

The Lockney Beacon

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Edgar R. Hays Editor
Willis Reynolds Mechanical Superintendent

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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

When they cast thee down thou shalt say, There is lifting up.—Job 22:29.

WE'RE IN FAVOR of a thorough investigation and a thorough house cleaning in regard to the veterans land program mess in Austin. We hope that the current investigation uncovers all the jurid details, reveal the name of every person who is connected with the fraudulent use of the program and that the whole thing will be aired to the public. That former Land Commissioner Kascom Giles is connected with the mess is apparently well founded. If any other high officials have any connection with it, we think the fact should be revealed. However every man is innocent until proven guilty, according to the law of this country, so we do not think that Mr. Shivers nor Mr. Sheppard can be accused unless someone has definite information that would incriminate them. Let's withdraw judgment on these until the investigators do some more investigating.

ALL OF WHICH leads us to this suggestion: Why not appoint a committee of three men from the Chamber of Commerce to investigate such promotional schemes. Let every merchant in town sign an agreement that he will not buy such advertising or make a donation to any project until it has been okayed by the committee. It is a simple plan, worked in many other cities. It will work here and will save local merchants several hundreds of dollars every year if they will cooperate in it. This committee would naturally thoroughly investigate any such advertising schemes, requests for donations, etc., and would refuse to recommend those which were unworthy. It would benefit all local people who are called on almost daily for donations of purchase of something or other.

THIS NEWSPAPER would oppose the passing of any kind of so-called "fair trades law".

which is designed to force retailers to sell merchandise at the price set by the manufacturer. We think a retailer should be free to sell his merchandise at any price he sees fit for through that scheme of things comes better service, cheaper merchandise, and more competition, which is, after all, the life of business. But we also think that the manufacturer should protect his dealers. It seems to us that in the long run, it would be the wise thing to do. If the manufacturer doesn't protect the man who represents him in any community, he may sometime find himself without representation and thus in poor shape to compete with others.

FRAUD is a strong word but it apparently describes in some measure the scheme that some use to make money off of so-called advertising promotions among local merchants. A good example of worthless advertising schemes was the one recently on which advertising was sold on a so-called "safety promotion calendar" in Lockney and Silverton. The calendars have been distributed here in a limited amount but probably will not be distributed widely and would be of no value if they were. Merchants of the two towns paid from \$12.50 to \$15.00 for an advertisement on the big placard which stressed safety. The promoters worked in some measure through local people who were innocent victims of the scheme and probably were not aware of its worthlessness. At any rate they collected between \$250 and \$300 for advertising on the calendar (that doesn't count one advertisement which they gave a local merchant to get things started). The printing of all the placards we have seen couldn't have cost more than \$50 so the promoter spent a day here, cleared probably more than \$200 and went on his way rejoicing.

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IN HOMETOWN AMERICA



With Our EXCHANGES

VIGILANCE PAYS OFF
There's nothing like inquiring newspapermen to keep government clean. Atty Gen John Ben Sheppard said in a recent speech at College Station.
Texans can see what the Attorney General meant if they examine the background of the current Veterans Land Sales investigation. It all started when Ken Towery, young managing editor of the Cuero Record started asking questions.
Towery heard that half a dozen business men had entertained a group of laborers — Negroes and Mexicans — at an

informal party. It didn't sound logical, and Towery learned that the event was to promote land sales.
Alleged irregularities now being investigated might have passed unnoticed save for the enterprise of a small-town editor. — Lubbock Avalanche
ANYBODY CAN LOSE
It is hinted darkly in some quarters that the program of Federal all-risk crop insurance is losing the government money. I am not able to understand why this can be. And the scattering of customers would indicate that the insuring farmers are not making any money—or they'd be coming back for more. I remember the first few years of the crop insurance program.

there were a considerable number of Crosby County farmers made nice killings from all-risk insurance. But the gentleman with the striped pants saw how he was being made a sucker of and laid off a while. Then he got back in the business and changed the rules so there was not much chance to hook Uncle in that kind of trading. If the present program is losing money so fast, it must be that there's not enough business to pay the overhead. And anybody can lose money that way. — You Be The Judge in Crosbyton Review.

ADVERTISE?
So everybody knows John Q. Whoozit sells whatsit at 122 E. Main St. He's been there for years. But we want to remind "John Q." that the National Retail Grocers Association (and they're buyers, not sellers, of advertising) learned that of every 100 customers put on the books of any store in any one year, they've lost 15 the next year, 28 the second year, 39 in three years, 49 in four years, 56 in five years. At the end of 10 years only 19 of the original customers remain. If "John Q." hasn't won over a few in the meantime, he undoubtedly folded up before he got down to the last 19 — and they're all trading with someone who kept on inviting them in. — Crosbyton Review.

JUST THINKING EARLY TO BED AND EARLY TO RISE WON'T HELP YOU MUCH IF YOU DON'T ADVERTISE. — McLean News

RIGHT SMART TRUTH
Nowadays if a man takes a firm stand for what is right, he's either radical as all get-out, or just plain stubborn.
When a politician gets to where he thinks he knows more than the people who put him in office, he's absolutely right. If they had known anything they wouldn't have elected him in the first place. — Flying Blind in Bellevue News.

Long Ago In Lockney

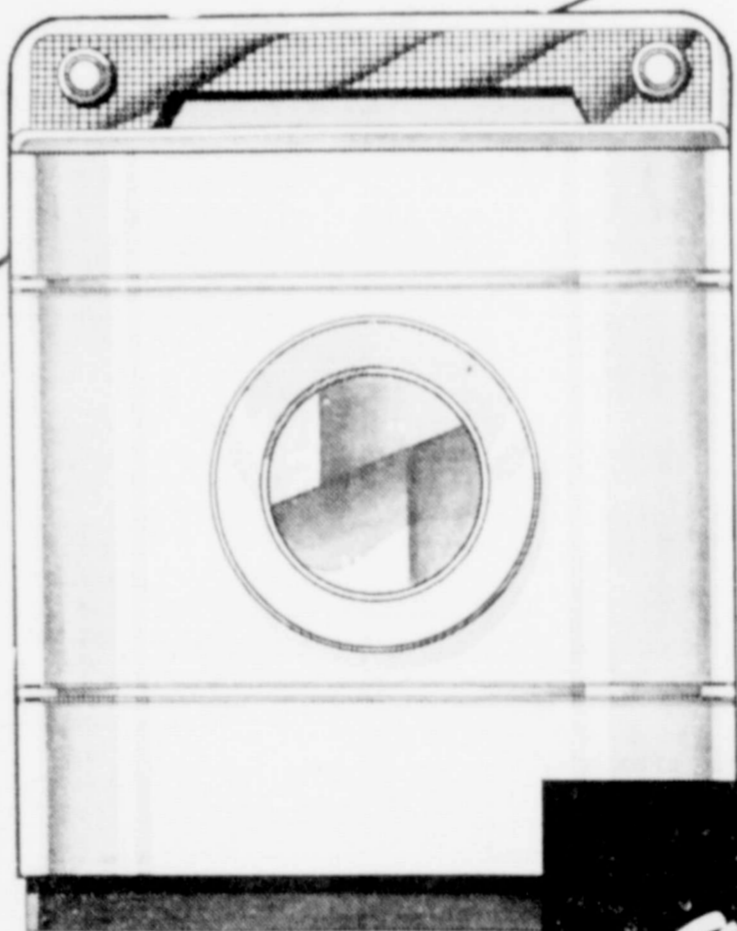
Items of interest from the files of The Lockney Beacon.
March 19, 1931
W. J. Teaver has announced for the office of Mayor of the city of Lockney. Mr. Teaver has been a resident of Lockney for the past twenty years.

A. P. Barker attended the Chevrolet Dealers District convention in Amarillo last week.
Deaths reported in this area in this issue included Mrs. Jim Cochran, sister of Mrs. A. J. Blackwell and Mrs. C. R. McCollum. Mrs. Cochran is a former resident of Lockney.

Approximately 100 club members attended the semi-annual all-day meeting of the County Federated Clubs here Thursday, March 12. The meeting was held in the City Auditorium and was called to order by the president, Miss Anna Sims of Roseland.

March 19, 1943
Jack Gilbert passed away unexpectedly in a hospital in Floydada Monday afternoon after a short illness. Mr. Gilbert had been in the hospital about 12 days for treatment and passed away while undergoing an operation for appendicitis. He had lived around here the past 29 years. He lived with his mother, Mrs. T. J. Gilbert at her farm home 4 miles northeast of Lockney. Besides his mother, survivors include four brothers, Frank of Lampasas, Ed of Plainview, Leslie of Amarillo and Marvin of Lockney; two sisters, Mrs. Etta Hicks of Lockney and Miss Ethel Gilbert of Floydada.

Twenty-three Floyd County men have passed the Army physical examination this month and have been inducted into the army. Most of these men left



world's greatest
WIFE SAVER

an Electric CLOTHES DRYER

Be Modern Dry Clothes Electrically

takes the work out of washday

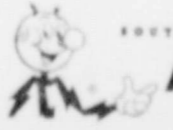


No heavy baskets to carry . . . no bending and stretching to hang each article . . . nothing to do but toss your wash into the dryer. A twist of the wrist — and the dial — will dry a full load — on the dampest or dustiest of days — in about an hour.

There's no outdoor soot to dirty clothes, no sun to fade them, just perfect drying results every time.

Dry clothes the modern way — of course, it's electric.

SEE YOUR REDDY KILOWATT APPLIANCE DEALER



PUBLIC SERVICE COMPANY

DR. A. E. HEWITT

CHIROPRACTOR

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

Phone 3389 North Main Lockney

DR. O. R. McINTOSH

OPTOMETRIST

211 South Main St. Phone 157
Floydada, Texas

NEW 1955 ROCKET OLDS 202 H. P. ENGINE

In The Crate \$475

Ready to Pump (Except Carburetor) \$625

This price includes NEW starter—NEW generator—NEW stend—NEW cooling coils—NEW clutch — NEW clutch shaft and bearings—NEW Murphy panel—NEW 12 volt battery—Starter button—Throttle cable—Volt regulator—Carburetor adapter—Radiator hose and clamps—6 quarts of oil.

Wholesale Price Applies To Anyone — Will Sell 1 to 100—Dealers Welcome

Irrigation Engine Wholesale Co.

109 N. Ave. H Phone PO5-6288
Route 3, Box 3, Lubbock, Texas

How returned she has for the Claude Love, and J. W. Doney, Horman South Plains of Dougherty, Parker, Ted Lett Patterson, Gilbreath, Alfred Somers, Leonard Engle, Lee Swafford, trel, Tom Ray, Ward Thornton and Gates, all of

Mrs. Alb week from Temple

rs. Albe spent it Samma

A-e James and Mrs. Jim and Mrs. Angeles, Cal Saturday, Ma of Rev. W. B. Ing, New Mex

Betty Lou Charles Glen Monday, Mary view Methodist pastor, E. A. J. C. Bookkeeper Tax

Land You Please

Two large Scrapen, ed operat

only by Baker Inc Your dealer

Chevr

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\$1

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has been it. Price

\$7

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\$6

195 New po

\$2

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LOC 3368

Howard and son returned from California she has been with for the past several is in the navy and several months he ea with the seventh toward will make her er parents, Mr. and chaffner of the Sterity.

Mrs. Albert Kelm re- week from a visit with Temple and Camron.

Mrs. Albert Sammann spent the week end Sammann's parents.

Henry Sammann and Miss Clara Sammann of Seguin, Texas.

Dinner guests in the home of Mr. and Mrs. Leo Boedecker and family were Mr. and Mrs. Leonard Matthews and family of Silverton, Texas.

A special dinner was given in the home of Mrs. B. F. Sammann Sr. Sunday honoring her grand daughter on the day of her Christening Charlotte Kay's the infant daughter of Mr. and Mrs. B. F. Sammann Jr. Present for the dinner were Mr. and Mrs. B. F. Sammann Jr. and Kay, Rev. and Mrs. H. L. Anderson and sons, Mr. and Mrs. L. B. Brandes

These bandages will be sent to New Guinea where they will be used by the medical missionaries and hospitals in the treatment of the many tropical diseases which is found in that climate. These bandages can be made out of old sheets, pillow cases and table cloths. Thursday the ladies rolled about three hundred yards of two and three inch bandages. We hope there will be enough for five hundred yards of bandages before they are sent off. Some are working on the bandages at home. Those enjoying the day of fellowship and refreshments were Mmes.

Mr. and Mrs. Wilfred Stoerner attended the Philharmonic Piano Quartet presented by the community concert association of Plainview. They gave their concert Saturday night at the Plainview High School Auditorium. Appearing on the program were Miss Ada Kopetz, Miss Moreland Korthkamp, Mr. Emmett Voakes and Mr. Herbert Rogers.

We are very sorry to report the accident of Donna Gale Schultz, daughter of Mr. and Mrs. Monroe Shultz of the Sand Hill community. She met with an accident falling out of the family car and breaking both legs. She is in St. Marys Hospital in Lubbock. We hope every one will remember her in their prayers. We wish for her Gods blessings for a complete recovery.

trich.

