

CHATTERGRAMS
BY JEAN SUITS

The spirit is all gone, another Christmas is ore and we are about to enter into a spankin' new year issued by Father Time, who sees all, hears all, and is effected by none. Puritan resolutions will be made within the next few weeks and probably broken in even less time, but still its lot of fun to live.

One adores making New Year's resolutions because they remind one that there is good in the old dog yet. Your habits and mannerism are not beyond repair as long as you realize that your actions are a bit shady and reproach your self at least once a year for having behaved in such a way. A guy isn't such a bad sort if he knows all along that he is building a character not worthy of his neighbor's companionship and his conscience keep popping up to remind him of his mode of living. It's the fellow whose conscience is hybernated within his soul never to appear, that I call a tough egg.

So I say, let 'em make resolutions by the dozen 'cause it proves that you are aware of a conflict inside between evil and good. Pity the man who is not haunted by these two elements and never has an urge to keep his slate of life cleaner this year than last year.

I can't write poetry, preach a sermon, or compose music but when that full moon, rich in color, is drawn over the horizon seemingly by puppet strings fastened in the sky such as the last few evenings, it makes me want to do all three of them.

I wanta write poetry because anything so lovely as the moon, sometimes thinly veiled with mystic bits of clouds, deserves to be partly described by an enchanted poem containing tinkling words. This mite of poetic feet could only be made complete by setting it to a bit of fantastic music rippling and bubbling with the vividness of life. I am inspired to attempt the delivery of a sermon because of the endowed powers of nature who does so many miraculous things in this old crinkle crusted earth through the guidance of the Almighty!

A couple of days ago there was a deaf and dumb linotype operator through town and the high boss employed him for a day. One of Lockney's friendly guys came a busting in that morning and sailed on into the rear end of the office. He backed up to the stove and happened to look over and see the new operator. So being a jolly good fellow and open to new acquaintances he cheerfully chirped, "Hi there!" The operator continued to punch the keyboard and gave no indication of having been recognized.

The caller looked around to the boss as if to say he thought the guy was nertz. "Why, he can't hear a thing you say," explained the boss. "The devil he can't," replied the morning caller.

Now some people think business is gonna be awfully dull now that the holidays are over but as long as the peoples' minds run in patterns, color schemes, and exactness, there shall be buying after Christmas.

Mother simply must buy a new living room suite to match the new rug given to her by father Christmas. Mary must have an evening gown to go with the bracelet her beau gave her. Jimmy got a brown muffler and he has a black topcoat. So of course he will buy a black one. And so on into the year of 1935.

BOBBIE MILLER UNDERGOES OPERATION

Bobbie Miller, son of Mr. and Mrs. Sam Miller, was rushed to the Lubbock Sanitarium Monday night where he underwent an operation Tuesday morning for ruptured appendicitis. According to attending physicians his condition is satisfactory.

Mr. and Mrs. Frank Perkins spent Christmas at Brownwood visiting relatives.

THE LOCKNEY BEACON

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

VOLUME 34

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, DEC. 27 1934

NUMBER 16

LOCKNEY AND FLOYDADA HAVE SMASHING GAME CHRISTMAS.

Floydada Wins With A Score of 13-6; Lockney Makes Touchdown In Last Few Minutes

Folk it was colossal, it was great it was stupendous—the big Christmas Day football game at Floydada sponsored by the American Legion Posts in Lockney and Floydada for charity benefit purposes. Floydada made a touchdown in the first and third quarter kicking a goal on the first touchdown. And the last 16 seconds of the fourth quarter Max Burson of Silverton and a W. T. player intercepted a pass and ran 70 yards for a touchdown for Lockney.

Manning of Ralls kicked for the extra point for Lockney but it was wide. The final score was 13 to 6 favoring Floydada.

Most of the players on the Floydada team were from the Texas Technological College Varsity team. The Lockney line-up consisted mostly of players from West Texas State Teachers College at Canyon with the exception of two from A & M and one from Wayland.

A large crowd of football fans turned out for this game even though the icy wind was a bit unpleasant.

The Lockney Line-up was made up of the following:

L. A. Stowe, L. End; Chittv, L. Tackle, Grubbs, L. Guard; Wheelock, center; Martin, R. Guard; Manning, R. Tackle; Dean, R. End; W. S. Wood, Quarterback; Wiskosky, R. Half; Treadway, L. Half; Burson, Fullback. Subs Zeke Brotherton for Woods, Cowart for Grubbs, Fowley for Dean, Dean for Stowe in last half.

