

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, AUG. 8 1935

NUMBER 48

CHATTERGRAMS

BY JEANE SUITS

The same puff of wind that blew me in swept the high boss out and I've had the office to hold down, or maybe it is held up in this case, since my arrival from the University of Missouri.

The Chattergrams will be missing this week because of this writer's lack of time to prepare them. But cheer up she'll be back with her chatter as regular as an eight day clock after this issue. There will be no means of escaping her squibs except to quit reading the neighbor's paper!

Just a passing thought—Missouri "showed me" all they had in eight weeks, and I've been in the Lone Star State for several years and haven't seen it all.

J W TREAT OF ABILENE SPOKE LAST NIGHT

J W Treat, student of A C C at Abilene, gave an educational talk at the Main Street Church of Christ last night illustrating his points with a motion picture of the college campus and activities.

Mr Treat is on a lecture tour of the churches over the South Plains.

Mrs J M Phillips left Tuesday morning for Knoxville, Tenn., to join her husband who has been working on the construction of a dam near there for several months. When the project is completed he is expected to be transferred to Seattle, Wash.

Mrs. Jimmy Baxter, and Misses Juanita and Florence Thompson returned Wednesday from Clovis, N. M., after spending several days visiting Dick Thompson.

LOCKNEY-OLTON BASEBALL GAME SUNDAY 3 P. M.

Local Team Defeats Rock Creek; Tournament to Start Aug. 15

Jimmy Hodel, manager of the Lockney Baseball Team, has announced that there will be a game here Sunday afternoon at 3:30 o'clock with Olton, who is reported to have the strongest team on the South Plains.

"This is our first game with this team and I believe all of the baseball fans will get a real bang Sunday," Hodel said in laying out the prospects of a Sunday thriller.

The Lockney team defeated Rock Creek here last Sunday afternoon with a score of 10-2. Until the 8th inning the game was pretty evenly matched but in the 9th inning the visiting team was whipped out by the locals.

Hodel said that thirty invitations had been sent out to all of the outstanding teams over the South Plains to attend the baseball tournament to be conducted here for a period of ten days or more beginning August 15. He expects to get letters from the managers in a few days, acknowledging the invitation before making any definite plans concerning the tournament. But he does expect a double header every day during the tournament.

Barber, Jr. HAS BLOW ESCAPE WHEN TRUCK OVERTURNS

Barber Jr. Lockney, driver of a Farmers Oil truck, narrowly escaped death or serious injury Sunday night when the truck was driving overturned on a highway a mile north of

the steering apparatus and the truck left the highway, overturning when it struck an embankment. The vehicle was practically demolished, the cab receiving much of the damage. About 600 gallons of kerosene poured out of the transport tank into the bar ditch.

Barber, who was alone, escaped without a scratch or serious bruise—Plainview Herald.

R. B. MERCER CELEBRATES 62ND ANNIVERSARY

Formerly Of Kentucky and Moved Here Thirty-One Years Ago

FOUR GENERATIONS PRESENT

Three Daughters and One Son Attend Reunion

Mr and Mrs R B Mercer, Lockney residents for the past thirty-one years, celebrated their sixty-two wedding anniversary with a family reunion at their home Wednesday. Three daughters and one son and their families were present. One son, S B Mercer of Eldorado, Okla., was unable to be present.

Four generations were represented at the celebration of the couple who are eighty years old. There are a total of twenty-one grandchildren and fifteen great-grandchildren with twenty-one of that number present Wednesday.

The honored couple, who are still active in spite of their years, were born in Brackenridge County, Kentucky. Mrs Mercer was born in 1855 and Mr Mercer in 1854. They were married in Nashville, Tenn., August 7, 1873, and moved to Collins County, Texas, where they lived for ten years. Their next home was in Eldorado, Okla., for seven years, and then they moved to Lockney where Mr Mercer has been farming six miles north west of here ever since the first year.

He is still able to manage his farming interest and is in the best of health. Mrs Mercer finds pleasure in raising a garden and is usually active for a woman of her age who has helped settle Floyd County.

Nine children were born to this union and only three girls and one boy are living.

Those present according to generations were Mr and Mrs R B Mercer; their three daughters, Mrs J A Caldwell, Quanah, Mrs G H Bryant, Texline, and Mrs Clara Logan, Lockney; twelve grandchildren which consist of six children of Mrs Mae Mercer, Lockney, two children of Mrs Logan, and four children of Mrs Bryant. The ten great-grandchildren present were, Mr and Mrs Wiley Nance and seven children, Mr and Mrs Albert Pool and two children, and Mr and Mrs Doc Jones and one child, all of Lockney. Mrs Nance, Mrs Pool, and Mrs Jones are daughters of Mrs Mae Mercer and her two sons, Earl Mercer and J B Mercer of Lockney were also present.

There were five guests present for the occasion; Mrs Minnie Adams, and Mrs Murphy and son of Floydada, and Doris and Geraldine Stutts of Lockney.

They were entertained with an ice cream supper fourteen miles north of Lockney Wednesday night at the home of Mrs Mae Mercer.

Mr and Mrs Mercer were presented with many lovely gifts from their children, grandchildren, and great-grandchildren.

All of them returned to their homes Wednesday with the exception of Mrs Caldwell who left this morning. Her husband and children were unable to attend the reunion.

BABY SHOW TONIGHT AND FRIDAY

As an added attraction to the regular program, there will be a Baby Show at the Isis Theatre tonight and Friday night. Photographs have been made of babies of the city and surrounding communities the past ten days. These pictures will be thrown on the screen and prizes awarded to the cutest youngsters. Winners will be determined by a vote of the audience. Don't miss this feature of the show.

SERVICES HELD FOR WOMAN IN AUTO CRASH

Boy And His Father Are in Critical Condition

Funeral services were held Tuesday for Mrs Sarah Irene Collier, 42, of Crosbyton who was killed in a head-on automobile collision near Happy early Sunday morning. Services were conducted at 3 o'clock at the Crosbyton Baptist Church with the Rev. Mr Hukel of Lubbock officiating. She is the daughter of Mr and Mrs M H Ragle of Lockney.

Her husband, I W Collier, a Crosbyton barber, is in a critical condition at the Lubbock Sanitarium and her son, Wade, 14, is suffering from a fractured skull, crushed cheeks, and broken nose. Collier has a broken hip, fractured bone in his leg, and a broken collar bone.

The crash occurred one mile south and a half mile east of Happy on the old highway. Glaring headlights were blamed for the accident as both cars attempted to cross a narrow culvert.

The Colliers were on their way to Amarillo to join their daughter and her husband, Mr and Mrs G C Nickson and then they plan to visit another daughter, Miss Melba Pauline Collier, in Santa Fe, N. M.

She is survived by her husband, one son, and the two daughters. Her parents, three brothers, Roy and Raymond Ragle, Lockney, and Paul Ragle of Santa Fe, N. M.; and three sisters, Mrs Marvin Wiley, Santa Fe, Mrs Roy Canon, Rencona, N. M., and Mrs Milton Smith, Sand Hill.

Mr and Mrs Claude Barnes of Tahoka and a nephew and his wife of Mrs M H Ragle, Mr and Mrs Clarence Barnes of Clovis attended the funeral.

Friends from here attending the services were Mr and Mrs Jim Dagley, Mrs H P Coleman, Mrs Lester Honea, Mrs Moore, and Mrs Jim Dines.

