

KEEP FIRE FRIENDLY

Fire is a good servant—but a bad master
HELP AMERICA SAVE THOUSANDS OF LIVES AND HUNDREDS OF MILLIONS IN PROPERTY EACH YEAR



Each year in America the entire nation observes Fire Prevention Day—October 9—the anniversary of the great Chicago fire. As is the custom, the full week containing that day is proclaimed Fire Prevention Week and from Sunday October 8, to Saturday October 14, communities large and small—city, suburban and rural—will hold meetings and engage in various fire prevention activities.

EVERYONE PAYS FOR FIRE
Safeguarding America Against Fire offers a thought that every citizen should bear in mind during and after Fire Prevention Week. You pay for fire insurance even though you never bought a policy in your life.

It's as certain and as inevitable as that inescapable pair, death and taxes. If you rent an apartment or a building, the owner has fire insurance and its cost is reflected in your rent. Insurance must be included in the cost of a suit or a can of beans or a theatre ticket. The factory that made your automobile and the dealer that sold it has insurance—it's part of their operating cost, and must be absorbed by

Rural

STERLEY NEWS

Rev. Shaw filled his regular appointment at the Baptist church Sunday. Those visiting in the home of Mr. and Mrs. Melvin Shaw, Sunday were Mr. and Mrs. Bert Bobbs, Jim Sallee, Mirthle and Miss Evelyn Pitt, Mr. and Mrs. Jimmie and Mrs. E. Byars, Juanita Reeves and Mrs. G. Chimes.

Mr. and Mrs. John Boyd Coffey, the proud parents of a baby girl. Mr. and Mrs. E. C. Mosley and family were Sunday dinner guests of Mr. and Mrs. W. E. Grimes.

Those visiting in the home of Mr. and Mrs. H. P. Parker Saturday night were: Mr. and Mrs. W. H. Sneed, land, Harry, and Dorothy Parker, Eva May Sneed of Vernon, Texas, L. Ruth, Charlie Ruth, and Mrs. Mrs. W. B. Euth of Sterley, Joe and cake was served to the visitors. Miss Floe Prater entertained the young people Saturday night at a party which was enjoyed by all present.

Mrs. J. C. Dutton is on the sick list this week. Mrs. Ada Foster, who has been at the home of her parents was to return to her school at Fayette Sunday evening. Her sister, Miss May Foster, taught in her place.

School News
We have closed out the first month of school. There were 67 enrolled this month and the attendance has been good.

Most of the pupils feel good now since the examinations are over. Alton Day was out of school the last three days of last week, on account of sickness. Kathryn Davis missed one day last week due to illness.

GOES TO TRI-STATE FAIR

Mr. and Mrs. Winifred Cooper and Mr. Roy Griffith were in Texas Tuesday attending the fair.

Mrs. D. C. ... Texas, left ...

MORHAIR BRINGS HIGH PRICE AT SAN ANGELO

Texas newest wool and mohair warehouse, that of the Uvalde Livestock Loan company of Uvalde, was pattern setter last week in an upward drive of the fall mohair market, when it sold 190,000 pounds of mohair at prices of 45 cents for grown hair and 55 cents for kid hair. It was the highest paid this year. Buyer was Mark Campbell of M. A. Campbell & Co., Boston.

LEGION OFFICIALS TO USE CHEVROLET CARS

When the American Legion Convention gets under way next week at Chicago leading officials will find at their disposal fifty special automobiles provided by the Chevrolet Motor Company. The cars furnished by Chevrolet all will be Master Six Sedans finished in dark Barker blue with gold wheels and appropriate lettering. Each car will be provided with its own driver wearing a white uniform and sailor cap.

Cars will be dispatched from a central point at the call of designated Legion officials and will transport them to any part of the city for the duration of the Convention.

On the doors of the cars will be the Legion seal carrying the lettering: "National Legion Convention". Tire covers in the rear will also have the designation: "Official Legion Chevrolet".

The company decided to provide cars for the Legionnaires, officials said, following the success of a similar venture when the National Convention was held at Detroit two years ago.

EIGHT HUNDRED DIE IN TEXAS FROM DIPHTHERIA

Texas lost over eight hundred of its children last year from one preventable cause. The disease responsible was diphtheria. Dr. H. N. Barnett, Director, Bureau of Child Hygiene, in commenting on the loss, said, "Diphtheria could be practically eliminated if we would take their children to family physician and have them vaccinated as soon after they are born as possible. We should also check children of school age at a regular time, so that any diphtheria cases can be quickly isolated and treated. This is the only way to prevent the disease from spreading."

Stairs Made Her Gasp For Breath

Penalty Of Excess Fat

Although she has lost but 7 lbs. of her overweight, this woman finds that 7 lbs. has made a remarkable difference to her. Her letter reads: "I am 53 years old and my height is 5 ft. Last year I weighed 154 lbs. I have been taking a half-teaspoonful of Kruschen Salts, making no change in my diet. Now I am less around the hips and only weigh 147 lbs. dressed. But I feel lighter and can now run upstairs, which before used to make me gasp for breath. Everyone says how well and fit I look."—(Miss J. H.)

Kruschen is an ideal blend of 6 separate salts which help body organs to function properly and maintain a splendid degree of health—it builds up energy and strength while you're reducing to normal weight. Get Kruschen Salts at any live druggist in the world—a jar lasts 4 weeks and costs not more than 25 cents.

Vegetable Salad

- 1 cup cooked green beans
 - 1-2 cup cooked carrots
 - 1-2 cup diced celery
 - 2 tablespoons chopped onions
 - 2 tablespoons chopped pickles
 - 1-4 teaspoon salt
 - 1-4 teaspoon pepper
 - 1-4 cup French Dressing Bettina
- Mix and chill ingredients and serve on lettuce leaves.



Rev. I. N. Dany says:

"I have found nothing in the past 20 years that can take the place of Dr. Miles' Anti-Pain Pills. They are a rare relief for my headache."

Sufferers from Headache, Neuralgia, Toothache, Backache, Sciatica, Rheumatism, Lumbago, Neuritis, Muscular Pains, Periodic Pains, write that they have used Dr. Miles' Anti-Pain Pills with better results than they had even hoped for.

Countless American housewives would no more think of keeping house without Dr. Miles' Anti-Pain Pills than without flour or sugar. Keep a package in your medicine cabinet and save yourself needless suffering. At Drug Stores—25c and \$1.00

DR. MILES' ANTI-PAIN PILLS

WHITES CREAM VERMIFUGE For Expelling Worms GREATER DRUG STORE

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, MGR.