Officials for the game were Ernest Carter of Floydada, Umpire; Varnell Hale of Lubbock, time keeper; Luther Harris of Albuquerque, N. Mex., head lines man.

L. A. Stowe is a former W. T. player. Max Burson is a sophomore at W. T. this year and is playing on the varsity team. Wiskosky of Plainview and Martin of Lockney are former A. & M. football stars. Treadway played this year at Wayland. Manning is from Ralls and is playing professional football in Kentucky. Chittv and Wheelock are both of Silverton and former stars at W. T. Dean is of Plainview and Woods of Lockney is a former star at Daniel Baker. Zeke Brotherton is of Lockney and another W. T. player.

Winfred Fowler, who is teaching at Mobeetic, and a football star at W. T. two years ago, had charge of the Lockney team.

Looper, B. Williams, Ely Harris, B. Jackson, Toby Greer, H. McCAda, Moon Martin all of the Texas Tech first string men. Duvall, D. Stephenson, M. Brodices, and H. Welborn were in the starting line-up for Floydada.

It was a good clean game with plenty of pep and stood for high sportmanship on either team.

Miss Juanita Dagley, Leon Dagley, and Leard Meadows of Hamilton are here this week as the guests of Miss Dagley and Leon Dagley's parents, Mr. and Mrs. Jim Dagley.

Miss Roberta Barber, who is teaching music at Hart, is here spending the holidays with her parents, Mr. and Mrs. Floyd Barber.

Mr. and Mrs. Walter Mathis and Mrs. Hugh Mathis of Olton spent Christmas Day here as the guests of Mr. and Mrs. Reg Mathis.

"Tamman Hall has the portrait of President Roosevelt hanging on its wall," so states a new dispatch. That's nothing, so does the Beach office, but we have never seen anything in the daily papers about it.

Mr. and Mrs. Jimmy Baxter left for their home at Wichita Falls Tuesday after spending several days visiting Mrs. Baxter's parents, Mr. and Mrs. Buck Sams.

Hail and Farewell — by A. B. Chapin



MIES DODSON IS QUEEN ATTENDANT AT W. T.

Will Receive Full Page Photo In Le Mirage

Miss Lucy Blair, a member of this year's graduating class in West Texas State Teachers college, Canyon and from Spur, Texas, has been named by the student body at large as the All-College Queen, a title for which ten of the institution's most beautiful and most popular co-eds were nominated by the student body including Miss Frankie Dodson Lockney, who is a freshman at W. T. this year. She is the daughter of Mr. and Mrs. Frank Dodson.

The coronation ceremonies are to be conducted by the Pi Omega, organization of the school, as is the annual custom. The Pi Omegas have been planning for some time on the coronation services, and the affair bids fair to be the most elaborate school function of the year. Funds for the services were raised at the Home-Coming dance near the start of this year.

Miss Blair will be honored with a full page photograph and a full-page inset in this year's school annual, Le Mirage. Bill Pittman, editor, and G. L. Stanley, business manager, stated. The next four highest girls in the race for College Queen will have full page pictures in the annual as the queen's attendants, it is said. These girls are Misses Elizabeth Jameson, Shamrock; Helen Martin, Groom; Frankie Dodson, Lockney; and Louise Gibson Snyder.

The contest, which opened Tuesday, Nov. 27, was conducted on a popularity and a money basis. Every student in school was permitted to vote. Each penny counted forty points last Wednesday, the first day of the run-off thirty points on Thursday, twenty points on Friday, and ten points Saturday up until the closing of the polls. Miss Blair won first in both the popularity and the money contests.

Mr. and Mrs. Melvin Phillips of Plainview were here Tuesday visiting friends.

4,400 PEOPLE ON RELIEF ROLLS IN FLOYD COUNTY

Clifford Rhoades, County Administrator of Relief, was in Lockney today, and in talking of relief problems of the county stated that he had 4,400 on our relief rolls in Floyd County. This is perhaps the largest number we have ever had at any one time, and winters here and it will be three or four months before spring and warm weather again. This is indeed a pitiful situation, and then some people are continually talking about balancing the National Budget. It is no time to talk about balancing the budget when people are starving.

In talking with Mr. Rhoades, he stated that no one had applied for help of any kind that was operating an irrigated farm, as it seemed they always produced enough to home to feed their families and provide other necessities of life, but not so with a great many of dry land farmers, for this past crop year and other years he "dried out" and did not produce a thing, and of course quite a few naturally have to ask for assistance from his government, which is all right.

This statement gave us an idea so we began to check up on the man that was operating an irrigated farm. We found that these men have never asked for a seed and feed loan from the government, have never been on the relief roll, or asked for assistance of any nature from the government, with the exception of a few loans on their land.

