

Longhorns Fall To Olton 40-0

Statistics

	Lockney	Olton
First downs	8	11
Yards rushing	115	266
Lost rushing	11	31
Fumbles completed	1 of 5	6 of 9
Yards passing	5	79
Passes intercepted by	0	2
Yards penalties	10	45
Fumbles lost	2	0

The Longhorns of Lockney High lost their ninth straight game this season on last Friday evening when they fell before the Olton Mustangs on Mitchell-Zimmerman Field 40-0. The Mustangs scored twice in the first quarter, both after recovered fumbles, once in the second, twice in the third and once in the fourth. The Longhorns never threatened seriously although they drove to the Olton 33 late in the fourth quarter against Olton reserves.

Despite the Longhorns' poor showing offensively they did have outstanding stars on defense. Tackle Jimmy Bankin, Fullback Weidon Jones and Center Marion Cross were in on most of the defensive plays and did their best to stem the tide of touchdowns. In addition to their scoring plays the Mustangs had several touchdowns called back because of penalties.

It was the first district win of the season for the Mustangs, they having lost to Floydada and Tulla. Their last game was with Tulla two weeks ago. Their loss there and two weeks rest put them on edge and they were playing their best against the Longhorns.

Here is a summary of the game: Lockney: Received the kick off but a fumble caused the ball carrier to be downed back on his own 8 yard line. The Longhorns made 2, and then a first down on the 18, made 5 and 3 but

fumbled and Olton recovered on the 30.

Olton: Fumble lost 2, made 6, made 1st down on 19. Made 4, and then first down on 1. Made 1 foot and then Granberry drove over for the score. He also kicked the point. Score 7-0.

Lockney: Kick off returned to 33. Fumble gave Olton ball on 32.

Olton: Made 8, lost 5, made 3, and then first down on 19. Made 1, lost 10 on attempted pass, made 14, and then first down on 8. Lockney penalized 5. Olton penalized 5. Olton penalized 5, pass good for 5, pass Granberry to Powell for touchdown. Point not good. Score 13-0.

Lockney: Kick off returned to 34, lost 4, made 4, kick to Olton 43.

Olton: Made first down on Lockney 39, made 3. Olton penalized 5, pass good for first down on 28, score touchdown but nullified by 5 yard penalty against Olton, made first down on 7. Smith drove over for touchdown. Pass good for point. Score 20-0.

Lockney: Kick-off returned to 28. Jones made 6, 2 and 1 and then first down on 37. Jones drove for 7, 2 and first down on Olton 47. Made 1, and then Handley's pass was intercepted. Olton taking the ball on the 44. A pass was incomplete and McCada broke through to drop the passer for a 10 yard loss on the next play. A pass was completed for 7 as the halftime whistle blew.

Football Queen Crowned

Miss Darla Allison, a senior in High School and daughter of Mr. and Mrs. D. C. Allison was crowned football queen by Captains Weidon Jones and Marion Cross in impressive ceremonies at the half time. The trophy, the pep squad and the band turned a heart in the field in front of the Lockney stands and the band furnished background music for the occasion.

Olton: Starting the third quarter the Olton Mustangs received the kick off and returned it to

their own 30. They drove for a first down on the 12 and then Gray drove loose for a touchdown, running 58 yards. The point wasn't good and the score was 26-0.

Lockney: The kick-off was returned to the 21, the Longhorns couldn't gain and a pass was incomplete. Jones' kick was blocked by the fast charging Olton linemen and one of them picked the ball up on the Lockney 5 and carried over for the score. The point was kicked and the score was 33-0.

Lockney: Jones carried the kick-off back to his own 33, the Longhorns made 1, 4 and 1 and Jones' kick rolled dead on Olton's 7 yard line but a Longhorn touched the ball and it was returned to the 20 yard line.

Olton: Made 4, pass good for first down on the 33, first down on 46, made 1, and 7, lost 4 and kicked to the Lockney 23.

Lockney: Made 2, were penalized 5, a pass was incomplete and then another pass was intercepted by Gray of Olton and carried over the goal but a clipping penalty against Olton brought it back to the Lockney 31.

Olton: Made 1, a touchdown was nullified by a 5 yard penalty against Olton, they made 0. Olton was penalized 5, a pass was incomplete and then the old statute of liberty play was pulled and was good for the score. The point was kicked and the score was 40-0.

Lockney: The kick off was tipped by a Longhorn back and then rolled out of bounds on the 1 yard line, where it was first and 10 for the Longhorns. They made 5, 4 and a first down on the 12, made 7 and 2 and Olton was penalized 5 for a first down on the 25. They made 3 and Duvall made a first down on the 37. The Longhorns lost 7. Jones made 6 and then Jones drove for a first down on the Olton 42. They made 0, made 6, made 3 and a first down on the Olton 30. They made 1, made nothing and a pass Handley to Jones was good for 5. Another pass was incomplete and the Mustangs took the ball on their own 33.

Olton: A pass was incomplete. Olton was penalized 5 and then they drove for a first down on the Lockney 35.

Only once has the speaker of the house ever become president, when James K. Polk was elected in 1894.

CUSTARD-CAKE RECIPE

Here's a dessert that might be an attraction to you, for it's so easy to make. Take your own favorite plain cake recipe and make cup cakes. Hollow out the centers. Then make a custard sauce, a little heavier than usual, adding one or two more

eggs. Chill in your refrigerator. Fill the centers of the cup cakes, garnish with cherries, and serve cold. They're delicious.

COCOA WHIPPED CREAM

An intriguing recipe has come out recently. It's called cocoa whipped cream. Combine 1/2 cup

of whipping cream, one tablespoon of cocoa, one tablespoon of sugar, and a dash of salt in a bowl and chill about an hour in your refrigerator. Then beat until cream holds its shape. Cocoa whipped cream is a delightful variation for a cake or pie topping, or served over pudding.

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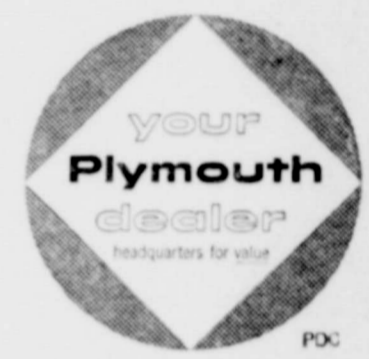
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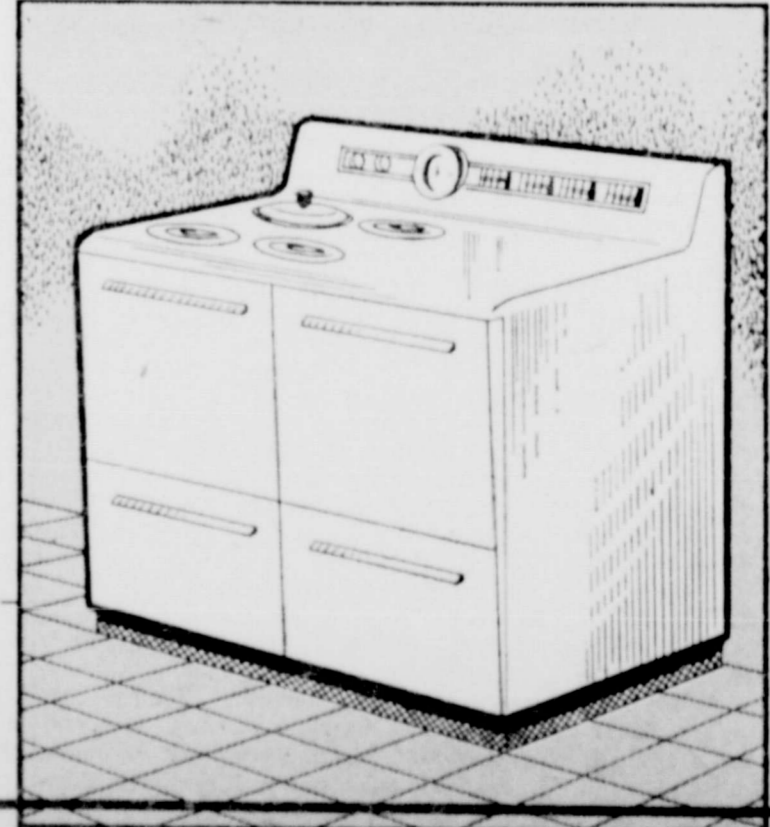
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Thursday at 2:30

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C. O. Halle, Pastor
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Prayer Service Wednesday
at 8:00
Brotherhood, W. M. U. and
Auxiliaries Wednesday
at 8:30



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Theme: Faith For Our Day

Day

NOVEMBER

24 Thanksgiving Psalms 1
25 Psalms 23
27 Psalms 27
28 Advent John 1:1-24
29 Psalms 17
30 Psalms 46

DECEMBER

1 Psalms 51
2 Psalms 51
3 Psalms 103
4 Psalms 121
5 Sunday Isaiah 40
6 Isaiah 55
7 Isaiah 55
8 Matthew 5
9 Matthew 7
10 Matthew 7
11 Luke 15
12 Universal Bible Sunday John 3
13 John 10
14 John 14
15 John 15
16 John 17
17 Romans 8
18 Romans 12
19 Sunday I Corinthians 13
20 I Corinthians 15
21 Ephesians 6
22 Philippians 4
23 Hebrews 11
24 Revelation 21
25 Christmas Luke 2:1-26

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fourth Sunday.

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Worship Services 8:30
Prayer Meeting, Wednes-
day 8:00
WMU Thursday 3:00
G. A.'s 2nd and 4th
Thursday 4:00

FIRST BAPTIST CHURCH
Roland E. Wiley, Pastor
Sunday School 10:00
Morning Worship 11:00
Training Union 6:00
Evening Worship 7:00
W. M. U. Monday
at 4:00 and 8:00
Sunbeams Monday at 3:00
Auxiliaries Monday at 4:00
Y. W. A. Wednesday at 6:00
Prayer Service Wednesday
at 7:00
Choir practice Wednesday
at 8:00
Brotherhood first Tuesday
night in month.

WEST SIDE CHURCH OF CHRIST
Sunday Morning Worship
Services 10:30
Sunday Evening Worship
Services 7:00
Wednesday Evening Prayer
Services 8:00

THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and support the Church. They are (1) For his own sake, (2) For his children's sake, (3) For the sake of his community and nation, (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to church regularly and read your Bible daily.

Day	Book	Chapter	Verses
Sunday	Matthew	18	1-14
Monday	Matthew	18	15-22
Tuesday	Galatians	6	1-10
Wednesday	Galatians	3	12-25
Thursday	Colossians	3	14-17
Friday	1 Timothy	3	1-11
Saturday	1 John	119	9-16
	Psalms		

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slight improvement.
Mrs. Walker is the former Celia May Wicker and was reared in Cedar Hill community.

Mrs. Margaret Turpin and baby daughter, Mona of Colorado came Saturday for a visit with Mrs. Turpin's parents, Mr. and Mrs. J. C. Weathers.

TURKEY SHOOT

Tuesday, November 23, 2 p. m.

On the Jake Griffith farm, 1 mile west of the Baker Hotel, 1 1/2 miles north and a quarter mile back east. Red flags will be put up along the road starting west from the Baker Hotel to guide you.

Charge \$1.00 per shot

25 Fine Bronze Turkeys from the Flock of Mrs. Ruby Merrick will be the targets for the day.

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You may use your own or we will furnish you with a gun. They must be open sight, rim fire and you must shoot off hand. Distance will be 25 to 30 yards.

The shoot will be under the direction of Ray Pinner and Jake Griffith.

Sponsored by the Lockney Ex-Students Association

Money derived from the shoot will go toward expenses of home-coming activities in 1955.

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Lockney

tion, was released on 11-15.

Melody Kay Owen, baby daughter of Mr. and Mrs. William F. Owen of Sterley was admitted 11-12 for medical attention, was released 11-13.

Jim Jeffers was admitted on 11-8 for surgery, released on 11-15 to his home in Silverton.

Mrs. Oliver Satterfield was admitted on 11-12 for medical treatment, was released 11-14.

Mrs. Calvin Williams was released on 11-13 after receiving medical attention.

Saberano Villarreal of Rt. 2, Lockney was admitted on 11-12 and released on 11-13. He was a medical patient.

Baby Leonora Perez, daughter of Mr. and Mrs. Rudolph Perez was admitted 11-13, released 11-14, a medical patient.

Danny Gutierrez of Route 1, Silverton was admitted 11-11 for medical attention, released 11-13.

Hipolito Gutierrez was admitted 11-11 for medical attention, released on 11-12.

Sylvia Torres, daughter of Mr. and Mrs. Tycancio Torres of Route 4, Floydada was admitted 11-13 for medical care, was dismissed on 11-15.

Joe Loya was admitted 11-13 for medical care, was released on 11-16.

Teresa Flores, small daughter of Mrs. Margaret Flores was admitted 11-11 and released on 11-12.

Clarence McCandless of Lockney was admitted on 11-17 for medical care.

Little Jerry Hernandez of Rt. 2, Lockney was admitted 11-15, released on 11-16.

Mrs. Alicia Zavala of Floydada was admitted 11-14 for major surgery, is still receiving medical care.

Frank R. McClure of Route 2 was released 11-11 after receiving medical care for several days.

Births

Born to Mr. and Mrs. Bobby Johnson of Lockney on 11-11 a baby daughter, weighing 7 lbs. and named Ella Oneta Johnson.

Born to Mr. and Mrs. David Arriola of Lockney, twin sons on 11-14. The first baby weighing 5 lbs. 9 oz. and born at 1:40 a. m. and named David L. Arriola, the second son born at 1:52 a. m. weighing 5 lbs. 5 oz. was David M. Arriola. The babies and mother are doing fine.

Born to Mr. and Mrs. Epifanio Castillo on 11-14 a son weighing 8 lbs. 8 oz. and named Alexander.

Born to Mr. and Mrs. H. O. Goodwin of Lockney a son on 11-15 weighing 8 lbs. 13 oz.

Born to Mr. and Mrs. Juan Garza on 11-15 a son weighing 5 lbs. and 8 oz.

Born to Rev. and Mrs. James Fitch of Aiken on 11-16 a daughter weighing 7 lbs. 13 oz., named Jana Kaylene.

Born to Mr. and Mrs. Felix Salazar on 11-16 a son weighing 7 lbs. 8 oz., named Joe Phillip.

Born to Mr. and Mrs. Domingo Perez on 11-13 a son weighing 7 lbs. 4 oz., named Jose.

Born to Mr. and Mrs. Manuel Munguia on 11-17 a son weighing 8 lbs. 4 oz.

Born to Mr. and Mrs. Joe Garcia on 11-17 a daughter weighing 5 lbs. 7 oz., named Financia.

Try a Beacon Want Ad!

oody were dismissed 11-14.

C. W. Bond was dismissed 11-14.

George Perkins was dismissed 11-12.

Mrs. Mary Baggett was dismissed 11-11.

Angel Guabardo was admitted for medical treatment 11-11 and dismissed 11-12.

Rays Hernandez was admitted for emergency treatment 11-11 and dismissed 11-12.

De Santos Ramirez (national) was admitted 11-11 and dismissed 11-13.

Jose Sandoval (national) was admitted 11-12 and dismissed 11-13.

Domingo Hernandez was admitted for surgery 11-10 and dismissed 11-15.

Ira Lee King was admitted for treatment following an accident on 11-12. He was dismissed 11-15.

Mrs. A. W. Payne was admitted for treatment 11-13 and dismissed 11-14.

Davilla Sandoval (national) was admitted 11-14 and dismissed 11-15.

Angel Coronada was admitted 11-15 and dismissed 11-16.

L. B. Stinebaugh was admitted 11-15 following an accident.

Lloyd Wofford was admitted 11-16.

Fredico Gonzales was admitted as a medical patient 11-15 and dismissed 11-16.

Thurman Davis was admitted for major surgery 11-15.

Manuel Mancillos (national)

George Lee Dosey was admitted 11-10 and dismissed 11-16.

Francis Carthel was admitted as a medical patient 11-17.

Births

A son was born to Mr. and Mrs. Rodolfo Ibarra 11-13. He weighed 8 lb. 6 oz. and was named Rodolfo. Mother and son were dismissed 11-14.

