

BANK OFFICIALS PLAN OPEN HOUSE AT NEW BUILDING SAT.

Junior High
Honor Roll
Is Announcer

Longhorn Grid Schedule Ends Here Friday

## The Lockney Beacon <br> SERVING THE RICH IRRIGATED SECTION OF FLOYD COUNTY

Everyone Invited To Teacher Banquet<br>High School<br>Honor Roll<br>Announced<br>5-Year-Old Loses<br>Sight Of Left<br>Eye In Accident

 AN AVALANCHE OF COTTON
Floyd County
4-H Council
Is Organized

Robin Baker Is
Sold On Deep
Plowing In Area

Veterans Day Program Given By Local Posts


Haynes District $\left\lvert\, \begin{aligned} & \text { members at arges oo the com } \\ & \text { mittee are urec. } \\ & \text { to be present }\end{aligned}\right.$ Scouters To Meet

Sand Hill News
By Mrs. James Jetfress
The frost finally came an

## MEINECKE'S

## 35th Anniversary Sale

Starts
Monday, November 16th
Everything in the store will be on sale at reduced prices.

Excellent selections of
FURNITURE
APPLIANCES
GIFT ITEMS

A good time to do your Christmas shopping.

## MENECKE BROS.

205 West 5th Street Planview

## It Pays To Fertilize...

## Your Cotton and Feed Land as You Plow Your Stalks!

We have iwo kinds of fertilizer we recommend for colton land. They are:

CUSTOM MIXED "COTTON SPECIAL" - the right plant lood in the right balance. "Cotton Speciai" is a dry-flow pellet fertilizer formulated especially for cotton land.

CUSTOM MIXED "PLOW DOWN" is built ior use with anhydrous ammonia on cotton land and has proven very profitable.

See us for your fertilizer needs. We will be glad to discuss the situation with you at any time.

## Special Announcement

We are now offering turn-key application jobs on all custom mixed fertilizers. For FIFTY CENTS per acre ( $\$ 20.00$ minimum) we will deliver and apply any amount per acre. ALL YOU HAVE TO DO IS TO TURN IN THE ORDER AND TELL US WHERE TO APPLY IT.

## ROWLAND-GORDON OIL COMPANY

Joe Montgomery, Manager
Phone OL 4-2393
Lockney


LOCKNEY. PLAI

Farm Questionnaire Being Mailed To
Area Farmers


Long grain and wild rice, tos.
sed together, make an ideal buttered cal
tight. fitting lid.
bo kept warmpaniment for pheasant


## YOUR Insurance ndependen

Fire Insurance - Extended Cover
Life Insurance - Auto Insurance
$\qquad$
Bob Miller Insurance Agenc Dial 014.332

TWO FOR THE PRICE OF ONE BETTER . . . by MCKESSON
BYRD PHARMACY


Check Our Store For
Prices!
ry Princess-TODAY:
Choice of three colors:
Pink-Sea Spray-Moonglow,

BYRD PHARMACY
Fred D. Byrd. Pharmacist

ent oeotard Tights in choice of colors.
6 mo . to 14 years
Gifts for the Lady-in-Waiting
Lorraine and Warner Bras
Berkshire Hose
WE STLLL OFFER YOU 1-4 Off
Strapless Bras.
Baker Mercantile
Dry Goods

## ANNOUNCING

We are now open in our

## NEW LOCATION

We have moved our insurance office to the new First National Bank building at the corner of North Main and Washington Streets, or 202 North Main Street. Our office is located in the southeast corner of the building with the entrance on the south facing Washington Street.

We are happy to be in our new location and promise you the same efficient insurance service you have received in the past. Come in and visit with us at any time.

## Minor Insurance Agency

CARroll minor, Manager



## THE LOCKNEY BEACON, LOCKNEY, TEXAS NOV 12 NOTICE TO OUR PATRONS The studio will be open only after school for the remainder of this week and then will be closed for the CAPITAL PHOTO SERVICE



NOTICE - The early order discount will be discontinued soon. Call me today!
TOM MARR
Your DeKalb Dealer
Phone OL. 4-3593
Lockney

## LaYY-AWAY FOR CHRISTMAS!



CAMERAS


We have a large se lection of Cameras priced from $\$ 7.95$ to
$\$ 140.00$. See the new

