

LOCKNEY—The Gateway to the Magic Plateau of the Llano Estacado or Staked Plains of Texas.

THE LOCKNEY BEACON

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

LOCKNEY—In the Irrigation Belt, Where Every Farmer Can Own His Own Well and Make It Rain When His Land Needs It.

VOLUME 32

LOCKNEY, FLOYD COUNTY, TEXAS, THURSDAY, July 27, 1933

NUMBER 48

Lockney Baseball Team Has Hard Luck This Season

Well, the Lockney Baseballers lost another one. They are certainly having tough luck this season. After leading 7-2 in the third inning Sunday, they lost to Hale Center 15-7. Those Hale Center boys really put it over our boys and pounded out base hits far and wide. The Lockney team played fair baseball, but they could not get that hit that brought home the run.

Miss Roy Riley Attends A Century Of Progress

Miss Roy Riley returned Tuesday after about three weeks at Chicago attending A Century of Progress. She made the trip with some friends at Canyon and reports a splendid time. She says that the tour is worth anybody's time and money and you will not regret as you live for you will see things that you could never

Clifford Jones Chosen Public Works Advisor For Texas

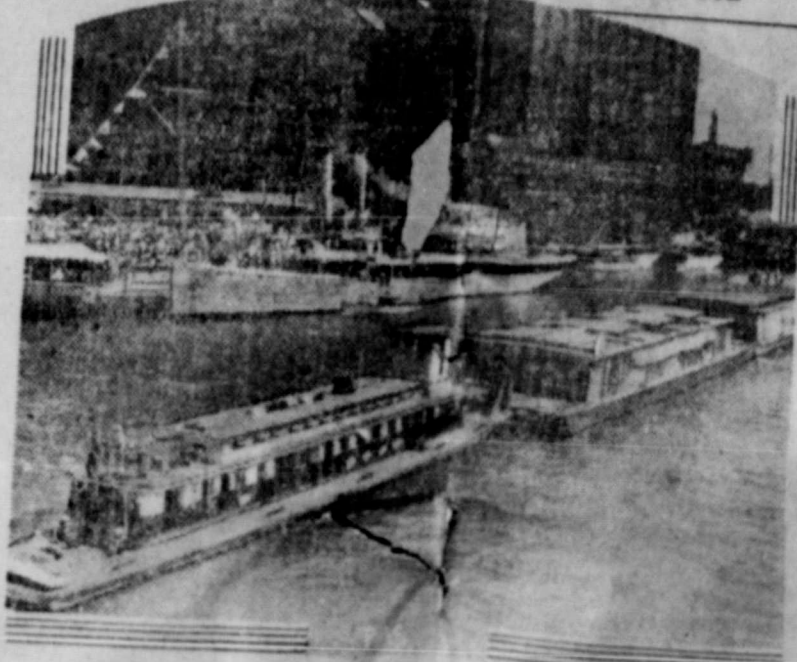
Clifford B. Jones of Spur, Texas is one of ten regional advisors to the public works administration appointed by President Roosevelt Tuesday. Mr. Jones, whose headquarters will be in Fort Worth, will serve three states, Texas, Louisiana and New Mexico. The ten advisors named by the President will serve as direct representatives of the administration, and will obtain from state boards lists of projects for consideration. Under this administration, the public works fund of \$3,300,000,000 will be expended.

Clifford B. Jones of Spur, representative of the far-flung S. M. Swenson estate's interest in Northwest Texas, did not now of his appointment until an Associated Press dispatch was read to him. Jones, president of the West Texas Chamber of Commerce in 1921 and present chairman of the directorate of Texas Technological College, has long been identified with progress in this area. Whenever civic leaders gather in Northwest Texas, his name is mentioned as a builder of this vast domain.

Accepts Appointment
"I recognize the unusual opportunity for service," Mr. Jones said regarding his appointment, "and for that reason I am accepting. While I am mindful of the fact that it will mean a personal sacrifice, I believe every citizen should do whatever he can to aid the administration in its efforts to improve conditions at this time."

Awaits His Orders
Mr. Jones said while he has received no instructions from Washington as yet he will be ready to carry on and all of them to comply with, upon

New Mid-Western Trade Route to the Sea



A new trade route has been opened to 22 mid-western states. It is the Great Lakes—Gulf of Mexico waterway now open to barge commerce. The fulfillment of an inland dream of many years. Above is pictured the first barge shipments crossing the official ship, USS Wilmette (background) at Michigan Link Bridge, Chicago, and inaugurating the first ocean to Lake Michigan shipments. It is said that twenty-two states in the Mississippi valley are to enjoy a revision of shipping rates from this new trade route.

Marvin Jones Is Called Back To Washington

Congressman Marvin Jones of Amarillo, who returned to his district from Washington last week ago, was called back to the capital Tuesday to aid in handling farm problems now before the Administration. Jones will represent Friday when President Roosevelt hands the first Government check for cotton acreage

Base Ball And Ice Cream Supper Saturday Night

Yeah, we are all going—Where? To the base ball party and ice cream supper at the city auditorium Saturday night, July 29th. There will be plenty of entertainment with good music furnished by the McDonald brothers and a program under the direction of Mrs. Homer Mann.

Sterley To Have Prohibition Rally Friday Night

A prohibition rally will be held at the Sterley Baptist Church Friday night, July 28, at 8:30 o'clock. The following program will be heard: Repeal and Sale of Beer as it will Effect our State and Business—J. B. Allen, Lockney. Repeal and Sale of Beer as it will effect the Home and Education—Rev. Shaw, Sterley. Repeal and sale of Beer as it will Effect Christianity and the Home—Rev. Smith, Floydada. Special Music: How Will the Sale of Beer Help our State Economically and Morally. Any repeal advocate from anywhere. Any affirmative speaker will have the privilege of speaking. This program was arranged by the Sterley Committee for Prohibition, L. A. Clayborn, Bert Bobbit, and Mrs. Ruth White. Everyone is invited to attend this meeting.

Floyd County Farmers Plowing Cotton Up

Floyd county farmers who contracted to plow up a part of their cotton crop in order to reduce the acreage in this county in cooperation with the movement over the United States to reduce the cotton acreage, are busy this week plowing up cotton, as permits to carry out their part of the contract were received Tuesday. By Saturday night practically all of the contracted cotton will have been destroyed. In the Lockney Independent School District 889 acres of cotton was contracted to be destroyed. This school district only consists of 25 sections. No doubt most of this cotton land will be put into feed, and it now looks like that feed is going to be feed another year. However, farmers will not be allowed to sell the feed that is produced on this land that was formerly planted to cotton and then destroyed, but it will be just as valuable to feed to live stock on the farm.

Inter-City Meeting Of Rotary Clubs At Lockney

On last Friday night an Inter-City meeting of Rotary Clubs of Lockney, Plainview, Floydada and Ralls was held in Lockney under the auspices of the Lockney Club. The meeting was held at the City Auditorium. The program consisted of a swim in the swimming pool, then all returned to the auditorium where a very interesting program was rendered with Art Barker and Roscoe Snyder in charge. Repeal of Prohibition was the main attraction. The attendance was very small, in fact only one from Floydada and one from Plainview and three from Ralls were in attendance from the out of town cities, also the attendance by local Rotarians was small.

Mrs. John Broyles Undergoes Operation Tuesday

Mrs. John Broyles had a minor operation Tuesday at the Plainview Sanitarium and is reported as doing nicely. Mrs. Broyles is making her home at Ft. Worth now and only came here on a short visit. Her little daughter, Mary Elizabeth, is making a visiting relative here while her mother is in the sanitarium.