Visiting in the home of Mr. and Mrs. Karl Sammann Sunday were Mrs. Emma Garms and girls of Littlefield.

Those attending the farewell tea given in honor of Miss Petty Saturday were Mmes. Ben Quebe, Ben Brandes, L. B. Brandes, Marvin Scheele, E. M. Quebe and H. F. Quebe.

Mr. and Mrs. Sam Newman and Miss Helen Newman visited relatives at A. & M. and McGregor, Texas.

Visitors in the home of Mr. and Mrs. E. M. Quebe Sunday night were Mr. and Mrs. J. M. McNeill and daughter of Floydada.

Trinity Lutheran Church Attendance last Sunday morning was 137. Average attendance for January was 121 in 1954. It

In 1954 it was 1107

March 20th: Sunday School 10 a. m. Divine Worship 11:00 a. m. Evening Worship 7:30 p. m.

Also the showing of the colored slides from the International Womens Missionary meeting held at Grand Rapids, Michigan this past October.

Visitors are always welcomed and hope you will never go a way without letting us know you a little better.

SPEAKS HERE

Dr. Luther Kirk, District Superintendent of the Plainview district was the main speaker for the Fourth Quarterly Conference held at the Methodist Church here following church services Sunday night.

Mrs. Annie Mae Allen is recuperating from a recent operation in the home of Mr. and Mrs. Walter Allen. Mr. and Mrs. Allen extend a welcome to friends and relatives to visit Mrs. Allen at their Plainview home, 1312 W. 14th Street or call her at 4-4595.

Mr. and Mrs. Olin Huff, Patricia and Charlotte of Fort Worth spent Saturday night and Sunday here with his mother, Mrs. Floyd Huff.

Mr. and Mrs. Leslie Cox and family spent the week end visiting relatives at Goresbeck and Mexia. Uncle Bob Simmons accompanied them on the trip and went on to Eddy, Texas where he plans to visit a brother and other relatives.



Thrifty way to keep up with the Joneses is to own an OK Used Car. The red OK Tag identifies you'll drive with confidence wherever you're. Scientifically reconditioned OK Used are warranted in writing at no extra cost.

Only by an Authorized Chevrolet Dealer



LOOK AT THESE USED CAR BARGAINS!

Trades on new cars have been coming so fast that our used car lot is too small. The big boss says that we will have to move them out regardless so in order that we can make more room for others we will have to cut the prices and that is what has been done on the following cars.

Chevrolet Bel Air Tudor Sedan
Powerglide, power steering, radio. Has only 13,000 miles, nice and clean

\$1750.00

Chevrolet DeLuxe 4-door Sedan
Has been overhauled and has new tires. Priced for —

\$795.00

1951 Chevrolet Pick-up
Good condition for only —

\$600.00

1950 Ford Sedan
New paint, a good buy at —

\$250.00

Chevrolet 4-Door Sedan

\$150.00

IF YOU WANT TO BUY ON TIME, trade with us the convenient way by getting the insurance and interest in a package and in 12 to 24 months time.

Trade in your favorite car and drive it and try it. Let us appraise your old car. We will give you more than the market value for your present car. Come on in and let's trade.

LOCKNEY AUTO COMPANY

3368 Your Chevrolet Dealer Lockney

1952 Bel Air Chevrolet Sport Coupe
Heater, low mileage, nice, clean car. Priced at —

\$995.00

1953 Chevrolet 210 Station Wagon
21,000 miles, has new white sidewall tires, radio, heater, nice and clean, for only —

\$1325.00

1949 Packard 4-Door Sedan
New tires, motor been overhauled, runs good and looks good. Price —

\$395.00

1948 Plymouth Sedan
4-door, a nice car for only —

\$200.00

1942 Ford Club Coupe
A nice, clean car for only —

\$225.00



Look for the red OK Tag!

NEW LOW PRICES ON NEW CHEVROLET CARS!

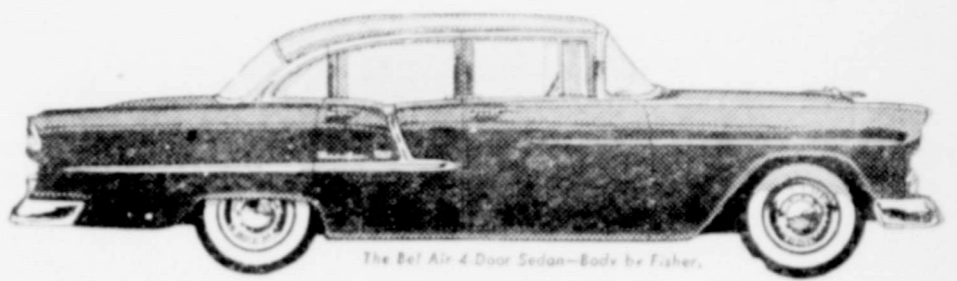
THESE ARE THE LOWEST PRICES OFFERED BY ANY AUTHORIZED DEALER IN THIS AREA!

LOCAL DEALER LOWERS NEW CAR PRICES

The Lockney Auto Company announced today the reduction in price of their entire passenger car line. It was emphasized that the lower prices were originated at the local dealership and not at factory level. This makes the new Motoramic Chevrolet the lowest price in its field in this area.

A sales quota for March and April of one car per day has been set. These lower prices will undoubtedly have an accelerating effect in boosting new Chevrolet sales in this community and allow many to own a new car who have been unable to do so before. A wide choice of models, colors, styles and options await March and April purchasers.

Let us show you the very low monthly payments between a new Chevrolet and your present car.



4-DOOR SEDAN

- "150" 4-Door Sedan Now \$1913
- "210" 4-Door Sedan Now \$2004
- Bel-Air 4-Door Sedan Now \$2117

2-DOOR SEDANS

- "150" 2-Door Sedans Now \$1870
- "210" 2-Door Sedans Now \$1970
- Bel-Air 2-Door Sedans \$2073

UTILITY MODEL

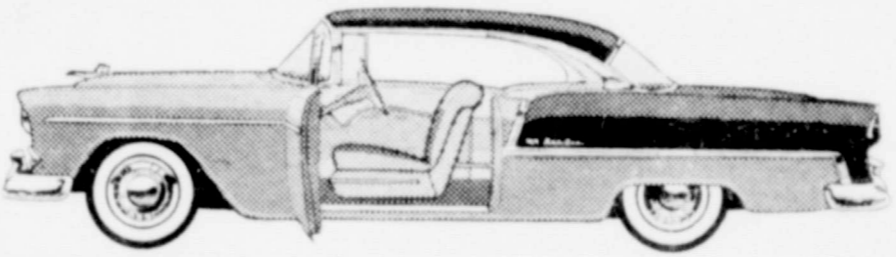
- "150" Utility Sedan Now \$1778

CHOOSE YOUR FAVORITE OPTIONS

- Electric Windshield Wipers \$10.50
- Airflow Heater and Defroster \$72.80
- Power Brakes \$37.70
- Power Seat, Power Windows \$145.30
- Power Steering \$91.50
- Tinted Glass \$32.30
- Whitewall Tires \$26.90
- Manual Radio \$70.00
- Push-Button Radio \$90.00
- Air Conditioner (Factory) \$565.00 (Includes Airflow Heater)

CHOOSE YOUR FAVORITE POWER TEAM

- Powerglide \$185.00
- Touchdown Overdrive \$107.00
- 180 H. P. Power Package (Factory) \$59.50
- Turbo Fire V-8 Engine \$100.00



The Bel Air Sport Coupe. You'll find your favorite model among Chevrolet's complete line of Fisher Body beauties.

SPORT MODELS

- Bel-Air Sport Coupe Now \$2252
- Bel Air Convertible Now \$2397
- "210" Delray Club Coupe Now \$2020

STATION WAGONS

- "150" 2-door Station Wagon Now \$2231
- "210" 2-Door Station Wagon Now \$2270
- "210" 4-Door Station Wagon Now \$2318
- Bel-Air 4-Door Station Wagon Now \$2453

PRICES INCLUDE:

Tax, Freight, Preparing and Conditioning, Heavy Duty Air-Cleaner, Oil Filter, Gas Filter, Directional Signals, State Inspection, Polish and Anti-freeze.

Selection of Over 198 New Cars to Choose from in Color, Body Style, Equipment!

BY GIVING you a trade on your used car based on volume, we are trying to make our quota. We will still offer you more on your old car than the market value.

Lockney Auto Company

Your Chevrolet Dealership with over 150 Years of Chevrolet Experience in Our Organization.

Dial 3368



Lockney

SEALE DRIVE-IN THEATRE

Located 2 1/2 miles west of Lockney on Plainview Highway

LAST TIME TODAY (THURSDAY):

Cecil B. DeMille's Mighty Spectacle of Tempestuous Love... Violence Under and On the High Seas!



DeMille at his best — one of the great pictures of all times brought back to you so you may enjoy it again — a grand blending of tenderness and excitement with a picture of the Florida Keys

Also CARTOON

FRIDAY AND SATURDAY, MARCH 18 and 19

CINEMASCOPE "WHITE FEATHER"

with Robert Wagner, Debra Paget, John Lund in TECHNICOLOR

A true saga of the old west, when Indians hated their white brothers — Robert Wagner and Debra Paget as the lovers who defied tradition.

Also CARTOON

SUNDAY and MONDAY, MARCH 20 and 21

"I've seen your kind at cocktail and penthouse parties. You go from man to man... and don't care how you get them or who you hurt!"



GENE TIERNEY as the suspicious wife in The First Crime-of-Passion Story in **CINEMASCOPE** 20th Century-Fox's **BLACK WIDOW** also starring Ginger Rogers, Van Heflin, George Raft, Peggy Ann Garner, Reginald Gardiner — Color by TECHNICOLOR — In the House of High Fashion, \$10.00 (PHONE) 33000

Black Widows get their name by devouring their mates — a practice picked up by some wives — the first crime-of-passion story in cinemascope — hell hath no fury like a woman scorned — four stars in a 4-star story of love and passion.

Also CARTOON and NEWS

TUESDAY, WEDNESDAY, THURSDAY
March 22, 23, 24



A phrase of history new to motion pictures, the awesome hordes of Attila the Hun — who with flame and sword cut a merciless path of conquest only to fall back at the gates of Rome — a film adventure that thunders with thrills — brought to the screen in the glory of technicolor — the magic of cinemascope.

Also CARTOON

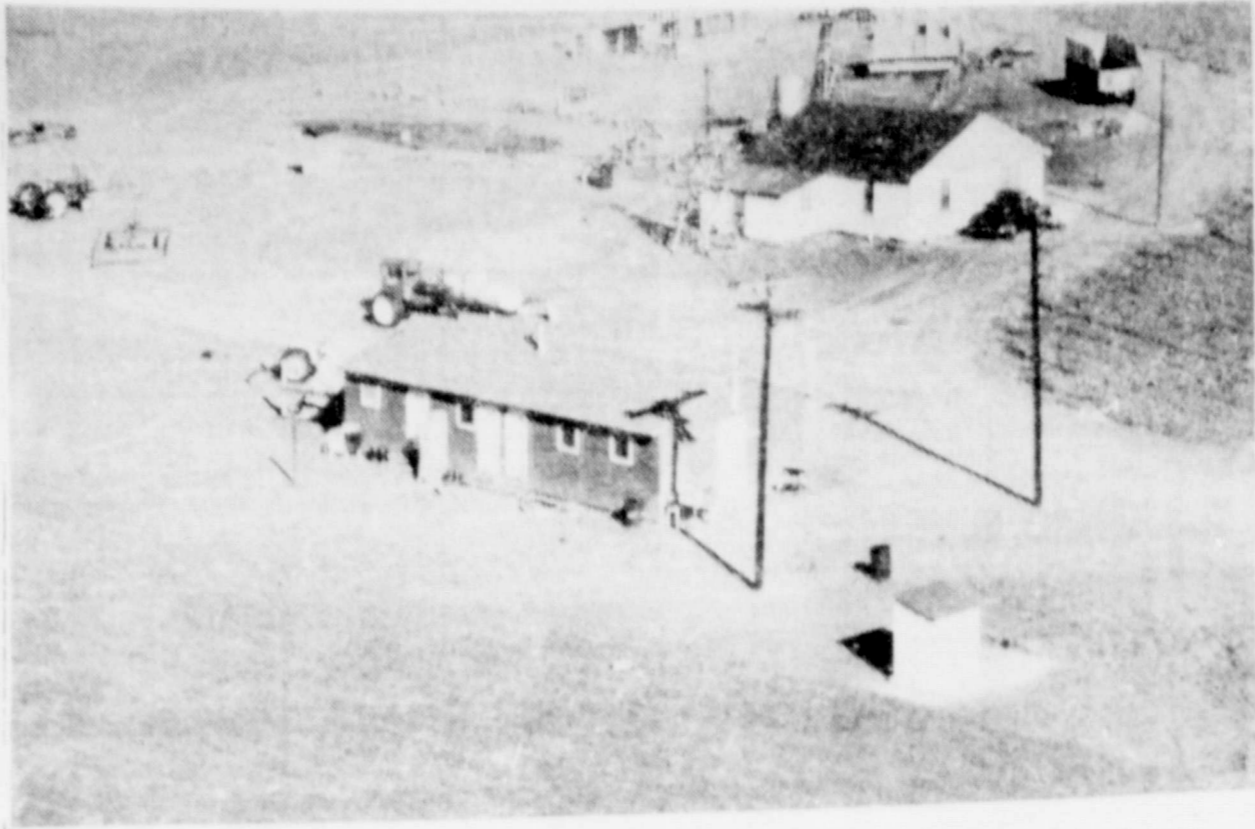
Plains Theatre
Lockney

FRIDAY and SATURDAY
March 18 and 19

"The Lawless Rider"

with Johnny Carpenter The double-barrelled, double-cross, double action story of Texas Rose — a new action star, new adventure thrills, new amazing feats — Texas Rose, the gal with a trigger and a trigger — her trigger hammer always hits the bad man on the head.