POLAROID HIGHSPEED CAMERA

ELECTRIC BLANKETS
$\$ 14.99$
ELECTRIC SHAVERS

Windmill and Irrigation Well Drilling and Repair
Howard Hunnycutt
t Handley Shop 8
Pump Co
Phone OL
$4-2265$

| Have in stock |
| :---: |
| 400 NEW RADIATORS |
| OId models closing out at |
| $50 \%$ and $75 \%$ discount |
| STOVALL-BOOHER |
| RADIATOR SAIES 6 |
| SERVCE |
| 1019-25 N. Broadway |
| Phone CA 4.2865 |
| Plainview, Texas |

RICHARD F. STOVALL

## Attorney-at-Law

stovall Bldg. Floydada. Texas
Telephone YU 3.3304
General Practice

Legion Auxiliary
To Mail Gifts
For Veterans
That
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the

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Dr. Hewitt To Lubbock Hospital
We Offer You the best of service in
Real Estate and Insurance
we will be glad to show you. Or if you have something you want to sell we invite you to list it with us. Le as handle your real estate deals.
We offer all kinds of INSURANCE
comprehensive. auto collision, auto hability,
J. E. Cox Insurance
Phone OL 4-2131

## ? S. . $D_{E L}^{\text {EL MONTE ROUND.UP }}$ <br> Ride on down! Take advantage of the year's biggest canned food event! <br> Fruit Cocktail

## Bananas - - <br> 10c CORN <br> Del-Monte Whole Kernel 303 Cans <br> 2 For

Oranges
5 Pound Bag
39c
-a 49 C
Beef Roast
pome 49C
Kimbells
2 Pounds
39c BEEF STEW

| Kimbells | 1 |
| :--- | ---: | ---: |
| 300 Size Can | 1 |



|  | PYLANT |
| :---: | :---: |
|  |  |



US Army Relocates Recruiting Office In Planivview

Two Negro Children Burned To Death

## Seedmen Elect

Dr. Loden

Doughertv Road Is Completed

Doyle Thurman Is Burned In Explosion

Providence

Fire Victims Parents Former Residents

2-BURNER HOT PLATES $\$ 6.95$
BOLLY TRAPS
Complete $\$ 15.95$
Trailer Tires, Tubes and Wheels

Mest all sizes and kinds Priced to please you.

Cotton Forks
Tractor Comfort Covers
CONSUMERS FUEL ASSOCIATION


## BUILDING SUPPLIES OF ALL KINDS

KILN DRIED LUMBER - PLYWOOD - SHEETROCK COOK'S PAINTS and VARNISH - ALL KINDS NAILS RUBEROID ROOFING - FLOORING - CEMENT IDEAL WINDOW and DOOR UNITS - ASBESTOS SIDING - DIMENSION LUMBER

We'll be happy to help you with plans and estimates.

## Lockney Lumber \& Supply

Dial OL 4-3357
Lockney

Plowing Way Down


America's most modern, strongestbuilt plow
Built special for your new POWERFUL TRACTORS and HARD-TO-PLOW IRRIGATED FARMS!


Model 3CD Plow, soil turned left
In dozens of "show-down" field tests, the BAKER PLOW has, in every instance, OUT-PERFORMED any and all other plows.

WHY NOT A TRY-OUT on your own farm with your tractor? Better still why not a "SHOW-DOWN TEST" with any other plow or plows? Phone, write or come to see us.
Baker Plow Company 312 Columbia $\begin{gathered}\text { ROBIN BAKER, President } \\ \text { Street } \\ \text { Plainview, Texas }\end{gathered}$




## FOR LAREE FAMILIES ...

Your best bet is a
FALCON DINNETTE SUITE
Large five-foot table with one extension leaf. Six new taper leg chairs with deep-comiort seat and back.

## Baker Hardware Company

"TARZAN, THE APE MAN
with DENNY MILLER as the Now
CESARE, DANOVA, IOANNE BARNES, ROBERT DOUGLAS
Once again Tarzan returns to the scree with his jungle exploits - it's a new To
new lame filled with jungle love and thrills. Also CARTOON

## PLAINS THEATRE, Lockney

SATURDAY MATINEE and NIGHT
"ONCE UPON A HORSE'
with dan rowan. dick martin. Martha hyer Famous TV funstors will lay you in the aisles with the wackiest comedy yet - see two great comedians and Martha Hyer in a terrific spook movie
guaranteed by the carleac
Also CARTOON

## SUNDAY MATINEE

anke. with DENNY MILLER as the
IMPORTANT NEWS FOR SMOKERS

Each Cigarettc Neutralizes $\mathbf{8 0 \%}$ of the Minimum
Daily Adult Requirement for Vitamin $C$


- Also CARTOON


## "TARZAN, THE APE MAN"

Also CARTOON

Electric Blankets
FOR CHRISTMAS!


