



THE LOCKNEY BEACON



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

VOLUME 33

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, JUNE 21, 1934

NUMBER 11

SHERIFF RANDERSON SERIOUSLY INJURED IN CAR WRECK

Automobile Crashes Into Tree 18 Miles East Of El Paso—On Way To California

E. S. Randerson, sheriff of Floyd County is in a hospital at El Paso seriously injured. Sheriff Randerson and Mrs. Randerson and their daughter, Miss Folia, and a nephew, Billy Ray Randerson, were enroute to California last Saturday on a combined vacation and business trip, when Miss Folia who was driving the car, swerved off the road to avoid hitting some horses that were crossing the highway 18 miles east of El Paso, and hit a tree, breaking five ribs and puncturing a lung for Mr. Randerson, he also received serious head injuries. He was rushed to the masonic Hospital at El Paso where he received treatment. The car was demolished. Other occupants of the car escaped serious injury.

Reports received in Lockney Wednesday stated that Mr. Randerson was some better and that chances for his recovery were good. First reports received immediately after the accident were to the effect that Mr. Randerson had very little chance of recovering, but as days passed more encouraging reports were received. It will be several days or perhaps weeks before he will be able to return to his home at Floydada if he continues to improve and no complications set up.

FROM GALESBURG, ILLINOIS

J. P. Anderson and daughter Miss Rachel, of Galesburg, Illinois are here this week looking after their farming interests. Mr. Anderson has owned farming land in this county for forty years. On the trip down from Galesburg, Mr. Anderson stated what was good all the way. Mr. Anderson and daughter are on their way to California to spend the summer.

WHEAT ACREAGE SURVEY RESULTS MAILED OUT

Results of the wheat acreage survey made in the county are being sent out to the wheat farmers at the rate of about fifty a day. Glen A. Lindsey, county agent, said Wednesday afternoon. The office force calculating the wheat acreage has been increased. Mr. Lindsey said. Alpha King and Miss Lois Copeland, teachers in the Floydada high school, are helping in the calculations.

Mr. C. J. Stinson representing Good Year Tire and Rubber Company with headquarters at Lubbock was here doing business with the Lockney Auto Company which dealers for Good Year Tires in this vicinity.

Today's Market

POULTRY	
Heavy Hens	8c
Leghorn Hens	6c
Light colored hens	6c
Old Roosters lb.	3c
Stags, lb.	4c
Butterfat No. 1	23c
Butterfat No. 2	21c
TURKEYS	
No. 1 Turkeys, lb.	8c
No. 2 Turkeys, lbs	6c
Old Toms, lb.	6c
EGGS	
Eggs per. dozen	11c
CREAM	
GRAIN	
Wheat per bu.	63c
Maize, threshed, 100	80c
Maize Heads, dry ton	\$10.00
Kaffier, threshed 100	65c
COTTON	
Cotton, middling 15-16	\$10.75
Cotton Seed ton	\$21.00
Meal	\$1.60
HIDES	
No. 1, well trimmed	3c
No. 2 hides, holes	2c

EDITOR MAKES PERSONAL INSPECTION OF DEMONSTRATION FARM

Baker-Hanley Electrical Irrigated Farm Near Lockney Is Proving Successful

Just to satisfy our own mind how the Baker-Hanley Electrical Irrigation Demonstration Farm southwest of Lockney about a couple of miles, was getting along we drove out there Thursday morning about eight o'clock. After a careful check-up we found they had irrigated 224 acres of land since starting the pump on April 28th. We also read the power meter to see what the cost was per acre for irrigating this much land. We found that \$140.20 worth of electrical energy had been used, figuring 62 1-2 cts. per acre. This cost per acre is very satisfactory.

In checking up on water used we found that 50 acres of beets had been watered once, 34 acres of wheat once, 11 acres of beets once, 1 1-2 acres of onions once, 23 acres of corn once, 2 acres of truck once, 6 acres of potato land once, and 12 acres of cotton once, and 26 acres of alfalfa three times making the total of 224 acres set out above.

In order to find out if diversified farming was being practiced, this farm we checked up on the various kinds of products being produced. We found 34 acres of wheat, 26 acres alfalfa, 2 acres of garden truck, 1 1-2 acres of onions, 12 acres of irish potatoes, 60 acres of cotton and 38 acres of various kinds of feed. These various acres have not been surveyed but are considered accurate.

Irrigating with electricity for power is an ideal way to put water on the ground. The wear and tear and upkeep of a motor is very small. You have steady power 24 hours out of the day. It starts at an instant touch of the switch, and requires practically no attention. Upon inquiring into the cost of the pump and motor we found it to be \$925 for a pump and motor such as installed on the Baker-Hanley well. You have added cost of drilling well and casing used which will vary according to the depth of the well, etc.

We also found on this farm 10 good milk cows and 2 acres fenced off that was planted to alfalfa for hogs. As time goes on it is planned to place a few sheep on the farm and also make arrangement to feed out a few yearlings this fall and winter.

We will watch the progress of this electrical demonstration farm and will report on our findings from time to time. We will not pass along a lot of "ballyhoo" but instead will give you the facts as we find them, be they good or bad. So far we believe in our own opinion, it is the most successful and cheapest way to irrigate in the shallowwater belt of the Lockney country.

QUITAQUE COUNTRY RECEIVES GOOD RAIN

An inch and a half of rain fell at Quitaque, extending about half way up the caprock westward Saturday. There the rainfall became lighter. Parties returning from Quitaque said light showers fell to Silverton and that heavy rain in the vicinity of South Plains and southward were reported.

From Quitaque to Turkey disastrous hail stones fell, accompanied by rain.

SURPRISE BIRTHDAY PARTY

Mrs. N. C. Dagley was surprised with a lawn party on her 77 birthday at the home of her daughter, Mrs. A. R. Meriwether, when ice cream and cake was served. Those present were Mr. and Mrs. Jim Dagley and family, Barlow Hill and family, Avery Dagley and family of Plainview; Mr. and Mrs. Ulma Dagley and Mrs. Manard Dagley of Lubbock.

Mr. and Mrs. Ralph Ashworth and son, Dale, spent Sunday in Amarillo as guest of friends.

PANHANDLE PLAINS SINGING CONVENTION MEETS HERE NEXT JUNE

Eight To Ten Thousand People Will Be In Attendance—Largest Convention In State

At a business session of the Panhandle-Plains Singing Convention held at Lamesa last Saturday the Lockney Agricultural & Development Association and delegates from the Floyd County Singing Convention were successful in securing the convention next year for Floyd county, to be held at Lockney.

This years convention was held at Lamesa last Saturday and Sunday. On Sunday 10,000 people were reported in attendance. The convention is the largest in the state.

The convention is being held at Lubbock. H. L. Webb, vice-president of the Lockney Agricultural & Development Association are to be congratulated on securing this convention for Lockney and Floyd county. It will be the largest affair ever held in Lockney. The convention will be in session two days. It is a tremendous undertaking for Lockney to care for this convention, but we are equal to the task, and we predict that we will have one of the best conventions in the history of the organization in Lockney next year.

BANK DEPOSITS UP TO \$5,000 TO BE INSURED

On July 1st Guarantees Will Be Raised From \$2,500 To \$5,000

Beginning July 1st all deposits in the First National Bank of Lockney will be insured under the provisions of the law creating the Federal Deposit Insurance Corporation. Since last January 1st deposits up to \$2,500 have been insured by the corporation and the amount automatically doubles July 1st. This increased protection should increase deposits in banks and money no doubt will be withdrawn from post offices and placed in banks where it will be more convenient for check purposes.

NEW REPORTER FOR THE BEACON

Miss Mosell Norris, of Slaton, niece of J. L. Suits, is now employed by the Beacon as reporter and editor. She is filling the place vacated by Jeanne Suits, who is attending school at Lubbock. Miss Norris is unexperienced in newspaper work and she asks that you cooperate with her in reporting news items. Her phone number is 92. Either see her or phone in items. She also asks the cooperation of the business people in reporting news items when she makes her rounds of the city daily in quest of news.

Emory Foster, an attorney of Amarillo, was here Wednesday and Thursday the guest of his mother, Katie Foster. Emory has a world of good friends in Lockney that are always glad to have him visit our city.

Condie Davis and Walter Childers were up near Dimmit Wednesday looking after Mr. Davis' wheat crop. Condie says that his farm just barely missed a big hail storm in that country the other day.

Misses Ruth Stapleton, Velma Marble, June Guthrie, Martha and Manon Meriwether and Mrs. Claude Applewhite all students at W T S T C were here Saturday and Sunday and Monday visiting parents and friends.

Miss Lula Emily Melton of McKinney, Texas, is here visiting her aunt, Mrs. J. Clyde Cummings.

Mrs. Sam Miller had her tonsils removed Monday morning in the office of Dr. P. C. Anders.

FOUR HUNDRED CARS GRAIN SHIPPED FROM THIS TERRITORY

Crop Will Be Ninety Per Cent Harvested By Saturday Night If Weather Is Favorable

Wheat harvest is coming along nicely in the north half of the county this week. Up until Thursday morning 402 cars of wheat had been shipped from the north half of the county. This includes the shipping points at Lockney, Sterley, South Plains, Barwise, Aiken, Whitely, and Cereal. Elevators at these points are pretty well filled up, so that would make several more cars to be shipped as the days go by and when the harvest is finished we would not be surprised if it reached the 800 car mark. This is a fairly good crop but not up to our average of years past. A car of wheat averages about 1,400 bushels and should we reach 800 cars that would be around a million bushels for the north half of the county.

The price is gradually sagging each day and Thursday it was 63 cents. It drops a little each day, so it seems.

If the weather is favorable for the balance of the week, experienced wheat men tell us that the crop will be 90 per cent harvested in this territory.

