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Lockney

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# THE LOCKNEY BEACON Well with the Control of the BEACON Well with the Control of the BEACON Well with the BEACON William to the BEACON Well with the BEACON William to THE BEACON

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

VOLUME 32

LOCKNEY, FLOYD COUNTY, TEXAS THURSDAY, JANUARY 26, 1933

NUMBER 26

# The Final Drive For Subscriptions Is Now Underway

tion campaign closes Saturday night at 7:00 o'clock-judges will make count immediately after closing and make

Next Thursday's Beacon will carry the above streamer clear across the top of the front page with the blank line filled in with one name. There are at least 10,000 people who are as anxious as they can be to know just who is going to win the Automobile or the \$490.00 which will be given away this coming Saturday night as a reward for gathering subscriptions for the Beacon the last few weeks. Groups of people in Floyd county and right action to back their favorite.

good as another as to who the car week hardsurfacing the street from the winner will be, at least that will app- end of the pavement to the Santa Fe Mr. McAdams is at this time ly to the two leaders in the race at depot, south. Work is progressing this time. In all probability the win- nicely as a large crew of men and ment, filling out the unexpired term ner of the Automobile will be decided teams are working daily on this prothe last three days of the race when ject. Caliche is being used and is becandidates make their reports to the irg secured from the Marion Day farm ballot box in the Beacon Office, and

Two of the three candidates are comming of the three candidates are considered three candidates are candidates are considered three candidates are c Here; Lockney Takes On New Life

# ment Burau Doing Street Work

in Lockney. Work is underway this southwest of town some eight miles. con. He has made this city his home except each candidate will A coat of caliche eight inches thick is

Carl McAdams **Announces For** City Secy.-Treas. by the

here in Lockney are taking a deep in- from the Reconstruction Finance Cor- the Beacon announce his candidacy poration, to Lockney and vicinity, are for the office of City Secretary and being expended on street improvements Treasurer of Lockney, subject to the city election to be held on the 4th day

# horns Wednesday

Day and the Beacon Opportunity Club spell bound. The Lockney boys certainly gave Ralls some competition

> winning the game. Longhorns you \$28,00 per year. This really played ball and the Rabbits

# **Funeral Services Held Tuesday For**

nesday afternoon with Rev. J. A. Weathers conducting the service, assisted by Rev. Willis J. Ray. Funeral Eugene Harris Again tion of the Crager Funeral Home. In-

#### Large Sum Paid **Out In Lockney** For Produce

goals and shot them up four points, \$500 per week, \$2,400 per month or of money in wheat at 30c per bushel it would take practically 100,000 bushels and on an average of 10 bushels to the acre it would take 10,000 acres of land to produce it, or 15 and one

There is no better country in the ome Tuesday, January 24th, after a world for the dairyman, poultryman or thort time of illness. Puneral services hoe man than right here in the Lock were held at the home at 2:30 Wed- ney country. This is the natural home

# Leads The State

Mr. Eugene Harris, local re

subscription to the home paper.

Candidates: If you have any unfullfilled promises out, see them Now before Saturday night. Just because no extra credits are allowed during the last three days of the race is no reason an automobile can not be won-Get Every One You Can. Put forth your greatest effort from now until 7. P. M.

The number of contestants in this quested to bring lunch for two. race is not as great as it has been in some campaigns, but they are fine P. T. A. Has Quilt bunch of folks and the Beacon is proud of them and the work they have been able to do under the extreme adverse conditions. Had it been a good year they would have given us a campaign long to be remembered.

Public Invited to Aftend Close

Bryan Wells Sells Interest In Shop

Shop sold his interest to his brother Deck. Immediately after the sale first place and the red and white rib-Ervan made a connection with the bons for the second and third in each Commercial Barber Shop where he of these groups. will be glad to meet all of his friends and customers.

New Citizen

We have a new citizen in Floyd county and the Beacon is due him an ap- seeing and you will not only see the please do not overlook it. poligy for overlooking this news item. quilts but you will be helping the On January 6th an eleven pound boy P. T. A. Be sure and go before the was born to Mr. and Mrs. W. M. Sam- three days are up for you may not mann of the Irick community. This have such a splendid opportunity afine young fellow has been given the gain. name of "Carroll Eugene."

Mr. Homer Howard went to Waco Saturday after Mrs. Howard who has been visiting her daughter, Mrs. Chloe Amy. On the return trip Mr. and Mrs. Howard stopped at Ft. Worth and visited a few hours with their other daughter, Sadie Wise.

#### Correction MEN'S SOCIAL

Item of last issue, read: You are oing to be called on to pray if you sttend, and it should have read, ou are Not going to be called on o pray or sing unless you feel the

will help some worthy candidate win the Heed of Mistoy flont wind the apa valuable award. But many people plication blanks available at the office consideration that it forget so easily—not ententionally—but f the secretary The committee sugthe scores of the gests that only those in actual need upply for relief work.

PARTY FRIDAY NIGHT

A forty-two party which is to be county wide will be held at the American Legion club rom Friday night honoring Miss Martha Faulkner, who is the former County Farm and Home Demonstration Agent. She is leaving Wednesday for her home in Ft. Worth Ladies attending the affair are re-

# Show This Week

The P. T. A. is sponsoring a quilt telephone. show Thursday, Friday, and Saturday of this week in the Hill building on The public have an invitation to at- the East side of the Street. There will be an admission of 10c charged to look at the quilts but they can be en- | County Council of Home Demonstra tered free of cost.

There are to be six different kinds of quilts—the pieced, applique, silk and new Club president, secretary and reoldest quilt. A priez will be given for gular representative is urged to attend.

Judging will take place early Saturfor them by five o'clock Saturday.

