




## End of the Month SALE

|  | SELECT <br> GROUP <br> Watches | WATCH <br> BANDS |
| :---: | :---: | :---: |
| Alus | $30 \%$ | 1/2 Price |
| $\begin{aligned} & \text { InduTh } \\ & \text { OTHE } \\ & \text { STORE! } \end{aligned}$ | off | Samsonite <br> Luggage |
| One Group <br> Costume Jewelry | LAYAWAY NOW For | $\underset{\text { OFF }}{30 \%}$ |
| 25c | Christmas |  |
| One Group | \$1.00 | GROUP |
| Costume Jewelry | will hold any item till | GIFT ITEMS |
| 1/2 Price |  | 1/2 Price |
| OLIVER JEWELRY <br> Please - No Giff Wrap on Sale Items |  |  |

New Comers Club S.S. Classes Have Hears Tom Simpson Thanksgiving Event Hears Tom Simpson Thanksgiving Event $\left\lvert\, \begin{aligned} & \text { Hugh Carroll, Mrs. E. J. } \\ & \text { gers, Mrs. Jewell Kened } \\ & \text { F. S. S. }\end{aligned}\right.$


## WE GIVE THANKS

and privileges of the past.
We, in America, have much to be thankful for and we suggest that we all pause at this time to express our gratefulness. We are grateful for your friendship and patronage and we will try to express our thanks by serving you better in the future

HAMMOND \& COMPANY
 OLIVER JEWELRY Lockney, Texas

THANKSGIVING TIME has come again and we pause to express our thanks for your patronage, friendship and loyalty during the past year. It has been a great pleasure to serve you and we want to continue to serve you in the best way we know how. Please come in and visit with us at any time.
We Will Be Closed For Thanksgiving
KNOX GROCERY \& MARKET
Lockney General

Your on the Right rack
WHEN YOU VISIT OUR PLACE! -



1 No. 551954 John Deere Combine
1 Coop Stalk Shredder
1 John Deere Stalk Shredder
1 No. 12A John Deere Combine with Heston Header
1 Model 211949 Massey Harris Combine
1 Model 125 IHC Combine (Make us an offer.) 1950 model A John Deere Tractor on butane 11951 Model D John Deere tractor on butane.

## LOCKNEY IMPLEMENT COMPANY


come to us the past year. We thank
you for the privilege of serving you
and we hope that the privilege may
be ours for many years to come.
Lena Frae Store

Lend rae Store
Lena Face Sweat

thanksgiving

$\qquad$ of serving you and living among
such fine people.

Parker's Home Furnishings Lockney


A TRIBUTE...

Tribute to our heroic forefath ers who suffered unequaled hardships for the freedom which they loved so well ... and a day set aside each year so that we may say "Thanks Friends" to those whose generous patronage has been ours. Were happy to be a part of this great country and community.

## KELTER GROCERY \& MARKET

Joe Keeter, Prop.


Huntsville Girl Is Bride Of Richard Franklin Stovall

## TO THE PEOPLE OF THE LOCKNEY AREA!

It gives me pleasure to announce that I have purchased the insurance agencies of Carl McAdams and J. H. Cooper and will combine them in one agency to be located in the building now occupied by the Cooper agency.

I will be in position to write most all kinds of insurance including fire, hail, windstorm, comprehensive, liability, and all kinds of auto insurance.

I appreciate very much the many pleasant dealings and associations I have had with the people of this area at Lockney Auto Company during the past 31 years. You have been very generous and kind to me during those years and I am grateful. I trust that our pleasant associations may conour pleasant associations may con-
tinue. I certainly want your friendship and goodwill in my new business and you may be sure I will count it a privilege to serve you in any way possible.

## J. E. COX <br> INSURANCE AGENCY

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WE'RE THANKful
all for the splendid patronage you have given us and for your friendship of the past. May we continue to serve you?