P. M. SMITH BUYS FIRST SEVEN REFRIGERATORS

Modernizes Home With Mechanical Refrigeration

M. and M. Smith, successful business men of the South Plains country, are the proud owners of a new mechanical refrigerator. The refrigerator was purchased from the Baker Mercantile Co. of Lockney. The refrigerator will do anything that a refrigerator can do. It is made by the Electric Oil Storage Company.

M. and M. Smith are the first to purchase one of these refrigerators for their home in this section of the country. They have only recently been introduced in this section by the Baker Mercantile Co. They are economical to operate, and will last for a lifetime.

Mrs. Robin Baker and daughter, Anne, returned Monday morning from Ruidoso, New Mexico, after spending ten days there. Mrs. Artie Baker and daughter, Mary Alice, will remain until the cooler months.

VISITORS FROM OREGON

Mrs. L. R. Ashworth, son and daughter, of Marshfield, Oregon, arrived in our city Wednesday morning for a visit with Ralph Ashworth and family. Mrs. Ashworth at one time made Lockney her home, but left here 18 years ago, and this is her first visit in those 18 years. Ralph Ashworth met them at Plainview and accompanied them to Lockney.

Mr. and Mrs. Larry Baker of Lubbock, Mr. Alec Davenport and children of Boulder, Colorado, and Mrs. Lee Seaman of Altus, Oklahoma, are visiting Mrs. Alice Baker.

Wednesday Friendship Day in Plainview, June 27th, offers another popular free picture show at The Granada Theatre at ten o'clock in the morning and the usual cash contest at the bandstand at three thirty o'clock in the afternoon.

Olin Harris of Elk City, Oklahoma, returned Monday night after spending a few days visiting friends here.

Mr. and Mrs. Glenn Huls of Jayton are here visiting his parents, Mr. and Mrs. Gilbert Huls. While here Mr. Huls had his tonsils removed.

LIVE HENS WILL BE THROWN FROM TOPS OF BUILDINGS

Next Tuesday Its Going To Be "Poultry Throwing" Day In Lockney—\$1 Bills Tied To Legs

If you are good at catching live hens on the wing you must be in Lockney next Tuesday, June 27th at 4:00 o'clock. Several hens will be thrown from the top of a building. To one of their legs will be tied a dollar bill. If you catch the hen she is yours, also the dollar bill. The hen can be cooked for Sunday dinner and the dollar will make a down payment on something you have been wanting a long time.

The turtle race last Tuesday proved very amusing. Mrs. Oscar Shurbert's turtle, Princess Pat, crossed the marker about twenty lengths ahead of his closest competitor, "Nero" owned by James Lovell, "Bright Eyes" owned by Shelly Calahan, also ran. Jim Harper walked away with the \$50 in the cash contest.

Don't forget next Tuesday, be here. Big Cash contest at 3:00 P. M. and poultry catching contest at 4:00 P. M. Big day for everybody, big little, old and young.

THE WEATHER SURE IS HOT THESE DAYS IN LOCKNEY

Wednesday and Thursday of this week sure have been hot ones in Lockney. Wednesday the mercury moved up to 104 in the shade and Thursday it hit 106. Just from the way it felt it must have been at least 200 in the sun. The old earth is becoming parched in these parts and a good rain sure is needed and that very bad. Late cotton are having a struggle trying to stay alive and in great many instances it has passed out. Early cotton seems to be holding its own, but is suffering some. Only about 15 per cent of our cotton is late this year, therefore a large majority of our crop is all right so far, but we must have a rain within the next few days or it is going to get serious.

RAIN IN NORTH, BIG RECEIPTS SOUTHWEST, WEAKEN WHEAT

A downward plunge of almost 3 cent a bushel went hand in hand today with an outburst of top-dollar selling in the wheat market. Drenching rains at places in drought districts Northwest, together with enlarged receipts Southwest, pulled buying support from under wheat values, and gave momentum to selling. A further unsettling factor was reported possibility of arrangements whereby Germany would exchange manufactured articles for grain from Argentina.

Unofficial advices from Spring crop States said estimates of final 1934 production of wheat were being increased owing to rains and cooler temperatures. Winter crop States notably Kansas, reported also that wheat heads had filled surprisingly well, and that production forecasts were being revised upward. One large elevator company suggested the Kansas harvest would total 78,000,000 to 82,000,000 bushels, an amount contrasting sharply with previous reports of 63,000,000.

The peak of the Kansas movement of newly harvested wheat was authoritatively predicted as likely to be attained much earlier than usual, perhaps the first week in July.

Corn and oats eased down owing to wheat weakness and on account of improvement of the corn crop outlook because of rains.

Provisions went lower with grains, despite a few gains in tober.

Melba Selectos size never sold for less than 90c. You now can buy the same size and quality long beans and imported tomas for only 8c.

Mrs. H. P. Cole, Mrs. G. H. Phenix and Mrs. S. W. Waddill.

CITY HEALTH OFFICER SOUNDS HEALTH WARNING

Sanitary Conditions Of City In Deplorable Condition And Must Be Remedied

Dr. N. E. Greer, City Health Officer calls to the attention of our citizenship the unsanitary condition of our town, caused by the use of open toilets and no scavenger service. Dr. Greer's warning follows:

"How would you feel if you knew you were the cause of the death of an innocent person?"

"The above is almost sure to happen if the town continues to permit the use of the open toilet and that without any scavenger service."

"This has reached the point of being intolerable and it is absolutely necessary for those that are operating open toilets to assume the responsibility of keeping them in a more sanitary condition, and if this is not done we will be compelled to call upon the State Board of Health to take the proper steps in the matter. It is a heavy penalty to violate the sanitary laws of the state of Texas."

N. E. GREER, M. D. City Health Officer

Dr. Greer's warning is very timely as flies are very bad this time of the year and we all know they are disease carriers of the worst type. Let's not make it necessary for a State Health Officer to visit our city and cause us a lot of trouble. Clean up your open toilet right now and let it that way and save yourself a lot of trouble in the future, as well as protect the health of your neighbors and friends.

MUST SECURE BALE TAG EXEMPTIONS FOR LAST YEARS COTTON

Secure Tags At County Agent's Office As Soon As Possible. Tax Effective July 1st.

Anyone having cotton on hand from last year's crop that yet should make application for bale tag exemption tags at County Agent Glen A. Lindsey's office as soon as possible, it was announced Wednesday afternoon.

The tax goes into effect July 1 and all bales not having tags by July 1 will be taxed when sold.

A man to be chosen from Floyd county will put tags on the bales as indicated by the application at the county agent's office, Mr. Lindsey said.

The county agent estimated the number of bales in the county not yet sold from last year's crop to be about fifty bales.

Mrs. Alice Cobb and son, Theil, and daughter, Beulah Mae, returned to Phoenix, Arizona, Friday after spending ten days with Mrs. Cobb's sister-in-law, Mrs. Dyer.

Mrs. A. F. Gunn and daughter, Jesse, Mr. and Mrs. Dallas Love of Paducah, and Mr. and Mrs. Grady Wright were here Sunday as guests of Mr. and Mrs. Morgan Wright.

Edwin Tucker, who has been attending school at Midland while staying with his brother Johnny Tucker, arrived Thursday to visit with his uncle A. J. Cramer.

Rev. E. L. Tittle, presiding elder of Plainview District filed the pulpit at the First Methodist Church Sunday morning.

Dorthy and Jack Jones arrived Saturday to spend a few days with their aunt, Mrs. Waddill.

Mrs. H. P. Cole, Mrs. G. H. Phenix and Mrs. S. W. Waddill.

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FORD PRICES REDUCED

Effective Friday, June 15, prices on Ford V-8 Passenger Cars, Trucks and Commercial Cars were reduced \$10 to \$20. These reductions represent new low prices on 1934 models, as there have been no Ford price increases this year.

FORD V-8 PASSENGER CARS (112-inch wheelbase)

	WITH STANDARD EQUIPMENT	WITH DE LUXE EQUIPMENT
TUDOR SEDAN	\$520	\$560
COUPE	505	545
FORDOR SEDAN	575	615
VICTORIA		600
*CABRIOLET		590
*ROADSTER		555
*PHAETON		550

*These prices remain unchanged

FORD V-8 TRUCKS AND COMMERCIAL C/

Commercial Car Chassis—112-inch wheelbase	\$3
Truck Chassis—131-inch wheelbase	4
Truck Chassis—157-inch wheelbase	510
Stake Truck (Closed Cab) 131-inch wheelbase	650
Stake Truck (Closed Cab) 157-inch wheelbase	715

In addition to above, prices were also reduced on other Commercial Cars and Truck types from \$10 to \$20

ALL PRICES F. O. B. DETROIT

FORD MOTOR COMPANY



Designed in Summer 1934, 17 and 19, (with measure 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 55, 57, 59, 61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83, 85, 87, 89, 91, 93, 95, 97, 99, 101, 103, 105, 107, 109, 111, 113, 115, 117, 119, 121, 123, 125, 127, 129, 131, 133, 135, 137, 139, 141, 143, 145, 147, 149, 151, 153, 155, 157, 159, 161, 163, 165, 167, 169, 171, 173, 175, 177, 179, 181, 183, 185, 187, 189, 191, 193, 195, 197, 199, 201, 203, 205, 207, 209, 211, 213, 215, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 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We are Open Day and Night Ready to Receive Your

Wheat

We are on the job twenty-four hours in the day. No delay at this elevator. We have an—

Automatic Dump

And unload your truck or wagon in just a few minutes and you can be on your way back to the field.

Our weights and grade are just as accurate as humanely possible. Our service the very best and cannot be excelled. Courteous treatment to all. Everything must be satisfactory to you before we are pleased.

Wheat Market Daily

We get the wheat market daily and you get the top price at all times.

All business appreciated whether it be large or small.

South Plains Grain Co.

