## The Lockney Beacon


Farm House Is
Destroyed By
Fire Wednesday

## One Injured In Two Automohile Accidents Here

Floydada "B", Frosh
Squads Here
Conite Cotton Harvest Squads Here Tonite Starts Again With Clear Sky


Lions District Governor Visits Lockney Club

FIRST REPORT SHOWS 84\% WHITE COTTON ON PLAINS

[^0]Ayres, Copeland Delegates To Dallas

Attend Funeral Attend Funeral

| THE LOCKNEY BEACON, LOCKNEY, TEXAS, OCT. 15. 1959 |  |
| :---: | :---: |
| The | OPFICIL MEMOARNDUM | Lockney Beacon




## EDITORIAL


With Our
EXCHANGFS

it's ELECTRIC!!!
can get thermostatic control, fan forced heat, plus instant radiant heat PLUS SAFETY. There are no flames or fumes. Ask your Public Service neighbor or local office about prices and terms,
SPECIAL RATES ON ELECTRIC HEATING
 rate that saves dollars - and makes sense. Ask about it at your local Public Service office.
 building or remodeling glpana,
Service Manager for a copy.

PUBIIC SFRVICE

## Theyic Lieht Awo Menium truck <br> Theyic Lieht Awo Meplicm truck  NEW FORDTRUCKS ${ }^{60}$

 Lith










BACCUS MOTOR COMPANY


# Plains Plastic Pipe Inc. 

Distributors and Constructors
of
Plastic Underground Irrigation Systems gas lines and aluminum pipe

Qualified Engineering - Free Estimates Guaranteed Against Leakage, Seepage, Corrosion, Acid, and Alkali

## For Free Information

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TURN-KEY JOBS
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- Well Drilling
- Casing
- Pumps
- Motors
- Gearheads

We drill both Irrigation and Domestic Wells
WE REPAIR ALL MAKES OF PUMPS!
Handley Shop \& Pump Co.

## It's Cotton Harvest Time!



Yes sir, we're harvesting cotton on the High Plains of Texas as well as down on the Mississippi and that's the point we want to make: The High Plains of Texas is now the biggest producer of cotion in the United States, stealing the itlle away from the Mississippi region.

Since this is the biggest cotton producing area in the United States, it behooves us to think more about this fleecy staple which means so much to our economy. Let's be more conscious of our buying and insist on cotton whenever practical. When you buy clothing, ask for cotton. It's stylish, it's durable, it's comfortable. What more can you expect? Cotton has everything you want.

## BUY COTTON!

Plainview Co-Op Compress


We are proud to present the

## SOLID PLYMOUTH '60

with Dura-Quiet Unibody, best
built in the U. S. A., and many
other new advances never be-
fore seen in the low-price field.


Until you have actually seen the new SOLID PLYMOUTH '60, you cannot appreciate how different it is from the other low-price cars, and how much better it is buit! That's why we are urging you to come in and examine this car that Chrysler engineers spent so many years developing. And be sure to see the all-new, high-efficiency $30-D$ Economy Six engineinclined at a $30^{\circ}$ angle-that has proved to be more saving on gas than some engines with as much as 30 to 70 less horsepower
Bring your family, and bring your titie, for chances are yow'll want a nex $50 L 10$ PCYMOUTH '60 for your very own

## SOLID PLYMOUTH '60

See the new 1960 PLYMOUTH and DESOTO on FRIDAY, OCTOBER 16th
in our showrooms.
We also handle GMC PICKUPS and TRUCKS and CHRYSLER INDUSTRIAL ENGINES for irrigation.

## Maggard-Mall Motor Co.

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Telephone YU 3.3304 General Practice

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For The
Living!
dURWard N. JACK reprosenting OIL INDUSTRIES LIFE Phone
Lockney

We regret that Mr. and Mrs.
J. Stringer are moving trom
our community We wish much
havinems in thei Amarillo.
Mrs.

