Barrere, Brerret Everybody is about to freeze this moning. Coat collars are turned up and hats VOLUME 36 pulled down in defense of the biting wind. But the norther manages to steal in for a nip at the Lockney Farmers nose or ears before howling on its

I've just read that paragraph over and have decided that the whole idea is incredibly foul to say nothing of being absolutely worthless even as a column-filler. Are Badly In Need Of Electricity High School Students Wishing to that I can smell it myself. Another whiff of that and I'll not be able to finish this gab.

Grab thase handles on the side of your head, pressing them elightly forward, and yell just as Steps Being Taken To Secure loud as you can, "Get that man". That's how you sound to others in the stadium at a footfall game. Like it? Neither do they.

than that, It is a treaty of peace round the place,

all brother's under the skin, as the ment has made it possible for this wishing to correspond old adage goes. But the Demo- work to be done through the ed through crats and Republicans have been Rural Electrification Act, by loan- a small fee from the Rotar skinning each other for the last ing a group of farmers the money two weeks and I haven't seen any- on 20 to 25 years time at 2.75 thing that looks like brotherhood.
That old idea must be kinda like early to bed, early to rise, makes a man healthy, wealthy and wise. No man ever lived that had all mile line before it would be a

ppetitor will scoop a business families per mile, and thus give tee headquarters before al. Knowing that sometimes the minimum load for such a line. another speaking assign the worm gets the early bird. he These lines are built through the interest of President sleeps late and then snoops to a loan from the Government, but velt's campaign for re

up the fire, snitch the new wish- to be found anywhere. They can in Washington, stopping over what might be. A lot of any number of pumps. pow-wow has been going the Farmers to the southeast. York at the request of C newspaper rounds on the evils of south, and southwest of Lockney man Sam Rayburn, mery mail order catalogs but one of that have irrigation wells on their Congress from Texas and my contemporaries said that he farms are investigating the post date for Majority Leader - II had learned long ago that such sibilities of securing Rural Elec-next Congress, who is serv comments never stop a single trification loans for the purpose Chairman of the Speaker's order from being sent in. That's of building a line into their com- reau of the National Committee. ditto for me. In fact, I don't have munities so they may have their He has asked Mr. Mahon to give a thing against the catalog. It wells equipped with electric his full time to the National Cammakes excellent paper for starting motors for the coming season. paign until the election, Nov. of fires here in the office. Then The Texas Utilities Co. have 3rd. Immediately after the con of such good quality for the mon- Cooper farm being the last pump ey and fit perfectly. Like every- on the line north. Farmers in this body else, I think its nice to be- vicinity are hopeful that the com- Absentee Voting Now lieve I'm getting more than I am pany will extend the line to other paying for.

I enjoy looking at the shoes We have something like 200 red and blue plume on the snitzy miles of Lockney. More are going fittle hat without the knowledge to be put down within the next barnyard henfeaher. I always get eventually be equipped with eleca thrill out of the fur collars on tric motors for they are more dethe coats so luxurious and deep pendable and less expensive than that the models find it difficult to gasoline motors. peep over the rim, I can imagine myself wearing just such a coat so charmingly that my sweet- Hallowe'en Carnival heart, who deserted me for another gal, would come crawling back for forgiveness. My imagina- Junior Class and Debate Club to tion can run along such lines as long as I don't know that the fur! is really so flat that nothing but a flea would have any trouble in yesterday by Mrs Jewel Ray Witt. seeing over.

It's fun to be fooled by the ilfustrator who affords hours of the Debate Club, that the two fantastic dreaming and scheming. organizations will sponsor a Hal-But it's a great deal more fun to lowe en Carnival here Oct. 31 to know that I won't have to wear take place in the vacant building any of them.

Visit in New Mexico

Mr and Mrs Buck Sullivan and daughter, Mildred, and Miss Rachelle Craves and Mr Roland Wright spent the week-end visiting in Ruidoso, N Mexico.

THE LOCKNEY BEACON

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

LOCKNEY, FLOYD COUNTY, TEXAS, FRIDAY, OCT. 23, 1936

Interested in Rural Electrification

To Propell Motors To Pump Water on Irrigated Farms

Many To Connect

Loan Under Rural Electrification Administration

Farmer's in the Lockney country are becoming very much inter-Sir James Barrie said that ested in Rural Electrification, nothing is really work unless you more especially those that have would rather be doing something irrigation wells on their farms. else. Funny how so many of us They want electric motors to pump never like what we are doing. water with. There is nothing more Work and not play is the essence of our existence whether you like for the pumping of water on these it or not. Work makes us forget farms, as has been proven this that hubby went with the hired past season by the few who have girl last night or that Junior beat such equipment. Then, too, farm up the new radio cabinet. Work is homes can use considerable elec-

It takes a lot of money to build schools through the Rotary rural power lines, set transform- national Clubs. The name I used to think that we are ers, etc., but the Federal Govern- addresses of fore

three If a man is wealthy. be paying proposition, but it is figur-never retires nor rises early. If ed by those interested in such a energy that he won't go to bed that with several large motors. his Colorado office, Congre energy that he won't go to bed that with several large motors. rly. And if wise, he knows bet- such as used in pumping water, this week to spend a sho than go to bed early or his will greatly off-set the number of at Democratic National (

conquer business until the yawning hours.

the "juice" is purchased from a He spoke in several cities local source. We have in this comMexico last week on a munity the Texas Utilities Co. assignment. This is the time of year to turn who has one of the finest plants He spent Monday of the book and sit down for meditation furnish electric energy to pull route to New York.

sometimes I like to just look at constructed a line north of Lock- clusion of the campaign, M. pictures of cheap dresses and ney a short distance, and have Mahon will return to his Colorado coats because they are apparently three wells connected, the Paul office. farm homes.

without having to hear them irrigation wells in the north half squeak or experience their sepa- of Floyd county and along the ration after a rain. And it is a eastern line of Hale county. Most pleasure to admire the elegant of these wells are within a few that it is really a rust and gray eighteen months. They will all

Sponsor Carnival

Announcement was made sponsor of the Junior Class, and G D Tate, principal and coach of east of the Ozark Filling Station.

o'clock Hallowe'en evening.

day from Amarillo where she was jury to her right leg and oth visiting her son, Jim Hill.

Rotary Sponsors Plan For School Correspondence

Correspond with Pupils Abroad To Have Opportunity

Plan, are being formulated Cotton was just beginning to this week at high school to carry respond to the abundant sunshine Correspondence of boys and girls of the last ten days, when the of all nations with high school Wednesday. Work was halted

A list of fifty names of foreign tice will continue. boys and girls and their addresses will be given to J. W. Jones, superintendent, who will pass them out to students in the high them out to students in the high school who wish to correspond, with children of their own age

All letters are to be written in English with the idea of establishing a better understanding in the student's mind of the customs and conditions of other countries. Thenty-five Children To Appear described as putting forth mental tric energy for lighting the house. The idea is valued for its eduor physical labor. But it's more barns, and for small motors a- cational feature and for the first

Mahon to Speak For Roosevelt Eastern Sta

Mr. Mahon proceeded

Until Oct 30 For General Election In November

ember 3rd general election which seventh grade students who wish because it extended more opporbegan Wednesday, Oct. 14 will to correspond with American tunities than various coaching jobs of Mrs Roy Stoneman of Lockcontinue until midnight Oct. 30, boys and girls. Possible names offered him. according to A B Clark, county are also being secured from Sun- "You know, a fellow kinda Jacksboro last week-end where

If you plan to be gone on county clerk.

The same election officials appointed in 1935 for a two year term will officiate at the general election poles in November.

The carnival will start at 7 at the Baptist Church when the o'clock and continue until 10 car driven by her husband was his by a car driven by Thompson, Mr. Moore, who was preparing to get out of their car, was thrown sever-Mrs Barlow-Hill returned Tues- al feet. She received a serious in: minor lacerations.

Cold Weather

A norther swept down upon Lockney and vicinity Wednesday morning accompanied by over-Threday morning a light shower fel and the entire day was under the spell of cold winds and dark skies with the thermometer regis

tenne as low as 34 degrees. students recently adopted to be sponsored by the Rotary Club. it looks as If the present condi-

days of high temperatures.

Orphans' Home

On The Program Here Saturday Night

> ages 3-16, will of chorus singing. quartets. The of four boys

flational Club To Be Organized

eign Correspondence Idea To Be Carried Out In Grade School

E. Blount, principal of Mr and Mrs Buck Sams. imar school, announced here week that the seventh grade. ns to organize an International students corresponding with ign pupils in English.

re same idea is being carried in high school under the

day School magazines. election day you may go to Floyd- introduced to the seventh grade something else for a change," tween now and Oct. 30. The interested. The club will be organ this year voting has to be done in the pre- ized so the students may discuss abroad.

Visiting at Graham and The Centennial

or a visit with Mrs. Well's par- year in California, Mrs Ike Moore received treat- onts. They plan to visit the Cenment at the clinic Wednesday for tennial in Dallas before returning the whole season for T. C. U. 10 o'clock Sunday morning.

> Go To Centennial nnial in Dallas and the over the radio. n Show in Ft Worth.

