## The Lockney Beacon

The Only Medium Covering The Rich Irrigated Section Of Floyd County
Longhorns Go To
Spur Tonight For
Basketball Game

To Cosden Products

Ford Tractor Is

| March Of Dimes Drive Extended Until February 7 | $\underset{\substack{\text { sped } \\ \text { peobe }}}{ }$ |
| :---: | :---: |
| of Dlimee drive in Flosd |  |
| County has been extended untr Fob |  |
| my |  |
|  |  |
|  |  |
|  |  |
| Joo Parrah. Loeknee | st |
|  |  |
|  |  |
| eo to to no may leave thate corth | Two |
|  |  |
| Mr. Parrita atad Thuratio | Amarillo Gloves |
| es now totaled in the neig | Two tekney morn won |
| Ot 50, and tat ho max mop |  |
| atater |  |
|  |  |
| Daind |  |
|  | In the hearywelkt ctrise |
| m | open |
| at Temple on Thursday of last week | thlo |
| and that he has been doing extremely |  |
|  |  |
|  |  |



Full Day's Program Planned At Theatre


$\qquad$
$\qquad$


Billy Earl Terrell' Lamb Wins Reserve Champion At Show
$\square$

ooner Resigns
Deputy Sheriff


Officers Elected For RedCross

Deputy Sheriff

Destroyed By Fire

Thursday Markets



## WORK CLOTHING



We also have a large shipment of the Khaki Suits.

LADIES' LINGERIE
Wo've just received a shipment of ladies lingerie. Very pretty. youll love them. Panties, Slips, Gowns. Brassieres. All sizes. Men's Dress Shirts Lots of Blankets for Cold Weather.
baker mercantile
Dry Goods
Providence News ${ }^{\text {Boy }}$ Scout Week-


DEARBORN WINDY SUB-SOILER
Come in and see a demonstration of this subsoiler. It chisels from 12 to 16 inches deep, allowing water penetration up to 40 inches wide. This sub-soiler meets the approval of the District Soil Conservation Committee. Priced at-
$\$ 55.00$
Braselton Implement Co. Inc.


Maybe you're the "slow" one!
Have yon been a little slow about giving your engine th
extra protection it needs for winter-weather driving? extra protection it needs for winter-weather driving?
It's easy to change now to winter-grade Conoco $\mathrm{N}^{\text {th }}$ Motor Oil and the extra protection of an engine that is Oil-PLATED!
lubricant free-flowing Conoco $\mathrm{N}^{\text {th }}$ actually fastens extra lubricant right to cylinder walls. This extra OIL-PLATING starts ... from metal-eating combastion acids ... and from power-robbing sludge and carbon due to weat.

Oil-Plate for Extra Protection!

J. B. SEALE


## GOSDEN PETROLEUM GORPORATIOU ANHOUNGES A. NEW DISTRIBUTO

## HENRY HODEL OIL CO.

Phone 131 for Farm Delivery Lockney. Texas

Ready to Serve You With COSDEN HIGHER OCTANE GASOLNE COSDEN PARA-FINE MOTOR OLL and a Complete Line of COSDEN PETROLEUM PRODUCTS
The sign of the Cosden Traffic Cop is your assurance of superior fuels and lubricating oils, plus the maximum in service.

## Babson Discusses

 "Free Food"Babson Park, Fla, Jan. 28-Whil
we aro worrying about we are worrying about Russa an
World War III, we must not form Thrat at any ume semo sust not forgeo
tionary tinvention may develop whole
the tionary invention may develop which
will take everyone's attention, for a
wil Will take everyone's stetention, for a
while, oft of Capitallsm Communsm
ond every other and every other "lsm." I have it
mind electronite experiments to great ly reduceco the conper of cansed truit
vegetable and other fulces whereby vegetable and other fuctces whereby
the new mineralized electrically enthe new mineralized eleetrically en
riched product winl be more tasty and
thenthber than the preent healther t.
products.
Photosynthesis explained Your valuo is measured by your
nerrev althoush this may be spiritual energy, although thst may be spiritual
energy, mental energy or phystical enery. This last thews or tiself in thearm
worky. rond and bullding conetruction.
 energs is the reasen for eating. drefnk
ling and breathing. Upon this need ot ing and breathing. Upon this need ot
tood for energy, the agriculture of tood for energy, the agriculture of
every nation is based and, in fact.