Miss Lena Moore and Charlott Can- very ill. ning accompanied Mr. and Mrs. E. E. Dyer and Gene to Plainview Sunday Clay of Shamrock visited Mrs. S. Con

tend the close of the opportunity club, day. Let all of the friends of the candidates come forth and see this give away. be at the Beacon office at 7 Saturday | night. night, and remember, be sure you have E E Dyer is doing grand jury set subscribed for all of your friends be- vice at Floydada this week. fore the ballot box closes at 7 P. M. Mr. T. L. Patterson of Lubbock visitmaybe just your subscription to your ed his sister Mrs. Neil E. Greer Mon- and shifts to Egypt and the Orient. favorite candidate may have meant day. the difference in her winning the arge to do so. Let's make this a \$490.00 and only receiving the \$100.00 Mr. and Mrs. R. A. Rogers and fam

Western Union

pany of Lockney is at all times doi: their service to their many patrons and now have made arrangements for office at the Santa Fe depot clos 4:15 P. M. After that hour you file your messages with Mr. Fra Dodson at the Baker Hotel and he w call the office at Plainview and pay Union will pay for the call. On all it coming messages you will be called by telephone without extra charge and the message delivered, if you have a

COUNCIL MEETING OF HOME DEMONSTRATION WORKERS

There will be a meeting of Floyd tion work at Floydada, Saturday, January 28th at 2:00 P. M. Each old and

NOTICE TO DEBATORS

This show is something well worth a few days in which to do this, so

E. H. Boedeker Director Rt. 1, Lockney, Texas

Mr. and Mrs. G. D. Tate spent th week end in Amarillo visiting the latter's father, Mr. Hope who has been

r one night last week.

aring the entire family and let every- | dating of Alias Lena Moore, Herman aring the entire family and left every bir, G. D. Tate and T. B. Brooks, sang are renew their acquaintance with four numbers World is Waiting for

# Oh, Yes! They

Ployd Ewing and family, who have expounded. a sojourning down in the Valley, arrived back in Lockney Sunday and of the class for the past year and a of sheet metal worker at Springfield find anywhere. They are all alike. Mrs. G. D. Tate who is musical director. MRS. DOYLE AND N. E. GREER As director of debate for the Inter- come disgusted with Lockney and this scholastic League, of Floyd county, I community just take a little trip and Marvin Cox, Rev Willis J. Ray, V. L. day afternoon by out of town judges. request that all those interested in look things over in other parts of the Webster, G. D. Tate, A. A. Suits, F. scene of a lovely bridge luncheon when or before February 1st. You only have satisfied with the old home town. You Alva Fielder, T. W. Cox, J. L. Jones, joint hostess Thursday evening at 7:30.

> COMES TO PALACE AT FLOYDADA

"The Mask of Fu Manchu," filmina-Mr. and Mrs. Tom Clay and T. J. zation of Sax Rhomer's famous mystery story with Boris Karloff in the role of the stnister Asiatic wonder-Miss Grace and Verna Mae Harper Thrills of every sort, from the un- one of these hogs this will be your entertained their friends with a Jis canny laboratory where artificial light opportunity. Don't fail to be here on Saw and forty-two party last Monday ning and a mysterious "death ray" are that date and see this animal. created, to grim Oriental torture chambers are among the bizzarre thrills of the plot which starts in the eerie Limehouse section of London ure Sunday or Monday.

eal social, every one turn out for so think hard before you give up the ily, Mr. and Mrs. Gip Hudson and baby, his affair, you will never regret to the first and Miss Willie Simms were the dinterest of the list all over but the awarding of the ner guest of Mr. and Mrs. Roudolph Riley's sister and family, Mr. and Mrs. Plainview spend Sunday with Mr. and Mrs. and Mrs. Plainview spend Sunday with Mr. and Mrs. and Mrs. Plainview spend Sunday with Mr. and Mrs. and Mrs. Roudolph Riley's sister and family, Mr. and Mrs. Plainview spend Sunday with Mr. and Mrs. Roudolph Riley's sister and family, Mr. and Mrs. Plainview spend Sunday with Mr. and Mrs. Roudolph Riley's sister and family, Mr. and Mrs. Plainview spend Sunday with Mr. and Mrs. Roudolph Riley's sister and family, Mr. and Mrs. Roudolph Riley's sister and family R. M. Peace

owney daturday and to meet you out the eventus Abs. O. In Tate played ere Let nothing keep you away, two panie selections A quarterie con- ford and Mrs. B. O. Downs

Will Come Back made a negro stump speech. Rev. Ray, field, Colorado and Wade of Shaton

will make this place their home Floyd half and has been instrumental in and Wade is fireman for the Santa Pe states that Lockney looks good to him building the class from five members out of Slaton. and is just as good a town as you will to 30. He has also been assisted by

The following members and guest vere present: Messrs, and Mesdames can't beat this country. Fine ccuntry. Gip Hudson, Robert Muncy. Edd Mun- A lovely three course dinner was serv-Roudolph, and Virgil Dulainey, Mrs. bridge High score was won by Mr. and Walter Byars, Miss Lena Moore, Miss Mrs. E. E. Dyer. "THE MASK OF FU MANCHU" Charolott Canning, Mr. Hermon Elv. The guest list included Dr. and Mrs and Mr. Jessie Cox.

#### To Exhibit A Havalinea Hog

On Saturday, February 4th, there her home in Amarillo after spending Mrs. Edd Whitfill and Mrs Hugh worker is the attraction coming to will be on exhibition on the streets of several weeks with her parents, Mr. Count were Plainview shoppers Mon- the Palace Theatre at Floydada, Sun- Lockney a wild Havalinea Hog. If you and Mrs. A. J. Crager. tay and Monday, Jnauary 29, and 30. have never had the opportunity to see

> Mr. and Mrs. R. A. Raines and Wauline Raines were in Plainview Sunday visitiny Jewel Box, daughter of Mr. and Mrs. Sam Box, who is in Don't fail to see this wonderful pic- the Sanitarium. Jewel has been ill for some time but is doing better at the present.

