

THE LOCKNEY BEACON

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

VOLUME 35

LOCKNEY, FLOYD COUNTY, TEXAS THURSDAY, OCT. 31 1935

NUMBER 8

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I thought you and I will don some of the most hideous and yet loveliest costume concocted since Halloween night of last year. We will wear a mask to make our appearance that of a king, queen, devil, ape, or clown, and make intermittent nocturnal visits from place to place. Perhaps you will go to a ball to the theatre, to the festival, or maybe to all three ere Halloween night is written in history. Friday morning a few of you will be repentant of your atrocious acts of the night before. The rest of you will merely offer a whimsical smile when your mind indulges in a bit of reverie of night life in Lockney after 9 o'clock.

This evening may be one of horror; it may be filled with impetuous black cats with snake tails, haggled witches, unsightly people, clacking skeletons, and garden pumpkins suddenly animated, but with the dawn each ghostly stranger will disappear almost as mysteriously as he arrived. The old town will settle down and simmer along monotonous once again. Grandmother's range will be forgotten tomorrow and the grocerman, drugman, dairyman, carpenter, insurance man, and newspaperman will go about peddling his wares as he did yesterday and the twenty-four hours before that.

Trite expressions appearing in speeches that could be omitted; I am happy to be here this evening; and-uh; we are certainly glad all of you people came out; You are cordially invited to attend; The speakers introduction reminds me of a joke on him; I'm a very poor speaker (as if the audience hadn't already discovered it); I have certainly enjoyed hearing this splendid program (always splendid); and I am quite unworthy of the introduction just given me (when you know all the time you've been around a lot more than he gave you credit for, besides, he didn't tell half of your accomplishments).

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The license, preacher, wedding march and solos will be absolutely free. Merchants have pledged gifts to the bride and groom consisting of wares to be used from the word "welcome" on the front doormat to the back stoop. Your linen closets will be filled, your pantry packed, and adorable gadgets will be sitting in every nook. This is all being done because of the picture, "The Farmer Takes a Wife" in which Janet Gaynor and Henry Fonda star. The picture will be shown Thursday and Friday night, but the last night will be the big "moment" for some couple in or near Lockney.

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Purpose Of Board Is For Betterment Of Social Conditions In Town

A local advisory board of the Salvation Army was organized Saturday, Oct. 9, by Mae Belle Durrett, Young Peoples Sargent Major, of the Lubbock Corps, at Frank Perkins office.

The purpose of the board is to develop a program to meet the local needs and work for the betterment of conditions with particular regard for the unchurched, weak, unfortunate, and underprivileged.

The following men were elected as officers of the board: President, A P Barker; Vice-President, P C Anders; Secretary, Treasurer, Gin Hudson. Members are R E Patterson, Arch Crager, Frank Perkins.

The board is planning a drive to put on between the 15 and 20 of December. 20 per cent of the money raised will be used in a fund for local needs. As soon as proper arrangements can be made the Salvation Army will hold a two weeks meeting here.

PROFESSIONAL AUTO RACES TO BE FEATURED SUNDAY

Racers Entered From Texas And Oklahoma By Prominent Owners About Tracks

Professional auto races will be featured on the track one mile north of town Sunday afternoon beginning at 2:30 o'clock under the auspices of the local American Legion.

Some of these drivers and cars have just returned from prominent races throughout the country. You may be assured of some real fast professional driving with plenty of thrills.

Legion to Have Check-up on Campaign

Commander Sam Miller has announced that the first American Legion membership campaign check-up since the beginning two weeks ago will be Tuesday evening, Nov. 5, at the club room in the City Auditorium.

All members are asked to be present for this meeting with your reports ready for the Legion's approval.

Today's Market

POULTRY	
Hens, heavy per lb.	13c
Hens, Light	10c
Light Colored Hens	10c
Old Roosters lb.	3c
FRYERS	
Fryers, heavy, per lb.	14c
Fryers, light	11c
Stags	5c
CREAM	
Cream, No 1	25c
Cream, No 2	23c
EGGS	
Eggs, per doz.	24c
GRAIN	
Wheat, per bu.	\$1.17
Maize, threshed 100	70c
COTTON SEED	
Cottonseed, per ton	\$35.00
Cottonseed meal 100	\$1.50
Loose hulls	\$8.00
Sacked hulls	60c
Mixed feed	90c
Cotton per lb.	11.10



CHATTERGRAMS
BY JEANE SUITS

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PROFESSIONAL AUTO RACES TO BE FEATURED SUNDAY

Racers Entered From Texas And Oklahoma By Prominent Owners About Tracks

Professional auto races will be featured on the track one mile north of town Sunday afternoon beginning at 2:30 o'clock under the auspices of the local American Legion.

Some of these drivers and cars have just returned from prominent races throughout the country. You may be assured of some real fast professional driving with plenty of thrills.

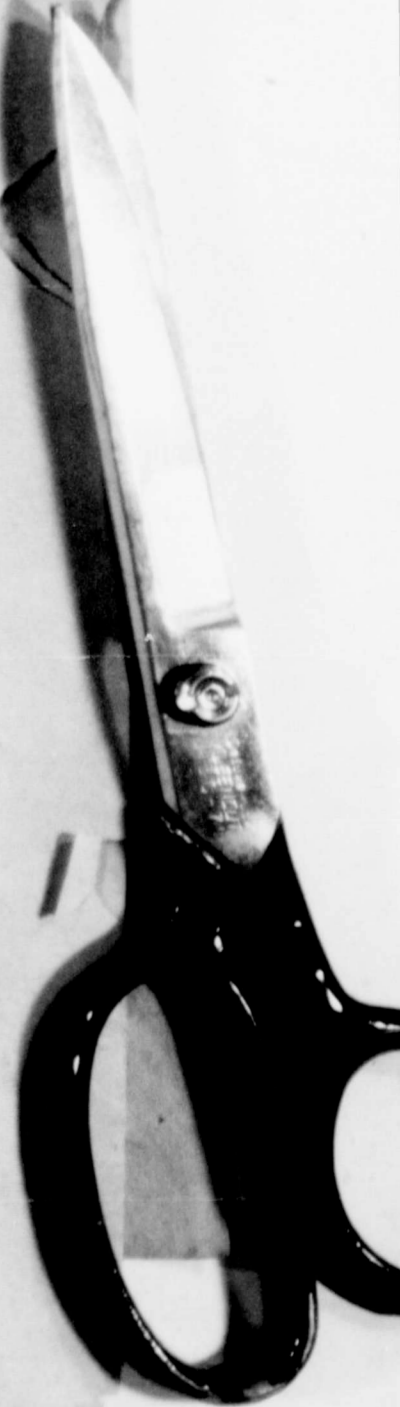
Legion to Have Check-up on Campaign

Commander Sam Miller has announced that the first American Legion membership campaign check-up since the beginning two weeks ago will be Tuesday evening, Nov. 5, at the club room in the City Auditorium.

All members are asked to be present for this meeting with your reports ready for the Legion's approval.

Today's Market

POULTRY	
Hens, heavy per lb.	13c
Hens, Light	10c
Light Colored Hens	10c
Old Roosters lb.	3c
FRYERS	
Fryers heavy, per lb.	14c
Fryers, light	11c
Stags	5c
CREAM	
Cream, No 1	25c
Cream, No 2	23c
EGGS	
Eggs, per doz.	24c
GRAIN	
Wheat, per bu.	\$1.17
Maize, threshed 100	70c
COTTON SEED	
Cottonseed, per ton	\$35.00
Cottonseed meal 100	\$1.50
Loose hulls	\$8.00
Sacked hulls	60c
Mixed feed	90c
Cotton per lb.	11.10



James and Connell Jones of Littlefield were here Sunday and Monday visiting their parents, Mr and Mrs B L Jones.

Walter Byars is assisting a nephew of his on a farm six miles west of Amarillo.

