

If you knew you would get a chance to win \$500 for merely telling someone what you would do in case you won \$5000.00, you would be an American sap for not trying. But you don't know that you're going to even get a chance at \$500 much less \$5,000.00. An ad of that type appeared on the back sheet of a pulp magazine recently offering the same proposition. Why wouldn't my way of spending the money be as good as yours? Whose going to draw the fine line of distinction? And then probably if you had that much money you wouldn't spend it in the way designated in the first place, because in giving your answer you try to please the judges and not yourself. It just doesn't all add up and make sense, not when you subtract and divide by two.

Speaking of ads reminds me of certain soup advertisements that had an error in them repeatedly for a long time. The ad says—"21 kinds to choose from"—and then names 22. The error may be intentionally done by the agencies for some obscure reason but I hardly think so. I should say psychologically speaking, that not one out of every hundred people would ever think of checking the number. Have you ever thought of doing it? It appears as if the company is either manufacturing one can of soup of which they have no knowledge, (which is absurd) or there is a hidden motive far beyond this comprehension. The certainly not for better purposes with the idea of people to discuss the "start what is known as a "campaign", because the number of people to be too small. Anyone has concerns concerning this, I would appreciate hearing from you.

Knowing that there was a flaw of some kind in the ad, it took an advertising class this summer two days to discover it. (Maybe the real purpose was in getting a few to discover it with the hopes of free advertising like this.)

You will note that this issue of the beacon is practically void of LOCAL ADVERTISING. When a contemporary sees a paper of this type he can guess either of two things. There is something wrong with the merchants or the editor is at fault. Its up to the reading public. What do you think?

An exchange paper says it used to be wine, women, and song with futher in the old days but now it's soda pop, mama, and the radio!

The circus performing here last Thursday feigned to have 4 rings going all the time, cage on cage of animals, acres and acres of tent, and herds of elephants, but in reality it only had 2 rings in the afternoon and two at night (making 4), one cage on top of another containing two lions, yards and yards of tent, and one elephant. There was only one statement upon which one might rely—"There'll be plenty of seats."

Those seeing the show will remember a little girl about 10 years-old who like her tumbling and trapeze acts as proudly as any arena actress of the largest circus in the world. One could not help admire her faith and stickability in the face of adversity. If some people of this community only adopt the little wechin's cheerful attitude toward a dark situation and retain a bit of her courage, the show will be worth the price ten fold.

You no longer have to go to New York to see the melting pot of the world. Stand and you see of every corner of people in the imaginary ones. ce at the racks ionary sample of lora all blended with harmonious prevalent. The will reveal a flash f chest, bloodshot smoking revolves

## COTTON GINNING GETTING UNDERWAY THIS WEEK

### 165 Bales Ginned In This Community Up Until 10 O'clock

Cotton picking and ginning is getting under way this week and is going at a very lively clip, and within the next few days we will see cotton coming to the gins at a pretty rapid rate.

The gins at Lockney had ginned 130 bales up to 10 o'clock this morning. Aiken has ginned 35 bales, making a total of 165 bales ginned so far in this community. The gin at South Plains has ginned about 3 bales. Cotton is late in that community.

Seed is bringing \$34 per ton and cotton 11 cents this morning. That makes a bale of cotton bring about \$70.00. The cotton is turning out good, so say farmers. Takes about 1,500 pounds of seed cotton to get a bale of ginned cotton.

With practically all available cotton pickers busy next week, gins running on full time, business should pick up in the community next week.

## FINE PICTURES TO BE SHOWN THIS AND NEXT WEEK AT ISIS

### "China Seas" Coming Up Sunday and Monday With Clark Gable, Jean Harlow and Wallace Beery

The picture that you have been wanting to see is coming to the Isis Theatre Saturday Night Prevue, Sunday matinee and Monday. It is "China Seas" with Clark Gable, Jean Harlow and Wallace Beery playing the leading roles. This picture will hold you spell-bound from start to finish, so don't miss it.

Next Thursday and Friday "She Married Her Boss" will be flashed on the screen. This is a knock-out, and you will enjoy every minute of this one. Mark this date on your calendar and make no other dates.

Tonight and tomorrow night, Friday, there will be up for your approval "Top Hat" with Fred Astaire and Ginger Rogers in the leading roles. And can they dance. Its a gay, glad, glorious romance. Lyrics and music by Irvin Berlin, and that means sumpin'.

If you are not attending the Isis Theatre at least two or three times a week you are missing some of the very best pictures that have been released in many a day. You are fortunate to have located at your very door a theatre that shows nothing but new releases, real big-town, big-time stuff.

### Builds Pep Squad Stand

A pep squad stand was built on the west side of the football field yesterday to hold about fifty girls. J W Jones construction boss and engineer, reports the stand plenty stout. He said it would enable the squad to see the game at either end of the field without getting out of line.

W C Cope is ill at his home this week.

at his side while his lady love looks on with a twisted face of torture; look out here comes the devil in red with a forked tail and blazing mouth; Ah! a sophisticated lady at the country club; babies with skins of velvet and children depicting the innocence of their youth; bow-bent G-men hot on the trail of abductors; grotesque sketches of imaginary peopled Mars; psychology—Is your married life happy?

## JOE HILL TO APPEAR HERE NEXT MONDAY NIGHT

### Youngest Member of Admiral Byrd's Second Expedition Will Lecture On His Adventures

### PROCEEDS WILL AID SCHOOL

### Slides And Costumes Will Be Used Along With His Dog, Neeka

How it feels to be buried for months under many feet of snow in a temperature more than 100 degrees below zero, will be one of the things that "Joe Boy" Hill, youngest member of the second Admiral Byrd expedition to the Antarctic, will discuss at the grade school auditorium Monday evening, Oct. 14. Hill will have with him Neeka, a mask-face mush dog which was given him by Byrd himself.

The program will be sponsored by the high school and grade school P T As with the proceeds going for supplies and needs of the public school system.

He will give a narrative of experiences in Little America, illustrated with slides and wearing apparel.