> > Mrs. Arch Crager.

the Sunrier Missouri Walts, and two. sacred formus. Mos Long Moore gove as their guests this week their four two rendings and Kelley Websier boys R O. Guss and Roy of Springwas called upon for a talk and the re- Texas. This is a great home coming sults was an interesting lot of hot air for Mr. and Mrs. Thompson and they are certainly enjoying the visit of their Mr. V. L. Webster has been teacher boys R. O. is following the profession

Those entering quilts are urged to call debate file their intentions with me on world and you will come back well M. Shaw, Riburn Neil, Silas Ellis, Mesdames Doyle and N. E. Greer were fine people, a good place to make your cy. Luther Rine, T. B. Brooks, N. F. ed before starting the three tables of

Wimberly, Mr. and Mrs. E. H. Rankin Sam Miller, O. E. Stevenson, E. R. Dyer, and host Mr. and Mrs. Doyle and E. Greer.

Mrs. Henry Haygood left Sunday for

#### **How They Stand**

The end of the race is three days

Who Will Win? Many a race has been won in th ast lap. Back you favorte now. This is the position the candida es now occupy.

Mrs. Carl McPherson Miss Wilma Cooper



Automobile Given Away-End of Beacon Opportunity Club Saturday N SHOP WITH THESE BACKERS OF LOCKNEY AND S



General Automotive Re pair, Radiators Repaired, Batteries Charged. uto Window Glass.

Phone 10 We



Trades Day **Tickets** 

Grocery has always taken great pride in its stocks of fine st reasonable prices—also its pleasant, courteous service. ditions more favorable, we are making a still greater efde territory in a more acceptners of this towr of doing business and Bring ] CREAN

TO **Huggins Produce** 

We pay market price

Ars. Sam Belyew, Prop gent for Armour and Swift

Come In Saturday We Are Ready for You

Facial \_\_\_\_ 50c Shampoo \_\_\_\_ 25e Finger Wave \_\_\_\_ 25c

MAY CRAGER

-FOR-

SPECIAL PRICES

-ON-

TIRES

**OZAR SERVICE** STATION

Beauty Shop

HAMILTON

GREER DRU

McKesson McKesson

Albatum-Rub 25 and

Albomist No Drops 35c

SAURE

ials

colds

rvice

Liquid Petrol am, 1 pt

Burn-tone for burns

Anteceptic Solution

Milk of Magnesia, 1 Pt. 39c

Kotex-2 Packages Kleenex-1 Package all for

MAJESTIC RADIOS

WHITMANS AND KINGS CANDY

Trades Day Tickets given with each 25 cent purchase.

SPECIALS FOR SATURDAY

MEN'S DRESS HATS

MEN AND BOYS CAPS In Beautiful Patterns \_\_\_\_\_ 69c to 98c Men's Leather Palm Glove Ladies House Shoes .....

1 Lot New Spring Ladies House Dresses Sizes 14 to 44

1 Lot Children New House Dresses Age 6 to 14\_\_\_\_\_

E. L. AYERS & COMPANY

WE JOIN, WIT LOCKNEY VITATION SATURDAY DAY.

West



# Fine Foods

Taylor's Grocery has maintained the highest Quality of Foodstuffs from the day it was established. Today it is proud

to announce that the Quality has not suffered the slightest bit with the drastic cut in prices.

"Your Neighbor Saves at Taylor's, Why Don't You?"

Taylor's Grocery & Market

"Meet Me at Taylors"

UNCHEON I JERVED

SATURDAY

Be sure to eat with RAY ADAMS **DELUX CAFE** 

Short Orders, Sandwich es. Hamburgers and **Good Coffee** 

Questions Folks Ask-WHAT IS FREE TIRE **INSURANCE?** 

WHAT DOES IT COVER? WHAT DOES IT

See

COST?

Shick Service Station

At Your Serv

Ready to suppl with the finest gr at the least cost,

Buy your grocerie Saturday and Mon

We will have mar gains for tu Shoppers

Rains Grocer Hardware

### THE LOCKNEY BEACON

Published Every Thursday

I. L. SUITS, Editor

JEANE SUITS, Local, Church and Society Editor

Entered April 14, 1902, as second class matter at the postoffice at Lockney, reported that the Katy last year earn Texas, by act of Congress, March 3, 1879.

Any erroneous reflection upon the character, standing or reputation of any 21.01 per cent in the Katy's operating person, firm or corporation which may appear in the columns of The Beacon will be corrected gladly upon its being brought to the attention of the publisher.

SUBSCRIPTION RATES One Year-\$1.50

Three Months 40c Six Months-75c

The lessened purchasing power of electricity might destroy the financial the bublic has naturally resulted in stability of the average utility. All accept the belief of the Southwest that widespread agitation for drastic reductions in the rates charged for utility made, and gross and net revenues have | hind us." "But at that," he added "the services. The public does not fully understand the difference between the utility expenses are fixed capital timism that has built up the business has become almost stagnant. Thouoperation of a utility and an ordinary business. Most businesses are able to make high profits in good times-utilities cannot. Most businesses likewise build up protective reserves in good times something the utility is not allowed to do. In the ordinary business investment, turnover is far greater purchasing power and the taxes the is, 'How do you find business in the than in the utility-that is in the course of a year the sales of many ruin them. concerns will be two or three times as great as their total investment. In the case of the utility this turnover occurs but once in several years. At the moment, a small saving in the monthly bills of the ordinary user of gas and

**Bothered** with

It May Warn of Kidney or Bladder Irregularities

A nagging backache, with

tired, nervous, depressed eling may warn of some dis-dered kidney or bladder con-ition. Users everywhere rely

er irregularities and

See us in regard to

hatching and culling

Backache?

possible operating economies have been heavily declined. One-half or more of charges. Ten to fifteen per cent of morale of the Southwest." their gross revenue goes for taxes and reductions of utility rates at this time about techonocracy, business or the facts might put pennies in your pocket but of it, continues to be the chief topic would eventually take dollars out- interest and conversation. because we need the employment, the

Balance the budget! Balance the and hustling for it." that the budget cannot be balanced of the country. are near the bottom and still gradual-

necessities of life, and from only will is AMERICA the wheels of industry begin o turn.