Mrs Barney Manning and daughter are in Wichita Falls this week having Mrs Manning's eyes treated.

Special Prices At E. L. Ayres Dry Goods

"Cowboy Boots" for Children

Size 4 to 8 ————— \$1.75 Size 8 1-2 to 11 ————— \$2.69
Size 11 1-2 to 2 ————— \$2.98

One lot ladies strops and pumps all small sizes 3 to 4 1-2 Close Out Price ———

89c

One table Infants and Childrens shoes. Close Out Price.

49c

Men's Suede Leather Jackets

FIRST QUALITY ————— **\$4.95**

Men's Split Leather Gloves ————— **35c**

Just received a new shipment of Ladies Coats, Dresses and Hats

All Are Outstanding Values

Rayon and Silk Slips ————— 65c
Rayon Panties ————— 15c
Shirley Temple Hats ————— \$1.00

Farmers Try Our:

.Block Salt (Plain and Sulphur)	45 & 55c
Dairy Ration Cow Feed	\$1.75
Ful-o-pep Egg mash	\$2.55
"Big Egg" Laying Mash	\$2.40
Schumacher Meal	\$1.80
Oat Mill Vim Feed	\$1.15
Nut Coal	\$9.00
Lump Coal	\$10.00
Cracked Meal	\$1.55
Crushed Maize	\$1.05

Lockney Wheat Growers Inc

Phone 27

Jake Smith, Mgr.

On display Saturday! The New CHEVROLET For 1936

The only complete low-priced car

What will Chevrolet do—what will Chevrolet bring for 1936? On Saturday November 2—and not until then—you can get the answer, in full and in person, from our showroom in Lockney! Climaxing the triumphs of a quarter of a century in quality leadership of the low-price field, Chevrolet will present the New Chevrolet for 1936. Here is one hint of what is in store—in Performance and Economy, this New Chevrolet will be THRILLING BEYOND ANY OTHER THRIFTY CAR! New progress and new designs have raised performance to brilliant new peaks, and cut oil and gas cost to new low levels.

Lockney Auto Co.

MURDER! MURDER!



HE SHOTS THRU A WOMAN

A Short time ago the entire world was startled with the finding of a woman's body with a ribbon thru it on which was a card reading "vengeance is mine." Shortly after the discovery of the body it disappeared. Mel-Roy has obtained the mystery. He will produce it Saturday night Nov. 2nd at the City Auditorium. This feature is being sponsored by the local American Legion Post. Advance tickets sold by school children. Remember the date, Nov. 2nd.

ARRAY OF STARS APPEAR IN THE BIG BROADCAST OF 1936

"The Big Broadcast of 1936", Paramount's comedy featuring Jack Oakie, Burns and Allen, Lyda Roberti, Wendy Barrie, Henry Wadsworth, and the Nichols Brothers, which comes to the Isis Theatre, next Tuesday—Wednesday Nov 5-6, presents an imposing list of outstanding personalities on the air who offer specialty numbers in the laugh film include Bing Crosby, Amos 'n' Andy, Ethel Merman, Ray Noble and his band, Willie West and McGinty.

Set against the glamorous background of radio, the story centers around the breezy experience which comes the way of two air wave entertainers when a beautiful young Countess comes their way and takes them to her exclusive estate in order to give them one to marry. How they unintentionally win an international broadcasting contest forms one of the hilarious climaxes to the film.

Beacon Want ads get results.

District Court Proceedings

Last Friday the jury returned a verdict in favor of the plaintiffs in J G Martin et al vs W I Cannady et al.

Roy L Snodgrass et ux vs Great Southern Life Insurance Co. et al in trial since Monday, and is expected to be through by today noon. The case between Mrs Mattie Fowler et al vs Fred Zimmerman et al is schedule for trial this afternoon.

A divorce was granted W G Hackney and Mertie Mae Hackney Oct 29.

Judgement was rendered in favor of First National Bank, Floydada, in a suit against W A Baker and others.

State of Texas vs Neil Townsend set for Monday, Nov. 4, charged with robbery with firearms.

Monday begins the fifth week of court and will be the last. Grandjury reconvenes.

Judge W E Gee of the 108th District of Amarillo will be back Saturday to enter orders in the Martin-Cannady case. He presides in the case because Judge Foley is disqualified.

Fifteen names on the jury panel for third week were recalled for next week.

Good Things To Eat

Birthday Frosting

2 egg whites, unbeaten
1 1-2 cups sugar
1-3 cup cold water
1 tsp. white karo.
1 teas. vanilla
Coloring (optional)

Place all ingredients except the vanilla and (coloring if used,) in top part of double boiler. Beat with rotary egg-beater until thoroughly mixed. Place over boiling water; add few drops of coloring to make a delicate shade if desired; beat steadily with rotary egg-beater until frosting will form peaks when beater is lifted, or about seven minutes. Remove top of double boiler from stove; add vanilla and beat until thick enough to spread.

Fudge Frosting

2 cups sugar
2 ounces chocolate
2 tbsps karo
2-3 cup milk
2 tbsps butter
1 teas. vanilla

Put sugar, chocolate, karo, and milk in a deep saucepan; stir over low heat until sugar is dissolved and chocolate melted. Bring to boiling point and cook, stirring occasionally, until mixture will form a very soft ball in cold water (232 F.) Remove from stove; add butter. Cool. Beat vigorously until thick enough to spread.

Fruit Nut Filling

1-3 cup chopped pasteurized dates.
1-3 cup chopped raisins
3-4 cup sugar
1-3 cup broken walnut meats
1 tsp lemon juice
1 teas. grated lemon rind.
1 cup water.

Combine dates raisins, sugar and water in saucepan. Cook over low flame 15 minutes, or until thick enough to spread, stirring constantly. Cool; add nuts, lemon juice and rind. Chill before spreading. Makes about 1 1-2 cups filling.

Date Loaf Pudding

3 eggs

Follows Dad's Order



LYNN, MASS. Carelton Nichols, 8, (above), refused to salute the flag or sing "America" at school. His father, member of a religious sect, which thinks all man-made emblems the symbol of the devil, had told his son to decline. The father was arrested and awaits trial.

Harvard Bans Captain



BOSTON. Robert (Bob) Haley of Winthrop, Mass., Captain of the Harvard varsity football team, has been barred from all Crimson athletic teams because he received financial aid not approved by the athletic committee. This is the first time such drastic action has ever been taken.

1 cup sugar
6 tbsps. fine cracker crumbs
1 1-2 teasps. baking powder
1 cup pasteurized dates (sliced)
1 cup shopped nuts
Beat eggs until very light, add sugar and mix thoroughly. Add cracker crumbs mixed with baking powder; then stir in the dates and nuts. Place in a greased loaf-shaped pudding pan and steam 45 to 50 minutes. Serve warm or cold, with sweetened whipped cream.

Banana Cake

1-2 cup shortening
1 1-2 cups sugar
2 eggs, well beaten
2 cups flour
1-2 teas. baking powder
3-4 teas. soda
1-2 teas. salt
1-4 cup sour milk
1 cup mashed bananas (2 or 3 bananas)
1 teas. vanilla
1 cup heavy cream, whipped
2 bananas, sliced
Cream shortening and add sugar gradually. Stir in eggs. Sift flour, baking powder, soda and salt together. Combine sour milk and mashed bananas and add alternately with dry ingredients to creamed mixture. Add vanilla, pour into greased layer cake pans and bake 30 minutes in moderately hot oven (375. F.) When layers are cold, put together with whipped cream and sliced bananas, and spread whipped cream over top of cake. Garnish with slices of banana. Makes two 8-inch layers.

It is rumored one of pastors of a local church found a ladies pocket book on a pew last Sunday Rummaging through it to ascertain the name of the owner, he found a package of Chesterfields. He phoned the young lady, suggesting she call for her pocket-book. She called. Says the preacher: "You know the Virgin Mary never smoked cigarettes." The pretty young thing: "No? Well St. Peter never drove a Ford, either."—Briscoe County News.