SANDHILL WOMAN IS HURT IN AUTO-MOBILE ACCIDENT

Miss Ola Hanna of Sand Hill, who was seriously hurt Saturday afternoon in a car-truck collision on Highway 9 three miles north of Lubbock, is reported to be critical in a sanitarium at Lubbock.

Eighteen year old Vivian Sanders of Lubbock died an hour after the accident and Wager Tucker, Anton farmer, was injured.

Miss Hanna received a four-inch cut on her forehead and a minor concussion.

The accident happened when a car attempted to round a truck and met another car, coming in the opposite direction, in a head-on collision.

A A SUITS UNDERGOES AN OPERATION

A A Suits, formerly of Lockney and now of Plainview, was operated on for appendicitis Tuesday morning at 2 o'clock at the West Texas Hospital in Lubbock. His condition is reported to be satisfactory by attending physicians.

Mr and Mrs J L Suits were in Lubbock Tuesday and Wednesday to see him.

Mr and Mrs A A Suits and son, Gordon, moved to Plainview Wednesday from Tahoka where they have been living the past two years. Suits exchanged his mail carrier's route at Tahoka for one there.

Tennis Ace's Bride



LONDON—Helen Vinson (above), American Film Star, is this week to become the bride of Fred Perry, World tennis ace, according to announcement by Perry.

CHAPTER OF NAT. SHAKESPEARE CLUB TO BE FORMED

Mrs Jake Griffith To Be Assistant Supervisor

The National Junior Shakespeare Club will have chapters in Lockney and in other towns of the county under the direction of Mrs I W Hicks of Floydada who has been appointed supervisor of Floyd County.

The club is educational in purpose and is designed to give grade and junior high school children a combination course in expression, dramatics and storytelling. This work is presented in a simplified form and prepares children for their high school English studies.

Aside from the educational value of the club, the social feature is thoroughly enjoyed by the children.

LOCKNEY TO HAVE AUTO RACES SUNDAY

There will be some auto races here Sunday afternoon at 3 o'clock. Noted racers and drivers will enter. Free stock car race will also be held. A ten lap matched race between an Oldsmobile special and a V-8 Ford will be featured.

SCHOOL DISTRICT BUYS FOUR NEW BUSES

The South Plains consolidated school district bought four new Chevrolet school buses with a seating capacity of forty-five in each bus. They were purchased from the Lockney Auto Company.

Three Chevrolet buses were used last year and the enrollment has increased to such an extent that an extra one will be needed. All four of them have Superior bodies and are orange with aluminum colored tops.

LOCKNEY—RUNNINGWATER POLO TEAMS TO PLAY SUNDAY

Watt Griffith, captain of the local polo team, has announced that there will be a game played with the Runningwater team Sunday afternoon at 3 o'clock at Plainview on the field west of Wayland College. The teams are evenly matched and a good game is expected.

GOES TO WORK IN LUBBOCK

Guernes Baker left Sunday to take a position as Maytag repair man at Sherrod Bros. Hardware Company in Lubbock.

LOCKNEY POLOISTS ARE DEFEATED BY PLAINVIEW SUN.

The Plainview Polo Team was victorious over Lockney poloists Sunday afternoon at Floydada with a score of 11 to 6, making their third victory of the season over the local team. "Butt" Stevenson won the game for Plainview netting five goals. Pete Shurbet, No. 2 man on the Lockney team, was high point man.

The game, which was under the auspices of the Floydada Fire Department, was attended by more than 300 polo fans.

Lockney's line up in the game was Marvin Sams alternating for Ervin Bennett, No 1; Shurbet, No. 2; Buster Whitlock alternating for Watt Griffith, No 3; and Clyde Applewhite alternating for Jess Sandusky, No. 4. Plainview's line up was Phillips and Humphreys alternating at No. 1; Stevenson, No. 2; Shepard, No. 3; and Tom and Jim Wheeler at No. 4.

The local team took a string of nine horses and Plainview took fourteen.

Jess Cox was elected as secretary of the Lockney Polo Team at a short meeting held Sunday afternoon at the close of the game.

COZY CAFE SOLD TO PONT DARNELL

The Cozy Cafe, owned by Mr and Mrs Hugh Counts for the past eleven years, was sold to Mr and Mrs Pont Darnell of Lockney, who took over the management Monday morning. The cafe was purchased by Darnell two weeks ago but he did not take charge until this week.

Mr and Mrs Darnell have leased the cafe during the summer months for the last two years.

Reg Mathis will be retained as cook and Mrs Lloyd Catlin as waitress.

DELEGATES SELECTED FOR AMERICAN LEGION POW-WOW

Officers Elected At Meeting; Miller Retained As Commander

Four delegates and alternates were selected at a meeting of the Landrum Post American Legion of Lockney Tuesday night to attend the state convention to be held at Dallas Sept. 2-4.

The delegates are H M Mason, district committeeman, J C Ginn, Dr. P C Anders and H W Schacht. The alternates are R E Patterson, Joe McCollum, D D Lenzford, Clyde Applewhite.

Officers were elected for the year as follows: Commander, S G Miller; adjutant, H W Schacht; vice commander, Dr. P C Anders; chaplain, the Rev. L. I. Hill; post historian, Joe McCollum; Sergeant at arms, Watt Griffith.

Miller and Griffith retained the same offices they had last year. All officers will be officially installed Oct. 20.

Mrs Pont Darnell, Mrs H P Coleman, Mrs Arthur Cox, and Miss Eunice Coleman returned last Thursday from Portales, N. M., where they spent four days as the guests of Mr and Mrs Leslie Gilbert.

Mrs Bill Messer returned home Sunday after spending the week in Shamrock visiting her aunt, Mrs Alice Hogg, and her sister, Mrs Floyd Bradstreet at Texola. Bill Messer left Saturday to accompany her home.

PENN FAMILY HAS BIG THREE DAY REUNION

Sixty-one Relatives Here From Four States

SIXTH ANNUAL GATHERING

Next Years Affair To Be Held At Mansfield, Tex.

The sixth annual three day reunion of the J W Penn family was held here Monday, Tuesday, and Wednesday at the home of Mr and Mrs I O Penn with sixty-one relatives present. The reunion which was held at Dallas last year was attended by 500. This number is large because the family originated in Dallas County.

Mr and Mrs J W Penn, lived at Silverton from 1899 to 1913 when Mrs Penn died. Mr Penn died in 1929 and every year since that time the family has held a reunion. The family moved to Silverton from Dallas where they had lived for years. The first marriage licenses in Dallas County were issued to Mrs J W Penn's parents, Mr and Mrs Crawford Trees.

The reunion next year will be held the first Monday, Tuesday, and Wednesday in August at the home of Mr and Mrs Ben Penn in Mansfield, Tex.

The three days were spent in playing "42", bridge, and string instruments. Stories of bygone days were retold as well as happenings since the last reunion.

There are twelve children in all living with five boys and seven girls. Three boys and seven girls attended the reunion; A I Penn and family, Dallas, P C Penn and family, Mangum, Okla., and I O Penn and family, Lockney, Mrs H O Allen, Dancanville, Tex., Mrs Ben Rowden, Mansfield, Mrs I N Cooper, Vandervoort, Ark., Mrs G T Self, Norton, Kans., Mrs T S Stevenson, Canyon, Mrs R A Hodges, Tulsa, and Mrs Frons Melton, Lawton, Okla.