J. H. HOHLAUS

GENERAL INSURANCE

Life, Fire, Windstorm and Hail—Bonds
Farm Loans.
Can insure Your Wheat Anywhere on your Farm. Cut or Uncut For \$4.30 Per \$1,000 For 30 Days.
We Appreciate Your Business

McAdams & Childers

ATTEND FAMILY REUNION AT CLAUDE

Mr. and Mrs. Hugh Counts and son Gerald, Mr. and Mrs. A. B. Bloun and daughter, Opal, Mrs. George Newman, Mrs. Bob Reeves and daughter, Bobbie Dean, Mrs. F. E. Brown and Miss Ediel Wise of Plainview, met at the home of Mr. and Mrs. Claude Howe at Claude, Texas, in a family reunion Sunday. Approximately fifty relatives and friends were present for the reunion which was in honor of the seventy-fifth birthday of Mrs. Pybues of Vernon who is the mother of Mrs. Howe.
Miss Irene Thompson of Vernon returned home with Mrs. Newman to spend a few days as her guest.

AT THE METHODIST CHURCH

Sunday School, 9:45 A. M.
Preaching, 11 A. M. and 8:30 P. M.
Leagues, 7:45 P. M.
Woman's Missionary Society, Monday 4 P. M.

We had a great message at the 11 o'clock hour last Sunday, by the Presiding Elder, Rev. W. L. Tittle. He held our third Quarter ly Conference at 2 P. M. The pastor preached at the evening hour.

We are hoping to have a splendid audience next Sunday, when we shall try to have a message that will be helpful, and the Lord will bless.

Let each and every one interested in the Sunday School be present at 9:45 and make a record attendance for the year.

Remember: the Revival Meeting will begin July 15. Let every member of the church begin now, to get ready for it. Harvest will be over by that time. Please arrange your trips away from home so as not to conflict with your meeting. It has been a long time since we held one, and we want it to be a great success. Please help us. Give us your absolute cooperation.

At the Methodist Church next Sunday, on time

Yours for Christ,
B. J. OSBORN

SELLS MILLION POUNDS WOOL

The Schreiner Wool and Mohair Commission Company of Kerrville announce the sale of 1,000,000 pounds of 12-month wool at a consideration of nearly \$250,000.

The wool was sold to Hilliard Son of Boston and averaged 23 to 26 cents a pound. The wool will be shipped immediately.

Frank Perkins INSURANCE and BONDS

FORD REDUCES PRICES ON V-8

Detroit, Mich., June 20 Reductions of \$10. to \$15, in list prices of 1934 Ford V-8 passenger cars and trucks were announced last week by the Ford Motor Company effective Friday June 15.

Ford prices had remained unchanged since the introduction of the 1934 Ford V-8 last December, the Ford Motor Company not having participated in the recent general automobile price increase. The reductions announced are, therefore, a decrease in the original prices.

The price reduction on the standard and de luxe Tudor Sedans most popular individual models in point of sales, is \$15. Prices of other standard and de luxe body types were reduced \$10 except for the roadster, Phaetons and Cabriolet, de luxe types, which remained unchanged. Both standard and deluxe passenger cars have the same V-8 engine and 112 inch wheelbase chassis. Body types for both are identical except for the de luxe equipment.

FAT FOLKS LOSE WEIGHT FEEL FINE

Lose Fat This summer—Keep Cool—Look and Feel Younger

Mrs. Jessis Martin of San Francisco is happy because she has discovered the right, safe way to reduce— read her letter:

"I have taken Kruchen Salts a month and find great benefit. I have lost 14 pounds in that time and would lose more if I stuck to a diet as I should I take them every morning regular and hope others will profit by them as I have."

We have letters from men and women who have lost as much as 100 pounds of fat from people who have reduced high blood pressure— from people who have no more bloating or flatulence of breath.

Kruchen help stomach, liver, bowels to function properly—increase physical attractiveness all while losing unnecessary fat. Just take a half teaspoon in a glass of hot water every morning before breakfast— at drug-gists everywhere.

NON-LOCAL MAIL STILL NEEDS 3 CENTS PER MAILING SAYS GOVERNMENT

From Washington comes the following information: "Attention is called to postage regulations, 509, Postal Laws and Regulations, 5491 dated May 27, 1934, from which it will be seen that the rate of postage of 3 cents for each ounce or fraction of an ounce on non-local first-class mail will continue in effect until July 1, 1935. All concerned will be governed accordingly and see that the correct amount of postage is paid on all first-class matter, as set forth in the several paragraphs of the amended section 509."

JUNE 30TH LAST DAY TO GET BENEFIT OF PENALTY FREE TAX

Penalty And Interest On All Taxes To Be Added On July First

Tax payers are reminded that the 30th day of June is the last day in which one can pay taxes without penalty and interest. After that date there will be a ten per cent penalty added as well as 6 per cent interest from the time the taxes become delinquent.

If you have already paid half of your tax the other half can be paid during this time without paying penalty and interest.

Mrs. Herchal Clawson and Miss Rowena Ewing, students at Canyon, were here Sunday visiting their parents, Mr. and Mrs. F. F. Ewing.

Miss Jaunita Dagley, who has been visiting her parents for the past few weeks, returned to her home at Hamilton Sunday.

Miss Gladys Hall of Cumby, who has been the guest of her brother, Fred Hall returned home Monday.

Mr. and Mrs. Norval Cook were in Amarillo Sunday visiting Mr. and Mrs. Syphel Cook. Miss Faye Cook returned home with them after spending a week with her brother.

NOTICE

---The hatching season is over for this season and I want to thank all that helped us in any way to put it over. I am still in the produce business and sure will appreciate at least part of your business and will promise you honest weight and grades.

We are starting next week giving a cash prize to our customers only. Ask about it.

Next Tuesday we give \$100 Cash. See us.

H. P. COLEMAN



In Town or Out Enjoy Modern Iceless Refrigeration

THE joys of modern refrigeration are now within your reach, wherever you live. Superfex, the Oil-Burning Refrigerator, works anywhere. Just by burning two or three cents' worth of kerosene during an hour or two each day, you obtain modern, complete, year-around refrigeration, with no outside connections, motors, drains or moving mechanism.

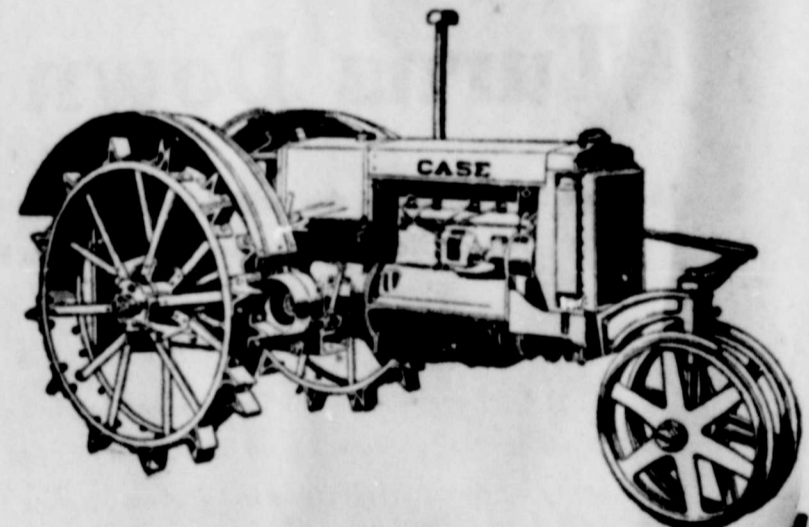
Silently guarding your food and your health, Superfex will put an end to food spoilage, help you to serve more delicious meals, provide generous ice cubes, and save you time, energy, and Let us give you details.

Superfex, a product of Perfection Steel Company, has proved its worth by years of dependable service. Thousands now in daily use. Choice of three attractive models, reasonably priced.

(DEALER'S SIGNATURE HERE)

SUPERFEX Oil-Burning REFRIGERATOR Baker Mercantile Co.

NEW TRACTOR



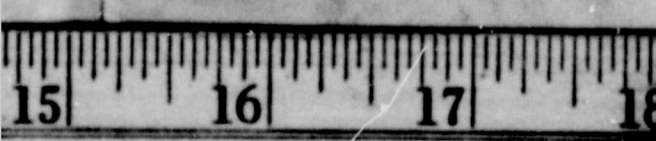
Come in and let us explain the many good features of the Case Tractor before you buy. We have one on the floor ready for immediate delivery.

Jim Dagley J. I. CASE DEALER

Flor de MELBA The CIGAR Supreme

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

Texas M & M Co., Amarillo, Texas



ELECTRICITY

Let us help solve your Cooking, Washing, Heating, Ironing, Sweeping, Refrigerating, Light and Power problems.

Ask us how you can do all of this and only slightly increase your bill.

"Your Electric Servant"

The Texas Utilities Co.

TREASURY TAKES OVER SILVER PURCHASE TASK

The Treasury assumed the task Wednesday of arranging to start silver purchases that eventually may exceed 1,000,000,000 ounces—a course made mandatory

by the new law. Secretary Morgenthau guarded plans for acquisition of this huge stock. The time and amount of the purchases was made discretionary so as to prevent speculators from boosting prices on the Government.

President Roosevelt Tuesday night signed the act to bring silver to a one-to-three ratio with gold in the Nation's metallic monetary stocks.

PICKS UP HIT **WALKER GETS**
\$10,000 **WARD**

Denison Sales finds Kindness Pays; Gift Aid an Bestway to Ride

Denison, June 20.—Last week Arthur Ashmore performed a simple act of kindness; today he was \$10,000 richer as a result. Ashmore, Denison salesman for a Texarkana concern, was driving his automobile along a road in Arkansas when he saw an elderly hitch-hiker trudging through the dust under a sweltering sun. Ashmore gave the old man a ride took him as far as Malvern,

where he supplied money for meal, a shave and a bed. During their ride together the old man kept repeating, "You shall be rewarded for this." Ashmore paid little attention to his passengers' mutterings but learned his name was Ed Johnson, and that he was hitch-hiking home after a six-year stay in California.

