

MOTHERS - We have TWO VACANCIES
in the
Story Book School
Sessions: 8:30 a.m. to 11:00 $\alpha . \mathrm{m}$. Monday through Friday

Mrs Ted Carthel
Phone OL 4-2460

## SALE CONTINUES

Frday and Saturday Only!
All sales clothing has been re-grouped and REALLY MARKED DOWN!

Dial oL. 4.2341

## Society News



$$
\begin{aligned}
& \text { Chandler - Barns } \\
& \text { Wedding Is Set }
\end{aligned}
$$



Baptist Juniors
Enjoy Skating Party

Friday nighit in Plainnew. part
Mr. andors Mro the froup were

## Hats $\$ 1.00$ <br> JACK \& JUNE SHOP

,
Naomi Hare Circle $\begin{aligned} & \text { Refreshments Were served to } \\ & \text { Mmes therman } \\ & \text { Hutmen, }\end{aligned}$


NOTICE - I have room for three more ART STUDENTS

If interested in taking art, please contact me.
LOUISE APPLEWHITE

## See us for

 TURN-KEY JOBS
## on

- Well Drilling
- Casing
- Pumps
- Motors
- Gearheads

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



## SAVE ON FOODS AT KNOX'S

Family size, Apple and Cherry

Orange Juice OLEO $\substack{\text { whiows } \\ \text { zpomid }}$ 49c


 Cookies ${ }^{\text {zub be }} 49 \mathrm{C}$ KNOX GROCERY \& MARKET
Phone OL. 4-3855
R. L. and BOB.

Lockney

## Sand Hill News

Childrens Pictures

DR. I. G. PRUITT Chiropractor

Monday, Wodnesday. Friday
$8 \mathrm{a} . \mathrm{m}$. to $6 \mathrm{p} . \mathrm{m}$.
SHORT SNORTS - Sen. Culp
Krueger of Ei Campo has beep
named




 Phono YU 3-3126. Floydado
208 West Missouri Street

## Will Be Published In The Beacon <br> Let Us Do Your <br> Auto Body Repair and Painting

We have experienced workmen and can do all types of metal work. WE INSTALL GLASS WRECKER SERVICE at all hours.

We have a good selection of LATE MODEL USED CARS including many Fords and Chevrolets Also PICKUPS and TRUCKS and some Old Model Cars
INTERESTED IN A NEW CAR?
We have most any model new Ford you may want. See us today. Dial OL 4-3395 Your FORD Dealer

## BUILDING SUPPLIES <br> SUPFLIES



## Baccus Motor Co.



Lockney Lumber \& Supply
Phone OL4-3357


We pay top prices for your hogs six days every week.
CATTLE AUCTION EVERY THURSDAY.
Contact us when you have hogs for sale.
Floydada Livestock Sales Co. TOM WORD - VIRGIL BRASHER Located on Silverton Highway in Northast Floydada Phone YU 3-2153, Floydada

DR. O. R. McINTOSH
211 South Main St. $\begin{aligned} & \text { OPTOMETRIST } \\ & \text { Floydada, Texas }\end{aligned}$


SALE ON COSTUME JEWELRY

STARTS THURSDAY!
All our Costume Jewelry will be on sale at -
$1 / 2$ Price
Necklaces - Ear Screws Bracelets - Pins MANY OTHER ITEMS! Lockney Drug Company

$$
\begin{aligned}
& \text { The REXALL Store } \\
& \text { "We Feautre Service for th }
\end{aligned}
$$

$$
\begin{aligned}
& \text { "We Feaute Service for the Sick" } \\
& \text { CLIYE } 4.3333
\end{aligned}
$$

$$
\text { Phone ol } 4 \text { CI333 }
$$

WORTH MORE
New Dollar-Saving Prices
Step-Vans, 4-Wheel Driv New Cabs-Wider, Safer,
More Comfortable BECAUSE THEY WORK MORE

Chevy's new tersion springs and Sturdi-Bilt design are changing everybody's ideas about how much
work a truck can do. Last year's schedules are $\qquad$
$\qquad$ Plus Improvements
All Through the Line out-Chevrolet trucks ride faster over the rough
rums to get in more trips a day! Big repair bills are no longer a problem-Chevrolet trucks soak up punishment that means downtime to other
makes! And trade-in time's put off for extra thousands of miles-' 60 Chevrolet trucks stay
new like never before!