Silverton Owls Next up For The

Turkey Marks to 18 to 6 Against Rain Thursday Halts Cotton Lockney in Friday's Game After Tie at Half

In the second conference game f the year, Lockney will meet he Silverton Owls there Friday afternoon at 3 o'clock. A

The Longhorns were defeated last Friday by the Turkey boys 18-6. The score was tied up at the half but the Turks managed Going from one extreme to to push over two more touch-

behind them this season by de- from the two gins. feating the Canyon Training School and Lubbock's second team. They were defeated by halted Thursday by the rain. The horus to Sing Here Happy 13-6 but Happy is con-

his boys are determined to show the September rains. This can the Longhorns just how wise the partly be attributed to the warm Owls can be on the gridiron Fri- weather for the past two weeks children from the day. But skillful players have which has bleached the cotton Home in been known to fool the wisest of and caused it to fluff up. The dry

prograv a Floyd Dairymen

Messrs, Gibson and Winterof the Methodist meyer, dairy specialists from the dollars a ton. ked to bring supper Extension, Service, will hold a After skies are again clear it.

The supper is to be meeting at the Floyd County is believed that pickers will start

basement of the Court Room at 9:30 o'clock s stopping in Lock- Herd Improvement Test Associa- number of pickers in the country appeared at the tion in Floyd county. ethodist Confer- Plans will be outlined Saturday

ut on a program morning for Hale, Swisher, and First Methodist Floyd counties, Every dairyman should be interested in this meeting as it is a very important step Mildred left Thursday morning in dairying.

> this meeting after several dairy- ier and Centennial' Exposition. men have repeatedly requested They will also visit relatives. that this work be started.

Visit Mother

Mr and Mrs Jimmie Baxter of end visiting Mrs Baxter's parents.

500 Bales of Cotton Ginned in Lockney Lockney Longhorns .. - This Season

Gathering In The Lockney

Cotton Prices Higher

Dry Weather To Again See Cotton Coming to Gin In a Steady Stream

Over five hundred bales of cotton have been ginned in Lockney so far this season according to The Owls have quite a record a report received here Thursday

The bulk of this sections cotton crop was rapidly being hauled to sidered to have an extra strong cotton which is coming into Coach Woodrow Wilson and quality that that brought in before

to 12 cents on the local market which is somewhat higher than to Organize Satur- prices paid elsewhere. This raised day Morning about by the high quality of the irrigated cotton which has just begun to come to the gins. Cotton seed is bringing around thirty

day to help organize a Dairy though there is slightly smaller this season than the past.

Off To Big Show

Mrs C F Reves and daughter, via train for Ft. Works and Dallas Floyd county has obtained where they will attend the Front-

Meet At Hale Center

The Rev H H Hamilton and A Corpus Christi spent the week-end visiting Mrs Baxter's parents. J Crager were a Hale Center Tuesday attending a meeting of the Methodist laymen of this

b within a few days to consist All-American Deserts Football for C. of C. Work

ool international correspond an All-American center two years nose, and chewed up ears. He is edid not have any connection of that time in '34 and 35. Der tall, well proportioned, with an th the high school and that it rell Lester, visitor of Lockney for up-right nose, non-scared face, Voting Absentee Will Continue is being sponsored by the teach the first time last week-end, said and complete ears. Saturday that he decided to for Worth Chamber of Commerce The principal has written several get football last spring upon letters to teachers in foreign graduation and enter chamber and thinks Sally Rand is a nice Absentee voting for the Nov countries to secure names cit of commerce work at Ft. Worth girl plus a way with the men.

gets burned out on football after she had been called to attend the The correspondence idea was four years and would like to try ada, secure an absentee ballot the first of the week and it is re the all-American giant said in mobile accident. from the county clerk's office, ported that at least thirty five commenting on his reasons for and cast your vote any time be out of fifty class members are inot accepting a coaching job

Mr. Lester doesn't seem to sence of a notary public or the the letter they receive and write think there is any money to be Convention To Be Held Oct. made in coaching. Playing football is real sport in college but after getting out it is a different

Mr. and Mrs. Bryan Wells and thrilling game he ever played in nine miles west of Petersburg on Mrs. Ike Moore Hurt in Accident daughter left Sunday for Graham was the Rose Bowl game last the pavement.

injuries received in an accident within the next week or ten days. is the one this afternoon with A & M. the college that hasn't de- rounding communities are invited feated them since 1924. But from to be present for both sessions. and Mrs. Arthur Barker all accounts so far, it's going to boys, Barry and Arthur Jr., be A & M's lucky day," he told t Friday. Saturday and the interviewer Saturday afterday and Monday visiting the noon while listening to the game, Harvey Champion and Mr.

The amicable gridiron hero day on a

Blount stated that the grade football for T. C. U., serving as ball type of cleated face, broken

The ex-football man, brother

ney, accompanied her home from funeral of her sister, Miss Viola Lester, who was killed in an auto-

Hale County Singing

24-25 at Lakeview

The Hale County Singing Convention is scheduled to meet Oct. He declared that the most 24 and 25 at Lakeview located

The meeting will begin at 8 "The most important game of o'clock Saturday evening and at

All of the singers in the sur-

Here On Business

Scott of Amarillo were here Mon



SOCIETY

LOCKNEY



THE LOW YEY BEACON

McDANIEL-DEERING

Miss Dortha McDaniel of day evening at 8:30 o'clock at Green Machinery Co. the home of the Rev., and Mrs. Marcus Rexrode of Plainview. CONTEMPORARY DRAMA The Rev. Rexrode performed the SUBJECT AT STUDY CLUB

er Lois Rexrode of Lockney, was met Wednesday. Oct 14 at the ficiated in the presence of Mr and members of the club. the bride's only attendent, Mr. Lockney High School for a study Mrs Doyle Greer, Miss Ruth Wendell Green of Plainview was in "Contemporary Drama".

C C McDaniel of Sterley. Mrs. of the Theatre Since Ibsen" wore a corsage of white rose ry, Minnie Muse, Roby Muney, Deering was a student in the Lock Which was followed by a talk by buds.

Day Phone 71

H. P. Lamb of Dimmitt, and is MARBLE-COX NUPTIALS a NUPTIALS SAID SATURDAY a graduate of the Wheeler High SAID AT THORNTON HOME

Mr Deering is the son of Mrs Mrs Tanqueray" by Pinero.

Night Phone 84-W

Welding

Blacksmith Work

That's Us

CALL US

Graves and Copeland

Blacksmiths and Welders

Our Breakfast

Of Bacon, Eggs. Hot-Cakes, Cere-

Make Us Prove it

Cozy Cafe HUGH COUNTS, Prop.

Cotton Is Rolling In

THE NEW SEASON IS NOW UNDER WAY AND

We are equipped to give you quick and satisfactory ser

We appreciate the very fine consideration the farmers

vice on every bale. We have enjoyed a good patronage in

the past, which we believe was merited through satisfact-

have given us this season. When cotton is properly ginned

it has much to do with the market value. Our aim is always

to produce the best and when you entrust your cotton gin-

LOCKNEY GIN CO.

Ed WHITFIL, Mgr.

ning to us, be assured it will receive our best attention.

WE WANT TO EXTEND OUR INVITATION TO THE

FARMERS OF THIS AREA TO USE OUR GIN.

ory work, and we want to serve you again this year.

als and Cafton are served in

a most appetizing

Mr and Mrs Deering will make Mss Velma Marble, daughter

Mrs Temple Thornton. The Key Rhee Shurbet entered as new Mrs. Wendell Green, the form- The El Progresso Study Club A I. Shaw, Baptist minister, of-After the roll call was answer- Thornton, Jimmy Hodel, and Mr Collis, Tommie Dunlap, Lillie Harris, Thelma

for the past seven years, attend- Stella Griffin. ed West Texas State Teachers Mrs Crawford was the only College at Canyon in '27, '28 and visitor present. 29 after graduating from the Lockney High School in 1927. of Mrs Mildred Caruthers Thurs-She attended the summer session day, Oct, 29, at 2 o'clock. atTexas Technological College in

Mr Cox is employed at the HAVE JOINT QUILTING Lockney Auto Company where he has worked in the parts department for the past ten years.

The couple will be at home in in Lockney. Mrs Cox will cont teaching in the Irick Sc

WEDDING DIN SERVED TUES!

Mr. and Mrs. tained Tuesday Mr and Mrs Jess married Monday Guests were Marvin Cox and Delle, Mr and M

Mr and Mrs Arthu and Mrs Leonard Lu ed couple, Mr an and Mr and Mr essie is a son's of

HUGGINS

We Buy Cream, Eggs Hides PAY CASH (No Checks)

Prompt. Courteous Service HIGHEST MARKET PRICE

Lockney, Texas Phone 10

CONSTITUTION ADOPTED AT NEEDLE CLUB

A constitution was presented Sterley and Mr Harry Deering their home in Plainview where of Mr and Mrs F L Marble who and adopted by the Muncy of Plainview were married Satur- Mr Deering is employed with the reside eight miles northeast of Needle Club last Thursday when preciation of your kindness dur-Lockeny, became the bride of it met at the home of Mrs Icy ing the illness of our daughter. Jose Cox, son of Mr and Mrs E Biggs. Pollyanna gifts were dis-A Cox of this city, Monday hight at 8:30 at the home of Mr and Mrs E Mrs Maude Shurbet and Mrs thank the doctors and purses who

Members present were Mesdames Middled Caruthers, Ora Allie Harris, Thelma yourself. The bride wore a dress of ed by facts concerning the dis-brown with rust accessories. She is the daughter of Mr. and Mrs. Blount spoke on "The Tendencies dress with brown accessories, She Muncy, Marie Mur-Mrs. J W Dines on 'The Second Mrs Cox has taught in the pri- Jewell Smalley, Mattie Smalley, mary grades in the Irick school Nell Southern, Icy Biggs, and Miss

BAPTIST AND METHODIST

The Baptist and Methodist Missionary Societies had a joint quiltg all day Wednesday at the tist Church. Each member that a dish and lunch was at 12 o'clock.

milts were quilted for the and will be presented to saturday evening at the list Church where they are led for a musical program. ther guilt was finished by es for Mrs. Downs. The the orphans' home quilts ade during the vacation school this summer. icits were Mesdames Ralph.