When the time came for the two to part at Malvern, the old man thrust a piece of paper into Ashmore's hands. It was a check for \$10,000.

Ashmore returned to Denison and showed the check to his local banker. Investigation showed it was good. The check now is being put through, and soon Ashmore's account will be \$10,000 larger.

Unexcited, Ashmore said he would put the money in the bank when it arrives and, later perhaps invest it.

Many nations claim the invention of playing cards, but it is now generally believed that they came from Asia, probably China.

LATEST TARZAN' DRAMA TOPS ALL FILM THRILLERS

Exciting Animal Scenes of "Tarzan And His Mate" Have Never Been Equalled



The yearning for adventure that is latent in every human is given a thrilling expression in "Tarzan and His Mate," jungle film continuing the experiences of Johnny Weissmuller and Maureen O'Sullivan in Darkest Africa. The new adventure thriller opens Sunday June 24 at the Granada Theatre, in Plainview.

Almost from the first scene there is a series of "punch" incidents to capture audience interest

Outstanding Everyday Values AT CAVE'S

- Pint Size RUBBING Alcohol 19c
- Large 25c Size KLEENEX TISSUES 15c
- Pint size Sue Pree ANTISEPTIC 25c
- 14 Oz. BAY RUM 25c
- Pound Size EPSOM SALTS 15c
- Extra large size Milk of Magnesia TOOTH PASTE 25c
- Large Size Cashmere Bouquet Woodbury's SOAPS 10c
- White Shoe Polishes SHU WHITE 10c
- SHINOLA (liquid) 10c
- SHINOLA (cake) 10c
- SHU MILK (large) 25c

Ask your friends to meet you at **CAVE'S** PLAINVIEW

The Big HAAG 75

THE BEST WASHER FOR YOU



Unmatched anywhere, equipped with a Briggs and Stratton 4 cycle motor. A self contained air cooled unit that you may rely upon to render the most satisfactory service.

This model 75 has all the modern improvements that give washing convenience and Safety, square tub, large capacity, 4 Fin agitator, New improved wringer with large Goodrich Soft balloon rollers, mechanical safety hand, cast iron tub heavily porcelainized.

Come in and let us fully explain this washer, let us arrange a demonstration in your own home.

A convenient payment plan to meet your individual wishes can be arranged.

And don't forget to ask about the grand Free Prize.

Baker Mercantile Co.

EUGENE HARRIS says:

"Suppose your father were an old man and he came to you and you saw that he needed help. You would be willing to give him fifty cents a day. Wouldn't you, to give him a few of life's comforts? If that's the case, don't you think you ought to be willing to put away 50c a day now for yourself when you are old?"

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

Why a Bank Turns Down a Loan

There are four reasons in this article another one will follow next week Reason No. 1 and 2 Have Already Been Printed

REASON NO. 4

4. Because the applicant is not known at the bank, or has had no commercial account at the bank, and has not given the bank an opportunity by past performance to form an opinion of his credit worth. This reason goes to the very heart of the basis of a commercial banking relationship, which is one of mutual advantage and profit. Banks want depositors who will keep compensating balances which, when not required by the depositor, can be loaned or invested by the bank to produce income. With such depositors, banks are glad to reciprocate by giving serious and preferential consideration to requests for credit accommodation. This is because in the course of time the bank has not only come to know something of the applicant's financial worth, his methods of doing business and his character and personality, but also because his commercial deposit account has been profitable to the bank."

WE INVITE YOUR BANKING BUSINESS, AND APPRECIATE YOUR COOPERATION.

First National Bank

Over One Quarter Of A Century In Lockney

Struggles between man and beast on land in the water are blended into one of the most powerful dramas of conflict ever screened.

Under-Water Thrills

Weissmuller was photographed under water as he fights a crocodile to the death. Herds of elephants are shown charging a safari of several hundred natives. Man-eating lions attack white jungle explorers; herds of apes, Wunderbeeste, zebras and other jungle beasts are shown in action.

The supporting cast includes such notable players as Neil Hamilton in the role of Harry Holt that he played in the original "Tarzan, the Ape Man," and Paul Cavanaugh as a convincing "heavy." Forrester Harvey contributes his unique Cockney comedy high lights; with Doris Lloyd, William Stack, Desmond Roberts and Nathan Curry scoring in small roles.

Mr. and Mrs. Carl Meriwether of Slaton have been visiting Mr. and Mrs. Meriwether's parents Mr. and Mrs. Geore Meriwether.

ASSEMBLY OF GOD CHURCH

We will begin a revival meeting Saturday night, June 30, to continue for an indefinite time with Reverend Walker of the Assembly of God Church at Plainview doing the preaching. Everybody is welcome. Come and let us worship the Lord together.

C. A. STRICKLAND, Pastor

Mr. and Mrs. Bryan Wells were Lubbock visitors Sunday.

Willie Watson, six-year-old son of Mr. Effie Watson of South Plains is receiving treatment at the Plainview Sanitarium.

Sound travels at the rate of 400 yards per second, but we find that scandal travels 1,000 yards per second, flattery 10 yards per second, and the truth 1000 feet per second. Now can you figure why Truth is so slow?

PRICES REDUCED

- V8 COUPE \$673
- V8 TUDOR \$789
- V8 FORDOR \$744

These prices include all accessories F. O. B. Lockney.

Come in and drive the new Ford. The car without a price class. The fastest selling car in America! Ask the man who owns one and watch the Fords go by.

FIELDER MOTOR CO.

Genuine Ford Parts



SWIMMING POOL RECEIVES NEW SUITS

The Lockney swimming pool received a shipment of new suits this week. The pool this year is operated by Cleve McGhee.

The Lockney pool is one of the best and cleanest little pools in this part of the country.

Come on in the water is fine I tell you!!

Mr and Mrs. J. D. Norris of Slaton were here Sunday visiting Mr and Mrs J. L. Suits.

Mrs Mary McClain, daughter, and Mrs Dyer, granddaughter, of Mr. and Mrs. Gilbert Huls, who have been visiting their parents and grandparents, also their sister and aunt Mrs Sam Miller, left Monday for their home in Okla

Mrs. Chester Hawkins, nee Miss Dore Sams, of Quitaque was here Thursday and Friday of last week visiting relatives.

Mrs Mitchel Jones of Canyon is visiting her mother Mrs. Jerome Watson of the Pleasant Valley Community.

Robert Willard McCollum, son of Dr. and Mrs. Joe McCollum, is in Amarillo this week visiting his uncle, Ossie McCollum.

Miss Clara Gunn is in Canyon this week visiting her sister, Mrs. Winfred Fowler.

Mrs. Lyda Cope and Mrs. A. D. Bassel were Plainview visitors Friday.

Every Japanese high school has courses in English. Bayonne, N. J. is the world's foremost oil refining center

When a volcano on the great iceflow of Vatna Jokull, in Iceland, erupted recently it sent out a smoke column reported to be 10 miles high, and the disturbance caused the Skeidra River to overflow.

The Mohammedans considered coffee as intoxicating when it was introduced to them and it is still prohibited by the Koran.

An international exposition to be held in Paris during 1937 is being planned by the French officials as part of a program of national development.

California's pure food law prohibits the manufacture or sale of candy with liquor flavorings, says State Director, Dr. G. S. Porter.

The growing of cotton in India dates further back than written history.

Finding of gold in East Michigan in one of the best strikes known in Mexico for many years indicates that the continuation of

HEN CATCHING CONTEST

NEXT

"FELLOWSHIP DAY" Tuesday, June 26th Big Cash Contest

At 3:00 P. M.

Trade with these Business and Professional Men, they give tickets for the Cash Contest and are sponsoring this program::

FILLING STATIONS

Ozark Service Station
Sinclair Service Station
Consumers Fuel Ass'n
Texaco Service Station

GARAGES

Ford and Busby Motor Co
Messimer Garage
Dyer & Ranking Motor Co.
A. O. Fielder Motor Co
Lockney Auto Company
Pennington Motor Co.

CREAM STATIONS

Huggins Produce
Mrs. Belyeu Cream Sta.
Lockney Poultry and Egg

DRY GOODS

E.L. Ayres
Beger Merc. Co.
Fashion Shoppe

GROCERY STORES

Hamilton Grocery
Taylor Gro. and Market
Piggly Wiggly
A. L. Rains

HARDWARE & FURNITURE

Cox Hardware & Furniture
Baker Merc. Co.
Dyer Hardware

WOOD WORK

Wofford Wood Shop

LUMBER

Higginbotham Bartlett Co

BARBER SHOPS

Palace Barber Shop
Scotts Barber Shop

FEED

Arthur Rolfe

IMPLEMENT HOUSES

Hammonds & Co.

INSURANCE

Frank Perkins
McAdams & Childers

CAFES

Cozy Cafe

DRUGSTORES

Greer Drug Store
Lockney Drug Co.

BAKERY

City Bakery

WHOLE SALE OIL

R. L. Maggard
Henry Hodel

FUNERAL HOME

Crager Funeral Home

ICE

Lockney Ice Co.

GAS COMPANY

West Texas Gas Co.

BANK

First National Bank

DENTIST

R. R. Wimberly

PHYSICIAN

N. E. Greer
P. C. Anders

GINS

Patterson Gin Co.

VARIETY STORE

O. E. Stevenson

OIL MILL

West Texas Cottonoil Co.

NEWSPAPER

Lockney Beacon

Ask for tickets when you trade in Lockney

ABC WASHING MACHINES

We are dealers for the ABC Washing machine, and it is our opinion there is no better machine on the market and very few that equals it. It has a corrugated tub, Soft Balloon Rollers and Low in Price. Let us demonstrate this washing machine to you before you buy.

Furniture Upholstering and Rebuilding

Suites Re-built And Upholstered By Factory Trained Men

Cost of re-building and upholstering your suite will be found reasonable when the work is done here by men who know how. We take old worn out suites and make them look as though they had just come from the factory.

