

THE Lockney bercon Locer
The
Lockney Beacon


EDITORIAL

## OLIVER 880

New Gasoline and Diesel Row Crop Champion


## TYE-ANSLEY OLIVER CO.



Whats behind s. $\begin{gathered}\text { swith to } 10 \\ \text { sorD }\end{gathered}$

These specific common sense features are the big reasons why Ford is the best seller:
six
even the man in the middte. Because $F$ across-there's no hard spot in the center
$\qquad$
$\qquad$
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\begin{aligned}
& \text { wide-base frame that seats all passengers } \\
& \text { the protection of its husky side rails. }
\end{aligned}
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\begin{aligned}
& \text { Ford's spacious luggoge comportment is eovie } \\
& \text { lood and uniood. High rear trunk wall on Fo }
\end{aligned}
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$$
\begin{aligned}
& \text { lood and unlood. High rear trunk wall on } \\
& \text { nearest competitor makes loading difficult }
\end{aligned}
$$

Ford's got the most sound and weother insulation


Ford it sconomicol. You save up to a doll
V-8 engines-for they thrive on Thunder
You need change oiley only after on reagh 4000
The muffler is aluminizg
asever And Ford"
er. And Ford's new Dia

IN S
Pire - Auto

With all these exclusives, and with the usual optional equipment, Ford prices are as much as $\$ 100$ lower* than the nearest major competitor.

Old Line D
Lot us write
Come see
the world's most beautifully proportioned

ing in 1959. Th
Noel, gave the
Matt, 16. Stins
the opening pr
ided that R.A.
ontinued until further be dis.

 Sada, speaking on "Baptist
Zxciusive." Refreshments were
erved to John Stapleton, Ed erved to John Stapleton, E

voel, Dale and Stinson String | T. Spears, Bill Rowland, olen | Visirs mps. ReEves |
| :---: | :--- |
| Joe Reeves visited |  | aard, Marvin Swanner, Hollis

wife, Reces, Ruth, Saturdtey in a a Dal
JcLain, J. M. Williams, James
las senitarium where she is sclain, J. M. Williams, James
effress and BHI Stringer. The ceitarium where she is re
ceiving treatment. Mr. Reeve ent meeting
nd at 7:30 p.

## INSURANCE!

Mre - Auto - Liability - Extonded Old Line Dependable Companies Let us write your insurance of whatever kind. FARM LOANS REAL ESTATE
kuey Real Estate Co.


FRIDAY SATURDAY MONDAY TUESDAY

Here's your opportunity to save on nationally-advertised good quality men's wear Remember - only 4 days!


Men's Car Coats


Men's Hooded, Zippered SWEAT SHIRTS Regularly \$4.95, now $\$ 3.50$

One group of MEN'S SWEATERS $1 / 2$ Price

## One Group of FLORSHEIM SHOES

Here's your opportunity to save money
on these high quality shoes. Broken sizes on these high quality shoes. Broken sizes
from $61 / 2$ to 11 in B. C. and D widths on numbers we are closing out. Values of

```
        $12.95
```

Men's Cotton Sport Sox
55 c value, 3 for $\quad \$ 1.00$
65 c value, 3 for
1.25
One Group
MEN'S SOX

2 pair-\$1.00
WOOL SOX
\$1. 1.11 pair


| Men's Dress Slacks |  |  |
| :---: | :---: | :---: |
| \$25.00 values for |  |  |
|  |  |  |
| \$10.95 and \$12.95 values 7.50 |  |  |
|  | 1.95 and 59.95 values |  |

Men's Top Coats $\$ 45.00$ and $\$ 49.95$ values for -

## $\$ 32.50$ Boys Wear

 BOYS COATS| $\$ 19.95$ vaiue | $\$ 14.00$ |
| :--- | :--- |
| $\$ 18.95$ value | 13.00 |
| $\$ 18.50$ value | 12.50 |

BOYS PANTS
$\$ 10.95$ value $\quad \$ 7.95$

| $\$ 9.95$ value | 6.95 |
| :--- | :--- |
| $\$ 8.95$ value | $\ldots . . . . . . . . . . . . . . . . . . . . . . .$. |