A daughter was born to Mr. and Mrs. Ausencio Rendon 11-15. She weighed 4 lb. 12 oz. and was named Maria. Mother is still receiving treatment.

A daughter was born to Mr. and Mrs. Dennie Quisenberry 11-16. She weighed 7 lb. 10 oz. and was named Donna Jean.

The first major national labor organization in the USA was known as the "Knights of Labor."

Too Late To Classify

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Mission Peas	2 No. 303 Cans	29c
Sweet Potatoes	Syrup Pack 2 No. 2 Cans for	35c
Fresh Cranberries	1 lb. pkg. for	29c
Fresh Celery	Large Stalks	15c
Shortening	Mrs. Tuckers 3 Pound Can	72c
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T-BONE STEAK, pound **59c**

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Bigham, Lockney became the bride of J. C. Colvin Jr., son of Mrs. J. C. Colvin Sr., of Lockney in a quiet ceremony performed in Clovis, New Mexico Monday, November 8.

The wedding took place at 2:30 p. m. in the home of Rev. W. E. King, pastor of the First Baptist Church in Clovis.

The bride is a graduate of Basca High School and is now employed at the First National Bank in Lockney.

The bridegroom is a Lockney High graduate and is engaged in farming northeast of town where the couple will make their home.

Open House Will Honor Mr., Mrs. Gross

Open house will be held next Sunday, November 21 from 2 to 5 o'clock in the home of Mr. and Mrs. L. J. Griffith honoring Mr. and Mrs. J. V. Gross on their Golden Wedding Anniversary.

Mr. and Mrs. Gross have lived in this area the past forty-two years. Their children are Mrs. L. J. Griffith, Lockney; Vernon Gross, Lockney; and Oscar Gross, Hale Center.

Friends of the couple are cordially invited to attend.

CLASS TO MEET

The Gleaners Class of the First Baptist Church Sunday School will have a business and social meeting Thursday, November 18 at 2:30 in the home of Mrs. Lloyd Readhimer. Members are urged to attend.

CARD OF THANKS

We wish to express our sincere thanks and appreciation for the many kindnesses shown us at the death of our loved one. Especially do we appreciate the beautiful flowers from the Methodist Church and other friends.

Mrs. Florence Hayes and other relatives of Mrs. Clara Doherty.

Rev. Marcus Rexrode of Haskell visited with his mother, Mrs. W. S. Rexrode Monday afternoon. He had attended a funeral in Plainview.

at his home here, was reported to be resting better Wednesday although his condition remains serious. Mr. Kelley suffered a light stroke early this week, friends report, and he suffered a heart attack some two weeks ago. Relatives have been here to visit at intervals since he became ill. His son, Evell Don, was scheduled to answer a call for induction into the armed forces early this week but was given a deferment due to his father's illness.

LLOYD WOFFORD ILL

Lloyd Wofford became very ill at his home here Monday night and is now in the Lockney General Hospital where he is under observation and receiving treatment. Definite nature of his illness has not been determined but doctors suspect a heart ailment may be the cause, relatives said Wednesday. His condition was improved Wednesday but visitors were not allowed in to see him.

NEW ARRIVAL

Donna Jean is the name given the baby daughter born to Mr. and Mrs. Denny Quisenberry at Lockney General Hospital Tuesday, November 16 weighing seven pounds, ten ounces. Mrs. Quisenberry is the former Johnnie Mac Bonner. Maternal grandparents are Mr. and Mrs. E. A. Bonner and paternal grandparents are Mr. and Mrs. C. C. Quisenberry, all of Lockney. Great grandparents are Mr. and Mrs. G. E. Bonner of California, Cal. and Mrs. S. C. Quisenberry of Lockney.

CARD OF THANKS

We wish to express our deepest appreciation to the doctors and nurses for their untiring efforts during mother's illness. To our many friends and neighbors we are indeed grateful for your visits, food, letters and cards. Your kindness will always be remembered. We still covet your prayers as mother continues to improve.

The children of Mrs. C. E. Meredith

Sunday afternoon, November 21st. Several singers from Amarillo and other places have promised to be present and everyone is invited to attend, according to J. H. Hall, who leads the singing.

Friendship Club to Have Bake Sale

Members of Aiken Friendship Club will hold a bake sale at Barker Furniture Store next Saturday, Nov. 20. It will begin at 9:30 a. m.

A variety of pies and cakes will be available, according to information from Mrs. C. W. Tannahill, president.

ATTEND CONFERENCE

Those from Lockney Baptist Church attending a Methods and Missions Conference and leadership clinic in Crosbyton all day Wednesday were Mrs. Leslie Ferguson, Mrs. Glen Cooper, Mrs. Harmon Handley, Mrs. Sid Thomas, Mrs. T. B. Mitchell, Mrs. Chester Mitchell, Mrs. J. H. Cooper, Mrs. Hilburn Casey, Mrs. Frank Brown and Mrs. W. S. Rexrode.

VISITS PARENTS

Rosemary McDonald spent last week end here with her parents, Mr. and Mrs. J. R. McDonald. Rosemary, a student at West Texas State College has been accepted in the college concert band and will make a four state tour with the band this spring.

KISERS HAVE BABY

Mr. and Mrs. B. A. Kiser of Lockney are parents of another son, born Wednesday morning at 6:30 in the Plainview Hospital. The young fellow weighed 7 lbs., 11 ozs. and was named Howard Arthur. He has two big brothers, Roy, age 12, and Sammy, age 6. Mr. Kiser operates the Lockney Automotive Supply here.

Jean Wofford has as guests during last week end two friends from Otton, Kay Sherman and Doniece Silcott.

Mr. and Mrs. Charlie Wagner of San Jon, New Mexico spent from Friday until Sunday with her mother, Mrs. Camille Wofford.

Auto Service

YOU'LL LIKE!

We invite you to come in and try our service when your car is in need of attention. We'll give you the kind you like — fast, courteous, efficient.

Let us WASH AND GREASE your car ALL KINDS OF MOTOR OIL

We will be glad to drain your crankcase and refill with any kind of motor oil you choose.

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Come to see us anytime.

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MRS. FRANKIE DEAN, Prop. VERA STELLS, Operator

HERE ARE SOME FACTS You Should Know About Our BOY SCOUT PROGRAM!

WHAT IS SCOUTING?

Scouting is a character-building, citizenship training, and physical development program for ALL boys, regardless of creed, race or economic status. It is a program designed to replace today's citizens with better citizens tomorrow. It is a program planned to help America raise boys that are sound of body and clean of mind. Under the guidance of a strong nation wide organization, there are 540 local Councils that bring the Scouting program to every nook and cranny of America.

WHAT IS THE SOUTH PLAINS COUNCIL?

We all live in one of these 540 Councils. Our South Plains Council is comprised of 20 counties and part of one other. Nearly 200 Churches and other institutions operate the Scout program. Each of these has a representative on the Council. The Executive Board which guides the Council has Representatives from every section and nearly every walk of life.

Your South Plains Council, like others throughout the Nation, employs a small staff of highly trained executives who are devoting their lives to the Scouting program. Under the direction of these men, are more than 2100 adults who volunteer their services. Your son's Cubmaster, Scoutmaster, or advisor is one of these men. So are the members of the Pack, Troop or Post Committee. Your Council operates a headquarters office where all records are kept. This office which is truly a "Service station to Scouting" is housed at 2109 Avenue X in Lubbock. Since healthy outdoor activities comprise the major part of Scouting, your South Plains Council owns and operates 2 camps for the benefit of your son and all boys active in Scouting. These are used throughout the year. Your Council carries on a continuous training program for leaders in Cubbing, Scouting and Exploring. New Packs, Troops, and Explorer Posts are being organized the year around. Advancement and recognition ceremonies are conducted, and special events carried on the year around.

This year we are expanding our camping facilities at Camp Haynes, acquiring canoes and row boats and securing a mountain campsite in addition to our regular budget needs in this campaign.

WHAT DOES THIS PROGRAM COST?

As you have probably guessed, a Scouting program that encompasses all these things costs money. But it is surprising how little it costs per member. Your South Plains Council accomplishes all this for only about \$14 per year per member.

Where does this money come from? Where does it go? Is it enough?

WHERE DOES THE MONEY FOR SCOUTING COME FROM?

Each year people in every city are given an opportunity to lend their financial support to the Scouting program. In Lubbock, Plainview, Lamesa, Seminole, Matador, Seagraves, Hockley County, and Floyd County, Scouting is one of the agencies in the Community Chest. In other towns, an annual "Scout Drive" for funds is conducted. Through these combined sources of income, about 90% of the finances needed to carry on the Scouting program in the South Plains Council are raised.

The remainder comes from Scout-minded citizens who wish to give an extra amount of financial support to Scouting. This they do by enrolling as "Associate Members" or as "Sustaining Members."

The 50-cent registration fee each Scout pays each year goes to the National Council, to support the national program.

Remember this about Scouting: There is no Federal Aid. None of your tax dollars support Scouting.

WHERE DOES THE MONEY GO?

It goes to organize new Units... to train new Leaders... to bring continuous coaching to all Leaders... to provide and maintain 2 Council camps (the individual boy's camp fee is so low it pays only for the food he eats). It goes to stage circuses, campfires, expositions... to provide Advancement opportunities... to maintain the Headquarters "Service Station," where all boys' records are kept... to give guidance to Home, Church, and School operating the Boy Scout Program.

WHAT CAN YOU DO?

Help Scouting by Giving to Floyd County United Chest Campaign

Your Thanksgiving Feast costs less... HERE!

Flour	Sun Bonnet Sue	\$1.95
	25 pounds	
Pecans	1 lb. cello pkg.	49c

We have a shipment of New SORGHUM and RIBBON CANE SYRUP from Sulphur Springs, Texas.

WRIGLEY'S GUM	3 pkgs.	10c
MINCE MEAT	Monarch 1 lb., 2 oz. jar	45c
COFFEE	Bright & Early 1 lb. pkg.	90c
CANDY	Chocolate Cherries 1 lb. box	59c

WE APPRECIATE YOUR BUSINESS

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LOCKNEY BEACON

Established 1902
PUBLISHED EVERY THURSDAY

HAYS & REYNOLDS
Publishers
Edgar R. Hays Editor
Willis Reynolds
Mechanical Superintendent

SUBSCRIPTION RATES
In Floyd County, per year... \$2.00
Outside Floyd County, per year... \$2.50

Entered April 14, 1902, as second class mail matter at the Postoffice at Lockney, Texas, under the act of Congress of 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 being brought to the attention of the editor.



MEMBER OF TEXAS PRESS ASSOCIATION

Minute Editorials

Though I speak with the tongues of men and angels, and have not charity, I am become as sounding brass, or a tinkling cymbal. — 1 Cor. 13:1.

FLOYD COUNTY WOMEN should prepare themselves to serve on juries, if the trend over the state is to be taken as an example of what will happen in this county. Already women have been used on juries in some counties and preparations are being made to use them in other places. Who knows but what the addition of women to jury lists will serve to strengthen the courts of the state instead of weaken it as some have feared. Certainly we have some all men juries that made what seemed to us to be very foolish decisions. Of course, that is the exception instead of the usual thing but perhaps some women sprinkled around over the jury will have a sobering effect and the women might inject into the

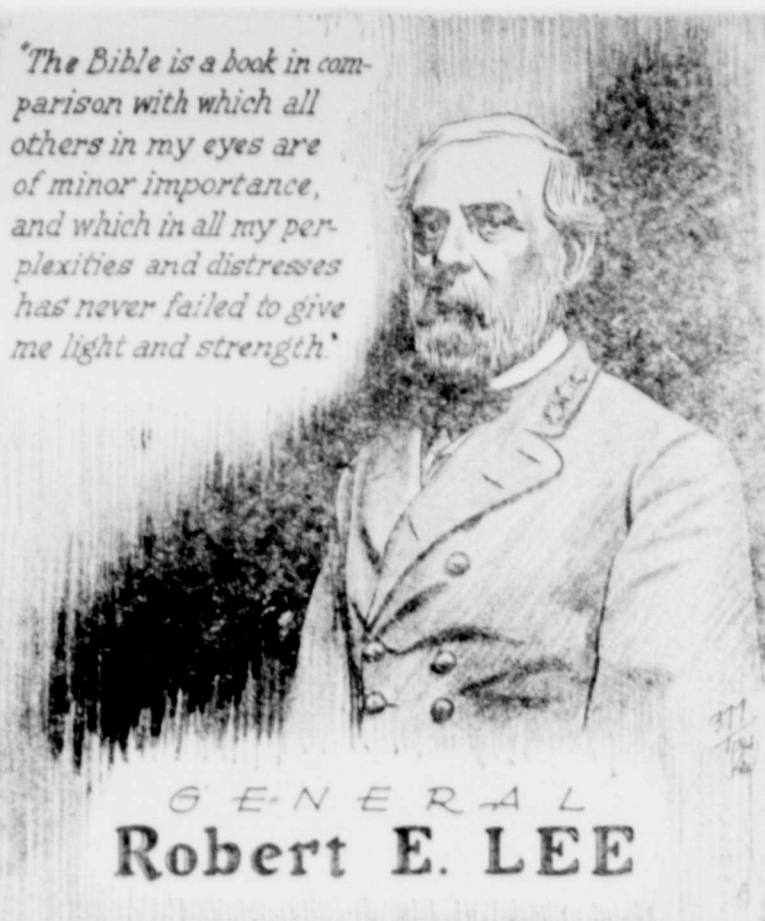
jury duty.

COTTON PRODUCTION figures originating out of the Texas Employment Commission office in Plainview, published in the Plainview Herald and picked up by other dailies over this area, are very erroneous as far as Floyd County is concerned. The figures came from a weekly bulletin published by the TEC and have been in error all season. The bulletin estimates the Floyd County cotton production for this year at 115,000 bales which is probably 30,000 bales or more too high. They do this by setting the yield in south Floyd county at 40,000 bales and the yield in north Floyd at 75,000 bales. Of course north Floyd county won't produce that much cotton. The story is also in error as to the percentage of the crop gathered as far as Floyd County is concerned. It quoted 44% several days ago while the harvest in this county is probably 75% complete the first of this week and possible more.

THE FLOYD COUNTY UNITED CHEST drive begins today. If plans are carried out as made. The one danger of this drive, as The Beacon sees it, is that people of the county will not see the bigness of this united effort and will not make their contributions in sufficient size to put the drive over. The goal of \$15,000 for this county is, of course, a large goal and it will require substantial contributions from most all citizens to reach it. Figuring it on a per capita basis, it runs \$1.50 per person in the county. But then perhaps half of the county's population will not be contacted or will be unable to give any substantial amount. That means that the rest of us must give twice that amount or \$3.00 per person. But then many people contacted will not feel that they are able to give that much and that means that those able to do so must make their contributions liberal if the county is to reach its goal. It's not too much if most of us will do our part and give our fair share. It's up to the people.

THIS UNITED DRIVE takes care of all the big drives in the county with the exception of the March of Dimes, which has a national policy of not entering into united fund drives. The March of Dimes drive is held in January usually and that will conclude the charitable drives in this county as far as is known now.

'The Bible is a book in comparison with which all others in my eyes are of minor importance, and which in all my perplexities and distresses has never failed to give me light and strength.'



GENERAL Robert E. LEE

The Bible - Source of Light and Strength

With Our EXCHANGES

WHAT OF THE HORIZON?

Herds of trumpeting days have passed the melancholy windmill where I used to stand as a boy and watch flights of wild geese. Mysterious as the winds, the graceful wedges swung through the skies like pieces of brown string swaying at the tilt of a leader's wings. My dreams broke their moorings and traveled with the flocks to strange lands and the shores of uncharted seas. When they had vanished into the horizon and only the echo of their voices remained with my thoughts, I swallowed some of the salty tide of futurity. But now I have been there in the skies where the wild geese flew, shared space with the clouds and sped ahead of the wind. Forever unsatisfied, I must live with the conviction that the horizon is not as important as where we stand. — Trail Dust in Matador Tribune.

THEY LEFT PRONTO!

