## The Lockney Beacon

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| J. L. SUITS, EditorE. SUITS, Local, Church and Society Ed |  |
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| Entered April 14, 1902, as second class matter at the posiot Texas, by act of Congress, March 3, 1879. |  |
| Any erroneous reflection upon the character, standing of reputation of any arson, firm or corporation which may appear in the columns of The Beace will be corrected gladly upon its being brought to the attention of the publisher |  |
|  |  |
| W0MANS COLUMN | suggest that be do It-It'll be great fun for you and perhaps there-after deliciou s cooking. Oh. of course, its Jolly sport for a man to prepare a meal occasionally, but when it comes to a day in and day out affairl would much prefer a woman in my kitchen every time. So many males just take a woman's ability to sling hash for granted and kinda get to the point where they think the women have a enap in life. Well, your smas gift of one weeks cooking will improve your of appreciation in his heart-no foollin' Now, don't tell him that was my idea 'cause really I would like to hang on to the fast moving freight whl pop up next! <br> Say, did you notice our blg edition last week? For a while it looked as though we would have to drag some the border. Regardless of complicatNs situations the sheet came plus a Tew eriminal errors but otherwise in top shape. The force $\square$ into the wee hours of the morning Roosevelt cookies were sipped and nib- bied by all present. Now, laugh that one off, will you! |
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## Let's Believe In Santa Claus


TOUTLL FLND AN EXCEPTIONAL

## TOYS <br> and GIFTS

CAVE'S
Plainview, Texas


We know there will be a lot of joy in your home on Christmas Day... and that you'll have a busy day giving and receiving Christmas Gifts and good, wishes. But we want to be numbered among those who wish you well . . . So we are happy at this opportunity to say ... A very Merry Christmas!

## Texas Utilities Co. <br> Your Electric Servant"



| ONE-WAY | $\$ 9.42$ |
| :---: | :---: |
| Wort Worth - | \$8.47 |
| Wichlia palis - | \$5.04 |
|  | \$17.08 |

To Travel by Train Is Not Only Safer and More
Comfortable, but Now More
ECONOMICAL
Fort Worth And Denver City Railway Co.
The Wichita Valley Railway Co.

That Hunter is the Biggest LIAR!


This is the openion of fellow sportsman when you start bragging about killing a large duck, the squirrel larger than average; or the strange bird you killed, and no one knew what it was.

Why have your friends call you a liar? You can easily have the proof of your boasts. Not only will your mounted bird or animal be proof of your Story, but an orniment for your home or office as well.

We Guarantee Our Work
Bring Your Specimens to The Lockney Beacon Office.

## J. Ed Parsons

Lockney, Texas


THE GOOD STAR

## BILIOUSNESS

0 Sour stomach
gas and headache
constipations

We hope this Christmas will be a bright one for You

You people who read this greeting have been good to us, good friends and good customers.

It is our sincere wish that this Christmas Day will find you and yours blessed with heaith, prosperity and happiness.

We cannot fully measure this wish in words, for the spirit in which we greet you is greater than words.

A HAPPY CHRISTMAS TO YOU!
Baker Merc. Company

ONLY TWO MORE DAYS UNTIL

## CHRISTMAS

## FEDERAL TIRES

For Mother and Dad as a Christmas present. Get their car and drive it down to our station and let us put a set of new tires on it. Nothing would please them better. They will be fixed up for motoring for twelve months. Federal Tires are guaranteed tires.


We wish you and yours a Merry Christmas and may, all your troubles be forgotten and may you look upon life anew. Let us rejoice at this glad time.

## Ozark Service Station

DWIGHT JACKSON

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Mzay Hour
Yutetide beogera happy one.

## MERRY CHRISTMAS

With the approach of another Christmas, we pause to thank our good friends for the patronage accorded us during all these years. It has been our aim to deal fairly and squarely with the public and the fact that our business has grown steadily throughout these years would indicate that our efforts have been appreciated.

We Wish You A Merry, Merry Xmas

## Two More Christmas SHOPPING DAYS

## We are now rimhd down to the last the

 piled high with appropriate gifts, good sensible gifts, gifts that will be appreciated. Do Jour Chistmas sopponing here.

## E. L. Ayers Dry Goods

## 1 a have to


 have tried to be grr, five geass old
to bring to bring me a doll wilh and I wint yc


## FRUIT CAKE

You will want a Fruit Cake for your Christmas Dinner. We have the one pound cakes that are delicious. They were made right and baked right. Also other Christmas cakes.


With another mile post in sight and another year beckoning us with hopes and opportunities for service, we stop a moment to reflect upon our pleasant relations of the year about to close and to take note of the good friends about us.

The good will of our patrons and friends is one of our most valuable assets. The spirit of the season brings to us renewed appreciation of old associates and of the value of new friends. May Christmas be happy and success attend your New Year, is the cqrdial wish of
CITY BAKERY
G. H. PHENIS, Prop.




A Liberal Trade-In For Your Old Stove

## Baker Mercantile Co.



Let us join together in keeping the spirit
of Christmas alive in our community not onIy on Christmas day but on every day of the year; let us support community enterprises, foster astronger community spirit and make our community a better place in which to live.

