ockney High basketball

ded their lead after that.

nistle to win the omery made

the locals.

ule For Week

ol Dismisses

aculty Meeting

Cunyus made 28 points

made 24 for the Long

move against the Olton

ict 2.AA play. ast Friday eve

rns pulled

on the loc

## Mothers' March To Climax Polio Drive In County

se for the first quarter January 31 and community last week r that the Longhornettes chairmen and others in charge. The fair date was set for Oct- the two-year terms. One year Star, Plainview and helped with pulling away and were of projech; are urged to com- ober 13, 14 and 15, 1955 and the terms went to J. H. Cooper of the organizing of a church threatened again. The plete their individual campaigns site will be the old oil mill build. Lockney, Dean Walls of Floy. Waco. score was 34 to 20 in by that time, Barker said.

#### Longhornettes, Kitty ade 19 and Jan Mathis playing only a part of Dies At Lubbock ne. Franks made 14 for

ns while Price made 7 father of Mrs. Frank Messimer of repairing the building. It was dada and one each from nine this area being present and the Williams, county chairman for respects to of Lockney, passed away at the decided that the openings in at different areas of the county di. membership and choir of the lo-several years, heading the list. \* home of another daughter, Mrs. least two large rooms would be vided into thirds from north and cal Baptist Church participating. e coming week following Alma Visage, in Lubbock last closed thus providing rooms for south and from east to west. One edule of the local teams: Saturday morning. Mr. McMinn fair exhibits and the livestock director from each of the towns ry 28 - Floydada there, had been seriously ill for two show. ary 1 - Littlefield here, months and in ill health for sev- E. L. Turner of the Harmony will be replaced each year. eral years. Death was attributed community, president of the In opening the meeting to pneumonia and complications. board during its first year of Turner reported on the cost of

the College Avenue Baptist Church in Lubbock Sunday afternoon MEMBERSHIP DRIVE at 2:30 with interment in the 2:30 p. m. today (Thurs. G. A. Elrod, pastor of the First County Fair Association in

al faculty meeting at ficiated at the services, assisted tandards 7 and 9 of the by Rev. Abe Hester of Lubbock area. Almost 200 memberships for premiums and judging, macreditation Plan will be and Rev. Travis McMinn, a have been sold in the Floy- terial and housing, wages for the president of the Association and Floydada.

Supt. W. C. Irons said grandson, of Ruidoso, N. M. Carter Funeral Home of Lockney iculty meeting and study was in charge of arrangements. officials said. For that reason

A final accreditation boy of 8 with his parents settling Cost of a permanent memberwill come from the near Jacksboro. He was married ship in the fair association is which are being held to Miss Inda Southerland at S10. It was emphasized that in the same way. Mr. family moved to Briscoe County and not a yearly cost. in 1922 and on to Floyd County

## W. F. Faggard Dies Wednesday

#### Complete Moving Of Alfalia Plant

#### Lester Green Suffers Broken Leg Skating

## Lockney H. D. Club

# DIRECTORS BEGIN PLANS FOR

Funeral services were held at operation, presided during the the fair the past year at Floy-

Plans for a concentrated this part of the county are being made by directors of this dada area and very few in the north part of the county, fair s part of a self-evalu- William Luther McMinn was special emphasis will be put on lan in which the local born in Alabama on April 28, a membership drive in this appraise their own 1874. He came to Texas when a part of the county this Spring.

Dwight Jackson has leas. making their home at Lubbock electing five of the 15 directors ed until the next meeting. Beauty Bar, local beauty with their daughter for the past each year with each director. The directors authorized Mrs. Billie Jarboe Dor. year. Mrs. McMinn will continue serving three years after the fir- officers to contract with Hil st two years. New directors elect- Bros. Carnival for showing at the p to the home of her Mr. McMinn had been a mem- ed for the first three year terms fair this year. This is the same Mrs. T. J. Jarboe on ber of a Baptist Church for many were Charley Boedeker of the carnival which showed last year day) evening at 7 o'clock at the will give an 8x10 photograph est First Street, it was years and was a member of the Prairie Chapel community, Mrs. at the fair. red this week The shop College Avenue Church in Lub- John Smitherman of South An audit committee composed 4 will be hosts to the meeting ages of one month and 12 years, for business in its new bock at the time of his death. Plains, Mrs. Harry Mockel and of J. H. Cooper and Jake Watson and each of the four dens will when accompanied by a parent. He was formerly a member of Olin Watson Jr. of Floydada. Mrs. was appointed to audit the books present a skit during the pro-Bob Muncy was also a new di- of the past year. with the shop and Mrs. Survivors include his wife, rector elected for a one year term. The directors authorized the deal with railroads. will be proprietor. The two sons, Henry D. of Levelland to replace Mrs. M. J. McNeill, secretary to write a letter of apnumber will remain the and William T. (Bud) of Silver, resigned. Olin Bryant of Floy- preciation to K. W. Cook, who

ing in east Lockney. The date dada, Bill Norman of Floydada, Members Beedy of South Plains, D. T. Mayo Rev. R. E. Wiley, the pastor, said. Plainview the fair directors met | The policy adopted by the int with 6 points for the of Lockney for many years and looked over the place with a view from Lockney, three from Floy. Latin-American missions from ficers were re-elected with N. W. crowd was present to pay last

and three from the rural areas Gas Association Is

hand of \$1189.56. The expenses included items

and miscellaneous items. The fair revenues came from

ols all over the state Jacksboro on Feb. 1, 1900. The this is a lifetime membership of the directors set for the fourth in 1925, settling near Lockney, meeting and led in discussion of the association should be After he retired from farming he of matters pertaining to the as- from Lockney this year since the

(Continued on back page) dada, who served as a director worked as fair manager last year.