All of this goes to prove that if we had hundreds and hundreds of irrigated farms in Floyd county we would not have a single person on the relief rolls today, and would lift that burden from the shoulders of our government. People do not want to be handed out a dole, they want to work and do work but dry weather, over which they have no control, except through irrigation, places them in a position where they have to have assistance from the government. Let's have more irrigation wells and less government relief.

Mr. and Mrs. Scott McGhee of Olton were here during Christmas as the guests of Mrs. McGhee's parents, Mr. and Mrs. T. T. Threet.

Miss Lauream Christian of Amarillo and former resident of Lockney was here a few hours Saturday visiting friends.

INDEPENDENT SCHOOL DISTRICT SUGGESTED AT SAND HILL MEET

The making of an independent school district out of the Sand Hill school district in order to get the proposed gymnasium built in connection with the new school which is being erected was brought up before a mass meeting of the patrons and residents of the Sand Hill School district Friday night.

Although the meeting was adjourned without reaching any definite agreement, it was understood that if the sentiment in favor of the proposal increased after time had been allowed for consideration another meeting would be called.

H. M. McDonald, who is in charge of the building of the new school house, estimated at the meeting that the cost of building a gymnasium would be \$5500. About 100 residents of the Sand Hill community attended the meeting besides Price Scott, County rural school superintendent, E. C. Nelson, rural superintendent-elect and Tom W. Deen, county judge-elect.

BILLY NATION TO CHICAGO TO TEACH HOLIDAY NORMAL

Billy Nation left Saturday morning for Chicago to conduct a special holiday dancing teachers' normal. He went in response to a request of the teachers themselves. En route he visited with a brother in Amarillo.

Mr. Nation recently received an invitation to join the Chicago ballet which is conducted under the direction of the world famous dancing master, Novichoff. He has been conducting a school of dance here the past four months in connection with his Plainview classes.

MARRIAGE LICENSES ISSUED

License to wed has been issued by County Clerk A. B. Clark to Wayne A. Battey and Miss Naomi Hodges, Thursday, December 20, to Carl F. Nelson and Miss Thelma Gene Harrison, Friday, December 20, to Seaton Howard, and Miss Rovena Johnston, Friday, December 21, to Roy L. Haynes and Mrs. Faye Guthrie Lynch, December 22, to C. W. McCarty and Miss Verdine Snodgrass, Saturday, December 22.

Mr. and Mrs. Tom Rankin and son of Austin are spending the holidays here visiting.

W. A. BREWSTER DIED TODAY AT PLAINVIEW

One Of The Pioneers Of Lockney County; Death Sudden And Unexpected.

W. A. (Bill) Brewster, resident of Lockney and Floyd county for something over forty years, died today (Thursday) shortly after noon, at the Plainview Sanitarium, at Plainview, following an operation for hernia, which was performed at 11 o'clock a. m.

After being carried from the operating room to his room, Mr. Brewster only lived a short while, never recovering from the effects of the anesthetic.

This will be shocking news to his many, many friends and acquaintances in Lockney and Floyd county. He was on the streets Wednesday attending to business as usual, but became suddenly ill Wednesday night, and was carried to the sanitarium this morning.

There will be a Masonic rites Saturday at 3 p. m.

Crager Funeral Home has charge of funeral arrangements. Survivors include his widow and a son Leonard, both of Lockney, his mother Mrs. George Brewster of Lockney, a brother at Dalhart, Clarence Brewster, and three sisters, Mrs. Vernard Dillard, Lubbock, Mrs. Ben Dodson, Olton, and Miss Ethel Brewster, Lockney.

FIRST NATIONAL CO. HAS NEW EMPLOYEES

Miss Ovis Thompson of Tulsa has been employed as assistant manager of the First National Co. in charge of closing loans.

W. T. Richardson of Plainview is now employed in the office of Arrie Baker of the Baker Pump Company.

Mr. and Mrs. George Giles of Claude are here this week as the guests of Giles' sister, Mrs. E. H. Griffin, Mr. and Mrs. Giles were married Dec. 25 at Canyon by the groom's father, Rev. W. H. Giles of Claude. The bride was Miss Mae Boyd before her marriage. The couple will be at home at Claude where Giles is associated in business with his father.

Dr. and Mrs. A. H. Knox of Krum, Texas, arrived Friday to spend a few days as the guests of their daughters and families, Mr. and Mrs. R. E. Patterson and Mr. and Mrs. Ralph Ashworth. They returned home Wednesday morning.

