 s March 1st

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business before
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ROLLS


35 Leeting Today

$\mathrm{c}_{\mathrm{c}}^{\text {CALENDAR }}$ EvENTS

DEBRA FERGUSON IS CROWNED FOOTBALL QUEEN

Basketballers Will End Season Here Friday


Lacy Will Speak At Annual C-C Banquet Here

## The Lockney Beacon

Chester White Poland China Sale Set For Saturday


Wind Does Little Damage In Area

<br> April 7th

Farmers Will Hear "A" And "B" Cotion Plans Discussed Tonight
Boxing Card
Scheduled Here Saturday Night

Court Sets Tax
Rate Same As
Last Year

Court Approves
Salary Raises In Monday Meet

## Oil Company Is

 Leasing Land HereBOB MUNCY IMPROVES


| \% | Well, Congress---? |  |
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 Lockney Beacon


EDITORIAL


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- exclusiv
- PERFECT I

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## $=$

DR. O. R. McINTO optometrist ${ }^{211}$ South Main 5t. ${ }_{\text {Hopdada. Toxam }}^{\text {opt }}$

bellor a gowing oupie Pioneer Natural Gas Compang

Chevy panel steps lively in Florida...runs da and night, delivers 19.3 miles per gallon!


No iob's too tough for a Chevrolet truck! exmara See your local authorized Chevrolet dealer


Br

Ottice


## fERTILIZING COTTON CAN BE PROFITABLE IF

1. The Right Fertilizers are used.
2. They are bought in the lowest cost form.
3. Application costs are kept low.

## The Right Fertilizers:

CUSTOM MIXED "COTTON SPEC. IAL" - the right plant food in the right balance. "Cotton Special" is a dryllow pellet formulated especially for cotton.

CUSTOM MIXED "PLOW DOWN" - is built for use with anhydrous ammonia on cotton, where the land has had nothing but anhydrous ammonia applied for the past two years.

See us for your fertilizer needs. We are ready to serve you any way you need it.

## Rowland-Gordon

 Oil Co.Phone OL 4-2393
Lockney


## FEBRUARY SALE

at
LENA FAE STORE
Lockney, Texas

## Starts Friday, February 13th

Superstitious? No! The first 13 customers receive a gift FRL at 8:13 a.m., Friday, February 13, 1959.

TIME TO CLEAN HOUSE and GET READY FOR SPRING

READY-TO-WEAR
Dresses on Sale!
$\$ 2.00$
$\$ 5.00$ Coats on Sale. $\$ 15.00$
All new Spring ready-towear $20 \%$ Discount
$20 \%$ discount on new Spring Hats, Bags, Gloves
Ladies and Girls UNDERWEAR 25\% Discount
BLOUSES - \$1, \$2, \$3
Jersey Blouses - $1 / 2$ Price
20\% Discount on all BABY THINGS
COTION BLANKETS- $\$ 1.49$
PART WOOL BLANKETS $\$ 2.98$
Bedspreads and Quilts $20 \%$ OH
JEWELRY ON SALE 40\% OH
One group - 2 for $\$ 1.00$
One group - $\$ 1.00$
ALE CLOSES FEB. 21 - SHOP NOW AND SAVE!

MEN'S DAVIS HATS
$\$ 7.50$ value for only
$\$ 10.00$ value for
$\$ 15.00$ value for
Men's SPORT SHIRTS on sale at $\$ 2.49$ to $\$ 2.95$

Dress Pants and Shirts 25\% Discount TIES - $1 / 2$ Price
COATS and JACKETS
$\begin{array}{cc}\text { on saie at - } \\ \$ 5.00 & \$ 121\end{array}$
Boys Shirts on Scle
BOYS SPORT PANTS 20\% Discount

TUF-NUT WORK and SPOR' CLOTHES on sale
Shirts $\quad \mathbf{\$ 1 . 8 9}$ to $\$ 22 t$
Pants $\quad \$ 3.29$ to 532
Overalls
JEANS and JACKETS $10 \%$ OH

IS IT MADE WITH

## COTTON?

That is a good question to remember when you are making any purchase . . . there are many, many products made from the collon fibre.

OUR AREA DEPENDS on cotton for its living Help yourseli - and your neighbor - by thinking and buying more products made with cotton.

II You Have a Choice Be Sure To
BUY COTTON!
Boost Cotton and Boost Your County"
$21 / 2$ miles east of City Phone CA 4-7435


LOCKNEY LUMBER \& SUPPLY
Dial OL 4-2357 Lockney, Yexs

## Mr. Cotton Farmer!

## Here Is Your Opportunity To

Hear First Hand Details Concerning The

## 'A' and 'B' Cotton Plans

Rules and Regulations which will govern the Growing and Marketing of Cotion this year will be Fully Explained by Authorities in the matter in a meeting at -

## Lockney High School Auditorium

## Tonight - Thursday, Feb. 12th

Starting at 7:30 p. m.