Good News For U. S.

Press Wireless Inc., a radio news service owned by seven American newspapers has been authorized by the Federal Communications Commissioner to establish a direct wireless service between Ethiopia and the United States.

Good news for America. Bad news for Britain. The British have controlled the seas for centuries. They have also commanded the communication channels of the air world's free air to make the world safe for British propaganda.

A few more world-wide radio news services dominated by Americans and not by the British manned and served by Americans and not by foreigners will soon put the deadly British censor out of a job.

He should be. He did his work so nicely during the World War that we came to his aid, lost

DR. GROVER C. HALL

EYE, EAR, NOSE AND THROAT SPECIALIST

Office in Plainview Sanitarium and Clinic

Getting Up Nights

If you suffer from Getting Up Nights, Nervousness, Leg Pains, Swollen Joints, Dizziness, Headaches, Loss of Pep, Burning, Smarting, Itching, Acidity, Gas, Indigestion, Functional Kidney or Bladder troubles, try the Doctor's guaranteed prescription Cystax (Blue-Box). Must bring new vitality in 48 hours, and satisfy completely in 9 days or money back. Guaranteed Cystax cure only to a dose at drugists.

thousands of our men and \$10,000,000,000.—Newsdom.

Miss Vaude Teaver and Homer Roper of Lubbock spent Sunday here as guests of Miss Teaver's parents, Mr and Mrs V. Teaver.

Mr and Mrs Truit Cranford and son of Lubbock were here visiting Mr and Mrs Emory Huggins and the Reasonover family Sunday.

Royce Williams and two brothers of Dallas left Monday after spending three days as guests of Williams' wife.

Return from Oklahoma visit

Gilbert Huls and his daughter Mrs Sam Miller, returned Monday from Eufaula, Okla. where they spent a week visiting relatives.

A Scotchman found a cough-drop, so he sat in a draft.

Isis Theatre Program

Sat. Matinee and Night November 2

CHARLIE CHAN IN EGYPT

With Warner Oland and Irene Hervey—Also Episode No 6 MIRACLE RIDER

—Double Comedy—

Sat. night Prevue, Sunday Matinee, and Monday Night November 2, 3, 4



TWO LOVED HER... BEYOND THE HOPE OF EVER LOVING ANOTHER

SAMUEL GOLDWYN presents

FREDRIC MARCH

MERLE OBERON

HERBERT MARSHALL

in a romance that will make the heart of the world beat faster...

The DARK ANGEL

—Double Comedy—

TUESDAY — WEDNESDAY November 5-6

BANK NIGHT

"THE BIG BROADCAST OF 1936"

With Jack Oakie, Geo. Burns, Gracie Allen, Lyda Roberti, Windy Barrie, Charlie Ruggles, Ethel Merman, Amos 'n' Andy and Bing Crosby

Double Short Subjects

THURSDAY and FRIDAY

The FARMER TAKES a WIFE

With Janet Gaynor and Henry Fonda

—Comedy—Fox News—

Wanted Couple to get married

THE LOCKNEY BEACON

Established 1902

Published Every Thursday

J. L. SUITS, PUBLISHER
JEANE SUITS, 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.

Somebody please bring the "smelling salts," no take a bushel of it down to Austin, for members of the Legislature are going to need it. Look what has happened folks. Boy, oh, boy is this news. F W Fischer of Kilgore, former Oklahoma circuit judge, but now an oil attorney and producer has opened a drive to make a law for oil operators to pay the old-age pension in Texas. Mr Fischer says "we are simply asking the state to tax us." He says he and a band of associates would urge the Texas Legislature to levy a 15-cent gross production tax on each barrel of Texas produced oil. Did you ever hear of such a thing: an oil man, big operator asking to be taxed when major oil companies, utilities companies, etc. maintain a large lobby force down at Austin to keep the Legislature from saddling a special tax on them. We are going to recommend to the Texas Centennial committee that one of those monuments be erected in memory of Mr Fischer and have inscribed thereon these words: The Greatest Hero That Ever Lived—He Asked to be Taxed by the State of Texas."

Almost every day we get a chuckle out of this Centennial business. Wednesday we laughed right out loud. San Antonio citizens and Congressman Maury Maverick sure were hostile because Cullen F Thomas, commissioner general for the federal Centennial fund appointed a new committee to keep him advised as to how San Antonio was spending the \$400,000 allotted to the celebration. Thomas thought that "Hitler" would name the fight. So the fight goes merrily on, merrily on and will perhaps finally be a flop, but Dallas will get her Fair Grounds all fixed up and Fort Worth will have one swell place to hold their Stock Show in the future.

A Republican member of Congress from California writes to his Republican friends in Washington that everybody in California is against the New Deal, and one would think it would be easy to raise a GOP campaign fund in that state, but when you approach the rich Republicans they won't go down for a thin dime, saying: "You can't beat that bird" meaning Roosevelt. But it isn't a shortage of funds on the part of the GOP boys, it's a question of finding someone that will tackle the job and go on the slaughter block. Herbert Hoover is waiting for the call.

Editor Hill of the Lynn County News says that people and newspapers of the state should not give the members of the Legislature such a "panning" for not doing anything at the called session. Says he wants them to be slow in enacting laws to go on our statute books and weigh each problem well before taking any action on it. All of which is well and good, but our Legislature is at loggerheads with the Senate and Senate cross-fires the House, for it develops into a game of sea-saw. Members of the Legislature are supposed to be men of good judgment and sound thinkers and it should not take them so dog-gone long to make up their mind and it wouldn't if they would kick all of the lobbyists out of Austin.

Fall of the year is here and business in Floyd county and Lockney should be on the upswing. Merchants should go out after business and invite it to their places of business. Don't take nothing for granted. Just because you have been in business a long time at the same old stand is no reason that you will enjoy a good business when people get ready to buy. The buying public forget you mighty quick if you don't contact them regularly.

Keep your business and line of merchandise constantly before them. Let's snap out of it and make a drive for business. Step out of the old rut and blaze a new trail.

A prominent attorney that practices before the Supreme Court made the statement the other day that "a big chance is coming in the Supreme Court." He states that if Roosevelt is re-elected it's certain that he will have the opportunity of appointing several justices, which will be enough to swing opinions the way he wants them. He states that the big nine is holding out by unanimous consent, determined to outlast Roosevelt's first term, but they can't all last for five more years. That's funny, some people have been trying to tell us that the Supreme Court did not pay any attention to politics, they made their rulings according to the law of the Constitution, etc. No, the members of the Supreme Court are just human beings, and you can lay to that.

WHAT WE SEE IN THE PAPERS

We'll see in Tuesday's papers where the Senate passed and sent to the House, a bill to provide salaries of county officials that were voted on in the amendment election last August. They "passed the buck" to Commissioners Courts of each county where this amendment is to become effective. In other words, they are trying to make a "political football" out of this proposition, and also shove the responsibility of fixing salaries off on the Commissioners Courts.

10 people were injured in an automobile crash near Littlefield Sunday morning. Miss Lillian Bennett, of Skellyton, was killed instantly. Two automobiles crash-

and the Worst is Yet to Come



ed as one attempted to pass a cotton truck. Take your time, take your time, you are not going anywhere anyway. It is better to arrive at your destination late than to have people saying "he sure does look natural."

The strong arm of the law reached out the other day in New York City and gathered in those "lending boys." These fellows specialized in small loans to salaried people, charging them as high as 1040 per cent interest. They would loan \$5 today and demand \$6 for principal and interest next week. The whole bunch was rounded up and thrown in the hoosgow.