Since his return in May he has been touring this section of the country giving lectures which have received many favorable comments from our people. On the expedition he had personal aid in the Arctic in addition to driving a tractor on ice.

### Awarded Scholarship in Tech

Miss Edith Patricia Patterson, daughter of Mr and Mrs R E Patterson, has been awarded a Le Verne Noyes scholarship of \$50, the within-state tuition fee for one year at Texas Technological college, where she is enrolled in the arts and science division.

## LOCKNEY DEFEATS RUNNING WATER IN POLO SUNDAY

Lockney Polo club defeated the Running Water quartet here Sunday afternoon on the field north of town with a score of 4-2.

Sandusky and Pete Shurbet made 2 goals each for Lockney. Thorman Taylor and Rece making one each for the opposing team.

Polo is becoming more popular around Lockney the last few months. The sport was new to the people last year of this section but they are becoming more acquainted with it since the local club was organized some time ago.

The local team and their positions Sunday were No. 1, Ervin Bennett and Barney Manning; No. 2, Shurbet; 3, Sandusky and Watt Griffith; No. 4, Clyde Applewhite and Smith.

The Running Water line-up was No. 1, Rece; No. 2, J B Maston, jr.; No. 3, J B Maston, sr.; Taylor and Skeet Barnes; No. 4 Chester Copeland and J B Maston. Lee Willard alternated at position 3 and 2.

### Returns From Visit

Mrs Martha Mann and grand-daughter, Martha Nell, returned home Tuesday after a month's visit with Mrs Mann's two daughters, Mrs Jimmy Staggs and Mrs McGonigull of Cherokee, Okla.

### Make Trip To Dallas

A R Meriwether and son, Duane, and Buster Stalcup spent the week-end in Dallas returning home Monday night.

## FUNERAL RITES HELD TODAY FOR SCHOOL GIRL

Louise King, 13, daughter of Mr and Mrs J A King of South Plains, died suddenly following a three day illness Wednesday, and funeral services were conducted this afternoon at 2:30 o'clock at the South Plains Baptist church. She only lacked two days being 14 years-of-age and was a seventh grade student in the South Plains school.

She is survived by her parents, three brothers, Kenneth Carl, Tommy, and Glen Edwin, and two sisters, Isabelle and Jimmy Joyce.

The King family has been living on a farm five miles northeast of South Plains for nine years and is well acquainted in this vicinity.

Interment was in the Lockney Cemetery under the direction of Crager Funeral Home.

## LOCKNEY WINS ESTELLINE FOOTBALL TUSSLE

### Roughest And Toughest Game Played On Field This Year

One of the roughest and toughest football games of the season for the Longhorns was here Friday afternoon with the Estelline squad, who gave the boys some real competition in the last half of the battle by making two touchdowns and the extra point. Lockney did most of their scoring in the first half and came out with 21 points to the opposition's 13 points.

The boys are just now recuperating from the game which was plenty tough for the toughest of em. Members of both teams received bloody noses, cut legs, and minor bruises.

Estelline boys did not get that old fighting spirit until the last half of the game when their Coach, L P Penick, gave them a good "moral" lecture between halves.

Sidney Landers of Estelline who played No 77 made several spectacular runs in the third and fourth quarter. He is one of their first year players and only weighs 147 pounds but he makes every one of those twelve ounces count for E H S.

Captain Bob Collier, center, "Fat" Spence, fullback, and Marvin Broiherton, left halfback, were outstanding players for the Longhorns. The other members of the team helped make it possible for these boys to do superior playing and should receive due credit.

## FUNERAL HELD FOR COOPER BABY

Funeral services were conducted this afternoon at 1:30 o'clock for the six day old infant daughter Sherrell Elaine, of Mr and Mrs John Cooper, at their home with C R Graves officiating. Burial was in the Lockney Cemetery.

The baby died early this morning. She is survived by her parents who live five miles west of town, and grandparents, Mr and Mrs W M Sparks of Running Water, and Mr and Mrs S T Cooper of Lockney.

Crager Funeral Home had charge of all arrangements.

Mr and Mrs Miller of Canyon were here Monday as guests of Mr and Mrs Wess Eiland.

## FIRST CONFERENCE GAME WITH TURKEY HERE FRIDAY

### Must Have Good Crowd Or Other Conference Games Will Be Scheduled Elsewhere

### HARD SCRAP EXPECTED

### Longhorns Have Recovered From Last Week's Game And Are Ready For Turks

First conference game of the season will open here on the local field Friday afternoon at 3 o'clock between the Longhorns and the Turks of Turkey. The home squad expects to show the Turks a few tricks in the way of blocking and tackling technique.

Coach Al Duncan of Turkey has seen his team tie the score with Flomont 6-6 this year and gave Tulsa a hard run for victory.

Coach Duncan is a former football star of the Buffaloes in Canyon, playing guard one year and halfback another season. Reports are to the effect that he has a smooth working little team and will give the local lads a big scrap. Longhorns have fully recovered from the battle last Friday and are ready for the Turks.

Unless more people turn out for the football games here, the other two conference battles scheduled will have to be changed elsewhere. The athletic fund of the school has gone in the red 10 months, two games played. Any team coming here for a game has to be paid a certain amount as well as the officials, and the crowds have not been sufficient to take care of it.

Keep these games at home by coming out tomorrow. Longhorns has won 10 games and deserves your support and attendance.

The starting line-up will be the same as in last week's game.

Officials will be Finis Vaughn, referee, Billy McClure, both of Plainview, head linesman; and Odell Winters, Floydada umpire.

## LOCKNEY STUDENTS RECEIVE RECOGNITION AT TECH COLLEGE

Two students at Texas Technological College of Lubbock have received recognition on the campus recently.

R C Mitchell, son of Mr and Mrs T B Mitchell, was chosen junior representative to the Student Council from the agricultural division at a convocation to elect class officers last week.