Miss Edell Wise of Plainview spent Christmas Day here as the guest of Gerald Sams. In the afternoon Mr. and Mrs. Hugh Counts, Gerald and Edell attended the football game at Floydada.

Today's Market
POULTRY: Heavy Hens 7c, Leghorn Hens 5c, Light colored hens 5c, Old Roosters lb. 3c
FRYERS: Heavy type if over 2lbs. 8c, Leghorns, Anconas 8c, Stags 4c
CREAM: Butterfat No. 1 24c, Butterfat No. 2 22c
TURKEYS: No. 1 13c
EGGS: Eggs, per dozen 26c
GRAIN: Wheat per bu. 88c, Maize, threshed 100 1.75, Kaffier, threshed 100 1.70
COTTON SEED: Cotton Seed ton 42.00, Cotton Seed Meal 2.40, Loose Hulls 16.00, Sacked Hulls 31.00, 80-20 mixed feed 11.25, Cotton per hund
HIL: No. 1 well trimm

THE LOCKNEY BEACON

Established 1902

Published Every Thursday

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

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

SAVE OR SPEND?

Times change and things change. So do values vary as we go from one period of history to another. We frequently find that what used to be thought good was really bad after all, and vice versa. People tell us today to do the very things they used to tell us not to do.

It used to be ground into every generation to SAVE—save something for the rainy day—"a penny saved is a penny earned, etc." But for sometime past sickness citizens have read many arguments on the benefit of spending. Great national leaders are assuring us that the old rainy day idea is dead and that instead of saving for it everybody must go out of their way to buy that others may be clothed and fed and employed. Admittedly spending by all the people is a good way to aid in priming the business pump. Also, spending a dollar is a good thing for the fellow on the receiving end, and good for the spender when he gets proper value in the things he needs. The Biblical saying is still true that the giver as well as the receiver is blessed.

In spite of the huge relief roll this fall and winter there is a surplus of money in the country. The banks are lined with it, and it doesn't all belong to the banker. Most of it belongs to depositors. If these depositors will use more of it to buy the things they need and the things they want there would result in this country a buying spree that would restore prosperity as surely as the sun will rise tomorrow. But it is up to the spender or not he wants prosperity badly enough to spend his money to get it. Good times will return when those who have money to spend start spending it.

The NRA has just about passed.

out. Henry Ford "took the wind out of the sail" when he failed to sign up to abide by the code of the automobile industry. In fact that very stunt killed the NRA leader than a mackerel. If NRA officials did not have the "power" to make Henry get in line they did not have the power to make anybody else step to their tune, so they have just been costing along doing the best they could. No doubt but what NRA has helped in a great way the return to normal times, but those that obeyed and are still obeying the ruling of the code of their industry are doing so mostly from a patriotic standpoint.

If the presents you gave on Christmas were more expensive than the ones you received just take your loss good-naturally and get back at 'em next Christmas. Christmas is just a game of "give and take." You give this Christmas and take next Christmas.

"BRAIN JEWELS" FROM OUR EXCHANGES

First Politician: "I understand that Mrs. James E. Ferguson has announced that he will never run for office again."

Second Politician: "When did he die."—Claude News

Women in Public Office
When we look over a list of people holding public office, in Congress, in the Federal department and elsewhere, we are always impressed anew with the in-

—and the Worst is Yet to Come



creasing number of women doing public service. And the more we think about it the more it seems to us like a right and proper thing. Intelligent women are much more interested in serving others than men usually are. There is something in a woman's nature that impels her to see the job through and pay less attention to outside influences. Women in public office are less likely to be fired by personal political ambitions than men are. Likewise, they are more apt to be economical in their administration of their jobs.—State Line Tribune.

The ast Texas oil fields are not the only place where "hot oil" is giving trouble. Now the beauty parlors are advertising "hot oil" permanents, and that gets under the hide of the old man when the first of the month rolls around.—The Terry County Herald.

The Star of Bethlehem
Why does a large portion of the civilized world follow the star of Bethlehem with merry-making and gift giving once each year, and forget during the remainder of the earth's annual turn that the Christ ever spoke these words, "Do unto others as you would have others do unto you"?—The Scurry County Times.

Too often Christmas takes on characteristics of trades day. Especially is this true among growing children, unless great care is exercised to teach the true significance of the occasion. Children are frequently heard to say: "I paid a quarter for Bolis' present and he just paid a dime for mine." How can such a perverted and mercenary attitude be avoided or changed? Rebukes are of little avail; they may prevent the utterance of the thoughts but they will not change the mental attitude.—Woman's Column—The Rochester Reporter.

