


THE LOCKNEY BEACON, LOCKNEY, TEXAS, DEC. 11, 19

La Ventana Club Luncheon Held In Baxter Home

Silverton Man Killed In CarTrain Crash

Home Economist

Gives Program
Gives Program

Harris Is Building Fire-Proof Structure Fire-Prool Siructure
E. Harris is building
brick and tile tite proot bus
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Family.

FOWLER


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|  | 8 |
| Oranges star beg | 39 c |
| Avacodas ${ }^{\text {2rar }}$ | 298 |
| Carrots coto $\mathrm{m}_{\text {che }}$ |  |

FREE BETTY CROCKER HOLIDAY ALMANAC

Kraft
CHEESE
Velvetta 2 Lb. Box
89c

Pork Roast momin
PORK SAUSAGE atibice $\$ 1.4$

Call for Pylants Trading Stamps at Lena Fae Store and Pylant's Grocery


## Odd size or different tasles?


o question about it . . . some of the out-of-town buying which drains off a lot of our community's economic life-blood is unavoidable. If it takes some unique size of clothing to fit us, or if the brand of toothpaste or bubble-gum we like has no other addicts in the area, then all we can do is go to the city for these items.

Very often, though, were not as much of an oddity as to size and tastes as we imagine . . . and our home stores do have what we want. We just don't ask for it.

But in any case where a local merchant may be sabotaging our community's prosperity by keeping an inadequate stock of goods, let's remonstrate with him. It's no
good to spite him by going off somewhere else to buy thus, in effect, killing his end of our partnership cow.

> After all, this is not just his community . . . it's ours, too . . our jobs, our businesses, our property values, our schools and churches depend upon its continuing prosperity.

So let's ask first at home for everything we need repeatedly, if necessary. It will help our merchants to serve us better . . . help our community to grow and prosper and help us, ourselves, by keeping more of our daily emergency needs more conveniently available

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$\$ 12.9$ ! Cor Automatic CO Cur Aulos our pric
$\$ 21.9$ West Bend COFFEE 4. list price \$12.95; ot
$\$ 8.95$ pormeyer Automal Viren, list price $\$ 19.95$;
$\$ 14.9$
RONS, both steam ULCTRIC FRY P
all priced accordir mas and all fully gua
MLISON ELE
Id door west of Southwestern Company business Phone OL 4-2

## CLOSE

on all of our G. E.
$11 \mathrm{cu} . \mathrm{ft}$. Upright

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

> Jackson Tire Company

Reecers Master Cleaners

White Auto Store

Truett Variety Store

Mammond \& Company
J. C. Jones Company

Barber Farm Store

Parker Furniture Company

Oliver Jewelry

Byrd Pharmacy
Modern Radio \& TV

Cooper Conoco Station

Baker Mercantile-Dry Goods

Baker Hardware Company

## Webster Service Station

"Whitey" Baccus Motor Co.

Baxter \& Snith Grain Co.

Brunnier Lumber Co.

Consumers Fuel Association

Patterson Grain Co.
Rowland-Gordon Oil Co.

Lockney Implement Co.

Truett \& Gene Motor Co.

Flash-O-Gas, Inc.

Lockney Lumber \& Supply
Plains Floral Shop

The Lockney Beacon



TE CAPITAI Highlights "sidelights by Vern Sanford EXAS PRESS ASSOCIATION

## Shredders

 fell Shredderssyld and serviced at GANSLEY OLIVER CO.
.770 Phone OL 4-3597 Lockney


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## DRIVE A '59 CHEYY TODAY!

Lockney Auto Company

# Shortening <br> Mrs Tuckers <br> 3.-. 69 c <br> Jello 2 … 15c (1) $\begin{aligned} & \text { Shurfresh } \\ & \text { Sweet Milk or } \\ & \text { Buttermilk }\end{aligned}$ 

Sugar - 2-25c

| seve PIS ala MOOS <br> Pet-Rits <br> bele frozen CHERRY PIES : ICE CREAM <br> One Pie and $1 / 2$ gallon Bell Vanilla Ice Cream <br> Both for 99c | Marshmallow Cream25c |  |  |
| :---: | :---: | :---: | :---: |
|  | Semi Sweet Horsheys, Bakers, Nestles |  |  |
|  | Chocolate Chips sis: 23 C |  |  |
|  | BAC | Swift Premium Pound |  |
| 1/ | Shurline 303 Can | For |  |
|  |  | Shurfine 303 Size Each |  |