We believe the cotton pullers who left T. J. Taylor this week had a much more valid reason

than the one reported by Homer Steen in the Floydada Hesperian last week. Over in Floyd County the crew of pullers quit, not because of the cotton, housing or the price, but because there was no place to put up their television set. This crew at Mr. Taylor's place, near McAdoo, had entirely different reason—snakes. Rattlesnakes, at that. It wasn't so bad killing them in the field and around the cotton pullers' shack, they said, but when they found one in the kitchen that was too much. They left. Mr. Taylor's farm is only a short distance from the caprock. —The Crosbyton Review.

ask if we would join with himself and several employees in a short devotional period.

This we did, and were pleased to discover that as we left the store about 10 minutes later that things looked a little bit brighter than they did before we walked in.

We venture to say that there is not another business within 100 miles that ever considers such a simple, yet inspirational, way to start the day.

Why do we as citizens of a "Christian" nation find ourselves embarrassed and fidgety whenever someone suggests anything pertaining to religion anywhere else but inside church?

Are not a man's convictions about God fit for daily conversation? Perhaps our daily lives would not be such jungles of confusion and worry if we had a little more time for religion.—State Line Tribune, Farwell.

MUST MAKE ARRANGEMENTS

Texas Counties building new courthouses in the past few years have looked forward to the possibility of women being qualified to serve on juries and have installed quarters to accommodate both sexes when juries might have to be held over night. But Crosby County just as well begin looking forward to make arrangements for such a contingency. Quite recently a long-drawn out jury trial in the midst of a terrific heat wave stirred jurors to demand that accommodations for jurors be prepared so the selected citizens of the county might rest better than a vagrant could in jail. The chief objection then was the knowledge of the possibility that women jurors might soon have to be accommodated. Now we have it, and we must not just look forward to it, but must make arrangements. — You Be The Judge in Crosbyton Review.

Items of interest from the files of The Lockney Beacon.

November 17, 1916

A. C. Vernon of north of town sold two bales of cotton Thursday in Lockney to Les Floyd. The cotton brought 20 cents a pound.

Lockney experienced one of the coldest spells this early in the season for several years Saturday morning about 8 o'clock the wind blew up from the north and continued through the week end with freezing rain and snow Sunday and Monday.

T. J. Cummings recently purchased the E. J. Smith place east of town and arrived last Friday to settle here.

Roy Griffith who has been in the feed, coal and drayage business here a number of years sold his feed and coal business to Lockney coal and Grain Co. and his drayage business to W. W. Allen.

Dr. M. J. Shaw and son, M. F. Shaw, have purchased the McCune Drug Store in Tulla and have taken charge of the business. The Shaw families will move soon from Lockney to Tulla.

O. E. Stevenson, who recently purchased the Lockney Variety Store, is in serious condition in Plainview hospital suffering from injuries sustained when his car was hit by a train at the grade crossing.

November 19, 1931

Rev. Geo. E. Turrentine, formerly of Brownfield, was appointed at the conference at Vernon to succeed Rev. Hanks, present pastor of the Lockney Methodist Church.

J. B. Teaff Sr., formerly of

During the past week more than one and a half inches of rain has fallen over the county.

November 20, 1942

An Alfalfa mill will be established here by the Denver Alfalfa Milling Products Co. It was announced this week by officials of that concern. The Lockney location was chosen because of the fact that there are 3500 acres of alfalfa within 8 miles of Lockney, one of the officials said. The company plans to have the plant ready to operate during the next alfalfa season. They will employ 30 to 40 men when the plant is completed.

Mrs. Frances Ann Belt, age 79 years, died at her home suddenly Nov. 11 of a heart attack. Mrs. Belt had lived in Floyd County for 21 years and in Lockney for 17 years. Funeral services were held at the West Side Church of Christ Saturday at 3:30 p. m.

Floyd County ginned 3654 bales of cotton from the 1942 crop prior to Nov. 1, according to a report from the Bureau of Census. This was in comparison to 43 bales ginned over the same period last year.

The Spur Bulldogs came from behind in the fourth quarter to win the gridiron tussle here with the Longhorns last Friday. The score was 18-7.

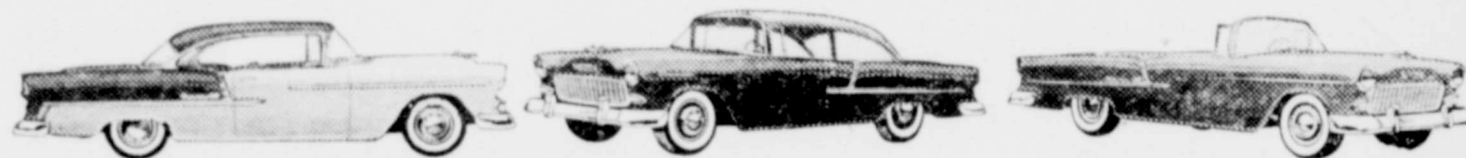
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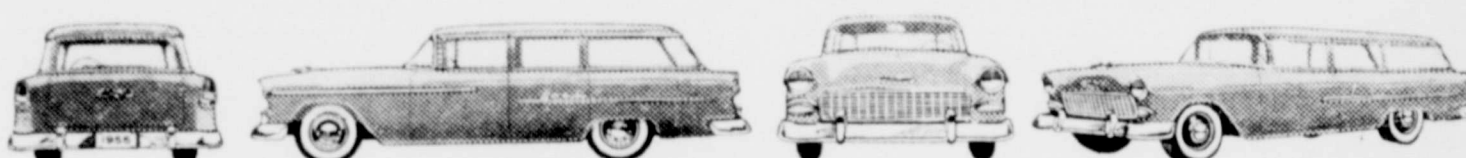
Are you a 4-door sedan buyer? Chevrolet's your buy!



Prefer a 2-door sedan? The one you want is here!



Only a sport model will do? What more could you wish for!



Did you say Station Wagon? Ah, lady—ah, sir—will you look!

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From tires (they're tubeless!) to top (lots lower!), it's a whole new approach to the low-priced car! Come in and pick out the model you want... the color you want (with new matching interiors)... the power you want (new V8 and two new 6's)... and the drive you want (standard, Powerglide* or Overdrive*).

*Optional at extra cost.

More than a new car... a new CONCEPT of low-cost motoring!

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Lockney

SOCIETY NEWS

Pauline Sparkman Weds Gene Huskey

In a quiet ceremony performed in the parlor of the First Methodist Church in Lockney Sunday morning at 8 o'clock Miss Pauline Sparkman, daughter of Mr. and Mrs. H. B. Sparkman, Lockney became the bride of Gene Huskey, son of Mr. and Mrs. Tom Huskey of Bowie. Rev. Burgin Watkins read the vows for the single ring ceremony.

The bride was attractive in a light brown gabardine suit with white accessories. For something old she carried a handkerchief belonging to her mother, new was her wedding attire, borrowed was a white Bible belonging to Mrs. Arvin Huskey. Blue was a color. She wore a penny in her shoe for luck. Mrs. Dorsey Willburn of Plainview, sister of the bridegroom, attended the bride as matron of honor. She was dressed in blue with blue accessories.

Mr. Willburn attended the groom as best man.

A reception was held in the home of the bride's parents immediately following the ceremony. Attending were Mr. and Mrs. Aubrey Crisp and family of San Angelo; Mr. and Mrs. Arvin Huskey of Amarillo, Mr. and Mrs. C. M. Sparkman of Wichita Falls, Texas, Mr. and Mrs. Arthur Sparkman of Wichita Falls, Mr. and Mrs. Dorsey Willburn of Plainview, Mr. and Mrs. H. B. Sparkman, Frankie Sue Sparkman and the honeymoons.

After a wedding trip to Carlsbad Cavern the couple will be at home in Dallas.

The bride was a member of the senior class at Lockney High School. The groom is a graduate of Bowie High School and is now employed in a chrome factory in Dallas.

B&PW Club Has Business Meeting

Members of Lockney Business and Professional Women's Club met Tuesday evening at the home of Mrs. Dimple McGavock for a business meeting.

Mrs. Velma Cox, 1st vice-president, presided in the absence of the president.

Miss Leila Petty, County Home Demonstration Agent, and member of the club, gave a report on her award trip to Chicago. The club presented her with a gift of appreciation.

Refreshments were served by Mrs. Loraine Oliver and Mrs. McGavock, hostesses.

Betty Crawford Engagement Told

Mr. and Mrs. W. C. Crawford, Hollis, Oklahoma, have announced the engagement and approaching marriage of their daughter, Betty Faye, to Kenneth Wayne McClendon, son of Mr. and Mrs. Olin P. McClendon, also of Hollis.

The bride-elect was graduated from Hollis High School in 1933 where she was football queen her senior year. After moving to Lockney with her parents she was employed at the Medical and Surgical Hospital and later at the First National Bank. She enrolled in Southwestern State College at Weatherford, Okla., last September where she is a freshman student. She is president of Sigma Epsilon sorority and is majoring in business.

The prospective bridegroom is a junior at Southwestern State. He is a graduate of Ron high school, Hollis, and of Cameron College, Lawton, Oklahoma.

The wedding will be an event of December 19 in the First Baptist Church, Hollis.

The couple plans to continue school at Southwestern after their marriage.

Pauline Sparkman Is Shower Honoree

Miss Pauline Sparkman, bride-elect of Gene Huskey of Dallas, was honored with a personal shower Thursday night from 7 to 9 o'clock in the A. D. Morris home at Aiken. Hostess for the occasion was Miss Edna Mae Morris.

The dining table, laid with lace, was centered with a bride doll surrounded by maroon button chrysanthemums and flanked by white tapers in crystal holders. Punch, coffee and cookies were served.

Attending or sending gifts were Alta Rhea Williams, Betty Jean Foster, Mrs. Gwenith Beedy, Mrs. E. J. Foster, Mrs. H. B. Sparkman, Mrs. Dorsey Willburn, Plainview; Mrs. George McPeak, Floydada; Marjorie Sechrist, Frankie Sue Sparkman, Mrs. A. D. Morris, Norma Vernon, Nina Vernon, Mrs. Buck Kellison, Mrs. Gene Pigg, Carolyn Cunningham, Pat Pierce, Mrs. J. M. Carthel, Juanita Carthel, Virginia Morris, Louise Tomme, Patty Jo Wilkes, Mrs. Bobby Wesley, Rita Griffith, Barbara Hays, Joan Harris, Lynn Jolly, Katie Ray Rucker, Gayle Pucker, Frances Hale, Nelda Widener and Eva Sanchez.



A slim classic lined jumper in a wool and rayon blend flannel is tailored by Gay's Originals. The jumper which can be worn with or without a blouse, has a self belt and pegged pockets. Bates Discipled broadcloth is used for the long sleeved blouse with a Gibson girl collar and white pearl buttons. Jumper comes in grey, brown, black. Sizes: blouse 30-36, jumper 8-16. Retail about \$21.00 jumper, \$9.00 blouse. Style #1204 jumper, #301 blouse.

Guest Day Tea Held By El Progreso Club

Marking one of the highlights of the club year El Progreso Study Club held a Guest Day Tea at the First Methodist Church at 3:00 p. m.

Guests and members gathered in the church sanctuary to hear a book review entitled "Forty Plus and Fancy Free" by Emily Kimbrough given by Mrs. Les Clay from Plainview. Mrs. Guy Sams, president, introduced the speaker.

Following the book review tea, cookies and nuts were served in the parlor from a table covered with a linen cut-worked cloth. Centering the table was a large arrangement of fall flowers. On one end of the table was a silver candelabrum with burning tapers. Mrs. Ewald Quebe presided at the silver tea service.

Hostesses for the occasion were Mrs. Leslie Ferguson, Mrs. Frank Perkins, Mrs. E. M. Quebe and Mrs. Clyde Applewhite.

In attendance were Mrs. Ed Whitfill, Arch Crager, Henry Moore, T. B. Mitchell, Hershel Carthel, Geo. Myers, Ewald

Quebe, Bennie Quebe, Dee Copeland, John T. Carthel, Guy Sams, Henry Ford, Geo. Meriwether, A. O. Wines, Henry Model, Clyde Applewhite, Sid Thomas, E. L. Woodburn, D. D. Langford, Leslie Ferguson, E. C. Mitchell, M. D. Miller, Chester Mitchell, Clark Harris, Edgar Hays, Jeffie Griffith, Jesse Cox, Bruce Whitlock, Frank Perkins, W. O. Stuart, G. M. Brunner, E. J. Foster, Burgin Watkins, Clyde Bailey, Wanda Baker and W. R. Kendall.

Take mayonnaise and dress it up. Add a little chili sauce and a tablespoon of diced pickle. Keep cold in your refrigerator until time to serve on crisp lettuce, endive or on sliced cucumber and tomatoes.

Gene Lancaster Supper Honoree

Gene Lancaster, student of Texas Baptist Institute at Henderson, Texas, was honored with a hamburger supper Thursday night at the home of Mr. and Mrs. M. W. Hartman.

Other guests included members of the Young People's Training Union of Lone Star Baptist Church. They were Leona, Cleona and Betty Graves, Floy Baxter, Virginia Caldwell, Neil Cunyus, Pauline Howard, Peggy Hall, Wanda Woody, Jovonne Taylor, Lavern Word, Jimmy Barkin, Bill Hall, David Hartman, Joe Nance, Mr. and Mrs. Buck Lancaster, Nedra and Stanley, Barbara Foster, Rev. and Mrs. A. L. Shaw, Mr. and Mrs. W. T. Rankin, Stanley Miers, Mr. and Mrs. M. W. Hartman and Tim.



Nardis of Dallas

An after-5 version of the beloved tiered skirt and dolman blouse—done in glistening gunmetal Chromespun taffeta, and scroll trimmed with silver flecked braid. 8 to 16. \$22.95

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Here's The Easy Way To Shop . . .

Come into Byrd's, select the gift items you want, pay a small deposit and we will hold them for you until Christmas.

Use Our Lay-Away Plan

to make your Christmas gift selections early. Then you'll have better selections, no last minute hurry and the worry of Christmas gift buying off your mind. Come in soon and see the fine array of gift items on our loaded shelves.



Several kinds to select from including the new Stereo 3-Dimension type.

ELECTRICAL APPLIANCES

Deep Fryers, Toasters, Mixers, Electric Blankets and smaller items.

JEWELRY ITEMS

Wrist Watches for either ladies or men. Many fine watches to choose from.

Costume Jewelry

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Lazy Susans

Teddy Bears, Dolls

and many other gift items for the kiddies as well as the grown-ups.

WHEN QUICK SERVICE IS NEEDED ON YOUR PRESCRIPTIONS BRING THEM TO US!

At times quick service is needed in the filling of your doctor's prescriptions. You can depend upon us to give you that quick, accurate service that you need in times of emergency. Bring us your prescriptions.

Byrd Pharmacy

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FRED D. BYRD, Pharmacist

Lockney

An Idea for the Smart Santa Claus . . .

Christmas LAY-AWAY

REX "90" DELUXE COASTER WAGON
A full sized, top quality wagon for the young speedster. With famous Combs "lifetime" bearings Red body, gray wheels. Streamlined—dashing in appearance.
5 88

3-WHEEL PEDAL TRACTOR
13 88
Provide the little tott with hours of entertainment with this depreciable tractor. Finished in bright red with white trim. Rubber tires and comfortable bucket seat.

WONDER PONY
This lovable prancer assures your little boy or girl lots of fun and exercise. Sturdy wooden frame and durable elastic body. Bright red and white.
12 95

12" SIDEWALK BICYCLE
This "Mini cop" sidewalk bike is especially designed for the young "policeman" at your house. With wire basket, windshield, aerial, bucket seat. Blue and white.
16 95

CHAMPION AUTO
Handsome sports model car in bright blue and white. Streamlined—with windshield and hood ornament. Ball bearing construction for easy pedaling. Lots of leg room.
12 95

12" TRICYCLE
Good-looking and easy to ride—with big balloon tires. Fast-rolling ball bearing wheels. Semi-pneumatic tires. Chrome-plated truss rods.
15 95

10" TRICYCLE
With sweep-back handle bars and "N" solid rubber tires. Bright red and white. Metal, adjustable seat and spoke wheels.
6 88

ALLIED DOLLY
Pretty 19" latex doll with Vinyl head and moving eyes. Clothed in a sweet little ninnon dress that's easy to wash. Rooted hair with a big ribbon.
5 95

COMPLETE SELECTION OF TOYS AND WHEEL GOODS
A SMALL DEPOSIT WILL HOLD YOUR CHOICE IN LAY-AWAY UNTIL DECEMBER 24th

AUTHORIZED DEALER
WHITE
Auto Store
THE HOME OF GREATER VALUES

Carl D. Lee Lockney

by Mrs. Murray Julian

Light showers fell in our neighborhood about noon Sunday, but by noon Monday the cotton pullers with their trailers were again busy in the fields.