30 years experience. Floyd County Land Titles; Our Abstract Records are Complete, Accurate and up to the Minute and cover all Lands and Town Lots in the County.

Men in Floyd County, call and see us; We will be glad to assist you in checking over your titles, and there will be no charge for this service, except where we do some actual Abstract work. Room 7, First National Bank Bldg., Floydada.

PEOPLE and LIGHTING

Why is it that good lighting draws people as tho by magic? There are numerous reasons given for this well known peculiarity . . . it may be that people do not like darkness . . . that light has some definite but unexplainable charm. But it is true.

Aggressive merchants have known this fact for years and have brightened up their show windows. They know it draws people to their store front,—and it pays.

They have provided good lighting in their store interiors as well. It draws customers into the store. They know that good interior lighting also pays.

With prosperity again on the way merchants should realize the benefits to be had from proper window and store interior illumination.

Consult your Electrical Dealer. He will be pleased to help you with your lighting problems.

TEXAS UTILITIES CO.

"Your Electric Servant"

Lockney Gin Company

Now Ready To Gin Your Cotton

FOLKS, we have been very busy the past few weeks getting our gin machinery in working order for another season, and we are able to announce now, We ARE READY!

In good times and bad times, for many years, Lockney Gin Company has done everything possible to give the cotton growers a good, dependable ginning service, and will continue to do so as long as we are in business.

Whatever the Ginner's Code may be—as to labor—ethics—hours—price or whatnot—we will try faithfully to comply with it in the belief that it will result in Better Service for the Cotton Grower and a Better Grade of cotton to offer to the spinner, for which he will pay a better price.

Lockney Gin Co.

ED WHITFILL, Manager
Member of N. R. A.



OF INTEREST TO WOMEN

INTERESTING TIPS FOR MAKE-UP

The fall idea in make-up is to copy the delicate fragile beauty of women of the Victorian era yet retain the vanity of 1933.

Make-up—rouge, lipstick and powder—is lighter in color this fall.

Beauty patches are back. They are worn to accent the most attractive feature, but generally are placed near the eye when the hat is small and close to the mouth when the hat is large.

Combs—yes, fancy, jeweled combs and plain schoolgirl tortoise shell variety—are back, too.

And so are barrettes, plain and jeweled. Children are again wearing hair ribbons.

And so are their mammas. An illustration of this new vogue was described for evening wear. With a white evening gown flat tailored white ribbon bows were pictured as worn at the temples.

Finger nails may be still brilliantly colored, but the new fad in application of the polish is to cover the entire nail, leaving no white tip and sometimes no white moon at the base of the nail.

The new bob is longer—two inches below the ear lobe, but—

The bob is not worn long. Instead the hair is dressed up in back and held in place with combs and barrettes.

False hair will be used, and this includes braids as well as curls.

Some of the new lip sticks are wine-red.

Gray hair is smart.

HOW TO CLEAN STAINED WALLS

No matter how elaborately furnished a home may be, it isn't beautiful if it is not kept in repair, if something has become soiled or torn. The constant vigilance needed to detect these things is worth while. As soon as you can spare the time, go all over your home, inspecting every article of furniture, every ornament, the walls and the woodwork, and you'll be amazed at what you will find.

If wall paper has become discolored it can be cleaned by rubbing with bread that is stale but not dry. Rub lightly only a small surface at a time, with long even strokes. Use plenty of bread discarding each piece as soon as it looks soiled.

Torn wallpaper can be mended by using a matching piece of the paper. The patch, if torn so that the edges are jagged, will blend in far better than a piece cut to cover the tear. A strip that is loose from the wall can be stuck back with a paste made of flour and water boiled together adding a teaspoon of alum for every ounce of flour used.

White enameled furniture or woodwork that has become rubbed and roughened can be restored to a smooth gloss by applying fine whiting made into a paste with about the consistency of cream. Dirty patches and finger marks can be removed by rubbing the cream lightly, then rinsing it off with clean, tepid water. Polish highly glazed surfaces frequently with a clean, dry chamois.

Even if unholstered furniture is covered with tailored slip-covers, take them off occasionally and give the furniture a good brushing. Then rub each piece all over with a clean cloth wrung out of warm, soapy water to which a little ammonia has been added, omit the ammonia if the fabrics are blue. Rinse the cloth each time in plain warm water. When finished, it is a good plan to set and freshen the color by applying a cloth wrung out of cold

water containing salt and vinegar.

Going over wallpaper occasionally with a dry rubber sponge will obviate the need of the bread treatment. Rub downward in light strokes.

COLORFUL KITCHEN

If you are tired of having your kitchen painted gray or tan, try decorating it in one of the vivid colors which are so smart this fall. You might paint the upper half of the walls a bright red and the lower half and ceiling silver. Red and white or red and pale silver floor covering would carry out your color scheme.

OXFORDS LEAD FOR DAYTIME

The 3-button oxford is smart with wools and silks alike. Done in black or brown suede with inner panel and heel of matched kid.

With you classic knits and sport-going clothes leather heel oxford is right. Eel rey, black or brown suede with pattern underlay.

The two piece oxford done in suede with matching calf, contrastively lacquered smartness to town and travel clothes. Eel grey, brown or black.

Even the finest fur coat is proud to accompany genuine alligator oxford with leather heel. Black or brown.

Fabric is the big news of 2-eyelie tie that goes about with the smartest of cloths frocks. Eel brown or black gaberdine with matching kid.

This one eyelie tie is almost as versatile as a pump complementing dress or suit with equal chic. Black or brown suede with tutone shadow snake.

U. S. Will Lend Dime A Pound To Cotton Growers

Machinery will be placed in operation without delay for the making of Government loans to cotton producers upon the cotton in their possession at 10c per pound, without liability to the producer borrower. The plan was given approval by President Roosevelt during a conference with Henry A. Wallace, Secretary of Agriculture; George N. Peek, agricultural adjutant administrator; Senator John Bankhead of Alabama, and Jess H. Jones, chairman of the Reconstruction Finance Corporation.

The announcement of the Government's intention, made shortly before the cotton market closed Friday, shot the market up twenty points, December closing at 9.85c.

The plan will be formulated by the Farm Credit Corporation, in conjunction with the Reconstruction Finance Corporation and will be operated through the regional agricultural credit corporations. Experts of the governmental agencies were engaged Friday formulating the regulations and procedure. The Government will take a lien on the farmer's cotton as security. If the market is above 10c when the farmer orders sale, he will reap the benefit in excess of the Government's loan. If there is any loss in the transaction the Government absorbs it.

