## The Lockney Beacon

## Loal Cajers Floyd United Fund Drive Travel To Muleshoe Tues.

Retail Merchants Ass'n Calls For Credit Meeting

Area Ginnings Pass 16,000 Half Through

Officers Have Busy Week End

Methodists To Present Cantata Sunday Evening

Photographer To Be Here Friday

umper Grain orghum Yield Forecast
 General hospital but was at a fruitful and happy life. Hospital Sunday to visit their
home whon the aceident occur- Mmes. Joe Taylor and Kenneth nephew, Keith Hollums, who
ed.
Bean served hot apple eider was one of the students most

I want to express my sincere
appreciation to the friends who
sent flowers or offered other

## 

## 



Desks
Ho
ome
Ceda
Chests
CHAIRS of all kinds Strato-Lounge Platform Rockers Ocasional Chair


ABLES
all kinds and
able Lamps
Floor Lamps
Bedroom
Mirrors


Many other Furniture Gift Items.

Shop today BAKER HARDWARE $\mathbf{C O}$.
FOR BEST SELECTIONS


USE OUR LAY-AWAY PLAN FOR EARLY SHOPPING.


| $\begin{gathered} \text { SP } \\ \text { Schick "25" } \\ \$ 29.95 \text { value } \\ \$ 14.95 \end{gathered}$ | AL PRICES ON M Schick Custom $\$ 29.95$ value \$14.95 | One Duet Razor $\$ 29.95$ value $\$ 14.95$ | $\begin{gathered} \text { ZORS } \\ \begin{array}{c} \text { Ronson Razor } \\ \$ 19.95 \text { value } \\ \$ 12.95 \end{array} \end{gathered}$ |
| :---: | :---: | :---: | :---: |
| SEVEN WINDS COLOGNE | Lenel Colognes and Perfumes <br> Bellezza - Triefling Private Affair - Carressant <br> Ciro Perfumes <br> Surrender - New Horizons <br> Reflection - Danger Ricochet |  | GIFTS FOR THE KIDDIES <br> Dollas - All Sizes <br> Toys - Games <br> Balls - Model Kits Wheel Toys <br> Guns and Scabbords Baby Gifts |

CHRISTMAS WRAPPINGS - RIBBON - DECORATIONS - LIGHTS CHRISTMAS CARDS
Byrd Pharmacy

THE LOCKNEY BEACON, LOCKNEY, TEXAS, DEC. 122.1957
Preacher Invited Back To Preach At Ordaining Church


Bargain Rates Are Newspapers
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tion rotes on your
The Beacon.
$\qquad$
gram rote this orill is star T1.95 tor
the daily and sunday
512.60 tor daily only.
wish tor eenew your subscrip.
tion or buy anw substion
to The Beacon

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bover rates. you may do so by
odding si:
adding sis so may either rato
Thus you are esaving money
Your daily
Your youily ane saving money on
on The Beacon. and also
The Amarillo Daily News
bargain rate is s.as for daily

special rate on the odirity no
subscription.
In
combination

The Lubbock Mornang Avanty.
lanche rate is s12.95 for daily

BRUNNIER has them! 5NEW
Armstrong
CEILINGS


Brunnier Lumber Company
Your Home-Owned Lumber Yard
Dial OL 4-3385
Lockney


possum plater
Rockman who claimed himself
dead to avoid a fine was fined
$\$ 36.10$ by Judge Hubert Wright $\$ 36.10$ by Judge Hubert Wright
after pleading guilty to a wor thless check charge.
County Attorney Edna C
r.eros mailed a registered
er to the man accusing h/m
he back said the addressee

KNOX GROCERY and MARKET

Most everything has hap. pened this year but up to now we have a full line of quality merchandise and Christmas is nearly here so we would like to have your orders for your holi. day merchandise.