Present to explain the plans will be:
THOS. J. HUTCHINS, Floyd Co. ASC Otfice Mgr.
CECIL LEWIS, Floyd County Agent
BOB POTEET, representing Plains Cotion Co-operative Marketing Ass'n
VAN DAVIS, representing the Plains Cotton Growers

THE FOLLOWING GINNERS URGE YOU TO ATTEND THIS MEETING:

LOCKNEY CO-OPERATIVE GIN

## Lockney

HI-PLAINS GIN
Lockney

LOCKNEY GN
Lockney

CASSEL BROS. GIN
Lone Star

PAYMASTER GIN

WEBSTER GINS
Lockney


Ship'n Shore
no-ironing necessary for this ruffle blouse! $3^{98}$

Deaders

In the perfect $65 \%$ Dacron-35\% Pima biend! Imagine
Ship' in Si
Ship' i Shore's newve
edteing on ruffle and
and needs no and needs no ironingl Fresh white. Sizes 30 to 38.
See all our new no-iron Ship'n Shore blouses. from 208

Jack \& June Shop
MRS. FLOYD TACKSON. Prop


FOR SALE
house to be
1951. 750 sq.

house to be
1351. 750 sq.
water heater
plumbed for w
er, floor coverin
ets and storage
ets and storage
let, dial OL $4-2$
FOR SALE
second series Ch
seond series
Also hoist rack
Also hoist rack tha
ton pickup. Grav
Shop, OL 4.3639 .
LAND
240 acres
240 acres
irrigation
64.8 acre 64. 8 acre cotton
house. $\$ 250$ acre
BOB MILLER
APPLES 39

## Pound

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

Double Every Tues with $\$ 2.50 \mathrm{C}$ ith $\$ 2.50$
Purchat

and prosperity just as effectively as a New Dollar coming in.

While we're waiting and hoping for new financial blood in our community business veins ... shouldn't we guard what we already have . . . against transfusion into other areas . . . through too much buying in far away cities?

## Trade in Lockney

. . . your made-fo-measure shopping center

Local merchants have access to the same world supply sources as the big city stores. They are more familiar with our needs. and our preferences . . . and fit their stocks of goods, their services, their price ranges . . to better meet those needs and wants.


## to our area economy with resources we already have

We yearn for new industries. . . new payrolls . . . bigger business volume . . . in our trade area . . . that we may each benefit. We'll work and wish unceasingly for these.

Yet we are likely to forget that an Old Dollar which stays here to circulate and re-circulate among us, creates growth

By Mra. Jemes Monday was a ref Monday was a re,
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ess trip.
Sunday dinner $g{ }^{2}$
me of Mr and
in, Mr. wnd Mrs.
id family, all of
id family, all of

"We did a swell business all
afternoon, buying from each other
then Johnny let that ice cream
man ret off with our nickel.


YQU get everything that your money pays for . . . merchandise AND a trade-invigorated community live in... when you buy from your home town merchants . . .

Johnson \& Johnson

Lockney Variety Store

Lockney Drug Company

Pylant Grocery \& Market

## 4 Jack June Shop

First National Bank

Enox Grocery ${ }^{\text {E }}$ Market

Handley Shop \& Pump Co.

Rhodes Super Market

Brown's Cleaners \& Clothiers

Jackson Tire Company

Reecers Master Cleaners

White Auto Stere

Darnell Grecery

## Hammond \& Company

J. C. Jones Company

Reecers Master Cloanors

## .

Parker Furniture Company

Byrd Pharmacy
Modern Radio \& TV

Censumers Fuel Associafion

Patterson Grain Co.

Cooper Conoco Station

Baker Mercantile-Dry Goods

Baker Hardware Company

Lockney Implement Co.

Trueft \& Gene Motor Co.

Flash-O-Gas, Inc.

Whatever
a home, a business b ure with y whon we ! will be gl and speci! REMUBMBE line of bui faxdiware.

BRUN
Plains Floral Shop Mont and family were dinner guests Monday was a regular spring in the home of Mr. and Mrs.
an with everything from a Hollis MeLanin. Also enjoying
ht shower to a regular dust git shower to a regular dust
tom. We haven't realized that
pring is just around the cornand with spring visiting in the afternoon were ormy weather. Do y ot have
our cellars ready for an amer.
from Floydada.
Get Acquainted ency? Just something to think Mrs. Monroe Schultz ward Baird attended
in Hart Friday in Hart Friday
onoring Mrs. Baird ho will
ear future.
Mrs. E. H. Forster
eek visiting in the
er daughter, Mr, and
e Schultz and family. e Schultz and family
rs. Foerster have a me under construct bock where they Fred Jackson was in Fred Jackson was in Houston
ort of this week on a bust ass trip.