FAITHFUL EMPLOYES AND ALVER

M. H. Cahill, chairman of the boa and president of the Missouri-Kata Texas lines, has returned to Dellas They have a chance now to demons from New York where he attended a meeting of the board of directors ed its fixed charges of \$4,183,851. Direct

tors were told that this showing, atrevenue, had been made possible by the energetic co-operation of the railroads employes, by more intensive advertising

and by increased operating efficiencies Cahill said New York was commend ing to show signs of a healthier business tone and was gradually coming to "the worst of the business stop is be sume every imaginable product. East needs a dose of the faith and op-

Cahill said that in spite of all that the trend continues upward. Artificial is being said and printed in New York

"The first question every one asks utilities furnish. We can't afford to Southwest?' That question, put that way, always pleased me, for it gave me an opportunity to tell them that out here we find business by getting out

budget! That is about all they are say- Cahill said the fact that the Katy Starting a few million jobs, varying the name of high heaven are you going when so many carriers had been forced thousand dollars each, would release to balance the budget until you balance to borrow to pay interest on bonds, and an avalanche of money and start the the budget of the taxpayer. There is no the fact that its decrease in carlaoding wheels of industry. way to bring about the latter until and income had been held to a lower Employment would increase; our plans are devised for increasing the percentage than the average for the mation would take heart and commerce who have preceded him to the Supreme price of commodities, and that will country was accepted as an indication and industry would slowly reain a have to come through adjustment of that the Southwest has suffered less mormal stride. the money problem. It is our opinion from the depression than other sections. Before long this improvement would

except on paper until the currency | Cahill said he told the directors that population, due to removals from thdustrial centers and the

The people of the United States have a reputation for initiative and enter

They strat things and they finish

trate their ability as never before. Everyone is waiting for "business L pick up" but business won't pick up if all who live must die is the immutable

its own accord. It will pick up when do something rises again in our nat-

There are about 24 or 30 million families in the United States. This means that there are some 30 million men who are actual producers.

Payrolls depend on construction activity the building and upkeep of homes, factories and enterprises which con-

Building has been going down steadly for the past several years until it ands of structures are deteriorating because of lack of repairs, paint, rotng foundations, leaky plumbing, worn t heating plants, and a thousand nd one other things which have been

Never in years could repair work or as today.

There are millions of individuals and industries in this country that have savings and are well able to carry on

ing in congress these days but how in had earned its fixed charges in a year in amounts from ten dollars to a few

be reflected in other nations.

No amount of legislation or politica question is settled. Commodity prices the Southwest had demonstrated its panaceos involving increased taxation ability to adjust expenses to income and greater public burdens, can do a ly falling with the purchasing power and cited this and the increase in rural graction of the good that the people an do for themselves by exercising ur much prized American initiative

# MERICA INITIATIVE AND IN MEMORY OF OUR DECEASED BROTHER. C. A. FLOYD

Again has the inscrutable fate of mortal man, and in fact of all living things that inhabit this terrestrial sphere, that none can escape the icy hand of death. It turns not away from the palace of the great and powerful, neither does it shun the hovel of the most wretched and degraded, aw of nature.

The part of man we call the soul bids us hope, aye, we assert that is endows us with knowledge, that the Infinate Power that created man, has in store for him a greater distiny than to live in mortal form only. Who can say in his heart that this life ends it all that the spark of intelligence implanted in man is to go out as the breath extinguishes the flame of a candle, and exists no more. We are assured there is something beyond this there must be in the very nature of things, compensation somewhere, where the spirit enteres into Saturday Midnight Owi Show 11:45 a higher and happier state of existence there must be an adjustment as it were to the soul that has in this life, been faithful and endeavored to fulfill its obligations to its Creator and fellow

In the death of Brother Floyd, Lockney Lodge has lost a true and faithful member, the community a most worthy citizen, one truly faithful to the tenets of Freemasonry, Brotherly Love, Relief and Truth which with him, were things not to be only declared as a principle, but to be lived and acted in reality, and to that end his life was devoted, he lived and acted his profession as doth the faithful.

He has left us, the friends of his maturer years, to become again the companion of the friends of his youth Grand Lodge above, where his work will be presented to Him Who sittith on the Throne, and we think we hear Him say: Though imperfect it may have been in some minor respect or act, the spirit that prompted it and moved the heart when you comforted the sorrowing and relieved the distressed and needy your work gains you entrance into the everlasting joys of thy Lord."

Peace be to his ashes, Calm and quite may they rest. We miss him now; a shall miss him more in the days to recollection of his sermic Brethren and his n, the liberal conhe made of his talents

ill that was "good true shall ever linger lov-

Theatre FLOYDADA, TEXAS

TO-Day & Friday

#### Irene Dunn In "BACK STREET"

The story of Fannie Hurst's famous book now on the screen the picture for the millions.

Also Good Short Subjects

Saturday-Jan. 28- One Day Only

#### Tom Mix in "MY PAL THE KING"

More show than a three ring circus bring the kids they are sure to enjoy

Selected Short Subjects

Also Sunday & Monday

#### Boris Karliff in "The Mask of Fu Man Chu"

Frankenstein Karloff back again to thrill you as you never was thrill before. You cannot afford to miss t

Selected Short Subjects

Tuesday & Wednesday An All Star Cast In

"Men Of AMERICA" Cast includes William Boyd Chas Sales,

Dorthy Wilson and a flock of others. The whole family will enjoy this one. These nights are bargain nights cut the Buddy ticket out of this paper and come, at a price you can afford to pay. Also Good Short Subjects

#### ROUGH to your finger



#### Remember we buy Cream, Esse and Only the market prices. Courte

your flocks.

