

THE LOCKNEY BEACON

ESTABLISHED 1902

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Any erroneous reflection upon the character, standing or reputation of an 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.

As most Lockney citizens view it, no greater blessing could come to the nation in 1935 than the passage of laws that will take the profit out of war. Those who have fought in the past wars, and those who have sacrificed sons in those wars, are silently praying that at last a way seems open to prevent such conflicts. The congressional investigation into the sale of arms and ammunition developed some horrible examples of greed, though for a long time the average American has known that almost every war is brought about by those who reap millions of dollars in profit from them. This investigation has shown that they will stop at nothing to promote their selfish interests; that they would throw their own country into war if they could profit by it through the sale of arms and ammunition. Now it is promised that all that is going to be changed. Just what laws will be passed, and looking toward that change, no one is able to forecast. Possibly there will be new laws whereby the government can take over and operate all arms and munition factories in the event of war. That certainly would put a "wet blanket" on the munitions racket for if they know they are not going to profit, and will not even be allowed to operate their own plants during wartime, there will be no incentive for encouraging war among nations. Let us hope the legislation to take the profit out of war will come quick and will be welcomed as the next step toward permanent peace this nation has yet taken.

Quite a bit of discussion has been about Unemployment Insurance. Various plans have been proposed and most of them have been rejected by the government in the

scheme of things, and some place a tax on pay-rolls in order to create a fund. These plans will never work when it comes to Unemployment Insurance. Since 1928 we have given quite a bit of study to the various plans of unemployment insurance. We studied every plan of this kind of insurance in the world. Took them apart and put them back together again, so to speak. European countries have all kinds of schemes of unemployment insurance. They are of much benefit in a great many instances, but where the government of any country contributes a part or all of the money for such a fund, it is a failure. When people receive money from their government they soon become of the belief that it is the duty of the government to "keep them up" and they become shiftless, will not work and look forward to receiving their unemployment insurance check. The only successful plan of Unemployment Insurance is for the employee to pay his own premium on a unemployment insurance policy just like he does his life insurance policy. This business should be handled by private companies or organized for that purpose just like our life insurance companies. Rate of premium to be based on percentage of wages received. This is the only plan that will prove successful.

Man's sleeping habits are changing rapidly. The old advice grandfathers gave out "early to bed and early to rise" making you a lot healthier and a lot wiser doesn't work out to day. Our grandfathers used to go to bed soon after dark and got up before daylight. Now if the present generation gets to bed before midnight they call it "going to

---and the Worst is Yet to Come



bed with the chickens," and if they rise before daylight they are considered a little queer in the head. The sleep before midnight used to be called "beauty sleep". In the good old early-to-bed days we were all naturally beautiful. No one ever heard of beauty parlors. All we had to do was to go to bed early and rise early and nature did the rest. It seems, after all, that the chief trouble with the rising generation is that it doesn't rise early enough.

Washington hotels are crowded to the limit with men that have gathered in that Congressional city for the purpose of "going to the mat" with various angles of the alphabetical family such as the TWA, PWA and NRA. They have a roll of expense and entertainment money that would choke an elephant, so the report goes. They will win and the congressmen in an effort to get this and that piece of legislation through. That is old stuff, and every body is wise to their game, so they will have to be a little more diplomatic in their efforts for "class legislation."

Of all the silly stunts that we have heard of is the one planned by a few New York Communists the other day, headed by a little pin headed lawyer, to kidnap the president and his entire Cabinet. This little peanut lawyer was going to make himself dictator. Just why the daily press carries such a silly item is a mystery to us. That would be as impossible to accomplish as it would be for us to rise and fly over the barn in our back yard.

The Democratic leaders in Congress are mighty busy these days lining up majorities to steam-roller through congress the administration program, whatever it may be. That should be a very easy proposition as Democrats have a mighty fine majority in both houses. Everything should "click" at this session of congress, which meets today. We will watch with interest the "capers" they cut.

There is something unearthly about a world swimming in the liquid silver of a western moon at daybreak. Dawn is a freckled girl in tattered raiment standing beside the jeweled mistress of night. Stubborn and haughty after the sun has singed her hair, enough warm beauty remains that the philandering stars follow her to some rendezvous beyond the horizon. —Matadr Tribune.

The question has been ask just how long it takes a pardoned criminal to get back into the penitentiary. Not all pardons are unjust, but too many of them are. The "crime rate" in America is appalling: 12,000 murders, 100,000 assaults, 50,000 robberies, 4,000 homes burglarized—all in the period of 365 days. Is it any wonder that President Roosevelt

is taking a firm hand against this thing which costs the government more than all other agencies combined? Yet a lot of sentimentalists weep about the treatment of the criminal. The Canyon News.

There have been an exceptional, large number of young couples to get married this fall, and it is reported there will be still more weddings as soon as some of the prospective bridegrooms can get on the relief rolls.—The Muleshoe Journal.

Far too many spent two-thirds of their lives in learning how to live by the time they master the art, school is out. More middle-aged people need to adopt the philosophy that life begins at span and quit grabbing at it when they feel they have it. —The Woman's Magazine.

Every time the train is late here with the morning mail, it costs the telephone company. The reason is, there is a telephone pole in front of the postoffice here and when the patrons have to wait for their letters and newspapers for a long period of time, three or four haul out their pocket knives and begin whittling on said telephone pole. From its looks now, it won't be many more weeks before the pole will be whittled plumb in two and the company will have to put up a new one. With Christmas mail rush the last few days, and the train being late a few minutes almost every morning, the pole has lost weight fast. We predict the whittling will let up a while now with trains running normal again. —The Abernathy Review.

We have always had an aversion to alarm clocks. To us they symbolize one of the fearful fetters which hobbles the steps of man. The other day we had occasion to buy one of these things and our dislike for them was lessened by the first time we had to use it. The clock, of a pedigreed variety, had such a beautiful awakening sound, that we lost a whole night's sleep half-way listening for it to go off.—Newton's Discoveries—Floydada Hesperian.

"Light Stuff"
(Reading Time 2 Minutes.)

You can tell when a Lockney girl has found the right man. She no longer cares what her girl friends think of him.

The assertion that men are superior to women would be more convincing if you couldn't see the men that do the asserting.

Still another way to keep from losing your memory and disappearing is to keep your bill paid up.

If nature is so smart, then a lot of Lockney people would like to know how it comes that the hair you need falls out and the teeth you don't want have to be pulled?

More Lockney men would be willing to talk over money matters with their wives if said wives were not always reminding them of new thing their neighbors have just bought.

What's the good of success? If you don't change your way of living you're no better off, and if you do change you lose all your old friends.

Nothing is certain in this old world except death and taxes and a crumpled fender every now and then.

No Lockney man has to be old to remember when the owner of a horse with the heaves would proclaim him "as sound as a dollar."

The Chicago girl who has been sleeping for the past three years certainly knew the right time to do her sleeping.

We heard one Lockney old-timer say the other day that the whiskey now on sale tastes like the kind you once could put up with after the fifth drink.

