

CHATTERGRAMS BY JEAN SUITS

No doubt ere now you've discovered my new page, beginning in this issue, devoted to the social activities of Lockney people and surrounding communities entitled, "Items of Social Interest."

One of my New Year resolutions is to make this paper a better all round publication than it was last year. This can only be done through our constant effort and work with your co-operation.

Every news item becomes more timely if an event is reported up even before it actually happens. Say, for instance, you have a social activity on Friday or Saturday. If you have all me up and give an account of it early so it will appear in the hometown paper before or at the time the social takes place.

Writing reports please give the time, place, occasion, list of guests including the names of all if possible.

Every town is judged by its newspaper. With your assistance we can make the nearness of Lockney to a heaven on earth thrive!

When you see a guy parked in a chair with his feet on an elevator of three or four feet higher than his head and his nose buried in a magazine or paper, than you can be assured that he's in a study of some sort or interested in the subject at hand.

Reason a lot of business who want to appear engaged and important, ram a cigar in their desk and gaze into the pages of a book as if it mattered. The funniest custom went out a driving of new cars, french pastries. Why? It was rather thin and dated even in the most of man's case. Then too they knew that the only important thing then was to be seen three times daily.

With the coming of the times and happier days you see the reparking of feet on chairs. It's not the human thing to do!

"The American Tragedy" A collegiate fellow fresh from the campus slams on his brakes besides a modern miss and introduces himself: dates her up. Within two months out under the auspices of that funny little yellow fellow in the sky who seems never to grow old or tire of romance, he takes her hand in his and asks for her name on the dotted line. She says, "Sold." But with the coming of morn when straight thinking functions properly, he would like to withdraw his question but dares not! He leads her to the altar and wedding difficulties says, "I will." Within a year he leads her to the slaughter and triumphantly says, "I did it."

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, JAN. 17, 1935

NUMBER 19

HE MAY BE RIGHT

An old Pioneer of this country stated to us the other day that everything pointed to a very, very dry year for 1935. He may be right, in fact it looks that way just now. If you will just stop and look backward you will perhaps call to mind that nothing good follows a mild winter in this country. There is just one way to insure a crop for 1935 and all future years. An irrigation well on your farm, coupled with a lot of hard work will do the trick.

BALL TEAM WIN OVER COTTON CENTER TUESDAY

Boys Lose Game to Plainview and Girls Win

The Lockney High school boys and girls basketball won over the Cotton Center teams last Tuesday night here at the gymnasium. Last Friday night both teams played Plainview here, the home boys losing their game 24-44 and the home girls winning 42-16. The results Tuesday night was Cotton Center boys 18 and Lockney 46. The girls game came out 25-37. Leota Shelton was high point girl in both of the games making 32 points in the Plainview game and 24 in the Cotton Center game.

STATE AID INSPECTOR TO VISIT FLOYD CO.

Mr. Hollbrook, Texas state school aid inspector of Austin, will inspect all of the rural schools in Floyd County in the interest of the state Monday afternoon. Nelson, county school superintendent, will visit approximately 4 schools a day beginning Monday, Jan. 21 and continue until Friday, Jan. 28. Nelson said Tuesday afternoon.

The schools will be visited on the days as follows: Monday—Starkey, McCoy, Altman, and Blanco. Tuesday—Harmony, Sand Hill, and Aiken. Wednesday—Prairie Chapel, one Star, Sterlev, and Muncy. Thursday—Liberty, South Plains, Fair View and Center. Friday—Edgin, Clairmont, and Campbell. Monday—Daugherty, Pleasant Hill and Lakeview.

Hugh McCullough, Texas Tech College student, spent last week end as the guest of Ben Whitfill and Herman Thornton. McCullough is from Waco.

Girl Flying Mails



WASHINGTON, Miss Helen (above), is flying the mail on the Washington to Detroit run. She is the first woman to win the right to wear Uncle Sam's Air-mail Wings over her left coat pocket. Helen has 1000 flying hours to her credit.

TEACHERS AND TRUSTEES ATTEND BANQUET FOR

Over 500 Present To Hear Talks On Curriculum Revision

A number of teachers and trustees of Lockney and Liberty attended the district Curriculum Revision Banquet held at the Hilton Hotel at Lubbock, Friday evening at 6 o'clock. There were over 500 guests present for the occasion.

Superintendent Oberholzer of the Lubbock public schools was toastmaster for the evening. Other speakers during the banquet were Dr. Garland and Dr. Evans of the Texas Tech College education department, and Dr. Holden of the history department. L. A. Woods, State Superintendent of Public Instruction, gave a talk on the revision of the Curriculum as well as Mr. Bullock, director of the State Rural Aid.

Musical selections were given by the Lubbock High School Orchestra. After the banquet the group attended a meeting at the Lubbock High School on the discussion of music in the schools.

Teachers attending the meeting from here were Misses Rowena Ewing, Harriet Dickenson and June Guthrie, Mrs. Cecil Witt and C. D. Tate and A. C. Bount, Ed Whitfill and R. C. McGilvary, trustees, were also present. O. M. Fowler, principal of the Liberty school, and G. C. Hill, Lubbock trustee and son Garnett, were guests at the banquet.

FUNERAL RITES TO BE HELD HERE FRIDAY

Funeral rites will be held here Friday afternoon at 2:00 p. m. for Mrs. C. W. Woodworth, 49, who died Thursday morning following several months illness. Services will be conducted at the First Baptist Church, under the direction of Rev. J. L. Law.

Interment will be in the Lockney Cemetery with the local Chapter of the Eastern Star in attendance. Flower girls will be members of the O. E. S. Mrs. Woodworth is survived by her husband, one daughter and two sons all of Lockney.

MAIL CARRIERS OF FOUR COUNTIES MAKE QUARTERLY MEETING

Mail Carriers of Floyd, Briscoe, Hale, and Swisher Counties had their quarterly meeting here last Saturday evening in the basement of the First Methodist Church under the direction of the vice-president, L. A. Cooper, of Lockney.

Those present were J. H. Williamson and M. R. Alexander of Silverton, W. C. Womach and S. T. Bogan of Quitaque, T. W. Salisbury and G. N. Shirey of Floydada, J. H. Stewart, Quail Texas, A. C. McRay, Amarillo, W. C. Feete, Petersburg, Marlin E. Shirly, Pleasant Lake, N. Dak., Paul M. Cooper, C. J. McCollum, D. D. Langford, and L. A. Cooper of Lockney.

BASKETBALL BOYS TO ATTEND TOURNAMENT

The Lockney High School Basketball boys are scheduled to attend an invitation Class A tournament at Floydada Friday and Saturday along with their coach, Leo Cooper. Teams from the surrounding counties are expected to be there.

Coach Cooper says the starting line-up will be as follows: Marvin Sams Center; Cecil Smith, Delbert Hamilton, and A. C. Carthel forwards; Spooky Frizzell and Herbert Griffith guards. Substitute will be Rob Collier, John Alexander, Robert Lee Smith, and Marvin Brotherton. Raymond Brevant is manager of the team this year and will be present for the tournament.

Mr. and Mrs. Larry Baker and Francis Baker of Lubbock and Mrs. L. M. Hones of Lockney were in Olton over the week-end visiting their sister, Mrs. C. C. Seaman.

SECRETARY WALLACE FIXES 1935 COTTON PRODUCTION

Quota Will Be 10,500,000 Bales Of 500 Pounds Each. An Increase of 1,224,000

Cotton production for 1935 was fixed by Secretary Wallace at 10,500,000 bales of 500 pounds each.

This was the figure set under provisions of the Bankhead cotton production control act. An additional 700,000 bales not sold during 1934 was added to the 1935 figure.

The 1935 quota represented an increase of approximately 1,224,000 bales over 1934. The 1934 quota was 9,276,000 bales of 478 pounds net weight. The quota in bales of 478 pounds net weight and last year's carry-over would bring the total to 11,600,000 bales.