#### A. R. Meriwether Dies Suddenly Late Wednesday

be feeling much better Wed-

#### **Baptists Plan** Latin-American Mission Here

# Organized Monday

night at the Prairie Chapel Chur- Dougherty dada. He said that it cost the fair ch of Christ, the Lone Prairie Secretary - Treasurer association a total of \$3.090.93 Gas Association was organized. Shaw, Floydada. ockney schools will dis City of Lubbock cemetery. Rev. membership drive for the Floyd revenues from all sources totaled north and west of Lockney who Wood. \$4,280.49, leaving a balance on plan to tie onto a natural gas. Home

directors are Kenneth Wofford of Junior Red Cross: Mrs

be elected at the next meeting matter under consideration at A. Spence. Floydada the Monday night meeting but iation and attend to other matters pertaining to the gas line.

#### Cub Scout Meeting Thursday Night

gram period. The program will

F. O. Schacht is Cub Master

#### Calls Chamber Of Commerce Meeting

Bob Miller, president of the Lockney Chamber of Commer

#### Feb. 1 Deadline For Enumerating School Pupils

#### Floyd Red Cross **Chapter Elects** Officers Friday

Floydada; R. L. Knox Jr., Lock-

At a meeting held Monday J. E. Cox, Lockney; Ned Bradley,

#### **Baby Photo Contest** At Jack & June Shop A baby photo contest is to be

held at the Jack & June Shop here on Monday and Tuesday of Golden, Richmond Hale, Ken Lockney Methodist Church. Den free of any child between the ularity contest will be held and ial called meeting Friday evenadditional prizes awarded in ing at 7:30 at the fire station. this, All mothers are invited to Chief R. L. Knox Jr. said Wedbring their children to be photo- nesday. All members are urged graphed.

#### **Poll Payments** At All-Time Low In Floyd County

## Mrs. Golden Dies Monday At Noon

hibit space sold, and other minor Lone Star and John T. Carthel Hammond, Lockney; Mrs. L. F. lida, Colo.; Oscar Golden, Aiken;

Williams, Wess Vasek, A. O. Mc-

#### **Fire Department** In Special Meeting

The Lockney Volunteer Fire In addition a photogenic pop- Department will meet in a spec to be present.

# Mrs. Dorsett has moved to live at Lubbock

**Dorsett Leases** 

M Beauty Shop

Norene Visage will re. the WOW lodge. ial 3818, it was said.

on leave from the Army visiting Walter Beall Saturday and Sunhis parents, Mr. and Mrs. Ernest day,

baby son, Randy, of Amarillo, Pvt. Eugene Tannahill is here visited his parents, Mr. and Mrs.

Paso and is being transferred to and Mrs. Aubrey Crisp of Lub day. She is recovering nicely Fort Leonard Wood, Mo. where bock, spent the week here with he will be assigned to an armor- his grandparents, Mr. and Mrs. instruction held for the

THE LOCKNEY GENERAL HOSPITAL

announces the association of

B. A. SIMMONS, M. D.

in the practice of

General Medicine and Surgery

# CATTLE AUCTION

Each Wednesday, 12:30 p. m. Careful, efficient handling of your stock Whether buying or selling make

Plainview Livestock Sales Ring

Your headquarters

Northeast of City Box 963 Phone 4-2357

Plainview, Texas BYRON BENNETT, Mgr.

#### FARM & RANCH LOANS

- · At cheap interest rates
- · Loans for irrigation wells and additional improvements
- Purchase of additional lands
- Loans that will suit your needs
- Hail Insurance on growing crops of all kinds

-SEE-

REVIS HARRIS

**Used Farming Equipment** 

Here is some used farming equipment that you may need. If you do need one or more of these come in and

#### Providence News

It's a good idea to keep your

#### Birthday Dinner Honors Larry Stoerner

Mrs. Albert Schultz, Edgar Sch., gate, reported. The new club ed in the States again ultz of Littlefield, Mr. and Mrs. books were handed out by the Bruno Ganza and family of An- program chairman, Mrs. Wilfred

H. D. Club Meets

#### LETTERS TO THE EDITOR

Jan. 19, 1955 Bamberg, Germany

I have a new address now so effective. Wash clothes before or syndet and

you will please send it to my they become very soiled; they'll cleaner, brighter

The 1st Infantry Division is and will I be glad to be station-

bore team this year. So far we

Pfc. William R. Jetton

#### INSURANCE

FIRE - HAIL - TORNADO REAL ESTATE and SURETY BONDS MONEY TO LOAN on Farms and Ranches at

Next door to Federal Bldg.

Low Interest Rate

#### FRANK PERKINS

Do You Have Some

of some good pictures of crops

in this area or pictures of

other things that would be

suitable in a Chamber of Com-

merce folder. If you have

a picture you think would be

suitable we would appreciate

getting it and would return

GO TO CHURCH SUNDAY.

it to you unharmed.

Phone 3311

42 Years of Land Title Service

FLOYD COUNTY ABSTRACT CO. 201 Boothe Bldg. Phone 116 Floydada, Texas

#### FREQUENT WASHING SAVES CLOTHES

and we're only too happy to plenty of hot water make them a habit if they prove sible with the aid to be money savers as well as matic water heate

wear longer with free ing, and less time w

# MOTHER

FREE 8 x 10 PHOTOGRAP

# Baby Contes Y

# JACK & JUNE SHOP if

Ladies' Ready-to-Wear Lockney

A nationally-known child Photographer will store for two days and we offer you one gift 8 x of your child, age 1 month to 12 years, absolutely ma cost or obligation in appreciation of your patro

#### Bu MONDAY and TUESDA Jan. 31, Feb. 1



Enter your child in the photogenic popularity PRIZES AWARDED. Tell your friends about the free graph and baby contest. Children must be accom

EVERY CHILD INVITED

Come Early! Don't Wait!

DR. O. R. McINTOSH OPTOMETRIST

211 South Main St.

Floydada, Texas

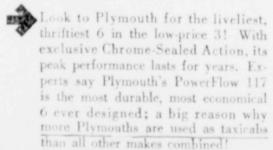
# 17 FT. OF BEAU

BIGGEST, ROOMIEST, MOST BEAUTIFUL CAR OF THE LOW-PRICE 3

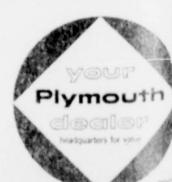


# ECONO

ONLY "6" WITH CHROME-SEALED ACTION IN THE LOWEST-PRICE FIELD!