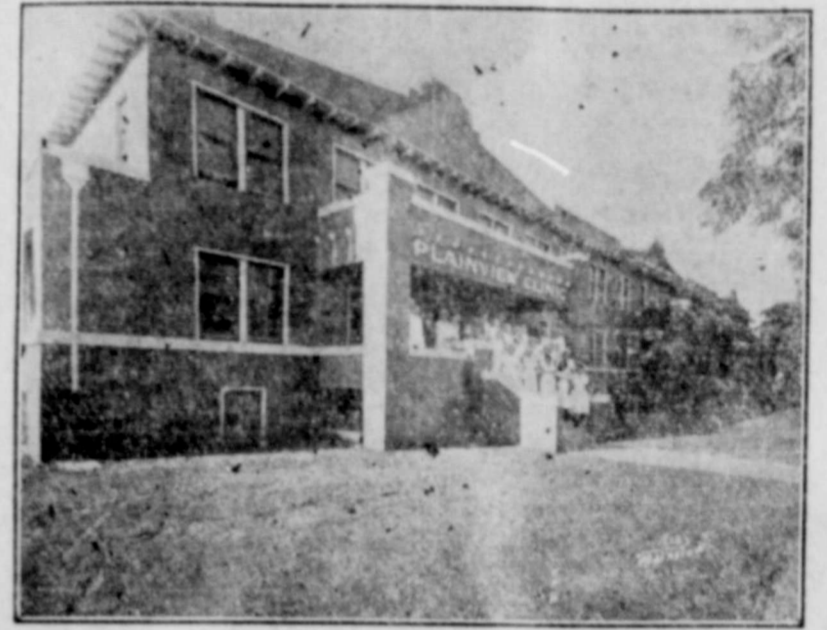
Some day an unemployment cure will be found. Then you'll see one or two idle millions running to find a hiding place.

Brother Methuselah lived to be 969 years old and he never even heard about vitamins and calories.

If everybody was rich, who'd get up and get the breakfast while the others snored until 1 a. m.

The pioneers were queer. When a savage scalped one settler they never paroled him to see if he would do it again.

Eliminating grade-crossings will provide jobs but it will throw a lot of coffin-makers out of work.



PLAINVIEW SANITARIUM & CLINIC

Thoroughly equipped for the examination and treatment of medical and surgical patients. Departments include X-ray, Pediatrics, Obstetrics, Dental and Eye-Ear-Nose and Throat.

GLASSES FITTED

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

Notice To Ladies

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

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

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

Leave word at the Baker Hotel

Floydada Steam Laundry

GENERAL INSURANCE
We write all lines of Insurance, make office your headquarters when in Town
WE MAKE FARM LOANS.
McAdams & Childers

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

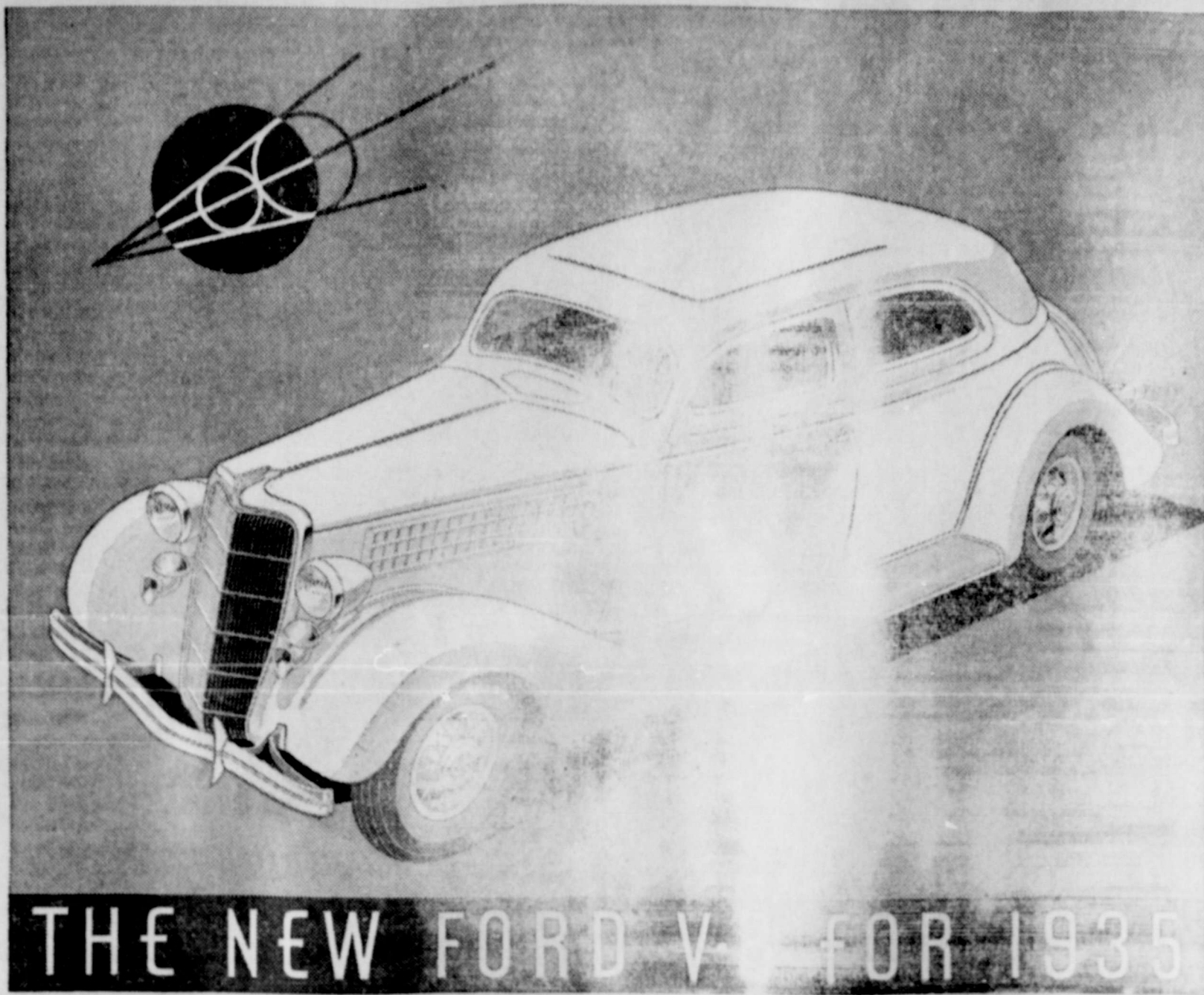
Do all your shopping here and you'll find that you'll get fine foods and also more for your money than if you'd shopped from store to store. We have everything you could possibly need—fine delicacies, and foods.

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

Telephone No. 101

Hamilton Bros.

GROCERY



The New Ford V-8 for 1935 is the biggest and roomiest Ford car ever built. It is a strikingly handsome car, with modern lines and new, luxurious appointments.

But most important of all it is especially designed to give you smooth, easy riding over all kinds of roads—"a front-seat ride for back-seat riders."

This ease of riding is achieved by the use of three basic principles never before combined in a low-price car.

1. Correct distribution of car weight by moving engine and body forward eight and a half inches.
 2. New location of seats by which the rear seat is moved forward, toward the center of the car—away from the rear axle and away from the bumps.
 3. New spring suspension which permits the use of longer, more flexible springs and increases the springbase to 123 inches.
- The result is Center-Poise—which not only gives you a new riding comfort but adds to the stability of the car and its

NOW ON DISPLAY

A New Ford V-8 That Brings New Beauty, New Safety, and a New Kind of Riding Comfort Within Reach of Millions of People

ease of handling. You can take curves with greater safety.

