


Ford remains alone in low-price "Eight" field


The Ford production technique
involves a high degree of precision. tough customer' because of the ri-
tidity of inspection standards gidity of inspection standards. Sup.
pliers know they must comply closely with specified requirements or face heavy rejection.
"The precision, together with the extra power of the engine, accounts
for the unusual perfornance of the
Ford V-8. Ford's ratio of applied hivesepower to gross vehicle weight
has long been a favored design characteristic. Other manufacturers have found this power plant too difficult
to build inexpensively enough for a to build ine
small car.
"Fram present indications, it may be a long time before competitors
can challenge Ford in the low can challenge Ford in the low-priced
eight-cylinder field." eight-cylinder field."
Reprinted from Woods' Automo
tive Reports, Sept. 12 issue.

## Notice To Dog Owners

All dogs within the City limits must have been vaccinated and owners must secure license for them by Feb. 1 to comply with the city ordinance regarding dogs. Otherwise the dogs will be destroyed. Please see that your dog is vaccinated and has a license before this date.

## CITY OF LOCKNEY

Faye Messer, City Secretary

CRNET, foo
on all merchandise in our
store
Friday and Sat

## Burk Food Marke

Telephone 213
 PU WCII LINE FOR 1920
 all-new beauty inside and will


They're Now On Display . . Co with today! rars of surprising new belier lines . . . with new longer, nylon fabrics. Yes . . . it's today's new style classic! And Chrysler's kind of beauty is the beauty you really appreciate-because it reflects the sound you really
and the solid comfort inside. Again there is room spare for your head, your hat, your legs, your shouldes Chair-height seats. Again-the Chrysier is designed for and handling-for safe vision-for ease of getting it safest, sweet, drive it and you'll agree, it's the smarteht.


SUGAR 10 remens 890

|  | BEANS |  |
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| $\text { Shortening }{ }_{3} \text { pemands } 54 \mathrm{c}$ |


| Lettuc |  |
| :---: | :---: |
| Orange | fib bese 37 c |
| Raisins | 320 |


|  |  |
| :---: | :---: |
| CHEESE 2 bis | 93 c |
| SLAB BACON Pound | 38c |
| FRESH PRYYRS-FRRSH HENS |  |
| - Phone 1 - |  |

BAiN and BAIN
KENNETH BAD kenneth band. fr
mTCOME TAX REPORTS MADE
Bishop Bulding
Floyddad. Texas

## Used Cars

1948 model Fleetmaster Chevrolet, 2-door, overdrive, perlect. See it. 1940 model 2-door Ford
1939 model Ford
1942 model Pontiac
1935 model Ford


## SOCIETY <br> Lester-Smith Vows <br> Spoken Jan. 6

THE LOCKNEY BEACON

## We Have

lx6 Rough Fencing K. D.
Shiplap-Boxing Dimension all kiln dried

Northern California Douglas Fir Finish in wide and regular widths Plumbing Fistures in Kholer and Crane

Coleman Hot Water Heaters
Coleman Furnaces and Central Heating Systems that all can alford Paints and Varnishes

Galvanized, Corrugated and V-Crimp Roofing
We are headquarters for F. H. A. and G. I. Loans

Brunnier Lumber Co. Telephone 73 Lockney OLD FASHIONED COMFORT BROUGHT UP TO DATE

## (

Choose here from a wide assortment of rocking chairs.
platform rockers, and other types of really COMFORT. ABLE chairs when you want a good looking piece
furniture that you can use and enjoy for years.


$$
\begin{aligned}
& \text { FLOOR } \\
& \text { LAMPS }
\end{aligned}
$$

## We have $a$ wide se- <br> \section*{lection of $\mathrm{F}_{1} \mathrm{O}_{0}$}

Lamps, to enhance the beauty of your
living room. Come in "Gossip" or Telephone Tables Available in wal.
nut mahogany, or nut mahogany, or
light oak. They light oak. T
beautiful.

## Baker Hardware Co.

 EXPERT BARBER SERVICEThree good barbers on duty and ready to serve you We'll be glad torber service. Come in and visit with us.

## LONGHORN BARBER SHOP

Located next door to NEWMAN GROCERY IOE ROGERS

## NOTICE!

## Taxpayers of Floyd County

The Assessor-Collector's office in the Court House will be closed

## THURSDAY, IANUARY 19, 1950

We will be in LOCKNEY at the office of Hammond \& Company to collect only Current and Poll Taxes.

This is election year and you have only a lew days left to pay your poll tax to quality as a voter. The deadline set by law is January 31, 1950.

## Carthel Home is Scene Club Meeting


Pineapple Juice "s o cof
FOR SALE-Ni
FOR SALE-L

poisins "Sun Maid | Seeded," 15 oz box |
| :--- | FOR SALE-O

steel stalk cutter steel stalk cutter
new Ideal side new Ideal side
one 7 -foot John
with five extra MeDonald at Bol FOR SALE
board plow for
national 2-bott
See J. R. Belt. For SALEDeere tractor.
horse pressure
with pipe. See with pipe. Se
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LOTS FOR from 11 to 18 ,
addition. $\mathbf{F}$.