TO

Ser

s Produce Co.

**CHIROPRACTOR** Office Phone No. 17

#### BYRD-GROTH BUICK 3 COMPANY

SALES AND SERVICE 718 Austin St.

DR. E. L. SPENCE

EYE, EAR, NOSE AND THROAT SPECIALIST

Office In Plainview Sanitarium 3 and Clinic

the "Jones Bill," and and plan," is the only piece of legislathat has been introduced in congress for the good of the common people, and it has been passed by the House up and rearrange it until one will hardly recognize it. However, cotton more than likely remain in the allot- the Santa Fe depot. Just think! a ment plan. People don't want to bor- nice ride from, or to the station and row more money, they want to sell not even a bump. what they have produced at a profit and all other things will right themselves. We will never get anywhere by the government loaning railroads and other large corporations money to pay interest' on what they owe. Money for public buildings will not get the job done. What we must have is a price for our farm and ranch products and then our people can go to buying the

Western Union Gives Added Ser-To Lock COLUMN benefit as those two commodities will paving started which is to reach to

Hell'o everybody, this is the edito again. He certainly is glad too see this

Well, well at last the "Lame Duck" amendment has been ratified. Misson was the last state to approve it givmajority. This was the 20th am ment to the constitution. Thank good ness that is over-it looks like the 18th amendment will be next.

Frances Perkins was appointed In dustrial Commissioner of New York State and City in January, 1929, by Franklin D. Roosevelt. She administers affairs of the larg-

est labor market in the nation and does it well. Then men presist that the womans place is in the home. Now, what do you think, of that?

How about a white swager suit for spring?-nothing smarter. Either hip length coat or three quarter, buttoning right up to the neck, topped with a collar crossing and fastening. Plan your spring costume carefully and be assured of style.

The editor has had quite a struggle this week trying to get news for the paper News is anything of interest to a large number of people so do hesitate to send in or tell all of th news you know each week. In this we we can make our paped interesting people for miles around.

Did you know that spring is upor us?-Yep, our first real sandstorn took place last Saturday and it was really a "dilly." Everything but the houses were up rooted and re-set.

Ho!-I have just learned a new to heated knife cuts fresh bread splend idly. If you don't believe it just try it

Here is a new subject for the future poets—the latest fad in the New York night clubs is the characters of comic strips painted on the fair ladies knees

Well, I guess that all for this week.

The better your service, the more valuable it is to you. Eterservice that is courteous, efficient, quick. Southwestern Bell Telephone Company.









## \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* Insurance and Bonds FRANK PERKINS THE DEPENDABLE AGENCY

East Side Main St.

Phone 15

# Mother of 7-Still Young



THE woman who gives ber argans the right stimulant need not worry about growing sld. Her system doesn't stagnate; her face doesn't age. She has the health and "pep" that come from a lively liver and strong, active bowels.

usual cathartic. You'll be rid of all that psisonous waste, and you haven't weakened the bowels. You'll have a better appetite, and feel better in every way. The constant use of cathartics is often the cause of saflow complexion and lines in the ce. And so unnecessary!

Would you like to break yourself [ the cathartic habit? At the same me building health and viger that rotects you from frequent sick sells, headaches, and colds? Get a

Today a message between these two points can be delivered in a few seconds. The telephone has performed an important service to all of us by speeding up communication. Reduced to simple terms, this means greater security. economy, convenience, leisure for each of us.

nal vigilance and constant effort are necessary to insure you good telephone service. That is the responsibility of 23,000 men and women of the Southwestern Company. For 1933 they will endeavor to give you telephone







# Now For The Home Stretch

# The Judges

J. H. HOHLAUS

South Plains Grain Company

Dr. JOE McCOLLUM

Chiropractor

ROSCOE SNYDER

Cashier First National Bank

The gentlemen named above have kindly consented to act as a committee of judges to make the final count to determine the winners.

They are all well known men who have no personal interest in the campaign or anyone of the club members, and are serving in the interest of the Beacon to see that every credit is counted as case as ording to the rules and reg



Ahead Promptly

ON THE STROKE OF P. M. SATURDAY JAN.

28th. THE BEACON OF PORTUNITY CLUB WILL COME TO A CLOS

ers of this to

# Important Notice

Positively, no personal checks will be accepted if found in the locked and sealed ballot box during the last three days of the campaign.

This ruling is made in absolute fairness to all club members and will be strictly enforced.

All remittances for sales must be in actual cash, cashier's checks, or money orders. If any personal checks are found in the ballot box, they will be thrown out and no credits issued.

Club members are warned and instructed form this moment on to have personal checks made out to them and for them to cash same and make their sales reports in cash daily.

# THOUSANDS of EY.

BUT IF YOU ARE NOT WORKING AT TOP SPEED NOV

YOU HAVE PROMISED YOUR FRIENDS, YOU HAVE I JUSTICE TO THOSE FRIENDS WHO HAVE SUPPORTED

LAST MINUTE SATURDAY NIGHT, YOU WILL FAIL, FOND PREPARED TO CO

SPECIALS FOR SATURDAY

MEN'S DRESS HATS

Specal

I AND DAVE CADE

LET'S

# NOW AND THAT FATAL HOUR SATURDAY NIGHT, THE REAL TUG OF WAR IS . E. WILL THE TALLETTONOW IT 7 70 Success or Failure -- It's UP to You and you alone

#### THE END

Of the race is but a few hours off, and will be brought to a close under a locked and seal ed ballot box.