There are many new features in the Ford V-8 for 1935 which make the car still easier to drive. New bumpers give more power steering and give you far less foot pressure on the pedals.

A new type of easy-pressure clutch employs centrifugal force to give efficiency at higher speeds. New steering mechanism makes the car easier to handle. New, wider, roomier seats.

The New Ford V-8 for 1935 retains the V-8 engine which has demonstrated its dependability and economy in the service of more than a million owners. There are refinements, but no change in

basic design. You buy premium performance when you buy this Ford V-8—full 85 horsepower and capable of 80 miles an hour. All Ford V-8 cars for 1935 come equipped with Safety Glass throughout at no additional cost.

We invite you to see this New Ford V-8 for 1935 at the showroom of Fielder Motor Company. You will want to ride it and to drive it yourself. You will find it a new experience in motoring.

FORD V-8 PRICES ARE LOW

Body styles—Ford V-8 for 1935. De Luxe—\$3,295. Touring—\$2,995. Sedan—\$2,695. Coupe—\$2,995. Roadster—\$2,695. All cars have Safety Glass throughout, at no additional cost. Small down payment. Convenient, economical terms through the Universal Credit Company.

NEW 1935 FORD V-8 TRUCKS AND COMMERCIAL CARS ARE NOW ON DISPLAY

**See It Today
At Our Showrooms**

NEW FORD V-8 FOR 1935

A larger wider, roomier New Ford V-8, with distinctive body lines and a new kind of motor car comfort—particularly in the back seat. V-8, smoothness, speed and power. Newly designed, self-centering breaks and new easy-pressure clutch. Safety Glass THROUGHOUT in all body types, at no additional cost

Fielder Motor Company
Lockney, Texas

THE BEACON

EDITOR: J. J. BOBBITT
ASSISTANTS: RUTH SLAGG, MARGARET STUART
SPORTS EDITOR: J. J. BOBBITT
SOCIAL REPORTER: RUTH SLAGG
General Editor: J. J. BOBBITT

Welcome New Year
Mr. and Mrs. A. G. Draut with a group of their friends welcomed the new year on Monday evening from nine until twelve o'clock. Various games and forms of celebration furnished ample entertainment for the merry crowd. Lunch was served to Mr. and Mrs. A. S. Martin, Mr. and Mrs. L. A. Claborn, Mr. and Mrs. W. W. Jones, Mr. and Mrs. J. P. Howard and Mr. and Mrs. Harry Metzger, Mrs. Thompson, Miss Leona Griffith, and Miss Margaret Stuart.

Mrs. Jim Johnston served dinner to a large number of guests Sunday, Dec. 30. The following were present: Mr. and Mrs. Lovell and family, Mr. and Mrs. Mador, Jack and C. L. Williamson, Ruby Lee Dickerson, Gail Gregg, Dorothea McDaniel, Paula Howard, Durward Jack, and the hostess and family.

Happiness To You
To all who condescend to read "The Starlette" occasionally, and to all friends everywhere, we send greetings for the New Year and wishes for health and happiness. Having these, what more could a person desire? As a New Year appears there enters each person's mind a personal hope for greater happiness for himself during the coming year than the best days. No matter how happy we may have been, we unconsciously formulate a very wish. It isn't a selfish wish; only a natural one.

"Borrowed Stuff"
"On Abolition of Skating Parties" This instructive piece is especially written for those fortunates who have never attended a skating party. If by any stroke of dire misfortune you have in your possession an invitation to one of those satan-made torturing chambers, my earnest advice to you is to tear it into minute bits, chew the bits into an unrecognizable pulp, dry the mass in an oven, light a match to the hardened bulk, bury the ashes in at least six feet of solid earth and place a danger sign above the accused thing; unless you can skate, in which case you may leave out the danger sign.

If, on the other hand, you do not have an invitation, procure one immediately so that you may render the great service to mankind of applying the above suggested method of extermination. The above warning is not, as you may suppose, the scratching of an idle pen or the touch of a misguided printing press, but is the warning volunteered by one of the many wretched victims of a supposedly innocent little skating party.

No doubt you will want to know how I know so much about the villainy of skating parties, and why I am so fond of them (wrong). It was like this: A lad whom I once considered my friend asked me to accompany him to a hall of some sort where he said people don roller skates and roll placidly up and down on smooth floors and enjoy themselves immensely. Innocent lamb at the slaughter, I went with him, although I never knew exactly what happened after that, I shall never forget the jolt to my nervous system.

I do remember attaching to my shoes a pair of roller skates with rubber tires, and trying to follow my friend's advice about manipulating my feet so that they would be under me as much as possible. He said to shove one foot forward, leaning the weight of the body on that foot, then shift the weight as I moved as I shoved the other foot forward. It seems I was undecided about which foot to shove forward, and where to put the weight of my body. In my hesitation I put both feet forward, and left the weight where it was in the first place. The result was astounding. I got a glimpse of my feet eight or ten feet away apparently, and directly above me. From that time I remember being in the middle of a "scatline" match, two or three prize fights, several games of

English soccer, a combination of hockey and polo games and a number of hard fought professional football contests. I got occasional glimpses of my feet, and once I saw one of my own fingers, but most of the time I was cut off from view of these abnormally distant articles by bodies, feet and roller skates of other people who were placidly skating up and down smooth floors enjoying themselves immensely. I awoke hours later, taking roller skates, hands and feet from my pockets and clothing, and picking the rubber from my own skates from between my teeth. I have purchased a shot gun and am still looking for my friend. From "Book and Brec."

Sterley News
Mrs. A. S. Martin and Albert Sidney spent Christmas holidays with Mr. Martin's mother, Mrs. Walsh of Abilene.

Mr. and Mrs. Elmer Mitchell and family spent Sunday at Quilboue.

Mr. and Mrs. W. M. Steverson and family spent Christmas week in Haskell visiting relatives.

Mr. and Mrs. W. Jones visited relatives in Oklahoma during the holidays.

Mr. and Mrs. A. N. Davis enjoyed some of the Christmas holidays in Abilene.

Alfred Clinton, being ill with appendicitis, is absent from school this week. We all hope he will be back soon.

Elsie Kunkel took sick with pneumonia at his home last Tuesday.

Pollard Crouch of Waco and Miss Hazel Crouch of Sterley with home folks, Brown Crouch and family of Plainview visited on Christmas day.

Rev. Romos R. Meade, pastor of Plainview visited the Crouch family in Sterley on Christmas day.

Several in our community are sick at this writing.

Mr. W. S. Rexrode spent his Senior Sunday one night last week.

Mr. and Mrs. Paul Slagg entertained a number of friends at a dinner Thursday. Those present were: Mr. and Mrs. Marcus rode, Henritta Kunkel, R. Brown, Frank Allen Robertson, Lois Rexrode, and Albert Dutton.

In the afternoon "42" was played, every one enjoyed the day very much.

Mr. E. V. Kunkel and children ate Christmas dinner at Lubbock with Mr. Kunkel's sister Mrs. J. H. Patton, Christmas Day.