EVERYONE WILL ENIOY an electric blanket on cold vinter nights. Buy them for Christm
guarantee. replaceable at our store.
$\$ 22.95$
FOWLER HARDWARE

NOW . . . WE OFFER YOU

## Building Lots In A Restricted Area

Planning to build your own home? If so, we are now in position to offer you building lots in a restricted area with paving, curb and gutter installed.
These lots are located in the Sims addition in West Lockney.

The paving, curb and gutter will be completed soon in this new addition. We are offering the lots for sale with a guarantee that this work wili be completed.

The lots are from 65 to 75 front feet. Building restrictions prevent the erection of sub-standard housing in the entire addition.

The addition is F. H. A. approved for maximum loans.
Come in and let us show you the
advantages of building in this addi-
tion.
BOB MITHER INSURANCE


STAMPEDES, MASSACRES, GUN SMOKE needn't mess up your phone conversations. With conveniently located extension tele phones around the house, you just ahut a door, shut out noise time-only charge for color). Call the telephone business office.
 EXTENBION PHONES COBt Sioo A MOMTM PLUS Installation

South Plains
By Mrs, Murray Julian

MeCain family of Amarillo.
Mrs. Glen Smith who resid
on the former Frank resides
piace underwent surgery at
place underment Frank Brown
ourgery at the
om Clinic Tuesday age Tank ursts Open
visit in CANYON

St. REGIS heating pad


Special
$\$ 3.98$
Make your Christmas gift selections early and use

## St. Regis Electric Blankets

Single control, \$21.95 value for only -
$\$ 18.95$
Dual control, $\$ 27.95$ value for only -
$\$ 24.95$
These blankets are guaranteed for one year and are replaceable at our

Schick
Butane
Cigarette
Lighters
$\$ 9.95$ value for only -
$\$ 5.49$


## SHEAFFER PENS AND SETS

Regularly priced at $\$ 12.50$ and up. Specially priced for Christmas buying at -
25\% Off List
Remington Roll-A-Matic Electric Shavers $\$ 29.95$ value for -
$\$ 20.95$

Remington Princess Electric Shaver Buill tor the ladies. Regular prices $\$ 17.50$, now only $\$ 13.49$
Remington Auto-Home Electric Shavers s34.50 value, now $\$ 22.95$
Use our lay-away plan. A small deposit will hold your purchase until Christmas.


FRED D. BYRD, Pharmacist
Dial OL 4-3353
Lockney

Trailer Registration Situation Clarified By State Department

Stoerners Attend 90th Division
Reunion At K. C. Reunion At K. C. Dies Tuesday
get

Bishop Watts

Thieves Use Unique
Method To Try To Steal Trailer Tires

Students Will Be Entertained Friday

Darnells Will Move To Clovis, N. M.

Dr.M.F.Husky
Dies In Dallas

Cub Pack 59 Will Meet

## WE'RE READY FOR

 EVERYONE will approciate a gith of wearing apparel and we're ready to help you make your gift selections.
BUY EARLY and use our lay away plan - youll get


PAJAMAS for all the famil
JIFFIES FOR THE MEN
These extra comfortable men's slipper sox
gifts. They're by Holeproot.

## BOOTS BY ACME

Mon's and boys' sizes in both Cowboy Boots and
Wellington Boots. In the latter kind we have bo smooth leather and rough-out.

WESTERN and SPORT SHIRTS Sizes for both men and boys. We have the Longtellow aso in the men's Sport Shirt

## JACKETS and CAR COATS

LINGERIE FOR THE LADIES
By Berkshire or Shrank. Colors: Whito. Red. Bieg Blue, Black. Navy, Sand, Pink. Aqua, Orchid. Shell


STETSON and STEVENS HATS for men

HOUSEHOLD GIFT ITEMS
Nice Selection of LADIES
Ladies blouses
SKIRTS, SWEATERS and SLACKS Dyed-to-match woolens in beautiful patterne. Sheil be thrillod with a gitt like this.

FREE GIFT WRAPPING
BROWN'S Department Store

## Parker Super Marke

## 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

|  |
| :---: |
|  |  |
|  |  |

Sisis Star $=59$
NONE-SUCH $=550$ Size Box


10 Pound Bag


## Bank's New Home Is One of Most Modern In Texas


 didng to Woodrow the wall is is trokenth with 3 -toot building.
The
of Killingsworth wide of Killingsworth
company, general panels of the blue brick
set flush with the other wall. Or the bullding. extending the entire her wall. of Landscaping plans storage
include

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| corner. The entrance soum of glass |
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\& ished by Sout\end{aligned}\)

Street.