Plymouth also offers the highest standard V-8 horsepower in the low-price 3 with the new 167-hp Hy-Fire V-8! 157 hp and 177 hp (with optional Power-Pak) available. Plus the newest power driving aids and PowerFlite, world's finest no-clutch drive, with drive selector mounted on the instrument panel. (All optional at low extra cost.)



SEE IT NOW! COME IN TODAY, DRIVE IT AWAY!

# BILBREY MOTOR COMPANY

205 S. Main St.

Lockney, Texas

## One 1952 Super M IHC Tractor on butane with equipment

see how easy we will be to trade with.

One 1949 Ford Tractor

One 1948 M Farmall Tractor with equipment.

One used 10-foot Tandem Disc

Two used Electric Refrigerators, about 8 foot.

One used 1948 Ford Pick-up, 1/2 ton.

Your International-Harvester Dealer

Lockney

more leaves for shade will be - There's a the final benefit.

you should think be load off of large limbs while

## Your Credit Record Is An Open Book

ESERVING a good credit record is not only a matter venience, but of personal prestige.

r if you fall into the bad habit of not paying your omptly, the fact may become known to the merchysician, dentist, hospital, fuel dealer and other cred-

e files of the Retail Merchants show how you pay ills. This record is available to all members of the Bureau in your own community.

ur Credit Record is an open book - written by If in the way you meet your obligations. The only maintain it is by paying every bill on the date it

Buy Wisely . . . Pay Promptly ETAIL MERCHANTS ASS'N.

Lockney, Texas



THE 1955 MARCH OF DIMES nears a climax in Texas this week, and Maj. Gen. K. L. Berry, Texas state campaign chairman, is visited by one of the beneficiaries of the great humanitarian fight against polio. The lad is 4-year-old Bobby Grimes of Austin, who has recovered from a severe attack of polio, through the help of the March of Dimes, and now wears only a brace on his right leg. The drive will continue through Jan. 31.

## South Plains

by Mrs. Murray Julian

day, Friday and Saturday day, returning in the afternoon, poor, rich report Midland a beautiful town days so please help all you can

> erecting a new home on the B. ney Sunday afternoon. Saturday cupany in a tew weeks. They 14 day leave which he will

famous Lee Work Clothes!

will be living at Terrell Hall and

Bill Beedy and Mr. and Mrs. Murray Julian. The evening was spent in games of "84" after the

Mr. and Mrs. Murray Julian Juanel went to Stamford, Texas visited Mr. and Mrs. Loyd Deay. Sunday to attend the wedding

Tailored Sizes. Lee Overalls

fit any build. In tough

but pliable Sanforized Jelt

The Clothes You Live In

WHY THEY SHOULD BE Lee

They give you, greater safety, more comfort and better appearance on any job. It pays to buy the best . . .

## SEALE DRIVE-IN THEATRE

Located 21/2 miles west of Lockney on Plainview High-

SPEED LIMIT: 8 miles per hour with-in the Drive-In. Please slow down.

> LAST TIME TODAY Thursday

Cinemascope

## "Woman's World"

with Clifton Webb, June Allyson, Lauren Bacall, Fred MacMurray

Sparkling and sophisticated - hilarious and tender here's the gayest hit of the season — dealing with that phenomenon of modern times - the contemporary American woman — brought to you with a star-studded cast — filmed in all the spectacular glories of cines-

Also CARTOON

FRIDAY and SATURDAY January 28 and 29

## "Hell's Outpost"

with Rod Cameron, Joan Leslie and Chill Wills

He had a mine to work and neither held nor heaven could stop him - winner at hell's outpost - blazing action and thrills in the mining country of the modern

SUNDAY and MONDAY

Cinemascope

Marlon Brando in his most last the international best-roller by Annamarie Selinko How To Marry Josephine there was Desiree - and some said there was always Desiree - the true with Betty Grable, Marilyn story of Napoleon's secret

TUESDAY, WEDNESDAY and THURSDAY February 1, 2, 3

## "Fighter" Attack"

with Sterling Hayden, J. Carrol Naish, Joy Page

A sky-flaming, earth-rocking front-line epic as fate sweeps | When speakers are accidentogether an American aviator - and an Italian guerrilla girl - in the most unusual love story of the war.

Also CARTOON

## PLAINS THEATRE

THE LOCKNEY BEACON, LOCKNEY, TEXAS, JAN. 27, 1955

Lockney

LAST TIME TODAY Thursday

## "Dragonfly Squadron"

with John Hodiak, Barbara Britton, Bruce Bennett

A rocket-roaring saga of sky-devils blazing across the battle-scarred territory - letting go with every man-killing weapon of war - holding tight to smoldering, explosive love.

Also CARTOON

FRIDAY and SATURDAY

January 28 and 29

## "Dawn At Socorro"

with Rory Calhoun, Piper Lauire, David Brian IN TECHNICOLOR

New Mexico wasn't big enough to hold them bothbut it took a blazing blast of lead to rid the territory of the man who challenged the guns of the law - in a sizzling saga of frontier fury.

Also CARTOON

SUNDAY and MONDAY January 30 and 31

## 'Suddenly'

with Frank Sinatra and Sterling Hayden

By all odds the year's draful of sizzling suspense and ing and desperate plot ever conceived — you'll hail pelling, unforgettable per-

Cinemascope

# A Millionaire"

Monroe, Laureen Bacall, David Wayne, Rory Calhoun, Cameron Mitchell.

it's alive with legs — laughs and love-making in miraclemaking cinemascope - as these gorgeous gals decide it's just as easy to love a rich man as a poor man.

Also CARTOON

#### \$50 Reward

Will be paid for information leading to the arrest and conviction of anyone deliberately stealing speakers from the Seale Drive-In.

tally taken from the theatre they should be returned as quickly as possible. There is no cost to you for their reinstallation and we will be grateful for your co-operation.