Mrs. C. H. Brown, Ruth Brown and Frank Allen Robertson took dinner with Mr. and Mrs. F. S. Byars and family Friday.

Mr. Geo. Beedy is in Morton, Texas on business this week.

Mr. and Mrs. D. B. Ford and family spent Wednesday with his parents in Floydada.

Mr. and Mrs. Roy Tinsley are spending Christmas in Ft. Worth visiting relatives.

Billy Wingo who is attending the State University at Austin is spending the holidays with his parents.

Mr. Bill Bobbitt who has been spending the holidays with his parents Mr. and Mrs. Bert Bobbitt, returned to his home in Sudan Monday.

Mr. and Mrs. Raymond Ragle left today for Newlin where they will visit relatives.

Verner Hodel, Demos Eller, and Tom Suits rode the special train to Dallas Saturday to see the football game between the Amarillo High School and Corpus Christi High school. They returned Sunday morning.

Emitt Davis and son, Jerry of Amarillo were here Wednesday visiting Davis' father, Conde Davis.

Mrs. Z. T. Riley and daughter, Miss Roy Riley, of Lubbock were here visiting friends Tuesday.

\$100 EVERY HOUSE NEEDS
FOR YOUR OLD IRON



Westinghouse

- Light Weight
- High Speed
- Slope Handle
- Cushion Grip
- Chromium
- Rubber Cord Guard
- Tapered Plate
- Beveled Button Edge
- Adjustable Automatic

We have selected the entire month of January in which to call your special attention to the many improvements and economies of the newer automatic irons. Now you can trade in your old iron—no matter what its kind or condition—on a new one which you'll be thankful for every week for long years to come. See its many advanced features and take advantage of our special offer this month.

You'll be pleased with the lighter weight, greater speed, automatic heat-control, larger ironing surface and the several other noteworthy improvements.

See your electrical dealer or any Texas Utilities Company employee.

The Pioneer Automatic Iron **Westinghouse**

Texas Utilities Company

DOWNS HAVE WATCH PARTY MONDAY

Mr. and Mrs. Bill Downs were hosts to a number of their friends with a watch party and supper last New Year's Eve at the City Auditorium.

Bridge and "42" were played by the guests until a few minutes past twelve o'clock. A supper was served at 8 o'clock.

Guests were: Mr. and Mrs. Joe McCollum, Mr. and Mrs. T. B. Brooks, Mr. and Mrs. Ralph White of the Providence Community, Mr. and Mrs. Hatter of Waco, guests of the Downs, W. C. Hubbard, and the host and hostess.

CRITICALLY ILL AT HOME

Mrs. C. W. Woodworth is critically ill this week at her home. She has been sick for the past six months but her condition did not become serious until the last few days.

Mr. and Mrs. R. W. Crosswhite of Plainview, Mr. and Mrs. R. D. Norton and daughter of Goldthwait, Mrs. J. B. Burns and son of Happy, Ernest and Virginia Crosswhite of Plainview were visitors of Mr. J. T. Robbs Sunday.

Otha Goodman has been at Fort Worth the past two weeks attending to business.

Jackie Clinton, 10 has been seriously ill since Christmas Day but it believed to be somewhat better at this writing.

Erlie Kunkle is critically ill of pneumonia at his home north of Lockney.

Professor Ned Walker left Monday for his home in Sweetwater after spending several weeks at the home of Mr. and Mrs. O. C. Bailey.

Mr. and Mrs. C. H. Anderson and family of Amarillo visited Mr. and Mrs. Taylor and family last Thursday.

C. H. Anderson of Amarillo and Geo. Traylor of Lockney

NOTICE

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

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

McAdams & Childers

Beacon Office Bldg.

made a business trip to Quitaque last Thursday afternoon.

Mrs. Louie McMurray left Saturday for Galveston to spend an indefinite time with her husband who is in a sanitarium there.

FUNERAL SERVICES FOR MRS. LULA BECK

Funeral services were held last Sunday afternoon at 2:30 o'clock for Mrs. Lula Beck, 69, resident of Plainview for 15 years and formerly of the Lone Star Commu-

ity near Lockney. She died Saturday afternoon at the home of her daughter, Mrs. Ernest Bradley following an illness of thirteen weeks.

J. E. Black officiated at the funeral which was held at the Plainview Church of Christ.

Surviving are her husband, two sons, H. J. of Oklahoma City, and J. M. of Lorenzo, and two daughters, Mrs. W. J. Pearson, of Amarillo, and Mrs. Bardley of Plainview.

Pall bearers were A. J. Stark, T. J. Hart, Ben Renz, E. E. Derge, Lester Honey of Lockney, Frank Waggoner, Fink Holcomb, and Cecil Bell.

IN MEMORY OF OUR BELOVED BROTHER W. A. BREWSTER

With a burden of sorrow pressing heavily upon our head and hearts we are forced to bow in humble submission to the grim reaper, called death, who has again visited our Masonic Fraternity and taken from our ranks our beloved Brother W. A. Brewster in the prime of his life, when seemingly he could have been most useful. The wistest have not been able to fathom the mystery surrounding the beginning or the end of life, but we are most vitally concerned with the character of life between these two extremes. Bill Brewster, as he was familiarly known made liberal contributions of his time and talents to promote the happiness and welfare of his friends. His memory is enshrined with supreme sacredness in the hearts of those who knew him best. His honor was unquestionable. Those most intimately associated with him in business affairs speak of him in terms most praiseworthy.

Bill Brewster was one of nature's noblemen, but has laid aside the working tools of life and gone to join his fellow craftsmen who have preceded him to that abode where all good Masons hope to arrive in the day of restitution of all things.

To his loved ones and friends he has left a legacy of kindly influences of good examples, may his influence for good examples, his influence for good service him.

To his family we tender the assurance of a sympathy that is deep true and abiding.

D. C. Lowe,
T. Z. Reed,
Kelly Webster,
COMMITTEE.

MRS. MASON'S MOTHER DIES

Mrs. Cheney, mother of Mrs. H. M. Mason, died Thursday at her home at Houston. Mr. and Mrs. Mason and son left here Thursday night in answer to a message received.

Funeral services were held Saturday at the Morse Funeral Church, Houston.

Mrs. Conde Davis left for Alvarado, Texas, to spend two weeks visiting her parents, Mr. and Mrs. J. C. Brooks.

Presenting
Two New CHEVROLETS
in the two lowest price ranges

THE NEW STANDARD CHEVROLET

- LOWEST-PRICED SIX
- UNUSUAL ECONOMY
- FLASHY ACCELERATION
- 23% MORE POWER for Getaway and Hill-Climbing
- BIG, ROOMY BODY BY FISHER
- SMOOTH, POWERFUL BRAKES
- BLUE-FLAME VALVE-IN-HEAD ENGINE

\$465

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

CHEVROLET presents the finest cars and biggest values that Chevrolet has ever offered. The New Standard Chevrolet . . . styled in the traditional Chevrolet manner which has proved so popular. And the new Master De Luxe Chevrolet . . . beautifully streamlined . . . the Fashion Car of

the low-price field. Both of these cars are powered by the improved Master Chevrolet engine. Both give remarkable new performance—and both are even more economical to operate than previous Chevrolets. See these new cars and you will choose Chevrolet for quality at low cost.