Wilson Kermickel
Attorney-at-Law
GENERAL PRACTICE OF LAW
Ferguson Building oxt door to Brown's
Cleaners
Phone OL 4-3804


Society News
JANIS WIDENER BECOMES BRIDE IN FORMAL RITES

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Dial Other
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rectory parts

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There's no substitute watch repair


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> Keen's Studio rinview, jus in time Christmas portrait. KOEN'S STUDIO

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Hears Mrs. Zeigler
Members of Loxney Rota

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$\qquad$


See us for all kinds of
NURSERY STOCK
TULIP and DAFFODIL BULBS SHADE, ORNAMENTAL and FRUIT TREES
CYPRESS in 2-inch pots, one-gallon cans, or balled and burlapped All kinds of HOUSE PLANTS Free Landscaping Estimates PLOWING and LEVELLING YARDS

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Phone CA $3-3222$ - Plainview OR Nursery located $11 / 2$ miles south of Kress

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 By Legion Auxiliary

SARAH EASLEY
will be in our store all next week Monday through Saturday demonstrating the famous
firth Earle
COSMETIC anent for FREE
and FACIAL
Jack \& June Shop
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See the new
1960 Model RCA TELEVISION sirs
 be glad to instal one in your home cone

Also Used TV Sets
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Modern Radio \& TV

## Trailer Tires

we have new $9.00 \times 14$ and $8.50 \times 14$ DUNLOP TIRES
now available for only
\$15.25 each
These are 4-ply, black wall, tubeless tires and would be ideal for trailer tires. See us today
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hone OL 4.3366



These also make the finest gifts you can give.


LONGHORNS GAIN FOURTH WIN IN FINAL NON-CONFERENCE ACTION


## Come in and see the NEW OLIVER COTTON STRIPPER

You'll be interested in this new stripper out for the firsi time this year. Here are some of its features:

- Either mounted or drag type. Will mount on most makes of tractors.
- Handle rows 36 to 42 inches without adjustment.
- Operates at a fast pace, up to 6 mph .
- Blower separates dry lint from green bolls.
Come in and let us tell you about the new Oliver Stripper.

LET US REPAIR THAT OLD STRIPPER NOW!
Bring in your old Oliver Stripper now for repairs so that we can have it ready for you in plenty of time. Don't wait for the Fail rush.

TYE-ANSLEY OLIVER CO.
I. M. TYE Phone OL 4.3579 HENBY ANSIEY

In driving 56 yards for their
third tally atter the slation
 tinal 20 Yagods to paydirt
Hailback terry Clark ram: Halfback Terry Clark ram.
med over tor two more points. med over for two more points.
Slaton moved the ball down



oftensive machine Lockney's offensive machine began to
move with authority. Alarr
scooted for 9 , the Horns. were scooted for 9 , the Horns were
offside Clark drove for 5. Mos.
ley picked up a first on $\$ 49$ Belt kept for 3. Clark piowed
for 2. Belt connected with
Clark on a pass

## FiAZSIFOGGAS

Friendly, Courteous Service

## Butane and Propane

See us for all kinds of Butane Accessories and Tanks. WE ARE READY TO CONVERT YOUR COMBINE ENGINE TO BUTANE!

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Our Service Men Are:
Ben Robinson, Night Phone OL 4-3324
J. C. Austin, Night Phone OL 4-2372
E. M. CORNELIUS, Manager

Office Phone OL. 4-2331
Lockney, Texas

Statistics:
Fust Down
Passing
Pasing Pushing
Passing
Penalties
Yeds Rus Yards Rushing
Yards passin
Yards Lost Net Yardage
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 by Smith to the ${ }^{\text {L }}$, 4. The
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DEFOLIATION!


Defoliation properly timed can save you up to $\$ 45$ per bale. See us first for your aerial application of defoliants and dessicants. We will be glad to assist you in determining the best type of application for your cotton.
Economical rates - Discounts on dual application and large acreage.
Our planes are now located at Lockney Co-op Gin


YOUR BUSINESS IS APPRECIATED


Phone OL 4-2503 or OL 4-3665 Lockney, Texas


16
SUPERLATIVE NEW CHEVROLETS FOR 1960!






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## hOG MARKET IS OPEN

We pay top prices for your hogs every day in the week.
Contact us when you have hogs for sale.