Herman Thornton was appointed junior class athletic manager recently by Coach Pete Cawthon. Thornton is enrolled in the arts and science division. He is the son of Mr and Mrs Burton Thornton.

### Gets Beauty Shoppe Job

Miss Rachelle Graves left Monday for McLean where she will be employed in a beauty shoppe. She was accompanied by her mother, Mrs C R Graves, who returned Monday evening.

### Spend Week-end at Home

Fred Murray of Floydada, Misses Martella Graves and Mary Louise Woodworth, all of Canyon accompanied Mr and Mrs Blondy Finley home Friday night after the football game to spend the week-end with their parents. Miss Marie Mitchell of Plainview was in Canyon for the game and returned with the party.

Bill Bobbitt and Jack Spence, teachers in the Sudan public schools spent the week-end here visiting their parents and friends.

## THREE LOCKNEY PEOPLE FIGURE IN CAR ACCIDENT

### Misses Vaude and Vada Teaver Receive Broken Arms And J L Riley Gets Cuts

Misses Vaude and Vada Teaver, J L Riley, all of Lockney, Virginia Miller and Homer Roper of Plainview were in a head-on automobile collision last Sunday night in Lubbock on Broadway.

Vaude Teaver, who received a broken left arm, was discharged from the Lubbock Sanitarium Monday and started to work Tuesday in Lubbock where she has had a stenographer's job for several weeks.

Vada Teaver was brought home Wednesday from the sanitarium by her mother, Mrs Vergil Teaver and George Webster jr. She has a deep cut on her right hand, a broken right arm, and a fractured ankle.

J L Riley, son of Mr and Mrs Zack Riley, was discharged from the hospital Tuesday and is being treated at home.

Riley is filling a position with a local firm. He has a few cuts on his face.

Homer Roper, who received a few cuts on his face, was discharged Monday morning. Riley is returning to the westward on a train.

Other cars going east, one coupe, darted around the corner into the Riley car.

Both the Teaver and Riley had been staying and working in Lubbock.

Three of the other cars received minor damage.

Mrs Teaver, Mr Wynn, and George were called to Lubbock morning.

### Attends Sinclair Oil Meeting

Henry Hodel attended a Sinclair Wholesale Oil meeting in Amarillo Saturday. He was accompanied by his wife and her mother, Mrs Steele. They spent Sunday and Monday in Dalhart as the guests of Mrs Steele's son and wife.

Verner Hodel was also with them and spent the week-end in Amarillo.

### Attends Tech-Wichita Game Friday

Mr and Mrs Doyle Greer, Leo Cooper and Jimmy Hodel attended the football game at Lubbock Friday night between Tech and Wichita University.

## Today's Market

POULTRY	
Hens, heavy per lb.	13c
Hens, Light	10c
Light Colored Hens	10c
Old Roosters lb.	3c
FRYERS	
Fryers heavy, per lb.	14c
Fryers, light	11c
Stags	5c
CREAM	
Cream No 1	22c
Cream No 2	20c
EGGS	
Eggs, per doz.	24c
GRAIN	
Wheat, per bu.	\$1.21
Maize, threshed 100	75c
Kaffir, threshed 100	70c
Oats, per bu.	26c
COTTON SEED	
Cottonseed per ton	\$34.00
Cottonseed meal 100	\$1.50
Loose hulls	\$8.00
Sacked hulls	60c
Mixed feed	90c
Cotton, lb	11.00

# THE LOCKNEY BEACON

Established 1902

Published Every Thursday

J. L. SUITS, PUBLISHER

JEANE SUITS, 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.

The Council of the League of Nations spoke right out in meeting Monday and pronounced Italy's war against Ethiopia "an act of war against all members of the League." There are thirteen nations that are members of the League. It looks as if Il Duce is up against the real thing in this war with Ethiopia. In other words the membership of the League has told Mussolini to stop his war on Ethiopia or take the consequences. First step will be a more or less of a boycott of Italy. They will lend no assistance whatever in the way of finance. Will not sell them war supplies, etc. And if necessary, as the last resort, will use armed forces to whip them in line. In other words it is practically all of Europe against Italy. The United States is not a member of the League, but President Roosevelt has issued a proclamation forbidding munition manufactures in this country selling supplies to Italy or Ethiopia. Just what will be the outcome of this situation, no one can tell. But to say the least, it does not look a bit good. But the one thing we must keep in mind is that Italy must stay out.

It is next to impossible to keep Herbert Hoover's papers. He bustled every day out in California with a few faithful "we" expect to see Franklin D. Roosevelt in a dark picture of a guiding hand of Roosevelt. Hoover is watching and waiting to break down and come to his administration was a "fizzle," but he maintains that he did a good job, but he is about the only one it thinks so. There is one thing we were sorry to hear that came from the lips of Hoover that was that he would not be a candidate in 1936. He only tried six states in the last election and we would like to see him from us in the 1936.

Well the Supreme Court is back in session, and about four New Deal laws are more than likely to meet their Waterloo. Oh, no, no one can influence the Supreme Court. They will just naturally

rule against these laws as being more or less unconstitutional. It is mighty easy to render a decision on a new law and call it unconstitutional because no one knows anything about the Constitution. A great battle will be waged around the constitution. We have come to the conclusion that almost any law can be declared unconstitutional, and prove it. Some people say you can prove anything by the Bible. The same way about the constitution.

Cheer up and keep plugging it's ten to one you'll win—there's away my downhearted friend for winnings for all who keep grinning! Thursday afternoon, Sept. 26. L. P. Bennett, Abilene, Yoakum County landowner, who had fought for more than a decade to make a living on a 12-section ranch near Seagraves, struck oil.

And here's a good one for Melvin Purvis—two bushel baskets of human bones and a gruesome skull of a man were found Sunday by Boy Scouts five miles northeast of Amarillo. In good plain English a hamper of bones and a skeleton means murder, but it doesn't reveal how, why, when and by whom! And thereby hangs a murder mystery for the top G-men. Purvis, or a devil of a detective like Holmes.