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

NOW ON DISPLAY \$560



THE NEW MASTER DE LUXE CHEVROLET

- NEW STREAMLINE STYLING
- TURRET TOP BODY BY FISHER
- KNEE-ACTION
- LONGER WHEELBASE
- ROOMIER BODIES
- SPEED, POWER, ECONOMY
- BLUE-FLAME VALVE-IN-HEAD ENGINE

AND UP: List price of Master De Luxe Coupe at Flint, Mich., \$560. With bumpers, spare tire and tire lock, the list price is \$55.00 additional. Prices subject to change without notice.

CHOOSE CHEVROLET FOR QUALITY AT LOW COST

On Display In Our Showroom Saturday, January 5th

Lockney Auto Company

Odd Pieces of Furniture

Every home needs several pieces of "Odd Furniture" to complete the appearance of the living room or dining room. We have those Odd Pieces at very attractive prices.

Dishes and Cooking Utensils

No dining room or Kitchen is complete without plenty of Dishes and Cooking Utensils, and if you will pay our store a visit you can make just the selection you want, for we have almost every kind used. Dishes in very attractive patterns and they are not expensive.

DYER HARDWARE & FURNITURE CO.

A. P. Shugart and children. Mrs. Noma Champion of Canyon spent the week end with her brother J. E. Hampton. Mrs. Henry Schocht is visiting at Dallas.

CEDAR BROADCASTING

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

Community

O. G. Cypert and family, Mr. and Mrs. Raymond Gentry, Mrs. Eunice Beall of Lockney, and Mr. and Mrs. Quav Cypert of Olton Texas spent Christmas in the B. E. Cypert.

Miss Edna Easley spent the holidays at her home near Paradise, Texas.

Mrs. Cora Kemp and daughters Mildred, spent Christmas in Jacksboro, Texas. Mrs. Kemp is now visiting in Longview, Texas.

Mr. and Mrs. Ross Carthel and family spent Sunday with Mr. and Mrs. John Belt of Prairie Chapel. Rev. and Mrs. Vanzant of Turkey, Texas spent Christmas with Joe Fortenberry.

Those on the sick list this week are Mr. E. J. Massengale, and Miss Agnes Taylor.

School News

Honor Roll
Sixth Grade
Lowelle Ginn, Delbert Dillard.
Good Scholarship Roll
Sixth Grade
Thinona Robinson
Fifth Grade
Virginia Francis Rafferty
Fourth Grade

Betty Joe Dillard
To make the Honor Roll a pupil must make a grade of A in all subjects.

To make the Good Scholarship Roll a pupil must make a grade not lower than "B" in all subjects.

We Wonder

What made the teachers get so strict this week? They must not

have had a Merry Christmas. Why George likes to miss Geometry Class.
What makes Elba Lee afraid of a mouse.

METHODIST CHURCH

H. H. Hamilton, Pastor
—Sunday School at 9:45 "On the dot" so says our superintendent. Let's be there. We are anxious to reach our goal 200 be on time with a friend.

At the morning hour the pastors subject will be "Led by the Spirit" at the close of the service we will have "Communion Service."

Epworth Leagues at 6:15 and church service at 7:00. Theme for the evening service, "A Man's Greatest Step."

Stewards meeting Monday night at 7:00 at pastor's study.
Missionary Society Monday at 2:30 p. m.

Midweek service and choir practice Wednesday evening at 7:00 and 8:30. —COME.

MAIN STREET CHURCH OF CHRIST

Luke Priba, Minister

Lord's Day Services:

Bible Study 10 a. m.
Preaching 10:50 a. m.
Communion 11:45 a. m.
Young People's Bible Class 6:15 p. m.
Preaching 7 p. m.
Monday 3 p. m. Ladies Bible Class.
Wednesday 7 p. m. Bible Study
Begin the New Year right and attend these services.

SENIOR EPWORTH LEAGUE PROGRAM

Sunday Jan. 6

Subject: Encouragement for those Who Try

Leader—Doris Fields
Serving Our Community—Doris Fields
Life Like a Foot Race—Virginia Thomas
Example of Other—Jesse Harris

The Goal Beckons—Mary Foy
All May Win—Mildred Har
Inner Encouragement—Katherine Harris
Friends Help—Raymond Beck

CARD OF THANKS

We thank our many friends and acquaintances for their sympathy and kind deeds during the short illness and death of our husband, father, and son. We appreciate the lovely flowers and only hope that your own burdens may be made lighter through the coming years.

Mrs. Will Brewster and son, Leonard
Mrs. Geo. W. Brewster and Family

BENNETTS HAVE BIG HOLIDAY DINNER

On Christmas Day the house of Mr. and Mrs. O. L. Bennett was a place of much enjoyment, when more than forty of their children, grandchildren and friends spent the day with them.

The Christmas spirit was manifested in every act of the day. The guests began to arrive early in the morning and continued to come until almost noon time.

At the noon hour the guests were ushered into the dining room where the family table was heavily loaded with good things to eat.

There are eleven children living and all were present at this reunion except Mrs. Clarence Powell, who lives in Dinuba, California.

Below is a list of those present: Lee Bennett and family of Irick community, Jewel Bennett and family of Lubbock, Texas, Will Bennett of Whitfield community, Doc Bennett and family of Pro-

vidence community, Mr. and Mrs. Joe McPeak and baby of Floydada, Mr. and Mrs. Charles Powell of Providence community, Venson, Roy, Avenell and Melvin Bennett still at home. Also L. A. Williams Mrs. O. L. Bennett's brother of Becton, Texas, and W. W. Martin and family of Silverton.

The guests wished Mr. and Mrs. Bennett many other happy meetings with their children.

NEW SPRING DRESSES

Will arrive next week new at attractive prices. Don't buy till you see them.

Always Something New

FASHION SHOPPE



Start The New Year with a New Gas Range

When you're ringing out the old year, why not "ring out" that old fashioned gas range, too? Start a new era of new joys in meal-making with a modern Gas Range — with all the new and improved time- and labor-saving features—and you will remember January, 1935, for many years to come.

Your gas appliance dealer or your gas company will gladly explain and demonstrate the far-reaching advantages of automatic time control, oven heat regulation, self-lighting non-clog burners, insulation that holds the heat in the oven—features that add to the comfort of cooking, and to the pleasure of serving new dishes that you would never even attempt on your present range.

Note: Gas Appliances are eligible for modernization loans under the National Housing Act.

West Texas Gas Co.
WE DO THE BEST IN THE BUSINESS

BELIEVE IT OR NOT

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

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

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

Before you buy test for yourself.

Baker Pump Co.

DITCHING MACHINES FOR IRRIGATED FARMS

We make them. Come and see.

G. B. HARRIS BLACKSMITH SHOP

AIKEN NEWS

Those spending last week in the A. P. Shugart home were: Mr. and Mrs. J. E. Harvin of Grunsburg Louisiana, Mr. and Mrs. L. A. Stevens and son, and Mr. and Mrs. F. E. Henshaw of Chicago, Ill., and Mr. and Mrs. Chas Smith of Plainview.

Marvin Glen Marshall returned to Siloam Springs, Arkansas, Friday after spending the holidays with his parents.

Ernest McAvoy, who is attending School at Terrell, spent the holidays with his parents, Mr. and Mrs. J. E. McAvoy.