#### ALL CLUB MEMBERS

will have their blue ballots in an envelope with their name on each envelope, and will deposit them in the ballot box as they also will deposit their sales reports in ballot box for the last 3 days, placing their subscriptions and cash in an envelope and sealing it. Be sure to write your name on all of your envelopes before you deposit them in the locked box.

This is done so that no one, not even the publisher or club manager, can possible know the strength of any club member, and in fairness to all club members the secret ballot is best.

#### MAKE SURE

Not only of winning, but that the correct amount of money is in all of your envelopes and that your subscriptions and cash tally. Also be sure that there are no personal checks in your envelopes. See important notice above on this page.

#### THE FINAL COUNT

To determine the winners will be made by the official judges on Saturday night just as soon after 7:00 o'clock as all balloting has stopped. All club members who are in the Beacon office on the stroke of 7:00 will be allowed to deposit their final sales in the

ballot box, no matter how long it may take. Then the box will be turned over to the judges who will unlock it and order the club manager to issue credits on the sales therein. Then the credit ballots will be turned over to the judges for examination and to be added to the previous ballots cast by each club member, and while it will necessarily take some time to canvass the ballot box it is estimated that the count will be completed and the totals announced within ah hour after the balloting has stopped, at which time

#### THE PRIZES

Will be awarded to the Club members in front of the Beacon Office.

Be sure to come to the Beacon's party. Be there and bring your friends.

of doing business and We pay market prices.

WE JOIN WITH TH LOCKNEY IN EXTEN TO AT

vice

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bay market prices.

RI)AY, JAN. 28

lite 7 P. M. Special Bargains for Special Trades Day VE MONEY--Read Their Ads Below for Bargains

SPECIAL

FOR SATURDAY We will set your eggs

\$1.00 Per Tray

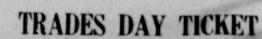
See us in regard to your hatching and culling your flocks.

> Remember we buy Cream, Enn

**Lockney Hatchery** 

BE SURE TO GET YOUR

For Saturday, Jan.



Gill be Gives Added Ser-

#### **EUGENE HARRIS SAYS:**

"BETTER COME IN FOR TRADES DAY"

I can personally assure you real value in

"GOOD OLD STATE

1 011



WE JOIN WITH THE BUSINESS MEN OF LOCKNEY IN EXTENDING TO YOU AN IN-TO ATTEND TRADES DAY CHIB LET'S MAKE THIS A GREAT DK. C.

# Texas Gas mpany

vice

oceries

es here Save

y bariay

The Beauty Parlor that Gives Trades Day Tickets is the-

**Hotel Beauty Shop** Virginia Collier, Mgr.

Real Art Croquignole Permanent Wave \$2.50

> Tickets with each Finger Wave

#### BRING THIS

Fountain Pen with Pencil to match

Stationery, Box 69 cents Stationery, Box

29 cents Chic Notes, Box

Hot Water Bottles

79 cents Fountain Syringes

89 cents

Free 99 cents

59 cents Medford Pound Paper

39 cents West Tooth Paste, 2 fo 34 cents

Dr. Colgates Tooth Paste and Tooth Brush for 49 cents An Assortment of 50c Rouges

29 cents An Assortment of Lip Sticks

19 cents Ionteel Soap, regular 25c,

> 26 cents Stag Shaving Cream 21 cents

Lavender Shaving Cream 21 cents

Colgates Shaving Cream 21 cents

Palmolive Shaving Cream 21 cents Gem Razors with two Blades

19 cents Boy Scout First Aid Kits 59 cents

Tish Handkerchiefs 19 cents Any Phonograph Record in the House

11 cents LOCKNEY DRUG CO. THE REXALL STORE

To our Store Sa Trades Da

It is worth MOI trade.

The largest ste Groceries in I County

Store in Lock

to \$2.50 values

BROKEN SIZES AT REAL BARGAINS

# Baker Mercantile Co

BRYAN WELLS, Barber

Invites all of his customers to his new stand at the

COMMERCIAL BARBER SHOP

Welding Co.

If you have a Motor

Frozen, \_ Combine\_ or

GRAVES

Car-Call

Acetylene and Electric Welding

may take. o the judgclub mans therein. irned over to be add-

each club sarily take ox it is esticompleted ah hour afwhich time

members in

's party. Be

for one or two for \$4.00

ent and

There were 15 ladies pe

enjoyed the lesson led by Mrs Osburn

The next meeting will be in the home

of M. E. Parsonage. Mrs J. J. Harris

ALL DAY WORKING AT THE

BAPTIST CHURCH NEXT

WEDNESDAY

print but must surely carry a differest

meaning now. The present meaning

if you have the worm take care of his

There are a number of things that

need to be done around the church in

order to save many dollors later and

n order to keep the church property

in good repair the men of the church

are planning to meet at 9:30 next.

Wednesday morning February, 1st and

spend the day in cleaning up and re-

The part the ladies are asked to

play is to give the men plenty to eat at,

the noon hour and of course the goot

dinner of the ladies will bring all the

men out for the day. The men short

bring hammer, saw, chisel, spade at

AT BAPTIST CHURCH

Basket Dinner at the Church

Don't miss it -here it without til.

Everybody ought to want to know mig

about the Bible C. E. Roark, # teaches Bible in Wayland is to spe

at the eleven o'clock hour on "

C. E. Roark of Plainview to Preac-

sairing the property.

A stitch in time saves nine some

will lead the devotional. The lesso

## WITH THE CHURCHES

MAIN STREET CHURCH OF CHRIST all who are at the morning services. G. F. Mickey, Minister

Covetousness is not only an idolatrous sin, but it is also the chief o'clock the associational B. T. S. quartcause of present distresses. By it erly meeting will render an hour's prochristians are weakened, churches are gram, Following the B. T. S. program improverished, gospet work is hindered, and souls are eternally lost. Because of it, there is dismal failure in four o'clock after which the local has said and also the proverb, "I Burden-Bearing.