## 've Rounded Up Some Good" VALUE-CHECKED"

# SED IMPLEMENT BARGAINS ...

## OME THEAND SEE THEMES AND SAVE

One 1952 Model G John Deere Tractor One 1951 model G John Deere Tractor

One 1948 model G John Deere Tractor on butane

One 1947 Model G John Deere Tractor

One 1945 model G John Deere Tractor One 1945 model G John Deere Tractor

One 1948 model A John Deere Tractor

One 1952 model M IHC Tractor on Butane with equipment

#### LOCKNEY IMPLEMENT COMPANY

YOUR JOHN DEERE DEALER

Lockney



# ockney Auto Company

Your Chevrolet Dealer

Lockney

fort, safety and good looks. Resist snags and rips. San-

Lee Dungarees combine com-

BAKER MERCANTILE DRY GOODS

# Society News

#### McGhee-Reeves Vows Repeated

Hope McGhee, daughter of Mr. Reeves, son of Mr. and Mrs. G. E. Study Club Tuesday, January 25.

she wore a pearl necklace and Nance, Custodian, Mrs. W. matching ear clips belonging to Rankin. her sister, Mrs. Bill Wesley of Visitors for the meeting were

#### La Ventana Club Enjoys Luncheon

The home of Mrs. H. E. Frizzell md Mrs. Ben McGhee, Lockney, scene of an all-day meeting and became the bride of Douglas luncheon held by La Ventana

For something old and borrowed C. L. King, reporter, Mrs. W. D.

umber and other materials

for your building and remodeling projects. Whatever

the job you have in mind,

You'll like the

fine quality of

our building

materials.

SACKS FOR SPRING



This brunette beauty is ready to greet spring in a sunny fashion she designed from three cotton feed Peyton, Colorado. New was her Mrs. B. A. Roberson, Floydada, | sacks. Using soft, pale yellow cotton fabric salvaged from feed bags, she whipped up this fetching afternoon frock. The trim, a gay plaid, is also

#### Ruth Lantrip To Wed Johnny Heck

614 West Poplar Street, Lockney wedding, new was her wedding

#### Program On Brazil Heard Friday

# ANNOUNCING

MRS. DWIGHT JACKSON

has leased

LOCKNEY LUMBER & SUPPLY

# THE BEAUTY BAR

to Mrs. Billie Jarboe Dorsett

Mrs. Dorsett has moved the beauty shop to the home of her mother, Mrs. T. J. Jarboe at 512 Southwest First Street and is now open for business in that location.

> Mrs. NORENE VISAGE will continue with the shop and Mrs. Dorsett will be proprietor.

> > We will specialize in

#### 4-WAY HAIR CUTTING

Also handle REVLON COSMETICS

#### SPECIAL OFFER ON PERMANENT WAVES

One Week Starting Monday, January 31st

\$15.00 Permanent-\$12.50 \$20.00 Permanent-\$15.00 \$10.00 Permanent-\$7.50

Phone 3818 for Appointment

Mrs. Billie Jarboe Dorsett, Prop. Mrs. Norene Visage, Operator

#### muvunen runner, Zack Cummings Jr. Are Wed Sunday

Ravanell Turner, daughter of Mr. and Mrs. A. H. Turner, Lockney, became the bride of Zack Cummings Jr., son of Mr. and Mrs. Z. C. Cummings of South Plains Sunday afternoon at 3 mony was solemnized in the Lockney with Rev. Burgin Wat-

mented with a white lace hat and to use chop sticks. After finish. Approximately 100 guests atblack shoes. She wore a corsage ing this dish they were served tended or sent gifts. designed of white carnations green tea and plain loaf cake.

street dress of imported white sleeves ending in points over the hands. The skirt was full and spersed with white satin leaves. lie Ferguson. For the traditional something old she carried a lace handker- ANNOUNCE ENGAGEMENT Mr. and Mrs. J. M. Lantrip. Hammit and carried at her own

#### Pollyanna Club Has Luncheon

Club met Tuesday, January 25 in the home of Mrs. W. R. Darnell

day and Mrs. Kellison met her husband and accompanied him to Lockney. Mr. Royal is still in a serious condition.

#### Entertain Youth

Ambassadors and Girls Auxiliary til 9:00 p. m. Raymond Spence, missionaries to ors of yellow and white. sent a program and serve supper were Mmes. Sam Lide, R. C

Others helping Rev. and Mrs worn over a hoop. She wore white Spence with the hospitalities linen opera pumps and carried were Mmes. Hilburn Casey, B. B. a nosegay of red rosebuds inter. Vernon, Weldon Smith, and Les-

#### Honors Mrs. Stansell

Two Japanese girls, Koko Mrs. Keith Stansell, nee Ge-Maeda of Honolulu and Misako neva Burke, was honored with a Hirabe of Yokohoma, Japan were wedding shower at the home of present Monday afternoon for a Mrs. C. W. Giesecke in Floydada meeting of Intermediate Royal Friday, January 21 from 7:30 un-

at the First Baptist Church. The | Entertaining rooms were dec visitors assisted Rev. and Mrs. orated in the bride's chosen col

Japan, here on furlough to pre- Hostesses for the occasion

Masako asked the blessings in Mr. and Mrs. Derrell Wood Japanese, gave a short testimony went to Clovis, New Mexico Sunand sang the Doxology in Japa- day to accompany her mother. nese. Koko also sang a song in Mrs. W. C. Ooley to her home in Japanese. The girls are students plainview after several weeks visiting in California with her

here and other Te



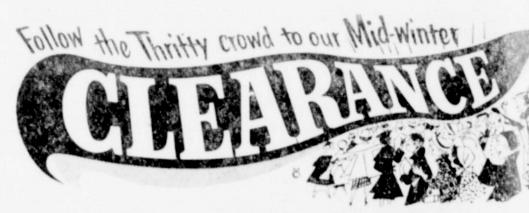
MORTUA, L

Ask Us About The Famous

# Princess Nyla Cosmetic a.

You've heard about this famous line of COSPeop Come in today and let us tell you more about g W have complexion problem we're sure you'll H

MODERN BEAUTY SHOP



# at the

J. C. JONES COMPANY Save 21c On The Dol

Every item in every department now selling at this inch reduction or lower.