Brasswell, Guy Allen, Pearl W. L. Thomas, C. K. Ryan, Sams, M. J. Northerton, J. len. E. A. Cox, Kate Collier, P. Davis, E. E. Dyer, J. H. M. C. McMinn, ertrude Dew, Daff Grif-Fox, F. W. Peck, L A Henry Ford, Trav Hamligh Carroll, J. J. Harris, od, R J Still, C. H Rose, Hamilton, Buck Sams, Buchanan, Sula Julian, Crocker, R C McGilvary, L. Stutts.

EEN PRESENT M. S. MEETING

Baptist W. M. S. met Monernoon at the local church o'clock for their monthly Service Program with

thirteen members present. The W. M. S. will meet next Monday afternoon at the home Mrs Kate Collier with Mrs. J. D. Allen assistant hostess for a monthly business and social

Clinic Notes

The Rev C A Strickland is ill with pneumonia at his home this

Mr and Mrs G S Harris of Bristoe county are the parents of a girl born Sunday, October, 18.

H L Barton who has been in the cliffic receiving treatment for sometime is improving and will be released soon.

Mrs Paul Cooper is ill at her home this week and has been receiving treatment.

CHEVROLET WILL AGAIN USE NEWSPAPERS FOR ADVERTISING

Chevrolet's achievement of all time sales records in 1936, under a policy whichmade newspapers the front line of the company's advertising offensive, has dictated continuance of that policy in 1937, and especially in the announcement of the fourthcoming models. This statement by P. Fisken, advertising maner, was a feature of an all-day arty which Chevrolet held for 00 newspapermen this week. "The 1937 models are the

finest Chevrolet has ever built, said Mr. Fisken. "And the advertising behind them measures up the amazing sales achievements of day. 1936, it is hardly necessary to justify to you our intention of adhering to that policy this year. The newspapers wll be the foundation of our advertising

Card Of Appreciation

We wish to express our ap were so faithful in their services. Mr. and Mrs. H. A. Brotherton

Don't expect others to think more of you than you think of

Long distance rates reduced 7 TIMES in years

LATEST REDUCTION Sept. 1, 1936:

Reduced rates on calls over 234 miles and reduced person to-person overtime rates after 3 minutes of overtime.

In 1926, a person-to-person long distance telephone call between New York and San Francisco cost \$20.60 at any

Today-1936-the same call may be made for only \$6.75 at night, or any time on Sunday.

This wide difference between the long distance rates of yesterday and today is the result of 7 voluntary rate reductions made in the past 10 years.

It illustrates a Bell System policy in action-the policy of voluntarily reducing rates when it can be done. Southwestern Bell Telephone Company.



Centennial Beckons.

Dr and Mrs Van R. Bailey and to the product itself. Last year daughter, Lucille, and Dr and Mrs and for several years back, we N E Greer spent the week end have relied primarily upon news- in Ft Worth and Dallas attending paper space to get our message the Frontier Show and Centennial across to the puble. In light of celebration. They returned Mon-



One Dose Life Immunity

NOW 10c a Dose! GREER DRUG STORE

Medical Surgical and Dental Clinic

Lockney, Texas

Equipped with X-Ray and the latest apparatuses for the diagnosis and treatment of Medical, Surgical and Dental

Eyes Tested and Glasses Fitted DR. N. E. GREER DR. CONRAD FREY Medicine, Surgery and Obstetrics DR. R. VAN BAILEY

DR. JOHN R. MILLER Osteopathic Physician and

Dentist and X-Ray

Surgeon Skaggs Bldg. PLAINVIEW

PHOTOGRAPHS

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EMPIRE FURNITURE CO.

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PLAINVIEW

DR. R. VAN BAILEY

DENTIST-X-RAY Medical, Surgical, Dental Clinic Lockney, Texas

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

Office In Plainview Sanitarium and Clinic



W PETERSON & SON

Jewlery and Optometrist 517 Broadway

Plainveiw, Texas DR. WALTER J. WILLIAMS

Ostepathic Physician and Surgeon Special attention to non Surgical Treatment of Piles. 213-15 Skaggs Bldg. Plainview

The Sandwich Shop

OPEN 18 HOURS A DAY From 6 A. M. to 12 P. M.

We Serve Chili, Sandwiches and Hamburgers

> Also Serve Folgers Coffee

Try Us And You Will Be Pleased With Our Service

KENNETH WOFFORD, Prop.



Dressmaking

That Saves

Coat suits, children's clothes, wool and silk dresses, sport coats made to order.

REMODELING

Dig in the attic, bring your grandmother's clothes down and I guarantee to make them look generations younger.

MRS. J. L. SUITS

Located in Beacon Office



ATTENTION PARENTS

Good Eyesight and Learning go Hand in Hand, give you Boy or Girl the Priceless Gift of GOOD VISION

DR. C. M. CLOUGH Plainviews Only Exclusive Optometrist Mrs. Clough Assistant

715 Broadway

Plainview. Texas

IRICK NEWS

Mrs. W. M. Sammann

The Irick school turned out Monday Oct. 12 for three weeks cotton pulling. The school will take up Nov. 2

Plans will be discussed for the church Sunday morning and night Halloween Carnival to be held Mrs. Faye Pinner who has been Oct. 31. We ask all members ill for some time is better at this to be present on this night.

Sammann home Sunday were: las last week. Mr. and Mrs. L. P. Goen and children, Dorothy and Lewis, of Lubbock this week. Hale Center, Mr. and Mrs. Sam Newman and daughter, Helen, of Edd Thornton of Lockney Sun-Kress, Hollis and Odis Myers of day Plainview. Mr. and Mrs Marvin Schule and daughters. Marie of Plainview spent Saturday with

Mr. and Mrs Eeveritt Wallace had as their guests Sunday, Mr. and Mrs. S. D. Scott and daught. and Mrs. S. D. Scott and daughter, Lena, S. S. Scott of Pleasant the bed side of her daughter, Mrs.
Hill, Dillard Scott of Floydada Faye Pinner, for some time has Mound Community.

visited at Tulia Sunday.

Again we invite you to come Dutton of Sand Hill. to the Halloween Carnival at the Mr. and Mrs. Aaron Carthel school house Saturday night Oct. and Miss Hortense Byars visited

31. Come early and stay late. You will have a good time with plenty of eats and spooks.

Friday Oct. 23 has been set for the P. T. A. Meeting night. City preached at the Baptist

Those visiting in the Wm. Mrs. L. A. Claborn was in Dal Mr. and Mrs. McEleay are in

Mr. and Mrs. Rhyne visited

Mr. and Mrs. George Dutton Mildred and Frances, Mr. and his mother, Mrs. J. C. Dutton.
Mrs. H. E. Sammann ond Ed Mrs. Beedy of Floydada is

H. A. Wallace and son of East returned to her home at Hale

Mr. and Mrs. Benny Hooten Mrs. J. C. Dutton spent last Sunday with her son, Mr. Emmitt

at Olton Sunday afternoon. B. Ford were in Plainview shop- with a shower last Thursday af-Mr. Sam Gregg has returned home from East Texas where he

has been visiting relatives. A number of children from ing room. Sandwiches and chocohere attended the Centennial at late, was served to about fifty Dallas last week.

Mrs. L. A. Claborn and Mrs. Mrs. Roy Tinsley and Mrs. D. McEleay honored Mrs. Green, ternoon, Yellow and white flowers decorated the entertain-

National politics and Foot ball games are on the air

IS YOUR

Radio In Perfect Working Order?

We do not mess with them, we fix 'em. PARTS for practically all makes of radios carried in stock. No delay when you bring your radio repairing to us.

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NEWSPAPER BARGAINS Are Ha

It is Time to Renew for

You want to keep up with Nati thick and fast in Foreign of

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itics. Things are happening -- Keep yourself posted.

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and Sunday . . . \$6.95 .65 You get them both for \$7.60

Amarillo Daily News, 7 days in the week \$5.00 You get them both for \$5.65

Star-Telegram, Daily Without Sunday \$5.95

We are in the newspaper business, that's the way we make a living, so give us your new or renewal subscription, we will appreciate it.

We have no agents-Mail or bring subscription to office

The Lockney Beacon JEANE SUITS Editor

WESTCOTT - TULER



SOCIETY

LOCKNEY



McDANIEL-DEERING

Miss Dortha McDaniel of Mr and Mrs Deering will make Mss Velma Marble, daughter day evening at 8:30 o'clock at Green Machinery Co. the home of the Rev., and Mrs. Marcus Rexrode of Plainview. CONTEMPORARY DRAMA The Rev. Rexi'de performed the SUBJECT AT STUDY CLUB

Mrs. Wendell Green, the former Lois Rexrode of Lockney, was met Wednesday. Oct 14 at the ficiated in the presence of Mr and members of the club. the bride's only attendent, Mr. Lockney High School for a study Mrs Doyle Greer, Miss Ruth Wendell Green of Plainview was in "Contemporary Drama".

ney High School.