## White Auto Store



TIME OF THANKSGIVING

This is the time that we all should pause to express our thanks and we take this method of saying "Thanks" to you for your patronage of the past
"Whitey" Baccus Motor Co.
Lockney

Rainbow Girls Will $\left.\right|_{\text {"Prayer Perfect" sung by }} ^{\text {Edgar }}$ Hays
 sing "The Lord's Prayer"
leaders will he Clate

Gift Tea Honors Frankie Sparkman

## Thanksgiuing Day



1958

Despite the busy season, we want to pause to express our thanks at this Thanksgiving time for the many good things that have come our way, chief among them being the opportunity of knowing and serving the people of this area.

We wish for you and yours a happy Thanksgiving filled with good food and good fellowship.

BAKER HARDWARE COMPANY



AND WE'RE THANKFUL


> Blessings.

Webster Cosden Station


Gleaners Class Has Social
woods visit here


THANKSGIVING
be thankful for and we pause at this time to express our thanks, especially to our patrons and friends for their kindness to us.

We hope that it will continue to be our privilege to serve you for many more years

Pylant Grocery \& Market MR. AND MRS, O. V. PYLANTDOLLAR DAYS IN IOCWIG
PIECE GOODS
Fancy prints, ideal for holidey sewing, 45 -inch width
Dollar Days only 69e yard LADIES NLYON HOSE Full lashioned. Dollar Days only 3 pairs for $\$ 2.00$ INDIAN BLANKETS 53.4 v values tor only $\$ 2.59$ BOY'S PAJAMAS
$\$ 2.98$ values for $\$ 2.49$ $\$ 3.98$ values for $\$ 3.39$
MEN'S TURTLE-NECK SHIRTS s1.95 values$\$ 1.00$ MEN'S FELT DRESS HATS
$\$ 5.00$ values for $-\$ 3.99$ $\$ 7.50$ and $\$ 7.95$ values for $\$ 5.99$
MEN'S SLEEVELESS SWEATRRS Regular $\$ 5.00$ values for $\$ 3.98$
Brown's Department Store

Lockney
Dollar Day Specials
Friday, Saturday and Mionday One group long sleeve
SLIP.OVER SWEATERS
Wool or orlon and wool, values of $\$ 7.95$ to $\$ 10.95$. Dollar Days only -
$1 / 2$ PRICE
Corduroy and Wool
CARDICANS
One group, values of \$11.95 and \$13.95$1 / 2$ PRICE
MEN'S WOOL SHIRTS
Small group, broken sizes, $\$ 10.95$ and $\$ 11.95$ values $\$ 5.95$
HOODED SWEATSHIRTS
and Cotton Cardigans
Red or white, Regular \$4.95 values, Dollar Days only$\$ 2.50$
ONE GROUP MEN'S SLACKS
Values of $\$ 7.95$ to $\$ 16.95$, Dollar Days only -
25\% OFF
MEN'S FELT HATS
Final clearance on one special group, broken sizes. $\$ 3.99$
BROWN'S CLEANERS \& CIOTHERS


WERE THA


Referendum On Cotton Acreage


Sgt. Glenn McLeod


On Okinawa Island Floydada Soldier Attending School

County Council Plans Xmas Party


Servis Shredden Caldwell Shredederen

Sold and serviced at TYE \& ANSLEY OLIVERCO
Highway 70
Phone OL 4.358
Lockne

Parade Of Progress Off The Press

# Plainview Production Credit Association 

 WANTS TO FINANCEMany More Good Farmers and Ranchers In The

## Lockney Area

THEREFORE: all good farmers, ranchers, Implement dealers, fuel dealers, and business men are cordially invited to meet with the Board of Directors and personnel of the Plainview Production Credit Association to discuss:

1) Dependable agriculiural Operating loans.
2.) Three to five-year term loans for Capital items.
3.) Credit Life Insurance.

Monday, December 1, 1958-7:30 p. m.
Production Credit Building
919 Broadway Plainview, Texas
Come and bring your friends-Coffee, Cokes, Do-Nuts
Plainview Production Credit Association
$100 \%$ Farmer and Rancher Owned and Operated Over $\$ 2,000,000$ Capital and Reserves
Serving: Bailey, Briscoe, Castro, Floyd, Hale, Lamb, Parmer and Swisher Counties
Offices: Dimmitt, Floydada, Littlefield, Muleshoe and Plainview, Texas






It's a fact .... our home merchants and service establishments give us a special type of Bargain every time we spend a dollar with them.