Rockefeller 4th



Winthrop Rockefeller, fourth son of John D. Jr., is at work in a New Jersey plant of the Standard Oil Company and is reported as living in a \$4.50 per week room.

NOTICE OF CORRECTION

In our article last week about Olin Harris going to Elk City Oklahoma we stated that he was to be manager of the mill at that place. This was all wrong. Mr. Harris will be assistant to the manager. We received our information via the grapevine route and it did not prove authentic. We make this correction in justice to Mr. Harris, as it might appear that he made the statement that he was to be manager of the mill, which was not the case at all. —Editor.

Farmers In Texas Plowing Up Cotton

Actual destruction of cotton under the Government's acreage reduction campaign slowly got under way in Texas Monday as county agents received supplies of emergency permit blanks from Washington.

O. B. Martin, director of the Texas extension service, assumed from reports from the agents that the work of plowing up the cotton had started in virtually every section of the State. They notified him as soon as the supplies arrived.

Twenty farmers in Tom Green County in West Texas signed the permits before noon and took their plows to the field. Sherman reported that Grayson farmers also were quick to sign at Corsicana, as elsewhere in the State. Inspectors went out with as many contracts as Washington officials had approved.

C. A. Cobb, cotton expert in charge of the Nation-wide campaign of the Government designed to improve the cotton grower's status, notified Texas officials that they might use any method they chose to destroy the cotton. State leaders interpreted the ruling to mean it would be possible for the growers to mow and rake the cotton out in any case the stubble left in the field should be destroyed also.

Texas farmers in the last month signed contracts guaranteeing to the Government a reduction of more than 3, 900,000 acres in their cotton crop.

Aid Project Minimum Wage Schedule Is Set

Orders fixing wages for persons engaged on relief projects at 30 cent an hour minimum and limiting their hours of working have been transmitted to the state relief directors by Harry L. Hopkins, federal emergency relief administrator.

The order is effective Aug 1 and provides that no person receiving work relief shall be permitted to work more than 40 hours a week, and if the person has an income he shall be allowed to work only enough to meet his budget requirements.

J. P. Hamilton of Hale Center was here Wednesday visiting his uncle, Morg, and Bill Hamilton.

Today's Market

Poultry	
Hens, 4 lbs. and up	6c
Leghorn hens and hens under 4 lbs.	4c
Fryers per lb.	9 and 7c
Old Roosters,	2c
Stags, per lb.	3c
Turkeys	
No. 1 Turkeys,	6c
No. 2 Turkeys,	3c
Eggs	
Eggs, per dozen,	8c
Cream	
Butterfat, per lb. Station,	17c
Grain	
Wheat per bu.,	72c
Maize threshed per 100	\$1.35
Maize Heads, ton,	\$15.00
Feed	
Cotton Seed Meal, per 100	\$1.60
Loose Huls, per 100	35c
Sacked Huls, per 100	50c
80-90 Mixed Feed, per 100	75c
Cotton	
Cotton, per 100 lb.,	\$10.50
Cotton Seed, per cash ton,	\$17.00
Cotton Seed, ton in trade	\$18.00
Hogs	
Tops, per 100 lbs.,	\$4.00

as they come in. He will take up temporary residence in Fort Worth whenever his duties call him there, realizing, he said, that "promptitude in this matter is highly essential."

His father, lately in retirement in Los Angeles, will return to Spur to take over the management of the Swenson interests for as long a time as the public works appointee is engaged in government business.

OFF TO NEW MEXICO MOUNTAINS SATURDAY
Dr. McCollum, and son, Robert Willard, T. B. Brooks, and Jim Harper, left Saturday afternoon for Costello, N. M., and other points in the mountains for about two weeks of fishing, camping, hiking, and swimming.

Dr. and Mrs. R. R. Wimberley spent the week end in Sweetwater visiting Dr. Wimberley's relatives.

Elder Leland H. Knight To Hold Meeting Here

Elder Leland H. Knight of Boonesville Ark. will conduct a series of meetings for the West Side Church of Christ here beginning July 30th and lasting until Aug. 13th. Bro. Knight is an able and efficient man and has a pleasant delivery. Come out to these meetings and you will not regret it. The West Side Church is located two blocks west of the First National Bank.

West Point Commandant



Lieut. Colonel Simon B. Becker, Jr., a graduate at West Point Military Academy in 1909, returns to Uncle Sam's famous school as Commandant. He has been assistant superintendent of Public Buildings and Grounds at Washington.

Big Golf Tournament Here Sunday

The first big Golf Tournament of the Caprock Golf Association will be held in Lockney Sunday. About fifty or sixty players will take part in this tournament. Players will be here from Spur, Matador, Crosbyton. This is the first of several tournaments that will be held within the coming month or so, and the other tournaments will be held at Spur, Crosbyton and Matador. It will be an all day affair. Lockney will have several players in the tournament, and if you can play golf at all, you are invited to take part in this tournament. Prizes will be offered for the best players in each flight.

Cotton Option Time Extended

Farm administrators Tuesday extended for one year the period in which farmers who obtain options on cotton under the acreage reduction plan can order the staple covered by their option contract sold.

Under the contracts with growers who agreed to reduce their growing about 60 per cent of them will obtain cotton acreage from 25 to 50 per cent, options on an aggregate of more than 2,000,000 bales of Government owned cotton.

Originally their contracts provided that they must take up these options by May 1, 1934. The modification of the contracts ordered Tuesday will permit them to withhold exercise of the options until May 1, 1935.

However, farmers who hold their options after May 1, 1934 will be required to pay a carrying charge of 40 cents per month per bale. The action was taken by administrators to give farmers greater latitude and also to aid in preventing the cotton market from being burdened with the sale of this cotton within less than a year's time.

Mr. Hubert Smith of Reno, N. M. was here Wednesday and Thursday visiting his mother, Mrs. Ira Smith.

Attends District Rotary Meeting At Wichita

Reuben McGilvary and Jack Taylor attended the District Rotary Meeting at Wichita Falls Monday and Tuesday of this week. This meeting was composed of the president and secretary of every Rotary Club in this district. Messrs. McGilvary and Taylor attended as representatives of the Lockney Club. They report a wonderful meeting and a very instructive program was carried out. The next meeting will be at Abilene.

MR. AND MRS. FLOYD TAFF VISITED HERE LAST WEEK

Mr. and Mrs. Floyd Taff and son Kenneth, of Archie City were here last week visiting Mrs. Taff's brother, Marvin Cox and wife, and Mr. Taff's mother, Mrs. J. E. Taff. They returned home last week end.

FIRST NATIONAL BANK TO CLOSE ONE HOUR EARLIER STARTING MONDAY

The First National Bank, Lockney, Texas will close an hour earlier each day effective Monday July 31, Dorsey Baker, Vice President announced today. This is done in order to conform with the requests President Roosevelt and the administration has made and will give shorter hours for the bank employees. The New Closing hour is 2 P. M.

The Bank is desirous to co-operate in every way possible with the New Deal.

SOCIETY

MISS JUNE GUTHRIE ENTERTAINS RENDEZVOUS BRIDGE CLUB TUESDAY

The Rendezvous bridge club was graciously entertained Tuesday afternoon at three o'clock in the home of Miss June Guthrie. The house was decorated with splashes of many color flowers and daisies were given as favors to the guests. Miss Rowena Ewing scored high for the games.

Special guests of the club were Misses Gene Dyer and Jeanne Suits.

Club members present were: Mesdames T. J. Hones, Cullin Riley, Jimmie Baxley, Winifred Cooper and Velma Dagley; Misses Martha Meriwether, Mary Leda McAdams, Virginia Collier, Rowena Ewing, and hostess, June Guthrie.