Secretary Wallace also announced that under the voluntary cotton adjustment program producers would be allowed to make an additional cut in acreage up to 35 per cent of this base acreage and receive additional benefit payments.

Under the adjustment program as originally announced farmers were asked to reduce acreage between 25 and 30 per cent.

PROVISIONS FOR THOSE WHO DO NOT ATTEND THE PRESIDENT'S BALL

Since there are millions of people in the United States who cannot attend the President's Birthday Ball Wednesday evening, Jan. 30, and yet they want to have some part in the program, Clarence H. Mackay, head of the Postal Telegraph Company, has offered the facilities of all Postal Telegraph offices in the United States for the purpose of making possible, for any person who desires to send a greeting to the President for 25c.

Sam Miller has charge of getting up a list of greetings of local people to be presented to the President on his birthday by the names of all the persons who contributed. The telegraph company makes no charges for their facilities. You pay Miller 25c for the joint greeting and he sends the telegram. When the fund is all in hand the National Committee will send a check for 70 per cent of the total amount originating in this city back to the local committee. This is the same plan to be used in connection with the ball this year. This 70 percent is retained for the purpose of combating infantile paralysis in our own community within the next year.

If you do not plan to buy a ticket to the ball, take part in this national program by helping send a telegram to the President on his birthday. Let him know that you are behind him in his national fight on infantile paralysis. See Sam Miller early and sign up for the greeting.

LOCKNEY TO HAVE RURAL TOURNAMENT

The Lockney school athletic department is planning to have a rural and class B boys invitation tournament here Jan. 25 and 26 at the gymnasium. Invitations have been sent to twenty-five near-by schools.

All of the arrangements are under the direction of Coach Leo Cooper.

SINGING AT STERLEY SUN.

The regular monthly singing will be held at Sterley Sunday afternoon at 2 o'clock according to C. C. Hillburn of that community.

SILVERTON TO PLAY HERE TUESDAY

The Silverton boys and girls basketball teams will be here Tuesday to play the Lockney school gym. Come and cheer your teams in action.

SUSPECTS HELD FOR REXRODE ROBBERY

594 Taken From W. H. Rexrode and Son, Jewel, Sunday Night by Hold Up Men

C. B. Bland of Earth, M. F. Brandt and Erick Vaughn, of Plainview and Eric Clements of South Plains are being held in the Plainview and Floydada jails on questioning in connection with the robbery Sunday night of W. H. Rexrode and his son, Jewel, who live ten miles north of Lockney. Bland and Brandt were arrested by Hale and Floyd County officers Monday morning. Vaughn was arrested by Hale County officers late Tuesday afternoon at Plainview. Floyd county officers found Clements at a store building at South Plains Tuesday night and took him to the Floydada Jail.

The Rexrode family were held Sunday night as they were turning from church services at Sterley. When they stopped their car about 300 yards from their home for a gate to be opened, men sprang out of the weeds nearby and at the point of a gun ordered the family to "Put 'em up."

The men took \$44.00 from the older Rexrode and \$20.00 from the son, the report revealed. They demanded the purses of Mrs. Rexrode and her daughter. The latter's purse contained no money. Mrs. Rexrode hid her purse under the car cushions before getting out. It contained \$18.00. The robbers jerked the distributor off the motor and took the watch key.

MRS. STEVENSON'S MOTHER DIES THURSDAY AT ANGULO

Mrs. A. May Wood, 79, mother of Mrs. O. E. Stevenson, died Thursday morning at her residence near Montzon, Tex. Mrs. Stevenson was called to Mrs. Wood's bedside because of her illness.

Mrs. Wood used to operate an old spinning wheel to make thousands of girths for cowboys from here to Montana. She first made girths from buffalo hair and later from mohair. Funeral services will be held Friday afternoon, Jan. 18. Two other daughters besides Mrs. Stevenson and a son survive.

MONDAY DESIGNATED AS OUTSIDE BALL NIGHT

Superintendent J. W. Jones has designated every Monday night for the purpose of all-star teams to play at the high school gymnasium. There was a league formed of three teams. All of the proceeds will go for the purpose of running the gym during the games.

This next Monday night at 7:30 Lockney, Prairie Chapel and Erick outside teams will play some other outside teams. Lockney is to play Plainview but the other two teams do not yet have a game scheduled with any particular town or community. Both of them will have a game lined up before Monday so come out and see these ex-stars play the game like members of the old school.

DEPUTY GRAND MATRON PAYS OFFICIAL VISIT

Mrs. Carl McAdams of Lockney, Deputy Grand Matron of District number 2, paid her official visit to the Floydada O. E. S. Chapter last Thursday night. She was accompanied by a group of members from here including Mmes. Ida Dodson, Ruby Sams, Fanny Mathews, Laura Stapleton, Annie Lou Phenix, Jo Taylor, Edith Patterson, Bettie Counts, Sally Griffith, and Mr. Howard Phenix.

O. E. S. HAS VISITOR MONDAY EVENING

District Deputy Grand Matron, Mrs. Bernard of Lubbock was a visitor at a regular meeting of the Lockney O. E. S. Monday evening.

SUBSCRIPTIONS! RENEWALS

On this week's issue of the Beacon look and see when your subscription of the hometown weekly paper expires. If it is within the next month or so, come in an renew for another 12 months. Our rates are now a special of \$1.00 per year for those sent within the county and \$1.25 for those sent out of state or county. Our regular rates are \$1.25 and \$1.50 respectively.

The Amarillo Daily News special Christmas rates are off now since the 15th of January, but they are offering you the Sunday and daily now for \$4.00 for nine months. If the season is clubbed with this daily the two may be obtained for \$4.50. This offer is only good until the 15th of February.

The Fort Worth Star Telegram does not at present have any special rating. Call around to the Beacon office and get fixed up for newsy reading material for the next twelve months.

FOOTBALL SCHEDULE FOR NEXT YEAR ANNOUNCED

7 Conference Games Promised To Gridiron Fans

J. W. Jones, superintendent of the Lockney schools, and Coach Leo Cooper attended a district football meeting at Turkey, Tex. Monday evening for the purpose of making out a conference schedule for 1935. Lockney with drew from the conference last year because of the lack of material but they plan to stay in this year, and promise all gridiron fans a A-1 football game. That is the most complete games ever scheduled in the district.

The following schedule was announced for the season: Oct. 11—Turkey. Oct. 18—Matador. Oct. 25—Silverton. Nov. 1—Palmox. Nov. 11—Floydada. Nov. 16—Sour. Nov. 22—Quitaque.

MRS. STEELE TAKES OVER TAILOR SHOP

Mrs. Steele took charge of the Commercial Tailor Shop formerly owned by Ralph Ashworth last Thursday. Mrs. Steele purchased the shop about the first of the year. She is doing the repair work and alterations and is assisted in cleaning and pressing by Loren Reece, who has been working in a tailor shop at Plainview the last seventeen months.

Royce Williams and T. B. Brooks made a business trip to Olton Wednesday.

"Champion Liar"



SEATTLE, mighty proud of (above), recently "champion liar of the 1924." Osborn is from He has a jack-rabbit hunting. In the heat of a chase one day the rabbit jumped over a 1000-foot cliff the mule and Osborn following, 10 feet from the ground, Osborn holstered "whoa" and the mule stopped. Osborn got off and picked up the rabbit.

THE STERLETTE

"THE SCHOOL OF HIGH IDEALS"

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

Ball Schedule

The Sterley boys basketball team will play the Irick team on the Irick court, Friday, afternoon, Jan. 18. The following Friday Jan. 25, the team will play the South Plains team on the Sterley court. At that time the girls volleyball team will have a game with the South Plains team.

Teachers Attend Lubbock Meeting

The district teachers meeting at Lubbock on Friday evening was enjoyed by the Sterley teachers and F. S. Byars. The interesting lectures by various educators and by the State Superintendent, Dr. L. A. Woods proved to be inspirational and beneficial as well as a source of information concerning educational problems of the day.