—Should fate decide that I might have only one more view in this life I would choose a sunset last week. Colors more delicate than the flame of dawn against the feel that God was due an apology beauty so great as to make one floating silk of a young spider and for intruding on a fantasy intended only for angels. Trails Dust—Matador Tribune.

An old boy strolled in to the relief office the other day and asked the lady that was in there for a pair of pants. She asked him what size he wanted. "38" he answered. "I'm afraid I don't have your size," she informed him. "The smallest I have is 48." "Well that's all right. You see, Miss we ain't so much for fittin' as for hidin' in."—Briscoe County News.

Some people are so busy making a living they los't take time to make a life... Especially has this been true during the past three or four years of economic depression, and yet the latter is really more vital than the former. As 1934 draws to a close it might be well for all of us to pause for a few moments and reconsider in retrospective manner just how we have been living.—The Muleshoes Journal.

"Light Stuff"

(Reading Time 2 Minutes.)

The old-time Lockney girls used to drop her handkerchief to attract a man but the modern one just drives a little way ahead of him and then honks her horn.

The little red school house had its drawbacks, but it didn't have any little "Red" professors.

Japan's idea of a treaty is something to keep you from getting suspicious while she picks your pocket.

A woman must have been exceedingly rich. The ordinary man can show off his wealth by dressing up only one wife.

Enemies are not so bad. Whoever heard of an enemy stopping you on the street and asking for the loan of a dollar?

One who persuades little boys to fight is an ignorant bully, but one who persuades men to fight is considered a great leader.

Another thing a lot of Lockney husbands would like to find is a needle that won't slip off the fork just as it reaches the mouth.

Getting the things you want isn't so hard. The hard part is to keep from getting the things you don't want.

War isn't profitable any more. In the old days patriots went out and robbed the enemy instead of their own country.

The easiest way to curtail the cotton crop would be to offer field hands \$3 a day on public works.

Evidently there is no such thing as fashionable sense. Parents who talk common-sense are always called old-fashioned.

Scientists have found a way to cure fodder artificially, but apparently there is no way to cure cannon fodder.

The one sure way to meet some body from home in a strange town is to do something naughty.

Nothing offends a Lockney husband like hurrying home to get sympathy and discovering when he gets there that his wife needs it herself.

Can you remember when you were a kid and thought it made you seem older to drink out of your dad's mustache cup.

If she pulls up a chair after she has picked up the receiver, then you can look for a long conversation.

When his conscience rolls a man over in bed he can always explain that it must have been something he ate.

The depression will be over when there are good jobs for all who want to work—and it will also be a sad day for the loafers.

The only man who ever wins an argument is the man who talks to himself.

The shortest distance between two given points is going from bad to worse.

MUNCY NEWS

Doyce Smalley was in Lubbock Monday on business.

Mrs. Race from White Face came in Tuesday of last week to visit her son, J. E. Race and family.

Mr. and Mrs. Grover Fremant visited Mr. and Mrs. J. A. Smalley Saturday night.

J. C. Lickey and children visited in Cedar Hill community Saturday.

Mr. and Mrs. Collis were shopping in Floydada last week.

We are glad to report that J. A. Smalley is improving.

Mrs. E. R. Harris and boys visited her mother Mrs. Sherbert of Floydada Sunday.

Mr. and Mrs. A. C. Wadlington were in Lockney Tuesday.

Mr. Lickey and girls were in Lockney Saturday.

Mr. and Mrs. J. J. Smalley were in Floydada Monday on business.

Mr. and Mrs. A. B. Muncy were shopping in Plainview Saturday evening.

Mr. and Mrs. E. Dyer and son, Roy, and Mr. and Mrs. Howard Cox spent Christmas day in Plainview as the guests of Mr. and Mrs. J. H. Slaton.

Buster Broyles, who is attending Wayland College at Plainview, was here Christmas Day visiting friends.

Rev. and Mrs. John W. Reynolds of Clyde, Texas, are the holiday guests of Mrs. Reynolds' parents, Rev. and Mrs. R. E. L. Stutts. Miss Ethel Stutts of Abilene is also the guest of her grandparents, Rev. and Mrs. Stutts.

We Are Now Selling—Rubber Stamps

PHONE 92

Lockney Beacon



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

BYRON JACKSON IRRIGATION PUMPS

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

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

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

THANKS And Best Wishes

We have not yet failed to render to all who have called upon us every reasonable service to be expected within our line. We have no intention of letting this good record slip during the New Year. So, take from us our thanks and best wishes for a Merry Christmas, and trust us to give you pleasing service another twelve months.

Let us do your washing during the Christmas Holidays.