MRS. E. R. BRYANT SURPRISED WITH BIRTHDAY PARTY MONDAY

Mesdames H. H. Meadon and J. B. Coffee, and Miss Celia May Wicker delightfully entertained with surprise birthday party for Mrs. E. R. Bryant at her home Monday afternoon from 3 o'clock until 6. After several games were played Mrs. Bryant was asked to gather the clothes on the line. She found many useful and beautiful gifts.

Refreshments were served to the following: Mesdames R. C. Bennett, Carl McAdams, Bob Reeves, W. H. Workman, Floyd Huff, Albert King, Heston Bennett, Bill Johnston, Barney

Manning, Herman King, M. B. Hill, G. B. Johnston, Bert Bobbitt, Alex Norris, Mother Burns, J. B. True, J. B. Jones of McKenney, Texas J. Walden Jones, L. M. Honea, J. Carl Crawford of Dallas; Misses Agnes Johnston, Audra Neal, Marie McDonald and the hostesses.

THREE FROM HERE ATTEND McDONALD PACKING CO. PICNIC AT POST SUNDAY

Mr. Arthur Cox employee of the McDonald Packing Co. and Misses Glenna Collins and Rowena Ewing attended the company's annual picnic at Two-Draw Lake near Post, Texas Sunday. The Piggly Wiggly employees and owners of Lubbock were also present. Beginning at nine o'clock A. M. a breakfast was served after which a baseball game was played between the Piggly Wiggly and McDonald concerns. They came out with a tied score. At 1 o'clock iced watermelon was eaten and at two o'clock a fish fry was enjoyed. Swimming, fishing, and boating were also on the program of diversion.

Arthur is a meat butcher in the Taylor Grocery Meat Market. He reports a splendid time at the picnic. He said they caught fish that long—now use your imagination extensively.

ROSELAND TO HAVE GREATEST CONCERT EVER HELD, ON PLAINS THURSDAY

One of the greatest concerts that has ever held on the Plains will take place Thursday night, Aug. 3, at the Roseland School house auditorium. The entertainers will be Virgil O. Stamps and Freddie Martin with his piano accordion. One of the best ladies quartet in the state will also be present of Lubbock and many other entertainers.

If it hurts you to laugh, you had better remain at home. 10c to everybody. Proceeds will go to help defray expenses of the singing schools at Liberty, Cedar Hill, and Roseland.

STAMPS QUARTET OF LUBBOCK AND FREDDIE MARTIN TO GIVE PROGRAM HERE AUGUST 4TH

The Stamps Quartet, famous entertainers of Lubbock, and Freddie Martin and his piano accordion, will be presented in a program by the Lockney P. T. A. Friday night, August 4th, at 8:30 at the Grammar School Auditorium. This quartet has achieved fame over the Panhandle through their radio broadcasts and public appearances. Freddie Martin is only 16 and plays an accordion in the professional style.

An admission of 10c and 25c will be charged. Twenty-five per cent of the proceeds will go to the Lockney P. T. A. Association.

BOYS PLAN TO ENTER TEXAS TECH THIS FALL

J. L. Riley, Homer Threet, and Edgar Miller were in Lubbock Monday and Tuesday in search of employment for this fall when they plan to enter Texas Tech. They did not find anything definitely but are on the trail of several good propositions, which will more than likely develop into something before fall.

Set Next Date Of London Conference

The next meeting of the World Economic Conference after its adjournment today will be held in Geneva in late September, according to the program drawn up.

Today the steering committee will be instructed however to reconvene the conference whenever there is likelihood of the discussions producing results.

Plans for continuing the work of the parley were completed and submitted to the steering committee last Tuesday afternoon.

The nations will have an opportunity to voice their final opinions of the London parley at today's session, which probably will last all day, with Ramsay MacDonald stating the flow of oratory.

LUTHER COOPER AND FAMILY LEAVE WEDNESDAY ON VACATION

Mr. and Mrs. Luther Cooper and family left Wednesday afternoon for Mineral Wells where Mr. Cooper plans to attend the Rural Carriers State Convention which is to be held Friday and Saturday of this week. From here they plan to go to Denton and Waco tomorrow where they will visit relatives for ten days or two weeks.

ACID STOMACH BIG FACTOR IN CAUSING ULCERS

Don't let too much acid ruin your stomach. Take Dr. Emil's Adia Tablets and quickly overcome acid conditions, heartburn, sour stomach, indigestion. Lockney Drug Co.

BURGLAR IS RUN DOWN AND HELD BY 2 WOMEN

Two Amarillo women today ran down a youth who burglarized the home of one of them, then held him until police arrived.

Soon after the youth was seen leaving the rear of her residence, Mrs. H. A. Waller missed five rings and a small amount of money. She and Mrs. Ben Carlton Mead gave pursuit and caught up with the burglar on the canyon highway. They recovered the rings and money and called the police.

Another \$1 School Payment Authorized

Remittance of another \$1 on this year's state school fund appropriation has been authorized making an aggregate of \$10 paid against the \$1 per capita allotment.

The per capita apportionment for the next school year has not yet been fixed.

Home Loan Aids to Be Announced Soon

James Shaw, Texas manager of the Home Owners Loan Association, said Monday he hoped to be able to announce by Wednesday or Thursday the names of county appraisers and attorneys to handle the work in Texas.

He said the selections for all counties would be made simultaneously. They have been delayed because Texas Congressmen have not yet chosen the men for the positions.

Mrs. Walter Byars and daughter, Miss Estelle Byars, returned home Sunday from Hart, Texas, where they spent several weeks with Mrs. Byars sister.

John F. Knox of South Plains was in town Wednesday on business. Mr. Knox has a general merchandise store at South Plains.

Miss Payola Mason left Friday for Albuquerque, N. M., where she plans to spend several months with her sister, Mrs. Luther Harris.

Mr. and Mrs. R. Meriwether are spending the week with the latter's mother Mrs. T. M. Fortenberry at Runtingwater, Texas.

NOTICE

AUGUST SINGING SCHOOL 15 DAYS Look For Announcement

J. Frank Copeland

MATTERN LEAVES FAIRBANKS BY AIR ON WAY HOME

Jimmie Mattern, Texas flyer whose plan to make a solo flight around the world failed when he crashed in Siberia, today for Juneau in a seaplane piloted last month, left Fairbanks, Alaska, Tuesday by Bob Ellis. He was accompanied by members of the relief expedition who flew from the States to take him home.

Present plans call for Mattern to fly Wednesday to Terrace, British Columbia, where a plane chartered by the

relief expedition awaits him and take the relief party to Edmonton, flying solo from there to New York.

Mrs. M. E. Steele left Wednesday for Dalhart to visit her son, Herman Steele and family.

Raleigh Canine and J. Edd Parsons were in Lubbock Thursday and Friday of last week visiting Happy Stewart.

Miss Mozella Taylor of Starkey is spending two weeks with Benny Mavat Lester at Liberty.

The Fires of Industry and the Sinews Commerce

At the moment, the fires of industry may not be burning so fiercely as they once did. But, business is building itself new lines, laying new connections for the new order of things, business well knows, will be different, will demand wider experience of business men, better financing, more knowledge of other businesses.

In this new order, this bank is not alone ready, but is in an extremely strategic position to offer its services to business in this city. Constant contacts with all types of business problems, with all kinds of commercial and financial procedure, naturally enables us to furnish stronger sinews of support to you and your business problems.

Consult with us now about your plans and financial requirements and be prepared for this new business era.

This Bank Is Glad To Assist You In Any Of Your Forward Plans

The First National Bank

"Worthy of Your Support" LOCKNEY, TEXAS



GERM PROCESSED MOTOR OIL

costs a total of only one-fifth of a cent per mile and protects fully all the time. All other oils drain away.