Also CARTOON and 2-REEL COMEDY



LOTS OF PEOPLE were able to recognize this mystery farm printed in the First National Bank advertisement last week. It is the tenant house on the Paul Cooper farm and is located about a half mile off the highway. Occupants of the farm house is the Clarence Willis family. Mr. and Mrs. Willis have six children, although some are married now.

Mr. Cooper, his son, Jerry and Mr. Willis farm some 1100 acres in the area north of Lockney. They raise standard crops, mostly cotton, wheat, grain sorghums although they do have alfalfa at times.

Mr. Cooper has been living on this farm since 1930 and was reared on a farm just a half mile north of this place which is now owned by his

mother, Mrs. John Cooper.

First person to call in and correctly identify the place was Harold Calloway. Others who called in were Curtis Williams, Mr. Jerry Cooper, Bob Jarrett, Minnie Thurman and Henry McPherson.

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

Library Notes

"How to Live 365 Days a Year" by Dr. John Schindler is a new book now in circulation. Several have reported it to be a good book. It's checked out now but we would be glad to put your name on the waiting list. There is one copy at Floydada and one at Lockney.

Quite a number of gift books have been brought in to the library in the last few days. Those giving books are Mr. C. J. Barnard, Wichita Falls, Texas; Mrs. Hartman, Mr. R. E. Fry and daughters, Miss Leila Petty and Mrs. J. H. Barnard.

We also appreciate a complete file of 1922 Study Club Year Books dating from 1926 to 1954. The year books belonged to the late Mrs. W. I. Cannaday, and were presented to the library by her daughter, Mrs. L. J. Welborn. They will be kept in the library for reference.

A report to the library board March 10 gives an idea how much the library is being used, with a total of 1725 book circulations for the month of February.

Mrs. E. L. Norman in charge of the story hour Saturday morning reports 21 children present with Mrs. Billy Brown, the much loved story teller as entertainer for the morning. The story hour certainly pep up book circulation on Saturdays.

Mrs. H. H. Mills from the Lockney branch library was in last

Wednesday. She selected a number of books to carry back to Lockney. Mrs. Mills is doing an excellent work in the Lockney library.

Miss Margaret Goodrich from Texas Tech Library was in our library again Wednesday. This makes four days she has spent in the library during the past month. We feel that the library has greatly benefited by the work she is doing and the instruction she is giving the employees of the library. She will continue to

render service to the library in the future by correspondence or trips to the Tech Library.

Mrs. Lee C. Goughly

Debra Ferguson and Janice Hays spent Friday and Friday night visiting in the C. O. Roberts home in Amarillo. While there they also visited Carol Ann Foster.

The Linotype machine was invented by Ottmar Mergenthaler. It was first used in 1886 by the New York Tribune.

You can't buy a better ALL PURPOSE ENAMEL

Pittsburgh's WATERSPAR ENAMEL

For WOODWORK and FURNITURE

Inside or Outside

Baker Hardware Co.
Lockney

LOOK for these VALUES at our **SAVINGS CARNIVAL**

WILLIAMS INSTANT LATHER

98¢ for 2

Regular \$1.58 value

SAVE 60¢

SERUTAN

Buy this \$1.00 value for only **89¢**

and get trial size 50¢ value FREE!

SAVE 61¢

CURAD

SAVE 9¢

PLASTIC BANDAGES 39¢

PLASTIC TAPE 39¢

Total Value 78¢

Buy Now **SAVE 9¢**

BOTH for 69¢

McKESSON'S ASPIRIN

TWIN COMBINATION

Two 47¢ Bottles of 100 Tablets

94¢ Value for only **54¢**

SAVE 40¢

DR. WEST TOOTHBRUSHES

2 for **49¢**

A 58¢ VALUE

SAVE 9¢

CUTEX

Giant Economy Size 49¢

Polish Remover 25¢

Cuticle Remover 74¢

REGULAR VALUE 74¢

Both for **59¢**

SAVE 15¢

HAZEL BISHOP

INTRODUCTORY OFFER

FREE

35¢ size of Complexion Glow with Purchase of Hazel Bishop Lasting Lipstick

\$1.10

SAVE 35¢

SEAFORTH SHAVE LOTION

Regular or Spiced

Introductory SPECIAL

2 for **\$1.00**

2 JUGS A \$2.00 VALUE

SAVE \$1.00

BREATH BEAUTIFUL

ANTIZ TOOTH

Buy one tube at regular price Get 2nd tube at 1/2 price

BOTH for 49¢

SAVE 17¢

BYRD PHARMACY
Fred D. Byrd, Prop.

Dial 3353

and Mrs. Olive Myers visited in the new First Methodist Church. Molly Pitcher took her husband's place in the Battle of Monmouth in 1780 as he lay dying beside his cannon.

Gospel of Christ

MAIN ST. CHURCH OF CHRIST

THOS. McDOUGALL, Pastor

A MOST EXCELLENT WAY

There is in Pennsylvania a super highway and constructed by the best engineers in this country. Tourists go many miles out of order to travel on this remarkable highway, the most excellent highway in America. Paul said on one occasion to the church most excellent way I show unto you. I can tell you the Lord's Highway, the manner in which people should live.

The Lord's way is a most excellent way, a highway of holiness. The prophet Isaiah says in terms unmistakable, "And a way, there, and a way, and it shall be called the way of holiness; the unclean shall not pass over it; the redeemed; the wayfaring men, yet therein; No lion shall be there, nor shall be found thereon; they shall not be found there; the redeemed shall walk there;" Isa. 35:8, 9. They will be blessed with the companionship because no other class shall tread it.

The Lord's way is a most excellent way, dedicated by the Lord. "Having therefore, entered into the holy place by the way which he dedicated for us, a new way through the veil, that is to say, his flesh," Heb. 10:20. "The church of the Lord which he purchased with his blood." Acts 20:28. "In whom we have redemption through his blood, the forgiveness of our iniquities, according to the riches of his grace." Eph. 1:7.

The Lord's way is a most excellent way, the only way that leads to life eternal. "Enter the narrow gate; for wide is the gate, and broad the way, that leadeth to destruction, and many enter therein. For narrow is the gate, and the way, that leadeth unto life, and few are there." Matt. 7:13, 14.

Numerous ways have been designed, effort to reach heaven by some other way, lead only to destruction. The Lord provided the way. The Lord said: "I am the way, the truth, and the life; he that cometh unto the Father, but by me, shall have life." John 14:6. "Whoever wish to have eternal life, those who are otherwise are doomed to eternal destruction."

We know that men's ways are wrong, contradict each other. "O Jehovah I know that there is no god like thee; thou art the true God, and thou art alone." Jer. 10:10. "This explains why there is so much religious division round about us. In however, there is no division, confusion, but perfect harmony because infinite ways lead to the same end. — Selected.

ix Chapeau

D. Wright, son of Mr. D. L. Wright of Irick arrived March 1 in Beau, France for service U. S. Occupational Pool of 28th General

ght left Camp Kilmer, ey February 13 and Bremmer Haven, Ger- March 23. He expects France for 15 months, the former Shirley living with her par- and Mrs. G. E. Reeves during his tour of duty.

B. Stapleton

LAWYER
Practice of Civil Law
Floydada
phone No. 14

Spring Events Are Scheduled

Floydada. — District 4A inter-scholastic league events for this spring are all scheduled. Practically all of these contests will be held in Floydada at the two schools and at City Park tennis courts. Exception to this is the preliminary tennis meets that will be held in Abernathy and Paducah.

Golf is on the doubtful list this year and no definite plans have been made. The Floydada Country club course was used for the district contest last season, but is undergoing a face lifting and will not be available this year.

At the league district meeting last November, I. T. Graves was elected superintendent and A. E. Baker, secretary. Crosbyton, Spur, and Paducah were voted into the district since their average enrollment in high school was less than 210.

The schedule of events follows. Literary Events — April 15th.

be held in the Floydada high school and the grade school events in the Floydada grade school.

Track and Field — Saturday, April 16th. High school and grade school events will begin at 9 a. m. at Floydada Western field.

One-Act-Play March 25th. Time for beginning will be determined by the number of entries. Part of the plays will be presented March 24 if it takes more than one night. Definite announcement will be made after entries are received.

Volley ball for girls — Both high school and grade school — will begin at 9 a. m. Saturday, April 16th at Floydada. High school games will be played in Graves gymnasium and grade school games in Andrews Ward gymnasium. It was voted that A. E. Baker draw and arrange bracket for the tournament.

Softball for grade school will be at Floydada grade school beginning at 9 a. m. Saturday, May 7th.

Tennis for all Divisions: Preliminary tournament will be held for all schools March 19th beginning at 9 a. m. Abernathy, Lockney, Tulla and Olton will meet at Abernathy in tournament. Crosbyton, Floydada, Paducah and Spur will meet at Paducah for their tournament. The finals will be played at Floydada beginning at 9 a. m. March 26th at City Park tennis courts.

It was agreed that a starter for the track meet be secured from some place that is not a member school of the District 4A.

It was decided that no trophies be awarded but individual awards be presented for first, second and third places for all events.

Pvt. Boedeker At Fort Hood

Fort Hood. —Pvt. Cecil D. Boedeker, whose wife, Lajuanna, lives at 1004 Wayland st., Plainview, Texas, recently participated in a special Army test exercise at Fort Hood, Texas.

Purpose of the exercise was to test combat command experimental formations organized by the 1st Armored Division to adapt to the latest concepts of atomic-age ground warfare.

Private Boedeker, a wheel and track repairman in Headquarters Company of the division's 12th Ordnance Battalion, entered the Army in April 1954 and completed basic training at Fort Bliss, Texas.

Boedeker, son of Ted Boedeker, Route 1, Lockney, Texas, is a 1951 graduate of Lockney High School.

Inform Officials About Their Work

Emphasis in Extension work this year is being placed on Farm and Home Demonstrations, according to information given at a meeting held by Bill Rodgers and Miss Leila Petty, Floyd County Extension Agents. The meeting was held last Thursday evening. All agencies in the county, bank officials and officers of the Floyd County Home Demonstration Council were invited to the meeting which was held in the Agricultural Building.

"The purpose of the Farm and Home Demonstration is to encourage families to make better plans for better family living; to develop and utilize farm and home leadership; and to develop and extend improved farm and home management practices; the Agents told the group. "It combines good farm and home management with improved practices which will use the land and resources to the best advantage and provide farm families with the things they need

emphasize some of the goals a family might have, and to show what have been accomplished by some families in the county will volunteer to work in the program this year. The interest in this program is so great in Hale County that there is a waiting list, the group was told.

Attending the meeting were Mrs. Grigsby Milton, Vice Chairman of the Floyd County Home Demonstration Council; Mrs. J. T. Spears, Secretary of the Council; Mrs. Connie Bearden, Extension Office Secretary; O. M. Watson Jr., Floydada Chamber of Commerce Secretary; Joe K. Harris, Soil Conservation Service, Jack Kassahn, F. H. A. County Supervisor; E. L. Norman, president First National Bank of Floydada; Grigsby Milton, Bill Rodgers and Miss Petty.

Most parents take credit for the good points of their children but wonder where the perverse symptoms originated.

OFFICE SUPPLIES at The Beacon Office.

Library Notes

For Public School Week in the Lockney Branch Lockney High has on display an attractive display of work from the art department by Bobby Mills. We appreciate the cooperation of the schools in placing displays in the library. Be sure to visit our schools Thursday, March 10.

A box of books and magazines have been given to the library by Mr. W. T. Rankin of Lockney. Among the magazines are Flying and Skyways. The Library is always happy to receive any gift books or magazines, and if they cannot use them here, they will pass them on to some school or other place where they will be useful.

The circulation continues to increase with a total of 730

books checked out in February. Two new books, entitled "Tennis Technique" ave been placed one in Lockney the other in Floydada. We are glad to be able to furnish the school students with some of the material for their themes and they are always welcome to visit our library.

