College Students

> Mrs. Rose To Preach At Sandhill


| Sept. 26, it was announced this week. Mrs. Rose, after having local license |  |
| :---: | :---: |
| for two years, was granted trinister- |  |
| and the lic |  |
| last month by the did |  |
| at Plainview. She was also granted |  |
| an Evangelistic Commission. Mrs. Rose has done considerable |  |
| preaching at the Floydada church in |  |
|  |  |
| is the former Bennie Mavat Lester. |  |

Boys Ranch Rodeo Coming To Plainview

# The Lockney Beacon 

The Only Medium Covering The Rich Irrigated Section Of Floyd County.
VOLUME 47 LOCKNEY, FLOYD COUNTY, TEXAS FRIDAY, SEPTEMBER 17, 1948 NUMBER 2

| WARNING | Longhorns Tackle |
| :---: | :---: |
|  | Strong Kress Club |
| come | Here Tonight |



Grade School Short
Horns To Play
Formata
Floydada Thursday
Fair Boosters To Be Here Tuesday

Charles E. Sims
Dies at Miles City
H. D. Training School

To Be Held Next Week

Lockney Quartet At Plainview Club

## Artar er in the

## 

- Mrs. Mrartin was rechecked at the

Mrs
day
ment.
foturned some with them.
TO CHURCH SUNDAT


First National Bank Building

Order your new Fall made-to-
measure suit now. We have samples
for either ladies or gentlemen.

## BROWN'S CLEANERS

## F. L. BROWN

Real Estate and Farm Loans City Property - Farm or Ranch Land Il you want to buy or sell, see me.
$\qquad$

YOU'LL BE WELCOME HERE!
Yes sir, you will be welcome to come into our barber shop whethor you noed barber work or not. And when you
do need trimming up or $a$ shave. or any other barber work wo especiclly invito you to visit us in our now shop. You't
find courtoous. triendly sorvice.

IOE ROGERS FLOYD DANIEL V. R. McCARLEY


When people everywhere agree on a product, you know that product is good!

## All America Likes CHEVROLET'S

## Bodies by Fisher

... bodies that are exclusive to Chewrolet in the low-priced field!


## A GREAT ASSET

## TO THE CITY OF LOCKNEY

That is the way we would describe the newly remodeled home of the First National Bank. We are justly proud of this new modern building and the officers and stockholders of the bank are to be congratulated upon their achievement.

## Lockney Drug Company

S. G. MILLER


## EVERYTHIMG GOOD!

Pies, Cakes, Cookies, Brownies, Doughnuts, and many other pastries will be found at our bakery fresh every day. Come by on your way home and take home a dozen of this or that. Whatever you select will prove to you that the pastries at McClung's Bakery are delicious.

## McCLUNG BAKERY

## See The Car Of The Year..



## "Whitey" Baccus <br> AUTHORIZED FORD DEALER <br> Lockney, Texas



Aiken News



## R



Franklin Delano Smith, Route 1 .
Monore, Oklahoma
Jonnie Lau Smajstrla, Route 1 , Axtell. Texas
Evelyn Sander, Route 4. Brenham.
Texne an Wanda Shadid, Box 4, Melean
$\qquad$
$\qquad$

Mr. and Mar. Joo E Hampton


## Planss thearie <br> Lockney, Texas

"Movies Are Your Best and Cheapest Entertainment"
SATURDAY MATINEE and NIGHT Jimmy Wakeley in
"SONG OF THE DRIFTER"
Also Comedy and Serial
Sunday Matinee \& Night-Monday SEPT. 19 AND 20
"FORT APACHE"
with John Wayne, Henry Fonda, Shirley Temple, John Agar
Also Cartoon and News
TUESDAY \& WEDNESDAY

## "HI, NEIGHBOR!"

with the Season's biggest hand picked cast of radio and screen stars. Aiso Novelty Reel
THURSDAY \& FRIDAY
"great expectations"
with John Mills and Valerie Hobson Also Cartoon

DR. JOE E. WEBB

> PTOMETRIST

> Rooms 306-308. Skaggs Building

Telephone 1234
Plainview, Texas


## LIVESTOCK

FREE REMOVAL OF DEAD ANIMALS


Consumers Fuel Association
phone tr

If birds could read, we'd post a sign like that. But they can't. So, we're doing the next best thing.
We're asking all hunters not to shoot at birds on telephone wires. One stray shot may break several wires, and interrupt important long distance calls.

> We'll appreciate your help.
southwestern bell telephone co.

## Society News



## DARNELL GROCERY

SINCERE CONGRATULATIONS to Mr W. A. Waldrop and the officials of The First National Bank upon their formal opening.

Aunt Jemima 25 pound 1.49
 3 for 10c JUST RECEIVED New crop Sorghum
 53c
 Dog Food Ideal
2 for 29 c MARKET

FRESH BAR-B-Q HOME MADE CHILI

Pure Lard

Your Business Appreciated

## Congratulations and Best Wishes

We offer our sincere congratulations and very best wishes for continued success to the officials of the First National Bank in Lockney. Your new building is a beauty and we're proud of it.

We are also proud of the fact that it was our privilege to furnish a large part,of the material used in remodeling of the building. You'll find us ready at all times to give you the best in building material service.