The conference discarded the proposal to make the loan 15c, a price which could not be justified at this time, although all present are said to have been of the opinion that the market would reach that figure and probably more. Among the details yet to be arranged, is the rate of interest which is to be fixed as low as possible compared with other Government loans. In any event, however, the interest, according to views of those supporting

the plan, will not be burdensome. A conservative estimate is that about 8,000,000 bales of the present crop are still held by the farmers. The Government's loan is 10c on the farm.

Reduction Campaign Starts. While the Government is pegging the farm cotton price the agricultural adjustment administration is putting out its reduction campaign to hold the 1934 crop to 25,000,000 acres. It is estimated that this will mean about an 8,000,000-bale crop. The loans to the farmer, however, has no strings to it.

It has been explained that the plan has none of the stabilization venture of the old farm board, nor none of its hazards. Members of the administration do not discuss the plan in terms of money requirement; in fact, it is believed that it will make an exceedingly small demand upon the Government's credit reserves. It is confidently expected that the market would go above 10c, which would relieve the desire of the farmer to borrow from the Government at that price unless the farmer could see a still higher market holding his cotton.

Officials were unable Friday night to discuss details of the program because of the newness of the scheme, and the fact that experts were engaged in working up the procedure. It can be said however, they confidently expect a better Southern psychology, and strengthening of the cotton price, which, in the end, is what the produced is seeking. In one quarter it was suggested that the plan and its expected results would stop the talk of currency inflation so pronounced in the agricultural sections and the South in particular.

MONEY BEING DISTRIBUTED

The department's reduction plan for next year calls for the organization of county allotment associations in which the participating producer will be compensated by acreage rentals and benefit payment for the land to be left out of production. These details are now being worked out and it is estimated that the total amount of money to be distributed

WEST TEXAS LAND SELLS FOR 40 CENTS AN ACRE UNDER HAMMER

Grass land sold for 40c an acre at Mentone, Loving County, last week, as cheap as in the Indian days. Four sections of grazing land, sold by United States Deputy Marshal Joe Camp, an execution brought by the defunct Plainview National Bank, brought \$556 a section under hammer. The execution was against Joe Ferguson brother of former Governor. The bank bid on the land.

WHEAT LOSS FROM STINKING SMUT CAN BE REDUCED BY DISINFECTING THE SEED

Serious losses from smut may be expected by growers who are going to plant wheat for home use, as smutty wheat will not make good flour. If the 1900 cotton growers who plowed up cotton and who are expected to join in on the plan of filling the farm storehouse, it will be necessary for each grower to plant a few acres of wheat for his bread, so if you sow bad seed or seed infected with smut and do not have it treated you will not be able to trade your smutty wheat for flour, so it will be up to each one to treat his wheat before he plants. The best methods to do this is given below, and it protects treated seed from weevils and rodents.

Copper carbonate is the most widely used and, on the whole, the most satisfactory dust fungicide now on the market for controlling smut. There are two forms in general use—the pure

copper carbonate containing about 90 per cent metallic copper, and various diluted or extended brands containing from 18 to 30 per cent metallic copper. The former should be used at the rate of 2 ounces per bushel of seed and the latter from 2 1-2 to 3 ounces per bushel. The most common method of applying copper carbonate to wheat on the farm is by the common home made barrel type of duster, which is very effective if properly constructed and used. Directions for making an inexpensive duster of this type may be obtained by writing the county agent. The barrel is filled to not more than one-third of its capacity with the thoroughly cleaned wheat, the proper amount of dust distributed from one end of the barrel to the other, and the mixture turned for about two minutes at the rate of about 30 revolutions per minute. The wheat is then placed in sacks ready for sowing. Two men can treat about 15 or 20 bushels an hour.

Sana Ana News

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

The Vegetable TONIC
HERBINE
CORRECTS CONSTIPATION
GREAT DRUG STORE

BUY YOUR LIFE INSURANCE FROM
A. J. COOPER
He Represents A Company That Is Rated
(EXCELLENT)



GOOD THINGS TO EAT

Orange Date Ice
1 cup sugar
1-2 cup white karo
2 cups water
2 cups orange juice
1 cup evaporated milk
1.8 tsp. salt
4 tbsps. lemon juice
1-2 pkg. pasteurized dates
Grated rind of 1 orange
Combine sugar, karo and water. Cool until thoroughly mixed and dissolved, then add finely chopped dates and move from stove, cool thoroughly. Add salt and simmer five minutes. Re-orange juice, lemon juice and grated orange rind. Pour into a tray of mechanical refrigerator or into ice cream freezer and partially freeze. Carefully fold in the cup of evaporated milk which has been stiffly whipped. Continue freezing until firm.

Arkansas Pecan Pie
1 recipe pie crust
3 eggs, beaten
1- cup sugar
2 tbsps. butter
1 cup pecans chopped
1 cup dark karo
1 tsp. vanilla
Salt
Bake pie crust slightly—just enough to "set." Then mix filling ingredients well, pour in shell and bake in moderate oven 350 degrees F. until done. If you prefer a pie of lighter color, use white karo.

California Orange Salad
1 pkg. orange gelatine
1 cup boiling water
3 tbsps. lemon juice
3-4 cup cold water
1 Calif. orange
1-2 cup diced celery
1-4 pkg. pasteurized dates
Dissolve gelatine in boiling water; add lemon juice and cold water; chill

until mixture shows signs of jellying. Stir in orange sections cut in halves, dates and celery. Pour into molds; chill unmold, serve with mayonnaise.

French Dressing Bettina
1 teaspoon salt
1 teaspoon paprika
1 teaspoon mustard
1 teaspoon celery seed
3 tablespoons sugar
4 tablespoons vinegar
2.3 cup oil
2 tablespoons catsup
Mix ingredients in bottle. Cork and shake well. Store in ice box.