However, all is not bad, Last Lord's Day there was manifest improvement in every service. The people were more punctual, the singing was more spiritual, the worship seemed more heartfelt and the lessons received a better hearing Then that Monday Evening Ladies' Bible Class came as an inspiration. Some 18 were present and day 3 P. M. seemed to enjoy fully the lesson studied. Thus the opportunity seems ripe to press as never before the work. Delay may prove fatal. So then, let us room for more. Remember, the Sabbaget under the burden with a united th was made for man. God made it for effort. The work cannot fail.

ings are planned. We look forward to divinely made for, suffers an inera large increase in our Men's Bible pressible loss. Class, which has become a special feature in our Sunday morning work. It place of worship to any who would ed. This day is set that the men might son to get in this class and work for have a message that will be helpful to the field work. is growth. By this means we hope to any who would come. Remember the reach many who are not now interest. announcements, as are made, and be ed in Bible study. Bring your Book, a present, Next Sunday, on time, riend, and be on time at 10:00 A. M. At the close of Sunday School, a lay-

Next Lord's Day. have for the 11:00 o'clock service "In lat's part in the carrying out of the, Memoriam" as our subject lesson, and Great Commission." These, "Talks." by Sunday at the eleven o'clock hour no for the 7:00 o'clock meeting "The Wit- a layman each Sunday are expected to again at two o'clock Baptists ad Mrs. T F. Casey and hostess, Miss. ness of the Holy Spirit." In addition be of great interest. Some interesting friends of Lockney and community to Laura Casey. to these lessons, we shall engage in information is to be given, and the to have one of the greatest Bible feets gospel singing, sincere praying, sweet men are to be greatly benefited by de- that will be enjoyed here this gar. is, and heart-felt giving. May livering the addresses. fin to a brighter flame

will include the second and third chi The afternoon program will start ters. All members are urged to coat two o'clock with singing after which and take the Mission Study. Rev. Roark will speak. Then at three the Floydada Baptist Church will administer the ordinance of baptism at humble, faithful, consecrated Equal- church will baptise some candidates, carly bird gets the worm," is still You are welcome to any part or all of these services.

#### AT THE MEHODIST CHURCH

Sunday School, 9:45 A. M. Preaching, 11 A. M. and 7 P. M. League, 6:15 P. M.

Women's Missionary Society, Mon-

Prayermeeting. Wednesday 7 P. M. Congregations splendid at every service last Sunday. And, still there is man, because he needed it. The man For next Lord's Day interesting the who neglects to use it for what it was

The Methodist church offers a friend

man will deliver a five-minute talk on At the hours for preaching, we shall the subject: "The Southern Method-

We want to help you Give us a

HIGH SCHOOL HONOR ROLL Third Six Weeks

Modelle Brown Raleigh Canning Wilmer Dobson Pauline Gilliland Kenneth Hohlaus Bulah Pay McClure Evelyn McDonald Juniors

Roach Allen Faye Cook Virginia Hohlous Imogene Roberson Mary Williams

Chester Carthel Edna C. peland Mildred Hage Estelle Hodel Mary Louise Woodworth Freshmen

Sophmores

Pattline Beall Dera Copeland Dorris Fields Gladys Pratt Merle Trussell Carolee Woodword

#### ROSELAND YOUNG PEOPLE ENTERTAIN WITH PARTY

Miss Laura Casey, of the Roseland any tool that you think might be need Community, gave a forty-two party Thursday evening at the home of Mr. and Mrs fr. Casey. Those enjoying We want every man in the congrega- care to come its way. We shall try to do the work before they get busy the gra affair were: Misses Nell Calahe Hattie Ruth Brown, Hellen Upton dara Mae Wicker and Helen Fay ALL DAY FIFTH SUNDAY MEETING Callahan, Ora Bell Callahan, Geraldine Upton, Neva Orman. Messers Arthur Brown, Frank Allen Robertson, Lem Robertson, Delber Rose, T. J. Roberson, Raymond Upton and Jack Callahan. Mr. and Mrs. C. H. Rose, Mr. and Mrs. Hilburn Casey, Mr. and

> JOLLY TIME BRIDGE CLUB HAS FETE AT MRS. WALTER BYARS

Mrs. Alvin Fielder entertained the lly Time Bridge Club at the home of Mrs. Walter Byars Tuesday after-

Mrs. Gip Hudson won high score. A salad course was served to the ollowing members and suest: Mes-Annie Anderson, Gordon Crockip Hudson, T. J. Honea, Acel Cope,

sed with

#### PLEASANT VALLEY

to Cedar Hill and in their place we have Mr. and Mrs. Ginn, formerly of Floydada.

Mr. and Mrs. W. C. Hubbard were surprised Thursday night when a few friends dropped in for a pleasant chat. Those present were: Mr. and Mrs. F. and daughter, Fay, and Mr. and Mrs. Texas. C F. Harris and family.

W M. Ferguson, Mrs. Carl Ferguson and daughter, Irene, visited in Lubbock Lockney. Floydada. Plainview and Saturday.

parents, Mr. and Mrs. J. T. Marr.

Mrs. F. U. Payne entertained with a with Mrs. Jers Shurbert of Floydada. Memphis, Tenn. dinner last Thursday. The following were present: Mr. and Mrs. T. B. and children, and Mr. and Mrs. W. C.

#### **Makes Women**

Miss Rea M. Haines of Dayton, Ohio writes: "I weighed 180 so started to take Kruschen I never was so surprised as when I weighed myself the first week-I lost 7 pounds. I just bought my third jar and am down to 145-am same by describing same and paying still taking them and never felt better in my life." (June 17, 1932.

