DESERVE THE BEST
 Our expert scientific examination will relieve you of any doubt concerning the condition of your eyes.
Dr. C. M. CLOUGH
 715 Broadway
 Plainview, Texas

THE HOUSE OF HAZARDS



"REG'LAR FELLERS"



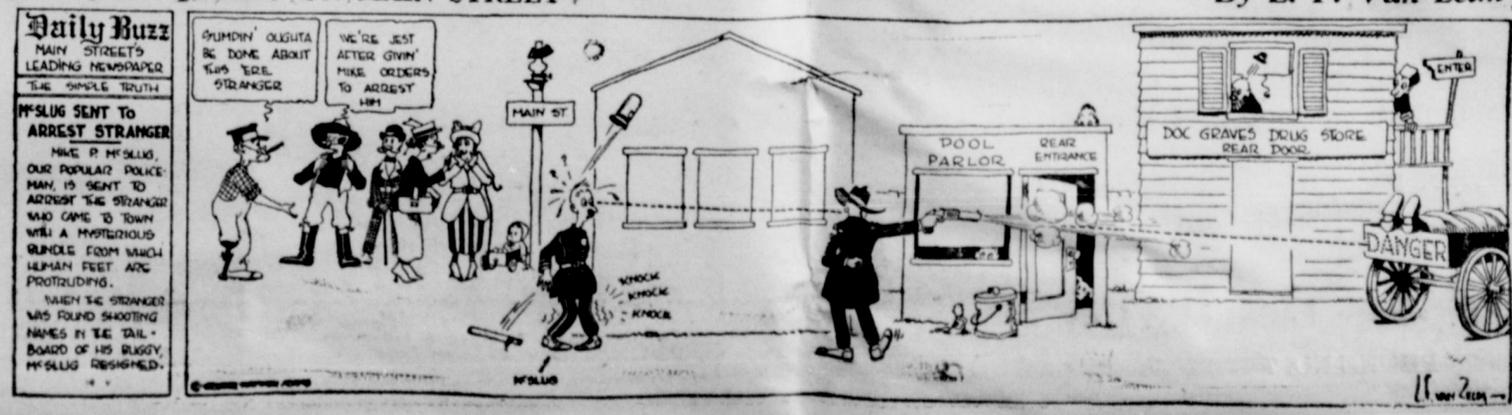
SNOODLES



SMATTER POP— Well, Well, Is That How It Happens?



THE MAIN THING ON MAIN STREET



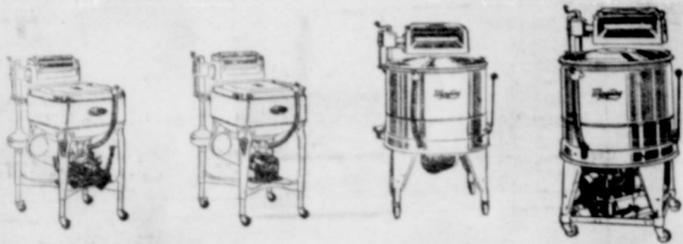
Daily Buzz
 MAIN STREET'S LEADING NEWSPAPER
 THE SIMPLE TRUTH
M-SLUG SENT TO ARREST STRANGER
 HAVE P M-SLUG, OUR POPULAR POLICE MAN, IS SENT TO ARREST THE STRANGER WHO CAME TO TOWN WITH A MYSTERIOUS BUNDLE FROM WHICH HELMAN FEET ARE PROTRUDING.
 WHEN THE STRANGER WAS FOUND SHOOTING NAMES IN THE DIAL BOARD OF HIS BUGGY, M-SLUG RESIGNED.

Let Your Old Man

Or Maytag Do your Washing. We don't care which. If your Old Man does it for a while you will soon be the proud owner of a Maytag, and that's that.

W. L. (Lucian) Thomas says "Robin you should sell every home a Maytag." He also says "If they do not have a Maytag tell them to sell their clothes and Buy A Maytag, so they will have a good washer when they do get some clothes to wash."

"Thanks" Lucian, for the unsolicited Maytag Boost.



\$129.50 \$109.50 \$99.50 \$79.50

The Quality of every Maytag washer is as good as Cadillac automobile, and Maytags are as modern as the New Stream line trains.

We have a Maytag to suit you and a
Convenient Payment Plan

Don't continue to wear yourself and your clothes out by using a Rub-Board.

Sales and Service in Lockney

FOR

- | | |
|------------------------------------|---------------------|
| American Oil Burning Heaters | Aladdin Lamps |
| American Kitchen Kook Stove | De Laval Separators |
| Florence oil Cook Stoves | Atwater Kent Radios |
| New Perfection oil Cook Stove | Crosley Radios |
| Superfex oil Burning Refrigerators | Aer Motor Windmills |

All Above are home appliances, and they have stood the TEST OR TIME and are the choice of the American Buying public.

