## The Lockney Beacon

Longhorns In
Crucial Tilt At
Olton Friday
erous DWI Drurk ryes Filed

## ILK

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## $\because$ <br> 3 <br> W. James <br> Be Honored <br> 

Cans - 8 For
98 c

## 昜


Band Boosters, PTA
Hallowe'en Carnival Set For Sat. Night
Breeder Meet


Mitchell Will
Speak At Nat'l



Rotary District Governor Will Visit Here

Constitutional Amendments Draw Most Interest In General Election

Ted Carthel
Buys Floydada Local Teachers

Slight Injuries
In Auto Accidents

Implement Firm Attend Dinner


UNICEF Benefit Changed To Sunday

THE LOCKNEY BEACON, LOO
The
Lockney Beacon


EDITORIAL
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is a
are $p$
NEXT
NUEESDAY
Election
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JUST TO REMIND



Long Ago
In Lockney Items of interest from the
files of The Lockney Beacon

$\qquad$

## 59 FORDS AWARDED GOLD MEDAL



KFLD Radio Station Schedule


Aiken To Speak At Lubbock


Tahoka Miss To Represent Area In State Contest
O. C. Baileys Home From Eastern Trip

the general welfare to have
summer come in the winve summer come in the wint
when it's cold, and winter
the summer when it's hot D. E. Scoty Crossroads. HOW NOT TO LEARN
inreconstructed neigh-
winter is due to be o but he wouldn't ny when the Supre. weather.

## On account of it would ainly be in the interest of

## THANK YOU, FRIENOS!

I want to take this opportunity to thank you for
riendship and patronage during my years of associod with you as Minneapolis-Moline dealer

I have sold my business to Ted Carthel and want to commend him to you. He will continue to serve you in same efficient and business-like manner.

Thank you again.

## S. J. LATTA

## ANNOUNCING CHANGE OF OWNERSHIP!

I have purchased the S. J. Latta Implement Compa Floydada and will continue its operation as Cartha implement Company. I want to take this opportunity extend a cordial invitation to friends and customerstoris with us.

We will offer the same fine service to which you o accustomed and will have the full Minneapolis . Molia line of farm implements.

I want to meet each one of you personally and g. acquainted.

TED CARTHEL

## Carthel Implement Compant

## Formal Opening

Thursday, Friday and Saturday Come in and visit with us and take advantage of these special prices:

| JELLO, pkg. | 10c |
| :---: | :---: |
| TISSUE, Northern, 3 rolls 29c |  |
| SUGAR, 5 lbs . | 59c |
| TAMALES, can | 20 c |
| OXYDOL, large size | 35 c |
| MILK, Gallon | 80 c |
| ONIONS, pound | 3 c |
| AIKEN FOOD | TORE |

"Your Friendly Minneapolis-Moline Dealet"
211 East Missouri Street Phone YU

Phone YU 3311 Floydada, Texas


 TEL Class Has Social Meeting


EXPERT WATCH REPAIRS
at Oliver Jewelry
Smart, new watch band


OLIVER JEWELRY
Phone I Welik

## EAT BETTER SPEAD LEF:



Pure Plum White Swan 10 Oz. Jars - 6 For ${ }^{1 / 1}$ Preserves Black Berries s.ice S1.U CORN waym $\$ 1.0$ TAMALES (2itime Sill TUNA 590 SHORTENING

| Grapes | $13 c$ | $\begin{array}{\|l\|l\|} \hline \text { Kммвеїs } \\ \hline \text { Oleo } \end{array}$ | 396 |
| :---: | :---: | :---: | :---: |
| Yams | $\mathrm{IO}_{\mathrm{c}}^{\text {pound }}$ | Beef Roast | ge |
| Milk | $25 c$ | Steak | 796 |

DOUBLE STAMPS TUESDAY AT LENA FAE STORE and PYLANT GROCBRI

## Call for Pylants Trading Stamps Lena Fae Store and Pylant's and Pylant's Grocery <br> Pylant's Groceyy Mit.



## Somebody has to feed the mama hog

THESE piglets are not worried about how comes theit sustenance ... nor are they much concerned about whether
it will be there tomorrow . . . until tomorrow comes
Yet their welfare depends very much upon how well somebody feeds and cares for the mama hog. They grow fat or they grow lean in proportion.

$$
\begin{aligned}
& \text { Even as our individual and collective prosperity depends on } \\
& \text { the vigor of this Local Economy which furnishes us with } \\
& \text { jobs, business, stable property values, and a handy source of } \\
& \text { emergency and daily needs. } \\
& \text { The difference is . . . we, ourselves, are the caretakers of this } \\
& \text { economy upon which we depend. It's within our power to } \\
& \text { feed it by trading at home. . .or starve it by trading in some } \\
& \text { other town. }
\end{aligned}
$$

City shopping . . . mail order cumbing to the itinerant peddlers' smooth line .cutting the community's ration of trade vol. ume by $\$_{3}$ or $\$_{4}$ every time $\$_{I}$ is taken out of local circulation . . . is a good way to dry up the economy that sustains us.