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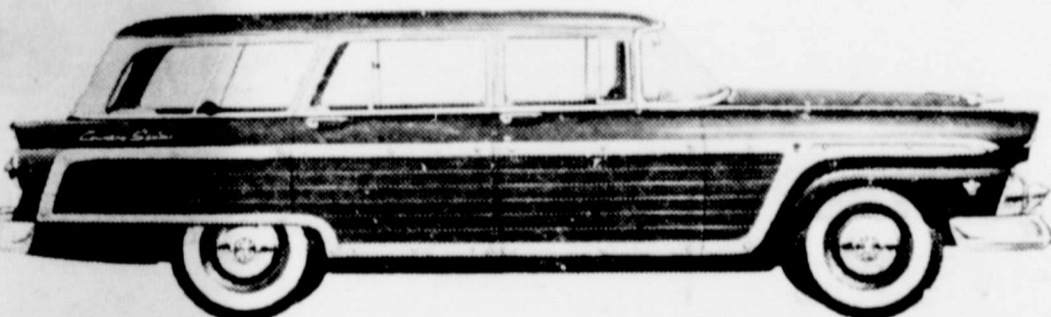
People Ride On Goodyear Tires Than On Any Other Kind!

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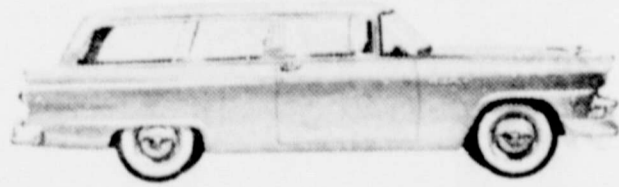
For '55...Ford presents new station wagons



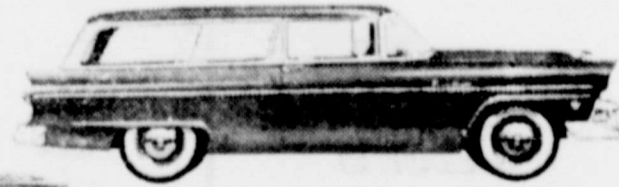
Country Squire



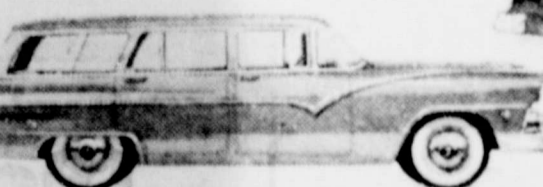
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THIS IS A STATEMENT ISSUED BY THE FLOYD COUNTY COMMISSIONERS COURT ON MARCH 3, 1955

TO THE CITIZENS OF FLOYD COUNTY

On February 14 your Commissioners Court was presented a petition to call a road bond election in the sum of \$300,000 for the purchase of right-of-way for the widening of Highway 70 from the Motley County line to the Hale County line and for widening Highway 207 from Floydada to the Crosby County line.

This petition bore the signatures of 133 citizens of the county.

After checking the tax rolls and considering the matter the Court on February 17 voted unanimously to call the election and set the date for Saturday, March 26, 1955.

For your information, in considering the matter we give the following information:

The taxable valuations of Floyd County for 1954 were \$14,811,200.

The tax rate for 1954 was \$1.28 per \$100 valuation.

To finance a bond issue of \$300,000 to be paid out in 15 years an increase of 19 cents in the tax rate would be necessary. This would increase the tax rate from \$1.28 to \$1.47 per \$100 valuation.

On this basis the increased tax on a quarter section of land would be \$3.65 per year to pay off the bond issue in 15 years. The increase on a Ford or Chevrolet car, 1954 model, would be 86 cents per year.

We, the members of the Commissioners Court, are in favor of this bond issue. The county has a favorable record for ability to pay. We hope this information will be valuable to the voters in making up their minds.

Respectfully presented,

W. E. GRIMES, County Judge

W. H. COUNTS, Commissioner, Precinct No. 2

W. C. PLUMLEE, Commissioner, Precinct No. 3

J. K. HOLMES, Commissioner, Precinct No. 1

P. L. HART, Commissioner, Precinct No. 4

(NOTE: Space for this statement is paid for out of private funds and not out of the county's funds.)

SOCIETY

Pollyannas Enjoy Supper In Plainview

A supper was held Tuesday evening in the home of Mr. and Mrs. Woodson Terrell in Plainview for members of the Pollyanna Club and their husbands. Enjoying a salad supper and games of canasta were Messrs. and Mrs. Owen Thornton, Joe Parrish, Leon Wofford, Charles Smith, Lloyd Wofford, Bill Smith, Lester Carter, Valca Thomas, Derrell Wood and Olson Allison.

Milt K. Walters visited his sister, Mrs. Leo Thompson and family in Lubbock last week end.

Mrs. Tomme Hostess To Garden Club

Lockney Home Demonstration Club met in the home of Mrs. Calvin Tomme March 10 at 2:45 p. m.

A demonstration on How to Fold Contour Sheets was made and Civil Defense pamphlets were handed out. Mrs. Lavon Johnson gave the Duties and Responsibilities of Citizens and Mrs. M. S. Johnson gave the requirements for U. S. naturalization.

Present were Meses. Henry Bollman, F. L. Brown, E. L. Stapp, M. S. Johnson, Lavon Johnson, E. M. Wharton, Ross Cooper, R. W. Johnson and Calvin Tomme. The next meeting will be held March 24 in the home of Mrs. M. S. Johnson beginning at 2:45

Joel Starkey Has Sixth Birthday

Joel Starkey, son of Mr. and Mrs. Johnny Starkey celebrated his sixth birthday last Thursday at Mother Goose school which he attends.

Gifts on paper, drawings of the guests and pupils were presented to Joel.

Mrs. Starkey served a large birthday cake with ranch decorations with orange juice to the following young guests, Elaine Starkey, Floydada; Riekey Starkey, Gene Cypert, Mary Johnson and David Workman, and the school pupils, Joe Neil Greer, Dinah, Linda and Johnny Hodel, Sandra Huggins, Rolanda Jeffcoat, Jerry Shewmake, Bobby Webster, Bob Simmons, Carol Gay Wiley, and the honoree, Candy favors were given each child and \$1.61 in pennies was brought for the polio bank.

Birthday Party For Lahoma Rowell

Mr. and Mrs. Henry Rowell honored their daughter, Lahoma with a party Monday night at 7 o'clock in the home of the honoree's grandparents, Mr. and Mrs. E. M. Lawson on the occasion of her 15th birthday.

The girls were presented miniature corsages and the boys boutonnières.

The refreshment table was decorated in the Easter motif and featured a large birthday cake flanked with candles in crystal holders.

Attending were Anita Durham, Hope Cox, Gayle Rucker, Wanda Cox, Delores Brown, Barbara Wilson, Lanell Johnson, Kay Golden, Jean Wofford, Loy O'Brien, Ava Nell Brand, Carolyn Jones, Fay Musser, Glenda Foad, Sunny Lawson, Donald Farish, Larry Jarrett, Jay Kemp, Gene Handley, Nelson Wofford, Roland Watson, Paul Burch, Jerry Williams, Joe Rigby, Clifford Hardy, Johnny Hanst, Kelly Harrison, Kenneth Holt, David Frizzell and Lawson Rowell.

Juanita Carthel of Prairie Chapel, Mrs. Dick Golden and her sister-in-law, both of Dawn returned home Tuesday afternoon after spending a two weeks vacation in Norwood, Missouri. They accompanied Mrs. Roy Golden to her home there after she had spent some time here with relatives.

Sgt. and Mrs. Freddie Joe Ivy and Sheila Kay left for Kileen, Texas Friday of last week after a 10-day visit with their parents, Mr. and Mrs. Johns Cox and Mrs. R. C. Ivy, Plainview. He will receive his discharge April 24.

GO TO CHURCH SUNDAY.

Mr. Cecil Bolton To Present Organ Recital Sunday Nite

An organ concert of religious music will be presented at the Methodist Church Sunday evening, March 20 at 7 o'clock, according to Rev. Burgin Watkins, pastor.

Mr. Cecil Bolton, noted organist will present the concert on a concert model Hammond organ. Mr. Bolton received the Bachelor of Arts Degree from Mississippi State University and holds a Masters degree from the Chicago Conservatory of Music and had done work on his Doctor Degree at Columbia University, New York. He has taught in numerous large colleges and Universities and in Southwestern Baptist Theological Seminary at Fort Worth. He is now teaching private organ with studios in Lubbock.

The program will include his own arrangement of "Rock of Ages," "Were You There?" "Whispering Hope" and "Onward Christian Soldiers" and will include some traditional wedding music in his own arrangement. They will be "O Promise Me," "Indian Love Call" by Frem and Prelude Act 3 of Lohengrin by Wagner. Other numbers will include "Hallelujah Chorus" from "The Messiah" by Handel.

The public is invited to attend.

Lockney General Hospital Notes

Bernard Garris is still receiving medical treatment.

Mrs. M. L. Cline is still receiving medical treatment.

Albert King was dismissed 3-13 after receiving medical treatment.

Mrs. Albert Juarez and baby daughter, Victoria, were dismissed 3-11.

Dempsey Thompson was dismissed 3-12 after receiving medical treatment.

Mrs. Charles Dippery was dismissed 3-11 following medical treatment.

Harold Griffith was dismissed 3-10 following medical treatment.

Mrs. J. B. Potts was dismissed 3-11 following medical treatment.

S. H. Milwee was admitted 3-10 for medical treatment.

Mary Martinez, baby daughter of Crispin Martinez was admitted 3-10 for medical treatment and was dismissed 3-11.

Mrs. E. A. Cox was admitted 3-12 and dismissed 3-15 after receiving orthopedic treatment.

Dickie Fulfur was admitted 3-12 and was transferred to Lubbock 3-12.

Ben Trevino was admitted 3-13 for medical treatment and was dismissed 3-15.

Mrs. Albert Juarez was admitted 3-15 for medical treatment.

Mrs. Thomas McDonald was admitted 3-16.

Visitors in the J. E. Horton home Sunday were Mr. and Mrs. Vernon Horton, Plainview; Mr. and Mrs. O. A. Lucas of Aiken, Mr. and Mrs. Fred Autry of Finny.

Lockney Students Honored At Tech

Three Lockney students of Texas Technological College were honored Sunday afternoon at the college's ninth annual Recognition service. The program began at 2 p. m. in the student union ballroom.

Those students from Lockney who were given scholarship recognition included Frances Copeland, daughter of Mr. and Mrs. J. D. Copeland, and a sophomore, William Sherman, son of Mr. and Mrs. L. K. Sherman, also a sophomore, and Barbara Carthel, daughter of Mr. and Mrs. Hershel Carthel, a freshman student. These included students who ranked in the upper 3 per cent of their class in their division for either semester of 1954 and who maintained an overall grade point average of 2.5 for both semesters.

In addition to this Barbara Carthel was also given special recognition as a high ranking student who holds a Texas Tech scholarship. This list includes scholarship holders who maintain at least a 2.0 grade point average. Barbara was recognized as being an honor graduate of her high school and also as being the holder of a Dunlop scholarship.

President E. N. Jones of Tech gave the recognition address. Assistant Dean Ernest Wallace listed the scholarship winners during the past year.

Music for the occasion was provided by the Tech Choir, Rev. John Baker, Trinity Baptist Church gave the invocation and Rev. Hubert Bratcher, St. John's Methodist Church delivered the benediction.

An informal tea was held in the student union ballroom for the honored students and their respective relatives and friends following the program. Those attending from Lockney included Mr. and Mrs. J. D. Copeland, Mr. and Mrs. Hershel Carthel, Mr. and Mrs. L. K. Sherman and Tommy Jo and Mrs. Marcia Merjwether.

More than 400 Tech students were honored at the recognition service.

Barbara Carthel Honored As Freshman

On Saturday evening Barbara Carthel was among the 70 freshman students who were honored for outstanding academic achievements. Guest speaker for the banquet was Dr. Evan Allard Belf, president of Hardin Simmons University. Barbara is an initiate into Alpha Lambda Delta.

freshman women's honor society. Requirements for membership include a 2.5 grade point average.

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We have a new operator
JEAN ALLEN
from Quitaque began work with us Wednesday. She will be glad to take care of your beauty needs. Call us for appointment.
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NOT CLOSED
Until Thursday of next week, the Studio will be open afternoons only. Film may be deposited through the door of the studio at any time and it will receive the same service as if turned in personally.
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Featherlite Extended Aluminum
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plus small installation charge or do-it-yourself.
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Does not crack or peel, not slippery, lasts for years. Come in and let us tell you about it.
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MUSTARD GREENS For No. 2 Can **10c**
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Rev. H. M. Reeves Has Been Minister For 42 Years

Rev. H. M. Reeves of Carlsbad, N. M., a brother-in-law of C. W. Dillard of Lockney and former minister at Cedar Hill, has been a minister of the gospel for 42 years. He is probably the oldest active minister from point of service in Carlsbad, friends say. He is now pastor of the First Assembly of God Church in Carlsbad.

Rev. Reeves was born in Wise County, grew up in Jack County, received his education at Dameron, and was married to Miss Ludie Dillard in Jack County, in 1911.

Rev. Reeves surrendered to preach at the age of 21 years. In 1918 he was ordained and has been an active pastor since that time.

He has served as pastor of churches at Roswell, Artesia and Portales as well as many churches in Texas, including Cedar Hill, Electra, Plainview, Seagraves, Childress and Turkey. He also served four years as District Superintendent of the New Mexico and West Texas district. He has served as an elder for nine years.