CHECK THESE

# DOOR CRASHERS

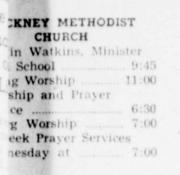
1c SALE - Buy a Dress, Coat, Suit, Skirt, Blou Kr. se or Robe at regular price and receive anoth er of equal value for 1c. Girls Apparel Included.

1c SALE - Men's and Boys Corduroy Shirts - w Buy one at regular price, get another for lear All sizes and colors including pastels fo'yle Spring.

All Sales Final - No Alterations

C. Jones Company

Lockney



#### INITY LUTHERAN CHURCH Providence H. L. Anderson, Pastor School ..... 10.00 g Worship ...... 11:00 g Worship ..... 7:30

| SEMBLY OF GO       | 0     |
|--------------------|-------|
| CHURCH             |       |
| C. Sparks, Pastor  |       |
| School             | 10:00 |
| g Worship          | 11:00 |
| People's Meeting . | 7:00  |
| g Worship          | 7:45  |
| Service Wednesd    | ay    |
|                    | 7:45  |
| 's Missionary Cou  | incil |
| day at             | 2:30  |

| N BAPTIST CHUR    | CH    |
|-------------------|-------|
| O. Haile, Pastor  |       |
| School            | 10:00 |
| g Worship         | 11:00 |
| g Union           | 7:00  |
| Worship           | 8:00  |
| Service Wednesda  | ty    |
|                   | 8:00  |
| hood, W. M. U. ar | nd    |
| iaries Wednesday  | ,     |

METHODIST CHURCH mes Futch, Pastor ip services each first d third Sundays) School ..... 10:00 Worship \_\_\_\_\_ 11:00 Worship ..... 8:00

#### RLEY METHODIST CHURCH

nes Futch, Pastor p services each second l fourth Sundays) School ..... 10:00 ..... 11:00 Worship 7:30 Worship 8:00

#### I STREET CHURCH OF CHRIST McDonald, Minister

9:45 Worship 10:45 Worship Bible Class v at ...... k Bible Wednesday at 8:00

# ALL MIXED UP



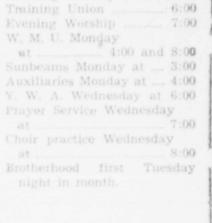
Johnny's all mixed up! His coat rumpled and twisted! Buttons all wrong!

Do you know what Johnny's trouble is? He got a bad start. He poked the first button in the wrong hole.

You see, that first button is all-important. Unless Johnny gets that one right, the other buttons will never follow in pattern.

Johnny's first years are all-important, too. Without the proper Christian training, Johnny will get all mixed up inside. He will learn bad habits, dishonesty, untruthfulness. His life will become rumpled and twisted.

Bring your Johnny to Sunday School and Church. Help Johnny to a right start. The rest of his life will follow in the Christian pattern.



FIRST BAPTIST CHURCH Rolan E. Wiley, Pastor Sunday School ..... 10:00

Morning Worship ........ 11:00

WEST SIDE CHURCH OF CHRIST Wednesday Evening Prayer .. Services 8:00

PRAIRIE CHAPEL CHURCH OF CHRIST Services 10:30

Local men in charge of third

#### LONE STAR BAPTIST CHURCH

Rev. A. L. Shaw, Supply Morning Worship ...... 11:00 fraining Union \_\_\_\_\_ 6:45 Evening Worship ....... 8:00

#### BELLVIEW BAPTIST CHURCH

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

Knox Grocery & Market We Try To Please

Plains Electric Electrical Irrigation Supplies

aker Hardware Company me Appliances — Home Furnishings

**Bob**'s Barber Shop We Appreciate Your Business

5 " We Feature Service for the Sick landley Shop & Pump Co.

Lockney Drug Co.

cksmithing and Irrigation Well Repair O'ylant Grocery & Market Phone 2134 - Free Delivery

wn's Cleaners & Clothiers Men's Wear - Quality Cleaning

unnier Lumber Company Your Home-Owned Lumber Yard

Vhitey" Baccus Motor Co. Ford Sales & Service Hammond & Company

International-Harvester hodes Grocery & Market We Give S&H Green Stamps

Lockney Auto Company Chevrolet Sales & Service

> Johnson & Johnson General Repair and Parts

Taylor's Help-Ur-Self Laundry Complete Laundry Service

Lockney Implement Company Your John Deere Dealer

Aiken Blacksmith Shop Welding, Disc Rolling, Trailers and Ditchers

> Reese Electric Service Electrical Wiring Installations

Baxter & Smith Grain Co. Grain, Feed, Seed and Fertilizer

> Lockney Gin Ginning and Seed Cleaning

Jack And June Shop Ladies' and Misses' Ready-to-Wear

Lockney Real Estate Co. Loans-Real Estate-Insurance

PLAINS THEATRE Reecer's Master Cleaners Phone 2262

Seale Drive-In Theatre

Lockney Lumber & Supply We Appreciate Your Business

THE CHURCH FOR ALL .