## WHAT WE SEE IN THE PAPERS

We notice in the papers where there is quite a bit of dissatisfaction about wholesale arrests of truckers by peace officers in certain candidates in the state. It is called a "racket" by truckers, and the principals seem to be the constables and justices of the peace. A legislative committee is making an investigation. It is said that constables arrest truck drivers, throw them in jail and will not allow them to consult a lawyer or use a telephone. It is said that these drivers were complying with the highway laws in every way. It looks as if the

might be a "nigger in the woodpile" somewhere and somebody is looking for a "pay-off."

President Roosevelt has issued a proclamation declaring an embargo on shipment of American arms and munitions to Italy and Ethiopia. State war Department will license manufacturers of implements of war, on both exports and imports, and will in this way keep tab on the manufacturers of gun powder, etc., that is offered for sale to foreign countries.

The Tech football team whipped Wichita's Wheat-shockers ears down in last Friday night game at Lubbock. The Red Raiders of the Tech will hike to meet the De Paul Blue Devils on Soldiers Field. They will travel across the continent from Chicago to California where they will play Loyola.

Business seems to be "busting loose" down Seagraves way. All on account of an expected oil well northeast of that town about thirteen miles. According to news paper reports there is "more excitement in that town than at any time since the big fire nearly a decade ago." If you want excitement, just pull a greasy bit out of a wild-cat oil well.

Clyde Warwick, pilot of the Canyon News, states that the "avenue between Canyon and Amarillo is to be widened to 30 feet. The traffic on this strip of highway is said to be the heaviest on the Plains.

Another item we noticed in Clydes paped was about a Ku Klux Klan parade around the square in that city recently. They were riding in five automobiles had on robes but wore no masks. They were said to be from Amarillo. We thought the Klan issue and parades were a dead proposition. The Imperial Grand Goblin, one Hiran Evans, made a cool million out of that proposition.

Legislature's special session in Austin reminds me of a kid sent to town by his mother on a 95-cent errand who stopped enroute for an argument and fight with the neighborhood gang until too late to get into the stores. This is the last full week of the session and what really is done is yet to be reported.

The United States Supreme Court renewed their interpretation of the New Deal Monday. One of their decisions President Roosevelt said hinged the possibility of requests for new taxes which is of tremendous importance to the nation. The fate of the American people in the nine justices' hand to mold as they see fit from a constitutional standpoint.

I noticed in the paper where the borrower and lender in Ethiopia are chained together until the debt is paid if a debtor fails to meet his or her obligations. The more I read about Ethiopia and the old countries these days, the more I respect my forefather for catching the Mayflower. How would you like to be chained to your grocerman, gasman, utilityman, or even newspaperman? I can think of lots of things I'd rather be doing than peddling prunes, juicing the cow, collecting unreasonable prices for heat, fixing light wires, and misrepresenting facts about news.

According to the papers Mrs W. E. Miller of the Sand Hill Community has shipped approximately 125 crates of blackeyed peas to A. and M. College. She lacks 100 crates yet according to her contract which calls for 6,000 No. 3 cans. This country may not be able to raise wheat or cotton anymore but it looks like we can sure "Nuff shell out the peas!"

Well, well, all of that gold that shipped over to European countries along in January, February and March of 1932 by our capitalist is now trekking back home all caused by the war scare in Europe. They are going to wear it out shipping it around.

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

## "BRAIN JEWELS" FROM OUR EXCHANGES

When you look at a town's newspaper and see no ads in it you may guess that the business men of that community are either dead on their feet or dead set against the editor. In either case it offers a good location for live merchants. In these days of reading and thinking, with good buyers looking for the best stores and the best inducements, the occasional trade, the drop-in business will sustain the non advertising establishment. It takes advertising to draw a crowd even to a good night.—J. J. Taylor in Dallas News.

### Mile Reno's New Role

Mile Reno, the Iowa firebrand, is hot and hostile. Mr. Roosevelt has stolen his thunder. Two years ago Miles had joiners by the thousands and was doing well defying government. Now he is employed by the Republican campaign committee and is pouring out refuse of the constitution from the stump. He says the Roosevelt administration is ruining the country. Possibly he is right, but Mr. Roosevelt's speech, made last week in which called attention to the peramble of the constitution in which it is said the government is set up "for the welfare of the people", was very much in line with the statement of Senator Capper who declared the tripple A had been the salvation of the farming people. The whole program has been such that it saved small businesses, farms and homes by the multiplied thousands.

Mr. Reno's new role is calculated to make him a popular speaker in that area of the country that has profited from exploiting the farmer as a merchant without let or hindrance.—Floyd County News.

Wright Patman finds himself in a peculiar jam. He took unto himself the honor of being the great exponent of the ex-service men introducing the bonus payment bill time and again. But unfortunately he always tried to hang a tail on the kite which made the bill dangerous. As a so-called friend of the ex-service men, Patman has been parading himself over the nation seeking additional glory than a member of congress. So far so good, until Patman went to the American Legion convention where his inflation ideas were booed, and he was not allowed to speak. Legionnaires expressed a desire to have the bonus paid, but were unwilling to help fly the political kite of Wright Patman or to favor any method for making the payment. Another voice of the great common people has been stilled.—Canyon News.

Just when you think you can make both ends meet, somebody moves the end.—Graham Crackers in State Line Tribune.

## We Feed Hungry Folks

### Meals and Short Orders

### Pipin-Hot Coffee

## Cozy Cafe



REMEMBER— You can never do more than your eyes can do. Be sure your eye specialist has the latest optometric equipment and is qualified to use it.

**DR. C. M. CLOUGH**

Plainview's Only Exclusive Optometrist  
715 Broadway—Mrs. Clough, Assistant—Plainview, Texas

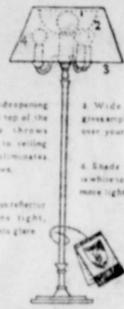
DEPOSITS INSURED BY  
**The Federal Deposit Insurance Corporation**  
WASHINGTON, D. C.  
**\$5000** MAXIMUM INSURANCE FOR EACH DEPOSITOR **\$5000**

WE INVITE YOUR BANKING BUSINESS, AND APPRECIATE YOUR COOPERATION.