NEW CUSTOMERS WELCOME!
Heretofore we have been unable to handle new customer accounts because of the shortage of gasoline. But now we have gasoline to take care of your needs and we will welcome your orders.

## HENRY HODEL OIL CO.

## Everything about it tells you this new CHEVPOLET'

 is the mast Bcantijul BUY of all

You'll find that now more than ever before Chevrolet merits the title of being "first for quality at lowest cost"; and that it is, indeed, the most beautiful buy of all, in all these features and in all these ways.
Chevrolet is the only car bringing you all these fine-car adeantages at lowest cost/ Completely new Bodies by Fisher - New, ultra-fine color harmonies, fixtures and fabrics - New Super-Size Interiors with "Five-Foot Seats" - New Panoramic Visibility with wider curved windshield
and $30 \%$ more glass area all around - New Center-Point Design with Center-Point Steering, Lower Center of Gravity, Center-Point Seating and Center-Point Rear Suspension - Improved Valve-in-Head engine for power, acceleration, moothness and economy • Certi-Safe Hydraulic Fisher Unisteel Body Construction. Improved Fisher Unisteel Body Construction - Improved Knee-Action Ride with new Airplane-Type Shock
Absorbers - The Car that "Breathes" for New All-Weather Comfort (Heater and defroster units optional at extra cost)

First for Quality cunvour at Lowest Cost
Lockney Auto Company
Phone 134
Chevrolet Dealers
Lockney atoms may show the way. With such eline in value. Railroads which depend a discovery there would need be no largely upon the transportation of
fundamental change in our present certain apricultural products, fertilizfudamental change in our present certain agricultural products, fertiliz-
physical set-up. We would continue ers, farm machinery, ete to sectil our energy. We would continue ers, farm machinery, etc, could suf-
to gun; but fer. On the other hand, other lines a large percentage of the present cost $t$ such as building, clothing, fuels, auto-
of raising foods would be eliminated.
mobiles, recreation and real estate The firs sodep would be be to to apply motin in sunny states could have a great yaricus kinds and later perhaps to diversification in our investment airy products. These will exceed in which 1 have constantly preached in
aste and nutrition certain present this cofumn. Of course this change profucts and will give us the Sun's is not coming all at once. Electronic nergy in a far cheaper and more juice and milk may be healthier than

effecentent manner. WHAT WHAT WOULD HAPPEN TO fruit and leafy vegetables of which business? we should eat much more. What sucu a ouscovery would seonomically I leave to your tmag. WHAT ABOUT WORD WAR III? | hation! A limited amount of farm | Such a discovery today cold com- |
| :---: | :---: | :---: |
| ands would be wanted for industrial |  |
| pletely upset Russia's plans. With |  | prodicts. Rayon, pulp. plastic and birth control and electronic foods, will always be dependent upen pro- disappear. Then we could have reat ontinue to demand certain "whole" Nations. In fact, it is reasonable to require bulk which cannot be satis. believe that scientists at Argonne,

II., Brookhaven, L. L., and Oak Ridge,
ied by fuices or pills. When one con siders the labor now engaged in the centive which keeps them at work.

## 

## Plans thearif <br> Lockney, Texas

"Movies Are Your Best and Cheapest Entertainment"
SATURDAY MATINEE and NIGHT
Monte Hale and Adrain Booth in
"CALIFORNA FREBRAND" Also Comedy and Serial

Sunday Matinee \& Night-Monday EBRUABY 6 AND 7

Gary Cooper and Ann Sheridan in
"GOQD SAM"
Also Cartoon and News
TUESDAY \& WEDNESDAY
Barbara Stanwyck and Burt Lancaster in
"SORRY WRONG NUMBER"
Aiso Novelty Reel
THURSDAY \& FRIDAY
John Lund, Wanda Hendrix, Berry Fitzgerald and Monty Woolley in
"MISS TATLOCK'S MILLIONS"
Also Cartoon

OPEN AGAIN FOR BUSINESS!
I am again open for business and want to do your Blacksmith Work.
I will appreciate your patronage. DAVID SECHRIST

THE BEST IN BARBER SERVICE!
Why not come to the Longhorn Barber Shop when you need barber service. You will tind that we give you the very best service possible ond we do appreciate y your patronage.