Rep. O C Venable, of Ellis county, visited in Ennis Sunday while the rest of the members of the House were attending Sunday school at Austin, we suppose. He dropped into a local Ennis cafe and a local man jerked him up on the carpet for supporting the chain store tax bill. They got into a fight and Venable was "out" for a couple of hours. He said he did not know who or what struck him. Must be of a truck.

Vice-President Garner and his party of Senators and Representatives have reached Japan and Mr Garner was received by the Emperor. They spent a day or

so in Japan and departed for Manila where they will attend the inauguration of Phillipine commonwealth.

A plain and fancy horseshoe pitcher is going to be at Plainview on November 4th. He is the world's champion with horseshoes. We thought all the horseshoe pitching was done around the blacksmith shops and at the combination country store and postoffice. We live and learn, we sure do.

We notice where the corn-hog election went over big for a continuance of the program. The vote so far is five to one for the program.

All you fellows that have been in the habit of smoking before breakfast had better cut it out, for the American College of Surgeons say that is a mighty good way to start ulcers of the stomach

"BRAIN JEWELS" FROM OUR EXCHANGES

The East wishes to continue east

ing 25 cent wheat but at the same time expects to see an increase in manufacturing and increased wages for their laborers. The East has not learned that smoke cannot roll from factory chimneys unless the farmers are getting a fair price for wheat, corn, cattle, hogs and cotton in order that the producers may make money with which to put the output of the factories. It's a fifty-fifty proposition. The Republicans will tell the East the Democrats are responsible for the increased cost of living in the East; will tell the farmers of the West that the present administration is bankrupt in the nation by its spending program; but will fail to tell both the East and the West that had it not been for the energetic program of the President in attempting to bring about recovery that this nation would be in a much worse condition. Financial institutions in the East are sending out well veiled criticisms of President Roosevelt and his program, and what may result. They are shutting their eyes to the results which so far benefitted all classes in the nation.—Canyon News.

The Legislators of the state have brought upon themselves the utter disgust of 90 per cent of the people of the state. Election day is just in the offing. Those birds are going to have to do some tall explaining and a lot of them are going to be returned to the civil walks of life where they will have plenty of time to meditate and realize that while you can fool the people part of the time, all of them can't be fooled all the time. Many of them seem to have absorbed the "Dictator" idea each of them believing apparently that they are destined to become little Hitlers, and little is right.—Jayton Chronicle.

About every other day we get an envelope full of stuff "for immediate release," from over at Dallas, telling about the 1936 Texas Centennial. We read in the paper that the promoters of this far appropriated thousands of dollars for advertising, and hired a California man as their publicity agent. This Californian, apparently, intends to spend those thousands with Uncle Sam for postage and with paper houses for mimeograph paper, and "high-pressure" country editors for free space.—Bob Colliers In Oakdale (La.) Journal.

Never before has such a determined effort been made to reduce highway accidents; for never before have highway accidents taken such a terrific toll of life and misery and heartache. Death stalks the highways, and until the monster is halted there

will be little peace of mind for those who must travel in car, bus or truck. When statistics reveal that more persons were killed in car accidents during the past 15 years than in all the wars in which the United States has been engaged, it is time for us to literally stop, look and listen.—Scurry County News.

The average man if he drops his knife upon the floor expects the waiter to bring him another, but if he drops his plug of tobacco in the barnyard he is content to submit it to no more disinfection and renovation than is provided by a casual swipe across the leg of his trousers.—Santa Anna News.

A lot of our young people don't seem to realize that an owl's wisdom isn't due to the fact that it stays out all night. Claude News.

Find Out

From Your Doctor if the "Pain" Remedy You Take Is Safe.

Don't Entrust Your Own or Your Family's Well-Being to Unknown Preparations

BEFORE you take any preparation you don't know all about, for the relief of headaches; or the pains of rheumatism, neuritis or neuralgia, ask your doctor what he thinks about it—in comparison with Genuine Bayer Aspirin.

We say this because, before the discovery of Bayer Aspirin, most so-called "pain" remedies were advised against by physicians as being bad for the stomach; or, often, for the heart. And the discovery of Bayer Aspirin largely changed medical practice.

Countless thousands of people who have taken Bayer Aspirin year in and out without ill effect, have proved that the medical findings about its safety were correct.

Remember this: Genuine Bayer Aspirin is rated among the fastest methods yet discovered for the relief of headaches and all common pains—and safe for the average person to take regularly.

You can get real Bayer Aspirin at any drug store—simply by never asking for it by the name "aspirin" alone, but always saying BAYER ASPIRIN when you buy.

Bayer Aspirin



Outstanding



— for Mildness
— for Better Taste



THE STERLETTE

PAULA HOWARD
STUART DRAUT
HOWARD MOSLEY, MYRTLE NEAL
RUTH DRAUT
General Reporters—Gail Gregg, Sallie Myrtle Bobbitt, Dortha McDaniel.

EDITOR
ASSOCIATE
SPORTS REPORTERS
JOKE EDITOR

Note

This week we, as editors and staff, have adopted a plan of giving to the citizens of the Sterley Community an opportunity to give in a series of articles their opinions and suggestions regarding matters of interest to the school children, and in general to the whole school. In answer to our requests, Mr. L. A. Claborn, has consented to begin this series of editions with the following:



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—35c and \$1.00

DR. MILES' ANTI-PAIN PILLS

Drifting

Yes, we are continually wondering what there is in life ahead of us. Some of us have already passed the mile post of help, and are drifting along in a stream of uncertain destination. Some of us have every opportunity afforded for one to receive an education and be something worth while to ourselves and to others. May I take this opportunity of advising the students of our school today to grasp every opportunity of education that will keep you from drifting into the stream of uncertain future, for the choice you make in school days whether it be for higher ideals or for idleness will mark the road you'll travel when your chance of education has been spent. Sow seed of higher ideals today and reap the better things of life tomorrow; sow the seed of idleness today and reap grief and idleness tomorrow. Thank you editors and staff for this space. Yours for a great school year.

Mr. L. A. Claborn

A Whale Or A Shark Story? But It's True

The stomach of the shark is the ocean's garbage can. Its digestive fluid, dropped on a man's hand, will take off the skin. In over thirty years of shark hunting off Hawaii, the United States, Africa, the West Indies and Australia, Capt. W. E. Young has learned not to be surprised at anything he finds when he opens one of these pantophagous fish. He has discovered tin cans, horses' hoofs, small pigs, bottles and parts of other sharks. Once in a shark caught off Big Pine Key, Florida, he found a man's arm, six pieces of human flesh, and a square of cloth from a blue serge coat. The next day he heard of the wreck of an airplane

off Havana in which one Edwin F. Adkins, jr., a United States planter in Cuba, had been lost. Friends of the planter identified the remains. For years afterward when ever a person asked him the old question "Will sharks eat human beings?" Capt. Young was wont to produce a photograph of his partner standing in front of the disemboweled shark, holdink this human arm.

The Sterley school, after being dismissed two weeks for cotton pulling, reopened Monday, Oct. 28. A large part of the cotton has been pulled and there will be very little interference with the attendance record from now on.

Laff!

(For the sake of politeness)

Oh, I See!

She (at baseball game): I don't see how the umpire keeps so cool.

He: "That's easy. Look at all the fans around him."

That's Economy For You
A Scotchman found a cough-dropt, so he sat in a draft.

Witty

"If I were trying to match polite ness," said a woman, glaring at a clerk, "I should have rather a hard job, trying to find it in here."

The clerk, however, was equal to the occasion.

"Let's see your sample madam," he replied.

A certain rich man gave a penny in the church collection. As soon as he got out of church, it began to rain. As the man had to walk home through the woods, he decided to get in a hollow log 'till it stopped raining. The log began to shrink and when it stopped, there was just a small hole in the log. The man was terrified. He thought of the penny. He felt so small, that he got out the hole.

Ouch!