Miss Elinor Witty of Dimmitt is visiting Dorothy Whitfill.

Miss Faye Hoyle of Plainview is

visiting Frances Nix.

Those spending Sunday in the Baylor Byars home were: Mr. and Mrs. J. F. Dollar and family, Mr. and Mrs. Jack Dollar, Mr. and Mrs. Harrell Dollar and Otto Hampton all of Irick, Mr. and Mrs. Johnny Clark and Mr. and Mrs. Austin Dollar and Violet Baker.

Miss Dorothy Gideon of Hereford is visiting her aunt Mrs. L. V. Jackson.

Mrs. D. D. Boyle and children returned home Saturday after spending a week with friends and relatives at Bridgeport.

Mr. and Mrs. D. D. Tate are visiting in Oklahoma City.

Mr. and Mrs. J. C. Thomas and boys left Saturday for Hollis, Okla., where they will visit relatives.

Misses Edith and Frankie Smith Everett and Hershel Smith of Irick spent Sunday with Mr. and Mrs.

THE "THE THIN MAN" TOGETHER AGAIN IN A NEW HIT!

This Time They Have A Baby!



WILLIAM POWELL MYRNA LOY IN Evelyn Prentice

Come Join the countless Millions who are enjoying this fast moving Drama of Laughs—Love—Tears—Mystery and Suspense!

ADDED JOYS—Charlie Chase in "Something Simple" New Cartoon "Jail Birds", Fox Movietone News With Lowell Thomas

SATURAY MIDNIGHT JAN. 5TH SUN. MON. 6—7
Adults 25c & 35c Children 10c

Granada Theatre-Plainview

BIG SHOWS are back!

IN PERSON

ON THE STAGE

At 4, 7:30 and 9:45 P. M.

"HOLLYWOOD SCANDALS"

30 Famous Stars of Stage Screen and Radio—Featuring...

"THE ROYAL BELL RINGERS"

Performing on 260 bells...presenting to you the same performance they have presented for Kings and Queens of Europe and on Rudy Vallee Radio Hour.

"THE IMPERIAL ROLLER SKATERS"

TOM, JERRY & HAPPY

You saw them in motion pictures ("Happiness Ahead their latest) Now See Them In Person.

JAMES PIETRO & THE DANCING DEBUTANTIES

Featured dancers in "Flying Down To Rio," "Wonder Bar" and "The Gay Divorcee"

JIMMY & DOTTY LEE

Modern Tap Dancers direct from Paramount Los Angeles.

WILLCOCK & CARSON

Originators & Stars Goofytone News.

Music By Ambassadors Of Melody
Talented Artist of University of Southern California.

14 BIG TIME ACTS—Positively the same Revue that played in San Francisco, Los Angeles and Portland to S. R. O. at \$1.10 Admission.

SHOWING HERE—ADULTS 30c & 40c KIDS 15c
WEDNESDAY ONLY JAN. 9

Granada Theatre-Plainview



GOOD THINGS TO EAT

Tea-Party Crusts
Everybody likes to find a "secret" tucked inside a familiar exterior. And every cook likes to turn tricks with left-overs. That's why these are popular: Stuff pitted pasturized dates with a bit of canned pineapple; roll leftover pastry thin. Wrap each date in pastry, place on a shallow pan with the folded side down. Bake in hot oven (450F.) until golden brown.

Colonial Spoonbread
Hot rice spoonbread was the "piece de resistance" at many a tavern breakfast. Moderns like it for supper too, made this way:
1 cup cooked rice
2 eggs, separated
1 tsp. butter
1 cup boiling water
3 tbsps white cornmeal
1 tsp. flour
1 teasp. salt
1 tsp. sugar
Pour water over cornmeal and

mix; add flour, salt and sugar. Cook in double boiler until thick. Stir in rice and butter. Add the beaten egg yolks and milk. Last fold in stiffly beaten egg whites. Pour into a greased baking dish, place in a pan containing an inch of hot water and bake in a moderate oven (325-350 F) for 35 to 40 minutes.

Washington Gingerbread
Hot spicy gingerbread was a prime favorite in the 1700's, about the time when Mary Washington invented her famous recipe for the delicacy. Today we can buy her famous formula in the ready-to-use gingerbread mix, and simply add liquid and bake. Colonial cook books show that coffee was often used for the liquid for making gingerbread, promising modern cooks to add cup strong coffee infusion to the contents of the package, instead of water. This seems to bring out the rich spices in the ingredients. A far cry from Colonial days, but most delicious is the hot gingerbread served with whipped cream which has been flavored and colored with coffee.

Cranberry Nectar
Great-grandmother's cellar—that mysterious whitewashed "citt-oombly"—with its cunboards and shelves, its bins and barrels and casks of good things, held nothing more popular with family and visitors than the rows of aluminum jellies, jams, preserves and relishes. A sweet relish to match that goodly company and test your skill is given below.
1 cup water
1 cup white karo
1 orange sliced thin
1 apple, cut into eights
1 cup cranberries

Boil water and karo together for 1 minute. Add apples, cook 15 minutes or until apples are almost tender. Add cranberries and orange. Cook 10 minutes longer. Chill. Serve as relish with meat or use as a sandwich spread.

COOKS ASK-ME-ANOTHER
Q. What's the perfect topping for pumpkin pie?
A. Whipped cream mixed with softened cream cheese.
Q. What's a good accompaniment for black bean soup?
A. A slice of lemon floated on top adds flavor and interest.
Q. What food is the basic diet for over half the population of the world?
A. Rice, and our own American rice is the finest in the world sought after by rice-growing countries.
Q. What can I use for sauce when I have no whipped cream?
A. Quickest dessert on record is made by boiling 1-4 cup irradiated evaporated milk with 3-4 cup of karo for about 2 minutes, then flavoring to taste.
Q. What is a new flavor for fruit cake?
A. Chocolate is used to give a new taste to fruit cake; coffee is being used as a liquid in combination with the ready-to-use fruit cake mix made from an old Dixie recipe.

Q. What are glazed carrots?
A. Carrots halved and baked in karo syrup.
Q. How do professionals "sugar their dates"?
A. Put a few pasturized dates in a paper bag with granulated sugar and shake the bag.
Q. Who makes lumba Dates?
A. You do! Press two pasturized dates together before stuffing.

ing down" against other types of violators, Mr. Sheppard said, and has been responsible for 18 court actions in widely scattered sections. Gregg county, in the East Texas oil field saw one conviction and four more indictments. One dealer in Dallas and another in San Antonio were convicted of selling gasoline blended with tax-free agents such as kerosene or naphtha and thus "chiselers" the motorist for the extra tax. Five similar convictions were obtained in Laredo, where a small refinery which had furnished the below-standard gasoline paid all the fines. Four more complaints have been filed in Runnels county, two in Galveston county.

Rev. and Mrs. L. A. Shaw and two children returned Friday from near Vernon where they spent the holidays visiting relatives.

Mr. and Mrs. Herchel Clauson of Kent returned to their home Tuesday after spending ten days as the guests of their parents Mr. and Mrs. Floyd Ewing.

Mrs. Arch Crager and son, Teddy Jack, returned Sunday night from Ennis, Texas where they spent the holidays visiting Mrs. Crager's sisters, Mrs. I. G. Whit fill and Mrs. Laurel Ruffin.