LONGHORN BARBER SHOP
joe rogers Charle moses dalton newton
Located First Door South of Darmell Grocery


## DGROCERIES ${ }^{\text {GRANT }}{ }^{\text {GREATS }}$



JELLO PIDDING, all flavors, 2 for 15 c KETCHIP. Heinz brand,

14 oz. bottle
21c
Crisco ${ }^{3 \mathrm{la} \text { main }} 99 \mathrm{C}$
BATHR00M TLSSLE, roll package 39c
Coffee fikier 52c


## BARGAINS in

## USED CARS

We offer you the following in used
1948 Plymouth 4-door Special 1947 Chrysler 4-door 1939 Plymouth 2-door 1939 Chrysler 4-door 1947 Chevrolet 2-door 1941 Chevrolet 2-door

Come in and see these.

$\mathrm{E}^{2} \mathrm{~m}^{2}=\mathbf{=}=\mathbf{y}$

P-

Treat your family or party guests to this taste-tempting Valontine's Day Pangburr's delicious Choco-
lates. They're so good from the first bite to the last

Put up in beautiful heart-
Come in and select yours today. We'll keep it for you

$$
75 \text { c to } \$ 6.00
$$

Also a full stock of Valentine Cards

## Lockney Drug Company <br> The Reall Store

S. G. Miller. P. H. G.. Registered Pharmacist

Dependable Merchandise!
Mojud Hosiery
Mojud Slips
Hobby Dresses
Williams Shoes
Velvet-Step Shoes
Kangaroo Shoes
Irridescent Piece Goods Dickies Work Clothes
Lockney Dry Goods


Chocolate Syrup, 16 oz. bottle, 2 for

 COFFEE ${ }^{\text {fotaemem }} 5$ 5 MARKET Beef Roast fomide cun 4
 FREE DELIVERY-Phone 128 ancon



## LANE Valentine Special!



## Givetter Leves Sweetest



Vhlentitit
LANE
Cedar Hope Che

LANE
Cedar HOPE CHIEST


Baker Hardware Co


LOOKING FOR
"Fast warmup'?


THIS CASOLINES G0TNT!

That Famous Phillips 66 "CONTROL' Is Designed To Give You Fust, Smooth Action-Hot Weather or Cold!

Don't blame the and miss on the warmest
And that controlis designed to better Phillips 66 power, pick-up, and pep whether the thermometer drops or rises. Get a tankful and see for yourself!




## SEE

## O. C. BAILEY <br> MGR., BAKER PUMP COMPANY

## Irrigation Pumps

4\% Farm Loans-No Fee ALFORD PRODLCE BULLDING Phone 199

Or see Ira Graves at Lone Star For Well Casing.
WE CAN SAVE YOU MONEY

Krueger, Hutchinson and Over
$\qquad$
omeral surgery
$\qquad$ H. Stiles, M. D. (Ortho.)
E. Mast, M. D. (Urology) E. Mast, M. D. (Urology)
W. Bronwell, M. D.
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$ OPTOMETRIC CLINIC


FLOYDADA


Visual Efficiency
$\qquad$ 31
DR. JOHN W. KIMBLE.

FARMS FOR SALE
and raw land from $\$ 60.00$ to $\$ 200.00$ per acte.
mation call or write.
SPEARS REAL ESTATE
Phone 81 SPEARS REAL

DR. J. G. PRUIT
Naturopathic and Chiropract
Oxygen - Water - Therapy

208 W. Missouri Street - Pho Floydada, Texas
Call for Your Appoint Where Nature Cures



Floydada office to service truck in the territory.