Wife: (Looking at groaning patient in hospital.) "Oh, dear, that man looks just like the one I gave biscuits to, yesterday!"

"Poor man," said her husband. Then he wondered why she got angry.

A Disaster.

Miss Margaret Stuart, profoundly sunk in historical meditations on Tuesday afternoon found her self rather unexpectedly greeted by a very daring old witch, even though spook season had hardly yet arrived! This sudden appearance of course startled the serious minded Miss Stuart and she gave a quick jump. Horrors! She saw it was her shadow!

Constipation

If constipation causes you gas, indigestion, headaches, tired sleep, pimples, skin, get quick relief with ADLERIKA. Thorough in action yet entirely gentle and safe.

ADLERIKA

Lockney Drug Co.

Roseland

Mrs. T. J. Gilbert, who has been in Plainview the past two months under the care of Dr. Williams, returned to her home Saturday night greatly improved.

Delbert Hamilton of Lockney spent Sunday with W. M. Wicker. Mr. and Mrs. Lightfoot and family of Center were Sunday dinner guests of Mr. and Mrs. Horace Marble.

Mr. and Mrs. Hilburn Casey visited in South Plains Sunday.

Mrs. E. C. Cox honored her father, T. F. Casey, Sunday with a birthday dinner celebrating his 80th year. Guests were: Mrs. T. F. Casey, E. C. Cox, Miss Louella Cox, Mr. and Mrs. W. L. Thomas and W. L. jr., Mr. and Mrs. C. H. Rose, Mr. and Mrs. Tom Davis, and children, Grandpa Davis of Lockney, Mr. and Mrs. Jones Cox and daughters of Pleasant Valley, Mr. and Mrs. Alvin Nichols, Ruby Jewel Nichol, and Miss Celia May Wicker.

Those calling in the afternoon Sunday at the E. C. Cox home were: Mrs. A. B. Blount, Miss Opal Blount, Mrs. Bob Reeves, Mrs. George Newman, Mrs. Raymond Blount, Mrs. C. C. Fairry and son, Mr. and Mrs. O. E. Wicker and children Miss Ermine Ida, Mary Caynell, and Meda Ruth Thomas, Miss Doris Fields, Ina Jo and Forrest Casey.

The Rev. Mr. Alexander of Earth preached at the Baptist Church Sunday morning. The Rev. J. A. Weathers preached Sunday evening.

Those visiting in the J. E. Hampton home Sunday were: Mrs. Nona Champion, Buster Champion and children of Quitaque, Carl Smith of Floydada, Mr. and Mrs. Moody McCulloch and children of Plainview, and Mr. and Mrs. Schacht and daughter, Anna, of Irick.

Miss Bessie Boyle and Miss Myrtle Coleman of Floydada and Miss Mary Morgan of Kuna, Ida spent Saturday night in the D. D. Boyle home.

Mr. and Mrs. T. J. Bond of Happy spent the week-end with her parents, Mr. and Mrs. Hop Weathers.

Miss Dialtha Swift of Plainview is visiting her parents, Mr. and Mrs. Oran Swift.

Mrs. J. F. Dollar and children visited Mr. and Mrs. Baylor Byars end family Sunday.

Return from Oklahoma visit

Gilbert Huls and his daughter Mrs. Sam Miller, returned Monday from Eufaula, Okla., where they spent a week visiting relatives.

Governor Allred to Speak at Tech Decennial

Arriving by airplane Saturday afternoon, November 9, Governor James V. Allred will speak at a convocation Sunday at 3 p. m. as a feature of the Texas Technological college Decennial celebration November, 9, 10, and 11. Dr. H. Y. Benedict, president of Texas University, will speak Monday morning at 9 o'clock.

Other prominent visitors who will appear on the program include Lewis Carpenter, Dallas, author of the bill creating Texas Tech; L. A. Wood, Austin, state superintendent of education; Dean J. K. McLeMure, Paris Junior college; C. N. Shaver, Huntsville, president of the Texas State Teachers' association; and Ben F. Tisinger, Garland, president of the State Board of Education.

President Bradford Knapp will address the convocation Monday morning.

Two football games on Matarador field and a parade will be high lights of the celebration. The Tech freshman will play Amarillo junior college Saturday afternoon, and the Red Raiders will meet Arizona Monday afternoon.

Social events will include a luncheon Monday noon, two dances, and entertainments by social clubs.

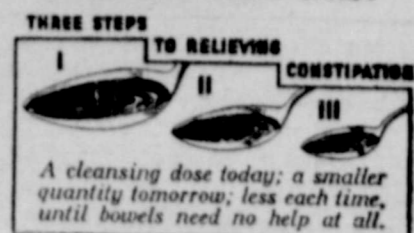
It has been estimated that 7,000 visitors will attend.

Try a Beacon Want ad.

How about saying right in the Constitution that all Broadway keyhole columnist are to be locked up for the duration of prominent murder trials?—Lubbock Avalanche.

DOCTORS KNOW

Mothers read this:



A cleansing dose today; a smaller quantity tomorrow; less each time, until bowels need no help at all.

Why do people come home from a hospital with bowels working like a well-regulated watch?

The answer is simple, and it's the answer to all your bowel worries if you will only realize it: many doctors and hospitals use a liquid laxative.

If you knew what a doctor knows, you would use only the liquid form. A liquid can always be taken in gradually reduced doses. Reduced dosage is the secret of any real relief from constipation.

Ask a doctor about this. Ask your druggist how very popular liquid laxatives have become. They give the right kind of help, and right amount of help. The liquid laxative generally used is Dr. Caldwell's Syrup Pepsin. It contains senna and cascara — both natural laxatives that can form no habit, even in children. So, try Syrup Pepsin. You just take regulated doses till Nature restores regularity.

REMEMBER

You can never do more than your eyes can do. Be sure your eye specialist has the latest optometric equipment and is qualified to use it.

DR. C. M. CLOUGH

Plainview's Only Exclusive Optometrist
715 Broadway—Mrs. Clough, Assistant—Plainview, Texas

We Satisfy The Most Particular

Men and women who are most fastidious about their personal things as well as household linens and other things use our better service every week. If you care-free laundering at no extra cost soever, try this de luxe service. Phone Baker Hotel for our route-man to stop and pick up laundry.

SPEEDY SERVICE—

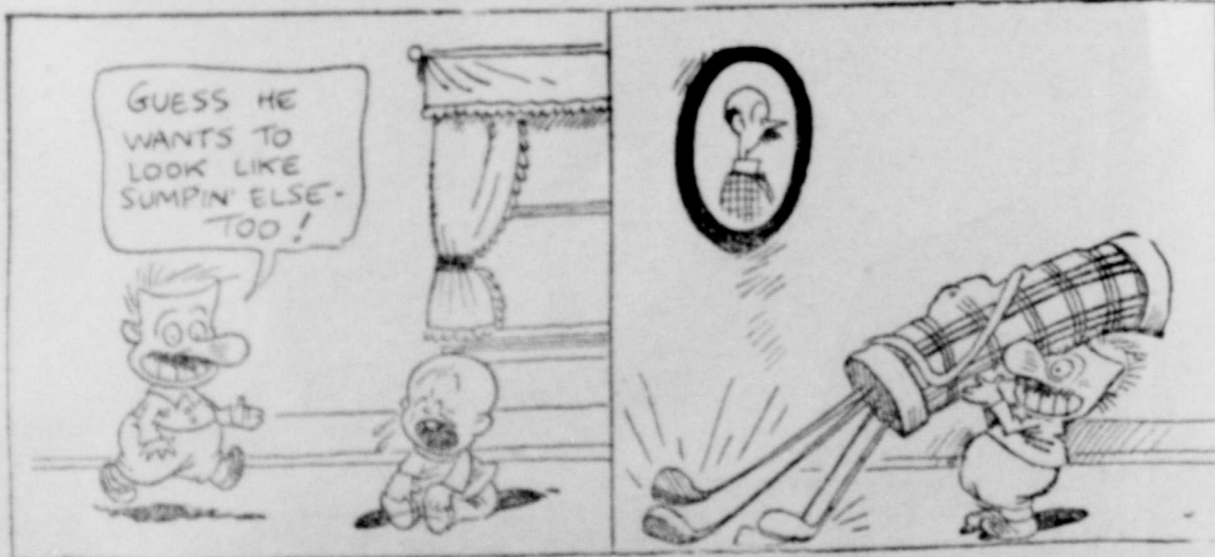
COURTEOUS DELIVERY

"SERVICE THAT SATISFIES"

Leave word at the Baker Hotel

Floydada Steam Laundry

SNOODLES



By CY HUNGERFORD

"THE MAIN THING ON MAIN STREET"

Daily Buzz
MAIN STREET'S LEADING NEWSPAPER

POP BAWLS OUT THE POLICE

OLD POP PENNIPINCHER, WHO GRINDS OUT GAS AT THE NEW GAS STATION ON MAIN STREET, HAD A BONE TO PICK WITH THE POLICE FORCE THIS MORNING — AND POP SURE DID PICK IT!