WHITES CREAM VERMIFUGE For Expelling Worms

Don't Sell Your Milk Cows

Just because feed is advancing in price don't become dissatisfied and sell your milk cow. With all commodities advancing in price, your cow is more valuable to you now than ever before. If you sell your cow you will have to buy more of other foods and they are advancing the same as feed. Milk makes up the greater part of your daily menu. Sure you can buy a quart of milk per day, but if you have been accustomed to two or three gallons per day that quart is going to look awfully small. For about 20c you can buy a half gallon, but 20c per day will feed a cow that gives around two and one half gallons of milk per day. Why not get the two gallons free of charge and have plenty of milk for the children to drink and the wife to cook with, to say nothing about butter that you will make. Think a long time before you sell your milk cow.

Robertson Feed & Seed Store

Henry Ford Dearborn, Mich.

IN ANSWER TO A LADY'S LETTER

A lady writes to say that she does not understand why an 8-cylinder car does not cost more to run than a car with fewer cylinders. She refers to my statement that our Ford V-8 develops more power on a gallon of gas than any car we have made.

The use of 8-cylinders does not mean the addition of two or four extra fuel consumers. It is not, for example, a 4-cylinder engine multiplied by two. Our 8-cylinder engine takes the fuel supply of an ordinary 4-cylinder engine and divides it eight ways. And why?

By reducing four larger explosions into eight smaller ones, we get engine smoothness and quietness. Eight-cylinders indicate the way the gas is used, not the amount. It is just the difference between going upstairs in four long jumps or in eight ordinary steps.

Two things use up gas—bad engine design and useless car weight. Besides having an engine that gets a high percentage of power out of the fuel, the Ford V-8 has a light, strong body and chassis so that no power is wasted in moving excess weight.

The only extravagance about the new Ford V-8 engine is in the building of it. The extravagance is ours—the economy is yours.

The whole question of car economy needs clearing up. An economical car gives economy all round. Price, operation, upkeep, all play their part. If what you save on gas you lose elsewhere, that is not economy.

As to upkeep, our dealers say that in recent years the improved quality of Ford cars has cut down their repair business 50 per cent.

As to price with quality,—judge for yourself.

As to economy, here is the record of a stock car three weeks out of shop in Oklahoma:

On a run of 10,054 miles at the rate of 1,000 miles a day—the Ford V-8 gave 18.8 miles per gallon of gas. Not a drop of water was added to the radiator. The oil was changed once in 1,000 miles.

That should answer a lot of questions.

July 24th, 1933

Henry Ford

OF INTEREST TO WOMEN

Skated, Street to Stage



Miss Arletta Young of New York City found recreation by roller skating on the roadways in Central Park. A theatrical producer saw her doing her turns and guides and signed her to a contract. Now she is appearing on Broadway.

Drive-In Theatre For Automobiles

CAMDEN, N. J.—Drive right in and see the movies—that's the idea behind a new theater at Camden, N. J. Seats in this new open air movie house—it covers an area of 250,000 square feet—are the cars themselves. Richard M. Hollingshead, Jr., planned it.

In place of the conventional theater layout, there are seven tiers of parking inclines so arranged in a semi-circle that each row will accommodate several dozen cars.

The rows are 50 feet wide, leaving plenty of space for parking and at the same time giving room for arriving and incoming cars to find or leave a "seat" without disturbing anyone.

The front row is not necessarily better than any other position in the theater, for there is a huge screen and adequate sound equipment. Engineers designed apparatus that would give enough volume to cover the huge arena and to make it possible to hear above noises made by motors.

Three huge loudspeakers concealed behind the 60-foot screen project the sound evenly throughout the enclosure.

On one occasion during an electrical and rain storm the show went right on, losing only three cars—of the open type.

Farm Peony Wins



Mr. A. M. Brand, on his farm near Faribault, Minn., went in for peony raising. He developed some remarkable Hansens blooms. He entered them in the Century of Progress world fair at Chicago and his peony won the gold medal as best in the show.

the material on the right side. Turn on the wrong side and press with a very warm iron, and it will have the looks and body of new material. You can freshen up dresser covers or other similar linens in this same manner.

To Wash Tea Towels

Cut up a piece of paraffin about an inch square and shave a fourth of a small cake of laundry soap in a half gallon of hot water. When it has melted, put in the towels and boil. This cleanses the towels thoroughly and without rubbing.

Sheets of old newspapers cut in the size of paper towels for kitchen use answer the purpose very nicely. Hang well off

HOW THE DOMESTIC ALLOTMENT PLAN FOR AIDING WHEAT FARMERS IS INTENDED TO WORK

A rough idea of how the domestic plan for aiding wheat farmers is intended to work out in practice is given by Texas A. and M. College Extension Service officials in the case of the well known John Doe.

John's three year average (1930-31-32) of wheat production has been 12 bushels per acre on 100 acres. If he signs the three year contract with the Government to reduce his acreage for 1934 and 1935 as directed by the Secretary of Agriculture he will be paid this fall and next spring an extra 30 cents per bushel on the domestically and humanly consumed portion of 1200 bushels—the three year average production. John's wheat, however, blew out in the high spring winds and he harvested no wheat at all this year. That doesn't matter. He will get his payments just the same, for the wheat plan includes the crop insurance feature. The Administration has decided that 50 per cent is the portion of the 1933 crop that will go into domestic human consumption. This means that John would be paid 30 cents per bushel for 600 bushels, \$120 soon after September 15th and the remaining \$60 next spring.

Now suppose, in the fulfillment of his contract, the Secretary orders John to reduce his planting this fall 20 per cent under his three-year average. John's three-year average has been 100 acres, yield 12 bushels, and production 1200 bushels. Cutting off 20 per cent would indicate a 1934 yield of 960 bushels. If 50 per cent is declared as the portion domestically and humanly consumed in the United States, John's allotment the part on which he would be paid in the fall of 1934 and spring of 1935 the equivalent of any processing taxes levied next year would be 480 bushels. He would have to plant enough acres to produce this amount, 40 acres at 12 bushels per acre, and as much more as he desires up to 80 acres. His 1934 payments would be made on this 480 bushel allotment. What they would be no one can say for no one knows what the processing tax for the 1934 crop will be. That point will be determined by the cents per bushel that will have to be added to the 1934 wheat price to bring wheat prices up to the general price level.

than 20 per cent. It is said that the cut will probably be 15 per cent.

Now when John signs this three-year contract (it gives three years of benefits in exchange for two years acreage reduction) he at once becomes a member of his county wheat production control association. He would have a part in electing the executive committee of this organization. He would report his three-year average yield and acres to the committee and they would have it published along with all the others in the local newspaper. If John's neighbors protest that he is out of line in his statements the committee would have to check up on him. If the sum of all the individual farm allotments in the county (unsigned acreages taken into account) exceeds the county allotment, the association would have to make adjustments of all acreages. The cost of all this local work is estimated to amount to an average of about 2 cents per bushel, and would probably be deducted in some way from John's payments.

Should John fail to keep his contract next year the Government would declare his 1933 payments liens against his future crops and collect it back. If he should sell or rent his farm his successor would have to carry out the contract. But if John is loyal in living up to his contract and farms his allotted acres in a workmanlike manner he will get his payments whether he makes a crop or not.

Extension Service officials point out again that the plan in its present form would discriminate against many Texas farmers because state and county allotments are based on five-year averages while the individual farm allotment is based on three years. Wheat acreages in Texas are increasing, they explain, and hence Texas would have to reduce an average of 2 per cent under the 1932 acreage of a 20 per cent

cut were ordered. In 45 of the 65 counties that produce 100,000 bushels or more per year, farmers would have to cut 25 per cent or more if a 20 per cent cut is ordered. A brief has been filed with the Administration pointing this out and asking for readjustments of the plan.