Day Phone 71

H. P. Lamb of Dimmitt, and is MARBLE-COX NUPTIALS a NUPTIALS SAID SATURDAY a graduate of the Wheeler High SAID AT THORNTON HOME

Sterley and Mr Harry Deering their home in Plainview where of Mr and Mrs F L Marble who of Plainview were married Satur- Mr Deering is employed with the reside eight miles northeast of

The El Progresso Study Club A L Shaw, Baptist minister, of

The bride were a dress of ed by facts concerning the distribution brown with rust accessories. She covery of America, Mrs C E is the daughter of Mr. and Mrs. Blount spoke on "The Tendencies dress with brown accessories. She is the daughter of Mr. and Mrs. Blount spoke on "The Tendencies dress with brown accessories. She is the daughter of Mr. and Mrs. Blount spoke on "The Tendencies dress with brown accessories. She is the daughter of Mr. and Mrs. Blount spoke on "The Tendencies dress with brown accessories. She is the daughter of Mr. and Mrs. Blount spoke on "The Tendencies dress with brown accessories. She is the daughter of Mr. and Mrs. Blount spoke on "The Tendencies dress with brown accessories. She is the daughter of Mr. and Mrs. Blount spoke on "The Tendencies dress with brown accessories." C C McDaniel of Sterley, Mrs. of the Theatre Since Ibsen" wore a corsage of white rose Deering was a student in the Lock Which was followed by a talk by buds.

Night Phone 84-W

Welding

Blacksmith Work

That's Us

CALL US

Graves and Copeland

Blacksmiths and Welders

Our Breakfast

Of Bacon, Eggs, Hot-Cakes, Cere-

Make Us Prove it

Cozy Cafe HUGH COUNTS, Prop.

Cotton Is Rolling In

THE NEW SEASON IS NOW UNDER WAY AND

We are equipped to give you quick and satisfactory ser

We appreciate the very fine consideration the farmers

vice on every bale. We have enjoyed a good patronage in

the past, which we believe was merited through satisfact-

have given us this season. When cotton is properly ginned

it has much to do with the market value. Our aim is always

to produce the best and when you entrust your cotton gin-

Ed WHITFIL, Mgr.

ning to us, be assured it will receive our best attention.

LOCKNEY GIN

WE WANT TO EXTEND OUR INVITATION TO THE

FARMERS OF THIS AREA TO USE OUR GIN.

ory work, and we want to serve you again this year.

als and Caffoo are served in

a most appetizing

way.

Lockeny, became the bride of A Cox of this city, Monday at 8:30 at the home of Mr and Mrs Temple Thornton. The Kev. Stapleton, Bill Hodel. Bu After the roll call was answer- Thornton, Jimmy Hodel, and Mr.

for the past seven years, attend- Stella Griffin. College at Canyon in '27, '28 and visitor present. 29 after graduating from the She attended the summer session day, Oct. 29, at 2 o'clock. atTexas Technological College in

Mr Cox is employed at the HAVE JOINT QUILTING Lockney Auto Company where he has worked in the parts department for the past ten years.

The couple will be at home in Lockney. Mrs Cox will con teaching in the Irick S

WEDDING DINN SERVED TUESI

Mr. and Mrs. tained Tuesday home with a w Mr and Mrs Jess married Monday Guests were Marvin Cox and Delle., Mr and M Mr and Mrs Arthu and Mrs Leonard Lu

cox, and Mr and Mr e is a some

HUGGINS

We Buy Cream, Eggs Hides PAY CASH (No Checks)

Prompt. Courteous Service

HIGHEST MARKET PRICE Lockney, Texas Phone 10

CONSTITUTION ADOPTED AT NEEDLE CLUB

A constitution was presented and adopted by the Muncy Needle Club last Thursday when preciation of your kindness durit met at the home of Mrs ley ing the illness of our daughter. lesse Cox, son of Mr and Mrs E Biggs. Pollyanna gifts were dis- Inell Brotherton. The flowers you ght tributed and the afternoon was sent were so thoughtful and spent in quilting for Mrs. Biggs. generous. We especially want to Thee Shurbet entered as new were so faithful in their services.

Members present were Mes-dames Maldred Caruthers, Ora Collis, Tommie Dunlap, Lillie Allie Harris, Thelma Hoffman, Artie Muncy, Cormie ry, Minnie Muse, Roby Muncy. Bernie Race, Edith Smalley, Mrs. J. W. Dines on "The Second Mrs. Cox has taught in the pri- Jewell Smalley, Mattie Smalley, Mrs. Deering is the son of Mrs. Mrs. Tanqueray" by Pinero.

Mrs. Cox has taught in the pri- Mrs. J. W. Dines on "The Second mary grades in the Irick school Nell Southern, Icy Biggs, and Miss. mary grades in the Irick school Nell Southern, Icy Biggs, and Miss

West Texas State Teachers Mrs Crawford was the only

The club will meet at the home Lockney High School in 1927. of Mrs Mildred Carothers Thurs-

BAPTIST AND METHODIST

The Baptist and Methodist Missionary Societies had a joint quilt g all day Wednesday at the ist Church. Each member tht a dish and lunch was at 12 o'clock.

milts were quilted for the and will be presented to aturday evening at the list Church where they are led for a musical program. ther quilt was finished by es for Mrs. Downs. The the orphans' home quilts ade during the vacation

school this summer. ucsts were Mesdames Ralph. Brasswell, Guy Allen, Pearl W. L. Thomas, C. K. Ryan, Sams, M. J. Northerton, J. len. E A Cox. Kate Collier. Davis, E E Dyer, J. H. M. C. McMinn, ertrude Dew, Daff Grif-

Fox, F. W. Peck, L. A Henry Ford, Trav Hamigh Carroll, J. J. Harris, od, R J Still, C. H Rose, Hamilton, Buck Sams, Buchanan, Sula Julian, Crocker, R C McGilvary, L. Stutts.

EN PRESENT M. S. MEETING

Baptist W. M. S. met Monernoon at the local church 0 o'clock for their monthly Service Program with

thirteen member's present. The W. M. S. will meet next Monday afternoon at the home of Mrs Kate Collier with Mrs. J. D. Allen assistant hostess for a monthly business and social

Clinic Notes

The Rev C A Strickland is ill with pneumonia at his home this

Mr and Mrs G S Harris of Bristoe county are the parents of a girl born Sunday, October, 18.

H L Barton who has been in the cliffic receiving treatment for sometime is improving and will be released soon.

Mrs Paul Cooper is ill at her home this week and has been receiving treatment.

CHEVROLET WILL AGAIN USE NEWSPAPERS FOR ADVERTISING

Chevrolet's achievement of all time sales records in 1936, under a policy whichmade newspapers the front line of the company's advertising offensive, has dictated continuance of that policy in 1937, and especially in the announcement of the fourthcoming w models. This statement by P. Fisken, advertising maner, was a feature of an all-day arty which Chevrolet held for 00 newspapermen this week. "The 1937 models are the

finest Chevrolet has ever built,' said Mr. Fisken. "And the advertising behind them measures up to the product itself. Last year daughter, Lucille, and Dr and Mrs. and for several years back, we N E Greer spent the week-end have relied primarily upon news- in Ft Worth and Dallas attending paper space to get our message the Frontier Show and Centennial across to the puble. In light of celebration. They returned Monthe amazing sales achievements of day, 1936, it is hardly necessary to justify to you our intention of adhering to that policy this year. The newspapers wll be the foundation of our advertising effort.

Card Of Appreciation

We wish to express our ap-Mrs Maude Shurbet and Mrs thank the doctors and nurses who Mr. and Mrs. H. A. Brotherton

> Don't expect others to think more of you than you think of

> > Long distance rates reduced 7 TIMES in 10 years

LATEST REDUCTION Sept. 1, 1936:

Reduced rates on calls over 234 miles and reduced person to porse overtime rates after 3 minutes of overtime.

In 1926, a person-to-person long distance telephone call between New York and San Francisco cost \$20.60 at any

Today-1936-the same call may be made for only \$6.75 at night, or any time on Sunday.

This wide difference between the long distance rates of yesterday and today is the result of 7 voluntary rate reductions made in the past 10 years.

It illustrates a Bell System policy in action-the policy of voluntarily reducing rates when it can be done. Southwestern Bell Telephone Company.



Centennial Beckons.

Dr and Mrs Van R. Bailey and



One Dose Life Immunity -No Matter How Young You Catch 'em

NOW 10c a Dose! GREER DRUG STORE

Medical Surgical and Dental Clinic

Lockney, Texas Equipped with X-Ray and the latest apparatuses for the diagnosis and treatment of Medical, Surgical and Dental

Eyes Tested and Glasses Fitted DR. N. E. GREER DR. CONRAD FREY Medicine, Surgery and Obstetrics DR. R. VAN BAILEY Dentist and X-Ray

DR. JOHN R. MILLER Osteopathic Physician and Surgeon

Skaggs Bldg. PLAINVIEW

PHOTOGRAPHS

In Our New Location 320 Skaggs Building ASH STUDIO E. F. Miles, Prop Plainview

EMPIRE FURNITURE CO.