Leave word at the Baker Hotel
Floydada Steam Laundry

GENERAL INSURANCE

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

WE MAKE FARM LOANS

McAdams & Childers

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

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

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

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Hamilton Bros. GROCERY

THE STERLETTE

"THE SCHOOL OF HIGH IDEALS"

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

Christmas Program
The Sterley School program was given at the time heretofore announced. Last Friday evening, Santa Claus arrived in good time after the program and presents were distributed to all the children in the audience. A large crowd attended and enjoyed this event.

a lass;
I love to go N. C.
No other Miss. Can e'er I Wis.
Be half so dear to Me.
R. I. is blue and her cheek the hue.
Of shells where waters wash:
On her pink-white phiz there
Nev. Ariz.
The least complexion Wash.
O. could I win the heart of Minn.
I'd ask for nothing more:

Poem
In the state of Mass., there lives

But I only dream upon the theme
And Conn. it o'er and Ore.
I shun the task I would be to ask
This gentle maid to wed,
And so, to press my suit, I guess
Alaska, Pa. instead.
—from School paper "The Spud"

Touchdowns for the Witty
Mr. Jones: "Juanita, can you tell me where the red sea is?"
Juanita "Yes sir its on the third line on my report card."
Miss Stuart received the following note:

"Dear Teacher,
Please excuse Mason's absence of two days. He caught a skunk."

Social Reflections
Miss R. Gregg, teacher of the Intermediate class of the Sterley Methodist church, entertained her class at a Christmas party given Saturday evening. About twenty members were present. Every one seemed to have had an enjoyable time.
With the exception of Professor Jones, all the teachers of the Sterley school celebrated Christmas at home. Mr. Jones visited relatives.

Leslie Wright spent Thursday in Lubbock visiting his brother.

Miss Alene Wright was in Quitaque Wednesday and Thursday as the guest of her sister.

Miss Virginia Collier left Thursday morning for her home at Austin after spending several days as the guest of her mother, Mrs. Kate Collier.

Mrs. L. S. Tador of San Antonio left Thursday morning for her home after spending a few days with her father, Leslie Floyd, and sister, Mrs. J. B. Harper.

Mr. and Mrs. O. Seales of Harlingen left for their home Thursday after spending Christmas as the guests of the latter's parents, Mr. and Mrs. Ira Broyles.

Miss Manon Meriwether is spending the holidays at Cameron as the guest of Miss Laurel Boedeker.

Mr. and Mrs. A. C. Blount and son are at Sherman spending the holidays with friends and relatives.

OF INTEREST TO WOMEN



Designed in sizes: 36, 38, 40, 42, 44, 46, 48, 50 and 52. Size 46 will require 5 1/2 yards of 39 inch material with 1/2 yard of contrasting material for sleeve facings and collar. If made in monotone 5 1/2 yards.

LARGER STYLES

Pattern 8367—Creme in plain or crinkled weavers, sheer woolen, taffeta or georgette may be used for this attractive model. The effect of the panels is slenderizing. The soft tie collar is most pleasing and the bell sleeve is a favorite model.

Plaits in the skirt sections lend graceful fullness. As pictured the dress was made of black crepe with facings of white crepe on collar and sleeves.

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

CHRISTMAS PARTY GIVEN

Friday afternoon Miss Arlyne Hazelwood entertained in the home of her aunt, Mrs. Bryan Wells, with a Christmas party and tree. Many interesting games were played. After gifts were exchanged, refreshments of fruit cake and punch were served. Favors of poinsettias corages were given to these guests:

Mary Margaret Ridings, Mary Beth Trussell, Muriel Trussell, Leona Dagley, Gladys Pratt, Lilian Busby, Joyce Thomas, Nell Ballard, Evelyn Stalcup.

The urge to own the roof over one's head now gives way, in some cases, to the urge to tear the shack down to save taxes.—Jersey Observer.

Prohibitionists are referring to liquor as public enemy No. 1. Not all of it is No. 1 liquor, however.—Roanoke Times.

If all the Americans who made profits on "war-baby" stocks between 1917 and 1920 were to go to jail for it who would be left for jailers?—Boston Transcript.

Mr. and Mrs. O. E. Stevenson and boys, Glen and Wood, spent Christmas near San Angelo as the guests of Mrs. Stevenson's mother.

Mr. and Mrs. McCarley and daughter of Amarillo are here visiting Mrs. McCarley's father and wife, Mr. and Mrs. John T. O'Hearn.

Mr. and Mrs. Ruel Cook of Alpine are here as the guests of Cook's parents, Mr. and Mrs. H. Cook.