ALL FOR THE CHURCH

J. C. Kemp Phillips "66" Wholesale

Barber's Farm Store Feed and Fertilizer

V. L. Webster Service Station Coodyear Tires and Batteries

Phone 2385 - Say It With Flowers First National Bank

Plains Floral Shop

Member FDIC Lockney Variety Notions and Stationery

Byrd Pharmacy Fred D. Byrd, Pharmacist

Higginbotham-Bartlett Co. Off. Phone 3351 - Res. Phone 2116

> Carter Mortuary Phone 2211

Consumers Fuel Association Everything for the Farmer

Patterson Grain Co. Gin & Elevator

Lockney Dry Goods Dresses Fashioned by Michael Mode Lockney Frozen Foods & Market Processing for Deep Freeze

INSURANCE Frank Perkins

Parker Furniture Home Furnishings and Appliances

Oliver Jewelry Watches, Diamonds, Gifts for all Occasions

> Darnell Grocery A Good Place To Trade

Luke's Blacksmith Shop Blacksmithing — Portable Welding

Jackson Tire Company Dunlop Tires

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White Auto Store Arvin TV Sales and Service

J. C. Jones Co. The Family Store

Cooper Garage & Butane Conoco Products - Phone 2372

Bilbrey Motor Company Chrysler-Plymouth Sales & Service

#### Lockney General **Hospital Notes**

Mr. L. V. Dove was dismissed 1-21 after receiving 2 days medi- leased

We Will Appreciate Your

BUTANE

BUSINESS

you with

GASOLINE, OILS, GREASES

and ACCESSORIES

Kemp Oil & Butane

J. C. Kemp

Lockney

Phone 2392

We also will be glad to furnish

#### Medical-Surgical Hospital Notes







#### Area Legislators Are On Committees

in the home of her sister, Mrs. Jack Albright while attending

## Break Ground At Wayland For Girls Dormitory

units for married students, ac- Weathers, pastor of First Bapcording to President A. Hope tist Church, Brownfield; presi-

ies will take place on Monday the Pampa Cement Co.

on the program will include Rev. John Basco, pastor of First Baptist Church, Odessa; Rev. Morris

ies will be attended by represen- Wayland College business man-

married students. The ceremon- a position as bookkeeper with all-day meeting at

Mr. and Mrs. V most of their chil

Wednesday

fice.

RUBBER BASE FLAT WALL PAL 12 beautiful colors at \$4.26 per galle not a water paint.

F. H. A. Loans for new homes at remodel and repairs, fence, New Garage.

GOOD LUMBER AT FAIR PRICE MILE Inlaid Linoleum and Congowall (ALE Chrome mouldings.

#### BRUNNIER LUMBER COMP han

Your home owned Lumber and Hardware

# Shoppeta Special in the state of the state o

SUGAR

10 Pounds

39c

Style 2 Cans

25c

PICKLES

Quart Sour or Dill

25c

NEW

Potatoes

No. 2 Can

Fresh - Kimpekn 2-303 Car New

29 CALE



**Del Monte** Pineapple **Sunshine Cruise** 

Sliced Pineapple

29 Oz Cans 31c

Pineapple

211 Cans 19c

Crushed No. 2 Can 25c Pineapple

Juice

Pineapple 46 oz. Can 29c

TOMATOES

Fresh

Lb. 23c

FRISKIES

Dog Food

3 Cans

32c

**Double Stamps** 

**Every Tuesday** 

with \$2.50 Cash

Purchase

Pineapple 211 Can 21c

10c

TUNA

Light Meat Can

**23c** 

LETTUCE

Large Heads

Each 15c

PYLANT

Grocery &

Market

Kraft

2 Lb. Box INS

T-BON

STEALFO

Lb.

Call for Pyl Trading Stan, if n

Lena Fae StoroyD

Pylant's Groe 25

Printing That Speeds Business **Operations** We'll design forms to streamline and speed-up the routine of your office or shop. Get our suggestions, without obligation, on anything from a shipping tag to a coor-

dinated system of forms.



41-tfc.

17-tfc.

ows. L. L. Reecer, phone 2262.

The LOCKNEY TRADING POST

need something or have some-

thing you don't need. 32-tfc.

RADIATOR TROUBLE? - Let

pairing and cleaning. Experien-

SEE ME for Bibles and Bible

Wanted

Parker Furniture, phone 3315.

MORGAN CONVALESCENT

HOME No. 4

Spur, Texas, Phone 9517

NOW IS THE TIME to clean

CESSPOOL DRILLING

Storm Cellars Pier Holes

30, 36, 42 and 48-inch

Holes

I. E. FISH

Plainview, Texas

bake and decorate those wed

Local & Long Distance

MOVING

We Specialize in Packing,

Crating and Storage

TRANSFER & STORAGE "MOVE SAFE WITH"

BRUCE & SON

Dial 4-6349

1009 North Broadway

Plainview

5% FARM LOANS

Prompt Inspection and Closing

No closing charges except

abstract and recording

GOEN & GOEN

202 Boothe Bldg. Floydada

Representing Amicable Life

Insurance Company.

to Luther Fowler, Box 66, Lock

For Rent

FOR RENT - 3 room furnished

partment, private bath. S. H.

FOR RENT - 2 room house

Milwee, Phone 3845, 36-tfc.

46-tfc.

36-tfc.

R. W. Johnson, dial 3384.

ney or phone 2173.

ding and party cakes for you'

900 Broadway

Cooper, phone 2245.

Story books. Mrs. Best Vernon.

LE - Upright piano in ! lition, \$50, Mrs. Warren phone 2216.

ALE - 4 room house ster. Phone 3683. 42-3tp. Phone 3469.

J PLAN to buy a piano McBrayer's Big Piano reys Tension Sealed storm wind-Sale now being held iew in warehouse south fice. PRICES REDUCED 10%. All finishes. Good ctice pianos \$50 to \$75. has 9x12 new congoleum rugs. This week only. Name Price \$5.95. We buy, sell and terms. Free bench and trade. Remember us when you

gcALE - 4 rooms, bath age. Fenced in back pavement. Fred Hug. us take care of your radiator 43-tfc.

1tc.

ect condition. Good chest JATOR SERVICE, Lockney, Phone sturdy chairs. W. R. 3800, day or night. C mile north.

ill (ALE - Barley seed, W9-butane, good condition, g now. Two 50 HP elecors and switches, 1 young Boar, 1 power lawn or call 2166, Mrs. Myrtie Lou hand power lawn mow- Newton Munselle, Lockney rep- to 14.00. it BUY about 15 young resentative. ershel Carthel, dial 3497. 42-2tp.

AE for monuments and WANTED - Used bedroom I represent an old, re- suites. Liberal trade-in allowance m. Frank Dodson, phone on all styles of new furniture. 33-tfc.

1 small up-right. Can in Lockney. Have to sell ary 1. Bargain on easy rite I. B. Fowler, Credit 99 River Drive, Amarillo, 40-3tp.