Lockney Auto Company
$\qquad$ Dial OL. 4-3368 Lockney, Texas

## Department

| Boys Pants |  |
| :---: | :---: |
|  |  |
| $\mathbf{\$ 2 . 9 8}$ values for | $\mathbf{\$ 1 . 9 9}$ |
| $\mathbf{\$ 3 . 9 5}$ values for | $\mathbf{\$ 2 . 9 9}$ |
| $\mathbf{\$ 4 . 9 5}$ values for | $\mathbf{\$ 3 . 9 9}$ |
| $\mathbf{\$ 7 . 9 5}$ values for | $\mathbf{\$ 4 . 9 9}$ |

Dotty Dan COVERALLS $\$ 3.95$ value for $\quad \$ 2.50$

Dotty Dan CORDUROY
56.95 val

Hood SWEATSHIRTS $\$ 2.98$ value for $\quad \$ 1.99$

SHIRT and PANTS Set
55. 95 Sizes 3 through 6
$\$ 5.95$ value for
SWEATERS
$\$ 3.98$ value for
$\mathbf{\$ 2 . 9 8}$ value for
$\$ 3.99$

BOYS HATS
$\$ 2.98$ values for $\quad \$ 1.99$ $\$ 1.98$ values for ......... $\$ 1.39$

| SPORT SHIRTS |  |
| :--- | ---: |
|  |  |
| One group | $\mathbf{\$ 1 . 0 0}$ |
| $\$ 1.98$ value for | $\mathbf{1 . 3 9}$ |
| $\$ 2 . \$ 8$ value for | $\mathbf{1 . 9 9}$ |
| $\$ 3.98$ value for | $\mathbf{2 . 4 9}$ |

## Boys Jackets

| Values to $\$ 5.95$ | $\$ 2.99$ |
| :--- | ---: |
| Values to $\$ 8.95$ | 3.99 |
| Values to $\$ 9.95$ | 4.99 |
| Values to $\$ \$ 0.95$ | 5.99 |
| Values to $\$ \$ .95$ | 7.99 |
| Values to $\$ 16.95$ | 8.99 |

Dotty Dan
MATCHING COAT and CAP
$\$ 14.95$ value for $\quad \$ 8.99$
INFANTS 3-PIECE SUIT
$\$ 6.95$ value for $\quad \$ 3.99$
DOTTY DAN SUITS
$\$ 10.95$ and $\$ 12.95$ values $\$ 12.95$.99

DOTTY DAN SPORT
COATS
Sizes 2 thru 6
BOYS SPORT COATS
$\mathbf{\$ 1 0 . 9 5}$ and $\$ 12.95$ values
$\$ 7.50$
$\$ 10.95$ and $\$ 12.95$
values
$\mathbf{5 7 . 5 0}$
$\$ 19.95$ value for
$\$ 22.95$ value for ….... 14.50

## Wool and Mohair

 SUBURBAN COATS$\$ 17.95$ values .............. $\$ 10.99$

> Black or Brown
> SUBURBAN COATS
> $\$ 19.95$ values for $\quad \$ 1299$
> $\$ 11.95$ values for ........ $\quad 6.99$
> $\$ 16.95$ values for $\quad \$ 9.99$
> $\$ 24.95$ values for $\quad 14.99$
> $\$ 12.95$ values for $\quad 8.99$
> BOYS ROBES
> $\$ 4.95$ values for $\quad \$ 2.99$


5 Big Days-Friday-Saturday-Monday-Tuesday-Wednesday

## Shoe Department

LADIES' CASUALS
One group …........ \$1.99 $\underset{8}{\text { A small }}$ group of broken sizes. Sizes
ONE GROUP
Brokes sizos., values to
s0.95 for -
S.5.

$$
\begin{array}{ll}
\text { LADIES' } & \text { FLATS } \\
\text { One group } & \$ 1.99 \\
\text { One group } & \$ 2.99 \\
\text { One group } & \$ 3.99
\end{array}
$$

LADIES' LOAFERS
A small group $\quad \$ 2.99$
MOCCASINS
One group $\quad \$ 1.99$
Ladies' HOUSESHOES
Many good numbers in broken
$\$ 1.00$ Table
GIRLS' SHOES
Velvet Oxfords
\$2.99
BLACK SUEDE BOOT \$2.99 BLACK SUEDE LOAFERS
Sizes $81 / 2$ to 3 . values to $\$ 5.95$
Broken sizos. black and red. values
to 56.95 for -
VELVET STRAP PUMPS
Red and black, broken sizes.
s.95 values for -
S.
$\$ 4.95$ value for $\quad$ …...... $\mathbf{\$ 3}$
LEATHER STRAP PUMPS
Values to $\$ 6.95$ for
$\$ 3.95$ \& $\$ 4.95$ values ... $\$ 2.99$


GIRLS' HOUSESHOES $\$ 1.00$
Another group \$1.99

## PIECE GOODS

All Fall and Winter Piece Goods at BATES, regular $\$ 1.39$ yard, now per yard 98 c
PAMPERED COTTON, reg.
98c yard, now per yard

69
VELVETEEN, regular $\$ 2.98$ yard, now per yard $\$ 1.69$
VELVET, black only, reg. $\$ 3.98$ yard, now per yard


FELT, regular $\$ 2.79$ yard, now per yard

## $\$ 1.99$

One Large Group Assorted PIECE GOODS
From our regular stock, including Bates, now -
39c yaxd


All Corduroy SUITS and
COVERALLS in infants wear REDUCED!