Box 51 , Floydad | FOR SALE- |
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| bership in Flos |
| hospital, $\$ 50$. Ja | $\frac{\text { hospital, } \$ 50 . \text { Ja }}{\text { FOR SALE- } 1:}$ FOR SALE-1:

Hegari bundles. G. E. Tannahil
1 mile west of

FOR SALE-TV
on Highway, five
crete cellar, 2 y FOR SALE-1
Frigidaire, goo
at "Whitey" B
$\qquad$

## CHASSIFIED ADVERTISEMENTS

1) Por Sale

FOR SALE-5 rooms and bath in heart of Lockney. Only $\$ 5,000$.
See Fay Pinner. See Fay Pinner.
FOR SALE-Nine months old
Guernsey bull. See Stella Salcup.
19.24

## Wanted <br> WANTED-Office nurse. Apply at office of Dr. G. A. Mcclelland

WANTED - Custom one way-
ing, hoemeing, chiseling, or will

POLITICAL ANNOUNCEMENTS

## Bu

## bo ne

Men's Suits If you are in the market position to -we are now with either a ready-made fom our stock or a tail
$\$ 37.50 \mathrm{up}$
Brown's Cloaners

Methodist Notes


Plains Floral Shop
"Say it With Flowers"
Flowers Wired Anywhere
Telephone 163
Lockney

## INSURANCE

 FTRE - HAIL - TORNADO REAL ESTATE and SURETY BONDS MONEY TO LOAN on Farms and Ranches at Low Interest Rate Next door to Federal Bldg.frank perkins


FOR SALE-Lots of 2 pound
fryers. See Frank Dodson. 19-2tp
FOR SALE-Three room house (on Highway, five lo crete cellar, 2 year
$\$ 1750$. See W. Natl. Alfalfa Mill. steel stalk cutter on whe
new Ideal side delivery
one 7-foot John Deere
with five extra sickles.
McDonald at Bob Shelto
Vi $\frac{19 \text {-tic }}{\text { FOR SALE-Fwo-way mold }}$ board plow for Ford. Also InterSee J. R. Belt.

Deere tractor. Also
horse pressure pumy
with pipe. See Troy
ney.
FOR SALE-4-ro
Maier Foont 2
bership in Floyd
hospital, $\$ 50$.
FOR SALE-12,00


FOR SALE-Sli
) sucker rod, 2-inch
cylinder, etc,
mond Ragle at
view,
view, or Spence a
Lockney.

## ANNOUNCING <br>  CinG . . .

 CERAMIC CLASSESunder the guidance of Mrs. Glen Hor
MONDAY, IANUARY 16. Everybody is invited to see the lovely display
amics by Mrs. Horton and hear her discussions. Come be with us. The afternoon should be both in structive and enjoyable.

At the home of
$21 / 2$ miles weit Mrs. AnBenf king
$21 / 2$ miles west of Lone Star and hall mile north.


## Nam

on your
Irrigation Motor or Tractor wait any longer. It wil
when you will need both.

We will pick up your Irrigation Motor and return it on overhaul jobs.

Bring us your repair jobs of any kinh

## COOPER BROTHERS GARAGE

M. E. COoper

Come in and see the NEW

## TRACTOR



1950 MODEL FORD TRACTOR TODAY:

The cheapest 2 -row Tractor on the market-only $\$ 1368.00$
ANY KIND OF EQUIPMENT you need for farm or industrial work. Liberal trade-in allowance on any make of tractor.

3-row Power Lift Stalk Cutter $\$ 115.00$
4-row Drag Stalk Cutter $\$ 135.00$
4-row Power Lift Stalk Cutter for any make tractor $\$ 135.00$
5-row Drag Stalk Cutter $\$ 150.00$
Several models of used Ford Tractors.
Braselton Implement Co., Inc.

UYS Arkansas farm
Mr. and Mrs. J.
ught a 120 acre

| fith place north of Lockney for |
| :--- |
| several years. The new place |

Miss Laverne Rhine, who has complete her training

doubly guaranteed to be periect.
Dress up that old watch with a new band created by JB or Speidel.

## Plans theatre

Saturday Matinee and Night
"BROTHERS IN THE SADDLER

Sunday and Monday
"In The Good Old Summer Timee"

Tuesday and Wednesciay

## "BLONDIES SECRET"

ith Penny Singleton, Arthur Lake and Larry Simms
Also CARTOON. THIS IS DOLL NIGHT.
Thursday and Friday
JANUARY 19 and 20
Gary Cooper in
"TASK FORCE"
In TECHNICOLOR
A World War II story of the men who helped build Also CARTOON

## Mesa Theatre

Pictures for everyone at popular prices! Friday and Saturday Nights "CANON CITY"
The story of an actual prison break. Many have told us this is the best picture they have ever seen.