WE WILL BE GLAD TO GIVE YOU AN ESTIMATE ON THE WORK

We handle the

Premier Oil Stove

Do better cooking and baking in less time and the price is within reach of all. See this wonderful stove and get prices.

Cox Hardware & Furniture

BOARD WITH US!

WE WILL BOARD YOU BY THE WEEK OR MONTH. GOOD EATS AND READY ANY TIME YOU WANT TO EAT. COME IN AND SEE US ABOUT IT.

Everybody Is Hot And Bothered

But don't tell us, we feel bad enough now! But nobody ever felt bad after eating with us. The food is good and our prices are reasonable.

Cozy Cafe

PONT DARNELL

veins already known has been discovered.

The muskox is a relative of both cows and sheep, and it wears two coats the year around; a coat of long hair to turn the rain and an undercoat of wool for warmth.

An Eastern bachelor willed all his property to three women who had rejected his proposals, with the words, "To whom I owe all my earthly happiness."

A map of what is now the Alabama and Mississippi coast, which Americus Vespuccius drafted in 1501 hangs in the museum at Modena Italy.

Dauphin island off the Alabama coast formerly was called Massacre island because of the Indian skeletons found there by early explorers.

SOUTH PLAINS NEWS

Sunday School was well attended Sunday.

Most of the wheat farmers of this community are busy in the harvest this week.

Reverend Hucklebee of Plainview will preach at our church Sunday June 24.

Mrs. Sim Reeves, who underwent an operation at Lubbock a few weeks ago is reported as doing nicely.

Misses Helen and Geraldine Upton visited with relatives at Silverton Sunday.

CHURCH OF CHRIST

Luke Priba, Minister
Lord's Day Services:
Bible Study at 10 A. M.
Preaching at 8:30 P. M.
Ladies Bible Class on Monday at 4: P. M.

Prayer Meeting on Wednesday at 8:30 P. M.

You are invited to attend these services

Soda-water the favorite American drink, contains no soda; its chief ingredients are marble dust and sulphuric acid.

TRUCK TIRES

32 x 6

Ten Ply

\$27.30

30 x 5

\$16.00

WE OWE YOU

...if we are to deserve you as our customers

The finest TIRES we can get

Guaranteed Satisfaction

Rock Bottom Prices

Extra Service

FEDERAL Tires

Extra Service

give all these things . . . and if they don't we make good

Ozark Service Station

WHOLESALE and RETAIL

Lockney, Floydada, and Plainview



Watch 'em come...



when Florence does your Cooking

Florence cooking makes a hit with the whole family...



Baker Merc. Co.

COTTON BUR ASH BEING SHIPPED FOR FERTILIZER

Market For Waste Will Be A Profit Maker For Gin Men

For several years cotton growers have known there was considerable fertilized value in the ashes formed by burning cotton burs from gins...

For many years past cotton gins have had the custom of burning the burs, stems and stalks from the fleecy producing plant under their boilers...

Those who investigated the plan say it is destined to become one of wide interest affording a considerable income to cotton ginners.

June 12 Mrs. A. J. Sams had E. W. Suggs, her twin sister, and as her guest on her birthday Mrs. Mr. Suggs of Crosbyton...

Mr. and Mrs. Robert Ayres returned Friday after a two weeks vacation in New Mexico and Colorado. Mrs. Ayres has Nora Sams...

Leads Women Voters



MINNEAPOLIS... Miss Margaret M. Wells (above), new president of the National League of Women Voters declares that women voters will carry the balance of power in Fall elections throughout the country.

HALF MILLION DOLLARS GIVEN TEXAS TO PAY OFF TEACHERS

Small Schools With Empty Treasuries Will Benefit

The federal relief administration late Monday advised Senator Connally it had allotted to Texas \$500,000 to be used in paying teachers in small schools with empty treasuries.

The senator some time ago had urgently requested the administration to act in the matter.

CLAUD POLLARD, FORMER ATTORNEY GENERAL FACES CHARGES

Named in Indictment For Alleged Activities In Sale Of Bogus Tax Stamps

Claud Pollard, attorney general of Texas during the Moody administration and widely known lawyer, was under indictment Monday for alleged activities in connection with the sale and circulation of bogus cigarette tax stamps.

D. H. Willard, of Dallas and others were indicted for similar offenses. Officers would not reveal names of those to yet arrested.

ed Willard posted \$1500 bond in each of seven cases. He was charged with issuing and circulating counterfeit cigarette stamps, indictments alleged he circulated 310,000 stamps of three-cent denomination between March 1 and April 14 this year.

Pollard was indicted separately and jointly, but Sheriff Lee Allen, of Dallas, would not disclose contents of both. The bill he finally did make public alleged that Pollard "unlawfully consented" on four occasions to the use of 100,000 counterfeit stamps in connection with the sale and offering for sale of cigarettes. The dates were given as February 23, March 9, and March 14.

Pollard states he never "had the remotest connection directly or indirectly, with any of the transactions upon which the indictment is based." He said the indictment was "preposterous" and "an outrage."

He stated the charge was based solely upon the testimony of a wholesale cigarette dealer, who testified that he had purchased the stamps from a party connected with the Association of Wholesale Tobacco Jobbers of Texas, one of Pollard's clients.

"I was indicted because I represented the association with which the party was connected, from from whom the wholesale cigarette dealer says he purchased the counterfeit stamps," Pollard stated. "I had no connection with it other than this and am innocent of any legal or moral wrong, or even indiscretion, as a person who never heard of a cigarette stamp and the indictment is an outrage."

SENIOR EPWORTH LEAGUE PROGRAM

Subject: The Law and the Poor Man's Justice.

Leader: Luella Walter.

Pictures From the Past of an Old Problem—Virginia Thomas. Man is Changed by Christ—Delbur Rose.

The Ideal in the Constitution and the Law—Patricia Patterson. Administration of the Law—Allene Reasonover. Abolition of Poverty the only

Ultimate Justice—Jesse Wofford. The Ideal of Freedom and Equity of Justice—Raymond Rucker.

Essential Defects in the Administration of the Law—Winston Wofford.

Suggested Remedies—Lawrence Brotherton.

Mrs. K. L. Canning and daughter, Charlotte, and son Raleigh left Tuesday for a ten day visit in Tucson, Arizona, to visit Mrs. Canning's sister, Mrs. J. E. Clarke. Mr. Canning accompanied the family as far as Amarillo where they continue the journey on the Rock Island Railroad.



Rev. I. N. Demy says:

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

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

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

DR. MILES' ANTI-PAIN PILLS

ROBT. McGUIRE GETS IN DISTRICT CLERK'S RACE

To the voters of Floyd County: I want to be your next District Clerk, and am a candidate subject to the democratic primary on July 28, 1934, and I earnestly solicit your support in the race.

For the benefit of those who do come to Floyd County in September of 1932 and have lived here not know me, I will say that I every since except two years in the army during the war I am a working man with a family and need the office for the living there is in it.

My experience includes several years as a farm hand on Floyd County farms and as a salesman and clerical worker in Floydada. I believe I can make you a good district clerk.

It is my intention to make a through canvass of the county. I want to get around and talk to every voter about my candidacy. If I do not get to see each one it will be because of lack of time only.

Hoping you can see fit to give me your vote and influence and choose me as your district clerk, I am,

Yours very truly, Robert McGuire.

GOVERNMENT ONLY SOURCE OF CREDIT ON A LARGE SCALE

Regulates Issuing And Trading In Securities, Tells Industry What Rules Must Be Followed

The Federal Government is now in control of the activities of all of its citizens to an extent that three years ago, would have been deemed impossible in America. Three years ago Congress was debating whether it was any part of the Government's duty to share the burden of relief for the destitute. Now it is the accepted thing, with proposals for old-age pensions and unemployment insurance on a national scale coming to the fore.

Government is now the only important source of credit on a large scale, and besides its direct loans to industry it owns a billion dollars of preferred stock in the banks of the nation. The Government now regulates the issuing and trading in securities, tells the industry what rules must be followed in business, regulates interstate communications, tells the railroads how much they may pay their officials and tells farmers what they may grow and how much of it. There are only the high spots of the New Deal.

There is little likelihood of any change in the attitude of Congress at the next session. That is, there undoubtedly will be a Democratic majority in both houses of the 74th Congress. Whether or not it

will eat out of the president's hand as readily as the present Congress is not quite so certain. But it certainly will not withdraw any of the powers that have been granted.

THERE IS TO BE NO INTERFERENCE WITH REASONABLE PROFIT

Business Men To Realize Things That Have Frightened Them Are Bogies

With Congress out of the way until next January there can be no new legislation, and the nation can take time to sit back and evaluate what has been enacted, and find out whether it looks, on the whole beneficial or injurious to private capital and enterprise.

There seems to be a feeling that the President will not willingly use the broad powers granted to him in any injurious way, that he is essentially conservative. In his recent statement expounding his plans for the future he took pains to lay stress on the statement that there is to be no interference with fair and reasonable profits.

The Administration's friends believe that as things quiet down during the summer, business men will begin to realize that a good many of the things that have frightened them are bogies, without real power to do them harm. Also it looks as though the whole Administration program has now been disclosed.

FLOYD COUNTY SCHOOL GETS \$2.00 PAYMENT ON STATE APPROPRIATION

Floyd County schools last week received a \$2.00 per capita payment of the state appropriation for the year 1933-34.

Last week's payment makes a total of \$10.00 paid on the total \$16.00 per capita apportionment from the state. The first payment was received in January.

—Floyd County Plainman.

COMPLETED ANNUAL AUDIT OF COUNTY BOOKS SAT

John C. Newton, of the Rankin Audit Company of Houston, audit of the books of Floyd County Saturday completed an annual audit officials he had been working since the first of the week.

Mr. Newton has returned to his home at Houston and will mail a report of the audit to the commissioners court. He reported finding the books of the county officials in good condition.