TURKEY TOMS


Shurfine
Whole Small
In Heavy Syrup
23 Oz . Can
23 Oz . Can

## ,

Shurline No. $2^{1 / 2}$ Can
No. 2½ Can
Packed In Heavy Syrup
4 For 4 For
Peaches


DO YOUR CHRISTMAS FOOD BUYING EARLY!
OUR STORE IS CHUCK FULL OF HOLIDAY FOODS!





| Crossroads, U.S.A. |  |
| :--- | :--- | (


$\$ 4.00$ and $\$ 5.00$

|  | Men's Sport Coats |
| :---: | :---: |
|  | What man wouldn't like a nice Sport Coat for Christmas? We have a large stock, sizes 36 through 46 in regulars, longs and shorts. |
| 1 | \$29.95 thru \$50.00 |
|  | Dress Siacks |
|  | Selected to match those Sport Coats - Gold Seal quality - in sizes 28 thru 42. |
|  | \$7.95 to \$25.00 |

MEN'S STYLEMART SUITS

$$
\$ 49.95 \text { to } \$ 65.00
$$ MEN'S SWEATERS


Plains Cotton Acreage Cut Averages $6 \%$





## OPEN EVENINGS TILL XMAS

Do You Need To
DRY YOUR CLOTHES?
Our big automatic dryers are available for your use six days a week, and until 9 a.m. each evening. They hold a good quantily of clothes and the cost is only -

25 e for 30 minute cycle
We also invite you to use our
Maytag Autemait Washers for your laundry We have 12 washers for your convesnience.

TAYLOR'S LAUNDRY
George Taylor, Prop.
FUNDS PLACED
WITH US ARE:
Funds Received by the 10th Eorn Dividends for the Full Month Safely Protected-Each Account Insured Up to $\$ 10,000.00$
(2) Earn $31 / 2 \%$ per Annum
(3) Ready When Needed

- Open your account by mail



## ANNOUNCEMENT EXTRA ORDINARY

A tremendous purchase of pre-inventory surplus staple merchandise from manuiacturers and wholesalers at very low prices.

Our store is crammed full of Christmas items selling at popular prices.
Our store is too full for Christras decorating - but we really got the goods at low, low prices.

Signed
J. C. JONES CO.

FREE CANDY FOR KIDS UP TO 90
BUY ALL YOUR CHRISTMAS NEEDS ON OUR POPULAR LAY-AWAY PLAN
Remember you can buy anything in this store on our convenient lay away plan - a small deposit will hold any item until wanted.

Prices are the same low cash prices - and we will gift wrap FREE all your X mas purchases.

## MFG'S SURPLUS PURCHASE

1,000 yards surplus purchase of fine cottons, MILL END SPECIALS Former values to 69c FREE GIFT WRAPPING 3 yards for \$1

GIIT NYLON HOSE
A late shipment NAME BRAND FINE nylon hose just in time for Xmos - Reg. ular 98c value. FREE GIFT WRAPPING.

3 pair for \$2

## Free Gift Wrapping - Shop Early! Save!

50 Doz. MENS STRETCH SOX
Just in time for Christmas gift giving Men's fine siretchy sox. 50 dozen to sell. FREE GIFT WRAPPING 2 pair for \$1 $\$ 198$

MENS GIFT DRESS SHIRTS
A tremendous pre-Christmas shipmen Men's Fine Shirts. Both sport and dres FREE GIFT WRAPPING

## A Silver Dollar FREE With \$25 Purchase

JUMBO TOWEL SPECIAL
Only 10 dozen to sell. $26 \times 46$ jumbo double thread Cannon towels--all colors. free gift wrapping \$1.98 Value now \$1

MILL SURPLUS PURCHASE
Look! Wholesalers Surplus of better
Dress Materials, some 45" wide. Values to $\$ 1.49$.

FREE GIFT WRAPPING
Values to S1.49 - Now 88c
New Low Prices. It Pays To Pay Cash

MENS JACKET SALE
A tremendous line of Mens and Boys Jackets, an exceptional Gift Item. FREE GIFT WRAPPING \$495 to \$1475

MENS KHAKI SUITS
An exceptional gift item for the hard to please. Popular Prices, all sizes.

FREE GIFT WRAPPING
POCKET KNIFE or PENCIL FREE

WE GIVE SCOTTY STAMPS. WE REDEEM SCOTTY STAMPS