## The First National Bank

—Over One Quarter Of A Century In Lockney—

### SEE THIS NEW LAMP AT OUR SHOWROOM



**IMPORTANT**  
Be sure to look for the authorized certification tag. It isn't on I. E. S. Better Sight Lamp if it doesn't have this tag.

### Lighting Recipes . .

The modern I. E. S. lamps are ideal for reading, sewing or any other eye tasks which require artificial illumination. Indirect lighting is achieved through the use of a glass reflector which directs the light to the ceiling. Then this same reflector also diffuses the light which is directed downward.

There should be a good general illumination for the whole room as well as a good glareless light for a specific visual task. The I. E. S. Better Sight Lamps eliminate sharp contrasts by throwing light up to the ceiling, where it is redirected to other parts of the room.

I. E. S. Lamps of attractive appearance and certified design may be purchased at our local office.

## Texas Utilities Company

# Cotton Hauling

You will need new tires on that trailer so you want lose any time in hauling Your cotton. We want to sell you.

We have a size to fit your trailer and the price will be a loose fit for your pocketbook. Of course they are

## FEDERALS Ozark Service Station

Dwight Jackson

## PROGRAM Isis Lockney Theatre

STARTS PROMPTLY AT 7:30 P. M.

Saturday Matinee and Night October 12

"Bull Dog Drummond Strikes Back"

Episode No. 3 Miracle Rider  
Also Five Big Prizes — Same as Last Week.

Sat. Nite Prevue, Sun. Matinee and Mon. Nite Oct. 12-13-14

"CHINA SEAS"

Clark Gable, Jean Harlow and Wallace Beery  
Also extra good 2 real Musical

Tuesday Bargain Day

OCTOBER 15

"DRESSED TO THRILL"

Tulla Ralf Cline Brook Robert Barrot  
MATINEE 5c—10c NIGHT 5c—15c

—WEDNESDAY BANK NIGHT—

"WITHOUT REGRET"

Elissa Landi Paul Cavara's

THURSDAY AND FRIDAY, OCTOBER 17 18

"PASSION PLAY"

10 P M PREVUE THURSDAY AND FRIDAY NIGHT

"SHE MARRIED HER BOSS"

CLAUDETTE COLBERT

--FOX NEWS AND COMEDY--

### ITEMS OF SOCIAL INTEREST

Send Your Social Items By Tuesday Noon

#### Busy Mothers Class Has Quilting

Members and visitors of the Methodist Busy Mothers Class met in the basement of the church Wednesday for an all day quilting. Every month the class meets to quilt and bring covered dishes for the noon hour.

A friendship quilt was quilted by the group for Mrs H H Hamilton and a patch work quilt for Mrs J A Sams.

The Rev H H Hamilton led a short devotional meeting after the luncheon.

Members present were Messdames I J Harris, C F McCormick, Jason Miller, L A Cooper, P F Ford, D P Pierce, Pearl Hall, T W Rives, W H Fields, Mattie Griffith, Martha Mann, A B Blount, T T Threut, M J Brotherton, F L Brown, H H Hamilton, A J Sams, and R E L Stutts.

#### Legion Auxiliary Social Meeting Tuesday

American Legion Landrum Post 141 and the local Auxiliary club will meet Tuesday evening Oct. 15, at the club room for the first joint social meeting of the year.

Commander Sam Miller asks that all members be present for this meeting.

#### American Opera Topic At Study Club Wednesday

American Opera was the topic discussed at the El Progreso study club meeting Wednesday afternoon at the high school under the leadership of Mrs E Guthrie.

Roll call was answered by each member giving her favorite radio orchestra.

A P Barker gave an interesting talk on "American Opera". Frank Perkins gave some news of American opera. Mrs Merle Halthcock gave a talk on Gladys Swarthout.

Bob Smith and Mrs H H Blanton were voted into the office to replace Mrs Roscoe Miller and Mrs O E Stevenson.



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, 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

October 30-31, November 1 and 2nd

SAVE with SAFETY 1c at your Rexall DRUG STORE Sale

Lockney Drug Company

## Do You Remember 26 Years Ago in Lockney

"A cooler" is being built in Lockney presumably to cool down some of the lads who come in to attend the Picnic and get too much of the fire water.

Buy a kodak since the rain and get your picture and see how your face has drawn up.

The new hotel under the management of Mr and Mrs G W Brewster, show open its doors for board on June 1st.

Since the above was written it has been decided by request of a number of persons of the town that on opening day there will be given a "commencement dinner" for which will be charged 50c per meal, to be attended by everybody as an appreciation of the new hotel.

One of the prettiest weddings performed in Floyd County for some time was conducted at the home of Mr and Mrs W A Whitlock of Roseland last Wednesday evening when their daughter, Miss Bertha Lee, and J Frank Nix of this place became man and wife.

Quite a number of children gathered at the home of Mr and Mrs Willie Sams May 18th to celebrate their little daughter, Ruby's 7th birthday.

A dainty little supper was served at 5 o'clock after which the children returned home reporting a jolly evening.

Curt Muncy announces that acetylene lights for the large hotel will be installed this week and that next week they will be put to work as they intend to move in by that date.

John Alford is chief at the restaurant in the absence of Alfred Kelley and wife.

S F Barber, J R Bryant, and son Roe Bryant returned from Kenna, N M. They had been over in that part of a trade, filed on a half-section while gone.

Will McGehee told the newspaperman Wednesday that by Saturday night he thought the right-of-way to be secured by Lockney would be made over to

the Santa Fe ready for them to begin work.

Students of the Lockney College and Bible School are arriving to take up the years work.

#### Celebrates 58th Wedding Anniversary Friday

Mr and Mrs J L Belt, who live in west Lockney, were surprised on their 58th wedding anniversary Friday when their sons and daughters, Mr and Mrs John Belt and Mr and Mrs Jimmie Belt, surprised them with a dinner at the noon hour.