FLOYDADA
M 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 YOUR LAUNDRY TO US

BY ALFRED M. BEST COMPANY, INC.
For 1933-1934
Cook With Gas
FOR SPEED SAFETY COMFORT ECONOMY EFFICIENCY
Symbol of Dealer **West Texas Gas Co**
GOOD GAS WITH DEFENDABLE SERVICE

HOW WOMEN CAN WIN MEN AND MEN WIN
The Favor of Other Men
Unless two pints of bile juice flow daily from your liver into your bowels, your food decays in your bowels. This poisons your whole body. Movements get hard and constipated. You get yellow tongue, yellow skin, pimples, dull eyes, bad breath, bad taste, gas, dizziness, headache. You have become an ugly-looking, foul-smelling, sour-thinking person. You have lost your personal charm. Everybody wants to run from you.
But don't take salts, mineral waters, oils, laxative pills, laxative candies or chewing gums and expect them to get rid of this poison that destroys your personal charm. They can't do it, for they only move out the tail end of your bowels and that doesn't take away enough of the decayed poison. Cosmetics won't help at all.
Only a free flow of your bile juice will stop this decay poison in your bowels. The one mild vegetable medicine which starts a free flow of your bile juice is Carter's Little Liver Pills. No calomel (mercury) in Carter's. Only fine, mild vegetable extracts. If you would bring back your personal charm to win men, start taking Carter's Little Liver Pills according to directions today. 25c at drug stores.
Refuse "something just as good", for it may gripe, loosen teeth or scald rectum. Ask for Carter's Little Liver Pills by name and get what you ask for. ©1933, C.M.Co.

"THE MAIN THING ON MAIN STREET"
By L. F. Van Zelm
Daily Buzz
MAIN STREET LEADING NEWSPAPER
BARBER ON STRIKE
IF WAS A HAIR CAVING OCCASION WHEN JIMMY TEE BARBER WENT ON STRIKE, EVERYONE WANTED JIMMY TO HAVE A LITTLE BIT OFF HIS PRICE, BUT JIMMY OBJECTED. CONSEQUENTLY, MANY A CITIZEN WAS LEFT WITH AN UNTIDY GROOMING OF SHRUBBER.
MAY STREET
POST OFFICE
UNCLAIMED LETTERS
GABRIEL ANDREWS WUSS T. ALE L. ROSE EARLY
DOC GRAVES DRUG STORE
USE OUR FACE ENAMEL & DON'T DARE CRACK A SMILE
BARBER SHOP
NOW THEN DON'T!
DAY-PO HOTEL
FOR MENED SAME, SET STILL!
BUT YA JUST GOTTA TRY IT—MY WIFE MISTOOK ME FOR A TURKISH RUG AND STARTED TO BEAT ME IN THE BACK YARD
I'M ON STRIKE



THE LOCKNEY BEACON

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JEANE SUITS, Local, Church and Society Editor

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

WOMAN'S COLUMN

By Jeane Suits

Oh, well I might as well start off with a good joke—you know in order to get my readers in a light hearted condition.

Antonio—I had to give up all ideas of becoming a crooner after seeing my doctor.

Pistachio—Why, anything wrong with your vocal cords?

Antonio—No, but he said I was normal mentally—!

I guess that's about right. These crooners do have a difficult time in making some people believe in their ability mentally.

Above the door of the National Academy of Sciences building at Washington is a quotation from Aristotle which reads:

"The search for Truth is in one way hard and in another easy. For it is evident that no one can master it fully nor miss it wholly. But each adds a little to our knowledge of Nature, and from all the facts assembled their arises a certain grandeur."

Now, their is consolation to you people who feel so discouraged because you cannot learn all about one thing. You can get it completely, but then on the other hand you cannot miss it completely. You are feeling "blue" just above quotation from a great man. Watch your spirits ascend.

At last wall paper is coming into its own again! Blue is a very popular wall shade just now because of its

restful value. There are also novelties in "beet root," "shrimp pinks," and "violet gilded and silvered papers. There is your chance to live in a house of gold and silver without the fear of being robbed. As for designs you may have your choice of steamships, elephants, dotted Swiss, snowflakes, or dogs.

Word has been received from Paris that huge safety pins are being used on dresses in place of buttons. Thus what I call outwitting the laundry, eh what?

George, the duke of Clarence, who was impeached by his brother King Edward IV, in 1478 was sentenced to death by Parliament, who was kind and considerate enough to put him to death in a keg of wine.

I bet there are plenty of people today who would be willing to take a death sentence if they knew it was to occur in that manner. What do you think? Oh, never mind about answering—just thought I'd ask you that.

Here is encouragement for all of us poor penmen. The sale of original manuscripts in London reveals that some of the greatest writers have been terrible penmen. Charlotte Bronte, Byron, Dickens, and Arnold Bennett, had hands that were almost impossible to read. A lens is necessary to read Thackeray's manuscripts because of his extremely small letters. You know those little bits of information that are so hard to read?

and the Worst is Yet to Come



DID YOU KNOW

The second Byrd Antarctic expedition was on the high seas last night, carrying her usual cargo crew.

Folks who spend too much time looking for four-leaf clovers, do over too late that the clover grows under their feet.

PARSON drinking his

prepared and generally is better than usual, although some is weedy.

Back Acreage Reduction.

Wheat growers generally are lining up with the Government acreage reduction campaign, which is expected to bring a reduction of around 15 per cent in acreage sown during the last three years. A few localities will plant as much wheat as last year, since unfavorable conditions last fall prevented the planting of the intended acreage. Recent rise in price to 75c a bushel has caused some movement of wheat from storage to market.

Cotton Doing Well

Attention should be given as soon as possible as the winter months are the

Cotton continues to make good progress, plants and bolls are growing fast and fruit is setting, but the time limit has about been reached on the South Plains when bolls now being set will have time to mature unless there is much water frost than normal. At lower elevations there is some talk of a top crop and it appears that increased yield per acre will largely offset reduction in acreage. Santa Fe counties last year ginned some 1,975,000 bales and may gin 900,000 bales this season if frost does not come too soon. Rains delayed picking and ginning somewhat last week and checked boll opening. Ginning will not be heavy till after Oct. 1. Leaf worms and bollworms are present but with reasonably dry weather and lateness of season as well as growers poisoning should not do serious damages. Farmers are beginning to receive the first of their Government cotton checks from plying up acres.

Early Grain Sorghums

Harvesting the early grain sorghums has been under way for some weeks. There is a large acreage of late planted sorghums on ployed-up cotton acres and this crop is doing fairly well. Not all of it will mature but nearly all of it will make some feed. In drought areas not enough grain is in sight to supply needs and in a few localities there will be an actual shortage of rough feed. Adjacent territories, however can make up the difference.

Plans for feeding cattle and sheep on the South Plains and in the lower Pecos Valley, New Mexico have not matured.

It looks as if considerable cattle and sheep will be fed on the South Plains and the lower Pecos Valley of New Mexico. Ranges and pastures continue spotted, but recent rains have improved them some. Outlook for winter range is not as good as cattlemen wish. Stock water deficiency has made up recently and cattle have gone through the drought in surprisingly good condition and in many sections are getting fat.