Meniel
One group Narrocon DRESS HATAC Values to $\$ 1 l^{2}$ sic.
$\$ 4.9912$ MEN'S WESTERN CO $\$ 3.98$ value for than $\$ 5.95$ value for
Men's Sport Sys
One group
One group
One group
One group, valu $\$ 8.95$

MEN'S PAJAM ${ }^{1 P}$
$\$ 4.00$ value for
MEN'S JACKE ${ }^{\text {S }}$ :
One group various makes is
including Twill Jackets wis lars. your choice - 00

Sheeplined LEATip. JACKETS 5 \$34.95 values
$\$ 20.00^{\circ}$
$\$ 1.98$ values for $\$ 2.98$ values for

Ladien
LADIES' SKIRT $\$ 5.95$ values for IE: $\$ 6.95$ \& $\$ 7.95$ values va $\$ 8.95$ values for $\$ 9.95$ \& $\$ 10.95$ values va

One group
SKIRTS AND SLAC ve
$\$ 2.99_{\text {ral }}^{\mathrm{ral}}$
LADIES' SLACK
$\$ 6.95$ values for
$\$ 8.95$ values for $\$ 9.95$ values for id

LADIES' SWEATE ${ }^{1}$ $\$ 12.95$ values for $\$ 10.95$ \& $\$ 9.95$ values $\$$ $\$ 8.95$ \& $\$ 7.95$ values $\$ 6.95$ values for $\$ 5.95$ \& $\$ 4.95$ values

LADIES' BLOUSK $\$ 5.95$ values for $\$ 4.95$ \& $\$ 3.95$ values $\$ 2.95$ values for

LADIES' HATS
Choice - $\$ 2.2$




## Co-Op Oil Sale

## Save 6c Per Gallon Off Regular Price

For six weeks only - January 15 to March 1, you can save 6c per gallon on any kind of Co-op Motor Oil when you buy it in lots of 55 gallons or more.
This sale includes all Co-op Motor Oils -Premium, Heavy Duty, Regular, $\mathbf{S 1}, \mathbf{S 2}, \mathbf{S 3}, \mathrm{Super} \mathbf{G}$ and all others.
You may buy the oil either in cases or barrels but you must buy a minimum quantity of 55 gallons to get this reduced price.
REMEMBER - 6 c LESS PER GALLON UNTIL MARCH 1
Consumers Fuel Association

## WHY PAY RENT?

NOW you can own your own home in Lockney in a restricted building area
and your choice of several plans for two and three-bedroom brick homes.

## LOW DOWN PAYMENT

AND 20 YEARS ON THE BALANCE!

We have F. H. A. Approved building lots and homes for sale in the Sims addition in West Lockney.

Paving, curb and gutter is being installed!
Also utiiities are being made available to the building sites.

If you plan to build in the near future or if you are tired of paying rent it will pay you to investigate this opportunity. We have a number of house plans for your selection or we will consider your plan.

DON'T DELAY - SEE US TODAY!
BOB MILLER IMSURAMCE AGENCY

Dial OL 4-3329 - Lockney

With The Beacon - $\$ 17.75$
Daily Only - \$12.95
With The Beacon - $\$ 15.20$
LUBBOCK AVALANCHE-JOURNAL
Daily and Sunday - \$13.95
With The Beacon - $\$ 15.95$
Daily only - $\$ 12.00$
With The Beacon - $\$ 14.25$
We can also take subscriptions on other daily newspapers.
THE LOCKNEY BEACON
Phone OL 4-3318




## BARGAIN RATES

## on your

You can save money NOW by subscribing for your avvorite daily nowspaper at The Beacon Office. Bargain rotos are in effect on most all daily newspapers and
The Beacon gives you an added discount when yo combine your daily newspaper and The Beacon.

Here are the rates:
FORT WORTH STAR TELEGRAM
Daily and Sunday - \$15.75


## FAVORITE DALLY NEWSPAPER

## Make Your Savings Work For You!

NOW
. . . THIS BANK WILL PAY YOU
$3^{\%}$ Interest

On Savings Accounts
COMPOUNDED SEMI-ANNUALIY

These savings accounts are subject to withdrawal at any time!

START A SAVINGS aCCOUNT NOW AND EARN INTEREST ON YOUR SAVINGS!