SERVICE, Because of the service we render to our customers, our store is "A Better Place To Trade"

Baker Mercantile Company

BAPTIST CHURCH
Sunday School 9:45 a. m.
Preaching Service 11:00 a. m.
B. T. S. service 6:30 p. m.
Preaching service 7:30 p. m.
W. M. S. meets Monday even-

ing
Choir practice Wednesday 7:00 p. m. followed by our regular monthly church conference.
We would like to see 250 in Sunday School next Sunday.
Don't forget January 14th the

time set for our next study course. We will teach the book, "When do teachers teach." We welcome you to any or all of these meetings.
A. L. Shaw, Pastor

CARD OF THANKS

We wish to express our thanks for the sympathy shown us during the recent loss of our beloved son, brother, and nephew. The beautiful floral offering and the words of consolation helped us in our hour of sorrow, and may each of you have friends to make blessings attend you.
Mr. and Mrs. J. C. Wilson
Mr. and Mrs. Alvin Wilson
Mr. and Mrs. O. V. Wilson
Mr. and Mrs. J. W. Casey

Mrs. Steele returned Tuesday from Frederick, Okla., where she had been visiting relatives for several days.

SPECIAL
Friday and Saturday ONLY

Suit ----- 50c Dresses ----- 50c
Pants ----- 25c Spring Coats ----- 50c

Hotel Dry Cleaners
PHONE NO. 7

Classified Ads

Phone us your orders. We deliver Free.—Piggly Wiggly. 17

NOTICE—I will sharpen razors, and scissors for 25c, work guaranteed.—Gordon Crocker, Commercial Barber Shop. 11-tfc

ARTHUR B. DUNCAN ABSTRACT COMPANY Oldest and most complete Abstract plant in Floyd County. Prepared to render prompt, efficient service on everything in the line of land titles.—S. E. corner of public square, Floydada, Texas Mrs. Maud E. Hollums, Manager.

Why trade where you have to help Pay the other fellows bills. Piggly Wiggly has no losses on accounts.

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

"Better Flowers" at Hollums, Floydada Florists. Leave your orders with Mrs. Counts, at Cozy Cafe.—Hollums, Floydada Florists" 11-tc

NOTICE—If you are considering installing an irrigation unit see Wm. McGehee for estimates on cost and other information that might be of interest to you. 25 years experience in irrigation qualifies him to render advice that might be of value to you. No charge for this service. 9-tfc

DALMONT Nursery has a good stock of shodes in all varieties and sizes. Hardy fruits, that bear as often as they should. Also Cash Register, Computing Scales, shelves, counters, 3 head of colts, team, Jersey bull. Want to trade for truck, crusher or coupe car.—Dalmont Nursery. 11-tfc

Choicy cut flowers, pot plants, sorays, and wreaths at the Texas Floral Company, Lubbock, Texas. Speedy service assured each order Phone your orders to our local representative, Mrs. Howard Cox at the Fashion shoppe. 17-tfc

Phone us your orders. We deliver Free.—Piggly Wiggly. 17

FOR SALE—Or Trade, 1 span good smooth mouth mules. 2 used DeLaval cream separators. 4 used coal heaters—Baker Merc. Co. 14-tfc

FOR SALE—Good grained bun dles. See I. W. Rives 2 miles west of town. 17-2tp

WANTED—to buy a Milk cow fresh not over 5 years old, prefer a Durham. Must give rich milk.—W. A. Moore, Lockney Rt. 2. 17-2to

FOR SALE—Full Blood German Police pups. Call Paul Cooper, 906 F 4. Rt. 1 Lockney. 17-1tp

FOR TRADE 4 room modern home at Vernon, no incumberance.—Box 476 Floydada. 17-1tp

Why trade where you have to help Pay the other fellows bills. Piggly Wiggly has no losses on accounts.

CHINESE ELMS, five feet, ten cents each Sunshine Gardens. 18-9tp

FOR SALE—Two sets of good leather harness.—A. R. Meriwether. 18-2t

USED STOVES—For Sale. 3 used oil cook stoves, 6 used coal Heaters, 2 used De Laval Separators, 2 used Hand power Washers, 1 used ABC Washer, 1 used Easy Washer, One used "Superfex" oil Heater.—Baker Merc. Co. 18-tfc

FOR SALE—One windmill, pipe and pump rod complete, storage tank, one building, all located at Sterley.—D. D. Landford. 18-1tp

CARD OF THANKS

We take this way of expressing our thanks to the many friends and neighbors for their kind deeds and sympathy shown us during the illness and death of our darling daughter and sister.
Mr. and Mrs. W. J. King
Harlie King and family
Mrs. Clifford Reasonover and family
Maurice King
Alton King

IN THE MEMORY OF GAYLON WILSON

At the beginning of life neath the burden he fell
Weary and worn and so tired—
The way had been short and the trials so great
That he boyfully struggled to bear
The Father looked down in mercy and said.
"It is enough—come up higher to dwell,"
And his spirit went out of its temple of clay
To a house not builded by hands.
He had not lived long—but lived wonderfully well,
For man's life is not measured by years.
Yet the good that he does, the encouragement he gives
Will require an eternity to tell.
The influence he left was the best man could leave,
For his friends and family who are still here,
An unselfish life was the kind that he lived.
His reward—the Master sorely will give.
Sleep peacefully on till the morning shall dawn.
The loss is all ours, yours the gain.
Some sweet day we will see you again,
And in happiness with you shall dwell.
By Friends,

Dwight Jackson made a business trip to Childress Wednesday.

Helping millions to END COLDS SOONER



BARGAIN RATES EXTENDED ON ALL PAPERS HURRY! HURRY!

See Us Before Extension of Time Expires

Lockney Beacon