LUBBOCK BOOSTERS HERE FRIDAY

A delegation of approximately 65 Lubbock citizens drove into Lockney Friday evening on a good will tour to advertise the South Plains Fair to be held at Lubbock Oct. 2 to 7.

Headed by the Lubbock High School band the group paraded down main Street. Representatives visited the schools and spoke in interest of the fair.



THE SCOPE AND PURPOSE OF THE PRESIDENT'S EMERGENCY RE-EMPLOYMENT CAMPAIGN

The President's Emergency Re-employment Campaign may be described briefly as a plan to add from 5,000,000 to 6,000,000 persons to the nation's payrolls within the next six weeks or so, through agreements made with the President of the United States by some 5,000,000 concerns or individuals, employing two or more persons each.

In order that this number of jobs may be made available, it will be necessary, of course, for employers in many cases to shorten working hours. The plan also provides for certain minimum wage scales which also in many cases will mean added labor costs for the employer.

The President's Agreement, however, includes a pledge of cooperation from the consuming public, and it is thus anticipated that the employer, while undertaking a larger expense as the direct result of his agreement with the President, will gain added patronage as the just reward of his public spirited attitude.

The fact also is to be borne in mind that where all employers act together to put people back on their payrolls or to raise wages, no employer, as the President himself has pointed out, "will suffer because the relative level of competitive cost will advance by the same amount for all."

It is to be understood that this plan is supplementary to the plan of code adoption by various industrial and trade groups which has for its purpose the elimination of unfair competition, the establishment of more equitable rewards for labor, the spread of employment and the control of production. This plan for speeding business recovery, launched under the provisions of the National Recovery Act passed by the last Congress, is rapidly being made effective, and there will be no let-up on the drive to make its adoption widespread.

The President's Emergency Re-employment plan will bridge time and bring the nation out of the depression more rapidly than if the code adoption plan were depended upon exclusively. The President's Agreement also covers many business groups that would not be amenable to any of the code arrangements.

And what is still more important, perhaps, the President's Emergency Re-employment campaign carries certain psychological values that are as priceless as patriotism at this juncture of our economic history. The President himself made this quite clear in his recent radio address to the nation when he said: "On the basis of this simple principle of everybody doing things together, we are starting out on this emergency attack on unemployment. It will succeed if our people understand it—in the big industries in the little shops, in the great cities and in the small villages. There is nothing complicated about it and there is nothing particularly new in the principle. It goes back to the basic idea of society, and of the Nation itself, that people acting in a group can accomplish things which no individual acting alone would ever hope to bring about."

Thus we have all the power and potency of mass attack directed along sound lines of organization and system. Here, briefly, is an outline of this organized attack on unemployment: In every community, wherever there are unemployed men and women, which is fitting enough

The President's Emergency Re-employment campaign is underway in every community and the nation is rallying to the colors just as bravely as though we were actually engaged in a war against a foreign foe.

The local committee is made up of the active heads of the leading business and civic organizations, and includes also the mayor. These committees in the thousands of cities and towns throughout the country were formed following telegrams and letters sent by General Johnson to the presidents of Chambers of Commerce or similar trade bodies in every section of the United States. These local committees elect a general to have charge of the city campaign and a lieutenant general who is a woman. The general selects three colonels, each of whom is to take over a certain part of the campaign work. For example, Colonel No. 1 has charge of the "man-power" or organization department. Under his direction block-to-block canvasses will be made to check up on compliance with the President's Agreement, and to make a survey of the unemployed, as to adaptability by experience as to trades and industries and thus be able more readily to help in the processes of assimilation of labor by expanding industries. Colonel No. 2, briefly, has charge of newspaper publicity and kindred activities; and Colonel No. 3 has the training and direction of public speakers under his charge.

Each of these three colonels has seven or more majors on his staff, and each major has about the same number of captains. Each captain has seven or more field workers. All of the local organizations are, of course, constantly supplied with educational and inspirational material of all kinds from the National Recovery Administration in Washington. Literally tons and tons of printed matter has been shipped to every nook and corner of the country.

The N.R.A. emblem, known popularly as the Blue Eagle, is one of the most interesting and vital features of the campaign. All employers who sign the President's Agreement are entitled to display the Blue Eagle with the initials N.R.A. and the words "We Do Our Part." Merchants, manufacturers and all others who have the right to display the insignia by reason of their having complied with the President's Agreement, are permitted to hang it on their walls, or in their windows, on cars and trucks, and, if they so desire, to stamp it on their products or merchandise. It is, in fact, the desire of the Recovery Administration that all make liberal use of this badge of patriotism.

Any person in the United States who wishes to cooperate in the President's Emergency Re-employment Campaign and be considered as a member of the N.R.A. may go to the authorized establishment in his locality and sign a statement of cooperation as follows:

"I will cooperate in re-employment by supporting and patronizing employers and workers who are members of N.R.A."

Any such sign will then be given and may thereafter use the insignia of consumer membership in N.R.A.

Every phase of the progress of this mighty campaign will be flashed in the newspapers of the country and announced constantly over the radio. In this way everyone will be in a position to know just what the campaign is doing from day to day in actually putting people back on the payrolls and adding to the mass purchasing power of the country.

While, as has been stated, it is desired that liberal use of the insignia be made by employer and consumers, it is to be remembered that the official N.R.A. emblem is the property of the United States Government and may not be used or reproduced without authority of the National Recovery Administration.

The lists of all employers who sign the President's Agreement are displayed in local post-offices and it is urged that all employers who have not yet signed the agreement do so immediately and deliver them to their local post-master.

With some minor exceptions, the terms of the President's Agreement with employers is, briefly, as follows: Any employer of a factory or mechanical worker or artisan must not pay him less than 40 cents an hour or work him more than 35 hours a week, except that if the employer were paying less than 40 cents for that kind of work on July 15 the employer can pay that rate now, but not less than 30 cents an hour. As to all other employees—those on a weekly rate—the employer will pay not less than \$15 a week in a city of over 500,000 population; or \$14.50 a week in cities of between 250,000 and 500,000; or \$14 a week in cities between 100,000 and 250,000 population; or \$12.00 a week in cities of less than 100,000 population, and the employer agrees not to work this class of workers more than 40 hours a week. As to employees who were getting a higher wage, the employer must not reduce their wages because of a reduction in their hours and he should generally keep the usual pay differences as between the lower and the higher paid employees. And after August 31, he must not work children under 16 years of age. There are, of course, some other rules which apply to special cases, but the terms of the agreement as here outlined cover the large bulk of cases.