The Reeves have four children, three daughters and a son.

Never brag about something you expect to do; wait until it is accomplished and then let others pass judgment on it.

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REMEMBER TOO that if you are involved in an accident and do not have the required liability insurance in the amount of \$5-10-5,000, the Department of Public Safety takes up the case and you could be in serious circumstances. Don't take a chance that a serious accident couldn't happen to you. Be protected with our liability insurance. It only costs a few pennies a day to have this protection.

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HAZEL WALKER, is the leader of the Arkansas Travelers basketball team, coming to Lockney on Friday evening, March 18, to play a group of Lockney men in the local gym. The Travelers are a group of women players who are amazingly good at basketball, reports say.

Floydada C-C Plans Banquet

Floydada — T. L. Holland has been named president of the Floydada Chamber of Commerce to succeed E. L. Norman. Other officials named in a recent election include Ernest Carter, vice president; and Earl Crow, secretary-treasurer.

New directors of the board elected were Wallace King, M. P. Goen, J. P. Moss, Doyle Count, Aaron Carthel, George Bickley, Clinton Fyfee, Everett Perry and Olin Bryant.

Directors at large appointed by the new president were J. M. Willson Sr., Judge W. E. Grimes, and the mayor of Floydada (to be named in the April election). E. L. Norman was retained on the board as a past president and O. M. Watson Sr., is a board

member in the capacity of Floydada director of the West Texas Chamber of Commerce.

Officials of the local chamber are currently laying plans for the annual banquet, which is set for March 22, and tickets are scheduled to go on sale Monday, according to Ed Wester, who heads the ticket sales committee. Wester expects more than 200 to attend the affair.

Speaker for the occasion will be Dr. John W. Baley, president of the Oklahoma Baptist university, and special music will be arranged by Maurice Jones, director of the Floydada High School Whirlwind Band.

Food will be prepared and served by members of the South Plains Community Organization and the South Plains Home Demonstration Club with Mrs. R. G. Durlap and Mrs. L. T. Wood in charge.

Cotton Insect Control Guide Is Ready

College Station. — Entomologists are trying to stay ahead of their worst enemies — cotton insects. The 1955 guide for controlling cotton pests is already out and available from county agents.

The guide lists each insect, the insecticide best suited for its control and includes proper insecticide dosages. A spray program for both early and late season control is given in simple, easy to understand form.

The bulletin gives information on how to make insect infestation counts and tells when to spray. Again in 1955 the control program is divided into three phases — early season control, late season control and early stalk destruction and farm cleanup.

Copies of L-218, Guide for Controlling Cotton Insects in Texas, 1955, are available from county agent's offices or from the Agricultural Information Office, College Station, Texas.

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following described real property situated in the Town of Lockney, Floyd County, Texas, to-wit: Lots Numbers Six (6), Seven (7), Eight (8), Nine (9), and Ten (10), in Block Number Six (6), in Walling Addition to the Town of Lockney, Floyd County, Texas, as shown by the plat of such Addition of record in Vol 31, page 470, Deed Records of Floyd County, Texas.

If this Citation is not served within 90 days after the date of its issuance, it shall be returned unserved.

Issued this the 4th day of March, A. D. 1955.

WOODS CONSTRUCTION

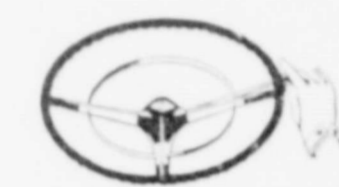
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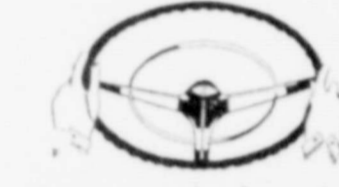
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Rather shift for yourself... or let Powerglide do the shifting for you. Shifting's smooth and easy with Chevrolet's new and finer Synchro-Mesh transmission. A flick of your wrist is all it takes to shift gears.



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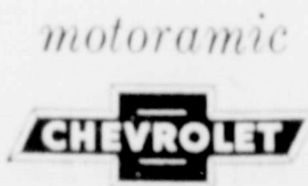
Chevrolet Powerglide is better than ever. It's the only car in its class that gives you a simple, swing-type brake pedal.



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New Phillips 66 FLITE-FUEL provides increased power, higher anti-knock and greater fuel economy. And you benefit from famous Phillips 66 controlled volatility. In addition, Phillips 66 FLITE-FUEL gives you the clean burning qualities that result from use of natural and aviation gasoline components. Fill up today with FLITE-FUEL!

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TROP-ARTIC is the new all-weather motor oil that protects your car winter and summer. It flows easily at temperatures below zero, yet at extremely high engine heat, it retains its film strength. Compared to ordinary oils it can reduce wear 40% or more... can cut oil consumption 15% to 45%... keeps pistons and piston rings cleaner. TROP-ARTIC Motor Oil is the perfect mate for FLITE-FUEL.



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...died home by his H. Rose and Mrs. and Mrs. Hilburn n-law. Mr. Casey be recovering nice-

week end in Lubbock with Mr. and Mrs. Jackie Myers and family. Other guests in the Myers home were Mr. and Mrs. Don Myers of Denver City.

GO TO CHURCH SUNDAY.



KENZIE, popular radio star of KGNC says, "Every light Karo is best for cooking... and on the table..."

Karo for me, the best-tasting waffle syrup of 'em all'

Yes, indeed... biscuits go like hot cakes when you pour on plenty of delicious Karo waffle syrup. There's nothing like it for good eating. Satisfyin' flavor. So rich it stands right up on top of biscuits (keeps 'em light and fluffy). Keep Karo on your table morning, noon and night... it tops anything!

...rocer for Karo waffle syrup, in pints and quarts

REDEMPTION What is it?



...first to last, the Bible of redemption. Re- is its theme and re- is its purpose. ...out the Old Testa- eyes of the faithful ted to a coming world The New Testament at "when the fullness e was come, God sent Son... to redeem were under the Law, ight receive the adop- is." Galatians 4:4. ...ostle Paul writes: ath redeemed us from of the Law, being rse for us." Galatians 1 St. Peter tells us: that ye were not- ith silver and gold... the precious blood of Peter 1:18. ...himself once said: "The an came to give His som for many." Mat- 28. ...then, is the Christian f redemption? It is the that the Son of God assumed a human form, fulfilled the Law of God which humanity had broken, suffered the penalty of transgression which humanity had merited, and thereby re- deemed the souls of all mankind. Every man, woman, and child ever to be born has been re- deemed, ransomed by the price which Christ has paid. "He died for all," the Bible tells us. This redemption of a world of sinful men by the death of Jesus Christ is still the central mes- sage of the Christian Church today. Are you staking your hope of eternal life on this redemption? We extend to you a most hearty invitation to attend the services of our church where redemption is our constant theme.

Widener Lutheran Church
(7 miles north of Aiken)
INVITES YOU TO IT'S SERVICES:
Sunday School 10 a. m.
Morning Worship 11 a. m.
Evening Worship 7:30 p. m.
Evening Worship Sermon — "THE THORN-CROWNED KING."
Evening Worship Sermon — "THE MAN WHO WAS DRAFTED TO FOLLOW JESUS."

LOOK!
NEW 1955 BEL-AIR V-8
CHEVROLET 2-Door Sedan
eater, push button radio, power glide for—
\$2200 Cash
1955 New Bel-Air 4-door with power glide
\$2225 Cash
See **FAY PINNER**



PVT. JOHN ALVIN DORMAN is expected to arrive here Saturday for a 14-day leave after completing his basic training at Fort Ord, Calif. He will go to Fort Sill, Okla., at the end of his leave where he will enter the Field Artillery school.

Wayland To Host Seniors Of Area

Plainview. — Wayland College will be host to the fourth annual High School Senior Day on April 1, according to an announcement today from Cecil Cosper, faculty chairman for the day. Last year some 400 high school seniors and counselors from the Panhandle of Texas, New Mexico, Colorado and Oklahoma were in attendance. "Pioneer Day" is the theme set by the faculty committee planning for the big day. Students and faculty will wear Western dress and high school seniors are invited to dress Western style if they desire. Registration of visitors will begin at 9 a. m. and from then until 4 p. m. Wayland College students and staff will provide a day packed with fun while showing off their college. An opportunity will be given to those desiring to audition for music scholarships and a place in the colorful and internationally known Wayland College International A Cappella Choir. Faculty members will be available for conferences throughout the day. President A. Hope Owen and J. L. Harden, business manager, will bring greetings and welcome at the chapel program that starts at 10 a. m. A student production under the direction of Jule O. Foster of the music faculty will be followed by a group of numbers by the International Choir under the direction of W. E. Steward. Other features will be lunch in C. C. Slaughter Memorial Center, a tour of the campus, a fun program under Miss Lore Schuller of the speech faculty, intramural games in the gymnasium under Coach Harley J. Redin of the Wayland Pioneers and Jim Green of the physical education staff, and a fellowship period from 3 p. m. under the direction of Miss Happy Johns, senior from Tulsa, Okla., who will be assisted in planning decorations and refreshments by David Moore of the art faculty and Mrs. George Hutchings, counselor for McDonald Hall.

13.50 and some fleshy steers to 19.50.
Calves, medium to good 16.00 to 19.00.
Plain to medium kinds 14.00 to 16.00.
Stocker str. cfs. and yearlings, medium kinds 15.00 to 18.50.
Plain to medium 13.00 to 15.00.
Stocker hfr. cfs. and yearlings, medium kinds 14.00 to 17.50.
Common to medium 12.00 to 14.00.
Utility and cutter cfs. and yearlings 9.00 to 12.00.
Feed lot steers, medium to good 16.00 to 19.50.
Plainer kinds 13.00 to 16.00.
Fat Cows 10.00 to 12.40.
Canners and Cutters 7.50 to 10.00.
Commercial Bulls 11.00 to 13.50.
Medium and light bulls 10.00 to 14.50.
Cows and calves \$80.00 to \$125.00.
Some Representative Sales:
Gene Boy's, Lockney, Bik str. 900 lbs. 19.50.
R. R. C. Howell, Plainview, Cows 8.00 to 11.30.
W. H. Tolley, wf. hfrs. 475 lbs. 13.00 to 16.00.
W. H. Stoerner, Lockney, Bik str. 770 lbs. 20.20.
Gordon Lotta, Plainview, wf. str. 560 lbs. 18.50. Wf. hfr. 475 lbs. 17.10.
Eulless Waggoner, Dimmitt, 5 bik. cows and 4 cfs. \$115.00 each.
T. R. Davis, Hart, Holst, str. 500 lbs. 10.49 to 11.10.
A. E. Kerchoff, Hale Center, wf. cow 12.49.
Raymond Barr, Lockney, mix- ed str. 500 lbs. 13.70 to 14.70.

Floydada Soldier Is In Alaska

U. S. Forces, Alaska—Army Pvt. Jimmie G. Jones, son of Mr. and Mrs. E. J. Jones, 511 W. Missouri St., Floydada, recently arrived at Ladd Air Force Base, Alaska, and is now a member of the 71st Infantry Division's 4th Regiment. Soldiers stationed in the Alaskan territory undergo rigorous training for cold-weather combat while guarding the northern approaches to the U. S. Private Jones, entered the Army last September and completed basic training at Fort Bliss, Tex. He attended Floydada High School and was a clerk for the Piggly Wiggly store in Floydada. OFFICE SUPPLIES at The Beacon Office.