Honor Roll

The following honored students made an average of 90 per cent or higher on all their subjects for the past month.

- First Grade: Ioan Reagan, Alletta Winston.
- Second Grade: Ruth Carrol, Ernestine Williamson, Earl B. Johnston.
- Third Grade: Eudora Winston, Albert Sidney Martin, Allie Jo Ford, Valnette Johnson, Alfred Clinton, Sidney.
- Fourth Grade: Dorothy Williams, Doris Williams, J. W. Carr.
- Fifth Grade: Norma Dene Mosley, Veranel.
- Sixth Grade: Kenton Davis, Howard Mosley, Irene Jones, Geneva Carrel.
- Seventh Grade: Sallie Myrtle Bobbitt, Joe Casey, Ruth Draut, Joe Johnston, Eighth Grade: Annie Gregg, Ninth Grade: Howard, Stewart.

Daniel, Tenth Grade Kathrine Davis, Jack Williamson.

Kritic Kolum

It is becoming very difficult to think of Crawford Johnston without thinking of Pau... oh, a certain girl. There is a certain class in this school who claim to be able to read Miss Stuarts mind. But there's nothing to it. A certain boy, whose initials are S. D. adds several new descriptive words to a listener's vocabulary when someone knocks over his ink bottle.

Personals

Mr. and Mrs. H. R. Russel and family of Silverton spent Sunday in the home of George Gulledd.

The H. N. Ford family were Plainview visitors Saturday. Little Nelson Stovall is ill with pneumonia this week.

Alfred Clinton, who has been very ill, is greatly improved. There are several sick in our community this week.

Several from here attended the Sunday School Zone meeting at Silverton Sunday afternoon.

Mrs. J. W. Casey underwent an operation at the Lubbock Sanitarium last week.

There will be singing at Sterley next Sunday after noon. Everyone is invited.

Mrs. Thompson and son Lee Homer, were shoppers in Plainview Monday.

Miss Dorothy Byars left Monday Morning for Plainview where she will attend school at Lippard Business College.

Mrs. Harry Metzger visited in Plainview Monday.

Mr. and Mrs. Taylor of Olton attended church here Sunday.

TOO MUCH GOSSIP

Once again we feel that it is not out of place to reveal that too many Lockney citizens would rather miss a meal than a spicy bit of gossip. They hear a story and proceed to give someone else a thrill by a graphic recital of it—true or untrue makes but little difference—and with some embellishments of their own making. Someone has said that a person's dislike of gossip is a pretty good test of their mental depth. One who thinks clearly and deeply is not much interested in the noisy ripple about them. The big fish live in the deep water the dead ones and the skippers are on the surface. The empty wagon makes more noise than the loaded one. If we only knew how many promising souls have been blighted by gossip it would make us withhold all but the kind words for those about us. They have faults—and also merits—that we have not, and they would not exchange places with us if they could.

New Army Air Chief



WASHINGTON, Jan. 17.—Lt. Colonel F. Andrews (above), has been named commander of the newly organized general Headquarters Air Force. The move is to establish a general headquarters for our air force which will embrace virtually every army combat unit in the U. S. In effect his appointment supplants Maj. Gen. B. D. Foulois.

FORD V-8



New Beauty and Comfort Zone Riding

THE new Ford V-8 for 1935 is here! It is not only new in appearance—with new streamlined body and luxury fitted interior. It introduces a new motoring experience—Comfort Zone Riding.

The body of this new car is mounted on a new Full-floating Springbase. All passengers are cradled in the Comfort Zone between the springs. As a result even back seat passengers now enjoy "front seat riding comfort!"

Notice the many other new features of this Ford V-8 for 1935. More body room, with seats up to 3 1/4 inches

wider. Safety glass all around at no extra cost. A luggage compartment in back of the rear seat. Bigger tires. New easy-acting brakes, and a clutch that will delight every woman who drives.

Remember—when you buy a Ford you get the basic advantages of a powerful V-8 engine, an all-steel safety body and the most economical car to operate Ford has ever built.

See this new Ford V-8 today.

\$495 AND UP F. O. B. Detroit
See us through Universal Credit Co. for the Additional Ford Payment Plan.

AUTHORIZED FORD DEALERS OF THE SOUTHWEST

WEST TEXAS NEWS BITS

Policies of the Mitchell County Federation will be guided during the 1935-36 club season by Mrs. L. B. Elliott as the result of the election of officers held by the organization at a regular monthly meeting Tuesday afternoon at Colorado, Texas.

The bid of Panhandle Construction Company, Lubbock, of \$25,311.51 was the lowest of four submitted to the Abernathy city council Tuesday in answer to advertisements for bids on the water system project this city has been granted by the PWA. The highest bid was \$26,752, or \$1,441 higher.

F. E. R. A. night school, offering seven subjects, is to be held every evening except Sat. and Sunday from 7 until 10 o'clock in the junior high school at Lubbock. Anyone over 16 years of age not enrolled in any other school, is eligible to take advantage of this free tuition.

Wednesday, B. T. Hawkins, who has been agent for the Magnolia Petroleum Company at Quitaque for the past ten years, resigned his position. Guy Hawkins was appointed local dealer. Mr. Hawkins has not announced his plans for the future.

A plan under consideration would permit farmers to borrow from the Lubbock Production Credit Association for expense of installation of irrigation equipment, including pumps, engines, and wells. Wade W. Cooper, secretary-treasurer, said Monday.

Mr. Cooper said a large proportion of the inquiries about loans concerned irrigation projects. There is more interest in that one development than any other.

An oil test in western Dawson county, that has been drilling for three or four years, just as a promoter was able to raise the money, is now to be tried by real, honest-to-goodness drillers, backed by the major oil companies.

Construction work on the new gymnasium for the Post High school is making rapid progress and laying tile has been started. Mrs. E. Witt, superintendent, says.

Between 20 and 25 men have been employed on the job. Mr. Witt has been acting as time-keeper in addition to being superintendent of the school district.

Work is already under way on the new road from Vico Park to Tulia on a route agreed upon by the citizens along the proposed route and the committee in charge. Almost one and a half million

dollars have been paid Hall county farmers by the Agricultural Administration since its inauguration less than two years ago, according to the annual report of County Agent James A. Jackson.

Officers and directors of the First National Bank of Hall Center were elected at the annual stockholders' meeting held last Tuesday at the Bank.

All of the old officers and directors were re-elected for the coming year, as follows: Directors, Robert Alley, Nick Alley, Al Lemon, Silas Maggard, Eldon Morgan. Officers, Robert Alley, president; Nick Alley, vice-president; Al Lemon, Cashier.

Close to forty firemen, representing five departments of the nine in the South Plains Firemen Association, city officials, and a former mayor, were present at the annual banquet of the Crosbyton Volunteer Fire Department held Monday night, Jan. 7, in the banquet room of the Tourist Cafe.

Besides Crosbyton, Lubbock, Plainview, Rall and Lorenzo departments were represented at the banquet with two men each. Invitations had been extended to the four other departments of the association but they were unable to attend.

Work was started Jan. 7 on the first cabins in the Palo Duro State Park, states Major E. A.

National Crime Drive



WASHINGTON, Jan. 17.—J. Weston Allen, of Boston (above), is the newly named chairman of the National Crime Commission in the offensive launched against underworld forces. He voices the opinion that Congress will provide for the establishment of a national police school.

Kingsley. Approval was received for the erection of the first unit of five cabins at the camp at the lower end of the Park.

H. J. Brice, insurance and abstract man, and Scurry County surveyor, was named late Thursday afternoon by four commissioners as county judge to succeed the late R. H. Curnutte, who died Dec. 23.

Want to Sell Your Farm?

If you do, and have a price on it that is a real buy, list it with us. In order to sell a farm now, it must be priced right. No boom, but we have a few buyers making inquiries every week, but they are looking for bargains and good terms.