## WE WANT TO

## Trade Tires

## with you!

Our Coop Nylon Tire carries a 30 -month guaran tee and it will give you service you'll be satisfied with. Our rayon Co-op tire has an 18 -month guarantee and
you'll be pleased with it also. Let us outfit your car with a new set of Coop tires today. You'll save money every time

Also Truck, Pick-up and Tractor Tires
Irrigation Supplies
Dams - all sizes, Shovels, Tubes Sticks - About anything you'll need for irrigation we have it.

BUTANE - GASOLINE - DIESEL Delivered to your farm or home. HOSE FOR YOUR TANK! We have hose for that butane tank with all connections - Also gasoline hose with connections, and hydraulic high-pressure hose.

All kinds of Hardware items Boomers and Chains Ignition Parts for all makes. MOTOR OILS and FILTERS HOEME PLOWS and PARTS

## 

School Menu $\left\lvert\, \begin{aligned} & \text { seasoned mustard greens, mac } \\ & \text { aroni and cheese casserole }\end{aligned}\right.$ February 16. 20 $\left\lvert\, \begin{aligned} & \text { aroni and cheese casserole, } \\ & \text { cornbread muffin, milk, apple }\end{aligned}\right.$
 les with
vegetable
er, milk,

Friday - Salmon patty, sea-
soned blackeyed peas, escal

## STARTING MONDAY

We will have a full crew of
Ford-Trained Mechanics
on duty ready to take care of all your repair work. These men are fully-trained in all phases of repair and they are here io serve you. We will appreciate your repair business and do our best to please you in every way.

## Call us for

## Irrigation Engine Service

We will be glad to go to your farm or pick up that engine and bring it in. Just call us.

## LOTS OF NEW FORDS

Passenger Cars, Galaxies, Rancheros, Pick-ups, Trucks - a good selection for you to choose from, and the best deal in the country. Come in and see us.

Also a good selection of LATE MODEL USED CARS

## "WHITEY" BACCUS MOTOR CO.

as, mescal-
-

## 





INCOME TAX SERVICE

Ferguson Blags, first door
orth of Browns
Cleomes
J. D. Copeland Phone OL 4-3813

BEN P. AYRES AND b plan for cotton Thursday at Cockney in the
high school auditorium, Friday
at Floydada in the high school
auditorium. These meetings esting program has been a
ranged. Many questions that
you have on this program wi
be answered. wheat fertilization


## Wendell Green

Has Second Surgery $\qquad$

$\qquad$
$\qquad$
$\qquad$
J. D. Copeland
Business and Residence

Consumers Fuel Association

## LUMBER

 LitūtำCompany
next Co.

Motor Co.
b, Inc.
$\simeq$ Suppl

Shop

Whatever you're planning to build a home, a garage, an extra room or a business building, we would like to figmure with you. There is no obligation when we give you estimates. Also we will be glad to help you with plans and specifications.
BEMEMBER - We handle a complete lime of building supplies and builders hardware.

## RUNNIER LUMBER CO.

Your Home -Owned Lumber Yard Phone OL. 4-3385

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Telephone YU $3-3304$ General Practice

Have in stock 400 NEW RADIATORS Old models closing out at Old models closing out
$50 \%$ and $75 \%$ discount. STOVALL-BOOHER STOVALL-BOOHER
RADIATOR SALES $\& 6$ RADIATOR SALES
SERVICE 1019-25 N. Broad Phone CA 4-2865 Plainview, Texas

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Cockney Real Estate Co.

Fire - Auto - Liability - Extended
Old Line Dependable Companies
FARM LOANS REAL ESTATE
R. Hard



Baker Hardware Co. Lockney


Rev. Bowles Shows Films Here Tuesday


Buy Farm Near Aiken Recently
$=1$


RETURE Wilson AC CINES and Supplies or Livestock

Now/ Bleack whelu autsmatically in the

Dial OL 4-3353
 fore beingmatiteally idiuted be starts, bleat.ach is ad washing action siow to on Oely Marm bleaching to.



Mrs. Smith Dies Sunday Noon

Rotary Hears About Lubbock Move Next Week

Harris Moves To New Location



Brown's Cleaners \& Clothiers

Bookmobile Librarian Named, Local Ccmmittees Appointed