Mr and Mrs Belt were married in Hill county Oct. 4, 1877 by the Rev Mr. Brice.

#### Attend Plainview-Clovis Game

Those attending the Plainview-football game at Plainview Friday night were Mr and Mrs Pete Thornton, Bill Hodel, Jess Cox, Mr and Mrs Temple Thornton, Roy Thornton, Verner Hodel, Weldon Dodson, Paul Bybee, Harold Huggins, Owen Thornton and Jeanne Suits.

#### Checker Tournament in Lubbock October 12

A checker tournament will be conducted at the Hotel Lubbock in Lubbock Saturday Oct. 12, beginning at 9 o'clock a m for all South Plains players.

Entry fee of 50 cents will be used in making up the six cash prizes to be given. First prize will probably be \$5.00 cash, second, \$4.00, third, \$3.00 and on down to sixth place.

#### Spending Week in Lubbock

Mr and Mrs Geo. Traylor are spending the week in Lubbock as guests of Traylor's sister, Mr and Mrs A B Brown.

Miss Luella Walter spent Thursday, Friday and Saturday with her sister-in-law, Mrs Melvin Walter, of Edmonson.

W W Richards of Estelline spent the week-end visiting his father, W B Richards and sister Mrs Cora Beaves.

Spends Week-end In Amarillo  
Miss June Guthrie spent the week-end in Amarillo visiting Miss Evon Griffith.

Carl, moved into two rooms of the Main Street Church of Christ parsonage Monday from Fort Worth. Carl is attending school here.

Mr and Mrs Joe Nall of Crosbyton were here on business Monday, Tuesday and Wednesday.

Mr and Mrs Lewis Busby and friends were fishing at Justiceburg last Friday and Saturday.

Mrs Vira Stinebough and son,

## UNUSUAL SERVICE

your initials or name

## MONOGRAMMED FREE

### ONE WEEK ONLY

October 14th

in white or colors  
we monogram free

- Blankets
- Sheets
- Pillow Cases
- Towels
- Shirts
- Mens Robes
- Womens Robes
- Scarfs
- Sweaters
- Rayon Underwear
- Silk Underwear
- Balbriggan Underwear

This work is done with fast color thread by a trained operator on a special machine. VERY ATTRACTIVE and know MONOGRAMS are quite thing now. One week only.

# CARTER

Plainview

Outstanding

"OMAHA"—Winner, one after the other, of the Kentucky Derby, the Preakness, and the Belmont

Omaha is an outstanding horse today. And in the cigarette world Chesterfield is outstanding. Both won their place strictly on merit. Apply any test you like—Chesterfields stand for the best there is in cigarettes. They are milder... yet they let you know you're smoking. They taste better—give you real pleasure.

Outstanding

.. for mildness  
.. for better taste

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Classified Ads

Let us supply your coal, feed and binder twine. Our prices are right. We meet all competition. Lockney Wheat Growers Elevator. Phone 27. Jake W Smith, Mgr. 2 4tc

FOR SALE—Alto Horn—See Harold Huggins at Beacon Office

FOR TRADE—Residence in Lockney. Clear for equity in a farm. Darsey Baker. 2 tfc.

FLOYD COUNTY ABSTRACT CO.—Let us show you that we can save you money on your Land Bank or any other Abstract & Title work, 30 years experience Floyd County Abstract Co.—R C Scott, Mgr. 50-tfc

We will trade tailor work for school vouchers.—Brooks Dry Cleaners.

WHO WANTS A BEAUTIFUL PIANO AT A BARGAIN? We may have in your vicinity in a few days a splendid upright piano with duet bench to match. Also a lovely Baby Grand in two tone mahogany. Terms if desired. Might take live stock or poultry as part payment. Address at once.—BROOK MAYS & CO., The Reliable Piano House, Dallas Texas. 3 tfc

WILL Cut your feed with Broadcast binder.—See F L Brown, 3 1-2 miles west of town. 4 3tp

WILL pay cash for pigs, shoats, silt, brood sows, and twenty head of Hereford Calves. Write NR Northcutt, Kress, Tex 4 4tp

FARMS FOR SALE—It is about time to secure another farm for yourself. Don't try to rent one of your own. Small ones will swing almost any price. Adams & Childers. Second hand gas hot small one preferred. Graves. 5 2tc

all or trade used. Let us do your located across central home—V C Lockney Tex. 5 2tc

NOTICE. I mean to lose our flower business. Mrs Hugh... as sold her business... and therefore is not... to represent us... we have a new agent... Mrs E E Dyer, who... to take your orders... of all kinds. Mrs... our exclusive agent... we will appreciate any orders given her. We invite comparison of our florist in the Panhandle. Florist in the Panhandle. Remember you can still get "Better Flowers at Hollums, Floydada Florists" 5 2tc

FOR RENT—Several rooms over the First National Bank and Ayres Variety Store for light-housekeeping and other purposes. See—Dorsey Baker 4 2tc

FOR SALE—Trade or Rent About 24 acre tract of land well improved, in Lockney—See Dorsey Baker. 4 1tc

FOR SALE—All kinds of bundle feed.—Austin Dollar 3 2tc

FOR SALE—Trade or Rent—5 acre tract of land, improved ad-

THE STERLETTE

PAULA HOWARD, STEWART DRAUT, HOWARD MOSLEY, MYRTLE NEAL, RUTH DRAUT. General Reporters—Gail Gregg, Sallie Myrtle Bobbitt, Dortha McDaniel. EDITOR ASSOCIATE EDITOR SPORTS REPORTERS JOKE EDITOR

The truth of Sherman's old definition of war is again brought to us as we hear the stories of war once more, this time in distant Ethiopia.

Moscow has increased, in population since it became the capital of the U S S R in 1918 from two million to over four million. The influx of people into the city has been so great that builders have been unable to keep up with the demand for dwelling houses and a stringent government restriction has been placed on the number of square feet of floor space permitted for each person.