$\$ 7.95$ value ........................... 4.95
BOYS SPORT SHIRTS
$\$ 5.95$ value, 2 for $\quad \$ 5.00$ $\$ 3.95$ value, 2 for $\quad 4.00$ $\$ 2.95$ value, 2 for

MEN'S SUITS
A wonderful group to select from, sizes 36 to many patterns and colors. Shorts, Regulars and Longs

| $\mathbf{\$ 6 5 . 0 0}$ Suits | $\mathbf{\$ 4 5 . 0 0}$ |
| :--- | ---: |
| $\mathbf{\$ 5 9 . 9 5}$ | Suits <br> (Extra Pants for only <br> $\$ 10.00)$ <br> $\mathbf{\$ 4 9 . 9 5}$ <br> Suits |

SPORT COATS
$\$ 39.95$ and $\$ 45.00$ Coats for $\$ 29.10$ \$29.95 Coats for $\$ 2.9 .95$ $\$ 34.95$ and $\$ 37.50$ Coats for $\$ 25.00$

## DRESS SHIRTS

One group by Van Heusen, checks, dots. blue, broken sizes.
Regularly priced at $\$ 3.95, \$ 5.00$ and $\$ 6.95$,

2 for the Price of 1

Cotton Cardigans


Men's Ivy-Type Pants
In polished cottons, plain front, short-waisted.
snug-fitting.
$\$ 5.35$ values, 2 pair for
One alteration FREE with each Suit or Dress
Pants.

REMEMBER - Only 4
Days - Friday, Saturday. Monday and Tuesday

NO REFUNDS - NO EXCHANGES - NO APPROVALS - PLEASE!
Brown's Cleaners \& Clothiers

| C. W. Watkins Dies Friday | Sterley News | Revenue Ove 25 Million |
| :---: | :---: | :---: |



TV TROUBLE? want. we are here to help you. We're equipped to handle any make of Television Sets and we carry
large stock of parts on hand including picture tubes. in first class condition if at all possible.

MODERN RADIO \& TV
Phone OL 4.3345 I MARYIN COX. Prop. Lockney

## BARGAN RATES

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

REMEMBER: When you subscribe 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, $\$ 12.75$.

FORT WORTH STAR TELEGRAM
Daily and Sunday, \$15.75. With The Beacon, \$17.25.
Daily only, \$12.95. With The Beacon, \$14.20.
Wo will be happy to send in your subscriptions to The
Dallas Morning News, The Dallas Times Herald. The Dallas Morning Nows, The Dallas Times Horaid. The
Abilene Reporter or the Wichita Falls Record Nows and imes. See us for rates

If you prefer, call us your Daily Newspaper renewal.

THE LOCKNEY BEACON Phone OL 4-3318

## Irrigation Supplies

We have just received a new shipmen' of Irrigation Dams. Also Tubes, Shovels, etc.

HOEME PLOWS and Parts CO-OP TIRES
With a guarantee you can depend upon.

## MOTOR OILS

Co-op Premium, Havoline, Amalie, Conoco Super, Diamond DX

Also Oil Filters - all sizes
Butane - Gasoline - Diesel Delivered to your farm or home. See us for your farm needs.

Consumers Fuel Association Lockney


Slate Lib 10 Counti Austin - Texas
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Texas counties fo reaching steps
modern -day libra modern-day libra
their people who their people
small towns Harwell's stan
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between the loc
ond the State L ond the St
will soon br service to tw

# BENEFTTS $C$ BANK 1 

 Low costs, lon solles, sound leines sios or wits
 319 s. Main Phi Jate E. Watson

Your Locker Box Rent IS DUE in January!

After February 1, all unpaid b will revert back to the Locker.

Please pay your box rent dt this month.

LOCKNEY FROZEN FOON
L. L. Thompson

RETU
Wilson $K^{\prime}$ Attomey Ferguson
107 North M
$\qquad$

Join MARCH OF DIMES


THE NATIONAL FOUNDATION CONTINU ITS FIGHT AGANST POLO!
And also takes up the battle against other cripplip diseases. Give now that the work may go on!
These workers or others will be calling on you. ready to give when contacted:
PLEASANT VALLEY - CAROLYN HARRIS STERLEY - MRS. CONRAD HENDERSON SOUTH PLAINS - MRS. GARVIN BEEDY PROVIDENCE - JANICE BOEDEKER LONE STAR - JACKIE FRIZZELL LOCKNEY - ANN GRIFFITH
CEDAR HILL - MRS. RENE YEARY
(Other community chairmen will be named soo
REMEMBER - POLIO ISN'T LICKED YET!