Your good will as well as your business is appreciated.
Knox Grocery AND MARKET
R. I. and $B O B$ Dial OL 4-3855

America is at peace. While we have men in uniform stationed over the world, we are the securitities facing them, to help to important




Government, the military, and
tific fields, receive full cooperatio
tomed to dig out and know the ne
who, by instinct, strive to keep
fully informed.
Americans have a right to expect
freedom of the press be preserved,
bounds drawn by these securities
For a completely free press is the only foundation on which government
ple can build all other freedoms.
$=$ Terace fras funocition

## Give As Much As You Can! FLOYD COUNTY UNITED FUND DRIVE

## December 16th - 21st

## PROVIDING FUNDS FOR:

## Salvation Army Boy Scouts <br> Red Cross Heart Fund

## Goal: \$12,000.00

The following volunteer workers will be calling on you next week for your contribution to the United Fund. BE GENEROUS - BE COURTEOUS!

LOCKNEY BUSINESS SECTION:

## Joe Parrish

Willis Reynolds
R. L. Knox Jr.

Clyde Briley
Barry Barker
Revis Harris
Claude Brown
Wilson Kermickle
Bob Miller
Dwight Jackson
Edgar R. Hays
J. D. Wood

COMMUNITY CHAIRMEN
Irick - Jack Dollar
Aiken - Charlie Andrews Providence - Ewald Quebe Lone Star - Hubert Frizzell Muncy - Mrs. Burl Holt Pleasant Valley - Raymond Rucker Sterley - Horton Howell
Prairie Chapel - Mrs. Frank Jameson
Ramsey - W. B. Cates
Roseland - Mrs. Bud Casey
South Plains - Mrs. Billy Staniforth
Cedar - Jack Stansell

## LOCKNEY RESIDENTIAL SECTION:

Mrs. Jimmy Hodel
Lockney Jaycees: Johnnie Starkey, W. C. Whitlock, Raymond Smith, Dick Whiteley, Bob Miller, Byron Ford, Harold Duvall, Charles Duran, J. C. Elliott, Bil Thompson, Joe Roach, Carlton Robinson, Clyde Seaman, Warren Graham, Lloyd P. Reecer, Audvie Barnett, Bill Strickland, A. J. Jester, Bud Casey, Joe Taylor, R. L. Knox, Jim Bobbitt, R. V. Webster, B. R. Childers, Joe Montgomery, Donald Reecer, Doug Meriwether, Dowell Brewer, Jesse Savage, Dillion Patterson, James Taylor, Joe Cunyus, Bobby Griffith, Ellis Taylor, Gene Belt, Neil Dunavant.


HESSTON ROW CROP SAVER





Tye \& Ansley
Oliver Company
$\qquad$



## Oliver Jewelry

Phone OL 4-2149 - Lockney


SHOP NOW - USE OUR LAY-AWAY!


## Auction Service

GENERAL FARM SALES - LIVESTOCK CLOSE-OUTS

For the handling of your sales see

## BYRON BENNETT, Auctioneer

2 years auction experience since attending Missouri School of Auction

Res. Phone CA 4-5386 Office Phone CA 4-2357 1106 Raleigh Street Benneft \& Hill Feed Yards - Plainview, Texas

YOU DON'T HAVE TO PATRONIZE THAT OUT-OF-TOWN SALESMAN WHEN YOU BUY

## OFFICE SUPPLIES

Just call The Beacon - Phone 3318-We'll Deliver to Your Place of Business.

Here's a partial list of items we have in stock: We have recently added pink, light gray, aqua light beige and white instruments to our pretty colo new we know that most of our customers have not seen
them. We invite you in at any time to see these colors on them. We invite you in at any time to see these colors on
display in our business offices. or call us and we will be more than happy to discuss the various colors that will

## "MERRY CHRISTMAS, MOM!'

Christmas is one of our busiest times during the year.
On a day as special as this one, it gives us a feeling of satisfaction to know that so many people reach for their telephones to wish one and all a Merry Christ-
mas, even though thoy might be hundreds of miles mas, even though they might be hundreds of miles
apart. of the year, there may be some delays, but there are several ways you can help us get your calls through
faster. faster.
First of all, your Long Distance calls will go through twice as fast if you call by number. And, too, it's best to place your calls as early as
before the holiday, if possible.
If your call is delayed, it won t be necessary for $y$ to check back - in fact, this may even cause further de
lays. You can be sure the Long Distance operator will lays. You can be sure the Long Distance
complete your calls as quickly as possible

## HAPPY HOLIDAYS

Speaking for all of us at tophone company and a happy holiday season.