SALE - 6 rooms and West Lockney, near reasonable. o right party. Inquire at

ESTATE - Houses in Buck Formby or call Parker Also farm Furniture, phone 3315, Lockney. for sale. me for beef at whole D. Harris, dial 3847. 48 tfc

INDCKNEY TRADING POS vill find the best in mat-Cal New cotton and inter-36-tfc.

ASALE - 3 bedroom house thwest Lockney, large nt, on 2.4 acres with rigation well. (Will sell eparate,) cow shed, etc. y Ray.

SALE - The Al Willis See Fay Pinner at Pinner ce. 9177

- Full length letter rage files for your old Only \$4.50 each at The Office.

SALE - Girls bicycle, al w. One Roper range, good n. One gas Servel reor in good condition. We buy your used furniture. Trading Post, 36-tfc.

GAIL RICHARDS COS. see or call Mrs. Willa Route 1, Lockney or 1-2055, Plainview. 26-tfc.

**\*\*\*\*\*\*** ARM BUREAU INSURANCE

for FARMERS DIVIDENDS

- Auto - Fire Al Farm Liability 319 S. Main

FLOYDADA

o a Land Bank loan to

Buy, Improve or Re-

an, if needed. Full or part

yment privileges.

OOYDADA NATIONAL

co - low cost, long

LOAN ASSOCIATION

B. Watson, Sec'y-Treas.

100 258 319 South Main

\*\*\*\*\*\*\*\*\*\*\*\*\*\* hone 2245. OFFICE SUPPLIES at The Bea-

The Great Pyramid is 485 feet

Lockney Lodge No. 867

A. F. & A. M. Regular meeting third Tuesday night at 7:30. JAMES A. BORBITT, W. M.

E. A. CARTER, Secretary

#### For Sale Plainview Livestock

Sales Ring January 19, 1955

310 hd. cattle sold on a strong 20 frozen. Archie Bybee, daily and Sunday, for \$9.50, or and active market with all clas-Sterley, Texas. 42-1tc. 8 months daily only for \$8.50, ses 50c to \$1.00 higher than last Subscribe at The Beacon office, week, except cows which looked steady with last week. Best FOR SALE - One 11-ft. Hoeme, calves and yearlings topped at one A John Deere with 4-row 19.20, bulls at 13.30, cows at cultivator, one 1951 Ford trac- 11.00, with cows and calves tor. Cecil Carthel, 112 miles showing considerable strength h to be moved. 28x30. west, 3 miles north of Lockney. and one string of medium quality stocker heifers weighing 500 to 600 pounds bringing 15.00 to See me for ALUMA-KRAFT 16.50.

ear future don't fail to awnings, Cyclone fence, Humph- Good calves and yearlings 16.50 to 19.30.

> Medium to good kinds 12.50 to 16.00.

> Stocker str. calves and yearlings, medium to good 16.00 to

> Plainer kinds 13.00 to 16.00. Stocker Heifer calves and yearlings, medium to good 15.00 to

Cutter and utility calves and Itrouble. We do all kinds of re- yearlings 8.00 to 12.00.

SALE - Divan, makes ced workman, WESTERN RAD- 600 pounds up 15.50 to 18.20. Plainer kinds 13.00 to 15.00.

Fat cows 9.00 to 11.00.

Commercial Bulls 12.00 to See me for AVON COSMETICS 13.30.

Medium and Light Bulls 11.00

Some Representative Sales:

Daugherty Bros., Plainview blk. cows 7.80 to 10.90. Good 14.00 to 18.20. Plain strs. and hfrs., 450 to 600 lbs. 9.00 to 12.00. R. T. Watson, Hale Center, wf. hfrs. 16.25 to 17.60.

Private and semi-private rooms. B. F. easonable rates, nursing care cows 9.40

450 to 700 lbs., 16.25 to

24 hours. Well trained manager. Gene Fullingem, Petersburg. Location: former Nichols Hos- Feeder strs., 600 to 775 lbs. 15.50 40-tfc. to 17.10.

J. A. and Garland Wolfington. Plainview, wf. strs. and hfrs., 500 carpets, rugs and furniture. See to 700 lbs., 16.00 to 19.10. and moth proof your valuable Kendall Cummings. Lockney

strs and heifers, 690 to 750 lbs.

Dic1 4-5828 Jan. 26 - 12.30.

#### World's Largest Egg WANTED - Why not let me Laid At Tech Farm

Reasonable prices. Mrs. Ross

practically bugged right out of a farm owner who becomes 65 in their sockets," Perry exclaimed. 1960 will require five years where ences to borrow trouble. "This is the biggest egg I've ever seen in my 35 years in the poul-

try business." Upon seeing the egg, members WANTED - winumill and of Tech's agriculture faculty pressure pump work. Call or see quickly agreed that it was of record breaking size, as far as they knew.

The tired mother is one of 235 PIANO TUNING - Drop a card poultry yard. All are standardsized hens.

by dehydrating it over a sixveeks' period.

Those from Lockney attending Diamond Jubilee tea of Floyd ith shower bath. Ross Cooper, County Association W. M. Tuesday at Floydada included Mmes. J. H. Cooper, F. M. Smith. W. S. Rexrode, Sid Thomas, Hilburn Casey, H. S. Calahan and Frank Brown, 150 women were present, many of whom were dressed in an 1880 style dress emphasizing the year W. M. S. work was organized.

> Mr. and Mrs. Henry Moore received word Tuesday that their daughter, Mrs. E. E. Puckett of Paducah is seriously ill. Her illness has been diagnosed as spinal miningitis



#### Join the MARCH OF DIMES January 3 to 31

#### Explains How Farm Owner Is Eligible For Social Security

in a series of articles prepared After 40 quarters of coverage for farm families by the Lub. have been earned a liftime in bock, Texas District Office of the sured status is acquired

R. C. Nicholson, Hale Center, sed the various types of benefits have a blk, strs., 600 to 800 lbs. 15.00 that have been made available quarters

are made four quarters of cov- by building a future When I first saw it, my eyes erage are given. For example,

LOOK AT THIS!