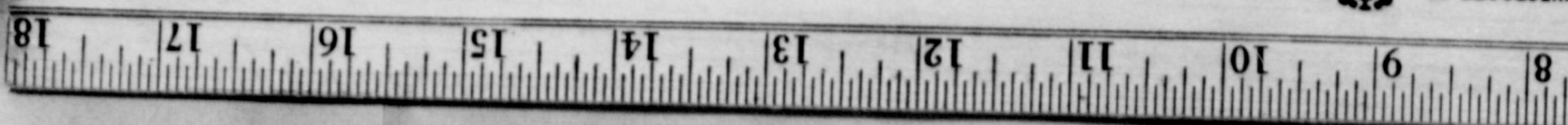
Eighteen grandchildren of the forty-two in the family were present and nine great-grandchildren out of eighteen.

An aunt, Mrs John Hood of Dallas, was present with her husband, two daughters and a grandchild, and a cousin of the family, Mrs Maude Judah and three children of Causey, N. M. Three friends, John Maxwell, "Sandy" Howell and "Slim" Griffith, all of Mansfield were also present.

Edwin Hammonds worked the first part of the week at the Sinclair Service Station during the absence of John Manning, who was burned last week when his shirt ignited as he struck a match to light a cigarette.

Today's Market

| POULTRY | |
|-----------------------|---------|
| Hens, heavy per lb. | 10c |
| Hens Light | 7c |
| Light Colored hens | 7c |
| Old Roosters lb. | 3c |
| FRYERS | |
| Fryers heavy, per lb. | 10c |
| Fryers light | 7c |
| Stags | 5c |
| CREAM | |
| Cream No. 1 | 20c |
| Cream No. 2 | 17c |
| EGGS | |
| Eggs per dozen | 20c |
| GRAIN | |
| Wheat per bu. | 93c |
| Maize, threshed 100 | 80c |
| Kafir, threshed 100 | 75c |
| Oats, per bu. | 30c |
| COTTON SEED | |
| Cotton seed per ton | \$25.00 |
| Cotton seed meal 100 | \$1.50 |
| Loose Huls | \$11.00 |
| Sacked huls | 75c |



What is the yardstick for a cigarette...



Chesterfield... the cigarette that MILDERS
Chesterfield... the cigarette that TASTES BETTER

Mr and Mrs L E Harrington of Clovis, N M, have been here visiting Mrs Harrington's niece, Mrs Mack E Love. They reported splendid crops around Clovis. Lavern Love returned home with them for a visit.

Mr and Mrs Jim Dines have a new Plymouth coach purchased from the Miller Motor Company.

Mr and Mrs D E Cox were in Muleshoe Tuesday night visiting their son and his wife, Mr and Mrs Howard Cox.

Mrs Charlie Merideth of Venus, Tex., is here visiting her daughter, Mrs J T Clark, who has been sick, but is better this week. She is also visiting her grandchildren Mr and Mrs Joe Clark.

Mrs Lucy Belt Earwood of Causey, N. M., is here visiting Mr and Mrs I O Penn.

Misses Juanita and Florence Thompson, Marvin Sams, and Janice Hamilton visited their niece, and sister, Mrs Jimmy Baxter, at Wichita Falls and returned Saturday.

Jaw-Jah Melon Queen



WASHINGTON... Miss Fannie Megabee, queen of Georgia's annual watermelon festival, came North with an 84-pound prize-winning watermelon to present to President Roosevelt.

Mrs W C Whatley of Groom, Tex. spent Monday and Tuesday visiting her parents, Mr and Mrs L Buchanan.

Mr and Mrs Herman King returned Saturday morning from Ft. Worth and Dallas where they have been visiting for a week. While in Ft Worth they were the guests of their cousins, Mr and Mrs Jim Ruston and Miss Elberta Peach and her mother. In Dallas they visited Mr and Mrs John M Gore, former residents of Lockney.

Mr and Mrs Doyle Greer were in Lubbock Monday on business.

Mr and Mrs J B King of Santa Barbara, Calif, and Mr and Mrs Ben O King of Silverton were the guests of Mr and Mrs Albert King Sunday.

The farmers feed the nation. They even provide the politicians with food for thought.

Some Lockney people who are afraid of the dark would tremble if too much light was thrown on them.

Offered Farley Post



WASHINGTON... Despite that Frank C. Walker (above), wants to retire to private life when he finishes his work relief job, President Roosevelt is reported urging him to accept a cabinet post, that of Postmaster General Farley, who is shortly to resign and devote himself to the duties as chairman of the Democratic National Committee.

Some people don't know whether Job's story was intended to teach the value of patience or the annoyance of boils.

They say children of the poor develop faster. Of course. What rich kid of 18 months can hold his own hotdog.

Since the depression fell on this country like a cloud the way to spell position is J.O.B.

Newspapers are instructive. Many an office holder doesn't realize he is a great man till he sees his name in headlines.

The country would gain a lot in horse power if the enthusiasm of suckers could be harnessed to a good cause.

The old fashioned fathers around Lockney who used to work their way through life now have sons who try to honk their way through.

It takes only one fortieth of a second to wink the eye, which makes this the quickest known way to get in trouble.

AN OPEN LETTER TO THE PUBLIC

Home-cooking has a varied appeal to the hundreds of patrons of this company. The preparation of food holds an important place in the routine of the home. The great fireplace in which our Colonial forefathers did their cooking was extremely wasteful both of food and of the fuel itself. Most of us remember the big black iron "wood stove" with its inevitable wood box or coal scuttle. This was a big step ahead of the open fire but still a long way from anything like efficiency.

In the beginning of the present century came the early gas range—a tremendous advance over the wood stove but still not the perfect cooking appliance. However, it started people thinking that perhaps the kitchen could be a really clean, pleasant room, after all. Then came the era of electricity—the greatest period of home-making development this country has ever known. And it brought the greatest advancements in cooking methods—cooking without fire!

The Waldorf electric range is now available to those who are interested in practical cooking. Whether you bake, roast, broil, or cook on the surface elements your experience will be one of lasting pleasure to you. The price of \$74.50 to \$99.50 installed without extra charge possesses a wonderful appeal to those who make home-cooking diligent to home-work. The purchase terms can be made to fit your specific needs. It will be a matter of genuine pleasure to us to show you the range and point out the clean, cool, economical advantages of electric cooking.



Cordially yours,
TEXAS UTILITIES CO.

Mrs V L Teaver left Sunday for Estancia, N M, for a visit with relatives.

Miss Susie Brown Anders and Miss Wilda Anders of Tuscaloosa, Ala., arrived Friday to spend several weeks as the guests of their brother and uncle, Dr. P C Anders, P C Anders, jr, who has been visiting in Alabama since June, returned home with them.

Austin Meriwether, Bob Collier, Paul Teuton, and Garland Sams returned Wednesday from Lawton, Okla., where they have been in the Civilian Military Training Camp for the past four weeks.

Miss Rowena Ewing, who is attending summer session of the West Texas State Teachers College at Canyon, spent last weekend here visiting her parents, Mr. and Mrs F F Ewing.

To cool off a Lockney man's anger, get him to talk. The danger is always over when the thunder begins to roll.

Suppose a man is as honest as the day is long, that would only be for 24 hours.

We have always envied the man who happened to be at home when opportunity knocked at his door.

Dr and Mrs Chesley Wo tell, Mr and Mrs Huey Skiles and Dick Thompson of Clovis, N M, and H R Thompson and family of Pampa were Sunday guests of Mr and Mrs E H Rankin and Mr and Mrs Buck Sams.