Sunday Matinee and Night-Also Monday Night "COLORADO TERRITORY"


Lockney Beacon
Established 1902
PUBLISHED EVERY FRIDAY

At last here's the glareless, sight-saving light you've always wanted for your home. The soft, eye-pleasing rays from Certified Lamps truly bring sunshine indoors... add new beauty to any room . bring out the delicate colors of any decorative theme.

You'll be pleased, too, with the dozens of new styles and designs of Certified Lamps In quality they are unsurpassed... for In quality they are unsurpassed... for
every Certified Lamp must meet 105 rigid every Certified Lamp must meet 105 rigid formance. Ask your Public Service representative about new, modern home-lighting with Certified Lamps.


Corwited Lamps ave on display of your dealer's. Look for the
blue tag that tolls you it's a blue tag that tolls you it's a gonulio Cortilled tamp.


FLOYD COUNTY CO-OPERATIVE HOSPITAL

## Lockney, Texas

PLUMBING!
Call Brinier Lumber
Night Phone 132. W
All work Fully
J. P. Thornton

Wenamantinninat We're Open Again Ready to do all kinds radiator repair work. See us when you need service of

## Parsons Radiator

 ServiceRudd Parsons. Prop.
Located 1 block west Rated 1 block west

## Spence \& Thompson "66" Station On Highway 70-Lockney On Highway 70-Lockney Let Us Grease Your Carl WE FIX FLATS-CALL US at Phone 9509 LEE TIRES on Easy Payments Rayburn Spence George Thompson

## Furniture And Car Upholstering

## Tailor-Made Seat Covers

## C. E. LYNN

318 West Willow Street
Across street in front of High School
$\square$
was a wonderful tin your husband says, "That the table and gives you a big ki comes around

You know that you deserve a lot of credit yourself, and you know, too, that your new automatic gas range deserves special credit for turning out
that delicious family

A we tamil.
And, we dare say, your advice to every woman who doesn't have an autornatic gas range -to every woman who wants to be complimented on
her cooking - is to

## See The Automatic Gas

Ranges at Your Dealer's Today
Westtraikue
It Must
Be The Magic


## Automatic Gas Range



Style Chry

## New Sping Merchandise

Becutiful Spring Coats
$\$ 19.95$ to $\$ 39.95$
Dresses
$\$ 6.95$ to $\$ 22.95$
Nylon Satin Blouses
$\$ 3.95$ to $\$ 4.95$ Skirts- $\$ 4.95$ Beaded Bags- $\$ 3.95$ close out on all
LADIES'SWEATERS Men's Felt Hats Boys Corduroy Suits
Save $\$ 1.00$ on each Suit of Tuf-Nut One group of Ladies' Felt Hats Prome LVE AND Let uve

## 

| Sausage |  |
| :---: | :---: |
| Bacon |  |
| Vel or Dr | ${ }_{\text {lase }}^{\text {base }}$ 25c |
| Ham | 890 |
| Cookies | cinge mes 250 |
| Hominy | litame |

## ANNOUNCING <br> That we have assumed management <br> HOTEL COFFEE SHOP

and again invite you to come and eat with us. We are going to try to make the coffee shop better than ever and we will appreciate our old friends and customers coming by to see us.

For the best in Plate Lunches, Short Orders, Coffee and Pastries eat at the-

HOTHI COFYY SMOP
C. C. AND NORENE McDOWEL

the lockney beacon
Stewart-CQwart $\begin{gathered}\text { SAMMANNS ARE } \\ \text { Wedding Announced }\end{gathered} \begin{gathered}\text { SURPRIED WITRH gifts }\end{gathered}$ card of thanks
$\qquad$ and neighbors for their and $\qquad$ Thter of Kress, Raper of P

# Announcing the re-opening of offices of <br> Dr. J. V. Miller, Chiropractor <br> Starting January 17, 1950 <br> Office Hours: Tuesday and Thursday, 5 to 10 P. M. Saturday: 1 to 6 P. M. Office located in Mrs. Record's Studio, $1 / 2$ of Main Street Church of Christ <br> NOTICE! 

Your locker rent is now due and payable in the month of January, 1950.

We will greatly appreciate it if you will let us know if you wish to turn your locker back so we can pass same on to one on our waiting list.

All unclaimed boxes will be replaced after February lst this year.

## LOCKNEY FROZEN FOODS



First National Bank in Lockney

A Big Shipment of

## Enamelware

We've just received a big shipment of enamelware including Dish Pans, Wash Pans, Sauce Pans with or without cover, Frying Pans, either cast iron or steel, and many other items in this line.

Come in and shop with us.

## Truett Variety Store Lockney

 CHANGE IN OWNERSHIP
We wish to announce that we have purchased the interest of Mr . W. R. Childers in the insurance firm of Childers and Pinner and the firm will now be known as

## PINNER \& PINNER

We are in position to write you ANY KIND of INSURANCE. Whatever your need is in the insurance line please contact us and we will be glad to serve you.

PINNER \& PINNER