Mr. and Mrs. Arthur Brown and Karen from Lockney were visitors at church Sunday and were dinner guests in the home of Mr. and Mrs. Arby Mulder and children. Others who called Sunday were Mr. and Mrs. O'Dell Mulder and Patricia from Floydada.

Wednesday evening prayer meeting time has been set at 7 with auxiliary meeting and then after song service, prayer service at 7:45 as announced by Rev. Faus.

Rev. and Mrs. Larry Faus and baby daughter, and Bobby Faus are getting settled this week in the parsonage. This week Rev. Faus is having to go back and forth each evening to Plainview where he is attending play practice in the "homecoming play" which is "Good bye, my Fancy." The play will be given at Way-

ville 1900, son of Mr. and Mrs. R. E. Young volunteered for the armed forces last week and left this Monday for Fort Bliss at El Paso. His brother, Deral, just finished his army training and with his wife, are now living in Floydada.

Mr. and Mrs. Frank McClure went to Crosbyton Sunday morning where they met their children, Mr. and Mrs. Don McClure and Jean who accompanied them to Snyder. They visited relatives, Mr. and Mrs. A. C. Newman and Mr. and Mrs. J. E. Woodson and families in Snyder. R. W. Newman, Mrs. McClure's father was taken on Sunday to Dallas for medical attention.

Mrs. Paul Snodgrass arrived home from Bonham, Texas last Sunday where she has been for several weeks caring for her aged father.

The rummage sale which was held by the PTA in Floydada on Saturday netted \$33.50 for that organization. Helping Mrs. John Wilson during the day were Misses George West, E. G. Dunlap and Grigsby Milton. Mr. and Mrs. Bill Beedy and



J. E. Cunningham, president, A. R. Watson, executive vice president and Travis Aaron, safety supervisor (l to r) happily accept gift of 3,000,000 man hours, without a lost time accident, from Southwestern Public Service Company employees with longest safety records. They represent the almost 2,000 Public Service men and women who have built up the impressive safety record made previously by only one other company in the electric business. Continuing left to right, they are: Claude C. Bell, Roswell, 27 years; Ganess (Curly) Sanders, Clovis, 35 years; Ernest Allen Fowler, Amarillo, 35 years; Ervin O. Hopson, Texhoma, 27 years; and W. S. (Mike) Jones, Lubbock, 32 years.

Eugene went to the Floydada-Tulia football game in Tulia Friday night and they met Mr. and Mrs. Charles Beedy and Randy who came home with them to spend the week end visiting them and her parents in Floydada.

Mr. and Mrs. Clifford Helms and children from Fairview were Sunday visitors and dinner guests in the home of Mr. and Mrs. Sylvian Kinnibrugh and girls.

Mr. and Mrs. W. M. Stanforth Sr. left Sunday for Scott and White Hospital at Temple where they will have a check up. Those who attended the Brotherhood meeting and chili supper in Floydada at the First Baptist Church Monday evening were Grigsby Milton, Dock Jones, Murray Julian, Bryan Karr, and H. S. Calahan Jr.

South Plains Community Club met at the recreation room of the school house Friday, Nov. 12. President J. B. Thames presided over the meeting with L. T. Wood as secretary. The club will meet once a month and the next meeting will be Dec. 3. Miss Petty and Bill Rodgers from Floydada met with the club and helped them organize for a community improvement project. Games of "42" were played and the children enjoyed entertainment according to their age group. About 50 were present. Cookies, coffee and cocoa were served at the close of the meeting. The following people will have charge of the next meeting, Mmes. Larry Faus, Early Pritchett, Grigsby Milton and Harry Hartman, John Smitherman, L. T. Wood, Roy Bledsoe with Juanel Brown and Price Pritchett.

Clayton Bond was well enough to come home from the hospital in Lockney Saturday and we hope he continues to improve.

Mr. and Mrs. Menard Field returned Sunday evening from Haskell where they had spent several days with relatives.

Mr. and Mrs. Lloyd Deavenport arrived home Sunday after spending the past week in Boulder, Colorado where they were called last Sunday by the death of her father, Mr. Baird.

Mr. and Mrs. A. P. Sanders, John Reeves and Mr. and Mrs. Fred Fortenberry attended funeral services for A. C. Seymour in Petersburg Monday.

Mrs. Ayscock from Lorenzo has been visiting her daughter, Mrs. J. D. Webb and family Monday afternoon a group from the H. D. Club of which Mrs. Webb is a member, called to spend the afternoon with her and her mother. Mrs. Beedy presented Mrs. Webb a beautiful gift from club members and at the close of the afternoon Mrs. Webb and Mrs. Ayscock served pumpkin pie and

F. J. Kinslow, I. H. Parks, J. K. West, M. M. Julian, R. G. Dunlap, Bill Beedy, Roy Bledsoe, George West, Skeet Thornton, Frank McClure, John Smitherman and Mrs. Bledsoe is a new member from South Plains. The

ment loan of \$3,000.00. A favorite in most homes is a casserole of macaroni and cheese. But home economists suggest that if you want to pep it up add a topping of toast cubes dipped in garlic-flavored butter. Mix this through the macaroni at the table just before serving.

SEE OUR BEAUTIFUL NEW STYLES IN

Living Room Suites

NOW . . . We have a house full of Living Room Groups you'll be interested in.

LIVING ROOM SUITES
SECTIONAL SOFAS
STUDIO SUITES
HIDABEDS

New furniture received this week — entirely new selection of covers including the new nylon cover that is long wearing and easy to clean. Also new colors that will sure match your decorations. Buy now for Christmas.

Suites priced at \$169.50 and up
Liberal trade-in allowance on your old Living Room Suites plus EASY TERMS to suit your budget

Parker Furniture Co.

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SEALE DRIVE-IN THEATRE

Located 2½ miles west of Lockney on Plainview Highway.
First Show starts at Dusk — Be on Time.

SPEED LIMIT: 8 miles per hour within the Drive-In. You'd never forgive yourself if you ran over a child. Slow down please.

LAST TIME TODAY

"Adventures Of Robinson Crusoe"

IN COLOR
Storm raging excitement torn from the unforgettable pages of the world's greatest adventure story — the most fabulous hero in all adventure history — never has one man faced such terrifying perils, lived such an amazing story — alone with his cat, his dog and the parrot he trained.
Also CARTOON

FRIDAY and SATURDAY
November 19 and 20
(NOTE: "Naked Alibi" has been cancelled and the following scheduled.)

"THEM"

with James Whitmore, Joan Weldon, Edmund Gwenn
Watch for them—the monsters who live to kill are loose — and the world is thrown into panic — watch for them — they're ferocious — brutal — infernal — terrifying.
Also CARTOON

SUNDAY, MONDAY, TUESDAY, November 21, 22, 23

DEAN MARTIN and JERRY LEWIS in

"LIVING IT UP"

IN TECHNICOLOR
Spring is here — and along with it comes the zaniest, ziest, zingiest comedy hit of the season — with Jerry Lewis at his all-time funniest — Dean Martin at his most romantic.
Also CARTOON and NEWS

WEDNESDAY, THURSDAY and FRIDAY
November 24, 25, 26

"Betrayed"

with Clark Gable, Lana Turner, Victor Mature
Gable — Turner — Mature together in pulsing drama — filmed in magnificent color — amid the exquisite beauty of Holland — laden with intrigue — romance — suspense.
Also CARTOON

\$50 Reward
Will be paid for information leading to the arrest and conviction of anyone deliberately stealing speakers from the Seale Drive-In.
When speakers are accidentally taken from the theatre they should be returned as quickly as possible. There is no cost to you for their re-installation and we will be grateful for your co-operation.
Also CARTOON

SUNDAY and MONDAY
November 21 and 22

"Apache"

with Burt Lancaster, Jean Peters and John McIntyre
Revenge erupts into a frantic man hunt — as Massai, the bronco Apache, wages a one-man war against the entire U. S. Army — untamable — unconquerable — unkillable.
Also CARTOON

INSURANCE

FIRE — HAIL — TORNADO
REAL ESTATE and SURETY BONDS
MONEY TO LOAN on Farms and Ranches at Low Interest Rate
Next door to Federal Bldg.
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You may join and support your

RED CROSS

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IN THE DRIVE NOW IN PROGRESS

The Red Cross urges all loyal Floyd County citizens to support the United Chest with your money and time, when called upon, because in doing this you are supporting The American Red Cross in it's many phases of relief work as well as five other worth-while organizations.

Give now to the

FLOYD COUNTY UNITED CHEST

and in so doing you give to the RED CROSS.

THE LARIAT

OFFICIAL PUBLICATION OF LOCKNEY HIGH SCHOOL

THE LOCKNEY BEACON, LOCKNEY, TEXAS, NOV. 18, 1954

STAFF

Editor — Jeanette Widener.
Assistant Editor — Carolyn Campbell.
Society Editor — Eldora Boone.
Feature Writers — Luther Williams, Jimmy Rankin.
Sports Writers — Buck Ford, Bucky Duvall, Jay Kemp.
Typists — Patty Wilkes, Joanne Taylor, Fred Merrell.
Club Reporters — Rita Griffith (F. H. A.); James Morris (F. F. A.).
Class Reporters — Joan Harris (Senior), Nellie Batliff (Junior), Shirley Warren (Sophomore), Larry Hammit (Freshman).
Sponsor — Miss Johnnie Barnhart.

EDITORIAL

Have you heard that new hit called "Count Your Blessings." President Eisenhower so liked the lyrics of this song that when he heard it, he asked for another chorus.
Indeed we should count our blessings; count them everyday and thank God for each of them. One week from today we will celebrate the day that our forefathers originated in order to give special thanks for their blessings. Be thankful you live in America — the land of Liberty. Every citizen of the United States is protected by the Bill of Rights. So every day, and especially on Thanksgiving, count your blessings.

Lockney Loses To Olton 40-0

Lockney played a hard game, but was slightly overpowered by the charging Olton team Friday night. Outstanding for Lockney were: Linemen Marion Cross, Jimmy Rankin and Dan Griffith and in the backfield were Fat Williams, Bucky Duvall and Weldon Jones. Next week we meet Tulla and are going to buzz those Hornets right back home.

WHOZIT

— a sloping passageway from one level to another.
— a setting on fire.
— tin in a thin sheet form.
— to make right, to correct.
— a covering for the hand.
— a circlet of metal, now one of precious metal to be worn on a finger.
— knowledge and understanding that through the activity of the intellect.
— a story or statement that is not true.
— the body of persons who live in one house and under one head.
— a person who inspects.
— the weight of 2,000 pounds.
— to lower the price.
This week's whozit is similar to last week's and may be identified in the same way. Last week's whozit, Roland Watson, was identified by Jerry Holmes.

WHAT IF?

Patsy Pierce was Patsy Stab?
Barbara Hays were Barbara Alfalfa?
Marjorie Kidd were Marjorie Goat?
Lynn Jolly were Lynn Sorrow?
Mary Nell Love were Mary Nell Hate?
Edward Lemons were Edward Orange?
Laverne Word were Laverne Phrase?

Sophomore Assembly Program

Sairley Warren
The Sophomores had the assembly program Wednesday, Nov. 10 at 12:30. We were proud to present our program. The program was as follows:

Katie Rucker and La Juan Henderson were very cute acting as Patti and Jerry Lewis in their song.
"If Girls Ask Boys for Dates" was a short play by Nelda Widener (Mrs. Smith), Gene Handley (Harry), Mary Ford (Kay), and Lynn Jolly (Nancy).
Frances Lemons played "Stars and Stripes Forever" on the accordion.

Emma Lou Bacher and Katie Rucker sang "Ae Ho-ea."
Liberace (Jay Kemp) played a few of his world famous songs.
"The Melo-drama" was a short pantomime presented by Jackie Boyd and Carolyn Cunningham (Curtains), Jerry Mickey (Manuel), Floy Baxter (Zinderbarr), Shirley Warren (Maggie), Emma Lou Bacher and Nelda Rhea. Charles Williams and Kenneth Kendrick (Hours), Marvin Wells (Patrick), Brannon Darnell (Sun), Morris Meriwether (Stairs), Betty Jean Foster (Horizon), Donice Casey and Loyd Widener (Shadows).

A number by Jay Kemp, piano, Frances Lemons (accordion) and Loyd Widener (violin) concluded our program.
We were proud to have our visitors.

MR. LHS (LARRY McCORMICK)'S IDEAL GIRL

Most beautiful — Eldora Boone.
Eyes — Peggy Williams.
Hair — Anita Durham.
Teeth — Mary Ford.
Hands — Kay Golden.
Figure — Darla Allison.
Smile — Joan Harris.
Lips — La Juan Henderson.
Personality — Jan Mathis.
Height — Floy Baxter.
Cutest — La Juan Henderson.
Most likely to succeed — Jeanette Widener.
Best dressed — Betty June Jackson.
Walk — Betty Jean Jackson.
Athletics — Nell Cunyus.
Best Natured — Barbara Hays.

MISS LHS (BARBARA HAYS)'S IDEAL BOY

Most Handsome — Fred Merrell.
Eyes — Charles Andrews.
Hair — Jerry Mickey.
Teeth — Clifton Williams.
Smile — Peanut Calloway.
Nose — Carol Carthel.
Height — Charles Vaughn.
Physique — Marion Cross.
Personality — Don Hollums.
Athletic ability — Weldon Jones.
Most likely to succeed — Henry Hardin.
Best Dressed — Jerry Workman.
Best Natured — Larry McCormick.
Walk — Buck Ford.
Talk — Junior Williams.

Marion Cross were Marion Happy?
Mary Ann Marble were Mary Ann Dice?
Buck Ford were Buck Hudson?
Peggy Hall were Peggy Floor?
Frances Halle were Frances Sleet?
Jerry Mickey were Jerry Mouse?
Mrs. Lyons were Mrs. Tiger?

Senior Snapshot

Name: Marion Cross.
Nickname — Crusher.
Born — June 20, 1936.
Age — 18.
Height — 6 ft., 2 in.
Weight — 175.
Likes — All sports except marbles.
Dislikes — for boys to play in the band.
Favorite: —
Hobby — Mechanics.
Food — Apple pie.
Teacher — Coach Halle.
Subject — Texas History.
Song — "What you going to do now?"
Color — Navy blue.
Show — "The Robe."
Ambition — To retire at the age of 35 with a couple of million in my pocket.
Greatest mistake — Being born.
Description of his ideal girl: Coal black hair which hangs down below her shoulders about 6 inches; big brown eyes, about 5 ft., 6 in., slender as a tall and pretty as a picture.

Joan Harris Elected F. F. A. Sweetheart

by James Morris
Monday night, November 8, the F. F. A. had a meeting to initiate the Greenhands and to elect the F. F. A. Sweetheart. Joan Harris was elected and the runner-up is Katie Rucker.
We also decided to build the basketball goals for the Junior High School.

School Menu

November 22-25
Monday: Fish, Tarter Sauce, hash, Brown Potatoes, Blackeyed Peas, Vegetable Salad, Orange Juice or Milk, Apple Brown Betty, Hot Rolls.
Tuesday: Roast Beef, Macaroni and Cheese, English Peas, Golden Glove Salad, Biscuits, Milk, Gingerbread.
Wednesday: Turkey, Dressing, Giblet Gravy, Buttered Green Beans, Celery Sticks, Fruit Salad, Strawberry Sauce, Slice Bread, Milk, Pumpkin Pie.