Do You Want To Own a Farm?

Now is the time to buy. Prices are low and the terms are easy.

You would be surprised how little money it takes to own your own farm.

Stop worrying about where you are going to farm next year. Buy a farm.

We have something that will suit you. Ask about it.

McAdams & Childers

Real Estate Dealers

Beacon Building

Lockney, Texas

THE LOCKNEY BEACON

Established 1882

Published Every Thursday

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

Entered April 14, 1902, as second class matter at the postoffice at Lockney, Texas, by act of Congress, March 3, 1879.

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

Joseph B. Eastman, railroad transportation co-ordinator, has told the railroads of the country to do more advertising, and cited the fact that only \$266,000 was spent in 1933 for advertising...

NEW RULES FOR DUCK SHOOTING ANNOUNCED

Thirty-Day Season To Open On Nov. 20; Drastic Changes In Laws; Nation Divided In Two Zones

WASHINGTON. —A 30-day open season on ducks was promised hunters today, but under the most rigid regulations ever imposed by the government in an effort to reduce the annual kill...

WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

And You'll Jump Out of Bed in the Morning Rarin' to Go

If you feel sour and sunk and the world looks punk, don't swallow a lot of salts, mineral water, oil, laxative candy or chewing gum and expect them to make you suddenly sweet and buoyant and full of sunshine.

YOUR EGGS

SELL BETTER BE- ADD A TOUCH OF... The Bings are equipped with a feature that stamps the month, day and year on the egg at the same operation. This dating feature costs only the extra and includes date good for many years.

than we've hatched every year for the last 35 years."

No Live Decoys Darling estimated 24,000,000 will fly south this fall and 12,000,000 will be killed by hunting or natural causes.

But Darling's program was assailed by John H. Baker, executive director of the National Association of Audubon societies. Baker said a closed season was not only necessary...

Chief points of the new regulations:

Elimination of sinkboxes, sneak boats and open-water shooting. Prohibition of shooting over baited water or land.

Prohibiting of live decoys. Eliminating of zoning by states and the substitution of two zones, northern and southern.

Restriction of shooting to the hours between 7 a. m. and 4 p. m. The three-shell limit placed on auto-loading and repeating shot guns takes effect this fall and regulations provides that hunters may use a shotgun only, not larger than No. 10 gauge.

No open season will be allowed on wood ducks, bufflehead duck, Ross's geese or swans.

Blinds, Boats Out The daily bag limit on ducks will be 10 in the aggregate of all kinds and the possession limit also will be 10. Bag limit on geese and brant will be four.

The regulations limit the use of a blind, boat or any type floating craft to locations not more than 100 feet from the shoreline.

New seasons on mourning doves provide for shooting in northern states from September 1 to Dec. 15 and in southern states from Oct. 1 to Jan. 15.

An old man out at Rock Creek fell for a Fountain of Youth remedy offered by the Bomar Drug Co., last week. The instructions called for one pill a day. Instead he took all twelve of them at once. The next morning his family had difficulty in waking him. Finally he did partly awaken, and said, "I will get up, but I won't go to school."

—Briscoe County News.

While down in Arkansas recently, we noticed a house built over a hog pen. We were fixing a flat in the road. The owner came out and we entered into conversation. We asked the farmer, "It don't look like it would be sanitary to have your house built over a hog pen."

He replied, "Well I don't know, we ain't lost a hog in fifteen years." —Briscoe County News.

HOW MUCH FOR ADVERTISING

If in doubt as to how much money you should spend for advertising, the following budget compiled from Harvard University statistics, various business surveys, trade journals and associations, may be helpful.

Most of them indicate what percentage of gross sales is allotted to advertising, average for each group. Some of this kind are:

Auto tires and accessories, 1.1

Beauty shops, 5 per cent.

Building supply, 3 per cent.

Department stores, 4.1 per cent.

Drug stores, 1 per cent.

Dry Goods stores, 3 per cent.

Furniture, 3.96 to 10 per cent.

Grocery stores, 2 per cent.

Hardware, 1.35 per cent.

Jewelers, 3.9 per cent.

Meat Markets, 0.9 per cent.

Men's apparel, 3.83 per cent.

Restaurants, 1.8 per cent.

Shoe Stores, 3.0 per cent.

Specialty shops, 3.85 to 4.2

—and the Worst is Yet to Come



EYES ON ALASKA

While the colonization experiment launched by the federal government in Alaska got away to a bad start, the weaker ones have been weeded out and those sturdy ones who are remaining, expecting hardships and were prepared to meet them, will win out.

They will, in years to come, when Alaska is as thickly populated and as prosperous as the best of our states, hold a treasured place in history.

It isn't a new experience, this thing of settling a rough, hard country. The ancestors of scores of residents right around Lockney did the same thing. They visioned a comfortable home in the west, once they had braved hardships they knew lay ahead of them.

They knew the sacrifice they would be called on to make before they started out. They knew the dangers ahead of them, in the wilderness, but they also knew that in the end they would win out and in winning out give to future generations a veritable land of milk and honey.

So they pushed on, persevered, and today, their dreams having long since come true, their descendants treasure their memories and never cease to honor them.

This same sort of blood will do the same thing in Alaska. The weak-hearted and quitters will fall by the wayside, but the men who can visualize a rich and happy reward for the sacrifices they are called on to make in the beginning will come through with flying colors. Turn then your eyes toward Alaska, the coming market basket and the jewel case of all America.

STERLEY NEWS

The Christian meeting closed last Friday night.

The Rev. Melvin Shaw preached his farewell sermon Sunday night. He plans to leave next week for Brownwood, Texas, where he will attend Howard Payne College.

Rev. Muriel Weathers of Plainview will start a Baptist revival here Sunday morning at the 11 o'clock hour.

Miss Nina Ford of Olney is visiting her parents, Mr and Mrs Dennis Ford.

Mr and Mrs Clyde Reeves and family left Monday morning for their home in San Bernardino Calif., after spending several days here visiting relatives. Miss Evelyn Bobbitt accompanied them home for an extended visit.

Mr and Mrs. Otis Martin of Clovis, N.M., visited with Martin's

sister, Mrs George Beedy, last Monday and Tuesday. Albert Dutton and Force are visiting in Ft. Worth this week.

Mrs L. A. Clayborn and children are visiting in the state of Missouri. Mr and Mrs Roy Tinsley and F S Byars were in Floydada Monday on business.

Miss Lorene Bower returned last week from Amarillo. She was accompanied by Miss Allene Pamplin who will visit for a few days.

Mrs Elmer Gray of Channing is visiting her sister, Mrs Elmer Mitchell this week.

Misses Reba and Gail Gregg were in Plainview last week visiting.

Doyle Barr and J. Rainview is visiting Jew Gregg.

TECH OPENS FALL SEMESTER, SEPT. 19

LUBBOCK, TEXAS —Fall semester of Texas Technological College opens with the registration of all students September 17 and 18. Students may not register after October 15 without permission of the college administrative council.

The tenth annual catalogue is now available to those who apply to W. P. Clement, registrar.

To judge by the way the nations are all getting ready to get into a war you might think war was more like heaven than what Sherman said it was.

Congress now has before it a bill to aid distressed musicians.

YOUR CHILD AND THE SCHOOL

Summer Meals The same old essentials go unchallenged. Oh, a little less meat perhaps, and for the overweight child a little less bread and butter, bacon, and potato.