An educational campaign to explain the plan and organize county wheat production control associations will probably be started by county agents sometime about mid-August, Director O. B. Martin of the Extension Service says.

FLOYDADA STEAM LAUNDRY

Two Days A Week Service For Lockney

CALL NO. 2 BAKER HOTEL

For Pickup Service

7 Cents Per Pound For Rough Dry

FAMILY FINISHED

10 Cents Per Pound

SAVE YOUR HEALTH BY SENDING YOU LAUNDRY TO US



Cook With Gas
FOR SPEED SAFETY COMFORT ECONOMY EFFICIENCY

Symbol of Dealer West Texas Gas Co. GOOD GAS WITH DEPENDABLE SERVICE

electrical score board.

The total scores as the match was concluded were: Americans 104,080; British 93,180.

Col H. M. Beasley captained the British players who were besides himself, Sir Guy Donville, George Morris, T. V. Tabbush and several occasional substitutes.

The best way to get an even sun-tan is to use one of the popular sun-tan oils. Spread this all over your skin before you venture forth. Then, remembering the way a rotisserie browns its chickens, turn yourself about methodically, exposing the portions of your neck, arms and shoulders that need it most. The best way to get your back really brown is to wear a halter-strapped pajama suit. You can so easily loosen the top of the halter-strap while lying on your stomach. Take this sun-tanning easily. But do a thorough job from the first.

Velvet is to be the material for hats this Autumn. Already smart women are wearing berets of velvet, black ones, to lend a new chic to Summer frocks. Some of the new berets have little visor brims, and all are worn at an exaggerated angle. Of course there are many variations of the beret and these will be seen later on, when the Autumn millinery season opens after Labor Day.

PARIS—Airplane toques have made their debut as advance Fall hats. They are designed to fit closely to the head with two small fabric wings perched on each side of the top crown.

One of Thousands



Of the thousands of students with whom she came in contact as assistant librarian at Columbia University, Miss Frances Eileen Yorn of New York fell in love with Dr. Toyozo W. Nakarai, Japanese instructor at the same university, and they were wed.

and shirt jacket—really resolve into two suits, and extra jacket, an extra topcoat and an extra skirt.

Sashes continue to intrigue. The simplest dress can be tricked up by the addition of a beautiful sash with long trailing ends or an important looking bow. Many of the new print chiffons for evening have soft satin or velvet sashes of the dominant colors of the print. You can very easily do over frocks past their first youth by thinking out a good idea for a sash. A very delightful dress for a country club dance or for resort wear is of white and blue printed chiffon in a flower design. There are dust ruffles at the hem and ruffles over the short sleeves. There is a sash of red and blue chiffon streaking to the floor, way past the hem forming a small train.

In the twenties, when our skins begin to lose their girlish freshness, is the time to begin a thoughtful study of make-up. Never buy powder, rouge or lipstick in a hurry. It's well for the novice to remember that the medium shades have a greater range of becomingness than very light or dark tones. If a medium proves a bit too light or dark, note that fact and keep it in mind when this lipstick wears out. For powder shade, look at the skin on the arm just above the wrist and try to match it. Make-up experts tell us that there is less variation there than on the face or neck. For rouge, choose a color that matches the blood tint as it appears through the envelope of your own particular skin shade.

Buckskin Shoes For Fall Is New Style Note For The Men

Four years after their introduction by the Prince of Wales, brown and gray buckskin shoes for men show signs of becoming popular in America this fall. They are the result, says A. G. Mudge, stylist for a large shoe company of the efforts of manufacturers to make a shoe for fall to take the place of sport shoes for summer. Shorter vamps, narrow lasts and not a few "boot" heels will be seen this autumn. Mudget predicts. Plainer and more tailored effects, with fewer wing tipped grooves, are forecast. Many of the brown and gray buckskin are being shown trimmed with calf.

To Frisken Thin Goods

To freshen up thin dresses of organdy or voile, or even linen, put a table spoon of borax in a small bowl of water, mix thoroughly, and sponge off

on a convenient sheet as needed. It is surprising how absorbent these sheets are, and how handy for handling pots and pans.

The same process would be repeated in 1934-35. At no time can the Secretary of Agriculture order a cut of more

Motorists have 3 kinds of pocketbooks ... and Gulf makes an oil for each!



WHEN you go to a Gulf station you can pick and choose! You can pay what you want to pay—for oil—and for gas!

For Gulf offers you your choice of 3 fine gasolines and 3 fine motor oils. Each is at a different price—and each is an amazing value!

So buy your gas and oil to suit your taste and your pocketbook. Come to Gulf! Whatever you buy, you'll get the finest product that can be made at the price. And—once you come—you'll come often!

* TUNE IN * Gulf Headliners

Will Rogers and Irvin S. Cobb Sunday, Wednesday and Friday—7 P. M.

3 GREAT GASOLINES

Gulf Traffic Gas—A dependable, white anti-knock gasoline Low Price

That Good Gulf Gasoline—The famous FRESH GAS. Higher in anti-knock than most regular gasolines. No extra cost. Medium Price

No-Nax Ethyl—As fine gasoline as money can buy, plus Ethyl. Specially designed for modern high compression motors. Premium Price

3 GREAT MOTOROILS

Gulf Traffic Oil—Safe! A motor oil superior to many others at this price. 15¢ a quart plus tax

Supreme—The "100-mile-an-hour" oil. An unusually fine oil at a popular price. 25¢ a quart plus tax

Gulf Pride—No finer motor oil in the world. Refined by the famous Alchlor process—exclusive with Gulf. 35¢ a quart plus tax

And every Gulf customer gets these FREE services:

1. Clean windshield—to help you avoid accidents.
2. Fill radiator—to keep your motor safely cool.
3. Inflate tires—to put longer life into them.
4. Check oil—to save you many repairs.

THE LOCKNEY BEACON

Established 1902

Published Every Thursday

J. L. SUITS, Editor

JEANE SUITS, Local, Church and Society 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.

SUBSCRIPTION RATES

One Year—\$1.50 Six Months—75c Three Months—40c

Let us stop asking questions whether the Roosevelt program will work. The fact is that it is already working. It will be a success unless we fail in the primary essentials of common sense and refuse to fall in line with the new order, which is the only remedy for unemployment with its train of misery and suffering. But if this program fails, then the job will no longer be in the hands of the white-shirt class. It most likely will be in the hands of the brown or black-shirt class. The industrial recovery act and the other legislative and executive orders have only one purpose, and that is to bring back prosperity. The entire plan, though revolutionary, is truly democratic and can be carried out only by the wholehearted support of the people. Democratic government exists only for the purpose of enabling the people to carry on the processes of life in an orderly, harmonious and least troublesome way, so that the people may enjoy the greatest measure of happiness and have ample time and means for their physical and moral development. This is what the industrial recovery act seeks to accomplish, and will accomplish if it is accepted with the full spirit of co-operation. Only in a democracy like ours could such revolutionary changes be accomplished without bloodshed because all of us whether Republican or Democrat, believe that equality and liberty are the indispensable elements of human development. Only when man is free can he develop his best powers. Only when equality of opportunity is open to every boy and girl of the land can the Nation hope to produce great men that are equal to the emergency of a crisis, whether economic, physical or moral. It is only in a democracy like ours that the best known men who

prove to be possessed with superhuman power and wisdom. It would be superhuman for the President to keep from making mistakes, but if he does let us now say to him that we will stand by him even in his mistakes. The Nation needs his leadership and he needs the full confidence and support of the people. This first effect of this vast Government plan has already quickened the vitality of the Nation. A few more turns of this great wheel will pull us out of the depression and if we continue the momentum we will find our economic machine resting on a solid and permanent foundation. Then, it will be time to think of politics; for the present the only thing to do is to cheerfully comply with the new order, realizing that while we are compelled to shape individual activity in accordance with a particular, new order, industrial freedom can no longer run amuck and being on panic, misery and misfortune.