718 Broadway Phone 1253 PLAINVIEW

DR. R. VAN DAILEY

DENTIST-X-RAY Medical, Surgical, Dental Clinic Lockney, Texas

DR. GROVER C. HALL

EYE, EAR, NOSE AND THROAT SPECIALIST

Office In Plainview Sanitarium and Clinic



W PETERSON & SON

Jewlery and Optometrist

517 Broadway Plainveiw, Texas

DR. WALTER J. WILLIAMS Ostepathic Physician and

Surgeon Special attention to non Surgical Treatment of Piles. 213-15 Skaggs Bldg. Plainview

The Sandwich Shop

OPEN 18 HOURS A DAY From 6 A. M. to 12 P. M.

We Serve Chili, Sandwiches and Hamburgers

> Also Serve Folgers Coffee

Try Us And You Will Be Pleased With Our Service

KENNETH WOFFORD, Prop.



Dressmaking

That Saves

Coat suits, children's clothes, wool and silk dresses, sport coats made to order.

REMODELING

Dig in the attic, bring your grandmother's clothes down and I guarantee to make them look generations younger.

MRS. J. L. SUITS

Located in Beacon Office



ATTENTION PARENTS

Good Eyesight and Learning go Hand in Hand, give you Boy or Girl the Priceless Gift of GOOD VISION

DR. C. M. CLOUGH Plainviews Only Exclusive Optometrist Mrs. Clough Assistant

715 Broadway

Plainview. Texas

IRICK NEWS

Mrs. W. M. Sammann

The Irick school turned out Monday Oct. 12 for three weeks cotton pulling. The school will take up Nov. 2

Plans will be discussed for the church Sunday morning and night Halloween Carnival to be held Mrs. Faye Pinner who has been Oct. 31. We ask all members ill for some time is better at this to be present on this night.

Sammann home Sunday were: las last week. Mr. and Mrs. L. P. Goen and Mr. and Mrs. McEleay are in children, Dorothy and Lewis, of Lubbock this week Hale Center, Mr. and Mrs. Sam Mr. and Mrs. Rhyne visited Newman and daughter, Helen, of Edd Thornton of Lockney Sun-Kress, Hollis and Odis Myers of day, Plainview. Mr. and Mrs Marvin Schule and daughters, Marie of Plainview spent Saturday with

had as their guests Sunday, Mr. Beedy.
and Mrs. S. D. Scott and daughter, Mrs. Graham who has been at the bed side of her daughter, Mrs. Mound Community.

visited at Tulia Sunday.

to the Halloween Carnival at the Mr. and Mrs. Aaron Carthel school house Saturday night Oct. and Miss Hortense Byars visited

31. Come early and stay late. You will have a good time with plenty of eats and spooks.

By Mrs. C. S. Byars

Friday Oct. 23 has been set The Rev. Welch of Colorado for the P. T. A. Meeting night. City preached at the Baptist

Those visiting in the Wm. Mrs. L. A. Claborn was in Dal-

Mildred and Frances, Mr. and Mrs. H. E. Sammann ond Ed Hymerer of Providence.

Mr. and Mrs Eeveritt Wallace

Mr. and Mrs Eeveritt Wallace

Hill, Dillard Scott of Floydada Faye Pinner, for some time has H. A. Wallace and son of East returned to her home at Hale

Center. Mr. and Mrs. Benny Hooten Mrs. J. C. Dutton spent last Sunday with her son, Mr. Emmitt Again we invite you to come Dutton of Sand Hill.

at Olton Sunday afternoon. B. Ford were in Plainview shop-

has been visiting relatives. here attended the Centennial at late, was served to about fifty Dallas last week.

Mrs. L. A. Claborn and Mrs. Mrs. Roy Tinsley and Mrs. D. McEleay honored Mrs. Green, with a shower last Thursday afhome from East Texas where he ternoon. Yellow and white flowers decorated the entertain-A number of children from ing room. Sandwiches and choco-

National politics and Foot ball games are on the air

IS YOUR

Radio In Perfect Working Order?

We do not mess with them, we fix 'em. PARTS for practically all makes of radios carried in stock. No delay when you bring your radio repairing to us.

TUBES and BATTERIES

Cox Radio Service

At Cox Hardware & Furniture

NEWSPAPER BARGAINS Are Ha

It is Time to Renew for

You want to keep up with Nati thick and fast in Foreign of

We want your subscri

Fort Worth Star-Telegram, Lockney Beacon, in county, o Local and Daily Paper

itics. Things are happening -- Keep yourself posted.

In these publications:

and Sunday . . . \$6.95 ar65 You get them both for \$7.60

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We are in the newspaper business, that's the way we make a living, so give us your new or renewal subscription, we will appreciate it.

We have no agents-Mail or bring subscription to office

The Lockney Beacon Editor



THE LOCKNEY BEACON

Published Every Friday

J. L. SUITS, _____ PUBLISHER MARGARET HAGE ASSOCIATE EDITOR

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

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

WHAT WE SEE IN THE PAPERS

By Margaret Hage

America in its march onward and upward is now pausing.

Business and industry are cautiously waiting. People, though aroused and interested, are in a thusiastic about his party and rather legrathic state (all except France isn't so enthusiastic about the candidates.)

According to Mr. Townsend, obvious. William Lemke, National Union Party presidential nominee, will by election of the House of Rep- er, which certainly cannot be on will receive a majority.

And by the way. All is not well Our President is going back

You Should Do Your

We have the equipment to work with.

softer than rain water and the result is whiter clothes, bleach

laundry with less work and worry, everything conveniently ar-

WE CALL FOR AND DELIVER

Self-Serve Laundry

A Policy Of

We believe that a clear cut policy of

frankness is the only way to conduct the

understood and we want to take the mystery

plans and conduct of business is essential to

sound banking-more pleasant customer

A mutual uderstanding of each others

We're ready to talk it over-

With our water softening machine our wash water is

Washing Here!

out whiter, prints come out gayer.

Party, whose members have filed performance of duties." against less tie. Father Coughlin, All of which ads us to the conclusion that UNION is the wrong name for

Norman Thomas, the socialist and watching and waiting. This candidate, has already conceeded pause is caused by the political the election to President Rooseuncertainity and handicaps, which velt, which savors of dissertion to will be broken by aggressive act- us. In France, by way of contrast, we read of the socialist party disserting their leader, Blum.

> Norman Thomas isn't so entheir leader. So the thing for Dmocrat boys. They almost tear Norman Thomas to do is very

We have read and heard that win as a compromise candidate Landon is a conservative speakresentatives. He feels confident said of some of his campaigners of "political pie" and they are that neither Roosevelt nor Land- whose fireside chats are not peeved, so they will just go over lacking in fire.

within the ranks of the Union home with great confidence that

Roosevelt is saying 'we did it.' old Earl Browder, Communist ment was spent foolishly? candidate, is not allowed to exercise his gift of gab.

Let The Chips Fall Where

They May.

How is your radio working) Boy, Oh, Boy you can really get action out of that old box these nights. But it sure does take a good one to stand the strain of these political speeches, especially the speecaes of the Jeffersonian up an ordinary radio with their raring and ranting. We have just it is your turn. about decided that the leaders of this bunch of bellyachers were those that failed to get a piece to the "bad boy's house and pias with him and get tough also

Up until March 1933 the publican leaders did no there was a farmer. But with us just the same 12 years of Republic had the farmer's down" until they pack of hounds th turned from a skunk were sure a sick,

They had a s being sick, 5e c Sc eggs and 7c cr

Oh, yes, let's go ers call "conservay a balance the

But how times Now that Preside has made the farmer the Republican leaders sure, yes siree, we hi rs, and boy are we for th

Don't be misled, it is the old bunch. Stay with the F dent you now have.

Speaking of what Roose and his administration has been in operation, that Foyd yarns were woven in a G. O. P. This does not take nto sack. account the numerous crop hans made to farmers to buy seet to make a crop with, or money borrowed frem government agencies

It's only human nature to trust what is I to refinance the mortgage on their In other words President Roosevelt saved Floyd county from bankruptcy. Farm meetgages were long past due, farm products were worth nothingt Foreclosure on farms was an every day occurance, Banks were going broke all over the United

States at an alarming rate, mil-

lions were walking the streets and

highways seeking employment. business establishments were go

It took money to turn the tide back, yes several billion dollars. No one could supply that money but the Fedral Government, and they did supply it and save the

Now every night the Republi an leaders are getting on the air and telling the radio audian how Roosevelt and his admini tion spent money right and

Do you think that money s in Floyd county in saving and city homes was spent fooli ly? Do you think that mo

the verdict in November will be loaned to farmers to buy seed a "true expression" of what A with to make a crop was spent merica thinks. And with to make a crop was spent league with the Reds, but the ance of the "tie" vote by marking states that the "Methodist church us "Doubtful." As a matter of the as well as other protection of the states that the "Methodist church us "Doubtful." As a matter of the states that the "As a matter of the states that the "Methodist church us "Doubtful." be a surprise to all the candi spent in Floyd county on the as well as other protestant de- fact, there's barely enough Re-

While Townsend is declaring, to stay in the county and build goes to confessional at the sanc- tactics result in the headlines. back their lost wealth? Do you tum of Father Coughlin or some "Landon Leades Roosevelt 2 to Landon — "you didnt" Norman think money spent in Floyd other Roman priest, it is to be I." Our prediction on the margin Thomas— Papa save me, "poor county to give people employ- expected that lying will be the of Roosevelt's November victory

They holler taxes! taxes! They sport page of the Texas papers conducted the last four years we and the party had the money, so Indian blood to beg for a tommya charge of mismanagement, un- ference, Abilene and Trinity, who had the courage to start spending copy which I have laid away with ngton from Wall Street.