## Society News

Mrs. Albert King $\begin{gathered}\text { Bettye Vernon Is } \\ \text { Shower Honoree }\end{gathered}$
Is Installed As
Rebekah N. G.

mISS LINDA BAXTER Wedding Date Set

Spence Circle Has
Morning Meeting

Plainview Attorney
To Speak Here

Rebekahs Plan
42 Party Jan. 19

EXPERT WATCH REPAIRS
at Oliver Jewelry
Smart, new watch band
by FLEX-LET will


We still give guarantee
Watch Repair service and in
vito you to bring your watch
vito You to bring Your watch-
es here for repairs. Estimates etiver on alirs. watch an an
jiewelry repairs it requested.

## OLIVER JEWELRY

Phone OL 4.2149
Lockney, Texas

Local Couple Repeat Mrs. Robt. Daniel



IAS SURGE


## LOWEST FOOD PRICES

EVERY DAY HERE!

|  |  |
| :---: | :---: |
|  | Tomatoes : |
| OLIV | VES |
| Salm | non |

Pop Corn:"wize 25 SPUDS Carrots si: 10c PORK and BEANS

Kimbells $151 / 2 \mathrm{Oz}$. Can

| Cracker | frweim 25 |
| :---: | :---: |
| OLEO | \% |
| STEAK |  |

## 1 Pound Can -69c

 Kenneth Wofford. Mr. and Mrs.
Harmon Handiey and the hosts. Meet Saturday

Officers Elected
Floyd County Home Dem
stration Club will meet Sit
day, January 17, at 2:30 in
council room in Floy
The 11 and 12 year old
members of the Girls Aur


Aiken Club Elec New Officers

Daltons Observe
$\square$

$\qquad$



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

Knox Grocery \& Market We Try To Please
Plains Electric
Electrical Irrigation Installation
Baker Hardware Company Home Appliances-Home Furnishings

Lockney Drug Co.
Wo Foature Service for the Sick
Handley Shop \& Pump Co.
Pylant Grocery \& Market Phone OL. 4-2134 - Free Delivery

Brown's Cleaners \& Clothiers Mon's Wear - Quality Cleaning

Brunnier Lumber Company Your Home-Owned Lumber Yard
"Whitey" Baccus Motor Co. Ford Sales \& Servico
Hammond \& Company International-Harvester
Rhodes Super Market Wo Give S $\delta$ Hi Groen Stamps

Lockney Auto Company Cherrolet Sales \& Sorvice

Johnson \& Johnson General Ropair and Parts

Taylor's Help-Ur-Self Laundry Completo Laundry Service

Lockney Implement Company Your John Deore Dealer

Baxter \& Smith Grain Co Grain. Feed. Seed and Fertilizer

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& \text { Lockney Gin } \\
& \text { Gin and Soed Delinting }
\end{aligned}
$$

Jack And June Shop Ladies and Misses Ready-to-Wear

Lockney Real Estcte Co Loans - Real Estate - Insurance

Seale Drive-In Theatre
Reecer's Master Cleaners Phone OL $4-2262$

Lockney Lumber \& Supply We Appreciate Your Business $\underset{\text { Feed and Fertilizer }}{\text { Barber's Farm Store }}$
V. L. Webster Service Station Goodyear Tires and Batteries First National Bank Member FDIC
Lockney Variety
Notions and Stationery
Byrd Pharmacy
Fred D. Byrd. Pharmacier
Fred D. Byrd. Pharmacist
$\underset{\text { Phone oL } 4-2211}{\text { Carter Mortuary }}$
Consumers Fuel Association Everything for the Farmer
Patterson Grain Co.
Lockney and Sterley
Rowland-Gordon Oil Co., Inc. Phillipe 66 - Fertilizer - Insecticidides

Radio Station KFLD
Voice of the Caprock Communitie

Plains Floral Shop Phone OL 4.2385-Say It with E

Parker Furniture Home Furnishings and Appliances

Darnell Grocery
A Good Place To Trade
Luke's Blacksmith Shop Blackemithing - Portable Welding

Jackson Tire Company Dunlop Tires

White Auto Store Motorola TV Sales and Service
J. C. Jones Co.