Call by number. H's twice as fast.
SOUTHWESTERN BEIL TELEPHONE COMPANY
Paper Clips
Acco Fastenens
Staples and Staplers
Marking Pencils and Leads
Desk Sets
Esterbrook Pens and Pencils
Fountain Pen Ink
Thumb Tacks
Lead Pencils, No. 2, 21/2, 3
Stamp Pads and Ink
Parcel Post Labels
Typewriter Ribbons
Adding Machine Ribbons
Brown Kraft Envelopes
Receipt Books
Day Books
Paper Cups
Mimeograph Paper and Ink
Columnar Pads
Pin Tickets

Box Files
Card Files
Card File Indexes
Verticle File Guides
File Folders
Rytoff Ink Eradicator
Clip Boards
Arch Files
Scotch Tape
Typewrite Paper and Carbon Enveropes
Legal Size Rag Content Paper
Shipping Tags
Statement Files
Pencil Sharpeners
Brown Kraft Gummed Tape
Register Sheets
Loose Leaf Plastic Sheet Protectors
Many Other Items
REMEMBER - Just call our Number-3318-We deliver

THE LOCKNEY BEACON

# $$
\begin{tabular}{|c|c|c|} \hline \multicolumn{2}{|l|}{THE LOCKNEY BEACON, LOCKNEY -TEXAS, DEC. 12, 1957} & \multirow[t]{2}{*}{\begin{tabular}{l} players named to the all-district \(2 \cdot \mathrm{AA}\) footbell team. \\ The oil rigs at the reopened hole on the Howard land northeast of Cedar Hill, shine over our community much as a huge Christmas tree would on these bright moonlight nights. \end{tabular}
$$

 <br>\hline Mrs. Murray Julian Delayed \& | been in the hospital with pneumonia, and bronchitis for the past three weeks. |
| :--- |
| There are 32 names on the list of the South Plains and | \& <br>

\hline \& \& Home Demonstration Club <br>
\hline \& \& members and guests met in <br>
\hline esday a \& \&  <br>
\hline down practically all the \& \& <br>
\hline Ids. Friday what little was \& workers who have for two years \& Holiday Goodies. Mrs. Murray <br>
\hline left, went down in the wind. \& \& Julian and Mrs. John Smither- <br>
\hline to \& \&  <br>
\hline the combines to gather and \& Wn \& Il was <br>
\hline , \& \& Milton reported on the council <br>
\hline \& \& <br>
\hline \& \& <br>
\hline \& \& <br>
\hline \& \& <br>
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\end{tabular} <br> 58 FORD PRICES ARE IOWFR THAN 57 PRCCE

}
on popular cusiva 300 and fairlane models!


Tye \& Ansley
Oliver Company

| For Good Safe |
| :---: |
| Crop Hail |
| Insurance |
| Prompt adjustments and |
| payments see |
| Lockney Real |
| Estate Company |
| E. R. HARRIS |

## Sterley News



## GENERAL AUCTIONEERING

Would appreciate your business.

## TOM WORD

Phone OL 4-3761, Lockney or see me at my home in the Lone Star community.

A glamorous GAS range is so completely automatic guarantees cooking success. And it looks just a good as it cooks ... streamlined beauty that kitchen a "lift." As for economy, you'll reap much more than you sow - money wise -
because GAS costs 5 to 8 times less than other fuels
a nice bonus for your wife's piggy bank!! Need we say more, than ... see your gas appliance dealer tomorrow
$\qquad$


GO
If you're hunting for THE gift resistance" that'll put you in solid cle hru 'til next Christmas... a new GAS range is your best bet She'll thank her luck stors for a at such as you, with each meal she prepares.