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Phone OL 4-3805 - Lockney
Representing
Gifford - Hill - Western
Concrete Irrigation Pipe Aluminum Pipe
Immediate Installation
Call for Free Estimates

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Court House News



Maytag Halo of Heat Dryer Dries Clothes fast on low hea Regular Price $\$ 209.95$ Sale Price $\$ 189.95$

SPECIAL PRICE on the Matched Automatic and Dryer Only $\$ 399.95$ with trade

MAYTAG - The Most Service Free Automatic Made Low Down Payments - Small Monthly Payments

Rebuilt Maytag Automatics As Low As $\$ 79.95$<br>Guaranteed

PENNINGTOH MOTOR CO.


How Not To Tie Up Your Phones When ho suassing the time when he suddonly blurted out out
something. TJust found out that
your phone struight and firm that ouse can be tiod up and nobod

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Ifs important."
My friend's right. It is im
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more important if you'ro on $a$
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intorosted in this subject?
"Bocause a follow tried to
missed out on a fishing trip
${ }_{\text {Can't say I }}$ I blame
Call by number. It's twice or fort.
SOUTHWESTERN BELL TELEPHONE COMPAKY

Building the Finest Homes On the Plains


Plainview Ready-Built
Olton Highway
PLAINVIEW, TEXAS

## Guilty of Self-Embezzlement?

 t's a serious charge. But lots of us are guilty . . . although very few people cheat themselves intentionally. Yet that's just what we're doing when we fail to shop our home stores before we buy.

I Often enough the deals are better at home, dollar for dollar. Always they're better when you consider that Trade Builds Communities . . . and that Trade is the sole source of prosperity for an area and for those who live within it. Even great natural resources bene-
fit only a few people if that wealth gets away from the community's regular trade channels.

- When we buy from those who buy from us . . . either our labor or our products . . . when we trade with the neighbors who help us to support our local social facilities ... when we spend our money where Trade creates opportunities for us and our children . . . then we're getting full value for the money we work to earn.


Buy ... where you get to enjoy everything your moriey pays for

## (

Lockney Variety Store
Lockney Drug Company

Pylant Grocery \& Market

Jack \& June Shop

First National Bank
Knox Grocery $\&$ Market
Handley Shop \& Pump Co.
Parker Super Market
Parker Furniture Company
Johnson \& Johnson
J. C. Jones Company

Brown's Cleaners \& Clothiers
Jackson Tire Company

Reecers Master Cleaners

## White Auto Store

Lockney Farm Supply

Oliver Jewelry

Byrd Pharmacy

Luke's Shop

Brown's Gulf Service

Webster Service Station

Baccus Motor Co.

Lockney Co-op Gin \& Elevator
Davis Lumber Company

## Consumers Fuel Association

Patterson Grain Co.
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The Lockney Beacon

A Big Selection of

## Sport Shirts



Long sleove knit shirts by McGregor and Van Heusen. Also regular Broadcloth Sport Shirts by Van Heusen. $\$ 4.00$ to $\$ 8.95$ MEN'S DRESS SOK
$\qquad$
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$\$ 1.00$ pair
Brown's Cleaners \& Clothiers
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Phone OL 4-2275 - Free Delivery
Double S \& H Green Stamps On Wednesdays with $\mathbf{\$ 2 . 5 0}$ Purchase Special Prices For Thursday, Friday, Saturday

(a) | Heinz |
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Beautiful patterns in the traditional westorn styl|
WRANGLER DENIM SHIRTS
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By Stetson and Bradford, both western and semi-western styles.

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in leather, duck. corduro
Water-proof

DUCK WORK HATS LEATHER GLOVES

Santa Fe Otters Awards To 4-H
Club Members



WESTERN WEAR
for Men, Young Men and Boys


[^0]:    Called Meeting Of Masonic Lodge Sat.