Do You Want to Buy a Farm?

If you do, get in touch with us. We perhaps have just what you want, and will save you a lot of time running around looking for something. Tell us what you want, how much down payment you want to make, kind of improvements the farm must have, location, etc., and we will fix you up.

City Property

If you want to buy or sell Lockney property you will do well to contact us. We have most anything you might want. Terms are very easy on our city property.

McAdams & Childers

Beacon Office Bldg.



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

Helps Babies Rest Ends Colic Pains Aids Digestion

When your baby fusses about, cries in pain and cannot sleep, why not get at the cause with McGee's Baby Elixir. It neutralizes indigestion acid, ends gas cramps and colic pains and then helps them become cheerful again.

D. C. Lowe was in Floyd Tuesday morning on business.

New Kidneys

If you could trade your neglected, tired and lazy kidneys for new ones, you would automatically get rid of Night Rising, Nervousness, Dizziness, Headaches, Burning, Itching and Acidity.

Horse Collars

We got 'em, all sizes and prices. Don't use an old worn out collar on your horses and mules and ruin their shoulders when you can get just the kind of a collar you want here, and at a price you can afford to pay.

Harness

It is just about the time of year that you will be buying harness. If you will step into our store the next time you are in town and let us show you our line of harness we believe we will sell you when you are ready to buy.

"If Its Hardware, We Have It" DYER HARDWARE & FURNITURE CO.

Sunday Dinner

Don't bother about cooking dinner Sunday. We will have it all cooked and ready when you get out of church. Just walk in, make your seat and eat. The price is so small for a dinner we will not mention it.

We Take Care Of The Crowds

We look for a big crowd in town Saturday and next Tuesday, "Fellowship Day." We are prepared to care for your wants in the eating line. Drop in and try our coffee, tea, but it is good!

Cozy Cafe

HUGH COUNTS

DISGUSTING

To be out on the road and have a lot of Tire Trouble. We know from experience. But you can eliminate 90 per cent of that trouble by equipping your car with

FEDERALS

"The Tire That Can Take It"

If you ride on Federals you go in a hurry with no delays. Drive in and let us figure with you.

GLOBE BATTERIES

The battery that Kicks your motor over plenty fast on cold mornings. The price range will fit your pocketbook. We Recharge and Repair Batteries.

GAS and OIL

And we are anxious to sell you. Drive in and let us fill your tank with good gas and your crank-case with good lube oil.

Ozark Service Station

Dwight Jackson

ITEMS OF SOCIAL INTEREST

Phone 91 Or Send Your Social Items By Tuesday Noon

IF NOT NEW SPRING CLOTHES THEN WHAT?

If your purse can but a few pennies show, then keep up with fashion by brightening up your fall dress with a shiny spring pair of sleek slippers. It's the woman who keeps up-to-date that receives compliments and admiration on the streets of Lockney these days.

Although we've never really had any winter weather, spring wearing apparel is now appearing on the market. Lovely light weight woolen suits are being shown brightened up with chic taffets and striped collars. They're stylish and inexpensive too.

But if there is absolutely not a bronze copper to be found anywhere for any extra clothing right now, you can keep your fall and winter dresses neatly pressed and fairly radiate sweetness by giving the effect of stepping from a bottle of faintly scented perfume. Then add a new spring to your walk, a dash of wit, and an extra tilt of your head and whata you got? One of the smartest gals on the drag!

"CONFLICT BETWEEN THE STATE" TO BE TOPIC AT CLUB

"The Conflict Between the State and Its Meaning to America," will be the subject for general discussion at the meeting of the El Progresso Study Club meeting Wednesday, afternoon, Jan. 23. Mrs. Clyde Applewhite will lead the session. Each member will answer the roll call with the name of a modern drama and author.

Mrs. Sam Miller, Mrs. Alex Norris, and Mrs. Arthur Barker will appear on the program by giving talks directly bearing on the general subject of the meeting.

At the last meeting of the club Wednesday, Jan. 9, Mrs. N. E. Greer was the leader. Favorite paintings and artists were named by the members as their names were called at the beginning of the meeting.

"The New Nation," was the general theme of the lesson. "The Principles and Policies of the New America as Interpreted by Washington, Jefferson, Hamilton, and Webster," was discussed and enlarged upon by Mrs. E. Guthrie.

Mrs. Frank Perkins gave quite an interesting talk on "Intellectual Life and Ideals of Thought in the New America."

T. E. L. CLASS HAS BUSINESS MEETING

The T. E. L. Class of the First Baptist Church held its monthly business meeting Friday evening at the home of Mrs. Hugh Carroll with Mrs. E. A. Cox as joint hostess.

The devotional was led by Mrs. Boyce Kenady followed by a prayer by Mrs. W. V. Smith. Mrs. T. B. Mitchell gave the closing prayer after the business session.

Refreshments were served to the guests by the hostesses. All members of the class are asked to attend the monthly business meetings.

CAROLYN HARPER CELEBRATES BIRTHDAY

Little Carolyn Harper celebrated her third birthday with a party Jan. 11, at the home of her grand mothers, Mrs. J. H. Harper. Guests for the occasion were: Shirlee Rae Floyd, Genelle Allen, Juanita Hamilton, Mary Helen McGilvary, Johnna Joy Kennedy, Nolen Ray and Billie Joe Rainey, Russell Crocker, Billie Allen, J. M. Floyd Jr., Ted Crager and Charles Neal Whitfill.

SURPRISE BIRTHDAY PARTY GIVEN FRIDAY

Mrs. E. R. Bryant and Mrs. Barney Manning surprised their mother, Mrs. R. C. Bennett, with a birthday party Friday at the home of Mrs. Bryant in south Lockney.

As the honored guest entered the reception room she was greeted by more than twenty voices. At 12:30 the guests were invited into the dining room where they discovered a three tier birth-

day cake containing 63 white candles set in orchid rosebuds. Orchid streamers extended from the cake to each plate where a lovely white dove was mounted on orchid candy ladders. As the guests pulled the streamers they wished Mrs. Bennett many more happy birthdays.

In the afternoon many beautiful gifts and tokens of love were presented to Mrs. Bennett by her friends.

The guests lists included, Mmes. A. R. Meriwether, W. A. Cooper, W. C. Nichols, Mattie Griffith, A. J. Sams, M. B. Hill, E. R. Waller, W. L. Whit, Will McGehee, Geo. I. Taylor, Bob Shelton, H. H. Meador, Rev. and Mrs. J. E. Black of Plainview, Mr. and Mrs. R. C. Bennett, the honoree, and the hostesses.

MISSIONARY SOCIETY REPORTS TWENTY PRESENT

The Missionary Society of the Lockney First Methodist Church met Monday afternoon at 3 o'clock at the home of Mrs. W. L. McGehee with twenty of the 27 members of the society present. A short business session was held following the program.

Members present were: Mmes. N. E. Greer, Frank Dodson, D. E. Cox, Frank Perkins, Ruth Hamilton, L. L. Hill, L. A. Cooper, Stull, Hohlaus, Jerry Mudgett, Eugene Harris, Stuts, Earl Rives, Mattie Griffith, Henry Ford, Buck Sams, Arthur Barker, Martha Mann, and J. J. Harris.

Program for Monday, Jan. 21

Leader—Mrs. McGehee Song, No. 115 Scripture—By Leader Prayer—By member Roll Call—Answer with scripture

Children of God—Mrs. J. J. Harris

A Spreading Home—M. Hamilton Stewardship—Mrs. L. L. Hill Special—Byron Ford

LITTLE THEATRE TO MEET MONDAY NIGHT

The Lockney Little Theatre will meet Monday night, Jan. 21, instead of the regular Tuesday at the club room of the auditorium at 7:30. This change was made because the regular night conflicted with a curriculum course taken by some of the local teachers.

At the next meeting the club will probably vote to make the second and fourth Monday of each month the regular meeting night.