By L. F. Van Zelm

ITEMS OF SOCIAL INTEREST

Send Your Social Items By Tuesday Noon

Surprise Birthday Party Given For Whitaker

Neighbors surprised T D H Whitaker when they met at his home Monday evening in honor of his 77th birthday. Games of cards and forty-two were played and delicious refreshments were served. Those present were: Mr and Mrs G D Lewis, Mr and Mrs T W Rives, Mr and Mrs Fred Brown, Mr and Mrs Elmer Sandusky, Mr and Mrs Chas Glonna-Happy and Agness Glonna, Mr and Mrs John Hodol, Mr and Mrs Earl Rives, and Vonelle

Rives, Mr and Mrs Emmitt T-rice and son Richard Dale, Mr and Mrs E S Sandusky of Merkel, Dorman Lewis, Misses Maebelle and Mattie Joe Lewis and Mr and Mrs T D H Whitaker.

W R Vissage Given Surprise Birthday Dinner

Relatives of W R Vissage surprised him with a birthday dinner Sunday Oct. 27. Those present were Mr and Mrs Allen Jones of Childress, a sister, Mrs J C Hullum and hus-

band of Portales, daughter, Mrs Russel Bishop and family of Portales, Mrs Milton Myers and family of Canyon, Miss Cleo Heckathorn of Portales, Mr D Chessir and Mr and Mrs T E Hamilton and family of Lockney.

Attend Shower at Floydada

Mrs A L Spence, Mrs J G McGuffey, and Misses Maxine and Betty Gene Spence attended a miscellaneous shower last week at Floydada honoring Mrs Alton Noland, who was Miss Asalee McGuffey before her marriage Oct. 12 at Clovis, N M. Mrs Tom Noland of Floydada was hostess. Mrs A L Spence presided over the bride's book.

Speech Recital to be Presented Monday

Mrs Jake Griffith will present her speech pupils in the first recital of the year Monday evening, Nov. 4, at the grade school auditorium at 7:30 o'clock.

The program will be made up of readings, plays, musical selections, and drills.

Pupils taking part will be Billy Ed Whitfill, Henry Ford, Evelyn Staleup, Leona Dagley, Georgia Belyeu, Christine Rives, Hollis Harris, Jack Harris, Revis Harris, Juanita Hamilton, Frankie Beth Busby, Evelyn Yearout, Charles Whitfill, Sally Ruth Patterson, Jerry Nell Suits, Dan Blount, Charlene Fisher, Dorris Stuts, Margaret Bryant, Katherine Bryant, Charles Smith, and Mary Ruth Thomas.

England Studied at El Progreso Junior Club

Miss Eunice Coleman gave a very interesting talk Monday evening on England with particular emphasis on London at the first program of the El Progreso Junior Study Club in the home of Jeane Suits.

The club decided to have some yearbooks printed within the next two weeks. Each member had her choice of a list of countries she wished to do research work on this year. The organization is following a study course of travel.

Fifteen members were present.

High School Honor Roll

Freshmen

Bernadean Bennett, Ballard Graves, Grace Grubbs, Monette Harrison, Christine Rives, Ucola Sevier, Evelyn Staleup, Lena Faye Wofford.

Sophomore

Mary Alice Baker, Georgia Belyeu, Mary Beth Trussell, Leona Dagley.

Junior

Mary Allen Baker, Helen Bodeker, Elsie Gloyna, Frances Humphries, T J Myrick, Richard Sherwood, Robert Lee Smith.

Senior

Pauline Beall, Dora Copeland, Gladys Pratt, Muriel Trussell.

Mr and Mrs Carlton Cook and daughter, Peggy, drove to Canyon, Saturday for Miss Faye Cook who spent the week-end visiting her father, H A Cook. Miss Cook is a student at W T S T C.

Mr and Mrs Dwight Jackson made a business trip to Paducah Sunday.

Fur Pom for Hats



NEW YORK . . . The new hat fashion touch for the football season is a medium brimmed hat trimmed with a ball of silver fox fur to match the neck piece of silver fox. The hat is a black felt banded in black grosgrain ribbon.

LET'S TALK ABOUT CLOTHES

Have you ever tried to pick out a working girl by her clothes? Look around any smart restaurant, and ten to one you can't tell her from her leisured sister. The former drab clothes that screamed "office" have vanished and the modern girl goes to the office tastefully and correctly groomed—a credit to any organization.

Business women have asked that we suggest an office wardrobe, so suppose we begin with a soft wool coat dress. It can be worn with a scarf stuffed in at the neck, or can be slipped on over tailored frocks. Select a novelty gray color for this costume and you can brighten it with royal purple velvet scarf. Tailored frocks come next in the office wardrobe. Neat as a pin, these dresses display feminine touches of white or flesh at the neck, and have elbow or three-quarter length sleeves.

Of course a suit is necessary for the working girl, and you will need two skirts this year—one to match and one to contrast. Your suit can be slim and tailored with a smart jacket, and after 5 o'clock you can add a trotter length coat with fur collar. Your strictly business costume will be well concealed.

Dark crepe dresses, quite enough for the office, yet gay enough for dinner are nice to have. Military braid and chiffon make effective trimming for these dresses, and soft little velvet hats complete the ensemble. The office worker needs a coat "everything"—one that is not too tailored and not too fussy.

LAUNCH U S DRIVE ON POULTRY RACKET

A nationwide federal drive against poultry racketeering has been launched with an attack on illegal marketing practices in New York City as the government's first objective.

Acting under authority of an amendment by the last Congress to the packers and stockyards act, Secretary Wallace designated the New York and Jersey City, N J, poultry markets for federal supervision. The goal named was a better price to producers and a fairer price to consumers.

Handlers of live poultry in seven New York and Jersey City markets were directed to obtain

MEDICAL TOPICS

CANCER

The direct cause of cancer is not known. However, there are a number of things that doctors do know which are of great importance to those who are anxious not to be afflicted with this dreaded disease.

Among the conditions that precede and predispose to cancer are—scaly or irritated places on the skin especially about the face. Tumor-like growths on any part of the body,—most cancers begin with a small tumor—Sores on the body that do not show a tendency to heal readily.—Certain kinds of warts and moles that seem to be easily irritated. Some persons hesitate in having these conditions removed for fear they will start cancer. There is no ground for this fear if a competent physician is consulted. Thousands of lives would be saved and great suffering avoided each year if these conditions were attended to early.

Courtesy of the PLAINVIEW SANITARIUM & CLINIC Plainview, Texas

Miss Lucia Walter spent last Wednesday and Thursday in Santa Rosa, N M.

Mr and Mrs Zoel Watson have moved from the Prairie Chapel Community recently into apartments over the Odd Fellows Hall.