All children can do very well without candies, pastries, and, especially, soda pop or so-called "tonic." By the way, don't let that name "tonic" mislead you.

It's far from being anything of the sort. Instead, try a drink of pure cold water or cool milk. There's real refreshment.

Pass up your old beliefs about summer diets. Most of them were only superstitions without a grain of scientific backing. The needs of the body don't change so very much with the seasons. Heat isn't necessary as it is in the winter, therefore the suggestions to reduce sugars and starches. But the energy and health requirements don't change.

The same quart of milk is needed, although good ice cream may account for a part. Green vegetables, fresh fruit, tomatoes, a little meat or fish, some egg, some bread and butter, and there you are, winter or summer.

Planning a Scout trip is exciting, important; Dr. Ireland will give some advice about it in his next article.

Why not try plowing under every third crooner.

Times surely must be getting better. Fewer Lockney men are spending their time telling what the country needs.

Try a Beacon Want ad.

REALIZATION Now comes the realization that health depends upon hot water, and the convenience of having it available instantly. Out of this realization has grown the demand for Automatic Gas Storage Water Heaters, a dependable self-acting hot water service. West Texas Gas Co. "GOOD GAS WITH DEPENDABLE SERVICE"

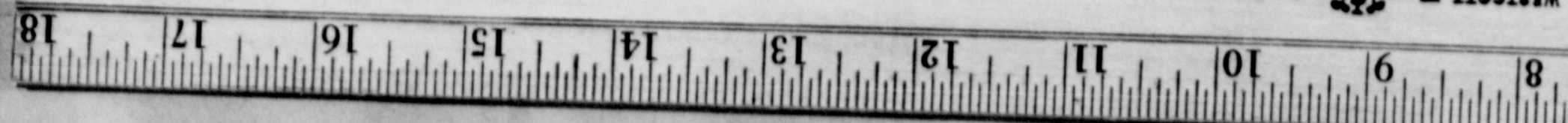
DEPOSITS INSURED BY The Federal Deposit Insurance Corporation WASHINGTON, D. C. \$5000 MAXIMUM INSURANCE FOR EACH DEPOSITOR \$5000

WE INVITE YOUR BANKING BUSINESS, AND APPRECIATE YOUR COOPERATION. The First National Bank —Over One Quarter Of A Century In Lockney—

We Satisfy The Most Particular Men and women who are most fastidious about their personal things as well as household linens and other things use and enjoy our better service every week. If you want care-free laundering at no extra cost whatsoever, try this de luxe service. Phone Baker Hotel for our route-man to stop and pick up laundry. SPEEDY SERVICE— COURTEOUS DELIVERY "SERVICE THAT SATISFIES" Leave word at the Baker Hotel Floydada Steam Laundry

We Will Trade You a New Set Of FEDERALS For your old set and a little difference Come In and See Ozark Service Station Dwight Jackson

BEACON OFFICE



The average Lockney man's idea of "comfortable circumstances" is to have enough money to be scared of the share-the-wealth talk.

W. E. Grimes

Lawyer General Practice Office Open Every Week Day Sarginer-Farris, Bldg. Floydada, Texas

DR. GROVER C HALL

EYE, EAR, NOSE AND THROAT SPECIALIST Office in Plainview Sanitarium and Clinic

*BALD? Give Your Scalp a Chance

Japanese Oil is the name of the remarkably successful preparation that thousands are using to get rid of loose dandruff, stop scalp itching and grow strong, healthy hair on thin and partially bald spots where hair roots are not dead.

JAPANESE OIL

We Are Now Selling

Rubber Stamps

PHONE 92

Lockney Beacon



HOW MODERN WOMEN LOSE POUNDS OF FAT SWIFTLY - SAFELY

Gain Physical Vigor—Youthfulness with Clear Skin and Vivacious Eyes That Sparkle Glorious Health

Here's the recipe that banishes fat and brings into blossom all the natural attractiveness that every woman possesses.

Every morning take one half teaspoonful of Kruchen Salts in a glass of hot water before breakfast—cut down on pastry and fatty meats—go light on potatoes; butter, cream and sugar—in 4 weeks get on the scales and note how many pounds of fat have vanished.

Notice also that you have gained in energy—your skin is clear—

er—your eyes sparkle with health—you feel younger in body—keener in mind. Kruchen will give any fat person a joyous surprise.

Get a bottle of Kruchen Salts—the cost is trifling—it lasts 4 weeks.

But be sure for your health's sake that you ask for and get Kruchen Salts. Get them at the Lockney Drug Co., or any drug-store in the world.

DECREASED LAMB SUPPLY PREDICTED

A decrease in market supplies of lambs this Fall and sustained prices for the meat as well as wool is predicted by the Agriculture Department.

It said the supply of lambs for slaughter, curtailed because of

JOE GISH



November when federal court convenes in Amarillo.

J H Hodel, Jimmy Hodel, and Arthur K Samman were in Amarillo Monday to hear Henry A Wallace, Secretary of Agriculture, speak to assembled farmers at 3 o'clock p. m.

J E Blount of Memphis, Tenn., arrived Sunday for a two weeks visit with his sister, Mrs. F E Brown, and two brothers, A B Blount and J H Blount. He was met in Plainview Sunday Morning by Mr and Mrs A B Blount and daughter, Miss Opal Blount, and Mrs Brown.

You never know how scarce common sense is until somebody yells "Mad dog!"

Some people don't know whether her job's story was intended to teach the value of patience or the annoyance of boils.

Constipation ADLERIKA

Lockney Drug Co.



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

the drouth last year and a small crop this year, will be reduced until the 1936 lamb crop is ready for market.

POSTMASTER AT SILVERTON FACES CHARGE

Gives Bail of \$1,500 On Count Of Diverting Funds

Federal charges of embezzlement of postoffice funds at Silverton, Thursday had resulted in Marion R. Alexander as postmaster, according to Postoffice Inspector E. O. Curry of Amarillo whose investigation at Silverton resulted in filing of charges in federal court.

Alexander voluntarily appeared before the U. S. commissioner Thursday afternoon, who set bond at \$1,500. The bond was arranged and Alexander returned to Silverton.

E. C. Fowler was appointed acting postmaster at Silverton to succeed Alexander and assumed office July 31, Curry said.

The former postmaster is charged with misapplication of \$466.23 in money order funds. Date of the offense is cited as July 18. However, Curry charged money had been diverted from remittance channels in small amounts over a period of months.

The case will come up for federal grand jury investigation next



FATIGUE

Are you tired? No time to rest? Then try a refreshing, sparkling drink of Alka-Seltzer. Take Alka-Seltzer for Colds, Acid Indigestion, Headache, Neuralgia, Stomach Gas, Muscular, Rheumatic and Sciatic Pains. Pleasant, effective, economical, non-laxative, non-habit forming—does not depress the heart.

At your drug store in 30c and 60c packages. By the drink at the soda fountain.

BE WISE—ALKALIZE!

Beacon Want ads get results.

Here's Your Chance!

To Pay Your Delinquent Subscription to the--

Beacon

We will accept two heavy hens (4 lbs. and up) as payment for a years subscription. This is only for a few days.