> Don't be excited about taxes know when they pay Federal tax, Record. it is such a small amount.

once. Look up your precinct -Odessa News-Times. chairman and give him your contribution. The Democratic ad ministration has helped you, now

Selected From The Exchanges

he Jeffersonian Democrati ic Aid Socitey sent me a last week. The title of said and Its Background th Dilling of Chicago.

picture appears on the page of the book. If her is anywise like ber, she, od looking gal. In conwith her good looks, she of the most artistic prevarions that ever pushed a pencil awed a typewriter.

n the cover of this book aplie No. I, when she pictures ident Roosevelt with a cynical on his face surrounded by tellation of red Bolshevists. skirts of some innicent Two of these is Messrs and Lenin of Russia whose eek with the blood of their

men. No one ever saw psevelt with such diabolic on on his face. this book, Mrs Dilling impress her readers that sevelt is a very bad man. ing to her statement, he is

ue with the Red Commun-

azis and Facist. If one were

for the farmer, let's take Floyd President, but fortunately for Mr. county for instance. We have Roosevelt, her tales are so coarse checked up, and have found ince that even a nutty nitwit can see the Roosevelt farm program has that the woof and warp of her

county farmers received \$1.50 .- loom. They are as coarse as 729.18 in cash benefits from the the grapevine with which the government in their farm ofera- proverbial gal sewed up the corn

vided she confesses the truth. | Gaines County News.

But I don't blame this old girl. are going to ruin us. Did you Writing is her calling. The G. of refreshing prevarication.

I thank these gentleman for from a Federal standpoint. The this book because I enjoy readcome is secured by income tax, pect me to believe Mrs. Dillings a walk.—Wichita Daily Times. luxury tax, inheritance tax etc., yarns. Lizzie is a funny gal .and people in Floyd county never Uncle Bill-Sterling City News-

Landon and his crowd are dis-If you have not made your gusted, it seems, with Roosevelt's contribution to the Democratic arithmetic. After the election National Campaign fund, do so at they won't like his totals, either

> This week, ballots are being mailed to every local voter for indicating their choice for presilent in the Illiterate Digest's great annual Hay Vote," said a neatly typed news story mailed to the News a few months ago. Of course we were supposed to jump at the story and impress on local readers that the poll was absolutely authentic and thorough. Checking up, we found the huge total of two ballots had been mailed to as many local The Roosevelt Red people one ballot to a Democrat and one to a Republican. The former threw his card away while the latter filled in his card and returned it. No doubt Seagraves was lebeled "Repubilcan" on the Digest's map. Had the Democrat returned his card the Hay Vote

Not only is Mr. Roosevelt in judges would have taken cogniz-Farm Program was spent foolish-when it enabled our farmers the Reds. When and if this sister its three postmasterships! Such chief sin in her confession -- pro- is 5 to 3.-Willard Bright-

I have but to remember the All of this rather reminds as ever stop to think that under O. P. is in the market for big occasion on which I have tried of something that we read on the the Republican rule as had been campaign lies. She had the lies, on a new mail order suit, for my this week of the two " scoreless were ruined beyond a doubt any they made the deal and made the hawk and a brief meeting with wonders" of the Texas con- way? And that Mr. Roosevelt mistake of sending me a free the designer of the illustration. It would be such a pleasure to poslawful conduct, bad faith, negli- after a repeated record of score- money to help the people, and my books of Tall Tales, Baron sess a rug fashioned from his scalp gence, and breach of trust in the less games met to play a score- move the capital back to Wash Munchausen and the anecdotes of and hide. Or better still, force the Kilkenny cats and other works him to wear the suit.-Douglas Meador -Matador Tribune

> "Hat takes a 75,000-mile tour Federal government does not tax ing a big campaign lie now and in place of its owner." It was new your home or farm. Federal in then, but I hope they don't ex- too, when a brown derby took

PLAINVIEW SANITARIUM & CLINIC

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Technician. Thoroughly equipped for the examination and treatment of medical and surgical patients.

CHOOSE

With the Same Care as you do

YOUR DOCTOR

OUR HYGIENIC METHODS PROTECT YOUR HEALTH!

Clean, fresh, sanitary-that's the way your things will return from this modern laundry.. Call and one of our courteous drivers will show you the best way to get your clothes and household linen laundered economically.

Leave word at the Baker Hotel

Floydada Steam Laundry

Tires for your "Cotton Trailer"--Plenty of 'em

Don't worry about the size--We got it. They are those famous

THEY MUST MAKE GOOD—OR WE DO

We Trade for your Old Tires

Ozark Service Station

Dwight Jackson

relations.

anytime.

out of banking.

banking business today

DEPOSITS INSURED

The Federal Deposit Insurance Corporation WASHINGTON, D. C.

\$5000 MAXIMUM INSURANCE \$5000 TO A THE OWNER OF THE PARTY OF

The First National Bin &

WE INVITE YOUR BANKING BUSINESS, AND APPRECIATE YOUR COOPERATION.

Appropriation Made For Floyd

way 28 is expected to get under Judge Tom Dean, Wilson Holden, underway soon as the result of Jr. special planting foreman of an appropriation by the Floyd the State Highway Department county Commissioners Court for from Lubbock, also appeared.

before the court in connection the supervision of Mr Holden.

with the beautification project were: Mrs George V Smith of Floydada, general chairman of the project; Mrs Joe McCollum. Mrs Robin Baker, Mrs A P Barker Co. Tree Planting who composed the Lockney committee, and the Floydada com-mittee of Mrs W I Cannady, R E Beautification of State High- Fry, Lon M Davis, and County Cawthon Says Centenary Has of Mr. and Mrs. Joe Anderson

The labor on the project will Among those who appeared be done by the NYA boys under

Carefree

Comfortable

Clean

PLAN YOUR HOME FOR

Not an Ordinary Game Scheduled For Texas Tech

Home Field.

survive the pounding shocks of niece and family, Mr. and Mrs. heavy practice sessions to which Melvin Jackson and son, Jan they are being subjected this Ticy left for their home in Alvaweek, and ordinary ball game rado Friday morning. They have Saturday night would seem to allo been visiting Mrs. Ander them more like a light scrimmage, son's sister, Mrs. Conde Davis. or a busman's holiday, but-

Take it from Coach Pete Cawthorn, Saturday night's ball game will be anything but an ordinary scheduled appearance. The Cen- Stirley Community had a number tenary Gentlemen from Shreve- of guests Sunday including Mr port are to be Tech's opponents, and Mrs HP Parker of Lone Star,
"You can say, without fear of Mr and Mrs G W Harrison and having to take it back," Cawthon sors of Providence, Mr and Mrs told a reporter after returning JP O'Neal and daughter of Silver from Tuscon where he couted to the Gents against University of daughters, and Marvin and Wood Arizona Saturday night, "that row Parrish, all of Sweetwater, (Centenary has the best team Olda, King Parker and Pauline we've over met on our home Beall of Lockney.

Cawthon by nature is a pessimist, but never has he returned for Dallas where she will visit from a game or a scouting trip with relatives while there she will with a longer face than he is wear- attend the Centennial celebration. ing now. He was jolly, by comparison, after returning with his own defeated team from Wichita,

"Centenary should have beaten Arizona by at least two touch- turned Tuesday from Dallas and downs," Cawthon reported. The Dublin where they spent four game resulted in a 13-13 tie, with days visiting. While in Dublin the Gents marking up 20 first they downs to 4 for Arizona. A for- Arbur's parents and in Dallas ward pass, ruled complete be- th cause of alleged interference, put Arizona in position to scor tying touchdown.

Tech's team is definitely spot this week. The game Centenary features the homecoming day program than 8,000 seats, or a

mately half the capacity of the new Tech Stadium, have been reserved and with decent weather the place is sure to be packed.

Guests For Week

Relatives visiting in the home Best Team Ever Met on The last week were: Mrs. Anderson's mother, Mrs. J. C. Brooks, her brother, J. O. Brooks, her sister, If the Texas Tech Red Raiders Mrs. Eunice Hudson, and her

Visitors in Buth Home

Mr and Mrs Bill Buth of the Mr and Mrs Roy Parrish.

Irs C B Jones left Thursday

Back From Visit

Mr. and Mrs. Jack Arthur re were the guests of Mr. visited the Exposition. Ir. Arthur, who is manager of Theatre contracted for

Centennial

ew pictures in Dallas.

McClure and her Bulah Faye and eck for the Con-W Visor and ohn Lucas, and ser and Marian Juanita, a: d Jr of Plainview

h Students Hers

pent the weekisiting parents Estelle Hodel, and Herman

and Mrs E T Pratt were in ock Sunday where they visit eir daughter, Gladys, who is ding Texas Technological

Churches

BAPTIST CHURCH

he Rev. A. L. Shaw, Pastor

reaching service at 11 o'clock We appreciated a good service Sunday. Lets come expecting God's blessing and we shall re-

B T. U. at 6:45 o'clock. Preaching service at 7:45 o'clock.

We invite you to attend all thest services. Seek ye first the Kingdom of

God and his righteousness and all these things shall be added unto you

METHODIST CHURCH

The Rev. H. H. Hamilton, Pastor

Saturday evenng at 6:30 the members of the Methodist church and their families are asked to bring their supper, dinner, or what ever it is, to the church. g some extra food for about thirty of the Methodist Orphan's Home of Waco will be with us. At 8 o'clock Saturday evening orphans will give a musical cram. The public is invited. inday School at 9: 45

orning worship at 11 o'clock

ues at 7 o'clock. mon topic The Fruit of a group Life".