And no competitor of theirs in another town or city can give us . . . who live in this area . . . any. thing like as good a deal.

It's simple economics: the dollar we spend at home buys about the same goods that it will buy anywhere else $\ldots$. but . . . to make every purchase at home a better bargain, we also get to share in, and to profit from the more prosperous community that larger trade volume naturally builds.

And this Extra Value . . . which we do not get when we spend our money in somebody else's community ... is the real key to our own greater individual prosperity and enjoyment of life.

where you share in the prosperity that your trade creates

THANKSCIVII

Now is the time for al pause and give than many blessings that received.

We appreciate your patronage and trust may continue to ser

Modem Radir
MR. AND MRS. MAI


MRS. JIMMIE HEARD WRITES OF CONDITIONS IN GERMANY


Minor Insurance Agency
Carroll Minor, Prop.

## BARGAIN RATES

on your Favorite Daily Newspaper
are now available at
THE LOCKNEY BEACON OFFICE!

REMEMBER: When you suloscribe for that Daily Newspaper at The Beacon Office you may also subscribe to The Beacon at a substantial discount. Here are the rates:

LUBBOCK MORNING AVALANCHE
Daily and Sunday, \$12.95. With The Beacon, \$14.45
Daily only, \$11.00. With The Beacon 12.75.

AMARILLO DAILY NEWS
Daily and Sunday, \$10.95. With The Beacon, $\$ 12.45$.

FORT WORTH STAR TELEGRAM Daily and Sunday, \$15.75. With The Beacon, $\$ 17.25$.
Daily only, \$12.95. With The Beacon, \$14.20.

We will be happy to send in your subscriptions to The Dallas Morning News, The Dallas Times Herald, The Abilene Reporter or the Wichita Falls Record News and

If you prefer, call us your Dail Newspaper renewal

THE LOCKNEY BEACON
Phone OL 4-3318

Pilot Plant At
Tech To Aid In
Cotton Research

CARL McADAMS
General insurance Five - Hail - Poli Windstorm-Auto - Bonds Phone OL 4-2141 First National Bank Building

## Aiken "66" Station

 Washing and Greasing GAS and OIL TIRES AND TUBES We Fix FLATS Come to see us! GEORGE THOMPSON,
C. Tucker

## THIS IS THE ONE FOR WAGONS! I959 CHENT

|  |  |  |
| :---: | :---: | :---: |
| new station wagons for '59 | Wagons were never more beautirut or dutiful. From low-set headlights | ing, Safety Plate Glass all arourt bigger, safer brakes, smootherthar |
| are shaped to the new | wing-shaped tailgate, these ' 59 Chev- | bigger, sater brakes, smon and a Nol |
| merican taste with fresh, | rolets are as sweet looking as anything | down rear window (electrically opet |
| fine Slimline design. And | on wheels. They're just about the handiest things on | ated as standard equipment onts |
| they're beautifully practi | their overhead-curving windshield to | 9 -passenger Kingswoud the detals on waiting now with all the den ever- |
| -with roomier, quieter | their longer, wider load platform, | why this year-more than erea |
| Bodies by Fisher, an eve | Besides additional cargo space, you also get added seating | Chey's the |
| noother ride, new case of | more in front, over 3 inches ( inches |  |
| handling! | And you'll find such other practical |  |

## Lockney Auto Company




WERE THANKruL



[^0]:    ## WE'RE THANKFUL

    To Our Friends and Customers!
    We have sold our agency to M J. E. Cox who is well known to most of you. We believe he will offer you the same service we have tried to offer.

    We would like to take this means of expressing to each of you our gratitude for your loyal patronage and confidence. Our dealings with you have been a pleasant experience for us and will mean a lot to us in the future.

    We will be associated with Mr Cox in the business for some time yet and sincerely hope you will continue your loyal patronage to this agency.

    Again we say to each of you 'Many Thanks.

    ## J. H. and MARY L. COOPER AGENCY