Bring 'em In

Lockney Beacon



Dr. CLOUGH Has Returned

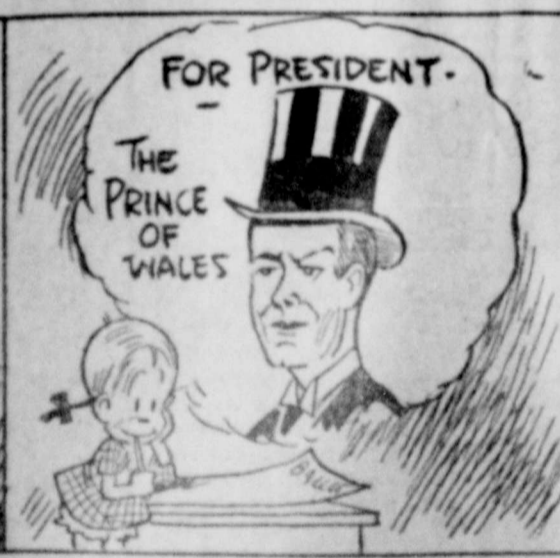
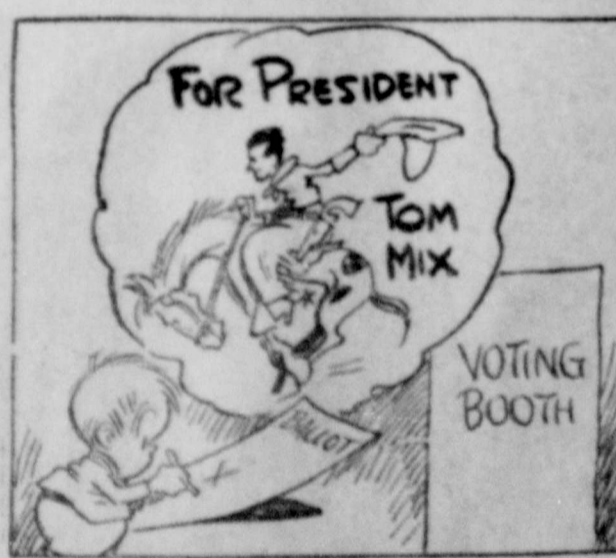
DR. C. M. CLOUGH Plainview's Only Exclusive Optometrist 715 Broadway—Mrs. Clough, Assistant—Plainview, Texas

THE HOUSE OF HAZARDS



SNODDLES

By CY HUNGERFORD



"THE MAIN THING ON MAIN STREET"

By L. F. Van Zeln

Daily Buzz MAIN STREET'S FOREMOST NEWSPAPER SO THIS IS LEAP YEAR MAIN STREET'S 1924 COURTING SEASON STARTED THIS MORNING WHEN THE TOWN "BELLES" TOOK THE INITIATIVE AND RUSHED SAM SLICK, OUR FAMOUS SODA-FOUNTAIN SHEIK. 'COULDN'T BE TO THE GUY WHO INVENTED LEAP YEAR SAYETH THE MAIN STREET MAIDENS.



ITEMS OF SOCIAL INTEREST

Phone 92 Or Send Your Social Items By Tuesday Noon

OLD-FASHIONED SIMPLICITY

TELEPHONE SERVICE in this country is modern. It leads the world. Yet there is an old-fashioned simplicity about the Bell System. This applies to capital structure and financial methods as well as to the nation-wide plan of decentralized operation under centralized control.

The American Telephone and Telegraph Company has only one class of stock and that stock is not watered. It has 672,000 stockholders living in every corner of the land. Their average holding is twenty shares. The company's organization is as simple as one per cent of the stock. There are no secret reserves or hidden assets.

This structure is not of recent origin, but dates back many years to the early days of the telephone. It has lived on because it is right and in the best interest of the public. It has been fundamental in making the Bell System a distinctive American business.

In the Bell system, the American Telephone & Telegraph Company is the parent company, and operates the long distance lines connecting the 24 regional Bell companies. Bell Laboratories carries on the research work; Western Electric manufactures, purchases, and distributes.

Without this specialized organization back of the men and women of the Southwestern Bell, telephone service might be possible. But it could not be service as uniformly good, as quietly accurate, as far reaching, and as inexpensive as the service you know today.

SOUTHWESTERN BELL TELEPHONE CO.

GRIFFITH-KUNKEL MARRIAGE TAKES PLACE SATURDAY

Miss Elsie Griffith and Elzey Kunkel were united in marriage Saturday afternoon at Plainview with the Rev. Mr. Black performing the ceremony. The couple was accompanied by Mr. and Mrs. Olan Williams of Plainview and Miss Bessie Smith of Crosbyton. The bride was dressed in a navy crepe dress and carried navy accessories. Mrs. Kunkel is the daughter of M. and Mrs. John Griffith of Lockney. She has attended Lockney High School the past two years. Kunkel is the son of E. V. Kunkel of Lockney High School. They will make their home nine miles north of Lockney.

TINA PINNER AND J. E. REX RODE WED SATURDAY

The wedding of Miss Tina Pinner of Levelland and J. E. Rexrode of Lockney was solemnized Saturday afternoon at 3:30 o'clock in Hopewell, Texas, at the Baptist parsonage in the presence of friends and relatives. The Rev. Weaver Loveless performed the ceremony. The bride wore a white ensemble and carried matching accessories. The couple was accompanied by the bride's parents, Mr. and Mrs. C. E. Pinner, her brother Cecil Pinner, and her sister, Miss Mae Pinner, all of Levelland, Mr. and Mrs. Newton Ritchey of Pop, Texas and Rexrode's sister, Miss Lois Rexrode of Lockney. A one o'clock dinner was given at the home of Mr. and Mrs. W. S. Rexrode, parents of J. E. Rexrode, who live near Lockney. Guests were Mr. and Mrs. M. L. Rexrode of Silverton, Mr. and Mrs. Faye Pinner, Mr. and Mrs. R. L. Jones Jr. and family, Miss Lois

MRS. E. P. THOMPSON IS GUEST OF HONOR

Mrs. E. P. Thompson of Long Beach, Calif., was named guest of honor at a 1 o'clock luncheon Friday at the home of Mrs. Jim Dines. She was assisted by Mrs. W. M. McGehee in entertaining. Guests were Mesdames W. A. Whitlock, C. F. Ramsey, R. C. Bennett, Tom McGehee, Daff Griffith, Buck Sams, and Miss Ina Joe Casey, and Billy Hamilton, grandson of Mrs. Thompson.

FIELDS-WILSON NUPTIALS ARE READ

Miss Oleta Fields, daughter of Mr. and Mrs. Menard Fields and John Wilson, son of Mrs. Ollie Wilson of South Plains, were married Saturday afternoon at 4 o'clock in Plainview. The bride's father is proprietor of the Phillips 66 service station at South Plains.

W. M. S. HAS TEA FOR ANNUAL GUEST DAY

The Women's Missionary society of the Methodist Church entertained with a guest day tea as an annual affair Friday afternoon at 4 o'clock in the basement of the church. Mrs. R. R. Wimberly and Mrs. Scott McGehee poured punch from a table covered with Chinese linen and centered with a bouquet of gladiolus and dahlias. A tea room effect was obtained through the use of oriental rugs

and a profusion of cut flowers. Sixty seven guests attended. Following the tea, the guests assembled in the auditorium for a devotional meeting, conducted by Mrs. N. E. Greer, president of the society. The opening song, "Bless Be The Tie," was led by Mrs. R. C. McGilvary. Mrs. Jake Griffith read the scripture and Rev. H. H. Hamilton led the prayer. Mrs. Bryan Wells gave the welcome address. A playlet, "When Customs Bind," was given by nine girls of the church through the direction of Miss Frankie Dodson.