Arch Crager left Saturday for Dallas and accompanied his wife home Monday afternoon. She had been visiting there for a week.

T B Brooks was in Wellington visiting his father, D C Brooks who is ill. He was accompanied by his brother, Gentry, of Amarillo. Brooks reports his father slightly improved.

Miss Lucia Walter spent last Wednesday and Thursday in Santa Rosa, N M.

"Steamboat 'round The Bend" coming to Isis Theatre real soon

COMMON CAUSE OF BALDNESS

One of the chief causes of premature greyness, falling hair and ultimate baldness is lack of circulation in the scalp. To overcome this and bring an abundant supply of blood to nourish the hair roots, massage scalp at night with Japanese Oil, the antiseptic counter-irritant. Thousands of men and women report amazing results in stopping falling hair, growing new hair on bald areas and in eliminating dandruff and itching scalp. Japanese Oil costs but 60c at any drug store. Economy size, \$1. FREE "The Truth About the Hair." Write Dept. 36, NATIONAL REMEDY CO., 66 West 45th Street, New York

SPECIAL

For Sunday Turkey Dinner

With Dressing and Cranberry Sauce Vegetables Pumpkin Pie With Whipped Cream Choice Of Drinks

Special Price--35c

Cozy Cafe

Hugh Counts



Thrill

A New Styling, and voila!—a new Personality

GABRIELEEN GLO-TONE

COMBINATION PERMANENT WAVES

The combination wave that brings out the true beauty of your hair with supreme artistry.

SPECIALS

\$3.75 Waves for \$1.95
\$1.75 Waves for \$1.00

VOGUE BEAUTY SHOPPE

Consultants in all Beauty Requirements

Freezing Weather

Is on the way. How about that radiator? Have you had it filled with anti-freeze? Drive in today and let us fill it with that old reliable—

PRESTONE

It does not boil away, will last all winter and you can dismiss from your mind worries about your radiator freezing up in the coldest weather.

Ozark Service Station

Dwight Jackson

25th Anniversary Celebration

SMART NEW STYLES



SILK DRESSES

Just arrived this week a new shipment of these dresses.

\$4.88

VELVETEEN DRESSES

Smart and new colors. New styles. Each

\$3.98

Childrens Coats

All Wool. All Sizes Each

\$4.88

SILK HOSE

Service weight. New Fall colors. Per Pair

49c

NEW HATS

Smart new styles just arrived, each.

98c

CREPE SLIPS

Lace Trim, full cut extra value

88c

Lovely Coats

SPORT STYLES

All wool mixtures and solid colors. Smartly Tailored

Each \$9.88

Fur Trimmed Coats

Black with large Fur Collars, Anniversary Price

\$5.95

Wash Frock Values



8 O'CLOCK DRESSETTS

New styles, chic designs smartly trimmed. Anniversary price

\$1.59

HAPPY HOME FROCKS

Smartly styled and guaranteed fast colors. Each

98c

BLANKETS

70x80. Extra heavy Sateen bound, pair

\$2.39

BLANKETS

Double bed size double plaids. Pair

98c

SHEETING

81 in. Brown, wide selvage. Special per yard

18c

DOMESTIC

40 in. wide, unbleached, per yard.

5c

SMART STYLED SUITS

CURLEE SUITS

New sport or plain backs Single or Double breasted Models

\$19.50

OTHER SUITS

All Wool. Smart Styled Models. Fancy or plain backs

\$16.50

MEN'S SHIRTS

Starchless and non-wrinkle collars

94c

BOY'S SHIRTS

Fast colored Broadcloth. Sizes 8 to 14

Each 49c

WORK SHIRTS

Chambray or covers. Full cut. Each

49c

OVERALLS

Mens Hawk Brand

\$1.00

Martin Dry Goods Co.

Floydada,

Texas



Classified Ads

FOR SALE—8 Duroc Jersey sows, all will farrow February 1st HR Hartman South Plains 8 2tc

WANTED—Second-hand 12 ft. Eclipse windmill. See Dorsey Baker. 7 2tc

Carrots—Sunshine Gardens 7 2tc

FOR SALE—One Jersey milk cow. Also registered Hereford bull, one year old.—John Stalcup 8 2tc

FOR SALE—2 milch cows. 15 Jersey heifers for sale or trade.—See T J Honea Lockney. 7 2tc

"Steamboat 'round The Bend" coming to Isis Theatre real soon

FLOYD COUNTY ABSTRACT CO.—Let us show you that we can save you money on your Land Bank or any other Abstract & Title work. 30 years experience Floyd County Abstract Co.—R C Scott, Mgr. 50-ttc

Sweet Pepper—Sunshine Gardens 7 2tc

FOR RENT—Five room house. See N H Lewis. 8 1tc

ROOMS FOR RENT—Over Ayres Variety Store. If interested see Dorsey Baker. 7 2tc

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

LOST One brindle heifer, weight about 400 pounds, was dragging barret rope. Reward—Roy Griffith. 8 1tc

ROOMS FOR RENT—Over First National Bank. If interested see Dorsey Baker. 7 2tc

Hot Peppers—Sunshine Gardens 7 2tc

"Leave you flower Orders with Mrs E E Dyer.—Hollums Floydada Florists. 7 1tc

FOR RENT—Large residence in Lockney. See Dorsey Baker. 7 2tc

HELP WANTED—Man or woman to work in circulation department Lockney Beacon. Commission basis. Apply at this office.

FARMS FOR SALE—It is about time to secure another farm for next year. Don't try to rent one buy a home of your own. Small down payments will swing almost any deal.—McAdams & Childers

I have stored near Lockney, baby grand piano, small upright and good practice piano will sell for balance against them. For information write G H Jackson, 1101 Elm St. Dallas Tex. 8 2tc

FOR LEASE—Good pasture near Aiken for 20 head—J S Scheo. 1 1-2 miles north of Aiken. 8 1tp

FOR SALE—Light tan Overcoat, for boy about 13 or 14 years of age.—Call at Beacon

Longer Lines in Ford V-8 for 1936



THE LONGER and more graceful lines of the Ford V-8 for 1936 are well illustrated in this view of the popular De Luxe Tudor Sedan. The new longer hood extends gracefully over the attractive new radiator grille. Wide streamlined front fenders, with an imposing flare, shroud the tires and house the horns behind chromium grilles. New design steel wheels with 12 1/2-inch hub caps are handsome and easy to clean. Bucket-type front seats are exceptionally comfortable. This body type, of welded steel like all Ford V-8 bodies, is also available without de luxe appointments at lower cost.

SUDAN SEED GROWERS ASK FOR FAIR PRICES

Sudan growers of several Panhandle Counties recently met and organized THE SUDAN GROWERS ASSOCIATION, with the purpose of securing fair prices for their sudan seed.

From a thorough investigation of conditions, they find the principal causes of the ruinously low price of seed to be certain reports of large yields of seed in California, South Texas and other places.

These reports, in every case, were found to be untrue or greatly exaggerated and have been put out, evidently, by speculative buyers, for the purpose of scaring the uniformed grower into selling his seed at the present low price.

From our investigation, we believe there will be very little if any surplus of seed, above the

planting demand in the Spring.

Sudan seed used for planting only; planting time is six to eight months away and the big seed buyers do not want to stock up with seed now unless they can buy at a very low speculative price, so a farmer selling sudan seed now is like a merchant trying to sell his straw hats in mid-winter.

Considering all these facts, all growers are asked to cooperate and hold their sudan seed for 5c per pound.

Conditions justify this price, and the planters of small grazing patches (who plant about nine tenths of all seed sold) can afford to pay this price, or even higher.

With your cooperation the farmer will be able to get reasonably accurate information on amount of seed held and if there should be more than will be demanded for planting, it is expected to be able to interest the larger growers, in holding over until next year a sufficient per cent of their seed, to take care of such surplus.