Cooper Garage \& Service Stati Conoce Products - Phone OL 4.2372

Graves Welding Shop
Golden's Cafe Dolicious Foods

We hav

WEARE

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# JANUARY CLEARANCE! 

THREE DAYS ONLY - FRIDAY, SATURDAY, MONDAY
We have overstocked and must now put it all on sale in order to reduce our inventory. We could not possibly list all the items on sale but come in and see what a GIGANTIC SALE we are having.

ALL SALES CASH - NO EXCHANGES - NO REFUNDS - NO GIFT WRAPS PLEASE

## OLIVER JEWELRY <br> Phone OL 4-2149

Lockney
WE WILL BE CLOSED THURSDAY TO GET READY FOR SALE!

WEAREVER PRESSURE COOKERS $\$ 8.00$ Sale Price

HALITE COOKING WARE 40\% OH

## Samsonite

Luggage 40\% Off

Plus Tax
Flowers 1/2 Price

Silver Holloware 40\% Off

Stainless Steel
Tableware
Sets
$\mathbf{\$ 1 7 . 9 5} \underset{\substack{\text { Yhile } \\ \text { hast }}}{\$ 19.95}$
Bavarian
China
\$1.00
Per Piece

## Gift Items

- Milk Class
- Cut Class
- Brass
- Small China Gifts
- Metal Tray
- Lazy Susans
- Glasses
- Statuary Items
- Pepper Mills
- Greeting Cards
- Many Others
$1 / 2$ Price
 NEVER BEFORE
SUCH A TREMENDOUS VALUE!
DIAMONDS 30\% Off Select Group

Watch Bands 1-2 Price Select Group
Grab Bags 75c

COSTUME JEWELRY
Men's Jewelry
$1 / 2$ Price Also

- Birthstone Rings
- Men's Rings
- Baby Jewelry All Our Jewery

Will Be On Sale!
Watches $30 \%$ Off

All Elgin and
Hamilton
Diamond
Watches
Included

Rock Sharpe
CRYSTAL

Values to $\$ 2.50$
50c
Stem



## McADOO BOYS, TULIA GIRLS CHAMPS IN LONGHORN MEET

$\underset{\text { First }}{\mathrm{Mc}}$ First Annual Longhorn Basketball Tournament Saturday
night before approximately 1.500 partisan fans. The batling Eagles edged past Floydada. 62-58, in an overtime
thriller and the Hornettes tallied three points in the final seven seconds to down Muleshoe's girls. $49-47$
sever
Lockney's first basketball tournament was termed a success by Coach Troy Lemley, meet director. Fans turned out well with the gymnasium reaching a near capacity
both Friday and Saturday nights. The teams were well both Friday and Saturday nights.
matched and played fine basketball.

Two Local Soldiers Fire Destroys $\mathbf{\$ 1 , 0 0 0}$ Postmaster Warns ${ }^{\text {Betty Foster }}$ Return From Europe Worth Of Hay Fri. Of Boys Tampering Is Stricken With P. O. Boxes

Hanst Letters As Tech Freshman
1959 First Graders Must Be Enumerated

Are Attending Banking Class

REGISTER NOW

Sewmor Portable Electri Sewing Machine

Saturday at 4 p. m. AT OUR STORE

Singing At Lone Star Next Sunday

Not A Face Below
The Sun But Is
Precious Unto One.

-Sir Edwin Armold
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$ we offer. We're proud to be your family druggist.
POTATOES $=35$
Peaches 4.98

## S\& H GREEN STAMPS

ven with every purchase. Double Stampe o
Wednesday with $\$ 2.50$ purchase or more

## PEPSI COLA

61/2 Oz. Bottle 12 Bottle Carion Plus Deposit

PINENEYS
FRANKS, 3 lb . pkg. $\$ 1.19$ PORK STEAK, pound $49 \mathrm{c} \mid$ ONIONS, 2 lbs. for
Pork Roast