With alfalfa selling at \$15 per ton in the field, it looks as if Lockney's irrigated farmers are going to come into their own this year. With four cuttings of around a ton to the acre per cutting it means that \$60 per acre for the season will flow into the alfalfa farmers pocket. We can't understand why a farmer, if he has land in the shallowwater belt, will continue to dry land farm when he can put down a well and install a pump for a few hundred dollars, and have a sure-thing when it comes to farming. Right now an irrigation outfit can be installed cheaper than ever before. Money is available on long time at a low interest rate if one does not have available cash. If you are contemplating putting your farm under the irrigation ditch right now is the time to do it. Farm products are advancing in price every week, trailing this will be advances in price of everything else, including pumping equipment for irrigation purposes. Be wise, and get ready to irrigate your next year's crop.

In President Roosevelt's address over a National hook-up of the radio Monday night, he checked it squarely up to the people to pull themselves out of the depression by co-operating with the other in providing more longer wages, shorter hours of work. He called upon all employees of the nation to put into immediate effect the voluntary code of shorter working

hours and elevated wage levels. President Roosevelt only talked 23 minutes, but he certainly said a lot in that 23 minutes. He talked in plain language, language that everyone could understand. He appealed to the people for loyalty in the campaign to defeat the depression, and announced his purpose to keep posted in the postoffice of every town a roll of honor "of all those who join with me." Two things, he declared, must be done to find better days. First, improvements of the prices for farm products; second, bringing back industry along sound lines. Mr. Roosevelt directed his appeal particularly to the smaller employers, and said the great task depended upon those men who are in a position to hire from one to ten more workers each. "We are not going through another winter like the last," he asserted. "It is time for courageous action and the recovery bills give us the means to conquer unemployment with exactly the same weapon that we have used to strike down child labor."

The first carload of Irish potatoes were shipped last week from Hale county. They were produced on the Starnes ranch, 12,000 pounds of spuds per acre was produced with a producer receiving \$2.50 per hundred pounds. The cost of producing them was \$5 per acre, which means a profit of \$275 per acre from the spud crop. If Irish potatoes can be produced in Hale county they can be produced in Floyd county in the Lockney Shallowwater irrigated belt. As we have previously stated, Lockney country can become one of the wealthiest countries on the earth if it will only put down irrigation wells and go in for diversified farming on an extensive scale. Irish spuds at a price of \$25 per acre would mean real money to this community and to the farmer. Let's get away from the all-wheat program and get in shape to make some money. Why not take the gamble out of farming.

Oh, Boy, and Howdy! Did wheat take a nose dive last week, and quite a few local "capitalists" over the South Plains that were prone to "play" the Board in an effort to regain quickly their lost wealth, woke up to the fact that wheat cannot continually rise in price, and all that goes up must come down, and down they came with a sickening thud. The "little lambs" were all shorn of their quick growth of wool, and turned out to grow more wool to be sheared later. It seems that this "shearing" process must go on as a "new crop of lambs" are continually being produced, and they must be sheared, and the ranch hands at the Wheat Market Headquarters know how to do the job in a quick and efficient manner, and they hardly ever kick while undergoing this "shearing" as they are tied hard and fast, however, occasionally they will "bleat" a little.

If cotton should hit the 15c mark what effect is it going to have on next spring's planting? That is the question this is going the rounds now. It will be a mighty big temptation for the farmers to plant every nook and corner in cotton, with the expectation that the crop will bring a good price and that the government will again pay for plowing up a part of it. Under the farm relief act the secretary of agriculture has the authority to deal with the situation. We are of the opinion that the farmers who increase his acreage will be penalized. The penalty perhaps will require him to sell his cotton at the world price, while on the other, hand his neighbors who observe the spirit of the farm relief law will get the benefit of the processing tax and will receive a much higher tax. We don't believe that the farmers of West Texas and the South Plains section will increase their acreage next year.

Who has a picture of President Roosevelt? We gotta have one right now, a great big one. Postmaster Howard wants one to hang in the postoffice. Yes Sirree, he said he would do it. Want someone dig up a great big one so we can have the scenery changed at the postoffice. Roosevelt is Postmaster Howard's president as well as everybody else, and he wants his picture hung in

the postoffice. That's the spirit, er, and that picture will be forthcoming.

Those international delegates they have been statesmen when they went to London, but they act more like children now.

What is brotherly love? Seems to us we recall hearing it mentioned some years ago, but darned if we remember what it is.

World's cotton consumption during first ten months of the season exceeded same period last year about one million bales.

Credit strings are gradually loosening, and the representatives of the National Government are endeavoring to make the farm relief measures work to the aid of willing working farmers.

George Washington's feat of throwing a dollar across the Potomac River isn't so hot to a generation that threw twenty billions across the Atlantic Ocean.

The fear that President Roosevelt may become a dictator is entertained chiefly by those for whom a dictator is needed.

A Western dean says that this country is suffering from an overproduction of brains. This may be due to the fact that nobody has been using them much of late years.

It is beginning to become apparent that we can't really have a new deal until we get rid of a lot of the old dealers.

Postmaster General Farley says he is going to study the colors of the postage stamps. We can tell him right now that the old red ones were more popular than these purple ones.

Business is warming up, declares a much quoted statistician. You'd hardly think it would need to, considering where it went to.

One thing America can do toward keeping the peace of Europe is to refuse to let the nations open any more military charge accounts.

LETTERS FROM THE PEOPLE

SOME TIMELY SUGGESTIONS

If the good people of Texas continue to be as indifferent about this beer question as they are at present, our election on the 26th of August will result in favor of the open saloon.

I wonder if you would live in a community where there are no churches? Did you ever hear of the beer and whisky crowd building churches? Is it not a fact that they would open up a saloon in every church in this town if they had a chance? The same is true concerning schools.

What do you expect of your children when they are reared under such evil influences? Do you expect your boys and girls to be bar tenders or fill other places of sin and degradation around saloons? Some are going to fill those places just as sure as the repeal is passed. It will be late to object after saloons have been legalized.

If you are going to vote for beer that you may continue to be good democrats, to be true to the platform, you will have to drink your part of the beer also. That means about 60 gallons per year for every man, woman, and child. Are you going to drink your share? If not then do not impose the stuff upon your neighbor. It will mean that he will have to drink his part and yours too that the proper amount of revenue comes to the government.

We have had some good addresses on the prohibition question on Saturday nights, just before the free picture show. But so little respect has been shown the speakers and such wild enthusiasm over the shows, the committee hesitates to ask another speaker to appear. And such Shows! Open saloons, open gambling, drunken brawls, gangster activities, attempted law enforcement, and shooting and wholesale killings: But men women, and children become greatly enthused. I wonder if the Hunsacker's the Wallace's the Stanton's and other outlaws who have been killed and captured this week ever enjoyed movie scenes like those? The worst part of it is, good men who were trying to fulfill their duties and protect you and me were killed or wounded by those gangsters. Are you going to continue to be indifferent?

J. B. ALLEN

WOMAN'S COLUMN

By Jeane Suits

Hello everybody, this is me again on the air for a brief 15 inch period. 15 inches is about all I'm allowed this week on account of space, time, and etc. As I sat down to write this A. M. nothing seemed to come to my mind as to what to discuss this week. When subjects are lacking one usually turns to thoughts of the weather, but in this case our weather has been perfection—this eliminating that topic for one never talks of such things unless they are unpleasant. Human nature you know!