FIREMEN ARE READY

at your call to fight fires, but they know it is better for you to prevent them. Start helping today—inspect your house—make it safe—call on us for assistance.

Then obtain adequate fire insurance to protect your financial interest in case of accidental fire.

FIRE PREVENTION WEEK
October 8-14

For fire prevention or fire insurance CALL THIS OFFICE

Frank Perkins

INSURANCE and BONDS

Only sober couples... at San Luis Potosi, Mexico.

It is estimated that one snake will eat nearly 150 mice in six months.

The annual orange crop in California now exceeds 8,000,000 boxes a year.

4,979 ships passed through the Panama Canal last fiscal year giving a total receipt of more than \$20,700,000. Both American and foreign vessels must pay toll.

The average dollar bill wears out in nine months. What I'd like to know is who ever hung on to one long enough to see.

When bigger fools are grown, our colleges will grow them.

Buenos Aires now claims the largest electric sign in the world advertising an oil company. It is 188 by 30ft. and contains 15,000 bulbs. But it was made in the United States!

A diet to protect the growing child from the effects of city noises has been worked out in Chicago—Do you suppose our village had better order a supply?

A squirrel can tell whether a nut is good before cutting into it. What stupidity that humans can't have the same gift!

Agricultural Agent Makes Exhaustive Survey of This Area

Considerable seeding of winter wheat has been made on the North Plains owing to rather well-distributed rains, reports J. D. Tinsley, general agricultural agent of the Panhandle Santa Fe Railway. South Plains generally covered by rains last week was most of the Orient territory. Chillicothe south to Nolan County the range country from Reagan County to the Rio Grande.

Sowing of wheat north of Amarillo has mostly stopped awaiting more rain. Some farmers are waiting till after Oct. 1 to sow. Early sowing generally to a good stand and will soon apply for pasture outside of regular grazing territory. Most of the wheat land has

WHY GET UP NIGHTS?

Make this 25c Test Physic the bladder as you would the bowels. Drive out impurities and excessive acids that cause irritation burning and frequent desire. Get a 25c test box of BU-KETS, the bladder physic,

from any drug store. After four days if you are not relieved of getting up nights go back and get your money BU-KETS, containing Buchu leaves, juniper oil, etc., acts pleasantly and effectively on the bladder similar to castor oil on the bowels. If you are

bothered with backache, or leg pains caused from bladder disorders you are bound to feel better after this cleansing and you get your regular sleep. The Lockney Drug Co., says BU-KETS is a best seller."

Mrs. A. L. Rains and Mrs. J. M. Nichols spent Wednesday in the Prairie Chapel community visiting Mrs. Rains daughter Mrs. Milford Carthel.



SCHOOL LUNCHES

More and more each year the world is run on a minute-to-minute basis, and especially is this true in the early morning, so school lunches which may be packed in a few minutes are demanded.

Sandwiches, of course, are always included in the school lunch and most popular of all are meat sandwiches because they make almost a balanced meal in themselves with milk and fruit. Meat furnishes high quality protein, which is most essential for the growing child, since it is the building material of the body. In addition meat furnishes necessary minerals and vitamins.

GET GOOD MEATS HERE FOR SCHOOL LUNCHES

WE SELL FOR CASH AND SELL FOR LESS

Telephone No. 10

HAMILTON BROS. GROCERY

Classified Ads

WANTED TO LEASE—160 acre farm. Will pay cash rental. Must have good house and improvements and not over one and one half miles from Lockney. Inquire at Beacon Office.

SWEET PEPPER, Hot pepper and Carrots, for eating and canning at country prices.—Sunshine Gardens. 2-21c

FOR SALE OR TRADE—Good milk cows for White Face cows and heifers —Clyde Applewhite. 2-21p.

SEWING—Plain or fancy, prices reasonable. Will sew in your home for \$1.25 per day, phone 9004P21.—Mrs. Ira H. Chambers. 50-41c.

NOTICE—Have 2600 lambs to put out upon gain for feed deal at once, also some bred ewes on shares. See me immediately if interested. Want wheat pasture and field grazing for sheep. Elmer F. Sansom Plainview. 1-31c

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

Let us bring you Abstract to date for that new Federal Farm Loan.—Arthur B. Duncan Abstract Company, Floydada, Texas. 40-1nc.

FOR TRADE—Battery operated radio for shot gun. See Harold Huggins. At the Beacon Office.

POULTRY

WORMS WILL CHECK HENS' PRODUCTION

All Fowls Are Susceptible in Warm Weather.

A flock of hens infested with worms do not lay nearly so many eggs as a flock free from these parasites. As a rule worms do not affect chickens until they are two or three months old. From then on all fowls are susceptible to them, particularly in warm weather. It is easier to prevent chickens becoming infested with worms than it is to eradicate them later.

The first and most important step in the prevention of worms, notes a writer in the Montreal Herald, is to practice strict sanitation in the poultry houses as well as in the poultry yards. Poultry yards should be spread at least twice a year with lime, then spread or plowed. The poultry houses should be cleaned thoroughly at least once a week. Not only should dropping boards and roosts be scraped, but they should also be disinfected with a good disinfectant. Feeders and water troughs should be washed and disinfected at the same time. If possible young stock should be on ground on which chickens have not been for two years.

It is not enough, however, to practice sanitation on your poultry plant and then just take it for granted that your birds are not afflicted with worms. If the laying flock is producing poorly, if the birds look tired, have sharp breast bones and pale combs, or if the young stock looks unthrifty and is thin, with lifeless plumage, it is quite likely they have worms. The only thing to do then is to cut open one or two of the worst looking birds and perform a post-mortem operation, slitting the intestines their entire length. If you find worms, you can be pretty sure that the rest of the flock is also infested.

Hopper Feeding of Both Grain and Mash Is O. K.'d

Hopper feeding of both grain and mash the year round seems to be increasing. Several experiment stations have found it to be satisfactory, particularly for the special laying breeds. It would be doubtful whether birds fed mash for the most part would lay as many eggs, but not the reason for this is clear. It is possible that mash contains a greater percentage of protein than the other grain, but because wheat brings a price of common grains.

Wholesale Culling

There are at least two periods when wholesale culling is in order. The first, observes a writer in Successful Farming, is just prior to housing the pullets in their winter quarters; the second is in midsummer just as the hens are completing the year's production. In the culling of pullets many authorities state that usually as high as 15 per cent of those raised to maturity should be marketed rather than held as prospective layers.