There will perhaps be a very small per cent of growers, who have to sacrifice something to get badly needed cash, who will "rump" their seed for anything they can get but since practically all the larger growers, have already stacked their sudan and do not intend to even thresh it until near planting time, it seems certain that the small amount of seed that will be "dumped" will supply only a small part of the Spring planting demand and there is no doubt but what the large buyers cannot get them for less.

The Association charges no fee for membership and no one is getting any money for services or even actual expenses.

Your local newspaper is interested enough in helping you get a fair price for your farm products, to print this at its own expense, so we hope you will duly appreciate his cooperation and will cooperate yourself and urge your neighbor grower in this effort, giving your name and address, amount of seed you will probably have, and the number of acres of sudan you had in last year, this year, and how much you expect to plant next year.

Every grower who refuses, neglects or puts off, doing this makes the effort of the association less effective; this is the least you can do to help yourself get better prices.

Address: Sudan Growers Ass'n (T E Lovelace Sec.) Farwell, Texas

Hedley's Have Visitors

Mrs Erma Rhea of Los Angeles and Clarice Frier of Louisiana, Mo., left for California Tuesday morning after spending two days in the Hadley home. Mr and Mrs NaVeaux returned with them to make their home in Los Angeles.

P C Anders, jr., accompanied a salesman from the Oldsmobile agency in Plainview to Oklahoma City Friday to get a 1936 Oldsmobile coach for his father, Dr. P C Anders. They returned Saturday.

Mrs J M Floyd and two children left Saturday for Richmond, Tex., where they will spend a month with Dr. J M Floyd, who is cattle inspector for that vicinity.

"DARK ANGEL" IS GREAT LOVE STORY

Fredric March, Merle Oberon, Herbert Marshall Star In Goldwyn Drama

One of the most powerful and beautiful love stories ever filmed reaches the screen of the Isis Theatre, Saturday night preview, Sunday matinee, and Monday night, Nov. 2-3-4, when Samuel Goldwyn's production, "The Dark Angel," starring Fredric March, Merle Oberon and Herbert Marshall begins a two day engagement.

The story which is set in a quiet corner of lovely rural England follows the lives of a woman, Kitty Vane, (Merle Oberon) and two men, Alan Trent (Fredric March) and Gerald Shannon. (Herbert Marshall) Since childhood, Kitty has adored Alan. The War takes both men and in the trenches there comes to Alan the realization of his love for Kitty. Home on leave, he tells her of his love, but their plans to marry are shattered by a sudden call cancelling all leaves.

When Alan is reported killed, Kitty's life is broken. After the War, she becomes engaged to Gerald, but in the eleventh hour fate steps in and the dream of her life is fulfilled in a gloriously happy ending.

Mrs Gale Harvey of McAdoo is here visiting Mr and Mrs Buck Sullivan.

Are you going to have a sale?

Call Us Collect

Seale & McDonald

General Auctioneers

W. H. SEAL

Floydada, Texas, Phone 120

JNO. W. McDONALD

Plainview, Phone 1143

High Class Mechanical Work

Van Norman Boring Bars

We have one of the newest on the market, and are better equipped to give you the service you have a right to expect.

If your motor does not have the "pep" bring it to us and let us show you.

Our shop is completely equipped for all motor repair. "We want your motor job."

Pennington Motor Co.

Tires, Tubes and Accessories. Gas, Oil and Greases. High Class Mechanical Work Lockney, Texas. Phone 57

South Plains School News

The honor roll for the first six weeks is as follows:

First Grade

Juanita Cloud, Lois Huckabee, Ottie Lee Rexrode, Virginia Wilson, Edward Jarrett, Billie Myers, Truman Stephens, Albert Lee Wilkinson.

Second Grade

Naomi Huckabee, Polly Smitherman, Rex Smitherman, Donald West.

Third Grade

Ruby West, Elizabeth Daniel.

Fifth Grade

Velma Loil Young, Wynono McLeod, Fannie Margaret Harper

Sixth Grade

Ruth Marie Alldredge, Frances Fields, Charlene Leach, Marion Yearly.

Seventh Grade

Maurine Boswell, Mary John Lanham, Joye Martin, Sibyl Mudgett.

Eighth Grade

Vida Maye Thomas, Ruby Jewel McClendon, Muriel Faye Phegley, Juanita True, Lucille West.

Ninth Grade

Mary Jo Horn, Dorothy Jean Leach, Lillian Milton.

Tenth Grade

Trula May Phegley

Joe Hill, who accompanied Admiral Byrd to the South Pole will give an account of his visit to the South Pole at the school auditorium Wednesday night, Oct. 30.

Sports

The girl's basketball team has elected Willie Muriel Fields as their captain for the 1935 season. They hope to play a matched game soon.

He Is Sorry They Were Caught!

"Well, I'm sorry they caught you before the game was over," solemnly said J M Gordon, dean of men at Texas Technological college in Lubbock, to two freshman boys who had been detected while watching the Tefy-Wichita university football game from a tree, the first game, one of them declared, he had ever seen.

A policeman had promised to let them off if they would report to the dean the next morning. "If you really mean you've never seen..." said the dean kindly. "I'll be glad to take you to the next one." Thinking the faculty member must have an exaggerated idea as to the state of his pocketbook.

WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

And You'll Jump Out of Bed in the Morning Rarin' to Go

If you feel sour and sunk and the world looks punk, don't swallow a lot of salts, mineral water, oil, laxative candy or chewing gum and expect them to make you suddenly sweet and buoyant and full of sunshine.

For they can't do it. They only move the bowels and a mere movement doesn't get at the cause. The reason for your down-and-out feeling is your liver. It should pour out two pounds of liquid bile into your bowels daily.

If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas builds up your stomach. You have a thick, bad taste and your breath is foul, skin often breaks out in blemishes. Your head aches and you feel drowsy and out. Your whole system is poisoned.

It takes those good, old CARTER'S LITTLE LIVER PILLS to get those two pounds of bile flowing freely and make you feel "up and up." They contain wonderful, harmless, gentle vegetable extracts, amazing when it comes to making the bile flow freely.

But don't ask for liver pills. Ask for Carter's Little Liver Pills. Look for the name Carter's Little Liver Pills on the red label. Beware a substitute. See at drug stores. © 1931 C. M. Co.

American

OIL BURNING



Heater

This economically priced heater will give you ideal heating comfort during the coming winter. It has an electrically welded steel fire pot, and burns low price distillate or fuel oil. The heater is beautifully finished in dark porcelain enamel. We have other types and sizes of American Oil Burning Heaters, too. Be sure to see them. You will find one at a price to suit your pocketbook.

BUY THAT LONG WANTED

Maytag

Now



Electric motor -only- \$109.50

Gasoline motor -only- \$129.50

EASY TERMS arranged— Ask for FREE TRIAL

The Below Listed "USED" Goods for Sale—

- 1—Electric Maytag—
- 1—Electric Meadow Washer
- 1—Good Florence Cook Stove
- 2—Good Perfection Cook Stoves
- 4—Oil Cook Stoves
- 4—Gas Heaters
- 3—Cream Separators
- 6—COAL HEATERS
- 1—1 Row Wheat Drill.

Baker Merc. Co.

See The New

1936 Plymouth

Now on display in our sales room. Many new added features.

Service Department

We maintain a service department and repair all makes of cars. Competent mechanics in charge. Bring us your automobile repair work. We have a—

VAN NORMAN BORING BAR

To re-bore your cylinders with. If you will have your cylinders re-bored your car will be more efficient.

Monarch Batteries

Cold weather is here and you will want your car to start easily. Let us install a new Monarch Battery in your car and be sure of a quick start on cold mornings. We also repair and re-charge batteries.

Miller Motor Co.

—CHRYSLER AND PLYMOUTH SALES AND SERVICE— Sinclair Gas and Oil