—Floyd County Plainman.

Miss Mildred Southern, who has been attending Simmons University the past year, is here visiting her mother, Mrs. Southern of the Muncy Community.

Another Big FREE Picture Show

Wednesday, Friendship Day, June 27th.

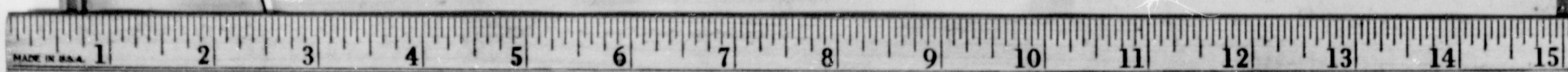
GRANADA THEATRE, PLAINVIEW

Starting at Ten o'clock A. M. BIG CASH CONTEST, TOO

At 3:30 P. M. At The Bandstand

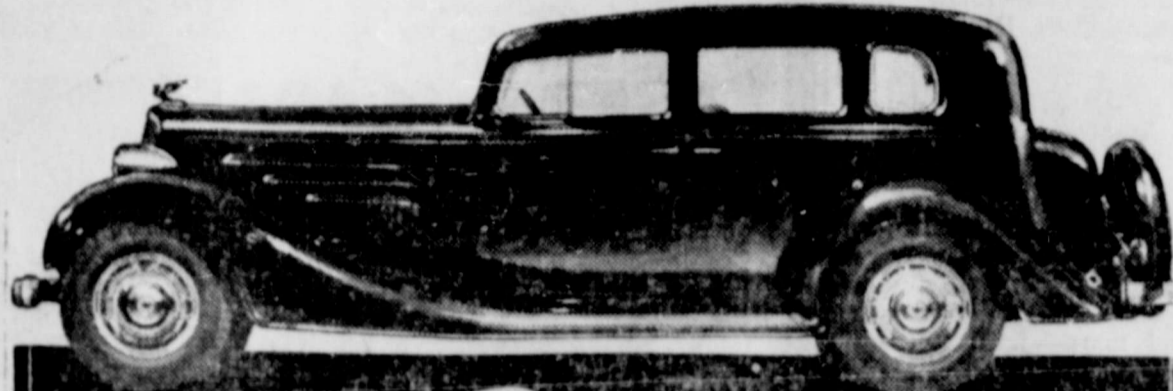
These Plainview firms are sponsoring the every Wednesday Friendship Days

- AUTOMOBILE: Hale County Motor Co., Lockie Motor Co., Shepard Chevrolet Co., Don Groth Motor Co., Bob Hooper Motor Co.
AUTO SUPPLIES: Phillips Battery Co., Connor Mathti Co.
ATTORNEYS: Williams & Day, Joe Sharp
BAKERIES: City Bakery, Quality Bakery
BARBER SHOPS: Hilton Barber Shop, Service Barber Shop, Henderson Barber Shop, Hendrix Barber Shop, Largent Barber Shop, Carter & Greer Barber Shop
BOWLING: Plainview Bowling Club
CLINCS: Plainview Sanitarium and Clinic
CREAMERIES AND CREAM STATIONS: Plain Cooperative, Inc., Borden Produce Co.
CLEANING AND PRESSING: Davis Cleaners, Waller Tiling Co., Vick's Cleaners
CONFECTIONERIES: Karamel Krisp Co., The Palm Confectionery
COUNTY AND CITY OFFICIALS: W. C. Malone, J. Kelley Hooper, Mrs. Maggie McGee, Mrs. Ola Legg, Nath Burket, Dudley Stovall
W. W. Evans, Miss Della Ansley, Chas. Clements, J. M. Johnson
COTTON OIL CO.: Plainview Cotton Oil Co.
DRY GOODS: J. C. Penney Co., Ayres Dry Goods Co., Levine's, Brashear's Dept. Store
SHOE STORES: Seale's Shoe Store
DOCTORS: Dr. J. L. Guest, Dr. J. S. Rinehart, Dr. E. H. Kirchoff, Dr. C. J. Barnes, Dr. F. W. Wehrheim, Dr. Fred Guss
DRUGS: Blair Drug Co., O K Drug Co., Alexander Brothers Drug Company, Robinson-Heffing Drug Whetstone Drug Co., Camp's Pharmacy, Dunn Drug Co., Hart's Pharmacy
DARIES: Mayhaugh Dairy, Hoyle Dairy, Sunset Dairy
FREIGHT LINES: Curry Freight Lines, Dalby Freight Lines
FUNERAL SERVICE: Fields-Boen Funeral Service
LINDSEY FUNERAL HOME: Empire Furniture Co., Smith-McCraw Furniture, Green Furniture & Sheet Metal Work
GROCERIES & MEATS: Mascho Grocery
Piggly-Wiggly, Helpy-Selfy, Loooper Grocery No. 1, Loooper Grocery No. 2, Seago Grocery, J. W. Smith Grocery, C. E. White Seal Co., Huffs Grocery & Market, B. H. Thames Market, Young's Market, Cash Grocery Co., Baum Grocery Co.
GAS & OIL, WHOLESALE & RETAIL: Dyer Slaton, Paul Schick, G. S. Shutt, C. C. McClasston, Panhandle Oil Co.
GARAGES: Geo. Mason Motor Co., Doc Hines Garage, Kiker's Service Station
HATCHERIES: Plainview Hatchery Co., Smith Hatcherly
HOTELS: Hilton Hotel, Ware Hotel
HARDWARE: Meinecke Bros Hardware, Downen Hardware Co., Wes-Tex Hardware Co.
INSURANCE: R. Q. Silverthorne, L. C. Files, Boyd & Davenport
JEWELRY: King's Jewelry, Wilbert Peterson
LAUNDRIES: Model Laundry
LADIES' WEAR: The Fashion Shop, Flaxman's Style Shop
LUMBER COMPANIES: Foxworth-Galbraith Lumber Company
Long Bell Lumber Sales Corporation, Higginbotham-Bartlett Lumber Co., Rockwell Brother & Company
MATTRESS FACTORY: Plainview Mattress Factory
MILLS & ELEVATORS: Harvest Queen Mill & Elevator Co., Wes-Tex Grain and Milling Company, Bawden Fuel and Feed Company
MACHINERY: Locke & Locke Machinery Company, E. K. Hufstetler & Son, Davis & Gibbs
MEN'S CLOTHING & SHOES: The Reinken Company, C. C. Stubbs, The Man's Shop
MONUMENTS: South Plains Monument Company
MISCELLANEOUS: City National Bank, Texas Land & Development Company, E. H. Perry, Harry McKeever, Jack E. Skaggs, Chas. M. Smith, C. E. Davis, J. E. Hall
PAINT & GLASS: Crenshaw Paint & Glass Company
PRINTING AND PUBLISHING: Community Weekly, Thatcher Printing Co., Herald-News Publishing
PRODUCE COMPANIES: People's Produce Co.
PHOTOGRAPHIC STUDIOS: Ash Studio
PLUMBING & ELECTRIC: Plainview Plumbing & Electric Co., Burt Electric Co.
RESTAURANTS: Imperial Waffle House, Senate Cafe, Gordon-Barrow Tea Room, Broadway Coffee Shop, Quick Lunch, Coney Island
SHOE SHOP: Ash street Shoe Shop
THEATRES: The Texas Theatre, Granada Theatre
TIRE COMPANIES: Jordan Tire Co., Jackson Tire Company, Bernie Phillips Tire Co.
UTILITIES: Texas Utilities Company, Postal Telegraph Co., West Texas Gas Co., Western Union
VARIETY STORES: A. V. C. Store, F. W. Woolworth Co.
WASHING MACHINES: The Maytag Shop
ICE COMPANIES: Plainview Ice Company
FRIGIDAIRE: M. E. Sidebottom
SHOE STORES: Seale's Shoe Store



CHEVROLET'S

newest creation is here!



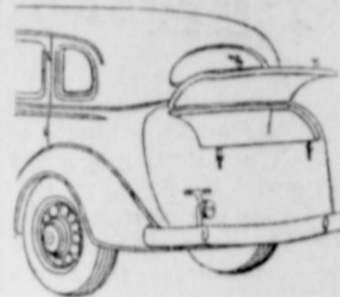
Presenting THE 4-DOOR SPORT SEDAN

DEALER ADVERTISEMENT

Chevrolet proudly presents the new Sport Sedan as the most beautiful model ever built by any manufacturer of low-priced cars. On a long chassis embodying Chevrolet's combination of exclusive features — enclosed Knee-Action, an 80-mile-an-hour, 80-horsepower engine,

cable-controlled brakes, and all the rest—is mounted a body that combines five-passenger capacity, exceptional luggage space, and more de luxe touches than we have space to tell about. If appearance and convenience come first with you, and you wish to stay in the low-price field—here, beyond a doubt, is your car.

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



PEOPLE who have an eye for handsome lines will admire the way the spacious trunk merges into the body lines. And make no mistake about it—handsome as this trunk is, it is a decidedly practical feature. It holds enough for a cross-country tour, and specially-designed locks make it tamper-proof.

Lockney Auto Company

Poultry Topics

FORCED PULLET IS NOT BEST PRODUCER

Should Have Time to Develop Necessary Stamina.

"Pullets should be given every opportunity to develop normally without being forced, in order that they may have the body vigor to withstand a long and continuous period of heavy egg production," says O. C. Ufford, extension poultryman for the Colorado agricultural college.

"It is not good practice," he adds, "to force growth by the use of a heavy protein diet over the entire growing period.

"Birds that have received such a diet will start laying a month or three weeks earlier than the normal maturing period for the breed, but they will not have the body growth that enables them to stand up under heavy egg production over a long period of time."

"For pullets on a summer range, a growing mash of ground grains containing 10 per cent meat scraps and 5 per cent bone meal, is suggested. This may be kept before them all the time in outdoor hoppers. The hoppers should be so constructed that very little mash can be wasted, and the hoppers should never be allowed to go empty, it is stated.