Lotta Steer

Marion — Clifton
Now hear this!
Jay Kemp and Ava Nell Brand were seen together Sunday. Donald, did you and Gail enjoy "Dragnet" Sunday night? James Morris and Lynn Jolly look very nice together, at least they did Sunday night when Jerry and Katy were along. Edna and Duane seem to be seeing a lot of each other lately. Jerry Me and Jean Fitzgerald were seen together Saturday night. Jim Bob, have you sold your car or are just renting it. Sonny, are you going to Hollywood to make pictures? Barbara Hays and Fred Merrell were seen double-dating with Doug Merewither and Jean Fitzgerald Friday night. Larry and La Juan were seen together Sunday. Peggy Williams and John Cline were at the Twin Drive-In Saturday night. Darla and Marion were their neighbors. Bobby Brown, you've got about "Auld" the girl you want haven't you. Charles Vaughn was seen heading his dad's car toward Plainview Sunday night. Dorothy H. were you glad to see Gene L. come home? Bucky and Gail Rucker were seen together Friday night. Incidentally, Lavern W. who was that boy you were with the other night? That's all the news from the ears and eyes of our cameras.

Band News

by Smiling Sam
Hello everyone! This is Smiling Sam, your Lockney Longhorn band reporter. Tonight the Longhorn band has asked the Olton High School band to join them in their pre-game performance; so let's go down to the field where both bands have formed into one large band.
The bands step off from the south end of the field playing "Indiana State Band." Following the national flag, Texas flag and school banners of each school, they march to the center of the field, halt and complete playing the march. The some 120 piece band plays the beautiful "Star Spangled Banner." Marching off the field they play "Indiana State Band."
During the half-time tonight the football queen will be crowned, but first let's watch the Longhorn band. The band has divided into halves on each side of the north end of the field. The drum line is behind the drum major. He gives a forward whistle and the drums march forward, they give a roll-off and the band steps off playing "De Molay Commandery." When the members reach their correct marching place, they march forward. The band halts before the Olton

stands and form "H O" for Hi Olton and play "Alma Mater." The next formation is a large heart. The band plays "You You You" as the football players and pep squad form another heart within the heart formed by the band. In comes the queen, Darla Allison escorted by Co-captain Marion Cross and followed by Co-Captain Weldon Jones with the queen's bouquet. They follow the right aisle around the heart while princess Betty June Jackson escorted by Jimmy Rankin, Kitty Ford escorted by Doyle Crouch, Gayle Rucker escorted by Bucky Duvall follow the left aisle. The queen is crowned and given the bouquet ending the half-time performance.
Folks, let's all go to Tulla this coming Friday night and see the last football game of the Longhorns this season; so come along with me and boost the Longhorns at Tulla.

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Chrysler New Yorker Deluxe St. Regis

ANNOUNCING CHRYSLER FOR 1955 WITH THE 100-MILLION-DOLLAR LOOK

IT'S HAPPENED! Here's a wholly new direction in automotive styling for all cars to follow. And it took Chrysler for 1955 to do it: America's top performer and the first in the coming generation of motorears! Come see it! Everything about it is completely new, and dramatically different. Here's the car with the 100-Million-Dollar Look . . . and when you own it and drive it, you'll feel like every million of it!
Chrysler for 1955 is long and sinewy and ow. It's a sleek, clean length of steel that oaks as if it might have been born in a wind tunnel. Washed free of clutter.

Purposeful as an arrow shot from a bow! New front-end . . . you can spot it a mile away! New Super-Scenic sweptback windshield . . . with corner posts that slant back to allow safest possible vision. New tapered rear deck. New sweeping silhouette that's inches lower than other big cars. New Twin-Tower tail-lights that say "Stop!" with great authority. New PowerFlite Range-Selector on the dash that completely outmoded conventional levers on the steering column. And new fashion-forward luxury interiors that surpass in color and richness anything you've ever

seen in any but custom-built motor cars! Come drive it! Every Chrysler is now a V-8 — with engines up to 250 HP, the most powerful type in the world. Famous Chrysler engineering brings you Power-Flite, most automatic of all no-clutch transmissions. Full-Time Coaxial Power Steering and new double-width pedal Power Brakes. Plus new tubeless tires! Everything is here you need . . . to drive, as well as look, ahead of all others. Come see America's most smartly different cars today. See for yourself why now, more than ever, the power of leadership is yours in a Chrysler.

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LOOK...



Without Farm Bureau, farmers in Texas and the nation would be without a voice in our social, economic and political way of life. Other groups would begin to impose upon farmers individually because the farmers would have no "Collective Voice."

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Lockney

FOR THE BEST IN TV. SEE "IT'S A GREAT LIFE," "CLIMAX" AND "SHOWER OF STARS." SEE TV PAGE FOR TIMES AND STATIONS

Mrs. Clara Doherty Is Buried Tuesday

Mrs. Clara Doherty, aunt of Mrs. E. G. Still of Lockney, passed away in a Wichita Falls hospital early Sunday morning. Funeral services were held in Slaton from the first Methodist Church Tuesday afternoon at 2 o'clock.

Mrs. Doherty, who was born in 1877, passed away after a long illness at the age of 77. She is survived by one daughter, Mrs. Florence Hayes of Los Angeles, Calif. Mrs. Doherty formerly lived in Slaton and when her health failed in 1948 Mrs. Still brought her aunt here and cared for her two and a half years before Mrs. Doherty entered a hospital in Wichita Falls.

Carter Funeral Home of Lockney had charge of arrangements.

Cokesbury's, in Dallas, Texas, is the biggest book store in the nation.

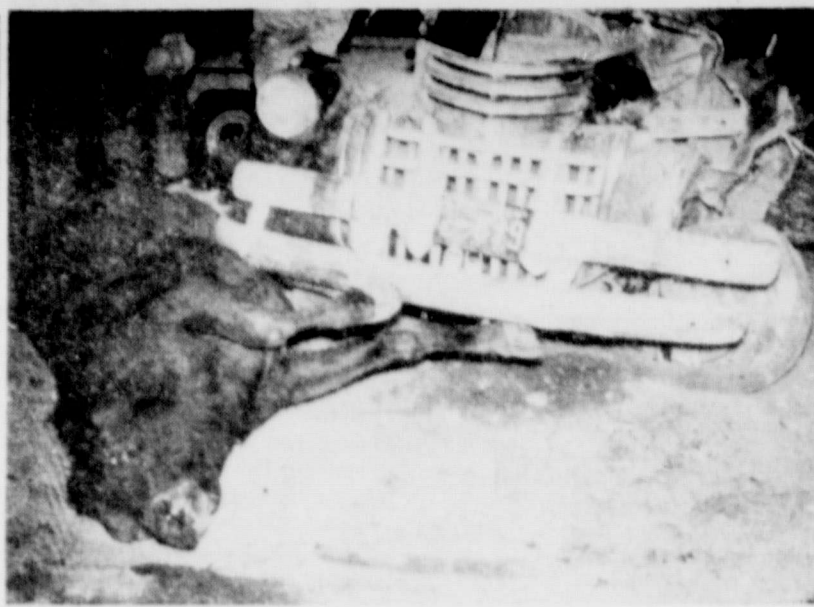
Floyd Co. Council To Meet Saturday

The Floyd County Home Demonstration Council will hold their regular meeting in the council room at the courthouse in Floydada at 2:30 p. m. Saturday. It was announced this week by Mrs. M. J. McNeill, council chairman.

AT PTA CONVENTION

Mrs. Bob Miller, Mrs. J. C. Kemp and Mrs. Hershel Carthel left Tuesday morning on a chartered bus from Lubbock to attend the state Parent-Teacher convention in Corpus Christi. They plan to return Saturday.

Mr. and Mrs. Hop Weathers accompanied their son, Lynroy Weathers and family to Clovis, New Mexico for a week end visit with the local couple's daughter, Mrs. Vaughn Allen and family who have just moved into their new home.



SHE GOT UP AND WALKED AWAY — This black angus cow seems in a precarious position here but when the pick-up was lifted off her she got up and walked away. The accident happened near Aiken last week when a panel truck

—Photo by Doyle Fowler

the cow and careened into a driven by C. W. Bond struck pick-up going in the opposite direction. Mr. Bond was injured in the accident. The cow belonged to a Plainview man, officers said.

GO DEER HUNTING

Lloyd Readhimer and Lloyd Collis are in the Kerrville country this week deer hunting.

Mrs. E. J. Thomas returned Wednesday of last week from an extended visit with her daughter, Mrs. J. A. Darden and Mary Jane, at Mancos, Colo. Mrs. Darden and daughter returned home with her for a visit.

Harleen Workman, student at Texas Women's College, Denton, spent Friday night and Saturday here with her parents, Mr. and Mrs. Harley Workman and family. She returned to Denton Sunday.

Mrs. Ed Gilbert of Plainview spent Tuesday night visiting in the home of Mr. and Mrs. Valca Thomas.

Samuel Colt invented the revolver in 1835. Evangelista Torricelli invented the barometer in 1643.

BUY NOW FOR CHRISTMAS! RCA TELEVISION SETS

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Table models \$189.50 to \$259.00
Buy now for Christmas and enjoy your set through the Thanksgiving holidays.

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BETTER STAY IN STYLE, MEN!

NO USE FIGHTING IT MEN. — They're here and here to stay so you just as well come in and select some of these new pink or helio shirts and slacks with black trim or black accessories.

You'll find a complete stock of Shirts, Slacks, Sox and belts here in all these popular new colors and you have to have them to stay in style. Come in and see them.

Men's Dress Shirts

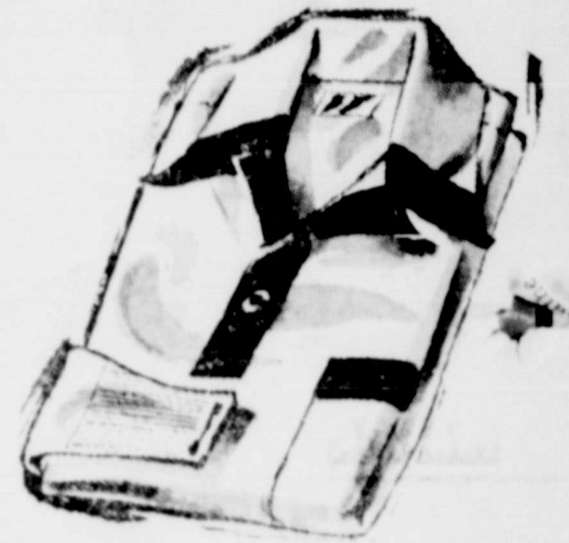
In pink or helio. French cuffs, goes well with dark slacks and sport coats.

Sport Shirts

in pink with black trim, solid pink, or solid helio color.

Stretchy Sox

All kinds including those in the new pink and helio colors.



Dress Slacks

in pink or helio in all sizes.

Men's Belts

In Pink or black. Also elastic belts in same colors.

Men's Regular Sox

In solid charcoal, pink or helio. They match your shirts and slacks.

BROWN'S CLEANERS & CLOTHIERS

MEN'S WEAR — QUALITY CLEANING

Dial 3831

Lockney

We invite you to support the **SALVATION ARMY** by giving to the **FLOYD COUNTY UNITED CHEST**

The drive for funds for the Floyd County United Chest starts today. The Salvation Army cause is included in this united fund drive and we urge you to support the chest liberally, since you give to the Salvation Army and five other worth while charitable organizations.

Floydada Man Dies Of Accident Injuries

P. C. Banks, 57, of Floydada died early Monday morning of injuries received in an auto accident which happened two miles east of Floydada on Highway 70 Sunday afternoon. Funeral services were held Tuesday at the Floydada Methodist Church and interment was in Floydada cemetery.

Also injured in the collision were W. L. Carver, 40, Floydada and Mrs. Pearl Paul of Lindale.

Carver was driving a pick-up in which Banks was riding. They were pulling out of a driveway on the W. B. Jones farm when the collision occurred. Mrs. Paul was riding in a car with her son, Clyde Paul, traveling on Highway 70 and pulling a trailer.

Mr. and Mrs. R. L. Rhoten, students at West Texas State College, Canyon, spent Sunday here visiting her parents. Mr. and Mrs. Lloyd Readhimer and Jo.

Mr. and Mrs. Derrell Wood, accompanied by his aunt, Mrs. C. P. McPherson and cousin, Carl McPherson, spent from Friday through Monday visiting relatives in Austin.

CROP Organization Formed At Aiken

A CROP organization was set up at Aiken in a meeting held recently. Purpose of the organization is to secure donations for the Christian Rural Overseas Program, these donations in the form of agricultural products going to relief of people in foreign lands, principally Korea.

Rev. Ellis Todd of Plainview presented the cause to the group. Charley Andrews was elected president, John Powell was named vice-president; Rev. C. O. Haille, secretary-treasurer; Mrs. Bob Gibson, publicity chairman. Trailers have been parked at the Paymaster Gin and the Aiken elevator for the purpose of receiving donations of feed or cotton. Any kind of cotton will be accepted.

Dr. Harold Loden of the Paymaster Farm was the first to donate grain to the cause and J. E. Cox was the second person to give grain.

The government will send 20 bales of cotton for overseas relief for every bale donated by local people and grain will be given in the same proportion. The Paymaster Gin will gin all cotton free which is donated to this cause and the elevator will store it without charge.



VALUES

SPECIAL PRICES GOOD NOW UNTIL THANKSGIVING

NOTICE — THIS STORE WILL BE CLOSED THANKSGIVING DAY

CHOICE BEEF CHUCK ROAST
Pound **49c**

FRESH CALF LIVER
Pound **39c**

SLICED BACON, CRISPRITE
Pound **55c**

FRESH DRESSED

TURKEYS

TURN YOUR ORDERS IN NOW FOR TURKEYS AND HENS

FRANKS, Paulgers, Cello Pkg.
Pound **39c**

Shurfine Whole GREEN BEANS
303 Cans **24c**

Sugar	Pure Cane 10 Pounds	95c
Oleo	Shurfine Yellow Quarters Pound	19c
BISCUITS	Bordens 2 Cans	19c
Cranberries	Fresh Pound Pkg.	29c
CELERY	Stalk Large Tender Bunch	12 1/2c

Coffee	Hills Bros. Drip or Reg. Pound	95c
Tuna	Star-Kist Chunk Style	29c
Grape Juice	Betsy Ross 24 oz. bottle	29c
Cranberry Sauce	Shurfine or Ocean Spray—Lb. Can Each	19c
TIDE	Large Box	25c

WE GIVE S & H GREEN STAMPS — Double Stamps on Wednesday with \$2.50 Purchase or More.

Rhodes Grocery & Market

CORNER MAIN & LOCUST

FREE DELIVERY

PHONE 2275

LOCKNEY, TEXAS

Soil Conservation District News

Our Flat Hardland Soils

The major part of our best soils in Floyd County are the flat hardlands. These soils are deep, fine textured, slowly permeable and fall less than one foot per hundred feet. They are called deep soils when they are 20 inches or more down to caliche or parent material. They are fine textured when the individual particles are small and "flour-like" and have enough clay so that when wet they can be "ribboned" between the forefinger and thumb. They are slowly permeable when they take about one-half inch of water per hour. They are said to have an "A" slope when they have less than one foot fall per hundred feet. If there is none to slight erosion from wind and or water it is called "1" erosion. If it is moderate, it is "2" erosion. The above description fits what employees of the Soil Conservation Service know as a II-2 soil, which is the best soil we have.

Since this soil is "tight" it has a poor to fair plant-soil moisture air relationship. By this we mean that the pore space is very small, thus permitting water to enter slowly, with very little air. Where water and air do not enter readily, the plant roots also have difficulty in penetrating the hard subsoil. If the soil is maintained in a good condition by growing soil improving crops and leaving sufficient residue on the surface, the plant-soil-mois-

ture-air relationship will be fair. If the condition is not maintained, it will soon have a poor relationship. Indications of poor relationship are noted when water enters the soil with much difficulty, from one to two tenths inches or less per hour, and the crops produce poor yields.

These soils also have a low wind erosion susceptibility. That is, under ordinary stubble mulch farming, they usually will not blow. If not taken care of properly they will blow some.

Following is a good guide for dryland farming this kind of soil. Grow high residue producing crops such as grain sorghums or wheat on all the land at least every other year; grow a soil improving crop, preferably deep rooted legumes (alfalfa or sweet clover) one year in five; leave all residue on or near the soil surface; contour farm all row crops; and protect all long slopes with terraces.