Small B.B.I., Small Egg

With the price of eggs remaining low, but with the price of feed higher, there is a tendency to allow the pullets on range to get along the best they can. It has been well proven that within the breed the smaller the bird the smaller the egg. If pullets come into production next fall small in body size, you will have more than your share of small eggs. Young birds on the range, pullets especially, should not be allowed to shift for themselves. —Indiana Farmers' Guide.

Packing and Grading

Use good cases, cup flats and fillers, advises a writer in the Ohio Farmer. Use excelsior pads or cup flats on the bottom and top of the case. Place eggs in the case with small ends down. Grade eggs into large, medium, and small size and pack each size together (in a single case or in separate cases) if more than one case is marketed. Both white and brown eggs may be packed in same case but all eggs of same color should always be together.

QUICK RELIEF FROM SOUR STOMACH, HEARTBURN

Stomach pains after eating and gas disturbances can be stopped quickly with Dr. Emil's Adia Tablets. Banish heartburn, sour stomach. Give quick relief. Lockney Drug Co.

Iodine in Eggs

Goitre is a deficiency disease the cause of which is a lack of iodine. The best way of administering the iodine is in some organically combined form. Hence the present fad for eggs of high iodine content, especially in regions where goitre is prevalent. On the principle that if a little iodine is good, much must be better, poultry breeders have been adding iodine compounds to feeds and drinking water. The method is so simple that Dr. G. H. Almquist of the University of California finds it necessary to sound a warning against it. No one knows how much iodine or how little should be fed to a laying hen or a growing chick. Until the correct doses are fixed by experiment the eating of eggs rich in iodine may have its drawbacks. —New York Times.

Keep Eggs From Spoiling

To prevent spoiling, eggs should be kept in storage where the temperature does not go below 29 degrees or above 60. These are the freezing and germination points. For average farm conditions the storage temperature should range somewhere between 35 and 55 degrees. In storing eggs be sure that the cooling room is fairly moist but not wet and also that the room is free from odors.

Poultry Cleanings

Two factors, pigmentation and molt, should be given most attention in summer culling of the laying flock, according to a bulletin, "Culling Poultry," available for free distribution by county agricultural agents.

Any change in the ration should be made gradually, rather than abruptly, for the reason that marked changes suddenly made are likely to cause a drop in egg production which may be followed by a molt.

EXCURSION FARES

DALLAS and return

State Fair Of Texas

October 7th to 22nd

\$14.90

\$7.50

On Sale Oct. 6th to 21st inclusive

Week-end Tickets Advance Saturday, Sunday and Monday in Dallas

starting point prior to midnight October 26th

Automobile, Stock and Poultry Shows Thousands of Exhibits AND Many other Features



F. D. Daggett

General Passenger Agent Fort Worth and Denver City Railway, The Wichita Valley Railway FORT WORTH, TEXAS

Check vs. Cash

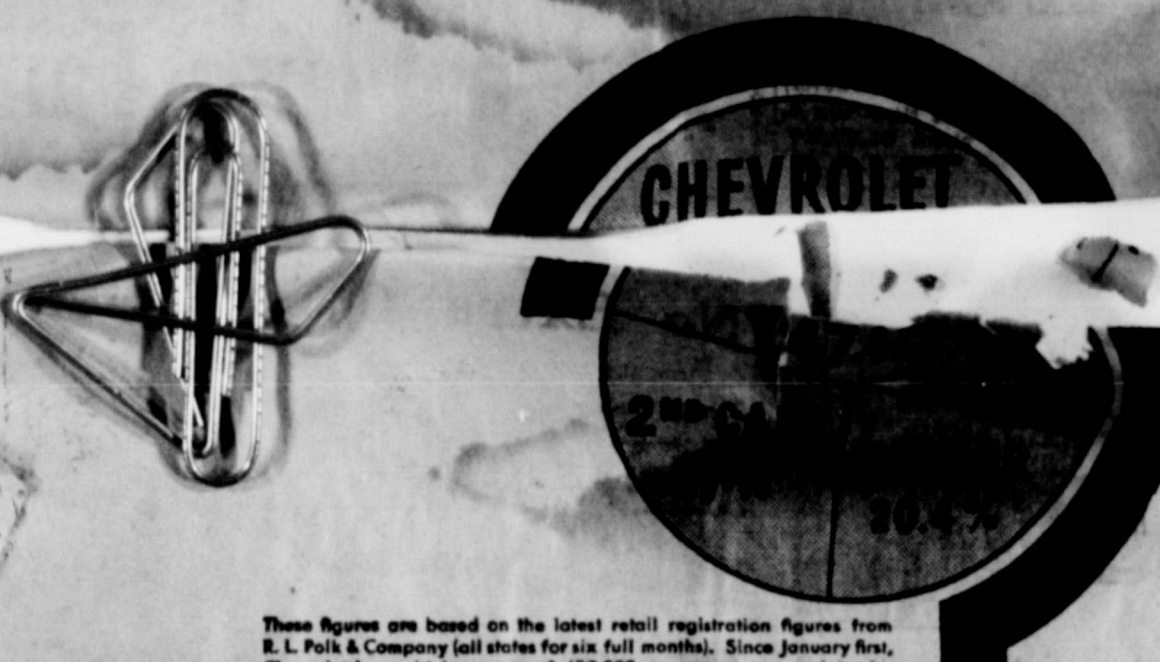
If a check is lost, mislaid or stolen, its payment can be promptly stopped at the bank on which it has been drawn. Whereas, if currency goes astray, or falls into improper hands, there is no such method in this country, of "stopping payment."

This is one of the most patent arguments in favor of a checking account and is so obvious we should hesitate to mention it were it not for the fact that the obvious is frequently lost sight of.

We invite Your Banking Business, and Appreciate Your Cooperation.

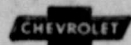
First National Bank

Worthy of your Support. LOCKNEY, TEXAS



These figures are based on the latest retail registration figures from R. L. Polk & Company (all states for six full months). Since January first, Chevrolet has sold in excess of 425,000 passenger cars and trucks.

Can there be any stronger recommendation for a car than this

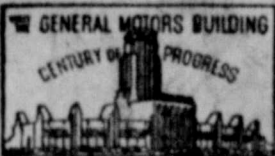


America can't be fooled when it comes to spotting the best "buy" in any field. America knows too much about motor cars for that. So when one certain car wins almost as many buyers as the next two put together, you know the answer: IT MUST BE BETTER. And that's what the new Chevrolet Six most certainly is.