MRS. GENE BARTON COMPLIMENTED

Mrs. Gene Barton was complimented with a party and mis-

cellaneous shower at the home of Mrs. France Carthel last Thursday afternoon.

Mrs. Herman King read, "How to Cook a Husband," after which an appropriate contest was conducted. The bride was then presented with a basket of lovely gifts.

Refreshments were served to the following: Mmes. John Belt, Milford Carthel, Ray Carthel, Bebe Carthel, Jack Rhine, J. W. Lester, G. A. Barton, Warren Daniel, Brooks Jones, Albert King, Herman King, Maurice Tanahill and Misses Anna Sims, Ida Barton, Rosa Lee Carthel, the honoree, Mrs. Barton, and the hostess, Mrs. France Carthel.

ENTERTAINS WITH "42" PARTY SATURDAY

Mr. and Mrs. Walter Allen entertained with a "42" party Saturday evening honoring Tom Weeks' birthday.

High and low favors were given to Mrs. Austin Dollar, Mr. and Mrs. Weeks and M. S. Johnson.

Guests were: Messrs. and Mmes. M. S. Johnson, Hop Weathers, Austin Dollar, Horace Weeks, Alvin Brock, and Tom Weeks, Misses Maurine Weathers, Wilma Lee Weeks and Violet Baker, and Mr. and Mrs. Allen.

SMALLEY-THOMPSON

Miss Susie Smalley and Earl Thompson of Lockney were united in marriage Saturday evening at 9:30 o'clock at the Baptist parsonage, Rev. A. L. Shaw, pastor, reading the wedding ceremony.

The couple will make their home here.

Mr. and Mrs. Tab Meriwether, Miss Manon Meriwether and Duane Meriwether accompanied Miss Laura Boedeker to Lubbock Sunday afternoon where she left on the train for Fort Stockton where she is teaching. She was a guest of Miss Meriwether over the week-end.

Miss Leota Shelton and Hazel Ford were in Cotton Center Saturday visiting Miss Mattie June McKnight.

Dresses

These Famous Marcy Lee Wash Dresses are being offered at our shoppe for the unheard of price of—

\$1.29

These dresses are the regular \$1.95 value.

FASHION SHOPPE

Always Something New

COUGHING, WEAK AND THIN AFTER FLU

"I nearly died from 'flu' last October, and it left me with a terrible cough.

"I saw Milks Emulsion advertised and started using it. It helped me right from the start. I had no appetite and my stomach was in bad shape. But 12 bottles have straightened me out entirely. I eat anything without distress, my cough is gone and I have gained back my strength and flesh."—Emma Withers, Box Belmont, N. C.

Milks Emulsion restores healthy natural bowel action. Milk Emulsion is strongly recommended for those whom science has proved to be suffering from indigestion. This is the only reliable, made, and available emulsion eaten with a spoon. Wonderful for children. You are urged to get a trial. Take six bottles, use it according to directions, if not satisfied your money will be refunded. Price 60c a bottle. The Milks Emulsion, Terre Haute, Ind. Sold everywhere.

HOT WATER

An automatic water heater creates for only a few pennies a day.

See your Gas Appliance Dealer or your Gas Company today about an Automatic Water Heater.

Note: Water Heaters are eligible for Modernization Loans under the National Housing Act.

West Texas Gas Co.

DOWN-HEARTED? A UNANIMOUS NO!



It may be hard to teach your legs to do things after they've had a battle with a flock of infantile paralysis germs, but little Carrie Surjak of New York is downhearted about it, as the picture (lower left) plainly shows. Carrie is showing her legs or two with the help of a brace. She is 15 years old and lives in a residential home in New York.

Fuchs, also of New York. Two smiling youngsters (upper left) their legs in braces, partake of their midday luncheon at Camp Alys for Crippled Children in Cincinnati, Ohio. These four and more than 200,000 fellow-sufferers throughout the nation will be beneficiaries of the 1935 Birthday Ball for the President, Jan. 30, when more than 5,000 communities from coast to coast, unite to raise funds for

fighting what Col. Henry L. Doherty, national chairman of the Birthday Ball committee, calls "the most dreaded disease menacing the nation." Seventy cents of every dollar raised will be retained by local communities to rehabilitate infantile paralysis victims, while thirty cents of every dollar will be turned over to a Birthday Ball Commission for Infantile Paralysis Research appointed by the President.



WESTCOTT RULER

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

School News

Those back in school this week are Winona and Johnnie Robinson, Lucille, and Lillian Wilson. The girls basket ball team played Daughtery here Friday evening. The scores were 15 to 5 in favor of Cedar.
The Junior boys also played the scores being 7 and 8 in favor of Cedar.

Community News

Christ Ambassadors of the assembly of God Church rendered a program at Flomont Sunday. Several people from Cedar attended church at Lockney Sunday afternoon.
Little Thelma Dean Dillard, who has just passed her 4th birthday, gave a birthday dinner Sunday. All her friends were present. They reported an enjoyable time.
Mrs. Jess Robinson and sisters Winona, Johnie, Jackie, and Mrs. Pete Keeling returned home Monday. They have been visiting their sister, Mrs. Earl Edmond of Lawton Okla.
Anny McRoberts and R. C. Pat-

ton of Floydada spent Sunday afternoon with Miss Mildred Kemp.

Mr. and Mrs. Clarence Strickland visited in the H. L. Pafferty home Sunday.

Mr. and Mrs. T. S. Brown and family spent Sunday in the J. S. Lackey home.

"AUNT SAMATHY RULES THE ROOST" TO BE GIVEN

The 3 act comedy drama, "Aunt Samathy Rules the Roost," is to be presented by the Lone Star Dramatic Club Friday evening beginning at 7:30 at Lone Star. The play is under the direction of D. J. Phillips.

The leading lady roll is played by Miss Edna Snodgrass and Harley Workman plays the lead for the men. Others appearing in the cast are Agnes Johnston, Leota Frizzell, Maudie Renick, Lucille Newman, Jack Frizzell, Lucille Newman, D. J. Phillips and Mr. and Mrs. Curtis Evans.

Mrs. Howard Cox was in Lubbock Saturday morning at the showing of spring fashions at the Hotel Lubbock in the interest of the Fashion Shoppe. She was accompanied by her mother, Mrs. E. E. Dyer, and Mrs. D. E. Cox.

Mr. and Mrs. Temple Thornton, Mrs. Burton Thornton and

son, Owen, and Bill Hodel were Lubbock visitors Friday.

MRS. HULS' AUNTS DIE FRIDAY

Mrs. Gilbert Huls received a message Monday that her two Aunts, Mrs. Ellen Wise Sheridan, 81, of Payola, Kan., and Mrs. Mollie Wilson, 66, of Louisburg, Kan., had died January 11 with in one hour and fifty five minutes of each other. Mrs. Sheridan died first without the knowledge of her sister's condition.

Mrs. Sheridan was the wife of Bernard James Sheridan, well known Kansas publisher and a Democratic leader. They celebrated their 59th wedding anniversary last November. Sheridan has published the Western Spirit at Payola for more than a half a century. From 1906 to 1909 he was editor of the Kansas City Post.

Mrs. J. B. McReynolds, whose husband was former pastor of the Lockney First Methodist Church 7 years ago, died at Borger last Thursday night, Jan. 10th. Her death was caused by a stroke of paralysis. She is survived by her husband and three children.

Mrs. Messimer of Quitaque was here Sunday and Monday as the guest of her sister, Mrs. Hershel Gunn.

Mr. and Mrs. Royce Williams have a new 7 pound girl born Sunday evening at 6 o'clock.

GRAMMAR SCHOOL HONOR ROLL Third Six Weeks

First Grade—Billie Rene Carthel, Laverne Love, Sally Ruth Patterson, Yvonne Ridings, Wanda Standifer, James Carroll, Mat Champion.