THIS WEEK IN TEXAS HISTORY

mittee was appointed to consider (CIA)

mail facilities. 1854—The cornerstone of the

Davis on October 23 by frontier guardsman acting under orders from the war department.-Tex-1835-On October 20 a com- as State College for Women.

Miss Lynna Jaye Graves spent first barracks was laid at Fort Thursday visiting in Lubbock.



When **HOUSEWIVES**

Choose Everlite because it is uniformly the finest flour

YOUR GROCER HAS

"EVERLITE"

Harvest Queen Mill & Elevator Co.

PLAINVIEW

This is the time to select

your lamps ... This tag on every lamp

is your assurance that you will have ample light-glareless-restful light.



Better LIGHT! Better SIGHT! Better STYLE! Better VALUE



Texas Utilities Company



Fragile Soft Blonde Hair So Easily Bruised

Coarse brunette hair-so easily frizzled-yet contrasts though they are, there is NO contrast in the ever certain success of-

Gabrieleen Glotone REGULAR PRICE \$5.00 ON SPECIAL \$3.00 Vogue Beauty Shoppe

LYNNA JAYE GRAVES. Operator

West Texas Gas Co.

"Good Gas With Dependable Service"



Built-Sold-Serviced And Guaranteed Direct to You by One of the World's Leading Manufacturers of Deep Well Turbine Fumps.

Peerless factory branch at Plainview has sold nearly 100 complete turn key jobs this year, and also sold many municipal and industrial jobs.

Exactly the same materials, design and high engineering standards are in the farm irrigation pumps as in the pumps sold to the U. S. Government, cities, railroads, oil companies and big users everwhere.

PEERLESS WILL SELL YOU ANY SIZE COLUMN, SHAFT, ETC. YOU WANT. CASING OR STANDARD PIPE.

Peerless Recommends 8" O. D. column for pumps up to 1800 g. p. m. It is big enough for the job. Most of the pumps in use here for periods up to 20 years or more still have the original O. D. casing column. Peerless will furnish I. D. pipe if wanted.

Peerless Recommends | 3-16" shafting for pumps to 40 h. p. Peerless guarantees this shafting, wherever furnished. Peerless will " furnish 1 1-2 inch shafting (rated 100 h. p. at 1750 r. p. m.) if you want it on a 25 to 35 horsepower job.

Pecrless will not furnish undersize material in any part of the pump, Bowle, column, gearhead, all built in Peerless factories. AH 40 h. p. rated or more. All guaranteed direct to you by the manufactuser.

Peerless Pump Division

809 Columbia Street

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For those desiring Federal Land Bank Loans with which to finance all or part of the funds to install irrigation we are prepared to handle such loans without extra cost to you.

In winter time it will take longer to dig wells and get ready to operate your pumps, hence we recommend that if you want to be ready next January or February to water your wheat that you begin at once to have your wells dug.

We un reservedly recomment the light running, durable built Peerless Pumps, made in all sizes as you want them.

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Office in Hotel Bldg.,

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"Leave you flower Orders with Mrs E E Dyer. - Hollums Floydada Florists.

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CO .- Let us show you that we tresses, rocking chair, couch, re- find that the honest,, kind, and can save you money on your frigerator. —CE Wells. 7-2tc considerate persons are always Land Bank or any other Abstract WANTED—One house 24x26 or & Title work, 30 years experience 26x28. Want to move out on policy always. Floyd County Abstract Co.—R farm. See or write R. P. Feagans, policy always. C Scott, Mgr.

date.

Program Isis Theatre

Lockney

FRIDAY LAST DAY

SATURDAY

Brian Doelevy Glenda WANTED-Will pay cash for

Serial Chapter 3 COMEDY --

BANK NIGHT

revue, Sunday and Monday

With Rosalind Russell, John

A new picture—Just released -First time played in this Section.

TUESDAY and WEDNESDAY "RETURN OF SOPHIE"

LANG" With Gertrude Michael, Ray Milland

BANK NIGHT COMEDY SHORTS

THURSAY and FRIDAY

George Raft, Dolores Castello 'YOURS FOR THE ASKING'

IRENE JONE ASSOCIATE EDITOR Kenton Davis REPORTERS Aileene Howard, Veranel Stovall, and Joe Williamson

Honesty Is The Best Plan

Also some nice furniture. Buffet, wins out in the end. FLOYD COUNTY ABSTRACT dresser. Bedsteads 3-40 lb, mat- When you read a story, you

50-tfc South Plains.

Watch for the binder-B. R. Carthel & Sons 1tp this week. The ones from here 6-2tc. I am handling some land now, if were: John and Howard Brewer that I offer it for sale see or write and Margret Claborn, Jack equity.-Geo. T Meriwether, Box Marvin Clinton. Everyone enjoy-7-2tc ed the trip. 284, Lockney, Texas

> WANTED-To cut your feed. Miss Dortha McDaniel be-Have new power take-off binder. See Aaron or W A Car- Saturday night. They will make

Will Drill wheat for 50c acre, good outfit, go anywhere.- W J King, Rt 3 7 1-tp.

RANGER Bicycles, new and used rent or sale. Tires and repairs. Bicycle repaired.—W R Mc Donald, east of bank. 7-1 tp

FOR SALE-One 30 and one 60 ride, he opened Cat tractor. One 8 foot leaning half open, his jar wheel grader for building terraces took the doctor 7-3 to1

STRAYED—Four suckling Jersey
calves. Please notify Mrs Minda
Anderson, Rt. 2, Lockney, 7 1-tp
un melted the p. LOST-Handbag with ladien the teeth. wearing apparel on Highway be- We have had tween Plainview and Floydada exams this past Bring to Beacon for reward. 7-1tp worst is yet to co

good houses to be moved. Write

M Bailey, Hale Center,

FOR SALE-Five room frame house. Can be moved. See either

H P Coleman, Lockney, J A Carruth, Floydada, or J S Barnett,

ARTHUR B. DUNCAN AB

STRACT COMPANY Oldest

and most complete Abstract

plant in Floyd County. Prepared a render prompt, efficient ser-

vice on everything in the line of

Mrs. Maud E. Hollums, Manager.

FOR SALE OR TRADE

Lockney, Improved.

160 acre farm 12 miles North

5 acre tract improved South

24 acre tract improved North

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Also Purses-Black, Brown, Green

GLOVES

and large sizes 10c pair Striped medium and large sizes 10c

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8 Oz. 10 1-2 ft., and 12 ft. Sizes

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pair. Men's leather palm gauntlet style 49c pair.

Brown Jersey, large size 15c pair White canvas, medium

Black, Brown, Green and Rust

there are many honest men who have plenty stored up for old age. Any one can have plenty and They worked while they were with duet bench to match. Also still be honest. Some people may young and got a good start. Some

> A dishonest person will get caught sooner or later and then 5-4tc ton wagon to trade for milk cow. doing. An honest person always

Several people from here a REXALL the Original Ic Sale is We will cut your feed with a push tended the centennial at Dallas you have some real bargains with Charles Ray Ford, Juanita Reves. small cash payments and wish Verna Clinton, Kenneth, Valnette, me, might get trade for your Williamson, Buster Jones, and

> came the bride of Larry Deering 7 1 tp their home in Plainview.

> > Mr. and Mrs. Bob Reves and Mr. and Mrs. Roy Tinsley Vis

During Charlie



Low Fares to the B

TEXAS

DALLAS-FORT WORT and titles. -S. E. corner of See the two greatest shows T

public square, Floydada, Texas is staging for all America; 7 Centennial Exposition, De las: Frontier Centennial Fort Worth, Low daily rates now in effect.

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First Class ... \$12.55 Coach......\$ 9.45 On Sale Daily Limit - 30 days

WEEK-END First Class....\$9.70 Allows Saturday, Sunday and Monday at the

Expositions DALLAS First Class ... \$13.85 Coach..... 10.40

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Coach \$.. 6.92 Allows Saturday, Sunday and Monday at the

Expositions All regular equipment air-conditioned. Ask local agent for full particulars.

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New 1937 The Complete Car-Completely New



With an entirely new type of motor car body -now available for the first time on any lowpriced car-combining new silence with new safety for your family.

Waisplay

cards.

We Wonder Why

vs funny.

dreaded Monday afternoon. The conductor's "Sterley"

the train Sunday.

pump in his cart now Pauline is so happy since exam

Howard Mosley was the first

to read the Lockney Beacon last Current events weren't Ok Fri-

day in Civies. Lenor and Veranell weren't at school Thursday morning, but returned in the afternoon.

Mr. Jones thought Verna would'n speak to him Sunday, Howard Mosley's knee is skinned.

Primary To Get Stage

Room To Be Fixed Up For Grades in Dramatizing.

Plans are being made this week to build a small stage in one of the downstairs vacant rooms of the grade school for the use of the primary grades in dramatizing their reading and

making speeches.

C. E. Blount, principal, said that nearly all schools of any size nowadays have a special room with a stage for the use of the lower grades in reading.

Primary pupils will probably build the chairs out of orange crates and the seventh grade boys will construct the stage. Work win within a few

say when

New Releases Booked to Show At Isis Theatre

sounded good to the students on Wife," which was released Oct. A. Dawn". I, will appear at the Isis at the Juanita slept all noon period Saturday night prevue. Sunday, and Monday showing. Rosalind Jim Bert has to carry a car Russell and John Boles star in the implementation of the carry a car Russell and John Boles star in the implementation of the carry a car Russell and John Boles star in the implementation of the carry a this new film.