BRIDE IS GIVEN SHOWER TUESDAY AT 4 O'CLOCK

Mrs. Robert Jackson, nee Miss Aline Penn, was honored with a miscellaneous shower in the basement of the Baptist church at 4 o'clock Tuesday afternoon. The Young Peoples' Department of the church was host for the occasion. Thirty guests were present. Relatives, who were here attending the J. W. Penn family reunion, presented the bride with a shower of gifts at her parent's home. Mr. and Mrs. I. O. Penn at 5 o'clock Tuesday afternoon. Mr. and Mrs. Jackson were married July 27 at Clovis, N. M. Jackson is the son of Mr. and Mrs. J. D. Jackson of Lockney. He is employed as a mechanic at the Lockney Auto Company.

ATTENDS FAMILY REUNION OF FRIENDS SUNDAY

Mr. and Mrs. T. J. Davis and Mr. and Mrs. Caleb Cox and daughter attended a family reunion of an old-timed friend, Mrs. L. B. Hooten of Canyon, at the home of Mr. and Mrs. C. A. Fowler at Happy, Tex., Sunday. The honored guest is a former resident of Lockney. All of Mrs. Hooten's children were present except one daughter, Mrs. J. Z. Mason and family of Gorman, Tex.

HOSPITAL NOTES

Miss Mary Lyles of South Plains had her tonsils removed Thursday morning. Miss Florence Thompson of Long Beach, Calif., underwent a tonsilectomy Thursday morning. Mr. and Mrs. J. A. King of South Plains have a baby boy born Monday morning. T. D. Graves of Floydada was treated at the clinic Sunday afternoon for a cut on his head received at the Lockney City Pool when he fell on the concrete edge. The wound required several stitches. Dick Wofford, who injured his thumb on his farm the first of the week, was treated at the clinic.

'OIL FOR LAMPS OF CHINA' IS FEATURE AT ISIS THEATRE

Alice Tisdale Hobart's best selling novel, "Oil for the Lamps of China," comes to the Isis Theatre Saturday night preview, Sunday Matinee and Monday as a Cosmopolitan production, released by First National Pictures. Mrs. Hobart spent a large part of her life in China, and after five years in writing her story of the romance, sacrifice and hardship endured by the men and their wives who are the pioneers in introducing American oil into the Orient. The picture sweeps from the snow wastes of Manchuria, through picturesque Chinese cities and villages to the torrid interior. There are shots also in the cherry blossom land of Japan and in New York. Pat O'Brien, Josephine Hutch-

inson and Jean Muir head the cast which includes John Eldredge, Lyle Talbot, Arthur Byron, Henry O'Neill, Donald Crisp and Konnie Cosby. Several hundred Chinese work in the picture in roles from important speaking parts to extras.

CARD OF THANKS

We wish to thank the people of Lockney for their kindness and help during our recent sorrow. Mr. and Mrs. M. H. Ragle and children. Mr. and Mrs. Glenn Carroll and Mrs. Arthur Cox spent Monday in Amarillo.

"LOVE ME FOREVER," WITH GRACE MOORE, OPENS SOON

To the Isis Theatre on 22-23 of Aug. comes what has been touted as the grandest musical picture ever filmed, Columbia's dramatic romance, "Love Me Forever," which stars Grace Moore, famed lyric soprano. Seen in support of the star are Leo Carrillo, Michael Bartlett, Robert Allen, Spring Byington, Douglas Dumbrille, Louis Alberni and others. Victor Schertzinger, director of "One Night of Love," directed "Love Me Forever." Try a Beacon Want ad.

Announcement

The general public is cordially invited to attend the formal opening of the new Obstetrical Department on Saturday August 10, from 10 to 12 A. M. and 2 to 5 P. M. The second floor of the West wing of the hospital has been entirely remodeled and prepared for Obstetrical work exclusively. This ward is isolated from all other types of surgical and medical cases. The nursery will be used for new born babies only and no sick ones will be cared for in this department. The new delivery room is equipped with all the modern appliances to render safe and to as great degree as possible painless child-birth. All the Doctors of Plainview and vicinity are cordially invited to use this new department and the public is free to choose any reputable physician to care for them here.

A drawing will take place on the day of the opening. From the names of those who register personally or through some friend, the lucky woman will receive one week's obstetrical hospital care free.—The winner will be privately notified. We also want every child who has been born in the Plainview Sanitarium to come and register. A prize will be given to one boy and one girl.

PLAINVIEW SANITARIUM & CLINIC

Cozy Cafe Under New Management

I have purchased the Cozy Cafe from Mr. Hugh Counts and now have charge of same and ask for a continuation of your patronage. I am no stranger to you as I have operated this cafe under lease arrangements in the past. As you know I have had years of Cafe experience and will do my best to please you.

We will serve Meals, Short Orders, Sandwiches, Coffee and Bottle Drinks. Also have Cigaretts, Cigars, and smoking tobaccos.

COME TO SEE ME Pont Darnell

"Money Savers"

- Oil Permanent—Regular \$1.75 Value—Special \$1.00
- Hot oil Shampoo—set and dried 75c
- Hot oil Facial 75c

Shampoo Oil Tint!

Faded, streaked and gray hair promptly respond to our "New Shampoo Tint."—Something different in any color \$1.75

VOGUE BEAUTY SHOPPE

Phone 84W

Get YOUR MONEY'S WORTH when you buy a low-priced car



Features THAT ARE FOUND ONLY IN CHEVROLET

The most finely balanced low-priced car ever built

Get all of these vitally important features when you buy your new motor car. You can get them at lowest prices in the new Master De Luxe Chevrolet—the most finely balanced low-priced car ever built! The Master De Luxe Chevrolet is the only car in its price range that brings you a Solid Steel Turbine-Top Body by Fisher... Knee-Action Ride...

Blue-Flame Valve-in-Head Engine and Weatherproof Cable-Controlled Brakes. And your own eyes and your own tests will prove to you that these features are absolutely essential to the greater beauty and safety, the greater comfort and roadability, and the greater combination of performance and economy which only Chevrolet provides. Visit your nearest Chevrolet dealer today.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

Master De Luxe CHEVROLET LOCKNEY AUTO CO.

ROSELAND NEWS

Mr and Mrs Jack Alexander of Amarillo and Mr and Mrs C H Rose and family were Sunday guests of Mr and Mrs T F Casey. Mrs W A Whitlock received a message Saturday night that her

sister-in-law, Mrs R N Rutherford, of Claude had died. Mrs Whitlock and her son, Buster Whitlock, Mrs Frank Roberson, Mrs J E Hammit, Ina Jo and Allara Casey attended the funeral Monday. Mrs Susie Brown Anders, Miss

Wilda Anders of Tuscaloosa, Ala., P C Anders, and Billy Ed Whitfill of Lockney visited in the O E Wicker home Sunday. Miss Celia May Wicker of Plainview also visited. Mrs T J Gilbert spent several days last week with her son, Mar-

vin at Tulia. Mr and Mrs Floyd Gross and family spent Sunday with Mr and Mrs Elvis Humphre of Bar Wise.

SEE MAE WEST IN "GOIN' TO TOWN" THURSDAY AND FRIDAY

The picture, as constructed, is Mae West with all her familiar flippant zip, novelly presented in about seven different kinds of shows. Starting, it's a wild, woolly western. Out of the episode, Cleo, erstwhile queen of the dance halls, emerges as heiress to Buck Gonzales' millions when that he man Romeo suffers a taste of sheriff's posse justice for not being a smart enough cattle rustler. With the picture veering to comedy romance, Cleo discovers that all the burning lure that cindered so many hearts is ineffective, when turned full blast on the austere Britisher, Barrington. Not a lady, as judged by his standards, she decides to become one if Buck's millions hold out.