"This growing mash may be kept before the pullets until they are three or four months old, depending on their development. Then, in order to prevent too rapid development, the percentage of meat scraps may be greatly reduced by adding ground oats or barley, corn meal or bran to the growing mash mixture. Reduction of the animal food allows the pullets to grow and develop without stimulating the growth of the egg-producing organs.

"This method of handling pullets enables them to put on body weight and fat, and when they come into winter production they will be able to produce steadily because of their vigor and vitality," Ufford explains.

Too Much Sunshine Is Not Good for Chickens

While sunshine is necessary in the development of chickens, one should not overlook the fact that during the hot summer months protection from the hot sun is absolutely necessary. One reason why late hatching a fall to winter is because of a failure to keep them supplied with shade. Chickens that are compelled to live in a class, hot coop in the hot summer because of no other protection are not getting the best possible treatment. The air under shade trees is fresher and cooler; there is less danger from mites and they are closer to green food and insect life.

If summer shade is not readily available, the best thing to do is to plant patches of sunflowers or corn. It is of course necessary to keep the chicks away from it until it gets a fair start. After the plants have grown to a sufficient height, chickens can run in them with practically no injury to the crop. In fact, there is no objection to growing a crop of chickens and corn on the same piece of ground. This can be easily done by erecting temporary fences and confining the chicks to a portion of the yard or it may mean the removal of the chickens to new yards more suitable for summer growth. On the farm this latter method can usually be employed.—Missouri Farmer.

Feather Pulling

The feather-pulling habit is usually caused by overcrowding. Another cause is the taste of blood, which may result from accident or disease. When hens, and especially roosters taste blood they become part cannibal. Feather pulling is the natural result for the birds soon find that there is a drop of blood at the bottom of the quill they pull, and they have been known to practically eat a weak member of the flock alive. The best remedy is to kill the cannibals and segregate the victims as soon as it is seen that they cannot protect themselves. Out of door exercise and change of feed will do much to stop the trouble.—Montreal Herald.

Curing Sealy Leg

The shanks and upper surfaces of the toes of fowls are protected by horny overlapping scales. A little mite, called by scientists sarcoptes nutans, has a habit of burrowing under these scales, causing an irritation and making the feet sore. Its presence is detected by the loosening of the scales and accumulation of crusty matter under them. The condition is corrected by dipping the feet in a mixture of linseed and kerosene oils, equal parts, or by anointing with vaseline.

Rhode Island Red Bantam

The general rules and practices applied to the raising of "large" poultry held good in handling the Bantam, also. The Rhode Island Red Bantam is coming to the front as a popular member of the oldfogy group and some good specimens of these birds are to be seen occasionally in showrooms. They have not been admitted to the American Standard, but it is likely that in course of time they will be recognized. The males weigh about two pounds.

TO MAKE HENS LAY IN SUMMER SEASON

Wet Mash Suggested by a New York College Man.

If the poultry flock lays few eggs in late summer, feed a wet mash, advises L. M. Hurd of the New York State College of Agriculture. When skim milk is available, use it to wet the regular mash, or use semisolid buttermilk at the rate of two pounds to the hundred. The crumbly wet mash may be fed late in the afternoon, just before the night grain feeding. The hens should have only what they can eat in twenty minutes.

Another plan is useful when no milk is available. Fill a pail one-half full of dry oats and then fill to the top with water. Let the oats stand from one afternoon to the next and add enough of the regular dry mash to absorb the remaining moisture. Feed the same amount and at the same time as the milk mash.

Wet mash feeding usually begins in late July or August. Mr. Hurd suggests: No change in quarters or in feed formula; provide an abundance of tender green food; have fresh water at all times; furnish shade; and do not allow red mites to attack the flock. He also suggests adding two pounds of tobacco dust to each one hundred pounds of mash to aid in controlling worms and coccidiosis, which are thought to contribute to paralysis. The tobacco dust should be guaranteed to contain 1 per cent nicotine sulphate.

Hen's Offspring Best Indicator of Ability

A hen may be a good egg layer, but that is no guaranty that her daughters will be good layers, even when she is mated with a sire whose female parent was a heavy layer, a three-year experiment by the United States Department of Agriculture indicates.

Progeny testing—that is, the testing of the laying ability—of a hen's daughters is the most reliable guide to that hen's ability to produce good layers, the department found. The common practice of attempting to improve egg production by selecting breeding stock on the basis of egg production cannot be depended upon to bring the desired results, the experiment, made by Dr. Morley A. Jull, department poultry specialist, shows.

The department tested 708 single-comb White Leghorn hens, the daughters of 19 selected sires and 135 selected dams, at its animal husbandry experiment farm at Beltsville, Md. The tests showed: That the egg production of a sire's dam had little significance in determining his ability to produce good progeny; that a given sire mated to a given dam may produce good progeny, but that the same sire mated to another dam may produce poor progeny; that the same was true for differing sires and a given dam; that full sisters mated to the same sire frequently produced diverse results; that the average egg production of a group of full sisters could not be used as a basis for judging any one of the sisters for breeding.

HEARING SET IN CASES ATTACKING VALIDITY OF TEXAS MORTGAGE LAW

The Supreme court set for oral argument October 8 cases involving litigation which attacks the constitutionality of the real estate moratorium law, passed by the second called session of the 43rd legislature.

Under the terms of the law a district judge is empowered to continue foreclosure suits, where he is satisfied the debtor in good faith is making a reasonable effort to meet his obligations but, because of the existing financial emergency, is prevented from doing so. The law provides for the payment, however, of fair rental by the debtor on the property during the period a forced sale is suspended.

CHAMPION BARER TAKES PA'S GIRL OUT, CELEBRATES

Heavy-weight Champion Max Baer took his girl out Monday night in New York and had a glorious time.

She was tall, she was sweet. And she had a fine time.

But before she left the champion she said:

"Better go to sleep now, little man, you've had a busy day."

Maxie laughed and said:

"Isn't she marvelous?"

He's said that before and many many time, but the sincerity behind it this time was something that made the girl smile proudly.

Need any more be said? You guessed it. It was his mother, from Denver.

Did the boys put on a party for her?

But, it's only begun. Just as long as she stays in New York, she's dated up by the champion, who says he's going to keep her here as long as she'll stay, because:

"I was on edge since the fight waiting for her to get here and tell me how happy she was."

There were plenty of girls at the party but all they got was a passing glance as the big champion whispered sweet things into his mother's ear and caressed her.

CANDIDATES HAVE TO JULY 3 FILE EXPENSE ACCOUNT

Expense accounts for county and precinct candidates must be filed before July 3.

HAIL STORM IN OLTON COUNTRY DOES DAMAGE

Olton was visited by a devastating hail storm Wednesday night that did considerable damage to wheat and cotton and wrought havoc to the gardens, fruit and other growing plants and shrubs. The fall seemed heavier in town than elsewhere.

Quite a bit of damage was done to wheat in nearby sections through the loss is not as great as was feared. Some of the loss is covered by insurance.

Cotton in the hail zone was a total loss. From reports to the Enterprise the most damage seen was to be southwest of town. All the cott on the Len Irvin farm was destroyed as well as on farms adjoining. There was also considerable wheat damage in that neighborhood.

C. T. Galloway reported his wheat damaged about 90 per cent and his cotton a total loss.

G. V. Estes sustained a like loss on 50 acres of wheat and L. S. Kenned had 190 acres damaged about 75 per cent.

L. H. Green suffered wheat damage but the extent was not learned. John Rucker, six miles northwest of town, says his wheat was damaged 50 per cent.—Olton Enterprise

Mr. and Mrs. Acle Cope were Mr. and Mrs. Acle Cope were

EASY TO HAVE BROILED FOODS

WITH Coleman Instant-Gas Ranges



Model No. 940 with concealed Everdur Fuel Tank

With one of these new, modern-to-the-minute Coleman Ranges, delicious broiled steaks and chops can be an everyday treat! And these broiled foods retain their delicious, natural flavors and nutritious juices. They're more healthful, too, authorities say.

You'll like the way these new ranges light instantly... just like city gas. You'll like their low fuel cost; their easy operation; their beauty and cleanliness. Let us show you these modern stoves that provide city gas conveniences... no matter where you live.

THE NEW BAND-A-BLU BURNER Gives you a clean, blue, odorless flame... easily controlled from the lowest to the highest, hottest flame you'll ever need. Cuts fuel cost one-fifth. Greater heating efficiency.

DRAWER-TYPE DROP-DOOR BROILER

Slides out like a drawer. Door drops down and gives free access to food... easy to heat or turn without danger of burning yourself. Come in and see how convenient it is... how easy it works!



Baker Mercantile Company

Many nations claim the invention of playing cards, but it is now generally believed that they came from Asia, probably China.

Soda-water the favorite American drink, contains no soda; its chief ingredients are marble dust and sulphuric acid

NEXT WEEK



SPECIALS

Two \$1.75 Permanents for \$2.00

Two \$5.00 Permanents for \$2.50

You may have your nails manicured... your hair cut, sculptured, or permanently waved... your scalp treated skillfully or any personal beauty treatment desired... and all at a cost as small as you might obtain such service elsewhere. The operator understand minutely the relationship of modern beauty culture to modern costume... Allow her to help you.

Vogue Beauty Soap

LYNNA JAYE GRAVES, Operator

WHY WORRY

about who you are to get to do your washing next? You can always depend on us. Our service is regular, dependable, and of the highest quality.

Leave word at the Baker Hotel

Floydada Steam Laundry



We Are Ready to Receive

YOUR WHEAT

For Purchase or Storage
FEDERAL BONDED WAREHOUSE

STORAGE RATE

Including insurance, and shrinkage 11-4c per bushel per month

LOCAL OWNED AND OPERATED

Lockney Wheat Growers Inc.