All the silver that has been mined in the world since the discovery of America, if brought together, would make a cube only 115 feet square.

Some 3,000 persons were arrested in 1933 in the United States for various counterfeiting offenses, reports the Secret Service Division.

HONOR ROLL September, 1935 First Grade Margaret Claborn, Geneva Ford, Jaunita Tinsley, Bayce Albert Mosley, Therman Davis.

CHEER UP, BIG BOY, DON'T BE SICK ALKA-SELTZER DOES THE TRICK. HANGOVER. Why don't you try Alka-Seltzer for the relief of HANGOVER. Stomach Gas, Headache, and Stomach, Colds, Neuralgia, Fatigue, Muscular, Rheumatic and Sciatic Pains? ALKA-SELTZER makes a pleasant, sparkling drink. As it contains an analgesic, (acetyl-salicylate) it first relieves the pain of every-day ailments, then by restoring the alkaline balance, removes the cause when due to Excess Acid. At your drug store, at the soda fountain, and in 30c and 60c packages for home use.

BE WISE—ALKALIZE! joining Lockney.—See Dorsey Baker. 4 1tc I drill wheat for 30c an acre. Have good outfit.—W J King. 5 1tc

FOR SALE—Deering binder cheap.—T J Pimberton, 7 miles southwest town. 5 1tp

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 and titles.—S E. corner of public square, Floydada, Texas Mrs. Maud E. Hollums, Manager.

SEWING.—Silk Dresses \$1.00, Print 75c.—Mrs Jay Mitchell, first house east of Assembly of God church. 3 5tc.

Billy Gene Johnston. Hi-First Forest Casey, Joseph Wilson. Second Grade Joan Reagan, Alletta Winston. Third Grade Earlie B Johnston, Earnestine Williamson. Fourth Grade Sidney Neal, Jack S. Paul Wilson, Valnetta Claborn, Allie Jo Ford, Anna Mae Gullledge, Eudora Winston. Fifth Grade Dorothy Jones, Dorothy Williamson. Sixth Grade John Brewer, Norma Dene Mosley, Vera Nell Stovall. Seventh Grade Aileen Howard, Irene Jones, Howard Mosley, Weldon Wilson. Eighth Grade Sallie Myrtle Bobbitt, Ina Joe Casey, Ruth Draut, Bessie Mitchell, Ruth Slaughter, Joe Williamson. Ninth Grade Montie Gregg, Gail Gregg, Crawford Johnston. Tenth Grade Lorene Brewer, Hubert Griffith, Stuart Draut, Paula Howard, Dortha McDaniel, Myrtle Neal, Lucile Wilson.

Girls Basketball Team Organized. The senior and junior basketball girls met on Thursday afternoon for the purpose of electing a captain. Myrtle Neil was elected captain of the senior team by a unanimous vote of the girls. Sallie Myrtle Bobbitt is captain of the junior team. Both teams plan to begin rather extensive practice.

Boys Elect Captains for Basketball Teams. Archie Bybee was elected captain of the senior boys basketball team, and Howard Mosley was elected captain of the junior boys basketball team, Monday.

Missionary Society Has Social Meeting. The Methodist Missionary Society had a social meeting last Monday afternoon at 3 o'clock at the home of Mrs L L Cooper. She was assisted by Mrs Henry Ford. Pumpkin pie and coffee was served to about twenty members.

Personals. Sterley students who attended the circus in Plainview Saturday are Earlie B and Billy Johnston, Margaret and Valnetta Claborn, Robbie Dean and Juanita Reeves, Winston, Williams, Alfred Clinton, Sidney Neal, Albert Sidney Martin, Allie Jo Ford, Sallie Myrtle Bobbitt, Ruth and Stuart Draut. Jim Bert Bobbitt, who has been seriously ill, is now much improved. Doris Standrive from South Plains entered the primary room on Monday morning.

Blondy Finley attended the W T S T C football game with T W C of Ft Worth in Canyon Friday night.

Beacon Want ads get results.

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 sick and the world looks pink, don't swallow a lot of salt, mineral water, oil, laxative candy or chewing gum, and expect them to make you suddenly sweet and buoyant and full of sunshine. For they can't do it. They only move the bowels and a man movement doesn't get at the cause. The reason for your down-and-out feeling is your liver. It should pour out two pounds of liquid bile into your bowels daily. If this bile is not flowing freely, your food doesn't digest. It just decays in the bowels. Gas builds up your stomach. You have a thick, lead taste and your breath is foul, skin often breaks out in blotches. Your head aches and you feel down and out. Your waste system is poisoned. It takes those good, old CARTER'S LITTLE LIVER PILLS to get those two pounds of bile flowing freely and make you feel "up and up." They contain wonderful, harmless, gentle vegetable extracts, amazing when it comes to making the bile flow freely. But don't ask for liver pills. Ask for Carter's Little Liver Pills on the red label. Beware a substitute. See at drug stores. ©1931 C. M. Co.

Rex Beach Writes



A close-up study of Rex Beach, the novelist, whose books have placed him among the leaders of present day writers, has written three stories for the readers of this newspaper. The story "Powder", the first instalment of which appears in this issue, is the first of three. They will be of four instalments each. Read "Powder". We know you will like it.

SERLEY NEWS

By Mrs F S Byars. Rev L L Hill filled his regular appointment at the Methodist church Sunday.

A large number attended the singing convention, Sunday, at Lone Star.

Bridal shower is given in honor of Mrs Estelle Byars Carthel Thursday evening. Mrs Beedy, Mrs O E Wicker and Mrs Paul Slaughter hostesses at the Beedy home. The entertaining and the dinner room were decorated with dahlias. Punch and cake were served to about fifty present. Those sending gifts not present were Mrs F U Payne of Pleasant Valley, Mrs Cummings of South Plains, Celia Mae Wicker, Dorothy Byars of Plainview, Retha Belt of Lockney, Mrs Metzger, Mrs Marcus Rexrode, Mrs McElie, Mrs Howell, Mrs E G Foster, Misses Lillie Wingo, Hazel Williamson, Lois Rexrode, and Miss Lue Williamson, and Mrs Byars, all of Sterley.