A good guide to follow under irrigation would be to: Develop a conservation irrigation system based on rate of water supply and soil characteristics; apply water in accordance with soil and crop needs; grow soil improving crops (soybean, cowpeas, etc.) on all the land at least once in four years; grow deep rooted legumes (sweet clover or alfalfa) to prevent plow sole formation, increase water intake and build up fertility; use cover crop or high residue producing crop on all the land at least once in three years; and leave all crop residue on or near

Attention focused on features of Smartly Styled '55 Chevrolets



The fair sex notes new features on the 1955 Chevrolet. (top left) The gas tank filler door now is vertically hinged. (top right) New outside air cool intake affords more and cleaner air circulation inside the car. A new sweep-sight windshield is also shown. (lower left) This top's bonnet favors the bonnet over headlamps. (lower right) New V8 engine is compact and powerful. Header bar of grille is now a part of the hood.

lum, and all three types are represented in Palo Duro Canyon. The canyon has not been thoroughly prospected yet, either. Only a few visitors have gone into the canyon with Geiger counters.

The Geiger counters rented at the park are the simplest, but not the least expensive, made. They record clicks through ear phones, the number of clicks increasing greatly if radioactive minerals are found. Everyone renting a counter gets a sheet of simple instructions on its use and another page of tips on where to look. It's so easy that grade school youngsters enjoy prospecting.

The State of Texas owns minerals under the park, so if anyone finds a deposit of paying ore he will have to negotiate a lease on the area of the park involved, Cowart says.

This is the first time Geiger counters have been rented in a Texas state park. Cowart thinks it is the first time in the nation that the atomic-age devices have been used as a recreation attraction.

Palo Duro State Park is one of three Texas state parks which charge admission. This is because the state is still paying for land within the park. The state's share of proceeds from the Geiger counter concession will help to pay that debt.

FISH TIP

A fish salad sometimes needs something extra with it. Why not take a Bermuda onion, slice very thin and marinate in 1/2 cup of French dressing. Let stand for several hours. Just before serving time, add one tablespoon of light cream, mix well and pour over thinly sliced cucumbers.

RANGE CLEANING SIMPLIFIED

You don't have to be a master mechanic to clean the modern range. One model displayed at its annual range conference has removable parts, such as valve panels and valve handles which snap off in a jiffy; lift-off oven doors; removable trays which make spillovers no problem at all, and removable broiler drawers.

Freemasonry was introduced into the American Colonies before 1730.

THE LOCKNEY BEACON, LOCKNEY, TEXAS, NOV. 18, 1954

The Union of Soviet Socialist Republics was organized as a federation, Dec. 30, 1922. On July 18, 1938, Douglas Corrigan landed in Dublin on his "wrong way" flight.

GOOD USED CARS

1952 Chrysler Saratoga 4-door

1951 Chrysler New Yorker, 4-door

1952 Plymouth 4-door

If you need a good used car you'll find it in this group. Come in, see and drive them.

BE SURE TO COME IN
This week end and see the new
1955 Chryslers and Plymouths
on our floor.

BILBREY MOTOR COMPANY

YOUR CHRYSLER-PLYMOUTH DEALER
Dial 3348 Lockney

ATTENTION, CAR OWNERS!

CONCERNED ABOUT AUTO INSURANCE RATES?

Consult your local STATE FARM agent and inquire about the PARTICIPATING POLICIES issued by STATE FARM. SUBSTANTIAL DIVIDENDS have been paid to Texas policy-holders year after year, cutting their insurance costs considerably.

Your local State Farm agent is:

J. H. Cooper Agency

218 South Main Phone 2131—Res. 2347 Lockney

Fall Hats Reduced!

Now . . . we are offering you Fall Hats at—

1-3 Off

Come in today and make your selections. Many styles to choose from.



A new shipment of

Hand Bags for the Ladies

Have you seen the new SHADOWLINE LINGERIE

Gowns, Slips, Panties, Pettiskirts in colors of red, blue or white. It's all the talk now. Come in and see these.

New shipment of

Ladies' Plaid Jackets Also SKIRTS and BLOUSES Ladies Cotton House Coats

Also new shipment of PURREY BLANKETS Part wool, part rayon, very pretty.

BAKER MERCANTILE DRY GOODS

Geiger Counters For Rent In Palo Duro State Park

When a farmer uses all of these practices on his farm, he has a "basic plan." The Basic Objective of the U. S. D. A. as well as the local Soil Conservation District and Soil Conservation Service is to help each farmer to use each acre of his land within its capability and to treat each acre of land according to its needs for protection and improvement. Each farmer should have a "blueprint," which is a "basic plan," in order to be a conservation farmer.

"Palo Duro Canyon State Park is the best spot in the Texas Panhandle to prospect for uranium, and we've made it possible for anyone to take a chance at today's biggest bonanza," Pete Cowart, park manager, says.

He refers to the newly opened concession to rent Geiger counters. This, he thinks, gives Panhandle residents an opportunity to experiment with a Geiger counter, have fun, and maybe find uranium without having to travel great distances or invest in expensive equipment.

"Anyone who finds a deposit of ore assaying as much as 20 per cent uranium per pound is eligible for the \$10,000 reward given by the Atomic Energy Commission," Cowart says. "Amateurs have as good a chance at that bonus as experienced prospectors."

Is there uranium in Palo Duro Canyon?

"If I knew where there was a deposit of uranium in this canyon, I wouldn't be standing here renting Geiger counters," Cowart answers. "No one knows whether there is uranium in the canyon, and the only way to find out is to test every rock exposure with a Geiger counter."

Cowart says the AEC lists three types of sedimentary rocks as most likely to contain uranium.

And I Quote . . .

"The only discovery left for the Russians to make is that nobody believes them."

—H. X. Eschenbrenner.

"Some girls think the new bathing suits are indecent; others have good figures."

—Chris Schenkel.

"A hypochondriac is a guy who can't leave being well enough alone."—Charlie Fuqua.

"Be kind to the girl you married — the wife you save may be your own!"—Cindy Adams.

"Many women suffer discomfort because they buy shoes to fit the occasion instead of the feet."—Elton Carter.

On May 24, 1830, the first train drawn by a steam engine rolled down 12 miles of track on the B. & O.

Try a Beacon Want Ad!

Don't Gamble . . . With Your Right To Drive!

Did you know that after an auto accident in which anyone is hurt or damage to property to any one person is in excess of \$100 the Texas law calls for SUSPENSION OF YOUR DRIVER'S LICENSE and ALL REGISTRATION PLATES unless you post security for resulting judgments or file evidence of insurance.

Your license must remain suspended until you satisfy any final judgment and produce proof of financial responsibility for any future accidents.

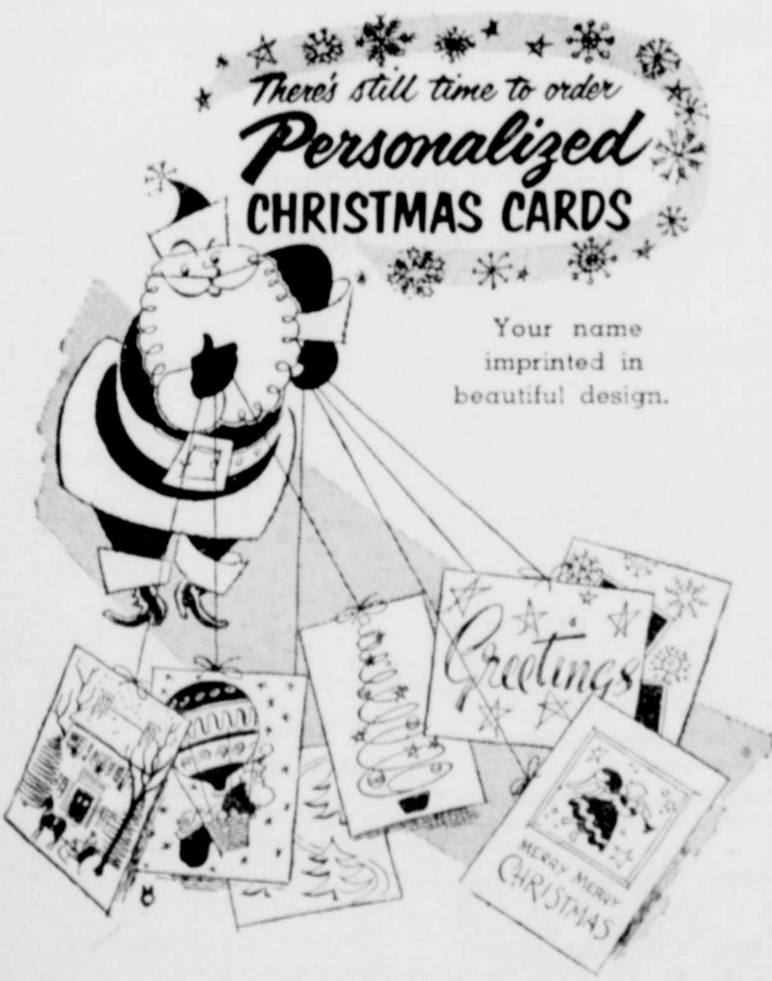
See us today for liability insurance covering any kind of auto accident you might have. It's economical and it's safe.

FRANK PERKINS AGENCY INSURANCE

Dial 3311 Lockney

There's still time to order Personalized CHRISTMAS CARDS

Your name imprinted in beautiful design.



See our large and varied selection of both personal and business greeting cards at

THE BEACON OFFICE

KILL 6 BIRDS WITH ONE STONE

By giving to the

Floyd County United Chest

A neighbor or friend will be calling on you soon asking for a donation to the Floyd County United Chest, which provides for six charitable organizations in one drive. When you make your donation we urge you to give liberally because you will be giving to all six of these organizations:

Salvation Army

Cancer Fund

Heart Fund

Red Cross

Boy Scouts

United Service

Organization

Floyd County Goal: \$15,000

GIVE LIBERALLY SO THAT WE MAY MAKE THIS ONE DRIVE TAKE CARE OF ALL SIX ORGANIZATIONS.

FLOYD COUNTY UNITED CHEST

HOME FROM ARIZONA

Mr. and Mrs. W. A. Cunningham returned home Tuesday of last week after spending the past four months in Phoenix, Arizona visiting his father, W. D. Cunningham, 97 years of age, who is ill.

DR. A. E. HEWITT
CHIROPRACTOR

Office Hours: 9-12, 2-6 each day
except Thursdays

Phone 3389 North Main Lockney



Gospel of Christ

MAIN STREET
CHURCH OF CHRIST

THOS. McDONALD
Preacher

THE MEASURING REED

No storekeeper would dare guess the weight of each sack of sugar; no druggist would fill a prescription without a means for weighing and measuring the medicine; and no merchant would try to sell cloth without a yardstick. If these things are true in respect to material things, even more care should be taken in spiritual things. A man should use every precaution to see that his religion is in harmony with the teachings of the Bible.

In Rev. 11:1 John was commanded to measure the church, the worship, and the worshippers. "And there was given me a reed like unto a rod and one said, 'Rise, and measure the temple of God, and the altar, and them that worship therein.' If the Bible is used as the measuring reed, surely one can determine whether his religion is acceptable unto the Lord.

One of the best ways to do this is to ask a few questions. Does it wear a Bible name? Does it teach and practice the principles of Christ? Did it originate at the proper time and place? Who built it? The Lord's church was established by Him in Jerusalem on the first Pentecost after the resurrection, and it wears His name. Does the church which you attend measure up to the standard?

In the same manner let us measure the worship. Our standard, the Bible, teaches that acceptable worship must be directed to God in spirit and in truth, John 4:24. We also learn that there are several acts of worship that must be included in our devotion to God that the worship may be acceptable. God commanded his children to sing in Col. 3:16. They are commanded to teach the word, 2 Tim. 4:2. There is the command to pray, 1 Thess. 5:17. Christians must give that the Lord's work may prosper, 1 Cor. 16:1, 2. Finally, the Lord's Supper must be taken on the first day of the week, Acts 20:7. "And he that goeth onward and abideth not in the teaching, hath not God..." 2 John 9. Does your worship measure up to the standard?

Now, let us use the Bible again as the measuring reed for worshippers. First, they should strive to walk in the steps of Christ, 1 Pet. 2:21. They should practice the Christian life every day. The Christian should be an example to those round about him, Matt. 5:16. As the moon reflects the glory and splendor of the sun, so each Christian should reflect the glory and beauty in the life of Christ. Are you measuring up to the standard?
—Selected.

Nervous, Tired, Awake Nights?

Don't Feel And Look "Old Before Your Time" Any Longer

If you are wearing that look of "false old age", feel tired out, depressed, or suffer from sleeplessness, constipation, lack of appetite, digestive disturbances, lack-lustre hair, your trouble may be caused by iron-poor blood or a system starved for nature's essential vitamins and minerals. If so, you need suffer no more.

STOP SUFFERING

In just one day Drag-NOT Tablet's high-potency iron, multiple vitamins and blood-building elements are in your blood-stream, carrying new strength and energy to all parts of your body. Then

watch your elimination. A few days after you start taking Drag-NOT Tablets the lazy organs will go back to work and you will notice the black, poisonous waste beginning to leave your body.

NEW LIFE

Then you will feel a wondrous change: the years will seem to slip away and you will enjoy wonderful new pep and vitality, look and feel younger. Get non-habit-forming Drag-NOT Tablets (rich in Iron, Vitamins B₁, B₂, B₆, C, plus other vitamins and minerals) and see results in 7 days or your money back. Only \$1.98 for a month's supply.

BYRD PHARMACY, Lockney, Texas

START MARRIED LIFE RIGHT

With A

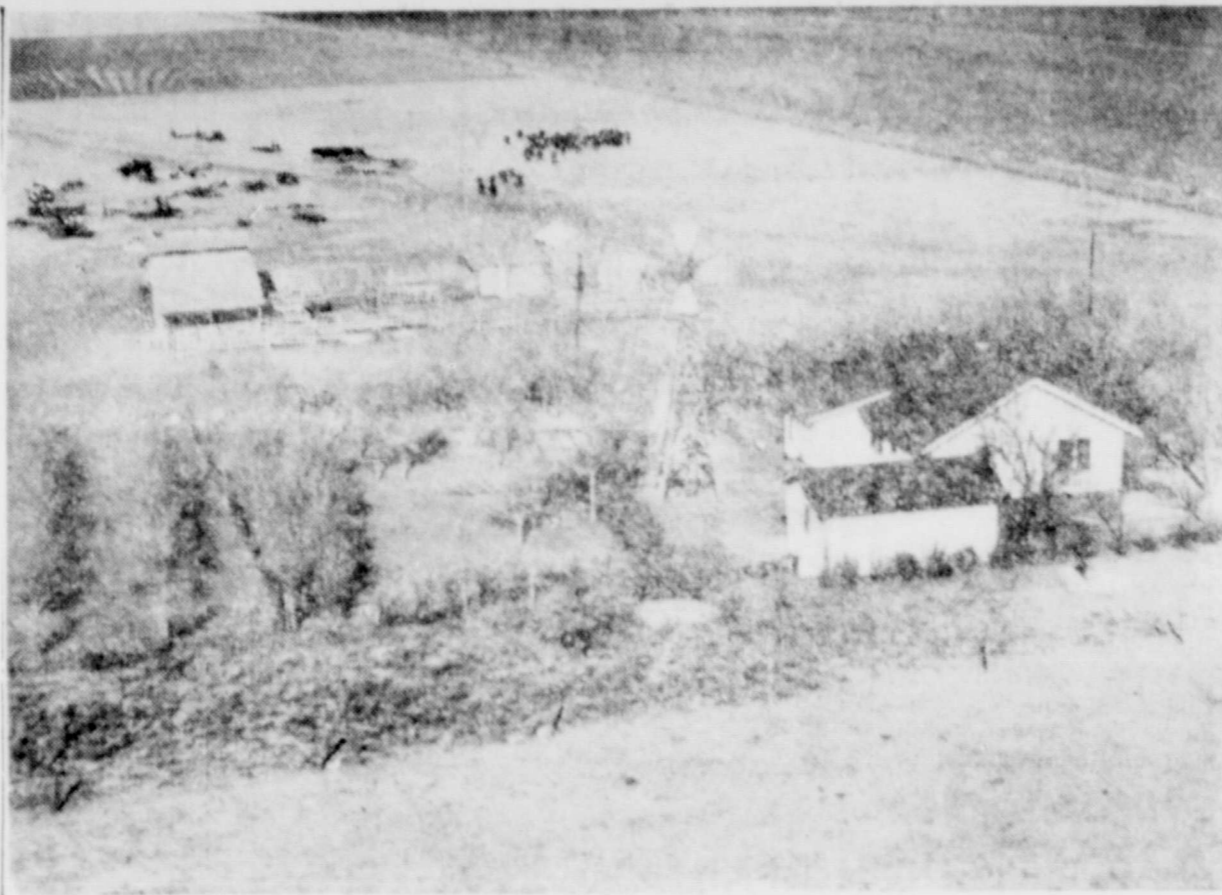
GOOD CREDIT RECORD

Young couples starting married life find it pays to establish their credit and to maintain a good credit record, by paying promptly and maintaining good credit records, they are establishing a sound foundation for financial security and social standing. Credit enables them to acquire attractive home furnishings and equipment as they go along, to enjoy more of the good things of life than they could if they had to wait until they saved the cash.