Second Grade—Marie Cox, Charlene Fisher, Virtis Lowe, Kathleen Cardinal, Barry Barker, J. M. Floyd Jr., Byron Ford.

Third Grade—June Carthel, Barbara Gaskins, Naomi Langford, Doris Sevier, Glenna Lee Smith, Mary Ruth Thomas, Billie Dean Trussel, Evelyn Yearout, Bennie Jean Beall, Teddy Jack Crager, Homer Jean Howard, Lester Lee Hill.

Fourth Grade—Virginia Alexander, Vaneta Barton, La Delle Cox, Martha Margaret Griffith, Zella Bess Hackney, Betty Mae Ratliff, Robert Willard McCollum, Richard Patterson.

Paul Bybee arrived here Tuesday from Ute Park, N. M., where he has been working for the Double Eagle Gold Mining Company for several months. He will

be here until the first of February and then return to Ute Park.

MRS. PERKINS' MOTHER ILL

Mrs. Frank Perkins was called to Brownwood, Texas, Monday because of the illness of her mother, Mrs. Mac Helms, who has pneumonia. Mrs. Perkins was accompanied by her husband and niece, Betty Mae Ratliff.

Mrs. Gip Hudson and baby returned home last week-end after spending several weeks at Mountain View, Okla., as the guests of Mrs. Hudson's parents.

Mrs. Gilbert Huls went through the clinic at the Lubbock Sanitarium Tuesday morning for an examination. She returned home Tuesday afternoon. She was accompanied by her husband and daughter and husband, Mr. and Mrs. Sam Miller.

Mrs. May Gilbert returned home Tuesday after spending a month visiting at Lampasas, Granger, Bangs and Miles.

Basil Davis and Boots Bryant left Tuesday morning for Houston with a load of cotton and seed.

Lawrence Anderson returned Monday night from Dalhart where he has been visiting his aunt and uncle for two weeks.

Mr. and Mrs. Cye Duncan of Floydada were here Sunday visiting their parents, Mr. and Mrs. C. L. Anderson.

The Hotel Dry Cleaners now have the Rose & Co. spring tailoring line on display. Come in and look them over. 19-1p

Herman Thornton and Ben Whitfill spent the week-end with home folk. They are students at Texas Tech College at Lubbock.

Mrs. T. B. Brooks and her sister, Mrs. C. A. Clark of Quitaque, spent Sunday and Monday at Lubbock as the guests of their brothers, C. A. and J. R. McSpadden.

Mr. and Mrs. Ralph Ashworth and son left Wednesday for Krum, Texas, where they will be the guests of Mrs. Ashworth's parents, Dr. and Mrs. Knox, until they find a desirable place to locate. Ashworth sold his tailor shop to Mrs. Steele about the first of the year.

NEW RESIDENT

Mr. and Mrs. Clyde Sartin moved here Wednesday morning from Muleshoe to make their future home. Sartin plans to reopen the Magnolia Service Station and later the wholesale Magnolia agency.

CHATTERGRAMS

BY JEAN SUITS

I have just been in a big conference with my dad, who is the high man around this office, and he has agreed to let me have all of the subscription money from now until May to help defray my expenses for two terms of summer school so I can get off a few more hours on my work in Journalism.

I am asking all of my reader friends, whose time on the Beacon expires within the next month or so, to come in and renew their paper for another twelve months. I am going to give you a bargain rate of \$1.00 per year in the county or state. The Amarillo Daily-News may now be secured for \$4.00 for nine months and with the Beacon it will only be \$4.50. This daily and weekly club offer only lasts until February 15th.

With your help I will be able to get some more college "larning" and in turn will give you a better home weekly in the years to come.





GOOD THINGS TO EAT

GOOD THINGS TO EAT

Southern Sweet Potato Pudding
Grate 4 medium sized potatoes
Pinch salt.
6 well-beaten eggs
Sugar to taste.
1 cup sweet milk
1-2 cup melted butter
Mix all together and put in a
greased pan. Stir while baking
in slow oven.

Caramel Cake
2 cups sifted Swans Down Cake
Flour.
3 tsp. baking powder.
1-2 cup butter
1 cup sugar
2 egg yolks, beaten light.
3-4 cup milk
1 tsp. vanilla.
2 egg whites, beaten light.
Sift flour once, measure, add
baking powder and sift together
three times. Cream butter thor-
oughly, add sugar gradually, and
cream together until light and
fluffy. Add egg yolks; then sifted
flour, baking powder alternate
ly with milk, a small amount at
a time. Beat after each addition
until smooth. Add vanilla, fold

in egg whites. Bake in layer
pans in moderate oven (375 de-
grees) 30 minutes. Spread icing
between layers and on top sides
of cake.

Angel Food Waldorf
A ten-inch angel food cake.
1 1-2 pints whipping cream
6 tsp. sugar
6 tsp. cocoa
1-8 tsp. salt
2-3 cup toasted almonds
Combine whipping cream, sugar
salt and cocoa and chill for one
hour or more. Then whip the
mixture until stiff. Cut entire
top from cake about one inch
down. Lift off and put aside.
remove center from main part of
cake leaving a wall of one inch
from outer edge and center.
(Use a curved knife or spoon
for this). Fill cavity with one-
third of the chocolate cream mix-
ture to which has been added half
of the nuts cut coarsely. Replace
top and spread remaining cream
over top and sides. Shave re-
maining almonds and sprinkle
over cream. Chill two or three
hours before serving.

THE SIMPLE LIFE IS THE HAPPIEST LIFE

People often get excited over the passing events about them. Things seem to appear of so much more importance when they happen close home, or to someone we know. And yet how soon even the most important event or person is forgotten.

Think back a dozen years or more and see how many names of people who were then famous you can now recall. That will show you how soon one can forget. The average Lockney citizen when someone pays him a high compliment, or his spirit droops when he is criticized. Yet both praise and criticism are mere whims of the public. They may make much over you while you are here, but a dozen years after you are gone these same people will have forgotten you. Those who live in simple homes

may appear hum-drum and perhaps the happiest of all. They are hopeful only of their share of this world's goods, and that explains their happiness. They are not envious of the fellow who seems fame, for they know the price he will eventually have to pay for it. If you would find the truly happy family seek out the one that is content with good health, comfort and friends they know will stick to them. There are millions of this kind of people in America—that's why the country is safe. If you seek a sensible standard of living, pattern after those who lead a simple life, for they, after all, are the ones not so easily forgotten.

Hall Ferguson, who received treatment for his eye at the Plainview Sanitarium, returned Friday. His eye became infected several days ago caused by the explosion of a firecracker.

Mrs. Bob Ramsey and daughter Miss Mildred Ramsey of Borger, arrived Sunday to spend a few days visiting friends and relatives.

Artie Baker left Monday for Dallas on a business trip.

Roscoe Snyder of Plainview was a Lockney caller Monday.

Scientists Find Fast Way to Relieve a Cold

Ache and Discomfort Almost Instantly Now



1. Take 2 BAYER Aspirin Tablets. Make sure you get the BAYER Tablets you ask for.



2. Drink a full glass of water. Repeat treatment in 2 hours.



3. If throat is sore, crush and stir 3 BAYER Aspirin Tablets in a third of a glass of water. Gargle twice. This eases throat soreness almost instantly.

NOTE "DIRECTIONS PICTURES"

The simple method pictured here is the way many doctors now treat colds and the aches and pains colds bring with them!

It is recognized as a safe, sure, QUICK way. For it will relieve an ordinary cold almost as fast as you caught it.

Ask your doctor about this. And when you buy, be sure that you get the real BAYER Aspirin Tablets. They dissolve (disintegrate) almost instantly. And thus work almost instantly when you take them. And for a gargle, Genuine Bayer Aspirin Tablets disintegrate with speed and completeness, leaving no irritating particles or grittiness.

BAYER Aspirin prices have been decisively reduced on all sizes, so there's no point now in accepting other than the real Bayer article you want.