He also stated that among some of the pictures he had booked to show here in the near Mr Jack Arthur, manager of future were: 'The Big Came', Il Hayes' current events are the Isis Theatre and who has the All-American Eleven starring just returned from Dallas where Bobby Wilson of S. M. U. Foot Two ninth grade students he was booking new releases to ball rame; "To Mary Well Love" appear at the local theatre, stat- 'Rose Bowl" another football ed here Wednesday that "Graig's classic; and "The General Cied

> Mrs C R Graves was in Littlewho is employed there.

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Bring your old suit in and we will give you a liberal price for it on a-

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EY BEACON

every Thursday

PUBLISHER EDITOR

ass matter at the postoffice at Lockney

rexas, by act on Congress, Maich. 179.

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

to us like the AAA program has cans are going to have a free- for. gone by the boards the same way all fight at their convention to the NRA passed out. It will see who is nominated to make gradually fade out via the "patch. the race for President of these ing-up" of a frame work, shov- United States. There is Knox, ing the proposition off on the Borah. Landon. Lowden and states to control production, Vandenberg. But all of those markets etc., and right there it fellows are just so much mud in will die a natural death and the the eye. Neither of them will be tombstone will be erected. If nominated and you can put that you have been depending on down on your cuff. There will Government checks to get you be a lot of swapping around at over the hard spots, you might the convention and a lot of old as well begin right now to make Harry Ned raised and then they other arrangements for the Su- will wind up by dipping over in preme Court has said there was the Sup me Court building and no hard spot and the whole thing lift Justice Roberts out and run was wrong from its inception and him. Just keep that in mind. they covered everything from will you? Adam and Eve up to the present

selfish will of very powerful believe that they are doing a pagroups and demands that workers triotic job in throwing obstacles and farmers be 'put in their in the way of an administration places'. This Liberty League that has brought about a measure will do much to advance Social. of return of prosperity to this ism and Communism. It speaks country. as conclusively for the reaction-airies as does Mr Hoover and is outer rim of ruin.

Try a Beacon Want Ad

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this possible.

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handle fits

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has been reached . . . and consequently, elimi-

Its large ironing surface means less ironing . . .

its tapering toe makes ironing ruffles easier . . . its

nates the trouble of pulling the cord.

We may be wrong but it looks Well it looks as if the Republi-

There are two ways of looking at the Liberty League. First, as The so-called Liberty League a device set up principally by the Corporation filed suit against for the past number of years. velt's administration. It frankly their millions; and second, as a Of course, Mills didn't mention money to be liven a way. abhors all governmental activity racket by which the very wealthy it in his speech. that offere interference with the folks of the land are induced to

Ogden L Mills, former secrecomposed in large part of the tary of the Treasury, visited representatives of the big business Philadelphia recently and in a which brought the nation to the speech told us how federal fi nances should be run. same day, by ironic circumstances, the Recanstruction Finance

-and the Worst is Yet to Come



Here's a real "get rich quick" That Building Company builds a ship for the Government at the cost of \$11,000,000 and make a profit of \$3,000,000. Not Bad? Some are advocating the Govern. ment taking over this business, wonder how the ship would take such a pro-They are not likely to hand over their soup bone at the Governments command.

> Strange but Greece has offered to pay thirty-five percent of this years war debt due to the U.S. Now what can be in the air? After having failed to pay for many years up comes a nation out of a clear sky offers to pay their obligations. Something the music is going round and must be adrift. Can it be that round, and there are a good Greece is again planning on seek-in the aid of the U. S. in a future war? Or do they need some more money? They probably wont fin the United States so eager to hand out the cash as they were before. We will have learned something from our bitter and painful experience.

> The Centennial has brought up the question of what shall be the "Get-up" to be made the that No Bananas". It's all typical Texas costume. We would enough to make a man feel pretty like to see grandmothers face savage, and the only consolation after the modern generation has may be appropriate enough durthis coming Centennial. Grand- ing a year when everybody from mother would probably doubt President of the United States to that it were ever her Sunday-ga. constable is going to be elect to-meeting frock.

> advised the United States to poll tax, and vote early and "Chuck" her Constitution in the often.--The Tulia Herald. ocean. The Constitution is not such a bad old ship after all. It fish" of unwanted Constitution.

the refunding of the processing taxes has saved their business from financial ruin, while in the same city two grain dealers are making arrangements to refund their part of the processing to be fine men and women is another kind of here in my estimation. I know a man right here in Clarendon who helped rear three like that two women is another kind of here in the clarendon who helped rear three their part of the processing taxes to the consumers. The two grain dealers are better phychologists than the meat packers. People are growing tired of this bank-

during the 12 years before Roose enabled these gentlemen to make Mills sat on the board of the RFC. be in the grain business where "took a walk with Hoover" may Banner.

Joe Mangan, a Cornell Univercity student, has given up strumming the banjo to be a track star. He was given large headlines in the papers for doing so. This world seems to be over run with surplus track material. Though we guess there is room for still another. The musical world is still seeking those that can play the banjo in an individual method and the compensaton is not bad either. Joe, many years from now when the world has forgotten who you are and what you have done you will say "Oh if I had just stuck to my

FROM OUR EXCHANGES

In Texas, just as in every part of this great civilized country, many Texans whose heads are also going round by now. It has become impossible to spend an evening by the radio without hearing this ubiquitous melody half a dozen times or more. And as if the song itself does not thoroughly prove that sufficient for the moment is the evil thereof we must heyr its popularity continually compared with that discernable is that such a song ed or re-elected to his office. Our advice is to forget about the George Bernard Shaw recently music going round, pay your

One hears about great men. has carried us through our One flew across the ocean; antroubles for 150 years, true it had other may have won a golf chamto have some patching, but is far pionship, or drew a prize as the from sinking. We have a sneek- swellest dressed man in the paing suspicion that even if it were rade and the papers blow them to sink that it would not be long sky-high as heroes. My idea of a until we would be donning our real hero is a fellow who rears diving suits and relieve the "poor his family right on after his wife Besides, George, if you know so dies. He has his ups and downs, much about the affairs of this the children help but he carries kind we would advise you to do the load. I know such a man something for your own Ireland, right here in Clarendon who reared a house full of youngsters, all It just goes to show you that about grown now. All fine men there are different turns and and women, too. He did a man kinks to the human nature. The size job of it. Next to that fellow, meat packers of Chicago say that a man wha marries a widow and ruptcy talk which has been heard or two if we care to find them.

He may drive a frizzled flivver look with sympathy upon and look like heck, but have a heart as big as a ham and be all man. That kind of ready-to dois fellow is worth a million dollars in 1936. -The Canyon Ne to any community-The Temple of Truth-Donley County Lead-

Failure Spices Success

53rd birthday, gives the world a say when a man gets too old an good bit of philosophy to mark pokey that he has lost his tas the occasion. And John's words for these, he is dead except bein should be worth studying-he buried.-Sterling City has lived a lot. Says the noted Reiord.

"Every split second of my life has been worth it, and I'll tell you why. An event in your life is like a gold coin with two sides. On the other side of a - "Reports by the Reporter" failure there's success. To be .- The Roaring Springs Reporter hit and knocked down flat by a great tragedy gives me the capacity to be lifted to the skies by a ed a few years ago, Al Smith told great happiness.

all the way down the human scale the Sheriff's department of New we can use a lot more.

with folks working overtime at politicians recognizing the 50 per the failure side of their gold coin. cent loss of revenue the building

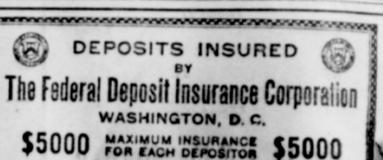
voted for Hoover in preference of valuation of the property. Politiis the center and soul of the pre- DuPont family and those associat stockholders of the defunct Now when some one hands you Al Smith have no more to be cians have to live and the rules datory powers. Its program is ed in business with it, like John Dawes bank in Chicago to re- back some money it kind of gives ashamed of now than those of haven't changed since Sheriff frankly plutocratic and asks for J. Rascob, to have retained in cover part of the 90 million dolthe rule of money over men as government the processes which lars loan handed that bank while ances the meatpackers ought to supported Smith. Those who "A week at a time"—The Ralls

I haven't met anyone in Stril ing who is sore at Jimmy Allied because he did not call the Legislature. I didn't find any sore because Jimmy goes huntil John Barrymore, nearing his fishing or to a ball game. The

> A good thing to remember And a better thing to do

Is to join the construction gang And not the wrecking crew.

In his autobiography, publish. about how he got Tammany poli-It's a philosophy that applies ticians to put off economizing in A lot of us acquired a bit of this York City for a couple of years outlook during the last five years, because Al had just been elected when and events generally were sheriff and wanted the gravy. skidding off the easy roads. And Now Al is operating head of the great Empire State Building, and The world is still crowded its half-empty New York City -Wichita Falls Record News is suffering, generously generously allows slightly less than a two Those Texas Democrats who per cent reduction in the tax



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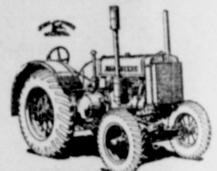
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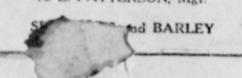
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