Those who grant credit, like to see people use it, but not abuse it. The sound use of credit stimulates business, creates employment, contributes to lower commodity prices, and brings more of the good things of life within the reach of more people.

Your Credit is a Sacred Trust—Guard It Closely.

Lockney Retail Merchants Assn.



THIS MYSTERY FARM is the home of Mr. and Mrs. Oliver Savage, located 14 miles north of Lockney. It is really over in Eriscoe County just a wee bit, however the address is Route 1, Lockney. First person to correctly identify the place was Mrs. T. V. Rankin of Lockney. Others who called in to identify it were Mrs. Hubert Frizzell, Sam Jack, J. B. Nance and G. C. Applewhite.

Mr. and Mrs. Savage have 320 acres in this farm with one well. They have owned the farm since 1917 but Mr. Sav-

age's father broke the land out of sod back in 1898 so it has been in the family more than half a century. The Savage family moved to Silverton in 1891 and then settled on the farm seven years later.

Recent changes on the place include the dismantling of the windmill shown in the picture and the installation of a pressure pump.

However this is not the only land owned by Mr. and Mrs. Savage. They have two sections located along the Eriscoe-Swisher county line with four irrigation wells on it. Six

hundred acres of this is in grass and they raise white face cattle. Principal crops on the cultivated acres are cotton and grain sorghums.

Mrs. Savage's given name is Annie. The couple were married in 1915 and they have two daughters, Mrs. Reba McClung, Battle Creek, Mich., and Mrs. Peggy Walters, Amarillo. Mr. Savage is a director of the First National Bank of Lockney and a member of the Masonic Lodge.

Watch for another mystery farm in the First National Bank advertisement next week.

VISITS PARENTS

Gene Lancaster, ministerial student of Texas Baptist Institute at Henderson, Texas spent last week here visiting his parents, Mr. and Mrs. Buck Lancaster and family of Lone Star. He returned to school Monday.

NOTICE TO DEBTORS AND CREDITORS
THE STATE OF TEXAS,
COUNTY OF FLOYD.

TO THOSE INDEBTED TO, OR HOLDING CLAIMS AGAINST THE ESTATE OF WILLIAM T. CLINTON, DECEASED:

The undersigned having been duly appointed administrator of the estate of William T. Clinton, deceased, late of Floyd County, Texas, Ralph C. Johnston, Judge of the County Court of Floyd County, Texas, on the 8th day of November, 1954, hereby notifies all persons indebted to said estate to come forward and make settlement, and those having claims against said estate to present them to her within the time prescribed by law at her residence in Lockney, Floyd County, Texas, where she receives her mail.

Done this the 8th day of November, 1954.

Mattie P. Clinton, Administrator of the Estate of William T. Clinton, Deceased. 31-4tc.

VISIT RELATIVES

Rev. and Mrs. H. Grady Walton of Johnson City, Texas came Monday of last week for a visit with Mrs. Walton's father, J. J. Harris and brother, Jesse Harris and family. On Tuesday they visited Mrs. Walton's sister, Mrs. Z. D. Davis and family of Clarendon. Wednesday they went to Loving, N. M. for a visit with her brother, Olin Harris and family Thursday they visited

Carlsbad Caverns before returning to Lockney. The Waltons left for their home early Friday morning.

Don't overload your washing machine, because free circulation of hot soapsuds and rinse water is essential for maximum soil removal. It pays to run an extra load if necessary, to avoid crowding the washer.

HEATERS

Circulating or radiant, some with Basso controls, priced from \$9.95 to \$24.50

Also Bathroom Heaters, wall or floor types.

Buy your heating and plumbing needs from a dealer who will install and service it when necessary.

We have
WALL FURNACES
FLOOR FURNACES
CENTRAL HEATING UNITS

We will be glad to figure with you on any type heating units or plumbing installation. We have everything it takes to render efficient service in your plumbing or heating needs. Come out to visit us.

Workman Plumbing & Heating
Dial 3422 1/2 mile east on Farm Highway 135

RURAL LIFE
INSURANCE COMPANY

K. W. COOK, Special Representative
Phone 3808 Box 215 Lockney

DR. O. R. McINTOSH
OPTOMETRIST
211 South Main St. Phone 157
Floydada, Texas

ARTHRITIS, RHEUMATISM, NEURITIS Sufferers Now Offered Amazing Relief From Agonizing Pains

Sensational new medical discovery called AR-PAN-EX works through blood stream where it can do the most good, fastest. Even most stubborn cases have gotten blessed relief from torturing misery. See us today about guaranteed AR-PAN-EX tablets.

BYRD PHARMACY

John B. Stapleton
LAWYER

General Practice of Civil Law

Courthouse Floydada

Telephone No. 14

PLOWING DEEP

D-8 Caterpillar with 4-bottom Atlas two-way mouldboard.

Contact CLOYCE M. TERRELL
Phone 1F12, Plainview

or—
FLOYD TERRELL
Phone 3154, Lockney

FORD THUNDERBIRD—the thrilling new personal car that set the style for Ford's '55 lines.

From the Thunderbird look ...comes Ford's new styling

THE NEW FAIRLANE SEDAN is a truly distinguished car that will be at home everywhere.

And Ford's long, low Thunderbird-inspired lines are complemented by exciting new interior styling—and many rich upholstery materials never before used in an automobile.

In Ford's new Fairlane, Customline, Mainline and Station Wagon Series—you'll see styling that was inspired by the Thunderbird—the distinguished Ford personal car that was received with so much enthusiasm all over the nation. This styling is reflected in Ford's longer, lower silhouette—daring new exterior color treatments—colorful upholstery never before found in a car—everywhere you look.

V-8 which is offered with Fordomatic Drive in Fairlane and Station Wagon models. And the new 120-h.p. I-block Six.

Plus all these "worth-more" features

- New Speed-Trigger Fordomatic Drive* gives quicker starts and passing.
- New Turbo-Action Spark Plugs resist "fouling" up to three times as long.
- New 10% larger brakes mean smoother stops, up to 50% longer brake lining life.
- New Tubless Tires offer extra puncture and blowout protection.
- New Angle-Poised Ball-Joint Front Suspension makes all riding and handling easier. *at extra cost.

New Trigger-Torque Power
All three of Ford's new engines are the mightiest ever offered in Ford Cars. All offer split-second Trigger-Torque performance. There's a 162-h.p. Y-block V-8. A still mightier 182-h.p. Y-block Special

'55 FORD

"WHITEY" BACCUS

Telephone 3395 AUTHORIZED FORD DEALER Lockney

Since 1913
1,553,444 FORD CARS and TRUCKS
have been
BUILT IN TEXAS BY TEXANS!

WANT ADS TO BUY TO SELL TO RENT

For Sale

FOR SALE — 30 ft. steel windmill tower, 140 ft. 2 inch pipe and sucker rod, 6 ft. wood tank, electric pump jack, W. A. Cunningham, 3 blocks west of high school. 32-3tp.

FOR SALE — 50 Guineas, W. N. Scott, 2 miles southeast of Lockney, Route M. 32-4tc.

FOR SALE — New cotton trailers, factory built chassis, 2-inch floor, welded wire sides, well constructed, built complete, ready to go for \$375. Save \$75. Whitfill Wood Shop. 32-2tp.

TURKEYS — Dressed and ready for the oven. Order early, delivered anytime. Bronze breed. Mrs. Ruby Merrick, phone 3763. 32-3tc.

FOR SALE — 270 acres Patmer County land on pavement. 8 inch irrigation well on natural gas. Price \$150 an acre. 29% cash. M. A. Crum, Floydada. 32-1tp.

FOR SALE — Hegari bundles, good grain. See Keeter & Griffith, Lockney. 31-3tp.

FOR SALE — Cotton dump trailer. See Lloyd Widener or call 3505. 31-4tc.

HAVE GOOD USED upright and spinet piano in this vicinity soon. Real buy for responsible parties. Low terms on balance. Write Credit Department, McBrayer Piano Co., 217 West 6th Street, Amarillo, Texas. 31-3tc.

FOR SALE — Cafe in excellent location, doing good business in Friona, Texas. In heart of irrigation area. Attractive proposition. Write Box 161, Friona, Texas. 31-2tc.

FOR SALE — One 4-bale trailer with grain bed, \$400. One 5-bale trailer with grain bed, \$450. Leslie Cox, phone 3786. 30-4tc.

FOR SALE — 5 room and bath, 9 acres land, edge of town, 4 inch irrigation well. 3 acres fenced for hogs. \$10,000. Roy Rolling at Brunner Lumber Co. 29-4tc.

FOR SALE — 1953 Chevrolet Pick-up, good condition, low mileage. Also concrete mixer. See Mrs. Floyd Huff, 408 West 1st street, phone 3686. 30-4tc.

FOR SALE — Two 50-horsepower electric motors and switch boxes. Chester Mitchell, dial 3447. 27-4tc.

FOR GAIL RICHARDS COSMETICS see or call Mrs. Willa Mathis, Route 1, Lockney or phone 4-2055, Plainview. 26-4tc.

FOR SALE — 1951 Model G John Deere tractor, good shape, good tires. L. L. Rhodes, phone 3398. 25-4tc.

FARM BUREAU INSURANCE for **FARMERS DIVIDENDS** on **Life — Auto — Fire and Farm Liability** 319 S. Main FLOYDADA

REAL ESTATE — Houses in Lockney for sale. Also farm land. See me for beef at whole sale. V. D. Harris, dial 3847. 48-4tc.

RADIATOR TROUBLE? — Let us take care of your radiator trouble. We do all kinds of repairing and cleaning. Experienced workman. WESTERN RADIATOR SERVICE, Lockney, Phone 3800, day or night. 51-4tc.

VEVA'S DRAPERY SHOP Drapes — Cornice Boards Bedspreads — Samples Dial 4-2909 1010 West 9th Plainview, Texas

4% Use a Land Bank loan to Build, Buy, Improve or Refinance — low cost, long terms if needed. Full or part repayment privileges. FLOYDADA NATIONAL FARM LOAN ASSOCIATION Phone 256 319 South Main Jake B. Watson, Sec'y-Treas.

For Sale

FOR SALE — 1952 Plymouth, tip-top shape. I. H. Pickens, Route 1, Lockney or phone 42058, Plainview.

FOR THANKSGIVING — Put in your order now for Northwest Pheasant chickens, bakers and young Whitehead hens. Will dress out 4 or 5 lbs., or more, 35c per lb. dressed, Archie Ryboe, Sterley, Texas, phone 3161. 4tc.

GOOD BRIGGATED LAND, nearly anywhere at \$150 per acre and up. Houses, a lot of them. If there is a bargain, we have it. W. C. Roberson, P. O. Box 1176, Phone 4-5328, Plainview, Texas. 30-4tc.

SEE ME for dibbles and Bible Story books. Mrs. Bert Vernon. 51-4tc.

See me for ALUMA-KRAFT awnings, Cyclone fence, Humphreys Tenston Sealed storm windows, L. L. Reece, phone 2262. 17-4tc.

See me for AVON COSMETICS or call 2165, Mrs. Myrtle Lou Newton Manselle, Lockney representative. 20-4tc.

Wanted

WANTED — Ironing to do in my home. Mrs. Otha Eiland. 32-4tp.

WANTED — White girl wants baby sitting. Contact house across street from Radiator Shop at Grace Marshall home. 1tp.

WANTED — Job stripping cotton. Have International Stripper and trailers. Duke Weaver at Whittenburg Gin. 31-4tp.

NOTICE — Shoes or boots left in my shop over 30 days will be sold for charges. A. G. King. 28-5tp.

Local & Long Distance **MOVING** We Specialize in Packing, Crating and Storage **TRANSFER & STORAGE** "MOVE SAFE WITH" **BRUCE & SON** Dial 4-6349 1009 North Broadway Plainview

CESSPOOL DRILLING Storm Cellars Pier Holes 30, 36, 42 and 48-inch Holes I. E. FISH 900 Broadway Dial 4-5828 Plainview, Texas

WANTED — Why not let me bake and decorate those wedding and party cakes for you? Reasonable prices. Mrs. Ross Cooper, phone 2245. 2-4tc.

5% FARM LOANS Prompt Inspection and Closing No closing charges except abstract and recording **GOEN & GOEN** 202 Boothe Bldg. Floydada Representing Amicable Life Insurance Company.

WANTED — Windmill and pressure pump work. Call or see R. W. Johnson, dial 3381. 51-4tc.

PIANO TUNING — Drop a card to Luther Fowler, Box 66, Lockney or phone 2173. 46-4tc.

For Rent FOR RENT—3 rooms and bath on pavement. See Pat Hill. 1tp.

Miscellaneous NOTICE TO THE PUBLIC — My quarter section of land northeast of Lockney is not for sale nor for rent. G. R. Street. 32-3tp.

Lockney Lodge No. 867 **A. F. & A. M.** Regular meeting third Tuesday night at 7:30. JAMES A. BOBBITT, W. M. E. A. CARTER, Secretary

ARTHUR B. DUNCAN ABSTRACT COMPANY MAUD E. HOLLUMS Owner and Manager South East corner Square Floydada, Texas Oldest and most complete abstract plant in Floyd County. Prepared to render prompt efficient service on everything in the line of land titles.



IT'S THE LAW in Texas A public service feature of the State Bar of Texas

SOIL-SAVING FARMERS GET TAX BREAK UNDER NEW LAW

Expenses incurred by farmers in the prevention of soil erosion have been given favorable tax treatment under the new 1954 Internal Revenue Code.

Prior to enactment of this new provision, the Internal Revenue Service had attempted, with varying success, to require the capitalization of expenses incurred in contour farming, terracing and other soil erosion work. Under this rule, expenditures could be deducted over a period of years, but the courts in some instances had allowed farmers to deduct these expenses in the year incurred.

The new law permits farmers to deduct in each year all expenditures incurred in that year for "soil or water conservation in respect of land used in farming, or for the prevention of erosion of land used in farming."

This deduction is limited, however, to 25% of the gross income derived from farming for the taxable year. Any excess over and above the 25% is deductible in succeeding years, but in each year the entire deduction is limited to 25% of gross income.

This liberalizing provision does not allow the deduction of expenditures for the purchase, construction, improvement or installation of depreciable machinery, tile, masonry, metal or wood structures, appliances and facilities such as tanks, pipes, reservoirs, canals, dams, wells, pumps and conduits. Such expenditures, as under the prior law, must be capitalized and deducted over the estimated useful life of the asset.

Those expenses which may be deducted include the cost of leveling, grading, terracing, contour farming, construction, control and protection of diversion canals, drainage ditches, earthen dams, water works, outlets and ponds, brush removal, and planting of windbreaks and other treatment or moving of earth, provided that these expenditures are incurred for the prevention of erosion of farm lands.

A farmer may elect to deduct these expenses incurred in 1954 on his 1954 tax return, or if no such expenses were incurred in 1954, may make the election on his tax return for the first year in which such expenditures are incurred. However, if the election is not made at that time, the taxpayer must obtain the consent of the Commissioner of Internal Revenue before being allowed to expense these items.

Once made, an election is binding for all subsequent years, unless the taxpayer requests and obtains authority to make the change.

(This column, based on Federal law is written to inform—not to advise. No person should ever apply or interpret any law without the aid of an attorney who knows the facts because the facts may change the application of the law.)