Mr. and Mrs. T. B. Brooks spent Sunday at Quitaque visiting Mrs.

Brook's sister, Mrs. Charles Clark and family.



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

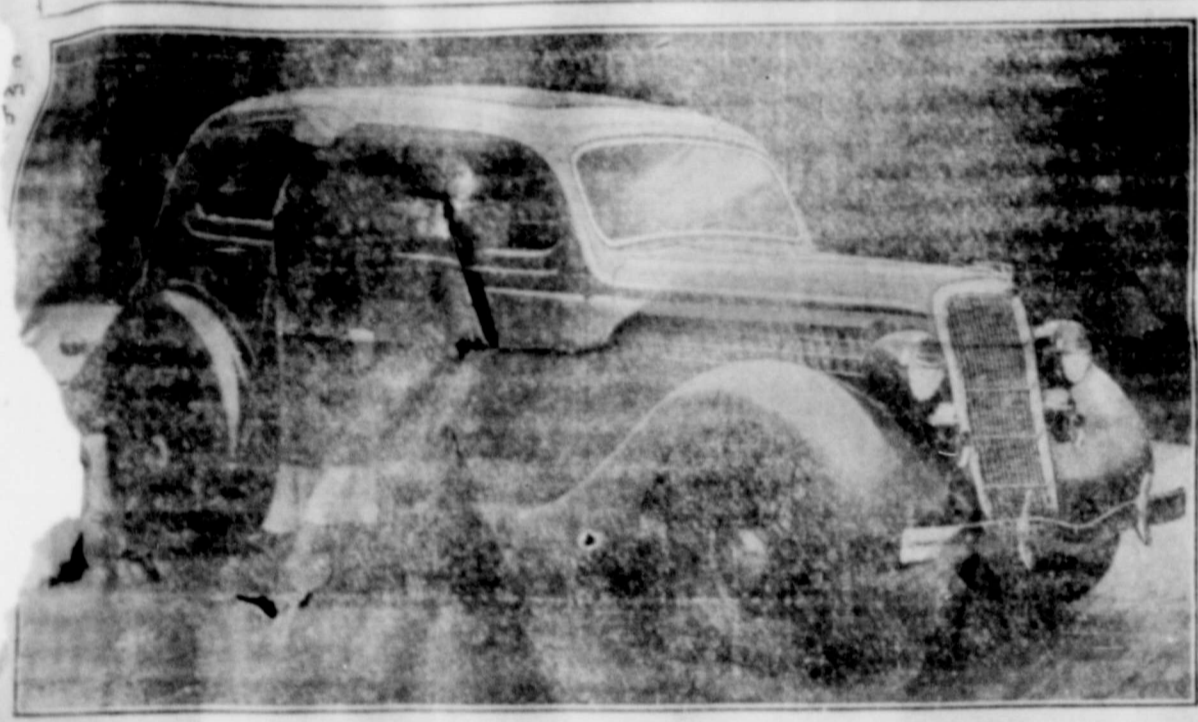
DR. MILES' ANTI-PAIN PILLS

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

WE INVITE YOUR BANKING BUSINESS, AND APPRECIATE YOUR COOPERATION.

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

New Ford V-8 De Luxe Tudor Sedan Shown



SHOWN shows the new Ford V-8 de luxe Tudor sedan for 1935 which has just been announced. The body lines are distinctively modern and a departure from previous Ford standards. The cars feature many engineering improvements providing greater riding comfort and increased ease of control. The engine has been moved forward, passengers ride closer to the center of the car. The Ford V-8 engine now has a new system of crankcase ventilation. The Tudor sedan is also available without de luxe equipment.

GEO. SHEPPARD TO EXTERMINATE GASOLINE RACKETEERS

Gasoline racketeers in the boundary counties, who haul motor fuel in Texas by night from Oklahoma, Louisiana or New Mexico and pay no tax on it to Texas highways or schools, are marked for extermination by Comptroller George H. Sheppard. "First blood" in his enforcement drive was drawn recently at Perryton, in Garfield county, the northern tip of the Panhandle, where a motor fuel dealer was fined the minimum of \$25 and two other charges against him still are pending in district court. Since this test-case was finished, numerous other boundary dealers have remitted voluntarily the state's four cents per gallon tax on gasoline bought under similar circumstances. One check covered taxes due on more than 1,700 gallons of gasoline. The comptroller said Oklahoma tax authorities are giving full cooperation in the campaign, providing documents and witnesses. Meanwhile the enforcement staff of some 70 persons is "bear



Your hair will respond beautifully to proper care!

SHAMPOO AND WAVE SET 50c

SPECIALS
\$1.75 permanents 2 FOR \$2.00
\$5.00 permanents 2 FOR \$5.00

A regular, weekly shampoo will keep your scalp healthy and clear, and do wonders for your hair. At this price you can afford it.

VOGUE BEAUTY SHOPPE
LYNNA JAYE GRAVES, Operator
Lockney, Texas Phone 116

Be In Lockney Tuesday, January 8th

ANOTHER CASH CONTEST FELLOWSHIP DAY

The Old Town Will Be Crowded

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

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

- HARDWARE & FURNITURE**
Cox Hardware & Furniture
Baker Merc. Co.
Dyer Hardware
- LUMBER CO.**
Higginbotham Bartlett Co
- FEED STORE**
Arthur Johnson
- 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 Cottonoll Co.
- NEWSPAPER**
Lockney Beacon
- BARBER SHOPS**
Palace Barber Shop
Comercial Barber Shop

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

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

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

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

**METHODIST CHURCH HAS
 WATCH PARTY**

Something like 100 guests at-
 tended the watch party in the

basement of the First Methodist
 Church last Monday evening be-
 ginning at 8:00 o'clock.
 Various games and contests
 were under the direction of Rev.

Hamilton and Mrs. Bryan Wells
 A forty minute song service was
 held with R. C. McGilvary lead-
 ing, Mrs. Jake Griffith accompan-
 ed at the piano.

At exactly twelve o'clock a
 short devotional meeting was
 held with Rev. Hamilton, pastor

in charge.
 Pie and coffee were served to
 the guests.

Wayne Greer was a Lubbock
 visitor Monday night.

TO HELP PREVENT COLDS I USE VICKS VA-TRO-NOL
 JUST A FEW DROPS UP EACH NOSTRIL

TO HELP END A COLD I USE VICKS VAPORUB
 JUST RUB ON THROAT AND CHEST

Follow VICKS PLAN for better CONTROL OF COLDS
 Full details in each Vicks package

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

THE HOUSE OF HAZARDS

BY MAC ARTHUR

By CY HUNGERFORD

SNODDLES

By F. Van Zelm

"THE MAIN THING ON MAIN STREET"

Daily Buzz
 MAIN STREET'S LEADING NEWSDEALER
WHO CAN SOLVE THE MYSTERY?
 WHILE THE MISTERIOUS STRANGER IS AT LUNCH, OUR LOYAL CITIZENS MAY BRAVE IN THEIR ENDEAVOR TO SOLVE THE MYSTERY OF THE BUNDLE IN HIS BUGGY.
 CAN IT BE A MURDER MYSTERY? HUMAN FEET PROTRUDE FROM THE BUNDLE.