## Trade in Lockney

... where the economy that your dollar feeds is your own
$\bullet$

YOU get everything that your money pays for
or...merchandise AND a trade-invigorated communit

Lockney Variety Store

Lockney Drug Company
Pylant Grocery \& Market

Jack \& June Shop

First National Bank

## Knox Grocery \& Market

Handley Shop \& Pump Co.
Pennington Motor Company
Rhodes Super Market
Johnson \& Johnson

Workman Plumbing \& Heating

Brown's Cleaners \& Clothiers

Iackson Tire Company

Reecers Master Cleaners

White Auto Store

Truett Variety Store

Sammond \& Company
J. C. Jones Company

Barber Farm Store

Parker Furniture Company
Oliver Jewelry

Byrd Pharmacy
Luke's Shop

Darnell Grocery
Brown's Gulf Service
Webster Service Station
"Whitey" Baccus Motor Co.
Baxter \& Snith Grain Co.
Brunnier Lumber Co.
Consumers Fuel Association
Patterson Grain Co.

Modern Radio \& TV

Cooper Conoco Station
Baker Mercantile-Dry Good

Baker Hardware Comparis

Lockney Implement Co.

Truett \& Gene Motor Ca.
Flash-O-Gas, Inc.

Lockney Lumber \& Supply
Plains Floral Shop

We appre ness 12 month to show our c do our very be ity merchandi the best servi all times.

Come in OL 4-3855.


Sterley News


## Dollar Days Specials

Friday - Saturday - Monday
I Table of Piece Goods
Values to 81.49 per yard -35 c

Lace
7 yards - 25c
Girls' Blouses
Values 1 is 5.2 .25. your choice
\$1.99
Ladies' Flannel Gowns
$\$ 2.25$ value for -
$\$ 1.99$

## Blankets

Regularly priced at $\$ 5.50$ and $\$ 4.99$ ior
\$3.99 and \$2.99
Ladies Uniforms
Regular $\$ 3.98$ value -
\$2.98
Men's Wool Shirts $\$ 5.25$ values now $\mathbf{\$ 3 . 7 9}$
Boys' Sweaters
52.98 values for -
$\$ 2.25$
Buttons
2 cards for 5 c
Boys' Blue Denim Jumpers
$\$ 1.99$
BAKER MERCANTILE
Dry Goods


Salvation Army<br>Exiends Its<br>Services To All

secn ana west Texas Freshmen Play Saturday

"wilight For The Goos"


BEAUTIFY YOUR HOME WITH

MAPLE!


5-PIECE MAPLE STUDIO SET
Table and Two Step-Tab
Our Special Price - $\$ \mathbf{1 7 9 . 5 0}$

furnishings
ghorns Trample Abernathy

## Strong Line Lead Big To Stirring 22-12 Upset Win

 $\substack{\text { Egation } \\ \text { Thecin } \\ \hline}$Lockney Longhorn aten Abernathy Ant
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##  <br> BYRD PHARMACY

## SON CARPET CENTER'S

FALL CARPET SALE CONTINUES

## iET

 .50SON CARPET CENTER'S



Lockney Auto Company
114 West Locust St.
Dial OL. 4-3368
Lockney, Texas


Aiken Food Store Opens Thursday

Bill Race Named "Back of Week"
R. C. McGilvary Retires Sept. 30
lecident s Former esident

## Dollar Days Specials

These prices good Friday, Saturday and Monday only!

One Lot of Men's Felt Hats
Broken sizes, your choice for -
$\$ 5.00$
Men's Topcoats
Nice quality, sizes 36 through 42 in regulars and longs. Values to $\$ 45.00$ and $\$ 49.95$,
on sale at -
$\$ 34.95$
Men's Cresco Suede Sport Coats $\$ 34.95$ value, sizes 36 to 44, special -

Men's McGregor Corduroy Suits
Good range of sizes in choice of grey or brown, sizes 37 to 42 in longs and regulars. $\$ 39.95$ value for only -

## $\$ 29.95$

Brown's Cleaners \& Clothiers

## $\$ 27.50$

One group of
Men's Hooded Suburban Coats
$\$ 21.95$ value for -
$\$ 16.95$
$\$ 27.50$
One group of
s21.95 value for -

Wayne Cooper Is New Manager O Olton Chamber

## Club Meets

Providence 4-H

Musician To Be HS Assembly Guest