NOW 15¢
PRICES on Genuine Bayer Aspirin Radically Reduced on All Sizes

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 10¢ 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.

Of Interest To Women



Designed in Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50 and 52. Size 34 requires 5 1/4 yards of 36 inch material with 1/4 yard contrasting.

SLENDER DAYTIME FROCK

Pattern 8379—Women of larger build like a simple, dignified frock for general wear. They know that the conservative style is most becoming and inconspicuous and for that reason they choose a model like the one sketched.

The soft graceful revers and the vestee together with the simple turned back cuffs, give a nice contrasting color note and add mystery to an otherwise plain frock. The double-breasted closing of the waist is continued in effect by the panel in the skirt.

The back of the skirt also has a panel and there are pleats in both front and back. There is nothing more slenderizing to a large figure than panels. Small tucks at back of neck give an easy fit.

A rough crepe silk, in dark tones either printed or plain will look well in this design.

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.

ELECTRIC POWER FOR THE FARM IS A GOOD MOVE

Announcement from Washington that the federal power commission is now making a study of methods by which electricity can be carried into hundreds of thousands of farm homes now without it should strike the average Lockney citizen as a sensible move. There is a crying demand for electricity and no movement that can be attempted in 1935 will benefit a greater number. While the farm owner will be the prime beneficiary, the entire community into which the power is carried will also benefit.

But it means as much for the farm wife as for the farmer himself. Too long has she been without the labor-saving devices to which her sisters in the towns and cities are accustomed. Too long has she been without the leisure to which she is just as much entitled as anyone else. Electricity on the farm can work wonders for her and add an attraction to rural life that nothing else can supply.

Increasing the buying power of the farmers is recognized as an essential to the prosperity of the nation. But electric power on the farm is also essential, and will help to hasten that prosperity. This new task to which Uncle Sam is about to set himself—carrying electric power to thousands of rural homes—is one of the most sensible projects this nation has ever attempted.



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—Send \$1.00

\$50.00
That is a lot of money, but it goes into
BIG CASH CONTEST
At Lockney
Next "Fellowship Day"
Tuesday, January 22

Look over this list of business and professional men. They are the one that make this contest possible. They are the one that give tickets that entitles you to enter the contest each Tuesday. Do your trading with them and be sure to ask for your tickets, they might forget them in the rush of business.

- | | | | |
|---|--|--|---|
| Blacksmith Shops
G. B. Harris Blacksmith Shop
Graves Blacksmith & Welding Shop | Bill Alford
Mrs. Sam Belyeu
Coleman Produce Co. | IMPLEMENT HOUSES
Hammonds & Co. | BANK
First National Bank |
| TAILOR SHOPS:
Brooks Dry Cleaners
Hotel Dry Cleaners | DRY GOODS
E.L. Ayres
Baker Merc. Co.
Fashion Shoppe | INSURANCE
Frank Perkins
McAdams & Childers | DENTIST
R. R. Wimberly |
| FILLING STATIONS
Ozark Service Station
Sinclair Service Station | GROCERY STORES
Hamilton Grocery
Taylor Gro. and Market
Pizzly Wigly | CAFES
Cozy Cafe | PHYSICIAN
N. E. Greer
P. C. Anders |
| GARAGES
Ford and Busby Motor Co
Messimer Garage
A. O. Fielder Motor Co
Lockney Auto Company
Pennington Motor Co. | HARDWARE & FURNITURE
Cox Hardware & Furniture
Baker Merc. Co.
Dyer Hardware | DRUGSTORES
Greer Drug Store
Lockney Drug Co. | VARIETY STORE
Robert Ayres |
| Electric Dealers
L. J. Hearns | COTTON GINS
Lockney Gin Co. | BAKERY
City Bakery | OIL MILL
West Texas Cottonoil Co. |
| | FEED STORE
R. J. Jenson | WHOLE SALE OIL
Sinclair Oil Co.
Henry Hodel, Agt.
Continental Oil Co. | NEWSPAPER
Lockney Beacon |
| | | ICE
Lockney Ice Co. | BARBER SHOPS
Palace Barber Shop
Commercial Barber Shop
Scott Barber Shop |
| | | GAS COMPANY
West Texas Gas Co. | Undertaking Establishments:
Crager Funeral Home |

every one who has used these pills has found them to be a great relief for their headache.

Lockney, Floyd County, Texas

IS ALL WELL WITH THE NATION'S HOME LIFE

Thoughtful people are beginning to ask the question whether all is well with the nation's home

life. Indications are that it is not. Too many homes are being broken up and the proportion

of marriages proving unsuccessful is too large. There are too many divorces. Home life is the rock on which we have builded our social system. When our home life becomes decadent then, indeed, are we headed for disaster. It is in the home that we train our children, the citizens of tomorrow. What kind of future citizens are we going to have with out proper training? Marriage and its natural sequel, the home

are sacred institutions. We must maintain them as such if our hopes for the future are to be fulfilled.

Do your shopping in Lockney.

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

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

WE GRIND FE
We are busy grinding feed, but not too busy to grind yours.
Portable Hammer Mills.
J. H. NALL & SONS

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—

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

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

THE HOUSE OF HAZARDS

BY MAC ARTHUR

"THE MAIN THING ON MAIN STREET"

By L. F. Van Zelm

S'MATTER POP— In The Nick Of Time!

By C. M. PAYNE

REG'LAK FELLERS

Hoodwinked



see we have bought of 1934. This is proof women today are insisting upon quality. Visit the Maytag dealer to this Maytag for yourself.

Classified Ads

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

NOTICE—I will sharpen razors, and scissors for 25c, work guaranteed.—Gordon Crocker, Commercial Barber Shop. 11-4c

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 verified 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. 9-7c

QUICK
VICKS MEDICATED COUGH DROPS
Medicated with ingredients of Vicks VapoRub... Soothe irritated throats.
RELIEF

CHINESE ELMS, five feet, ten cents each Sunshine Gardens. 18-9tp

FOR SALE—Two sets of good leather harness.—A. R. Meriwether. 18-2t

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. 11-1fc

Choicy cut flowers, pot plants, garlands, and wreaths at the Texas Floral Company, Lubbock, Texas. Speedy service assured each order. Phone your orders to our local representative, Mrs. Howard Cox at the Fashion shoppe. 17-7c

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

FOR SALE OR TRADE I used Buckeye Incubator, 250 eggs capacity, 2 used De Laval Separators, 1 used 8 1-2 foot Elnora Mill, 1 used A. S. C. Washer, 2 used new perfection Stoves, 6 used coal heaters, 1 used Disc Harrow, Baker Merc. Co. 19

LOST—34-35 Class ring, Initials W. A. R. Finder please return to Beacon office and receive Dollar reward. 1 tp

FOR SALE—Harris hand-pump, extra good stuff, W. H. Smith, 8 miles west of Lockney. 19

NOTICE—Those who have my vaccinating needles, please return them to Lockney Drug Company at once as I am badly in need of same. Dr. J. M. Floyd.

SINGER SEWING MACHINE—New and old, easy terms, liberal allowance for old machines. We service all makes. Let us help you with your sewing problems. A post card will bring you our service. G. W. Ford & Son 708 Broadway, Plainview, Texas. 19-1fc

FOR SALE—Mellorphone (Alto) horn.—Inquire at Beacon office.

Kelley Hooper, sheriff of Hale county, was here Monday on business.

METHODIST CHURCH

Sunday School at 9:45. We are getting just a little nearer our goal every Sunday, so let's make a special effort to reach it Sunday, the twentieth. Two hundred in Sunday School should be our average attendance and will be, if we all do our part. Be present on time.

Preaching at eleven. We are not sure but think that it will be possible to have with us for the morning hour Rev. W. E. Hamilton, our Conference Executive Secretary, to preach for us.