Happy Hazard Playground

Will open for the season Sunday, March 20 at 3 o'clock and will be open every night of the week at 7 o'clock. Come out and relax with us. Price is the same as last year — 25c for the first game of the day, 15c for each additional game.

shouldered their way to the peak of fashion, they've been getting lovelier by the day. One of the newer stoles, very soft and very white, is woven of orlon in a loose lacy pattern with a deep fringe. And trust it to stay sparkling white always, for it can be washed in hot soapsuds as often as necessary.

as a candidate for re-election, leaving only the name of Lewis Clark, Melvin Henry, Leroy Normen to appear on the ballot when voters go to the polls April 5. Norman is a longtime member of the city council and is well qualified to hold the position, Patterson believes. Eleven have filed as candidates

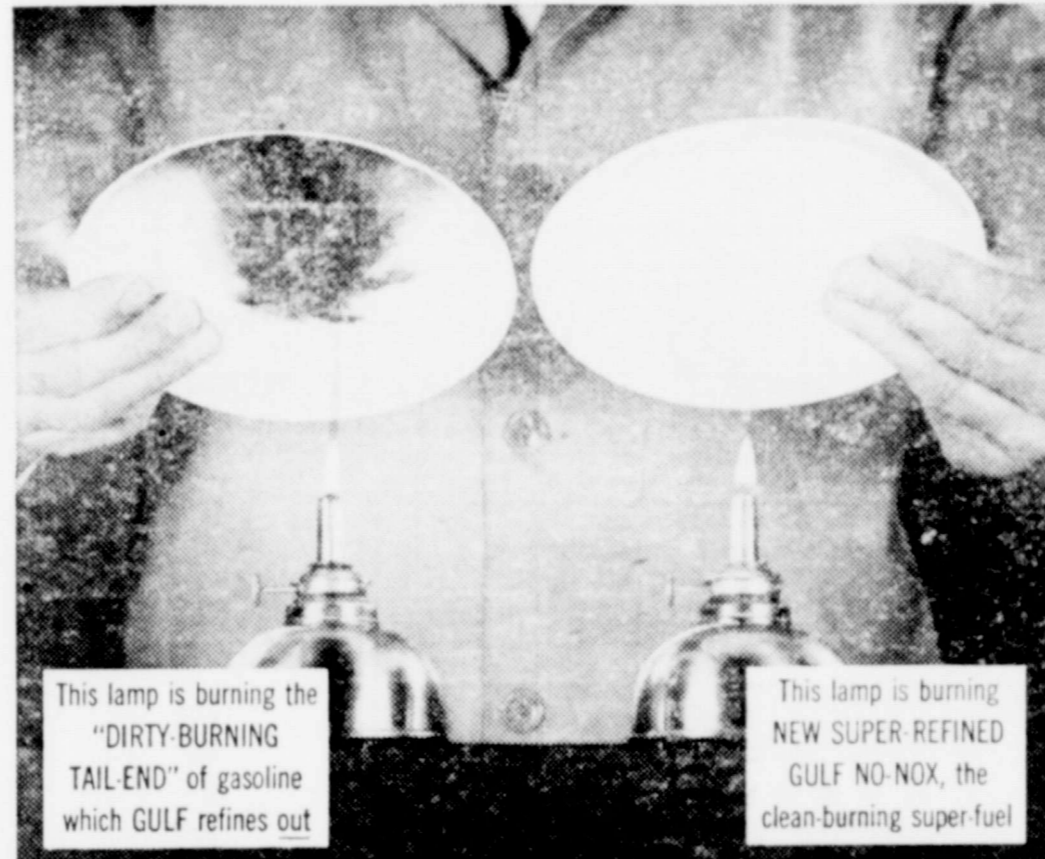
Spring, Rogers, K. Crouch, L. L. Clark, Melvin Henry, Leroy Normen, J. E. Perry and Floyd Johnston. Voters will choose five from the names submitted. When the German zeppelin Hindenburg burned at Lakehurst, N. J. May 6, 1937, 36 people were killed.

Announces a New Customer Service — *National* AUTOMATIC CHANGE COMPUTATION! prevents errors! — saves your time!

The figures at the top of the register and your "take-home" printed receipt show price of each item... total of your purchase... amount of money you give us... and change due you. This sensationally new customer service prevents mistakes by automatically computing the amount of change you should receive when paying for your purchase. No "mental" figuring. Speeds up service.

Come In — see how it works for you! **Rhodes Gro. & Mkt.** Lockney

No gasoline—no, not a single one—has higher octane than **New 1955 GULF NO-NOX**



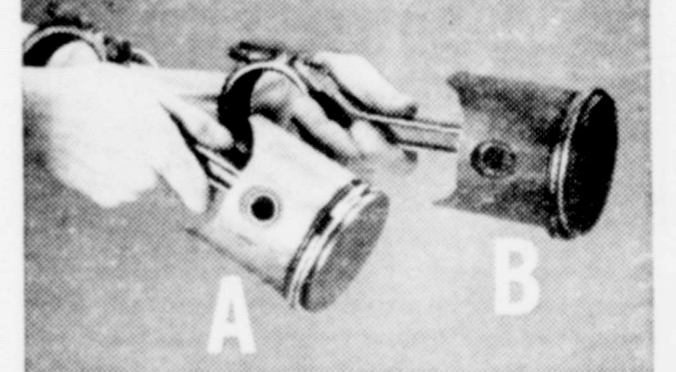
This lamp test shows what a difference Gulf super-refining makes. Gulf refines out the "dirty-burning tail-end" of gasoline—at the refinery—to bring you new, clean-burning Gulf NO-NOX. Just see how clean new NO-NOX burns.

but octane alone is not enough...

That's why new Super-Refined Gulf NO-NOX is specially made to burn clean—to protect your engine—to give you thousands of extra miles of full engine power.

Fill up with new Super-Refined Gulf NO-NOX and feel the difference in lasting power. You'll get:

- More complete engine protection than with so-called "miracle-additive" gasolines.
- Extra gas mileage in the short-trip, stop-and-go driving motorists do most.
- Stall-proof smoothness... instant starts... fast, fuel-saving warm-up.
- No knock, no pre-ignition—even in today's high-compression engines.



Compare clean piston "A" from engine using new NO-NOX with piston "B" from engine using the "dirty-burning tail-end" of gasoline that Gulf refines out. Both pistons shown here, from Gulf test engines, ran the same number of hours under the same conditions.

It's super-refined... to burn clean! The '55 gasoline for all high-compression engines.

This is GULF'S PLEDGE to the motoring public

- We at Gulf make this promise to America's motorists. We will not permit a single competitor—no, not a single one—to offer a gasoline superior to our own superb No-Nox.
- It is our sincere belief that No-Nox is the finest gasoline on the market today, and no matter what others do or say we will keep it the finest—in power, in performance, in engine protection.
- This is not a boast, not a claim. It is a pledge to you, the motoring public—a pledge backed by the resources—and the integrity—of the Gulf Oil Corporation.



New 1955 GULF NO-NOX

P. E. SCHICK, Distributor
PLAINVIEW, TEXAS
Fowler & Barnett, Dealer
Lockney, Texas

Society News

Pleasant Valley HD Club Meets

Mrs. Weldon Smith was hostess for the Pleasant Valley Home Demonstration Club Tuesday, March 8th.

The club secretary, Mrs. Chester Mitchell asked the club members to answer the roll with "What Records Do I Keep?"

Mrs. Shirley Race gave a demonstration on how to fold contour sheets. Mrs. Weldon Smith was leader for a recreation period.

The club welcomed two new members, Mrs. Raymond Rucker and Mrs. W. T. Cockerell.

Refreshments of tuna sandwiches, cookies and cokes were served to Mmes. Shirley Race, Vernon Gross, Ray Aston, Chester Mitchell, R. C. Mitchell, W. T. Cockerell, Harmon Handley, Raymond Rucker, Raymond Wisdom, D. D. Tate, Clark Harris and the hostess.

Mrs. R. C. Mitchell will be hostess for the next meeting March 22. Theme for the program will be "American Citizen."

Those from this club attending a council meeting at Floydada Saturday were Mmes. Bob Henry, W. T. Cockerell, A. M. Dorsey, Chester Mitchell and Vernon Gross.

McCandless and Clarence Messimer was solemnized in a double ring ceremony read Sunday afternoon, March 13 at four o'clock in the sanctuary of the First Baptist Church here. Rev. Henry Ashby of Lubbock who officiated at the wedding of the groom's parents read the vows and Rev. Henry Russell of Floydada, uncle of the bride lead in prayer. Mr. and Mrs. C. D. McCandless are parents of the bride and Mr. and Mrs. Frank Messimer are parents of the bridegroom.

The altar was arched with white wrought iron entwined with fern and centered with wedding bells. Flanking the arch were candelabra and tall baskets of white gladioli.

Elaine Cooper played a prelude of wedding music and accompanied Glen McCandless who sang "Always," "Entreat Me Not to Leave Thee" and "The Lord's Prayer." The traditional wedding marches were used.

The bride, given in marriage by her father, was gowned in white lace and net over satin. The bodice was fashioned with a high neckline, Peter Pan collar and long sleeves ending in points edged in seed pearls. The skirt was gathered full and featured a lace panel down the front and an overskirt of net. Her fingertip veil fell from a band of orange blossoms. She carried a Bible covered in white satin and lace topped with a bouquet of white carnations showered with white streamers.

For something old the bride wore a gold bracelet belonging to her grandmother and worn at her own wedding. New was her wedding attire, borrowed was a string of pearls belonging to Wanda Cox, blue was a garter. She wore a pony in her shoe for luck.

Charlene Messimer, sister of the groom, was maid of honor. She was dressed in blue taffeta fashioned similar to that of the bride. She wore a band of orange blossoms in her hair and wore a corsage of white carnations.

Flower girls were Sandra McCandless, sister of the bride, and Ruthie Mangum, niece of the groom. They wore frocks of blue taffeta with overskirts of nylon net. They wore blue hats and carried baskets of white and blue carnations.

Candlelighters were Aaron Roberts and Cleta Roberts of Kress, nephew and niece of the groom.

Best man was Elmer Roberts, Kress, brother-in-law of the groom. Ushers were Glen Worsham and Wilkie Parrish.

Mrs. McCandless, mother of the bride wore a navy suit with orchid accessories and wore a



ENGAGED — Mr. and Mrs. Edgar R. Hays are announcing the engagement and approaching marriage of their daughter, Barbara, to Freddie Merrell, son of Mr. and Mrs. Walter Merrell of Lockney. Date of the wedding is indefinite.

corsage of blue carnations. Mrs. Messimer, mother of the groom was dressed in a brown suit with tan accessories and a corsage of white carnations.

Reception

A reception was held immediately following the ceremony in the parlor of the church. The table was laid with lace over blue and featured a three-tiered wedding cake topped with a miniature bride and groom and candelabra holding white and blue tapers. Tall baskets of white gladioli completed the room decor. Miss Wanda Cox presided at the register and those presiding at the table were Mrs. Glen Worsham, Miss Emma Lu Wright, Miss Nina Vernon and Miss Dorothy Shelton.

Before her marriage the bride was a member of the Junior Class of Lockney High School.

day, March 9 for the regular monthly social. The morning was spent doing handwork and preparing lunch which was served at noon.

Mrs. W. L. Thomas gave the devotional and Mrs. B. F. Morrison offered the closing prayer. Following the meeting the women went in a group to visit another classmate, Mrs. John Cooper who has been confined to her home because of illness. Those visiting in the Cooper home for a most enjoyable evening were Mmes. B. F. Morrison, Les Floyd, Hop Weathers, Elbert Harris, Pearl Hall, W. L. Thomas and Delbert Bybee. In addition to these Mrs. W. F. Fields and Mrs. Hugh Counts attended the class meeting.

Delbur Rose of Truth or Consequence, New Mexico visited his parents, Mr. and Mrs. C. H. Rose last week. He left Thursday after spending a week here. Delbur is showing improvement from an asthmatic condition.

Mr. and Mrs. Fred Beall and young son, Randy of Arroyo spent from Saturday afternoon to Sunday afternoon with his parents, Mr. and Mrs. Walter Beall.

The bridegroom attended Lockney schools and served in the U. S. armed services.

After a wedding trip to Carlsbad and other points in New Mexico the couple will be at home in Floydada where he is employed as a welder. For traveling the bride chose a dusty rose tulle suit with black accessories and a corsage of white carnations.

a party on her fourth birthday Saturday afternoon, March 12 at 2 o'clock.

The little guests arrived in their mother's dress-up clothes and carrying dolls. A fashion and talent show was presented and prizes were presented to the winners. Moving pictures were taken of the group.

Plate favors were baby bottles filled with candy. Birthday cake and ice cream were served to Mickey and Trudy Jarrett, Mary Amber Frizzell, Sherry Carthel, Madonna Jack, Carol Ann Howell, Carol Davis, Carolyn Byrd, Charlotte McClelland and the honoree, Jann Wofford.

Mr. and Mrs. Leslie Ferguson and Jonita spent Friday and Friday night visiting her father in Canyon.

business meeting March 8 to Wayne Bybee.

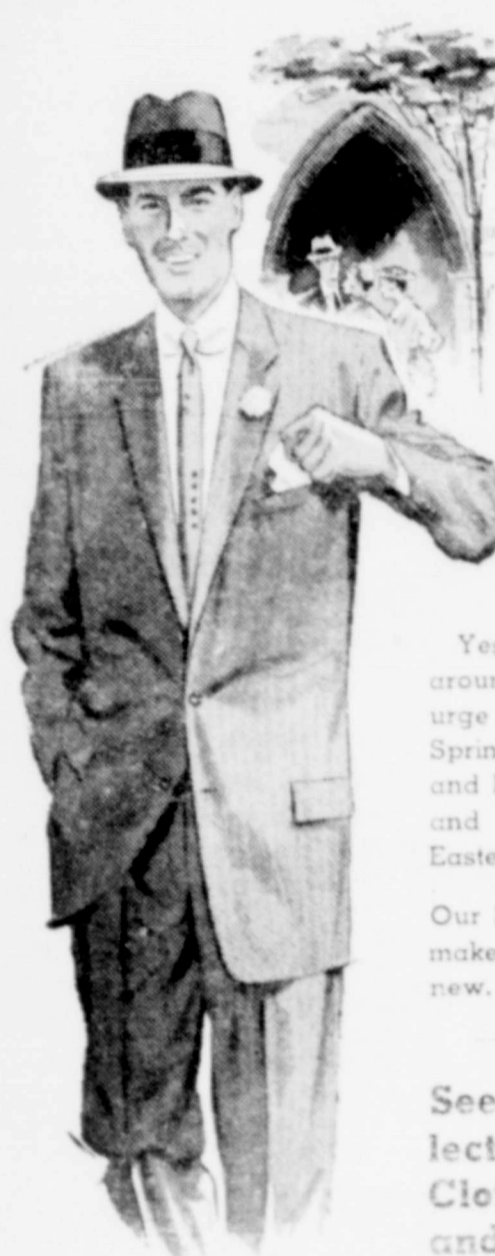
Miss Lela demonstrated a Pettie moving home in March she will be home.