Were you listing Monday night to President Roosevelt's speech over the national hook-up from the reception room of the White House? He explained his national recovery program in plain ole' English—not a chance of his speech being misconstrued. He outlined his whole program and if the nation fails to emerge from this crisis it will be their own fault. It will take co-operation to put over such a plan, but if the American people want prosperity again they must work together. "Together we stand, apart we fall" We have been haveling about the depression now is our chance to do something about it.

Have you been to A Century of Progress yet? Of course there are many interesting things there, but I am especially interested in one of the exhibitions which I think is well worth anyone's time and money. It is a pageant enacting the life of the Jewish people before Christ on up until the present time. Thousands of people take part in this great drama and give a real life-like production of Jewish people. No, I haven't really seen it myself except in the news-real, but what a thrill that produced. Imagine observing such a startling drama from a ring-side seat. A trip to the World's Fair is worth two years of education in our higher institutions of learning. This is a chance of a life time indeed.

When you see a little Austin on the road what do you think of immediately? Maybe it wouldn't do to ell, but usually you think of the nerve of such a thing. Even the byways—why its ridiculous seeing a six foot, 200 pound man cramped under the steering wheel trying to push such a vehicle down the road. They are made for little Willies to play with on the sidewalks.

How are you keeping cool this summer? Here is a good way that never fails. Take a good warm water bath to remove perspiration and external skin impurities each day and then one good shower a day. After each bath, the body must be dusted with refreshing, fragrant, dusting powder. The use of Talcum lessens body heat. If you have any kind of skin irritation apply the talcum liberally. Don't forget to bath often. It makes you feel crisp and clean in your dainty fluffy summer dresses.

Fashion agrees that the woman's make-up should be the same shade as her dress. That's all O. K. I guess but I've just been wondering how we are going to manage about our plaid dress this season. Anyone finding a solution to this problem please let me know for we must be chic.

Here are a few helpful hints to the many housewives in our land: If the stems of freshly cut rosebuds are stung with a match before being placed in water they will not open but will remain buds for several days.

Light causes canned fruits to fade. Store in a dark, dry place to avoid mold. Dry salt sprinkled immediately on a new fruit stain will prevent its being permanent.

Old lace can be made to look new by squeezing in hot soapy water, then in cold water, and then in milk to stiffen it. Press on wrong side.

Squeeze a little lemon on your melon and see the difference.

The best way to fasten oil cloth above the sink is to glue it there.

A thimble placed on a curtain rod will make insertion easier.

Morshmallows will not stick to a knife that has been buttered.

That'll be all for this week. I think it is almost time to shuffle off to dinner. See you next week.

Farm Administrator Orders Grain Industry To "Put Their House In Order"

WASHINGTON, July 24.—George N. Peek, chief administrator of the farm act, told representatives of the grain industry Monday to "put your own house in order" or "the Government will act."

The Farm Administration is "greatly displeased with the recent sharp fluctuations in the prices of wheat and other grains, he said, and is determined that a program of reform for the methods of marketing products is necessary. The industry is to be given "the first opportunity to establish practices which would insure greater stability in prices but if it fails, farm administrators are prepared to take prompt action before the next session of Congress beginning in January.

"I do not entertain the view that the present grain trade has any divine right to handle the farmer's products," Peek said.

"The institutions engaged in mar-

keting exist and will continue to exist just so long as they provide a useful service.

"If they do not perform such service, then it will be necessary for farmers to find some other method for marketing their products.

"This country can not go on permitting farmers to be disposed of their farms and hopes through no fault of their own, because of their inability to make the cost of production.

"My prediction is that unless the farmers of the country can be assured that they are going to get a square deal—not two or three years hence, but now and before Congress reassembles, then events will happen which will make what we already have seen look like a pleasant dream.

"I want to emphasize to every one connected with the grain trade the necessity that you put your own house in order where it needs to be put in order.

"We are not going to undertake to superimpose something on the grain trades until after they have had an opportunity to work out their problems themselves.

"If this is not done, promptly however, I will make no promises."

Business is looking up for those who are looking it up.

DR. C. J. McCOLLUM CHIROPRACTOR

DR. E. L. SPENCE
EYE, EAR, NOSE AND THROAT SPECIALIST
Office in Plainview Sanitarium and Clinic

The Vegetable TONIC
HERBINE
CORRECTS CONSTIPATION
GREER DRUG STORE

THE DENVER ROAD

DENVER

EXCURSION FARES

COLORADO SPRINGS

\$23.43 \$20.43

TICKETS on sale
Daily Until Sept. 30th
Return Limit Oct. 15th

Enjoy a quick, clean, safe, comfortable trip TO
— COLORADO —
"The Perfect Vacationland"

For Full information see your local agent or write

F. D. Daggett, General Passenger Agent
Forth Worth And Denver City Railway
PORT WORTH, TEXAS

No Processing Tax On

CUSTOM GRINDING

Bring Us Your Wheat

Boothe Mill & Elevator

"We Do Custom Grinding"
Floydada, Texas

P. S. We are installing more machinery this week which will enable us to make flour as good as the best.



GOOD THINGS TO EAT

Tomato Salad

6 sliced tomatoes
1 cup sliced cucumbers
1-4 cup chopped onions
1-2 cup cream cheese
1-2 cup salad dressing
1-8 teaspoon salt
1-4 teaspoon paprika
Chill ingredients. Arrange tomatoes on crisp lettuce leaves and top with rest of ingredients. Serve at once.

Pineapple Sherbet

1 cup sugar
1 cup crushed pineapple
4 tablespoons lemon juice
2 cups milk
1 egg white, beaten
Mix sugar, pineapple and lemon juice. Slowly add milk and egg white. Pour into tray in mechanical refrigerator and stir every 20 minutes for first hour. Let freeze.
This sherbet can be frozen by regular freezer method if desired.

Chocolate French Pastry Frosting

1 square chocolate, melted
2 tablespoons cream
1-2 teaspoon vanilla
2 tablespoons butter
1-8 teaspoon salt
1-2 cups sifted confectioner's sugar
Mix cream with chocolate and heat slowly, stirring constantly. Add rest of ingredients and beat 2 minutes. Let stand 5 minutes. Beat until creamy and spread on top cake.

Chocolate Fudge Cake

1-2 cup butter
1 cup sugar
2 eggs
2 squares chocolate, melted
1 teaspoon vanilla
1-8 teaspoon salt
2 cups flour
3 teaspoons baking powder
2-3 cup milk
Cream butter and sugar. Add rest of ingredients and beat 2 minutes. Pour in shallow pan which has been lined with waxed paper. Bake 25 minutes in moderate oven. Cool and frost

Sponge Cake

6 egg yolks
1 cup sugar
1 cup pastry flour
1 teaspoon cream of tartar
6 egg whites, beaten
1-8 teaspoon salt
1 teaspoon lemon extract
Beat yolks, lightly fold in rest of ingredients. Pour into ungreased pan, bake one hour in slow oven.

Fruit Sherbet

1 cup sugar
1 cup orange juice
1-3 cup lemon juice
1 cup grapejuice
1-2 cups milk
Mix sugar and fruit juices, slowly add milk, pour into tray in mechanical refrigerator. Remove pan twice during first hour and beat well each time. This beating aids in preventing the mixture from crystallizing.
The sherbet may be frozen by the regular freezer method.