## Aiken News

Mr , and Mrs. Arnofd Langfelde
visited friends at Plainview last Sunday afternoon.
Mr. Junior Wesiey accompanie Mr. and Mrs. Floyd Compton an Loota were guests in the home of Mr and Mrs. M. B. Salmon Tuesday. Leotz
moved back home after giving up her moved back home after giving up her
position at a cafe. position at a cafe.
Mr. and Mrs. Jack orconner ot
Platnview visited Mr Plainview visited Mr, and Mrs. BII
Wesley and family Tuesday. Rev, and Mrs. Holcomb of Plain view visited Mr. and Mrs. Wiley Moore and Aunt Bessie Tuesday after Mrs. C Coners men ress at the Continental Cate. ress at the Continental Cate.
Mr. Bill Wesley's mother, Mrs. Mr. Bill Wesley's mother, Mrs,
Arnold, of Canyon visited Mr. and Mrs. Bill Wesley and famuly last week. Mr. and Mrs. Bill Wesley, Nita and
Corky visited in the home of Mr, and Corky visited in the home of Mr, and
Mrs. M. B. Salmon Wednesday night. Mrs. M. B. Salmon Wednesday night.
Miss Marion Ellen Langfeldt was Miss Marion Ellen Langfeldt was
ill with the measies lasi week, but is in with the mea
much improved.
Mr, and Mrs. Fred Buval visited In the home of Mr. and Mrs. Pudd
Goad last Wednesday afternoon. Mr Goad is ill with the flu. The Communt ty wishes him a speedy recovery.
Mr. and Mrs. Connie OBrlen an Lamesa.
Mr. and Mrs. Arch Keys Jr. Jimmie
and Janice were guests in the home
of Mr. and Mrs. Wiley Moore and of Mr. and Mrs. Wiley Moore and Aunt Bessie Sunday.
Mr., L. T. Cox was on the sick list
las, week but is much improved at last week but is much improved at
the present.
Mr. and Mrs. Fred Duval visited in the homes of Mr. and Mrs. Connle
O'Brien and Mr. and Mrs. M. B. Salmon Sunday afternoon. Willams and
Mr. and Mrs. Lois Wis.
 Mrs. J. S. Marshall are visiting rela.
ives in California. Miss Leota Compton went to Luh
bock Monday for medisal treatment. Mr. and Mrs. Loo Duval carried
eir little boy to Dallas last week

PRODUCE CREAM HIDES and wool First Door North of Penning
Huggins Produce
Phore 100
Lockney

HIGH $\&$ LOW
BLOOD PRESSURE successfully treated in your with Boaz Tablets. Write E. H. Boaz, M. D. Morgan Hospita Childress. Texas

SCOTT CHEMICAL CO. Childress. Texas

Brighten the Home With Bright. New, Crisp

WALIDAPER

## a becutiful new pattern for

every room of the home.
Select Yours Now
Headquarters for COOK'S PAINTS
LONG-BELL
The mark on quality lumber 301 E. 5th Phone 162 Plainview, Texas
friday. febriany 4. 1949
Earl Edwards Jr. Is
 High Point Man On A\&M Judging Team



BUV ONIV GENUINE JOHN DEERE PABJS -THIY FIT AND WEAR UKE THE OI

"THE BEST SERVICE TVEEVER SEEN"'
$\qquad$ some prompt courtoous sorvice.
your auto noeds servicing. Woll plosso you, wo betl
Phillips Gasoline and Oils Accessories, Tires and Tubes Cold Drinks and Candy Cigarettes and Tobaccos
SPENCE \& THOMPSON "66" STATION

On Highway 70 Lockney Rayburn Spence George Thompson

## MONEY TO LOAN

On Farms and Ranches
4\% Interest
To put in lrrigo
R. E. FRY-FLOYDADA

Phone 65 First National Bank Bldg.

## REAL ESTATE

## FOR SALE

Good Farms - Ranchos and City Property. Wo make good loons on Farms and Ranches - at Low Interest Rato. Quick service - no red tape. List your property with us for quick
sale. First Door South of Jacksoñ Tire Company W. R. CHILDERS Phone 127 FAY PINNER

| the lockney beacon |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| more |  |  |  | sewine circle pattenis |
|  |  |  | Dainty Pajamas for Jiny Girls Jailored Lingerie Casy to Sew |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |
|  |  | new years dinem |  |  |
|  | - 1 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | $\cdots$ |  |  |  |
|  |  |  |  | $11$ |
|  |  |  |  |  |
|  |  |  | in |  |
|  | Welcome New Year <br> With Luxury Spread <br> Or Simple Buffets |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | However, if you're the hostess and want to enjoy your own party, plan foods that you can whip out to |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  | 为 |
|  |  |  |  |  |
|  | PPeppermint Stick Cake Popeorn Salted Nuts Beverage |  |  |  |
|  | MAME The Thiky reat bee |  |  |  |
|  |  | Waffies (Makes 4 4 4 -section waffles) |  | Iron first those parts of a gar- ment that will hang off the board |
|  |  |  |  |  |
|  | Mavitin Crabery Reilib |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | \% |  |  |  |
|  |  | $\%>y$ |  | Sos |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  | molem |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | , |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | 为 |  |  |  |
|  |  |  |  |  |
|  |  |  |  | * © 2 e 2 time you co Amar |
|  |  |  |  |  |
|  |  | - |  | * ${ }^{\text {NEXT TIME YOU }}$ * |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  | on himself if you're going to be busy getting a large dinner for |  | O. (6) |
|  |  |  |  |  |
|  |  |  |  |  |