Doctor's Orders

By C. M. PAYNE

S'MATTER POP— Well, Who Does?

Classified Ads

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

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

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

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

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

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-tf

DALMONT Nursery has a good stock of seeds in all varieties

and sizes. Hardy fruit, 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-tf

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

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

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

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

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

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

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

WANTED—To buy, 4 or 5 room house to move.—C. L. Bailey, Plainview, Rt. 2. 17-1tp

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

Mr. and Mrs. Alvie Fielder and son, Jimmy, returned Friday from Abilene, El Paso, and Rising Star

where they spent the holidays visiting friends and relatives.

BILIOUS

Condition Needs Double Action Treatment. Stimulation of liver bile flow is not enough for complete relief, but combined with intestinal stimulation that releases temporary constipation, quick, soothing results are certain. Herbine, a combination of herbs, combines BOTH actions and so shows dramatic relief when both liver and bowels return to normal action. Get your bottle of Herbine from drug stores.

LOCKNEY DRUG CO.

BILLY NATION'S DANCE STUDIO

All types of dancing taught. Studio located next door to the Brooks Dry Cleaners. Phone 123.

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 this decay coming out of our mouth and call it bad breath. We feel the poison of the decay all over our body. It makes a stomach, grossly and no good for anything. What makes the food decay in the bowels? Well, when we eat too much, our bile juice can't digest it. What is the bile juice? It is the most vital digestive juice in our body. Unless 2 pints 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 28 feet of bowels. This decay breeds poison all over our body every 24 hours. When our friends smell our bad breath (but we don't) and we feel like a 100-pound, can't see a smoothie or take exercise. 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 weakens the system in many people. Ask for Carter's Little Liver Pills by name and get what you ask for—25c. Q1904, C.M.C.

We Are Now Selling—Rubber Stamps

PHONE 92

Lockney Beacon



Helping the President



My Dear President Roosevelt please have my enclosed 5 cents open your 24 nationwide Bill day to fight infantile paralysis.

Little Theresa McGinty, aged 6, of Brooklyn, N. Y., who sent a bright new nickel special delivery to President Roosevelt, following his announcement that he would lend his 1935 birthday anniversary to a nation-wide party, proceeds of which will go toward aiding infantile paralysis victims all over the nation.

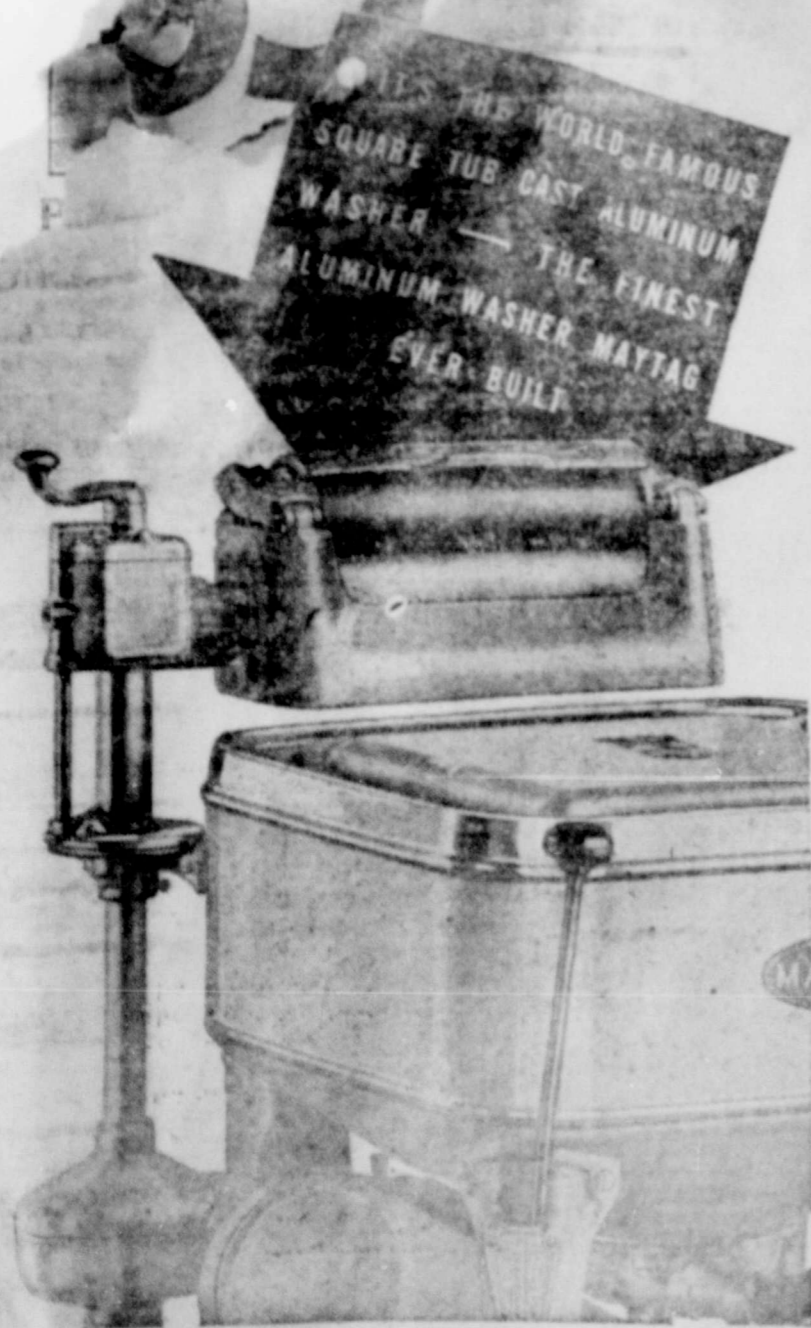
Col. Henry L. Boherty, chairman of the 1935 Birthday Ball for the President has announced that funds raised this year at parties in more than 5,000 communities throughout the nation, will be divided, following a suggestion made by the President.

Seventy per cent will be used for the rehabilitation of handicapped children within the community raising the funds or within the nearest geographic unit of which the community is a part. The other 30 per cent will be turned over to President Roosevelt to be used by the National Commission for Infantile Paralysis Research.

MAYTAG

NOV

LESS THAN THE 1929 PRICE



A special payment plan may be had on all Maytags

Ker Mercantile Company

BARGAIN RATES EXTENDED ON ALL

PAPERS HURRY! HURRY!

See Us Before Extension of Time Expires

Lockney Beacon

Plenty of COLD Weather Ahead

Don't put it off any longer, drive into our station and have us fill your radiator with

ANTI-FREEZE

Of Some Kind

It will save you a lot of money before the winter is over for you are going to forget to drain that radiator some of these nights and then it is just going to be to bad. We would suggest—

Prestone, per gallon ----- \$2.95

Glycerine, gallon ----- \$1.45

Pyro, gallon ----- \$1.00

Take your choice of the above

Is your car hard to start these cold mornings? It will be easy if you have a—

GLOBE BATTERY

The Sure-Fire Kind that kicks your engine over at a rapid rate of speed. The price is reasonable. Come see.

Call us when you have a dead battery and we will pick it up and repair it.

We Meet All Tire Prices

Ozark Service Station

Lockney, Floydada and Plainview