Mrs. Bybee, son, hostess of the Dorsey Club.

Poster, W. Ruby Merrell, Ted Oliver, Pettie.

Mrs. W. J. March school W. J. as other ned with um pres students. tly. Mr. an annou open by m. ety. This s for T e cast w Jerry Ho Eldora Bo Ayres J

nor al gro of Mr. ST audience Haile, nell Wils Moonligh Journey, who are Econo le show they h dede clo oyl Child ley War icker, Pat LaJuan rmiuk, M Carolyn nn Mart Harper



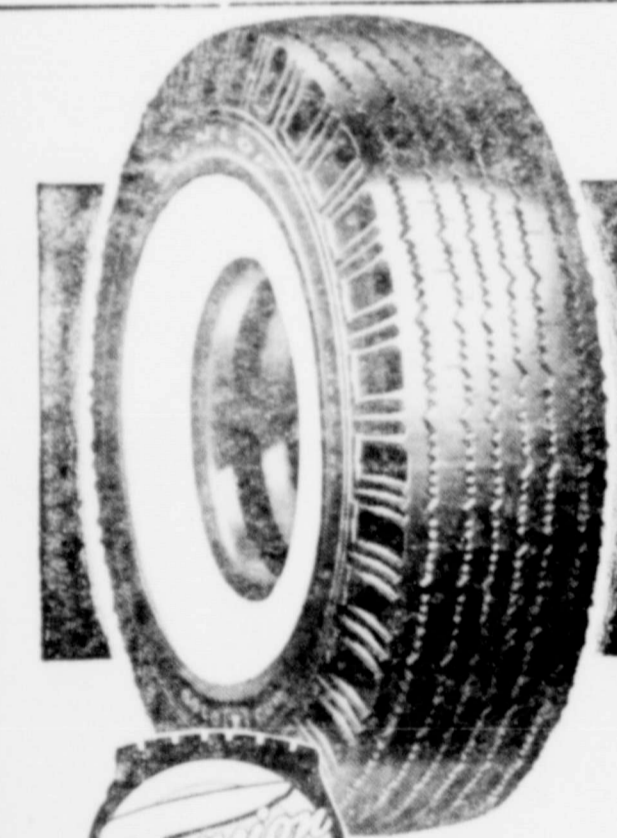
Time to get your Clothing Dry Cleaned and . . . READY FOR EASTER

Yes sir, Easter is just around the corner and we urge you to bring your Spring clothing in today and let us clean them up and get them ready for Easter Sunday.

Our STA-NU process will make them look just like new.

See our new selections in Spring Clothing for Men and Boys!

Brown's Cleaners and CLOTHIERS
MEN'S WEAR — QUALITY CLEANING
Dial 3831 Lockney



HERE IT IS, FOLKS!

DUNLOP Tension-Free TUBELESS TIRE

- GREATER BLOWOUT PROTECTION
- MAXIMUM RESISTANCE TO PUNCTURES
- BETTER CONTROL
- NEW RIDING COMFORT
- BETTER TRACTION
- MAXIMUM ECONOMY
- FIT ALL MODERN CARS

It is the tire that is scientifically built to give you better, longer tire service.

And in addition—

THE DUNLOP TIRE COSTS NO MORE THAN A CONVENTIONAL TIRE AND TUBE

If you haven't changed over to the tubeless tire yet, come and let us tell you about them. And we'll give you an extra good trade.

JACKSON Tire Company
Dial 3366 Lockney

IT'S EASY AS ABC TO OWN A BEAUTIFUL NEW LEONARD

With Unique "Magic Cycle" Defrosting That Defrosts Without Defreezing!



CHOOSE LEONARD...FOR THE BEST REFRIGERATION MONEY CAN BUY!

Now, you can purchase this famous automatic defrosting Leonard Refrigerator for the price you might expect to pay for a standard model. With Leonard, you experience brilliant new push-button defrosting that is definitely faster, safer and more economical. Its up-to-the-minute styling and gleaming white finish complement any kitchen. See at White's... then have Leonard installed in your home.

- ★ Full-Width Across-The-Top Freezer Chest
- ★ Brilliant New Push-Button Defrosting
- ★ Spacious Shelves Built In The Door
- ★ Extra-Wide Meat Tray And Crisper

WHITE'S CONVENIENT ABC PLAN AVAILABLE ON ALL LEONARD RANGES, FREEZERS

WHITE
Auto Store
THE HOME OF GREATER VALUES

Carl D. Lee, Owner Lockney

WHITE'S EXCLUSIVE 1955 Easy Purchase Only \$10.00

with 24 months To Pay The Balance

EVERYONE can to own a new Refrigerator on easy terms. and see them

BIG 7.1 Cubic Foot Le REGULAR '239' WITH PUSH BUTTON DEFROSTING! NOW ONLY . . . 190

Delivered and Installed with 5-Yr. Protection

The exclusive ABC EASY PURCHASE plan is White's first... always leading the way with easier ways to buy. Take advantage of this exciting idea... select your new Leonard today!

THE LARIAT

OFFICIAL PUBLICATION OF LOCKNEY HIGH SCHOOL

THE LOCKNEY BEACON, LOCKNEY, TEXAS, MARCH 17, 1955

School Assembly

Friday, March 10, during School Week, the school assembly was held with an assembly presented by students. Mr. Stimson announced the assembly opened with a play by members of the drama club. This play was "Two Lips." The cast were Luth-Jerry Holmes, Jerry Eldora Boone, Mary Ayres and Carol...

Lotta Steer

It seems as though everyone enjoyed Franklin's hayride Thursday night. People seen there were: Franklin and Nelda, Larry and La Juan, Buck and Joan, Marion and Darla, Jerry B. and Margaret B. Don and Eldora, Scott and Wyndell, and Jim Bob and Beth. Jay Kemp was seen with Shirley Friday night. Donald F. was seen with Betty Graham Wednesday night and was seen again Sunday night with Gail R., accompanied by Jerry W. and Katie. Jay and Jean W. were riding around together Sunday afternoon. Also riding around together Sunday afternoon were Garland McClure and Avenell, James S. and Mary Ann were seen Sunday afternoon and Sunday night. Jerry and Don were seen double-dating in Plainview Saturday night (with Plainview girls.) Gail and Wanda were seen, as usual. Wendelle was home for the week end, a fact which made Clara Lee happy. Charles Andrews was seen with a Floydada girl during the week end. James Morris was in Plainview Saturday night with Lynn Jolly. It seems as though Nell is remaining true and blue to Jim. Or maybe she just hasn't been seen yet. Joan spent the long week end at McMurry.

This And That From Here And There

Congratulations to Fred Merrill on being chosen Junior Rotarian of the month. Friday, the high school students were called to the auditorium for a special assembly. Mr. Irons brought up the subject of the forthcoming student council for LHS. The members of the committee to write the constitution were introduced. There were two representatives from each class. These include Jerry Holmes and Frankie Sparkman, seniors; Eldora Boone and Carolyn Campbell, juniors; Marvin Wells and Rita Griffith, sophomores; and Joe Rigby and Jane Chandler, freshmen. Mr. Smith and Mr. Brewer are the faculty members of this committee. Then came the moment that fourteen girls had been waiting for. The girls' basketball jackets were given to our very deserving girls basketball team. Girls to receive jackets included: Nell Cunyus, Darla Allison, Betty Jean Jackson, Mary Myers, Doylene Harrison, Jan Mathis, Barbara Jo Hanks, Sandra Soms, Nelda Widener, Kathie Rucker, Pat Bybee, Kitty Ford, Betty Jean Foster and manager, Patsy Vanek. Mrs. Ingram also received a sweater. Girls who had not played enough to receive jackets received gold basketballs. These girls were Nellie Ratcliff, Jane Chandler and Jackie Boyd. Congratulations to all you girls and to Mr. and Mrs. Ingram for the fine basketball team. Do you become angry when someone criticizes you, even though it is a small thing, amounting to nothing? Well, I think Mr. Lester Velle hit the nail right square on the head when he said this about criticism: "Criticism is something you can avoid by saying nothing, doing nothing, and being nothing." Last Thursday, as I am sure you know, some high school organizations gave the assembly for our parents during Public School Week. The organizations were: the Honor Society who gave a play, the Choral Club, and the Homemaking Department who gave a style show. I wonder if many heads didn't sleep late Friday morning because of no school, and of some kind of meeting for all the teachers at Lubbock. Isn't the state nice? Don't forget that basketball game on Friday, March 18. The Arkansas Travelers, featuring Hazel Walker, will play a local team of men. The game will be played by boys rules. Everyone

Senior Snapshot

Name — Patty Jo Wilkes. Nickname — "Pat." Born — April 5, 1937. Age — 17. Height — 5' 7". Weight — 117 pounds. Likes — T. V., summer days and good food. Dislikes — Having a cold. Favorite: Food — Fried okra and pineapple pie. Hobby — Collecting picture post cards. Song — "Faith of Our Fathers." Color — Brown. Subject — Bookkeeping. Show — I watch television. Teacher — All of them. Ambition — To go to college for four years. Greatest achievement — Visiting my 48th state. Description of ideal boy — One without a girl friend.

Senior Snapshot

Name — Norma Warren. Nickname — "Sis." Born — Ammonia, Texas. Age — 19. Weight — 116 pounds. Likes — Friendly people. Dislikes — Certain people. Favorite: Food — Fried Chicken. Hobby — None. Song — "Indian Love Call." Color — Pink. Subject — Homemaking. Show — "Susan Slept Here." Teacher — Miss Barnhart. Ambition — To be a nurse. Greatest Achievement — Becoming a senior. Greatest mistake — Which one? Description of ideal boy — 6' 11" tall, brown hair, brown eyes, plays football, is friendly to all people and has a good personality. Be sure and come!

Don't you think that the trees look better since they have been pruned? Thanks go to the Ag boys and their teacher, Mr. Brewer. Let's all try to keep the yard looking nice.

Did You See?

Joan's new station wagon? Ava Nell's new hair-do? The tired kids after Franklin's hayride? Darla's charcoal printed skirt and pink blouse? The Senior play cast trying to learn their lines? The assembly last Thursday? The Ag boys trimming the trees Monday morning. The bookkeeping class working on their practice set?

Let's Eat

Monday, March 21 — Sausage and gravy, creamed potatoes, buttered English Peas, lettuce wedge, hot rolls, milk, banana pudding. Tuesday, March 22 — Scalloped ham and potatoes, green beans, buttered carrots, deviled egg, whole wheat muffins, milk, chocolate custard. Wednesday, March 23 — Swiss steak black eyed peas, lettuce, pineapple and cheese salad, biscuits, butter, milk, apple sauce

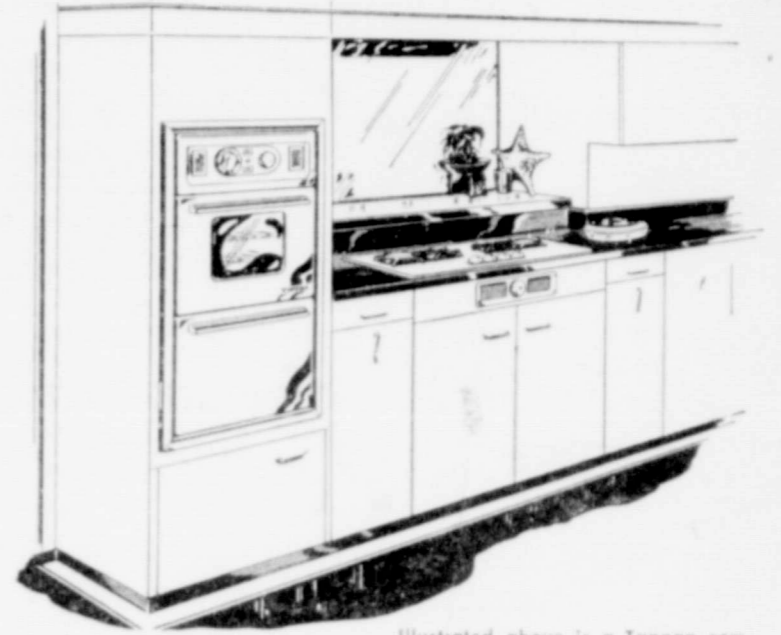
cake. Thursday, March 24 — Brown beans, meat balls, spaghetti and tomato dish, boiled cabbage, beet pickle, onion rings, corn bread, milk, peach cobbler pie. Friday, March 25 — Hot dogs with weiners, potato chips, milk, pickle and carrot sticks, cookies and fruit.

WHOZIT

— happy. — come holiday.

— ticklish spot. — the top of a dwelling. — 3 feet. — desire. — sea animal with several arms. — steal. — used to open doors. — root of all evil. — quarrel. — twelve o'clock high. Last week's whozit, David Hartman was identified by Jerry Holmes.