## LOCKNEY LUMBER \& SUPPLY

Leon Wofford, Manager

Large Group Attends
PTA Reception PTA Reception

## La Ventana Study Club Meets, With Mrs. Clyde Baxter






Biger and Better Than Ever-

Robeerson Grocery \& Market Phone 54

|  |  |
| :---: | :---: |
| PORK \& BEANS, 2 for | 25c |
| Anchovy Cocktail SPREAD, 15c size |  |
| PINTO BEANS, 2 lbs. |  |
| ELASTIC STARCH, 10c box |  |
| McCormick TEA, 10c box, 3 for |  |
| $\text { GOFEEE } \begin{aligned} & \text { Delmonte } \\ & \text { pound } \end{aligned}$ |  |
| FRESH PRUNES, bushel |  |
| CONGRATULATIONS and best wishes to the First National Bank and officials, upon your formal opening. |  |



MONDAY is the last day to buy Gas Ranges. Home Freezers, Sewing Machines, and other large items if you want to take advantage of the low down payment and small monthly paywook end.

CONGRATULATIONS TO THE FIRST NATIONAL BANK UPON THEIR FORMAL OPENING

| "Flowers Wired Anywhere: |
| :--- |
| Pleasing You Is Our Pleasure |
| Flowers For All Occasions |
| Plains Floral Shop |
| Ph. $163 \quad$ Mrs. J. B. Seale. Prop. |





Presents the FOOD SPECIALS OF THE WEEK


Prices are "right"
Quality is "right" Quality is "right"
Every purchase is "guaranteed."
FLOUR, all brands, 25 pounds $\quad \$ 1.69$ SHORTENING, Spry, 3 lb . can 99 c SUGAR, Pure Cane, 10 pounds $\quad \mathbf{8 4 c}$ OLEOMARGARINE, Durkees, per pound
BEANS, Cut Green, No. 2 can 13c PINEAPPLE, Fancy Crushed, No. 2 can 28c MILK, Carnation, large can $\quad 15 \mathrm{c}$ COFFEE, Maxwellhouse, 2 lb . can $\$ 1.05$ TOMATOES, Diamond Brand, No. 2 can
OXYDOL, large box
11c

## MARKET

ROUND STEAK, pound
T-BONE STEAK, pound
CHUCK ROAST, pound
BACON, Corn King, sliced, lb.
SAUSAGE, pound
BUY YOUR GROCERIES WHERE YOU CAN BUY THE MOST FOR YOUR MONEY.

"I'm your Chevrolet dealer. All of us in this dealership-no matter what our particular job may be-are working together to give you Satisfaction All-ways for all your automotive needs. It's a privilege to serve you in any way we can, whenever we can."
"I'm the Service Manager. It's my job to see that your work is done when promised, that our workmanship is the finest available and that our prices are fair. We in the Service Department are out to give you Satisfaction All-ways . . . and I hope you'll give us a chance to prove it!"
"I'm the Parts and Accessories Manager. Featuring genuine Chevrolet parts and accessories-that's one way we make sure you get Satisfaction All-ways here. Being as friendly, helpful and cooperative as we can-those are the other ways. Try us out sometime soon, will you?"

## satisfaction chivaotir au-wars

## Lockney Auto Co.

| rovidence News |  |
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| Mr and Mr | 1943 M Farmall Tract |
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## We Both Lose Money

## If You Don't

Bring Your Cotton To Us!

OUR CUSTOMERS must be happy or we both lose money. We must continue to produce better turn-outs and better samples in order to assure our customers of getting the most for their cotton and to assure ourselves of their patronage. That is why farmers of Floyd County have consistently brought their cotton to our gin. They know where they can get good turn-outs and good samples.

Our gin is in tip-top condition and our crew is ready to go. We invite you to bring us your cotton for ginning. We both will make money if you do.
$\qquad$ cent from Junce calves, 33 per cent; hogs, 25 per cent; and cattle, 24 per

cent. | cent. Mrs. Phenis' 98 year-old great uncle |
| :---: | :---: |
| In comparison with July 1947, hog They also visited at Stamtord | hamparson what

LENA FAE STORE-Dry Goods WHY SPEND MORE? YOU CAN BUY FOR LESS

| New Fall | Men's Dress Shirts |
| :---: | :---: |
| Ladies Dresses | $\$ 2.95$ to $\$ 4.95$ |
| $\$ 9.95$ to $\$ 19.95$ | Western Shirts |
| Hats | $\$ 5.95$ to $\$ 7.95$ |
| $\$ 2.95$ to $\$ 4.95$ | Men's Dress Pants |
| Purses | $\$ 3.95$ to $\$ 9.95$ |
| $\$ 2.95$ to $\$ 5.95$ | Men's Dress Hats |
| Gloves | Genuine Fur Felt |
| $\$ 2.49$ to $\$ 4.95$ | $\$ 4.95$ to $\$ 9.95$ |
| Children's Dresses | Boy's Gabardine |
| 1 to 6 and 7 to 12 | Suits |
| One Group Fall | Sizes 1 to 6 |
| Hats | Boy's Dress Pants |
| $\$ 1.00$ | Sizes 8 to 12 |

SHEET BLANKETS, large, each \$2.19 New Fall Piece Goods
Demand Tuf-Nut Work Clothing

## CONGRATULATIONS to the First

National Bank. Your new building is an asset to Lockney and this community.

## PHONE

Live and Let Live



## An Outstanding Bank

in an

## Outstanding City

The remodeling of your building and the addition of new furniture and fixtures make yours an outstanding bank in many ways. We are proud for you that you are now prepared to give your patrons the very best in banking service.

We offer our sincere congratulations and best wishes to you on your formal opening.

STAFFORD-LOWDON COMPANY
Bank Supplies
O. L. "Hack" HACKNEY, Representative

Lubbock, Texas