Chevrolet is better looking—Chevrolet has better bodies—built not just of steel alone, but of steel reinforced by a sturdy hardwood frame. Chevrolet has a better engine—six cylinders for economy, cushion balancing for killing vibration! And Chevrolet gives better value—a long line-up of modern features which no other low-priced car can match.

Now is the time to start thinking about a new car for winter! And when you do so, think of the way Chevrolet is leading in sales. Could you ask for any stronger recommendation for a low-priced car than that?

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN



CHEVROLET

\$445 to \$565

All prices f. o. b. Flint, Michigan. Special equipment extra. Lowest prices and easy terms. A General Motors Value.

Lockney Auto Company



With The Churches

AT THE METHODIST CHURCH

Sunday School, 9:45 A. M.
Preaching, 11 A. M. and 7:45 P. M.
Leagues, 7 P. M.

Woman's Missionary Society, Monday 3 P. M.

We were pleased to have the splendid attendance at both services last Sunday. This is very encouraging. Attention:—The Presiding Elder, Rev. W. L. Title, will preach next Friday night. Let's give him a full House. Please do

not fall him. Everybody, invited.

The next two Sundays, the subjects at the morning hour will be the Two Sacraments, in the church. Just why there are Two, is rather significant. As the meaning of "Sacrament," is a memorial, just what is kept in memory is very important for every member of the church to understand. There is much idle talk about these sacraments by the uninformed, and such strange interpretations of the meaning of them. It is due the membership, especially

the young people, that the meaning of the sacraments be explained; and the view of our church be given as to their significance. Where there is a correct, and clear conception of the significance of the sacraments, there is no question about the manner of their administration.

Why, should there be just Two sacraments? Evidently, there must be two things to be kept in memory. What are they? If the sacrament of the Lord's Supper is designed to hold the thing in memory, then the sacrament of Water Baptism must hold a differently different something in memory. Otherwise, it would be foolishness to have Two sacraments.

Next Sunday, we shall discuss the sacrament of the Lord's Supper, and follow with its administration. The following Sunday, the subject will be The sacrament of Water Baptism. And we shall be glad to follow it with its administration.

We invite, and urge, the membership to hear these subjects discussed. If you are unsettled in your mind on these subjects, we shall give you as clear an explanation as it is possible. We shall have the utmost respect for any person's views, giving only our church's views, and, as we believe, scriptural views. We do not mean to provoke discussion, or arguments, but to do justice to the membership by setting forth the church's views on these subjects, just as all other denominations do. We invite You.

B. J. OSBORN, Pastor

SENIOR EPWORTH LEAGUE PROGRAM

October 1, 1933

Topic: "We are the Government"
Leader—Mattie Belle Wofford
Society is made up of Grace and Harris
Political Groups
Study your own community
Wofford
Dramatization of Disciples
—Elwood Reasonover
What can young people do
—Lula Walter

GROCERY DOLE UNDERMINING MORALE OF NATION, SAYS DIRECTOR HOPKINS

A plan to corral every transient unemployed person, professional and amateur, in Federal concentration centers for care and education was announced Saturday by Harry L. Hopkins, Federal emergency relief director.

Hopkins told the United States Conference of Mayors that the Federal Government soon would remove from the shoulders of local relief or against the burden of supporting tramps.

"Hitch-hiking on highways will be combated on a Nation-wide basis," Hopkins said. "So will bumming on freight trains."

"City and State authorities will be called on to pick up transients on local vagrancy laws and turn them over to Federal authorities."

"Concentration centers will be established in every State, probably several of them in more populous States, and in them the transient will be given a new chance in life."

Would Afford Education

Hopkins said that in addition to proper food, clothing, housing and medical care, the transients would be educated by strolling white-collar workers, of whom he said thousands had become transients in recent months.

"About 75 per cent of the hundreds of thousands of transients on the road at present," Hopkins said are recent victims of the depression, as distinguished from hoboes of long standing.

"Conditions for them are intolerable. Scanty relief is given them by local authorities. After they are driven from city to city, poorly fed, improperly dressed and with no housing facilities. Such conditions must not continue."

Commissary Undermines Morale

"Hopkins told the Mayors that the commissary system of providing relief through grocery orders was undermining the morale of 15,000,000 unemployed. He declared work or cash to be the only satisfactory and human systems."

"We must face the facts as to the huge number of unemployed in the Nation," Hopkins declared. "Prior to 1929, about 10,000,000 families were unemployed."

"We must determine now, however, what the number of those who are unemployed is today."

individuals. There has been improvement, the figure at the end of last August being about 3,200,000 families." Hopkins said there was grounds to hope for continued improvement. He

said here would be probably 1,000,000 new families on public relief rolls this winter, hundreds of thousands taken over from private relief agencies.

\$1,000 in Cash Prizes

For the best 15 word statement describing "the feel of the New Ford V-8"

- \$500 1st Prize
- \$250 2nd Prize
- \$100 3rd Prize
- 10 Prizes \$10
- 10 Prizes \$5

You must drive the new Ford to be eligible to enter. Come in, drive the new Ford and get your entree blank. You must live in Texas or Oklahoma to enter. Contest closes Oct. 31, 1933.

Fielder Motor Company

Authorized FORD Dealers
Lockney, Texas

Are You Having Tire Trouble? FISK TIRES

Are Guaranteed against trouble for motorist. When you buy a Fisk Tire your tire troubles are over. We give the most liberal guarantee with each tire sold. Ask us about it.



Time To Re-tire GET A FISK!

Fall of the year is here, everybody is busy and doing a lot of hard driving in their automobiles. You have no time to wait with worn out tires. Drive in and let us fix you up with new Fisk Tires.

Get Your Tire Needs Before Prices Go Up.

Ozark Service Station

Lockney, Texas

Jackson Tire Company

Plainview, Texas

THE HIDDEN QUART STAYS UP IN YOUR MOTOR AND NEVER DRAINS AWAY

Extreme oiliness and penetrativeness at a total cost of one-fifth of a cent per mile.



No Extra Charges For

Fireworks every Night from Century of Progress	Horse Racing Free Every Afternoon	William Show on the Midway
Horse Show Every Night	Band Concerts, Morning, Afternoon, Evening	Livestock, Poultry, Agriculture, Women's—All Departments Bigger and Better

6 Big Days - 6 Big Nights - 6 LUBBOCK TEXAS

October 2, 3, 4, 5, 6, 7, 1933

All School Children Free

COME ONE — COME ALL

Wednesday, October 4 - Only

SNOODLES



By CY HUNGERFORD