Designed for Luxurious Living



Illustrated above is a Tappan completely-automatic built-in Gas range.

Naturally... it's Gas

The new built-in automatic Gas ranges provide the homemaker with all the features for "comfort-level" cooking! Convenient oven eliminates stooping... automatic clock at eye-level... waist-high top burners... and separate hi-speed broiler for smokeless broiling. See your dealer-builder or architect. Install a built-in gas range in your home and enjoy carefree cooking in convenient surroundings.

Pioneer Natural Gas Company

FUEL FOR A GROWING EMPIRE

DR. JOE E. WEBB

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Rooms 306-308, Skaggs Building
Telephone 1234

Plainview, Texas



ALL YOUR CLOTHES AUTOMATICALLY

DELUXE Model

ONLY **\$159.95**

Easy Terms

Whirlpool Fully-Automatic ALL-FABRICS DRYER

Plug it into any outlet! Operates on regular household 115-volt circuit, or on 230-volt for even faster drying. Dries clothes better than the sun! No sun-fading, no wind-whipping—clothes look better, last longer. Big family-size capacity—single dial control—rolls away for storage.

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cheap interest rates
plans for irrigation wells and additional improvements
purchase of additional lands
plans that will suit your needs
all Insurance on growing crops of all kinds

LOCKNEY REAL ESTATE CO.

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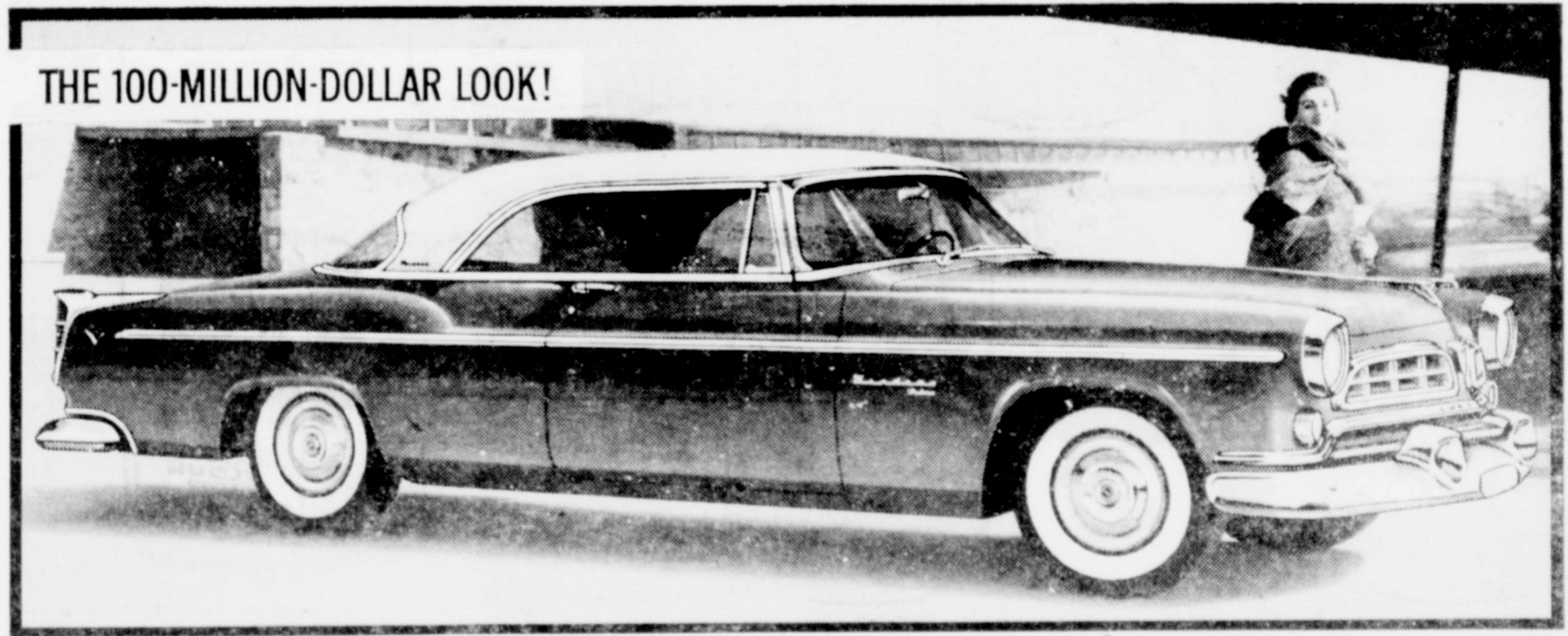
Helps Children Grow Strong and Healthy!

MCKESSON'S AMAZING NEW **Bexel MULTIPLE VITAMIN SYRUP**

JUST ONE TEASPOONFUL DAILY OF Bexel Vitamin Syrup provides the right important vitamins plus iron which children need for proper growth, function and development. Your children will love it, too.

IT'S DELICIOUS with a fresh orange flavor that makes an instant hit every time. Get a bottle of Bexel Vitamin Syrup today. Your children must look better, feel better, eat better, sleep better or your money back!

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Dial 3353 FRED D. BYRD, Pharmacist



"It's got everybody excited and we'd like to show you why"

Forgive us if we burst with pride... but we've got a terrific car here, and we want the whole world to know it!

It's the new Chrysler and the people who've been coming to see it and drive it are just as smitten with it as we are. It's the smartest, sleekest machine that ever appeared in an automobile showroom—and you should see it!

Most people prize good looks in a car. The 1955 Chrysler has it! Fashion people call it "tailored steel"—smart and different. It almost looks like it's going when it's standing still!

This, they tell us, is the new fashion in styling. We say hurrah! As for performance... well, double your enjoyment back if you don't think it's the best car you ever drove. Do it soon!

BE SURE YOU SEE AND DRIVE THE ALL-NEW CHRYSLER

AMERICA'S MOST SMARTLY DIFFERENT CAR

GOOD DRIVERS DRIVE SAFELY!

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Lockney

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Young MOTHER HUBBARD Sale

“Young Mother Hubbard
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with Shurfine
Spring Specials
There's nothing at
the Super low
you'll get for
at our store

FILL YOUR BARE CUPBOARD...FOR LESS!

We Give S. & H. GREEN STAMPS
Double stamps on Wednesday with \$2.50 purchase or more.

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Shurfine EXTRA GOOD tattered tom
PEACHES...
Sliced or Halves
4 No. 2 1/2 Cans **\$1.00**



No. 303 Can
4 for
\$1.00



SHURFINE GREENS
Mustard or Turnip
No. 303 Can — 10 for \$1.00

SHURFINE WHOLE PICKLES
Sour or Dill
22 oz. Jar—3 for \$1.00

SHELLED BLACKEYES
Shurfine 2-3-4 Sieve
No. 303 Cans, 8 for \$1.00

WHOLE PIMENTOES
Shurfine
4 oz. size — 2 for 29c



2 lb. Carton **63c**

SHURFINE
TUNA, Chunk Style, 4 cans \$1.00

MILK, Shurfine, 8 tall Cans \$1.00

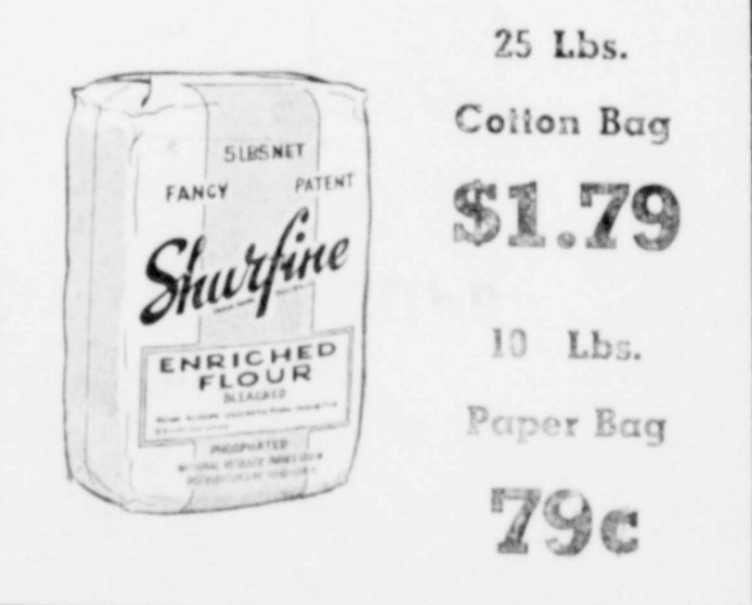
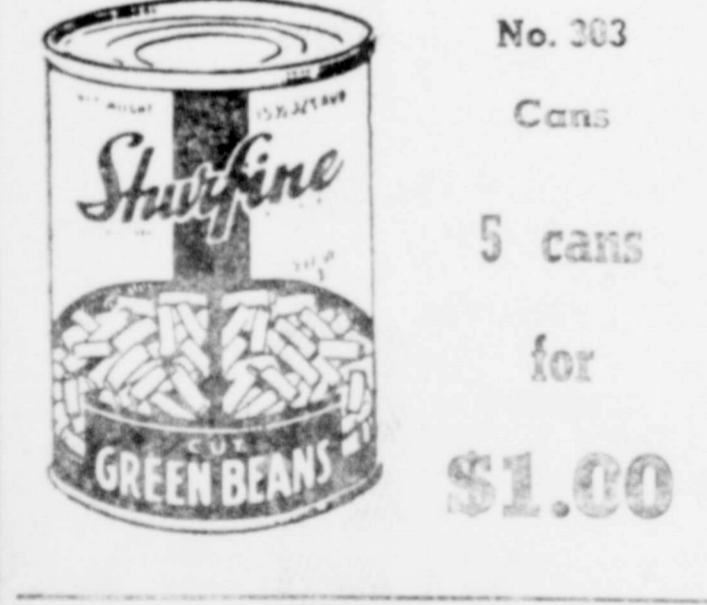
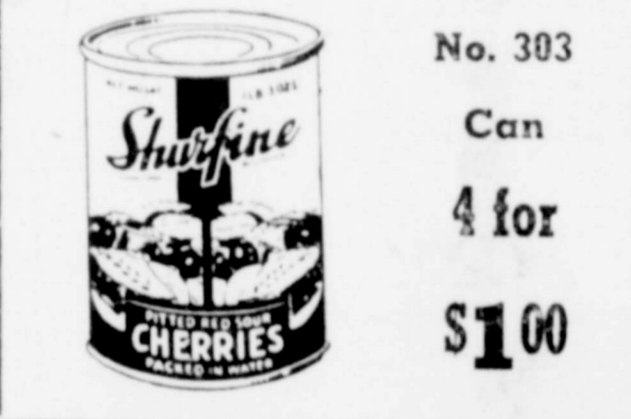
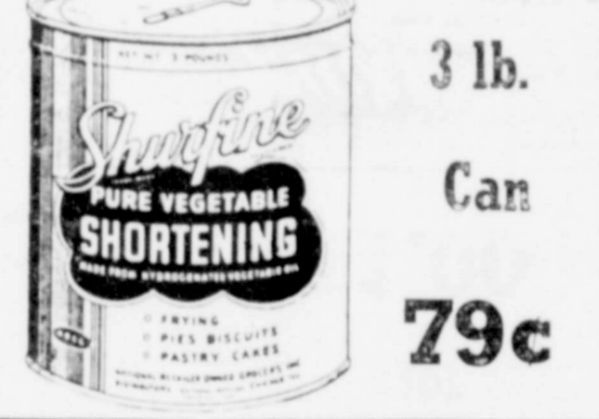
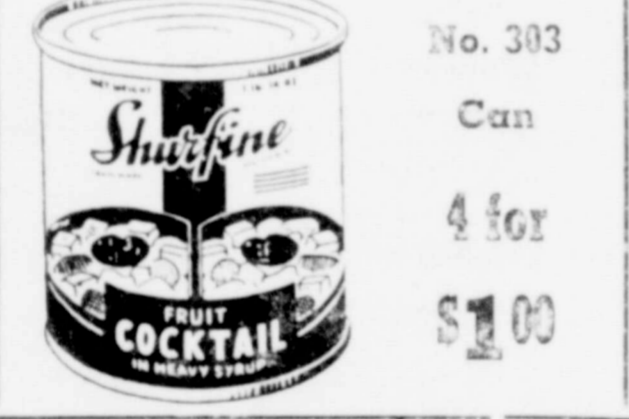
SHURFINE
APPLE SAUCE, No. 303, 6 for \$1.00

SHURFINE GRAPEFRUIT JUICE
46 oz. cans—
4 for — **\$1.00**

ASPARAGUS SPEARS
All Green Cut
No. 300 Can — 4 for **\$1.00**

BEANS and POTATOES
Shurfine Fancy
No. 303 Cans — 7 for **\$1.00**

MEXICAN STYLE BEANS
Shurfine No. 303
7 Cans — **\$1.00**



PEAS SHURFINE BLENDED No. 303 Cans 5 Cans for **\$1.00**

WE WILL HAVE **JUNIOR LIVESTOCK SHOW** **BEEF** THIS WEEK END!

RHODES GROCERY & MARKET
Phone 2275
Free Delivery