## GAS for givinc

 $+$

trimtry lutheran
CHURCH
Providence


## assembly of GOD

ChURCH
Quanah Jobe, Pastor

 Neming Worshlp $\ldots$......... 7:45


ebairie chapel church OF CHRIST ounday Morning Worship
Services ...........10:30 Services ...........10
Sunday Evening Worship Services........7:30 Herbert Setliff preaches each first Sunday. Arthur B. Watkins preache each second Sunday. Sunday services.
W. Watkins preaches eac W. Watkins p. fourth Sunday

|  | STAR BAPT CHURCH |
| :---: | :---: |
|  | Le |
| day | hool |
| Morning | Worship |
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| Evening | ship |
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| ay | $\mathrm{d} \text { or }$ | day night. days at $2: 30 \mathrm{p}$. .

These Religious Messages are Being Sponsored by the Following Interested Individuals and Business Establishments

Knox Grocery $\underset{\text { Wo Try To Please }}{\&}$ Market Plains Electric Eloctrical Irrigation Installation

Baker Hardware Company Home Appliances - Home Furnishings

Lockney Drug Co. We Feature Service for the Sick

Handley Shop \& Pump Co. Macksmithing and Irrigation Well Ropair

Pylant Grocery \& Marke
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Brown's Cleaners \& Clothiers Men's Woar - Quality Cleaning
Brunnier Lumber Company Your Home-Owned Lum/ or Yard
"Whitey" Baccus Motor Co. Ford Sales \& Service
Hammond \& Company Internátional-Harvester

Lockney Auto Company
Chevrolet Sales \& Service
$\underset{\text { General Repair and Parts }}{\text { Johnson \& Johnson }}$
Taylor's Help-Ur-Self Laundry Complete Laundry Service

Lockney Implement Company Your John Deere Deale

Baxter \& Smith Grain Co.
Grain Feed. Seed and Fertilizer
Lockney Gin
Ginning and Seed Cleaning
Jack And June Shop
Ladies' and Misses' Ready-to-Wear
Lockney Real Estate Co.
Loons- Real Estate- Insurance
Seale Drive-In Theatre
PLALNS THEATRE
Reecer's Master Cleaners
Phone OL 4-2262

Lockney Lumber \& Supply
W. Appreciate Your Business

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Feed and Fertilizer
V. L. Weosster Service Station Goodyear Tires and Batteries
Plains Floral Shop
Phone OL $4-2385$ - Say It With Flowers
First National Bank
Lockney Variety
Notions and Stationery
Byrd Pharmacy
Fred D. Byrd, Pharmaciss
Carter Mortuary Phone OL 4-2211

Consumers Fuel Association Everything for the Farmer

## Patterson Grain Co. <br> Lockney and Sterloy

Rowland-Gordon Oil Co., Inc
Philiips 66 - Fortilizer - Insecticides

Lockney Frozen foods \& Market Processing for Deep Freeze

Parker Furniture
Home Furnishings and Appliances
Darnell Grocery
Luke's Blacksmith Shop
$\underset{\text { Blackesmithing - Portable Welding }}{\text { Luk }}$
Jackson Tire Cnmpany
Dunlop Tires
White Auto Store
motorola TV Sales and Servic

> J. C. Jones Co Tha Family Stora

Cooper Garage \& Service Station Conoco Products - Phone OL 4-2372

Bilbrey Motor Company Chrysler-Plymouth Sales $\&$ Service Graves Welding Shop
hodes Grocery \& Market We Give S $\delta$ H Green Stamps


Music Recital Will Rainbow Girls

SMART SANTAS SHOP HERE FOR

Wheat Research Underway At
High Plains Sta.



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| SHORTENING |  |
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| Pork Shoulders |  |
|  |  | Pork Shoulders $\equiv$ :

Sausage $=\$ 1.290$


Attend West Texas
Chamber Meeting

Damage Suit Is
Settled At Lubbock

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\begin{aligned}
& \text { Conservat'n Reserve } \\
& \text { Program Is Open }
\end{aligned}
$$

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DRESS SHIRTS
$\$ 2.95$ to $\$ 5.00$ TIES and HANDKERCHIEFS

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