The first class period of our Standard Training School will meet at 2:30 Sunday P. M. We are anxious that this school be a good one and know that it will if we all do our best to make it so. The six class periods will be as follows: Sunday P. M. at 2:30, Monday night, Tuesday night, Wednesday night, Thursday night and Friday night. The exact hour of meeting will be set at the first session. This school is open to the public and you have a standing invitation to attend any and all of the sessions. We urge especially our adult members and young people of our own church to attend.

The Epworth Leagues will meet at 6:15 in their respective places with good programs. You will enjoy these services if you once attend.

For the evening hour Rev. W. E. Hamilton will bring the message, 7:00 p. m. is the hour—Special music. W—Welcome You. Herbert H. Hamilton, Pastor

LOCKNEY WINS BANNER AT S. S. MEETING

Lockney received the attendance banner last Sunday afternoon at a monthly zone meeting of the Baptist Sunday School held at the Silverton Calvary Baptist Church at 3 o'clock. 28 people from here attended the

DITCHING MACHINES FOR IRRIGATED FARMS

We make them. Come and see.

G. B. HARRIS—BLACKSMITH SHOP

Big Lump Coal

\$5.50 Per Ton On Car. Hand Loaded, free from Rock or dirt.

OTHER COALS \$8.00 and \$9.00

General line of Feeds, Feed Grinding. We buy cotton seed

J. E. YEARWOOD

Floydada, Texas

Tax Assessing Notice

I am located at the office of Frank Perkins for the purpose of assessing taxes and ask that you step in when in town and render your county taxes. This will be appreciated very much.

Also Frank L. Moore, County Assessor and Collector will be in Lockney January 24th for the purpose of collecting taxes. This is for your convenience in paying your county taxes.

BILL DOWNS

meeting and received the banner on the basis of number present and number of miles traveled. The just girls of the local Baptist church gave a special song arrangement. Rev. A. L. Shaw, pastor, gave quite an interesting talk "How to Enjoy Through the Sunday School."

The next zone meeting will be held the second Sunday in February at Quitaque. Those attending from here Sunday were: Rev. and Mrs. Shaw, Mrs. V. L. Teaver, Mr. and Mrs. J. B. Allen, Mr. and Mrs. J. A. Steagall, Marvin Cox, Hugh Carroll, Mr. and Mrs. Trav. Hamilton, Temple Teaver, Mary Louise Shaw, Janelle Allen, Brice Allen, Harold Huggins, Thelma Jo Shaw, Mary Deen Carroll, Francis Humphries, Mildred Ford, La Dell Cox, Essie Mae Hamilton, W. M. Wicker, Oleta Huggins, Juanita Hamilton, and Tress Allen.

SENIOR EPWORTH LEAGUE PROGRAM Sunday January 20, 1935

Subject: How Christ can Help Leader—Allene Reasonover Christ as Friend—Hollis Harris Christ as Teacher—Jaunita Still Christ as Savior—Clifford Reasonover Christ as King—Margaret Hage

MAIN STREET CHURCH OF CHRIST Luke Priba, Minister

Lord's Day Services Bible Study 10 a. m. Preaching 10:50 a. m. Subject: Lifting Up the Christ Lord's Supper 11:45 a. m. Evening Services Bible Class for the Young People, 6:15 p. m. Preaching 7 p. m. Subject: The Model Church Monday 3 p. m. Ladies Bible Class, Col. ch. 1 Wednesday 7 p. m. Bible Class Subject James Ch. 5 You are invited to attend these services. Pca. 119:105. Thy word is a lamp unto my feet. And light un to my path.

SOUTH PLAINS HONOR ROLL FOURTH MONTH

First Grade—Jimmy Knox, Polly Smitherman, Donald Roy Myers. Second Grade—Betty Greer Jarnagin, Betty June Mannock. Third Grade—Lucile Stephens, Ruby Weast, Elizabeth Daniels, Dorothy Smith. Fourth Grade—Velma Lois

Grade—Frances Field, Marie Alldredge, Marion Charline Leach, Pauline Jarrett. Sixth Grade—Joy Martin, Mary John Lamham, Margaret Bean, Allene Gilliland. Seventh Grade—Lucille Weast, Muriel Fay, Phegley, Mary Frances King, Ruby Jewell McClend-

REPORT OF THE CONDITION OF THE FIRST NATIONAL BANK

Of Lockney in the State of Texas, at the Close of Business on December 31, 1934

ASSETS		LIABILITIES	
Loans and discounts	\$130,550.87	Demand deposits, except United States Government deposits, public funds, and deposits of other banks	\$113,480.22
Overdrafts	547.29	Time deposits, except postal savings, public funds, and deposits of other banks	10,752.50
United States Government obligations, direct and fully guaranteed	10,000.00	Public funds of States, counties, school districts, or other subdivisions or municipalities	12,891.65
Other bonds, stocks, and securities	3,757.55	Deposits of other banks, including certified and cashiers' checks outstanding	3,270.24
Banking house, furniture and fixtures, \$1.00	1.00	(b) Not secured by pledge of loans and or investments	\$140,394.61
Real estate owned other than banking house	1,500.00	(c) TOTAL Deposits	\$140,394.61
Reserve with Federal Reserve bank	13,525.82	Circulating notes outstanding	10,000.00
Cash in vault and balances with other banks	39,927.95	Class A preferred stock, 500 share par \$50.00 per share, returnable at \$50.00 per share	\$50,000.00
Outside checks and other cash items	377.58	Common stock, 250 shares, par \$100.00 per share	577.77
Redemption fund with United States Treasurer and due from United States Treasurer	500.00	Undivided profits—net	577.77
Other assets	284.32	TOTAL CAPITAL ACCOUNT	50,577.77
TOTAL ASSETS	\$200,972.38	TOTAL LIABILITIES	\$200,972.38
		United States Government obligations, direct and or fully guaranteed	
		Total Pledged (excluding rediscounts)	
		(a) Against circulating notes outstanding	
		TOTAL PLEDGED	
		State of Texas, County of Floyd	
		GIP HUDSON, Clerk of the Court	
		Sworn to and subscribed before me this 17th day of January, 1935.	
		MARGARET COLLIER, Notary Public	
		CORRECT—ATTEST:	
		ARTIE BAKER, Director	
		DORSEY BAKER, Director	
		ROBIN BAKER, Director	

Official Statement Of Financial Condition of The FIRST NATIONAL COMPANY

At Lockney, State of Texas, at the close of business on the 31st day of December, 1934, published in the Lockney Beacon a newspaper printed and published at Lockney, State of Texas, on the 17 day of January, 1935.

RESOURCES		LIABILITIES	
Loans and Discounts, other than R. E.	\$ 24,844.61	Capital Stock Paid in	\$ 25,000.00
Loans, Real Estate	108,524.29	Undivided Profits, net	5,296.00
Bonds, Stocks, Warrants and Other Securities not pledged	28,025.00	Reserved for contingencies	5,222.00
Cash on Hand and Due from Banks	2.67	Bills Payable	33,825.00
Accounts Receivable	987.10	Borrowed Assets from Baker Merc. Co.	63,990.00
		Rediscounts, First Nat'l Bank, Lockney	29,050.00
TOTAL	\$162,381.67	TOTAL	\$162,381.18
		State of Texas, County of Floyd	
		We, Artie Baker as President, and Gip Hudson as Secretary, of said Company, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.	
		ARTIE BAKER, President	
		GIP HUDSON, Secretary	
		CORRECT—ATTEST:	
		ARTIE BAKER, Director	
		DORSEY BAKER, Director	
		E. E. DYER, Director	
		(Seal)	
		Subscribed and sworn to before me this 5th day of January, A. D. 1935.	
		MARGARET COLLIER	
		Notary Public, Floyd County, Texas	

....AT TODAY'S PRICE THE BIGGEST WASHER VALUE YOU CAN BUY

When you compare Maytag quality and price with any other washer you will find that the housewives of this nation buy more Maytags in one half year than the whole year of any other American washer.