To take off fat-take one half teaspoonful of Kruschen Salts in a glass of hot water in the morning before breakfast-one bottle that lasts 4 weeks costs but a few cents-get it at any drugstore in America. If this first bottle fails to convince you this is the COMPANY, S. E. Cor. Square, Floyd-SAFE and harmless way to lost fatyour money gladly returned.

Don't accept anything but Krushch- ty. Ot.ly experienced and con en because you must reduce safely.

# Mr. and Mrs. Watkins have moved Classified

WANTED-Reliable agent in each community for Old Line life insurance. Less than \$11.00 per thousand annually up to age 44. Children's \$500.00 policies, age 10, \$5.70 annually. Month y or weekly premiums. See or write U. Payne, Mr. and Mrs. Lee Reeves Calvin Henson, Gen. Agent, Lubbock,

MEN Wanted for Rawleigh Routes of Miss Lucille Marr, of Plainview, 800 consumers in and near cities of county of Motley. Reliagle hustler spent Friday and Saturday with her can start earning \$25 weekly and increase every month. Write immediately.-Rawleigh Co., Dept. TX-310-8.

MONEY FOR LAND-Prospects with Mitchell, Mr. and Mrs. C F. Harris oil money wanting Plains land at depression prices. Pull particulars and delay.-J. E. (Ed Alexander, Overton, location in first letter. No time for

> FOUND-Someone left their new car license in the car of G. B. Johnston at Floydada through a mistake Owner call at the Beacon office and get them and pay for this notice.

NOTICE-Hair cuts 15c shaves15c. -Scotts Barber Shop.

FOUND Boys coat, owner can have for this ad .- O. T. Prickett.

FOR RENT-Modern brick dwelling, furnished, automatic water heater, bath, with water and sewer charges paid, priced right. Has been fumigated.-Geo. T. Meriwether.

ARTHUR B. DUNCAN ABSTRACT ada, Texas, Oldest and Most Complet set of Abstract Books in Floyd

Abstractors employed.

DIC CENTER

# \*

sible without missing your own sernch that dinner may be provided for

#### CUT ME OUT **Buddy Ticket** PALACE THEATRE

PLOYDADA This Ticket and ONE Paid Adult Admission will admit You and a Buddy any Tuesday or Wednes-

Dr. R. R. Wimberly DENTIST

Over the First National Bank Lockney, Texas

ACHES and PAINS Penetrates! Soothes

pleing and Christian community should let such plifting. A special inviation is extend- an article go unchallenged and also which Moses life was spared from ed the Buptist congregation that meet that we would have a fifth Sunday cruel hand of Pharioh, King of S in neighboring communities to come meeting on the subject of Evidences who demanded the death of all s early as possible and stay as late as which are overwhelminely abundant on children under two years of age. the Bible inspired of God an Jesus also in Exodus the "Ark of the Co ces. We are asking all to bring basket divine. Next Sunday is that important

other places. Prof. Jno. R. Freeman, lesson of these Arks will thrill M. A of Lubbock and Dotson C. Lew- soul.
is B. A of Ralls and several others of will Hamilton heard the above in mature information will speak from res given at Hale Center a few 10 A. M. to 4 P. M. Then at night ago and states that it was the ric possible ten young men will make ten Bible teaching he had ever heard. R

o miss the things to be given.

J. Frank Copeland If any one thinks he has a knowedige of well established facts which how the Bible is not true or is mere

METHODIST W. M. S. HAS FIRST LESSON IN MISSION STUDY

The Methodist W. M. S. met Monday

ed and its purpose given. You will Several speakers will be here from toy these aermons or lectures and

minute speeches on say line they Rourk is a Bible student of many ye

which will be of interest to all children. Everyone welcome, come. ing your basket dinner and slay

#### SENIOR EPWORTH LEAGUE

Topic: When are you educated? Leader-Virginia Thomas. What Education is not-Mrs. Mary

The essential Attitude Ermine Ida homas. Spiritual Ideals Patricia Patter

A Disciplined Personality-Virginia Roblaus. Essential Knowledge-Emory Hig

A Truthful Use of Leisure Time Wilma Cooper

#### B. A. U. PROGRAM

Pirst step-Mrs. R. E. L. Muncy. Second step-Mrs. E. M. Whorton Third step-Mrs. Nell Southern. Fourth step-E. V. Kunkle. Fifth step-Mrs. W. L. McMinn. Wanted-A world revival.

#### ADULT SENIOR B. T. S. PROGRAM

## L L CLUB ENTERTAINED WITH

e L. L. Club members and husis were the guest of Mrs. Buck and Mrs. Dines at the home of ner Friday night at 8 o'clock. ables of bridge with clever apnts were used. A salad course ed to the following members it: Messers and Mesdames. ager, E. E. Dyer, Neil Greer, Hohlaus, Tom Rankin, Elick Dr. Wemberly, Paul Shick, Roy n, and host Buck Sams and

## FLOYDADA

Steam Laundry 2 Days A Week Service For Lockney

CALL NO. 2 BAKER HOTEL

For Pickup Service

7 Cents Per Pound For Rough Dry

FAMILY FINISHED

10 Cents Per Pound

SAVE YOUR HEALTH BY SEND-ING YO LAUNDRY TO US

There is no heat so satisfactory as Coal Heat. And there is no coal so dependable as our coal. A trial will convince you.

#### POOL ELEVATOR COMPANY

Lockney, Texas

F. F. Holstine, Mgr.

# ALL HE HAD LEFT

\*

We heard of a man who died recently and left Everything he had to an orphan's home.

What did he have?

Eleven Children!

Many a man goes that way. Avoid such situations if you can.

Start Now and save a little, no matter how small amount. Make a confident of your Banker.

He may be able to help you avoid speculation. Live within your means. Go slow but sure. Better days are on the way. We stand ready to help you if we can.

# First National Bank

Lockney, Texas

Do Your Work TEXAS UTILITIES "Your Electric Servant"

Let Electricity