Mrs and Mrs Blackford from the Muncy Community visited in the Williamson home on Sunday.

Loy Farish, who is working near Falls, spent the week-end at home.

Miss Margaret Stuart attended the circus in Plainview Saturday.

STATEMENT OF THE OWNER SHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Lockney Beacon published weekly at Lockney, Texas for October, 1935.

State of Texas, County of Floyd Before me, a Notary Public in and for the State and county aforesaid personally appeared J L Suits, who, having been duly sworn according to law, deposes and says that he is the Publisher of the Lockney Beacon and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, J L Suits, Lockney, Texas, Editor, Jeane Suits, Lockney, Texas, Managing Editor, J L Suits, Lockney, Texas, Business Manager, J L Suits, Lockney, Texas.

2. That the owner is: J C Hurst, Hale Center, Texas.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

J L SUITS, Publisher Sworn to and subscribed before me this 1st day of October, 1935. (Seal) W R CHILDERS (My commission expires June 1, 1937.)

Try a Beacon Want ad.

Stomach Gas. One dose of ADLERIKA quickly relieves gas bloating, cramps, flatulence, upper and lower bowels, allows you to eat and sleep good. Quick, thorough action, yet entirely gentle and safe.

ADLERIKA. Lockney Drug Co.

The State Auditor's Warning

Those who allow themselves to be taken in by gypers and petty racketeers probably aren't in the habit of reading newspaper editorials, or of paying much attention to them when they do read them. Even so, it may not be amiss to call attention to the Carpenter, state auditor, to those elderly folks who are hopeful of being pensioned. Many of the elderly are being approached by persons who solicit employment as their pension agents and who try to collect sums of money in advance for the services they pretend they are prepared to render. No pension bill has passed as yet. Until one is passed, no prospective applicant can do anything. When a bill is passed, those eligible for pensions under it will not gain anything by employing agents.—Wichita Falls Daily Times.

Are you going to have a sale? Call Us Collect. Seale & McDonald. General Auctioneers. W. H. SEAL. Floydada, Texas, Phone 120. JNO. W. McDONALD. Plainview, Phone 1143.

\*BALD? Give Your Scalp a Chance. Japanese Oil is the name of the remarkable preparation that thousands are using to get rid of loose strands, stop scalp itching and grow strong, healthy hair on thin and partially bald spots where hair roots are not dead. This famous scientific counter-irritant stimulates circulation in the scalp, brings an abundant supply of blood to nourish and feed overgrown hair roots—one of the chief causes of baldness. Get a bottle today at any drugist. The cost is trifling, see Economy size, 50c. You have little to lose and much to gain. FREE, valuable book "The Truth About the Hair." If you write to National Remedy Co., 84 W. 45th St., N. Y.

JAPANESE OIL. This advertisement was reviewed and approved by a registered physician.

Goes To Electra

Mr and Mrs J D Huggins, and son, Harold were in Electra Sunday to meet Mrs Huggins' mother, Mrs Cora Walker. Mrs Walker came to Electra with her son, A D Walker and family, of Louisville, where she had been visiting for the past few weeks.

The Man Who Knows

Whether the Remedy You are taking for Headaches, Neuralgia or Rheumatism Pains is SAFE is Your Doctor. Ask Him.

Don't Entrust Your Own or Your Family's Well-Being to Unknown Preparations.

BEFORE you take any preparation you don't know all about, for the relief of headaches, or the pains of rheumatism, neuritis or neuralgia, ask your doctor what he thinks about it—in comparison with Genuine Bayer Aspirin.

We say this because, before the discovery of Bayer Aspirin, most so-called "pain" remedies were advised against by physicians as being bad for the stomach; or, often, for the heart. And the discovery of Bayer Aspirin largely changed medical practice.

Countless thousands of people who have taken Bayer Aspirin year in and out without ill effect, have proved that the medical findings about its safety were correct.

Remember this: Genuine Bayer Aspirin is rated among the fastest methods yet discovered for the relief of headaches and all common pains... and safe for the average person to take regularly.

You can get real Bayer Aspirin at any drug store—simply by asking for it by the name "aspirin" alone, but always saying BAYER ASPIRIN when you buy.

Bayer Aspirin

FARMERS TRY OUR

- Northern Colorado Nut Coal
Northern Colorado Lump Coal
Schumacher Meal (Fattening feed)
Dairy Ration
Egg Mash
Cotton Seed Meal
Lockney Wheat Grower Elevator

Fellowship Day Double Program Again Tuesday, October 15th Don't Miss It

The following are sponsoring the program. Read the list:

- Graves Blacksmith & Welding Shop
Lockney Welding & Machine Shop
Commercial Tailor Shop
Ozark Service Station
Sinclair Service Station
Miller Motor Co.
Lockney Auto Company
Jno. O'Hearn
Higginbotham Bartlett Lbr. Co.
Wofford Woodworks
Self Serve Laundry
Huggins Produce
Bill Alford
Lockney Poultry & Egg
E L Ayres
Baker Mercantile Co.
Economy Store
Hamilton Grocery
Taylor Grocery & Market
Pirgley Wiggly
Texas Service Station
Pennington Motor Co.
Rains Grocery & Hardware
Cox Hardware & Furniture
Dyer Hardware
Hammonds & Co.
Frank Perkins
Cozy Cafe
The Coffee Shop
Lockney Drug Co.
City Bakery
Sinclair Oil Co.
Henry Hodel, Agent
Lockney Ice Co.
West Texas Gas Co.
Isis Theatre
First National Bank
R R Wimberly
P C Anders
Robert Ayres
West Texas Cotton Oil
Lockney Beacon
Palace Barber Shop
Crazer Funeral Home
Roberson Feed & Seed
Lockney Gin Co.
Busby & Ford Garage
Consumers Fuel Assn

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