OLAN RIDINGS, Mgr.

DIRECTORS:

J. J. Smith
R. T. Spence

Jno. Hodel
H. L. Barton

N. T. A. Byars

BUSINESS IS GOOD

AND WE ARE GRATEFUL TO THE PEOPLE OF THIS COMMUNITY FOR THE NICE BUSINESS GIVEN US. REMEMBER WE DO

ELECTRIC AND ACETYLENE WELDING

GO ANYWHERE AND DO YOUR WELDING
DISC ROLLING AND GENERAL BLACKSMITHING
AND REPAIR WORK

If It Can Be Done By A Blacksmith, We Do It

GRAVES BLACKSMITH AND WELDING SHOP

It's going to be
"Fair" and "Warmer"



PHOENIX HOSIERY

FAIR... a new cool hosiery shade for the fair complexions. WARMER... a warm hosiery for the sun complexions. Also popular with bright colors in sporty clothes. In Phoenix "Everyday" Sheers and Service Sheers... with Custom-Fit Top.

\$1.00

E. L. AYRES

Classified Ads

FOR SALE—28 McCornack-Deering Case one way, three row drill.—Price \$375. P.O. 132, Lockney, Texas. 41-2tc

ARTHUR MUNCAN, ABSTRACT COMPANY Oldest and most complete Abstract plant in Floyd County. Prepared to handle your efficient service on all matters in the line of land titles. E. E. corner of public square, Floydada, Texas. Mrs. Maud E. Hollums, Manager.

LAND—I have recently perfected arrangements in north, whereby I expect to be able to dispose of quite an acreage of Floyd County land. If you have any for sale, give me a chance to sell it for you. Will establish Lockney office soon.—Wm. McGehee 37tc

FOR SALE—One share in the Consumers Fuel Association of Lockney. Inquire at Beacon Office. 40-1tp

Our Health and Beauty Sale, June 16th to 30th Watch our windows.—The Rexall Store 38tc

A few vacant Rawleigh routes in West Texas. Good reliable men wanted. Write W. T. Rawleigh Co., Memphis, Tenn. or see M. B. Martin, Rawleigh Man, Lockney, Rt. M. 40-3tp.

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

FOR FUNERAL FLOWERS.—Phone us or leave your orders with Mrs. Honen.—Hollums, Floydada Florist. 12tc

Our Health and Beauty Sale, June 16th to 30th Watch our windows.—The Rexall Store 38tc

FOR SALE—The Ryan Spegal home, also 160 acres on pavement west of Plainview, \$25 acre; 160 acres east Plainview, just off of pavement, \$25 acre. Call on me at Missouri Hotel—Jim Downs, Plainview Texas 40-4tc

ATTENTION HOUSE WIVES. Don't be misled. Watch for Fake Salesman. We have no Representative. Look for the Singer Car. We can save you money on both New and Used Singer Sewing Machines.

Parts and Service on all makes. A post card brings our service to you.—Geo. Ford & Son, Singer Shop, 708 Broadway Plainview, Texas 43-4t

Registered Jersey Bull (Robert Smith Herd.) \$1 00 when cow is served.—Harding Nall. 36-tfc

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

HEMSTITCHING.—Mrs Barlow Hill, one block east of Rains Store. 1tc

WANTED.—Trade tailor work for hangers. At Brooks Dry Cleaners.

PLANTS—Cauliflower, potatoes and pepper now ready.—B. D Hill. 36-tfc

FOR SALE—Higeria bundles. See M. B. Martin, the Rawleigh Man. 36-tfc

FOR SALE—1 2 year old paint Shetland mare—J. B. Wigginton, alcimo 41-tfc

FOR SALE—Good used hand power washing machine—Good used oil cook stoves.—Good used 2 row lister. Terms if desired Baker Merc. Co. 41-2tc

LOST—between Lone Star and Lockney Sunday 17. One block and tackle and 2 stilson pipe wrenches please bring to Beacon office and receive reward.—Morgan Lawson. 41-1tp

PASTOR TO BE CALLED AT IRICK

Next Sunday morning a pastor will be called for the church at Irick, and all members are asked to be present.

Vivian Baker has charge of the B. Y. P. U. program, and the following members will give talks:

Read and discuss 51st Psalm—Laura Mae Terrell
What a B Y P U owes Its Leadership—Ola Mae Hyden
Mothering Sunday—Gladys A Langford

"SHORTY" SMITH ENTERS CONSTABLE'S RACE

"Shorty" Smith requests that we make the announcement that he is in the race for Constable of the Lockney Precinct. Through a mixup and misunderstanding he failed to get his name on the ticket as last Saturday was the last day for filing. So he asks that you write his name on the ticket in the place provided, on election day July 28th.

Bill Messer and Ike Moore were in Sweetwater Tuesday attending to business interests.

Homer Threet was in Amarillo visiting Wednesday.

Granade Theatre PLAINVIEW

THREE OF THE YEAR'S BEST!

THURSDAY & FRIDAY JUNE 21—22

Adults 20c & 25c Children 10c

The Year's Outstanding Play Now The Picture Hit of Year



There was no place for a woman's love in his life, but while his soul yearned for a career, his heart cried for love

Also—Buster Keaton Comedy "Allez Oop"

SATURDAY ONLY JUNE 23

Adults 20c & 25c Children 10c

The 1934 Gold Rush Is On! Excitement! Human Comedy! Big Thrills!



Women Lead—Men follow in this new kind of Gold Rush! Also—Comedy—Ben Blue. Hollywood's Fanniest man in "Foiled Again"

SATURDAY MIDNIGHT JUNE 23

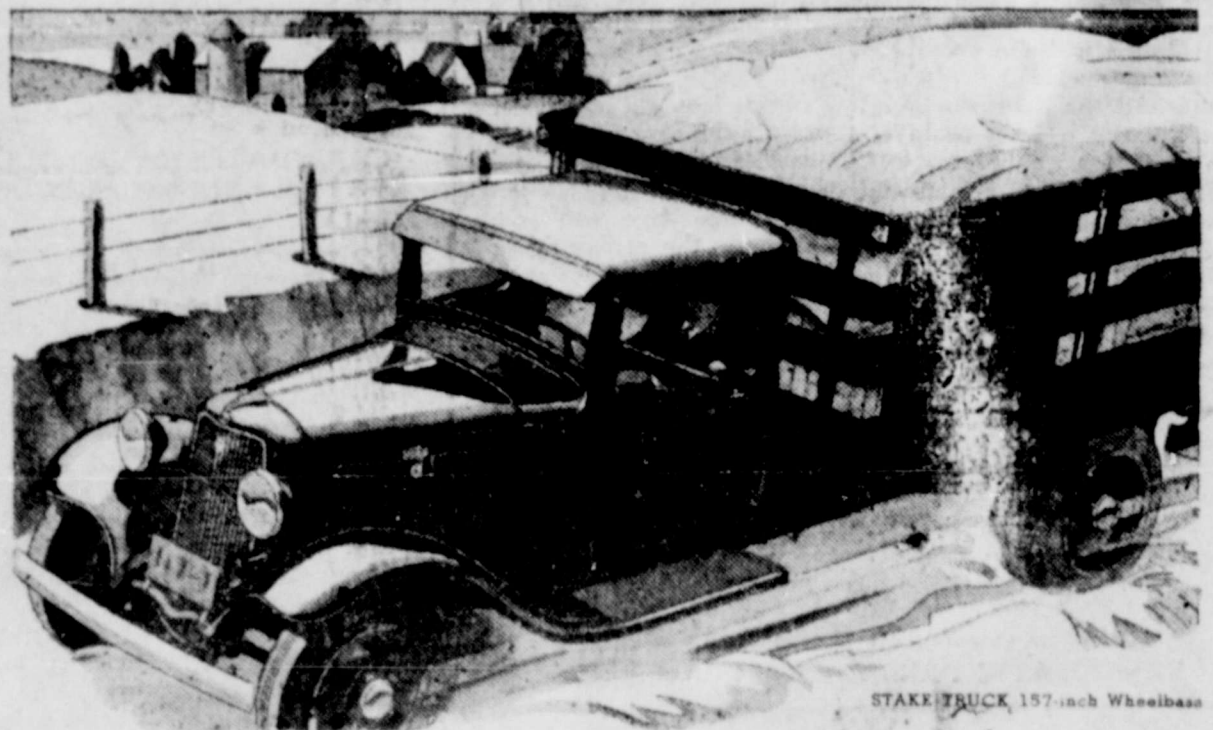
Sunday & Monday June 24—25

Adults 25c & 35c

Don't Confuse "Tarzan & his Mate" with any other Tarzan Picture—This is M. G. M's New Million Dollar Production—Awarded 4 Stars in Libery Magazine.



Eyes have never beheld the like of it Hearts have never felt thrills to equal it 2 solid hours of breath-taking Adventure. To Miss "Tarzan and his Mate" is too miss The Biggest Screen Thrill On Earth. Not a Serial. Everything new and produced on a big scale with over 1000 players Also—Comedy "Mrs. Barnacle Bill"



This Truck can "take it" because it's All Truck!



THE new Ford V-8 can "take it" with a heavy load in any weather because every part is a true, heavy-duty truck part. In designing this unit no compromise with passenger car manufacture has been allowed at any point in the chassis or body.

The new Ford truck has a special, heavy-duty, 8-cylinder truck engine. It develops 80 full horse-power. Dual down-draft carburetion has

added to the V-type engine's inherent economy and power. New floating copper-lead connecting-rod bearings prevent bearing failure. These brand-new inserts do not pound out. The rear axle is full-floating. The driving pinion is straddle-mounted.

See the new Ford V-8 now on display at your nearest Ford dealer's. Body types available in two wheelbases to meet every hauling need.

FORD V-8 Trucks AND COMMERCIAL CARS

Authorized Ford Dealers of the South West Easy terms through Universal Credit Company