Mr. and Mrs. Herchel Clauson of Kent are the holiday guests of Mrs. Clauson's parents, Mr. and Mrs. Floyd Ewing.

Mr. and Mrs. Lewis Hobbs and children of Lubbock were here Tuesday visiting Mr. and Mrs. Walter Byars.

The Joy of Achievement

Is beyond question the greatest and most laudable of human emotions.

The joy is doubly great, when achievement is the result of honest, conscientious and sustained effort to accomplish a worthy goal.

During the year now gone, we have been diligent in our efforts to give you as nearly as completely satisfactory Gas Service as possible, and to accompany that service with a uniform courtesy to all.

In beginning a new year we renew our resolve to merit your good will, your patronage and, we hope, your friendship, by a constant effort on our part to ever keep before our minds the idea of "100 percent service and courteous treatment to all."

WEST TEXAS GAS COMPANY
Good Gas With Dependable Service

TEXAS-PLAINVIEW- MONDAY

Ring out the old Year-Ring in the New
Attend Our Big New Years Eve Party

DON'T BE A SISSY! COME ON DOWN TO THE SPOOK PARTY

SPOOKS-GHOSTS-SHIVERS-SHUDDERS-THRILLS!

EL WYNN

Midnite SPOOK PARTY

IN PERSON! ON THE STAGE!

This is a midnite show and requires a separate admission

MAKE UP A SPOOK PARTY
If you come alone you'll be afraid to walk home!
NO CHILDREN'S TICKETS SOLD!
It's too scary!

MYSTERY-LAUGHS-THRILLS. Table Raising...Ghostly Spirit Slate Writing...Rappings...Talking Skulls
The "Ghosts" sometimes leave the stage, come into the audience and sit with you! But You'll Love It!

ON THE SCREEN
A Real Mystery Picture
FIFTEEN WIVES
Remember This Show is Monday MIDNITE-Only 11:15
Admission - .35

Peerless Pumps

Actually Costs Less to operate Than any other Pump Sold.

Your operation Cost each year Will be less with a Peerless Pump. This is why the U. S. Government gave Peerless an order for 64 pumps November, 13, 1934.

Baker Pump Co.

GREETINGS for the New Year

New Year's Day, with its calendar change, marks the passing of another year in the progress toward perfection of our service to our customers.

Since its inception, this organization has been building a monument of good will and public service, in the construction of which every employee has shared.

It is the purpose of this institution to serve you honestly and efficiently, keeping ever before us the covenant that your interests are ours and that only through benefit to you, we, too, shall benefit.

We hope that during the coming year the bond which exists between us will become more firmly cemented and that the days of 1935 will afford you greater happiness and greater prosperity.

Baker Mercantile Company

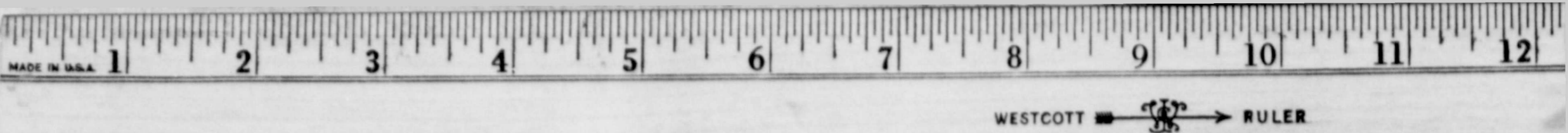
HAY! HAY!

A bargain in roughness. Baled Hygeria stalk pummies, small stalk lots of fodder.

Will go cheap if taken off the Car now on track.

Home Grain Co.

R. E. Patterson, Mr.



Classified Ads

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

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

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. 22-2c
"Better Flowers at Hollums,"

Floydada Florists. Leave your orders with Mrs. Counts, at Cozy Cafe. —Hollums, Floydada Florists'.

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

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

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

LOST: 9 x12 wool rug between Jake Griffith place north of town and city limits. Finder please bring to Beacon Office. 15-1tc.

MINERAL WELLS —Christals, \$1.00 box for 50c.—W. R. Sams 15-2tp

LOST: Bill fold containing a \$10 bill. Has identification card of W. E. Taack. Finder return to Beacon office and receive reward.

J. J. VAN DERVOORT
Chiropractor
Plainview

In Lockney on Monday, Wednesday and Friday Office hours: 9:30—11:30 a. m.

Dr. Joe McCollum Office

AYRES & AYRES
ATTORNEYS

Of Floydada, have taken offices over First National Bank in Lockney

Will be in Lockney offices Wednesday and Thursday of each week.