Savings deposits made by the 15 th of the month will draw interest for that month.


assembly or goi church $\begin{array}{ll}\text { Rov. Joe Stone, Pastor } \\ \text { Sundey School } \\ \text { Moming Worship } & \text {.. } \\ \text { 10:00 } \\ \text { 11:00 }\end{array}$ Sundey School
Morning Worship
Evening Worship
Preyer Service W $\begin{array}{r}1: \quad 1: 00 \\ \text { Prayer Service Wednesday } \\ 7: 45 \\ \hline\end{array}$ NEXT TO GODLINESS


BELLVIEW BAPTIST
CHURCH Your church in the Bellview Meeting Community in the old Bellview
School. School. Sheppard, Pastor
Wilber E. Shep
Sunday School
 Training Union $\quad-\quad 11: \quad 7: 30$
Worship Services $\quad . \quad 8: 30$
Prayer Meeting, Wednesder Prayer Meeting, Wednesday
at
at
WMU Thursday
G. A.'s 2nd and 4th Thursday
and

FIRST bAptist Church Charles Broadhurst, Pastor
unday School $\quad$ 9:45


 Sunbeams Monday at $\quad 3: 00$
Auxiliaries Monday at $\quad \begin{aligned} & 4: 00 \\ & \text { Y. W. A. Wednesday at } 6: 00\end{aligned}$ Y. W. A. Wednesday at $6: 00$
Prayer Service Wednesday
at

Choir practice Wednesday | at |
| :--- |
| $\begin{array}{l}\text { Brotherhood first Tuesday } \\ \text { night in month. }\end{array}$ |

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

Knox Grocery \& Market Plais
Plains Electric Eloctrical Irrigation Installation Baker Hardware Company Home Appliances-Home Furmishings Lockney Drug Co. Wo Foature Service tor the Sick
Handley Shop \& Pump Co. Pylant Grocery \& Market Phone OL 4-2134 - Froe Delivery
Brown's Cleaners \& Clothiers Mon's Wear - Quality Cleming

Davis Lumber Company Lumber and Building Supplies Baccus Motor Co. Ford Saies \& Sorvice
Lockney Farm Supply
International-Harvestor

Lockney Auto Company Chevrolet Sales \& Sorvice Johnson \& Johnson General Repair and Pats
Taylor's Help-Ur-Self Laundry Complete Laundry Service Lockney Co-op Gin \& Elevator Serving Yourself thru Ownership Lockney Implement Company Your John Deore Dealor Lockney Gin
Gin and Seed Dolinting
Jack And June Shop Ladies' and Misses' Ready-to-Wear Lockney Real Estate Co Looms - Real Estate - Insurence
Seale Drive-In Theatre plains theatre
Reecer's Master Cleaners Phone OL 4-2262

Lockney Lumber \& Supply
V. L. Webster Service Station Goodyear Tires and Batteries First National Bank Member FDIC Lockney Variety Byrd Pharmacy Fred D. Byrd. Pharmacis Carter Mortuary Phone OL. 4-2211
Consumers Fuel Association Everything for the Farme $\underset{\substack{\text { Lockney and Sterloy } \\ \text { Patterson }}}{\text { Lot }}$
Rowland-Gordon Oil Co., Inc Phillips 68 - Fortilizer - Insocticiden Radio Station KFLD
Voice of the Caprock Communities

Plains Floral Shop
Phone OL 4-2385 Say It With Flowen Parker Furniture Home Furnishings and Appl Luke's Blacksmith Shop Blackemithing - Portable Welding Jackson Tire Company Dunlop Tiro
White Auto Store Motorola TV Sales and Sorvice J. C. Jones Co.

Cooper Garage \& Service Station Conoco Products - Phone OL 4-2372 Graves Welding Shop hone OL. 4-3639 - Lone Star Golden's Cafe Dolicious Foods Parker Super Market Wo Give SKH Groe Mark

The cockney beacon Is Crowned Football Queen

Installed Rebekah Noble Grand Mon Noble Grand Mon

dan REPORTS. MAKE PLANS
GRAIN SORGHUM DIRECTORS HEAR REPORTS, MAKE PLANS


Red Raiders Football Slate Is Announced

Jones Will Teach Red Cross Course

Sophomores Clear $\$ 255.50$ On Game

Dixie Cafe Is Being Repaired

## PIECE GOODS

We have a wonderful new selection of Piece Goods of various kinds including pure silks, wash and wear cottons, Arnel brand and others.

Also complete line of sewing accesseries.

Baker Mercantile
Dry Goods


Complete selection of
Hallmark Valentines
All sizes for everyone including the economy package.

## Byrd Pharmacy



Special Prices For Thursday, Friday and Saturday
Crisco =

## 69

PEACHES
Shurfine
Halves or Sliced
No. $\mathbf{2}^{1 / 2}$ Can
Cake Mixes $=-29$
 MEAT POT PIES : $=5$ re $\$ 1.0$