Next it's a Buenos Aires night club horse race picture, featuring a race won by Cleo's horse through a comedy ruse. Experiencing a brush with real class society, Cleo buys herself a social position by marrying Colton.

Mr and Mrs D E Shurbet and family returned to their home at Raymondville, Texas after spending two weeks here visiting Mrs Shurbet's parents, Mr and Mrs F F Ewing.

Mrs Claude Thornton, Mr and Mrs Leroy Smith, Miss Agnes Cooper, and Roy Thornton returned Friday from Pecos, N M where they were guests of Mr and Mrs Ross Cope for four days.

Mr and Mrs Earnest Fowler and family of Ralls spent the week end here visiting their parents.

Mrs Jimmy Bayer of Wichita Falls arrived Saturday to spend a week as the guests of her parents, Mr and Mrs Buck Sams.

Hall Ferguson left Sunday to accept a position with the International House in Hobbs, N M.

LEGAL NOTICE

Notice is hereby given that the Board of Trustees of the Lockney Independent District No. 4 will meet in a called session Thursday night, August 15, 1935 at 8 o'clock at the high school building for the purpose of adopting a budget for the year 1935-36. Any taxpayer may be present. This notice is given in compliance with the state law on school budgets.

Robt. Smith, president of Board of Trustees, Lockney Ind. School District

Miss Leo Simpson left Monday via bus for Los Angeles and San Diego, Calif., where she will visit friends and relatives for a short time.

Mr and Mrs Olin Ridings and daughter, Yvonne, and Bill Bobbitt left Wednesday morning for a ten day trip through the states of New Mexico and Colorado. They plan to go by the way of Santa Fe, Pueblo, Denver and then to Estes Park and return via Raton.

Every man is guaranteed the right to talk under the Constitution—but does it at his own risk.

Another thing this world needs is a pair of white pants that won't show grass stains.

Contrary to general belief, no man can make a fool of himself without he uses a little effort.

Alva Fielder, T B Brooks, G H Phenis, and Tom Suits spent the week end fishing at Justiceburg, Texas.

Any Lockney woman can tell all she knows in an hour, but they don't get interesting until after that time, when they start telling what they suspect.

Artie and Robin Baker, Ed Teuton, and T B Mitchell were in Amarillo Monday to hear Secretary of Agriculture Henry Wallace, speak. J L Suits and son, Tom, also attended the meeting.

Ferrel Dobbs of Lockney, Freddie Mitchell and George Frye of Plainview left Saturday afternoon for a week's visit to Dallas.

Another trouble with a vacation is that it usually is such a worry to your neighbors how you can afford it.

Classified Ads

Land Subject to irrigation, 80 ft. to water, improved, good crops now growing, \$20.00 and up—Wood & Reagan, Floydada, Texas. 47-4tp

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

See A. R. Meriwether for peas and beans for canning purposes. 47-ttc

Choice cut flowers at Texas Floral Company, Lubbock. Leave your orders with Mrs. E. E. Dyer. 35-tfc

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

FOR SALE—160 acres of improved irrigated farm six miles from Lockney; stock and machinery. W L Landrum, Vigo, Tex. 48-1tc

FOR SALE—Irrigated roasting ears. Woodward Farm, one mile southwest of Lockney. Phone 922-31.

Some good mules and horses and plow tools to trade for Model A Farmall Tractor and plows. Also would like to rent some wheat land.—W. J. King, Lockney. 47-3tc

FOR RENT—Five room modern house, furnished or unfurnished. Call Mrs C D Fowler. 48-1tc

Ford builds only ONE SIZE of automobile and every FORD is a FORD V-8



IMPORTANT FORD FEATURES COMMON TO ALL BODY-TYPES

- 85 h.p. V-type, 8-cyl. engine
123" springbase for riding ease, 112" chassis for handling ease
Ample built-in luggage space
Welded steel-spoke wheels, 4" rim
Welded one-piece all-steel body
New brakes with 12" drums
4 double-acting hydraulic shock absorbers
6.00 x 16-inch air-balloon tires
Safety Glass all 'round

The only difference between the lowest-priced Ford V-8 and the Deluxe Ford V-8 is in appointments... There is no difference in engine, chassis or body-design.

In any Ford V-8, you get the new "Comfort Zone" Ride, plus 6.00 x 16-inch Air-Balloon Tires and Safety Glass all 'round at no extra cost.

We think you will agree that no 1935 automobile gives you so much for your money as a Ford V-8. Be sure to drive this car. See your Ford dealer now.

AUTHORIZED FORD DEALERS OF THE SOUTHWEST

\$495 AND UP, F.O.B. DETROIT - Standard accessory group including bumpers and spare tire extra. Easy terms through Universal Credit Co.

ON THE AIR—Ford World and The Fordville Show, every Tuesday night from 9:30 to 9:58 o'clock, E. S. T., G. B. S.

FRIENDS

Be In Lockney Without Fail

"FELLOWSHIP DAY"

Tuesday, August, 13th

This Program is Sponsored by the following:

- Blacksmith Shops: Graves Blacksmith & Welding Shop
TAILOR SHOPS: Commercial Tailor Shop
FILLING STATIONS: Ozark Service Station, Sinclair Service Station, Texas Service Station
GARAGES: Messimer Garage, Miller Motor Co., Lockney Auto Company, Pennington Motor Co.
Electric Dealers: Jno. O'Hearn
WOOD WORKS: Wofford Wood Shop, Higginbotham Bartlett Lumber Co.
LAUNDRY: Self Serve Laundry
CREAM STATIONS: Huggins Produce, Bill Alford
LOCKNEY POULTRY & EGG: Lockney Poultry & Egg
DRY GOODS: E.L. Ayres, Baker Merc. Co., Economy Store
GROCERY STORES: Hamilton Grocery, Taylor Gro. and Market, Piggly Wiggly, Rains Grocery and Hardware
HARDWARE & FURNITURE: Cox Hardware & Furniture, Baker Merc. Co., Dyer Hardware
COTTON GINS: Lockney Gin Co.
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: Sinclair Oil Co., Henry Hodel, Agt.
ICE: Lockney Ice Co.
GAS COMPANY: West Texas Gas Co.
THEATRE: Isis Theatre
BANK: First National Bank
DENTIST: R R. Wimberly
PHYSICIAN: N. E. Greer, P. C. Anders
VARIETY STORE: Robert Ayres
OIL MILL: West Texas Cottonoil Co.
NEWSPAPER: Lockney Beacon
BARBER SHOPS: Palace Barber Shop
Undertaking Establishments: Crager Funeral Home
FEED STORE: Roberson Feed & Seed

PROGRAM Lockney Isis Theatre

Saturday Matinee and Night

SMOKY SMITH with JOHN STEEL

6th Episode--PHANTOM EMPIRE

Saturday Nite Prevue, Sunday Matinee, Monday Nite



TUESDAY BARGAIN DAY

Matinee 5c—10c Nite 5c—15c

UNWELCOME STRANGER DOUBLE COMEDY

WEDNESDAY--BANK NIGHT PARTY WIRE --DOUBLE COMEDY--

Thursday and Friday

Mae West in GOIN' TO TOWN

Fox News and Comedy