General Practice

Dr. R. R. Wimberly
Dentist

PHONE NO. 62—W
Office Over First National Bank
LOCKNEY, TEXAS

Lee Wofford of Amarillo spent the week-end here visiting old timed friends.

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

DR. GROVER C HALL
EYE, EAR, NOSE AND THROAT SPECIALIST

Office in Plainview Sanitarium and Clinic

CARD OF APPRECIATION

We wish to express our thanks and appreciation for the many deeds of kindness, shown us during the recent illness in our home. May God richly bless each one, is our prayer.

Mr. and Mrs. J. Walden Jones.

BAPTIST CHURCH

Sunday School 9:45 a. m.
Preaching 11:00 a. m.
B. T. S. services 6:30 p. m.
We are having a students program Sunday night. College students will have charge of the service, and some of the High School students will have a part in the program. We will try to have some college man for the principal address.

We are urging again that you be in Sunday School with your Bible. This will be the last Lords day in 1934 it would be fine if we could close out the year by having a large number and every one bring their bible. If you will let your Bible lead you, it will

lead you to church. "I was glad when they said let us go into the house of the Lord."

A. L. Shaw, Pastor

Mr. and Mrs. T. B. Brooks of Lockney and Mr. and Mrs. Grady Brooks of Olton spent Christmas with their parents, Mr. and Mrs. D. C. Brooks of Wellington. The dinner was prepared by their aged parents who have been married sixty six years and still do their own house work. Royse Brooks son of Mr. and Mrs. T. B. Brooks, who is attending the State University, was also present for the dinner.

Mr. and Mrs. Bailey and daughter, Doris, of Irving, Texas, are here visiting their parents, Mr. and Mrs. Dave Hamilton, and brothers, Morg and Will Hamilton.

Mr. and Mrs. Emory Huggins have a new 7 1/4 pound baby girl born Wednesday afternoon. They have named her Carolyn Joy.

Bill Bobbitt, who is teaching at Sudan, arrived here Wednesday after undergoing a tonsilectomy at the Lubbock Sanitarium last week-end. He will spend the remainder of the holidays as the guests of his parents Mr. and Mrs. Bert Bobbitt.

IF YOUR BREATH HAS A SMELL YOU CAN'T FEEL WELL

When we eat too much, our food decays in our bowels. Our friends smell the decay coming out of our mouth and call it bad breath. We feel the poison of the decay all over our body. It makes us gloomy, grouchy and no good for anything. What makes the food decay in the bowels? Well, when we eat too much, our late faces can't digest it. What is the bile juice? It is the most vital digestive juice in our body. Unless 2 pins of it are flowing from our liver into our bowels every day, our movements get hard and constipated and 1/2 of our food decays in our 25 feet of bowels. This decay sends poison all over our body every six minutes. When our friends smell our bad breath (but we don't) and we feel like a spoiled sweet, don't use a mouthwash or take laxative, get at the cause. Take Carter's Little Liver Pills which gently start the flow of your bile juice. But if "something better" is offered you, don't buy it, for it may be a calomel (mercury) pill, which loosens teeth, gripes and scalds the rectum in many people. Ask for Carter's Little Liver Pills by name and get what you ask for—20c. ©1934, C.M.C.O.

DRY GOODS QUITS BUSINESS

The Onstott Dry Goods Company of Lockney has quit business and moved out Thursday morning. This firm has been in business here the past four months and is a branch of the Onstott Dry Goods Co. at Floydada.

THE BEST LOVED GIRL THAT EVER STEPPED OUT OF A BOOK!

Fathers, Mothers—Sister and Brother—Here's Your Biggest Hear—thru!



Patsy Kelly & Thelma Todd in "DONE IN OIL"
New Cartoon "Why Mules Leave Home"
Also—Latest Fox Movietone News

SAT. MIDNIGHT DEC. 29, SUN. & MON. 30-31
Granada Theatre-Plainview

Our Thanks

It is with pleasure that we take this method of extending to our patrons our thanks for the liberal business given us during the year just closing, and to wish them a very happy and prosperous New Year.

Remember we do all kinds of Acetylene and Electric welding. Go anywhere anytime.

GRAVES BLACKSMITH & MACHINE SHOP

LAST CALL

To renew Your Beacon, Fort Worth Star Telegram and Amarillo Daily News

at BARGAIN RATES
December 31st.
LAST DAY
See Us now for Your years reading matter



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

BIG CASH CONTEST

Next Tuesday, January 1st. 1935

FELLOWSHIP DAY

Be Here A Big TIME as Usual

Trade with these merchants in Lockney and get your tickets for the contest

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

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

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

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

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

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