Mrs. O. L. Allen's mother, Mrs. Kinard and a sister, Mrs. Abbott of Lubbock came to visit her Wednesday. Mrs. Abbott returned home the latter part of the week but Mrs. Kinard remained for a longer visit.
Rev. and Mrs. I. J. Floyd and Mr. and Mrs. Earl Standridge were the Sunday dinner guests of Mr. and Mrs. H. M. Owens, Mr. and Mrs. J. C. Mullings visited them in the afternoon.
Mr. and Mrs. Clayton Terrell and children attended church here Sunday and were dinner guests of Mrs. Terrell's parents, Mr. and Mrs. D. M. Marshall.

Mrs. J. C. Thomas and Mrs. Aaron Clark returned home last week from Hollis, Okla., where they have been visiting relatives.

Mr. and Mrs. Odie Dorman announce the arrival of a baby girl born Friday night.

About a hundred people attended a social given last Thursday night at the home of Mr. and Mrs. W. R. Hartley in honor of Mr. and Mrs. Earl Standridge and family. After games were played refreshments of ice cream and cake was served. Mr. and Mrs. Standridge left Monday for Arkansas. We regret very much for these good people to leave our community and are hoping that they will soon return.

STEELEY NEWS

Sunday school was well attended Sunday morning. The Methodist and Baptist held a joint meeting and discussed prohibition.

Rev. Melvin Shaw filled his regular appointment at the Baptist church Sunday.

The Methodist Revival will start next Sunday which will be the first Sunday in July. Rev. L. L. Hill, the new Methodist pastor, will do the

presentation.
Miss Evelyn Bobbitt entertained the Senior B. Y. P. U. class at her home Tuesday night.

The closing of the Singing school Saturday night was well attended. The Quartet and other singers entertained.

Mr. Raylon Robertson of Lockney, Mr. and Mrs. A. G. Draut and children, and Mrs. E. C. McElyen were Sunday dinner guests in the L. A. Clayborn home.

Mr. and Mrs. J. P. Howard and children and Mr. and Mrs. W. E. Grimes an daughter were entertained in the E. G. Foster home Sunday.

Miss Gale Gregg entertained a few friends last Tuesday on her 13th birthday.

Misses Evelyn Bobbitt and Thelma Arterburn are visiting at Vigo Park this week.

Mrs. Ruth White left Saturday night for an extended visit in Wichita Falls with her sister and family.

Mr. and Mrs. L. A. Clayborn, Mrs. Ruth White, W. E. Grimes, Bill Bobbitt and Mr. Bert Bobbitt attended the Prohibition Rally at Floydada Friday night.

Mr. and Mrs. W. E. Grimes and daughter, Edith and Gale Gregg shopped at Floydada Saturday.

Mrs. Roe Bryant visited relatives in Matador Friday.

Mr. and Mrs. N. N. Meador were shoppers at Plainview Saturday.

Visitors in the home of Mrs. L. Ruth Sunday were Mr. and Mrs. Otto Samman and children, Mr. and Mrs. Less Taylor and children of Olton, and Miss Lois Rexroad.

Mr. and Mrs. Heston Bennett of Lockney were dinner guests of Mr. and Mrs. E. R. Bryant Thursday.

Miss Loyie Karr of South Plains was the guest of Miss Dorothy Byars Sunday.

day.
Mrs. Theo. Boedeker is in the Abilene Sanitarium at this writing.

MUNCY NEWS

Mr. and Mrs. E. R. Harris spent Sunday in Happy with relatives.

Mrs. Bob Muncy was in Lockney Saturday.

Miss Eva May Woods of Lockney is visiting Miss Vieta Dunlay.

Mr. and Mrs. J. E. Race visited Mr. and Mrs. Smith of Pleasant Valley Sunday.

Mrs. Edd Muncy and children visited Mrs. J. F. Biggs Tuesday of last week.

Miss Ada Pay Race visited Miss Vieta Dunlay Thursday.

Classified Ads

FOR SALE OR TRADE—Two milk goats. See Hall Ferguson or Louise McMurray.

The Rexall Factory-to-you Sales is limited to 15 days, starts Aug. 1st.

FIVE DOLLAR REWARD—For the return to the Beacon office of the Ford Wheel and casing that was lost about three weeks ago. 1tp.

Let us bring you Abstract to date for that new Federal Farm Loan.—Arthur B. Duncan Abstract Company, Floydada, Texas. 40-inc.

All lines of merchandise are going up. We bought these goods sixty days ago and are going to pass the profit on to you.—Lockney Drug.

FOR SALE—For cash, 2 bed room suites, living room suite, Detroit Jewel cook stove, Wicker rocker, piano, book case, library table, dishes, cooking utensils.

and other household articles.—Mrs. S. M. Henry. 44-1tp.

FOR funeral flowers, phone us or leave your orders with Mrs. Honea, at Baker Mercantile Co.—Hollums, Floydada Florists. 18-1f

Your President says all goods must go up, take advantage of these low prices for the first 15 days of August.—Lockney Drug.

Will Trade tailor work for coat hangers paying 2c each.—Brooks Dry Cleaners. 38 1tc

FOUND—A couple of keys on a ring. Picked up in front of the city hall. Owner call for same at Beacon Office and pay for this notice.

Call for your circular Saturday. Stop and look at our windows.—Lockney Drug.

FOR SALE—One bred sow and 12 shoats. See me at J. S. Miller farm 4 miles northwest of Lockney.—E. O. Miller. 45-1tp.

SEWING—Plain and fancy—babies clothes a speciality. Lowest prices.—Mrs. H. S. McGonigull. 44-2tp

Renew Your Health by Purification

Any physician will tell you that "Perfect Purification of the System is Nature's Foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs,—once or twice a week for several weeks—and see how Nature rewards you with health.
Calotabs purify the blood by activating the liver, kidneys, stomach and bowels. Trial package, 10 cts. Family package, 35 cts. All dealers. (Adv.)

TRADE Where the price is right and your patronage is appreciated

Rural AIKEN NEWS

STEEL ALONE IS NOT ENOUGH!

New Superior wheat drills at close out prices—Be sure to see these if you are going to buy a drill—
We Want Your Business
PANHANDLE LUMBER CO.
Sherwin—Williams & Devoe Paints
Floydada, Texas

Bro. L. J. Lloyd filled his regular appointment at the Baptist church Sunday morning and Sunday night. Bro. J. A. Weathers will preach next Sunday.
Mr. and Mrs. Guy Ramsey spent Sunday at Paducah They were accompanied home by Mr. Ramsey's mother, who will visit for a few days.
Mr. J. S. Marshall and Miss Ethel Darman were married last week and are making their home in this community. We wish them much happiness and prosperity.
Mr. and Mrs. Chas. Elam visited the former's brother, Mr. John Elma and family at Kress Sunday.

— neither strong enough, nor safe enough, nor quiet enough for the body of a quality car like CHEVROLET
There is only one type of body construction which Chevrolet will permit on the chassis of the cars it builds: That's the type which every test—and every experiment—and every experience has proved to be the safest, strongest, and best. Not steel alone, because steel alone is not enough. But a Fisher body of steel reinforced by hardwood! The same kind of construction used on practically all the highest-priced cars in America.
Chevrolet well knows that steel alone has one distinct advantage: it's cheaper. Steel also is strong—up to a certain point. BUT—beyond that point, steel alone will bend and crumple under severe stress or shock. It takes the strength and supporting solidity of a hardwood reinforcement to give you the full protection and full satisfaction you want in a motor car body today.
If you're thinking of buying a new low-priced car, better watch this matter of bodies, and watch it carefully. Insist on steel reinforced by hardwood! Fortunately, the only low-priced car with this preferred type of body is also the only car with a proven valve-in-head six; with Fisher Ventilation; Cushion-Balanced Power; a Starterator. That car is Chevrolet—America's most economical automobile.
CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

STEEL BODY plus HARDWOOD REINFORCEMENT equals STRONG, SAFE BODY BY FISHER

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