Wanted

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WANTED — White girl wants baby sitting. Contact house across street from Radiator Shop at Grace Marshall home. 1tp.

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ARTHUR B. DUNCAN ABSTRACT COMPANY MAUD E. HOLLUMS Owner and Manager South East corner Square Floydada, Texas Oldest and most complete abstract plant in Floyd County. Prepared to render prompt efficient service on everything in the line of land titles.

Seeing is Believing

Can you name her?... A FAMOUS FRENCH QUEEN (1755-1793) INVENTED THE FAN LORGNETTE, AND MANY A LADY ACCORDINGLY PEERED THROUGH A LITTLE GLASS PLACED IN THE PIVOT OF HER FAN.



SEE NAME INVERTED BELOW



OH, FOR A DOG'S LIFE! A NEARSIGHTED PEKINGESE IN FLORENCE, ITALY HAS BECOME THE FIRST DOG IN THE WORLD TO WEAR CONTACT LENSES.

VISION IS MOST SUSCEPTIBLE TO DAMAGE DURING THE PRESCHOOL YEARS. EARLY PROFESSIONAL EYE-CARE CAN PREVENT IRREPARABLE HARM TO A CHILD'S VISION.



POOR VISION IS A PAIN IN THE NECK... WHEN, IN TRYING TO SEE YOU ADOPT A POSTURE WHICH STRAINS YOUR NECK MUSCLES.

PROFESSIONAL EYE-CARE IS THE ONE AND ONLY SOLUTION, SAYS THE BETTER VISION INSTITUTE.

Beginning several years ago with an abandoned cotton field which had grown up in post oak and other scrub brush, workers in the Range and Forestry Department of the A. and M. College System have produced test plots at College Station of nearly ideal stands of native grass. Fertilizers were not used.

STERILE SUBSTITUTE

The best time to clean a minor wound is as soon as it occurs. Use sterile cotton to wash it, gently but thoroughly with warm water and soap. If you don't have a piece of cotton, use the inside fold of a freshly toned handkerchief. It's a good substitute for the sterile cotton.

Bargain Rates On Your Daily Paper At Beacon Office

Bargain rates are now available on your daily paper at The Beacon office. In addition to saving on the daily paper rate The Beacon gives you a special combination rate, combining your daily paper and The Beacon, saving you still more money. Here are the daily bargain rates:

Amarillo Daily News, one full year, daily and Sunday for only \$9.55. This is the lowest rate the Amarillo News has had in years.

Lubbock Morning Avalanche, one year daily and Sunday \$12.95. Daily only \$11.00.

Fort Worth Star Telegram, one year daily and Sunday, \$13.95; daily only, \$12.60. Wichita Falls Record News, daily and Sunday, \$1.75. Abilene Reporter-News, daily and Sunday, one year, \$11.95; daily only \$10.95.

Remember — you can save money by subscribing for your daily paper at The Beacon office.

It costs \$7.200 to get a loaded B-47 jet bomber off the runway.

TO RELIEVE SORE THROAT

Due to a cold, try DURHAM'S ANAETHESIA-MOP and see how pleasant and effective a mop can be. Generous bottle with applicators only 50c at your Druggist.

at LOCKNEY DRUG CO.

MONEY TO LOAN

Farms Loans
F. H. A. Loans
Cars Loans

Insurance of all kinds

WANT TO SELL?

We need more listings on farms in this area and also houses in town. See us if you want to sell.

PINNER INSURANCE AGENCY
Dial 3329 Lockney

EVERYONE IS INVITED . . .

And especially our old friends and customers in the Lockney area, to visit us

NOVEMBER 17TH THRU NOVEMBER 20TH

For the first Public Showing of . . .

THE NEW 1955 PLYMOUTH

Designed for the "YOUNG IN HEART" — and

THE NEW 1955 DeSOTO

with "THE FORWARD LOOK"

You'll be surprised and delighted at the beauty, the comfort and the attractiveness of these new models on display in our show rooms. Come in and see for your self.

PRIZES FOR EVERYONE

FAVORS FOR THE KIDDIES

We will have favors for the kiddies. Bring them along because they will want to see these beautiful new cars also.

DON'T FORGET THE DATE

10 FRESHLY DRESSED TURKEYS GIVEN FREE!

Be sure to register when you visit us to see these new cars. You do not have to buy anything or to be present to win.

Be sure to come in and register. You may win one of these fine turkeys for Thanksgiving

It will be fine to take one of these Turkeys home with you. Remember that we will give away 10 of them.




MAGGARD-NALL MOTOR COMPANY

DeSOTO PLYMOUTH

307 West 6th Street Dial 47421 Plainview, Texas

Library Notes

By Ivy Pearl Reber

Many books have been given this week in memory of Mrs. W. I. Cannady. Donors are the Floydada Garden Club, the 1929 Study Club, Dr. and Mrs. George Smith, Mr. and Mrs. Guy Ginn, Mr. and Mrs. Hollis R. Bond, Mr. and Mrs. W. L. Orman, Mr. and Mrs. P. L. Orman and family, Mrs. Lon V. Smith, Mr. and Mrs. Ralph Johnston, Mr. and Mrs. Bill Tye and children, Mr. and Mrs. Virgle Shaw, Mr. and Mrs. John E. Hoffman, and Mrs. W. O. Jones.

Story Hour was a great success Saturday morning. Mrs. Sam Green and Mrs. J. D. McBrien were hostesses from the 1929 Study Club and Mrs. Billy Brown sold the stories. Larry Pagan assisted by operating the phonograph for the games. Mrs. Alma Holmes made a tape recording and chatted with each of the youngsters—that is, with all except one. He was little Ronnie McWilliams who was only four weeks old. He is Story Hour's youngest visitor to date.

The central library is very proud of a new book cart which has arrived this week. It will be a great help in moving books from the loan desk to the stacks, to the reading room and to the work-room.

In honor of Book Week, the library is inviting the public to come in for a visit Friday and

Saturday. We would like for our friends to see how the library has grown, so we are having an informal open house to show the new reading room. We plan to have the new shelves built and to move some of the books into them early next week.

Plans are under way for expansion of the library quarters in Lockney in the near future. We will be able to shelve many more books in the branch when the expansion is completed.

New books available now at Floydada include the much requested "I led 3 Lives" and "How to Win Friends and Influence People." Other new books in Floydada are "The Animal Kingdom" a 3 volume set; "Rogue Cop," "Cargo for Jennifer," "Hang Up The Fiddle," "Good-bye, my Lady," "He Went for a Walk," "Island Station," "The Wilder Shores of Love," "Dead men tell Tales," "Crying Stones," "Modern Science and the Genesis Record," and "The Magnificence of Jesus."

New books to be found in Lockney: "The English Government at the Siamese Court," "Rehabilitation of the Physically Handicapped," "Education of Exceptional Children," "The Case of the Restless Bedhead," "Never Bet Your Life," and "The Tree-Two Pitch."

Faye Mills makes the following report from Lockney: "At the Lockney branch our borrowers were pleased over our ex-

Texas Trends dallas fashion center



Dallas Fashion Center Photo
SPACED for a clean look that dramatizes the color, the woven pattern banding makes a striking accent for this boxy cutaway jacket from a group of coordinated Irish linen fashions by Nardis of Dallas. The same print is used on the curved pockets in the slim skirt and to bind the collar of the white blouse.

change of books by Emille Loring and Grace Livingston Hill. In a week's time every book by these two authors had been checked out.

"We are always glad to have visitors to our library. This week we had visitors from Missouri, Choctaw, Oklahoma and Floydada."

"Since reading is a pleasure of the mind, let's enjoy book week by reading."

Scholarship Winners Honored At Tech

Fifty-seven scholarship winners at Texas Technological College, Lubbock were honored this week with a reception at the home of Dr. and Mrs. James G. Allen. Dr. Allen is Tech's dean of student life.

Officers of the administration and their wives who were present to extend congratulations to the scholarship students were President and Mrs. E. N. Jones, Dr. and Mrs. G. F. Gieseck, Mr. and Mrs. M. L. Pennington, Mr. and Mrs. William Crenshaw, Dr. and Mrs. Ernest Wallace.

Those students honored included Barbara Carthel, who holds a Dunlap Company scholarship. She is the daughter of Mr. and Mrs. Henshel Carthel of Lockney. Barbara is a freshman student.

RETURN FROM CALIFORNIA
Mr. and Mrs. D. J. Phillips and children have just returned from a visit with his sister, Mrs. Dawson Busby and family, in Realto, Calif. While there they also visited many places of interest in Los Angeles, Long Beach, Inglewood and the famous Capistrano Mission. Mrs. Lena Phillips returned home with them after a six weeks visit with Mrs. Busby.

HIGHWAY SAFETY PLEA
The latest highway safety plea comes from E. P. Cates, an official of the First Presbyterian Church, who handed me a card reading: "We believe in predestination, but please drive carefully, you may hit a Presbyterian." These cards were handed out at a Presbyterian Men's meeting in New Orleans, which Cates attended.—The Hamilton Herald-News.

REMOVING GRASS STAINS
Here's a simple solution to a common problem: to remove grass stains from white shirts, slacks or dresses use plenty of hot water and soap, and rub the stain well. If a yellow stain remains, apply bleaching fluid.

achieve sparkling white results—and that's easy as can be. Just make it a habit to use hot water, an all-purpose soap or syndet, and the bluing that comes in bead form. Be thorough about rinsing—be sure of real cleanliness.

GO TO CHURCH SUNDAY:

LAUNDERING REMINDER
Crib and carriage pads need frequent laundering. You'll actually like the job when you

Zachary Taylor, twelfth President of the United States, was a second cousin of the fourth President, James Madison.

LENA FAE STORE, Lockney, Texas

Most Sensational Bargains Of The Year

ALL PRICES SLASHED

STARTING FRIDAY, NOV. 19TH

20% Discount on
LADIES HATS AND PURSES
Ladies' Coats, Suits and Dresses
more than 20% Discount
One special Rack of DRESSES
Sale Price—\$1.00 to \$3.00
SKIRTS — \$2.95, \$4.95, \$6.95 Sale Price
BLOUSES—\$1.95, \$2.95, \$3.95 Sale Price
20% Discount on Ladies' and Girls' Slacks
Gowns and Pajamas — \$1.95 and \$2.95
Crepe Slips — \$1.95 on sale
Girls Gowns and Pajamas — \$1.95 on sale
All Ladies' and Girls Sweaters on sale

10% Discount on all Baby Things
\$2.25 Single Blankets at \$1.69
or 2 for \$3.00
\$2.50 Single Blankets at \$1.89
or 2 for \$3.60
BED SPREADS all on sale
10% Discount on Luggage
10% Discount on all Nylon Undies
10% Discount on "Dotty Dan" for the Little Gents
Girls Coats and Dresses on sale
Boys' Western Suits \$7.95 to \$9.95
Men's and Boys' Jackets on sale
All Dress, Sport and Western Shirts on sale

Men's Western or Dress Pants \$5.95 to \$9.95 on sale
Men's DAVIS HATS on sale
\$7.50 value—\$6.00 \$12.50 value—\$10.00
\$20.00 value—\$15.00
Boys Hats \$1.79 to \$1.95 sale price
Men's and Boys' Ties—69c to \$1.00 on sale
PRICES SMASHED on BOY'S CLOTHING

HERE NOVEMBER 19th and 20th
LESTER BOYD and RAY TERRELL
Representatives of the Tuf-Nut Garment Mfg. Co., will be here in person Friday and Saturday at LENA FAE STORE to assist you with your purchases of any Tuf-Nut Garments.

During our Tuf-Nut Sale
10 GARMENTS WILL BE GIVEN AWAY ABSOLUTELY FREE
Knife FREE with every two Garments.
SALE CLOSES NOVEMBER 27TH

BARATA ROPA
Bienvenida. Venga a mi tienda. Soy su Amigo y tengo las mejores compar en ropa y otros articulos.

Prices slashed during
Tuf-Nut Days
To demonstrate the superiority of these famous Pants, Shirts, Sport Shirts, Blue Jeans and Overalls.
NOW... you can wear the best for less.
TUF-NUT PANTS and SHIRTS
Fit Best — Have More Features Are Better
Pants have double pockets—tunnel belt loops — sold under money-back guarantee
KNIFE FREE WITH EVERY TWO GARMENTS

THIS COUPON IS WORTH \$1.00	Bring this coupon to our store.
	IT IS WORTH \$1.00 on the purchase price of a Tuf-Nut Matched Suit or any two Tuf-Nut Khaki or Army Twill Pants and Shirts WORTH \$2.00 on 4 Garments KNIFE FREE WITH 2 GARMENTS

ARMY TWILL SUITS		ARMY CLOTH SUITS	
Pants	\$3.95	Pants	\$4.95
Shirts	3.50	Shirts	4.50
	\$7.45		\$9.45
Value of Coupon	\$1.00	Value of Coupon	\$1.00
Complete Suit for	\$6.45	Complete Suit for	\$8.45

TUF-NUT CHAMBRAY SHIRTS
\$1.98 value—\$1.59 or 2 for \$3.00
SPECIAL PRICES ON TUF-NUT OVERALLS

TUF-NUT BOYS WESTERN COWBOY JEANS
As authentically western as a Branding Iron
Specially priced during this Sale
Sizes 0 to 7—\$1.79 Sizes 8 to 11—\$1.98
Sizes 12 to 18—\$2.29

KNIFE FREE WITH TWO PAIR WESTERN DENIM SHIRTS
\$2.98 value—\$2.69
Tuf-Nut Authentic Western "111" **COWBOY JEANS**
Sanforized, won't shrink—11-ounce Denims, Heavy duty
Sizes 4 to 7 \$2.29
Sizes 8 to 18 2.69
Sizes 28 to 38 2.98

Also Jackets to match specially priced.
LADIES BLUE JEANS
\$2.98 value \$2.69
GIRLS BLUE JEANS
\$1.98 value, sizes 1 to 7 \$1.79
\$2.59 value, sizes 8-18 1.98

Lena Fae Store, Lockney, Texas

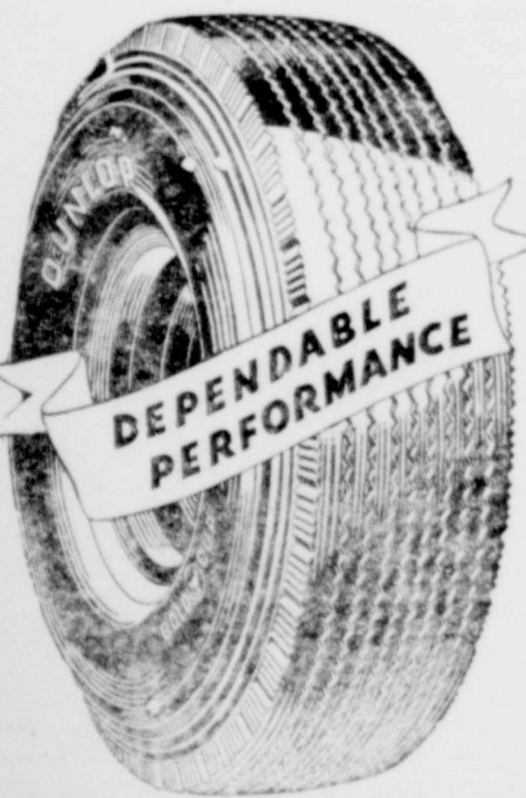
KNOX GROCERY AND MARKET

Next Thursday will be Thanksgiving. We will be closed that day. We would appreciate you placing your orders for turkeys and hens or any special you might need for your Thanksgiving Dinner.

We thank you for past patronage and want to continue to serve you. Come in or dial 3855.

Knox Grocery and MARKET

HERE'S YOUR ANSWER TO TIRE TROUBLE



- DUNLOP TIRES**
Famous for:
- Cooler Running
 - Longer Mileage
 - Dependable Performance
 - Positive Traction

Yes sir, Dunlop Tires on your automobile, pick-up or truck will be the answer to your tire troubles. Dunlops give the most trouble-free service at no extra cost.

We invite you to try our Tractor or Truck Tire service. We will be glad to service your tire needs regardless of the vehicle. Come in to see us at anytime.

JACKSON TIRE COMPANY

Dial 3366

Lockney