## We're Proud . . .

To have had a part in the construction of the new building for

## First National Bank

 IN LOCKNEYTo us, this is one of the most modern, conveniently arranged banking building in West Texas. It is something to be proud of.

We offer our congratulations to the officers and directors of the bank! May this building serve you long and well.

## Earl Nipper Electric Co.

Hereford, Texas

## Congratulations

Mr. Duran, Mr. Neill, Mr. Minor and all the bank staff

Your new bank home is a thing of beauty and a distinct addition to the city. We wish you continued success Jackson Tire Co.

Your Dunlop Dealer

## Congratulations...

To The

## First National

 BankOF LOCKNEY


We congratulate you upon your fine new building and the wonderful banking facilities you have provided for Lockney and your area.

We are proud that it was our privilege to provide the furniture for the new bank building.

Congratulations and best wishes!

## SOUTHWESTERN STATIONERY \& BANK SUPPLY



# OUR SINCERE CONGRATULATIONS 

To The Officers, Directors And Staff Of The

# First National Bank <br> In Lockney 

UPON THE COMPLETION OF YOUR NEW HOME,

We, Too. Are Proud of The New Building And Consider It A Very Valuable And Attractive Asset To The Business
District Of Our City.

## May You Continue To Grow And Prosper!

LOCKNEY LUMBER \& SUPPLY
LOCKNEY CO-OPERATIVE ELEVATOR \& GIN

DAVIS LUMBER CO.
CONSUMERS FUEL ASSOCIATION
Patterson grain co.
WEBSTER SERVICE STATION
KNOX GROCERY \& MARKET
WORKMAN PLUMBING \& HEATING

## BAKER HARDWARE CO.

PYLANT GROCERY \& MARKET

LOCKNEY VARIETY

PARKER HOME FURNISHINGS
TRUETT VARIETY STORE

OLIVER JEWELRY
LOCKNEY AUTO CO
LOCKNEY DRUG CO.
BYRD PHARMACY
JACK \& JUNE SHOP
PENNINGTON MOTOR CO.
PARKER SUPER MARKET
REECERS MASTER CLEANERS
MODERN RADIO \& TV

BROWN'S STORES \& CLEANERS
WHITE AUTO STORE

LOCKNEY IMPLEMENT CO. YOUR IOHN DEERE DEALER

LOCKNEY GIN \& DELINTING
hi-plains gin co.

WEBSTER GIN

LOCKNEY FARM SUPPLY
your me dealer

JOHNSON \& JOHNSON
ROWLAND-GORDON OIL CO.
BACCUS MOTOR CO.

## As good as the best...



## . . . and built by killingsworth

> With the completion of First National Bank Killingsworth Construction Company again feels the satisfaction that comes with a job well done.

This immaculate building, located at North Main and Washington streets, will be a tribute to modern banking facilities for scores of years to come. We are proud of our part in construction of this and many other buildings.

We join with Mr. Chas. Duran, Mr. Floyd Neill, Mr. Carroll Minor and all other bank officials and staff, in urging you to attend the open house . . Saturday, November 14.

And we offer our congratulations to Mr. Chas. Duran, Mr. Floyd Neill, Mr. Carroll Minor, in the accomplishing of their goal to operate one of the finest banks anywhere.



## is a Builder *oos Vour Trade Build for You?



Buy at home .. where your trade builds a better life for you

T LRADE built this community . . . its homes, its churches, its schools, its business houses, its jobs, its pleasant way of life.

- Without Trade . . . the exchange between neighbors of labor's fruits for goods and services . . . none of these would -nor could-exist here.
- Quite naturally . . . more trade builds better communities. Every single additional dollar that is spent here at home does its bit to bring greater prosperity for
you and for all of us who live here.
- As a matter of fact, Trade builds wherever it exists. Spend your money at home, the trade it creates builds here. Spend it in the city, the building takes place there.
there is contentment, security and opportunity in a growing community. These are the most important things that your dollar buys . . . but they can't be wrapped up and taken home with you from a city store.



## You Are Cordially Invited . . To Attend

 OPEN HOUSEAt Our Ultra-Modern Banking Facilities


On Saturday, November 14th 11 a. m. to $4 \mathrm{p} . \mathrm{m}$.

208 North Main Street

## First National Bank IN LOCKNEY