HAMILTON BROS. GROCERY

Telephone No. 10


$\$ 1.00$ DAY $\$ 1.00$
PLAINVIEW Wednesday, Dec. 27th. Attend PLAINVIW'S Big \$ DAY
This is general $\$ 1.00$ Day in all Stores Big Bargains

Don't Miss It

## FREE! PICTURE SHOW <br> At The Texas Theatre 10:00 to 12:00 A.M.

## BIG CASH DRAWING

AT 2:00 P. M. $\$ 50.00$ In CASH Given Away BRING YOUR TICKETS

Make Your Plans Now. Be In Plainview Wednesday, December 27th.
Take Advantage of Dollar Day and All Entertainment Made Possible For You By the'Merchants Who Are Members of the Plainview Friendship Day Program

> Trade with the Merchant Who Gives Tickets
M Murssay, December 21, 1933 THELLOCKNEY Binkcón


OF THE OPENING OF A NEW AUTOMOBILE AGENCY
Between the First and Fifteenth of January we will open in Lockney a New Automobile Agency, handling the

## PLYMOUTH and DODGE AUTOMOBILES

 sent we will receive a car load and they will be ready for your inspection at our sales rooma.Don't buy an automobile until you see the New Plymouth and Dodge. They embody the very latest in automobite engineering. They are built by Chrysier, and you know what that means.
The new 1934 Models have many new features and changThey are in the low price field and within reach of all those who contemplate buying a new car. It will pay you to await the arrival of these cars

## DYER-RANKIN Motor Company




FOR A Merry Christmas
Truly Christmas is the spirit of real and abiding happiness. Truly men are brothers, and the law of the earth is peace and good will.

Accept our Christmas greeting as a wish for the happiness of you and those you love. May your friends be as numerious as the sands of the seaside, and your blessings of peace and prosperity as far reaching as the limits of infinity.

To you, because you are a friend, we offer, a message of hope and faith at Christmas time, a hope that you will be filled with'joy of contentment, and faith in you as a neighbor and comrade.

## Eugene Harris

State Reserve Life
 Christmas Roses Aplenty on Charmayne's Costume
CHARMAYNE ELuERNK






Best Wishes To You At Christmas
As we think of the generous way in which you have patronized our business, we are moved to thank all of our friends for the good feeling shown toward us.

As Christmas approaches, we hasten to offer you our sincere and hearty wishes for a joyous Christmas, attended with a super-abundance of good will, happiness and well-being.

In a spirit of the greatest possible neighborliness we wish for you a christmas unclouded by care, and brightened with all that is good.

## Hammonds \& Co.

International Farm Machinery


|  | he asked for food and warmth and was welcomed to the fre in the center of the lodge. He saw the cablo was oc-cupled by a widow with eight ehildrea, and having warmed himself, he deelded to press onward to the next cabin, where by chance food would be more plentiful; but he was restratned by the chlldren who pleaded with him to share thetr bumble fare. | danced around the fire and hastened outdoors to the border of the woods |
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|  |  |  |
|  |  | trees |
| Red Children |  | strings to the branches whlle the uttte |
|  |  | the foot |
|  |  | The whole g |
| By Dr. E. A. BA |  | away, and soon the little furred and feathered children of the woodland ap- |
|  |  | peared and ate thetr Christmas dinner, |
|  |  | The |
|  | strings of sinem and colleeting the | the gray sauirrel wiggled his ears ; and even the old owl winl |
|  | crumbs of corrbread and cronehting |  |
| Troqueis, an old man tired, mon- | them into ulttle balls. Then taking |  |
| 4 cold. At the Arst bark cabla | an by le land, logether |  |

## Pay Your City Taxes NOW!

If you pay your City Taxes now you will not have to pay any penalty, but if you wait the penalty will be added. We do not want to collect a penalty off of any one, so we are making this appeal to you to pay now.

The City of Lockney is badly in need of money to pay bonded indebtedness and other obligations, and we must collect taxes. We realize that conditions in the past have not been the best in the world, but now that conditions have improved considerably we feel that you should be in a position to pay at least a part of your delinquent Taxes.

Your 1933 taxes are due, do not let them go delinquent and force the city to take drastic measures to collect. This we do not want to do.

## J. Clyde Cummings <br> City Tax Collector



Good cooks praise the Florence Oil Range its Focused Heat, supplies steady, concentra ted heat close to the cooking: quick for boiling, perfect frying, a gentle simmer-whatever you need. Good results every time with the fully insulated oven:-bread that is per-
fect, cakes and pies you're proud to serve.

And all so easy. All the heat is where you want it -high, low, fast or slow, at your fing-er-tip. It brings you the convenience of gas with the economy of oil.

A Good Trade in for your old Stove

## Baker Merc. Company

## GIVE CHRISTMAS GIFTS <br> That pleases <br> CHARME

位 8 will piease your Mother, Sister, Daughter ard Sweetheart, better than any other gife, BecausoCHARME

Cosmetic's will restore the wonderful Beauty and proteci the Complexion froun being destroyed by the Dry winds
and Just of tois weatern Climate. ThereforeCHARME
Cofmetic's is a Christmas gift of value and will please
longer than any gift, -
Sold and Guaranteed By the LOCKNEY DRUG COMPANY LOCKNEY, TEXAS

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