#### RCA CONSOLE TELEVISION SET

The latest RCA model, aluminized picture tube, tinted glass front, just the set for your living room.

Only -

\$269.95 **Budget Terms** 

Other Console and Table model Television Sets as low as \$159.95 Also TV Aerials, Towers, etc. Call us for TV Service

#### Modern Radio & TV Service

Dial 3345

J. MARVIN COX, Prop.

Lockney

THE LOCKNEY BEACON, LOCKNEY, TEXAS, JAN. 27, 1955

#### Growers Association Starts Building 20-Units At Floydada

Floydada. - A labor camp that will accomodate 20 families with living quarters and good sanitary facilities is due to g up beginning this week on a 3.3 acre site lying east of 12th street in east Floydada.

The builders - seven in number - organized themselves into the Floydada Growers and Producers Association here Friday

Coincidental with the begin ning of the labor camp the association also contracted for the year with further cuts due the purchase of a modern grader and brushes unit for onions and potatoes. These will be installed farm economist, says total whear in the vegetable shed on the supplies for the current market-Quanah, Acme & Pacific rightof way where the association has rented quarters for next

They will hurry the living expect to move into Floydada as and exports are expected to top planting season. Heretofere la. prospect for \$55, making possible named Jim Simpson president of ported by parity between 825

machinery at hand when they need it also will save time and inconvenience in getting out is hunt equipment.

#### High Carryover Of Wheat In '55

College Station.-Wheat grow ers will heap their 1955 produc tion on an estimated national carryover of some 1,000,000,000 bushels. And, as a result, the government's support program is expected to hold up the price. Based on current prospects stocks probably will be reduced during the 1954-55 marketing

following year. John G. McHaney, extension ing year will approach 1,884. 000,000 bushels, the largest in

The economist expects wheat exports to rise above last year. He says domestic consumption the 850,000,000 bushel crop in

#### INCOME TAX SERVICE

At my residence I block west of grade school.

J. D. Copeland



#### STANDARD OF AUTHORITY IN RELIGION

sugar I make sure that it is weighed. If the clothing merchant or the grocer would dely the accepted standards of time. Suppose everyone let his feelings guide him. How do Serious wrecks have been caused by watches deviating

We can all see the wisdom in standards to direct our physical life. Examples would be multiplied. But when it comes to the most important matter, the spiritual phase of man's being, many will argue that "our feelings should guide us." As to salvation from sin they say, "we cannot all see it alike. Just so we are sincere and feel we are sayed - that is all that matters." Suppose the merchant adopted that rule: "Just so the clerks feel they are measuring and weighing properly." We might reply, "The clerk may be sincere and yet not be right in guessing at a yard

Beloved, if you have been depending on "feelings" or some other standard rather than the Word of God we beg of you to take time to consider WHAT GOD SAYS about THE STANDARD OF AUTHORITY IN MATTERS OF TRUE RELIGION: "Oh Jehovah. I know that the way of man is not in himself; it is not in man that walketh to direct his steps." Jer. 10:23. "Not every one that saith unto me, Lord. Lord, shall enter the kingdom of heaven; but he that doeth the will of my Father who is in heaven." Matt. 7:21. 'I verily thought with myself that I ought to do many things contrary to Jesus of Nazareth." Acts 26:9. But Saul (who said the latter) learned he "thought" wrong. I am persuaded many "think" they are right when they are wrong. For five years of my life I THOUGHT I was a Christian but based my thinking on a false standard.

Here is THE TRUE STANDARD: "Every scripture inspired of God is also profitable for teaching, for reproof. for correction, for instruction in righteousness: that the man of God may be complete, furnished completely unto every good work." 2 Tim. 3:16-17. Beloved, if you walk by the scriptures you will be safe. The scriptures demand faith in Christ (Inc. 8:24); genuine repentance, (Lk. 13:3), confession of Christ's name (Rom. 10:10); water baptism (Mark 16:16) (Acts 22:10) to be saved from sin.

If we all "walk by this rule" we can see alike. (Col. 6:16).

(All quotations from American Stundard Version).

**\*\*\*\*\*\***\*

#### The

# Lockney Beacon

PUBLISHED EVERY THURSDAY HAYS & REYNOLDS

Edgar R. Hays ...







A BIG IMPROVEMENT IN I department's policy is comin

the so called "junk mail" po that comes to Boxholde

SPECIAL PRICES on all Radiators. International Farn.all Cores - \$25.00 Exchange STOVALL-BOOHER RADIATOR Sales and Service Plainview, Texas

ARTHUR B. DUNCAN ABSTRACT COMPANY

MAUD E. HOLLUMS Owner and Manager South East corner Square

Floydada, Texas Oldest and most complete abstract plant in Floyd County. Prepared to render prompt efficient service on everything in the line of land titles.

#### DEEP **PLOWING**

D-8 Caterpillar with 4-bottom Atlas twoway mouldboard.

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FLOYD TERRELL Phone 3154. Lockney

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THERE ARE ABUSES also in

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#### THE AMERICAN WAY



America-Russia's Frustration

#### With Our EXCHANGES

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DO YOU PLAN TO BUY

A NEW OR USED CAR?

North Main

If so, then see us for the financing

REMEMBER TOO that if you are in-

wherever you buy it. Just come in and we

will finance it and write the insurance in

volved in an accident and do not have

the required liability insurance in the

amount of \$5-10-5,000, the Department of

Public Safety takes up the case and you

could be in serious circumstances. Don't

take a chance that a serious accident

couldn't happen to you. Be protected

with our liability insurance. It only costs

a few pennies a day to have this pro-

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Telephone 1234

Plainview, Texas

Lockney

uranium. And still according to the grapevine, this same landowner headed out for New Mex-

#### GOOD RIDDANCE!

nounced that effective March 31.

## Long Ago In Lockney

Items of interest from the files of The \*.ockney Beacon.

January 29, 1925 Frances Elwauna Smith, six

F. M. Kester, Jeweler and opemotrist is equipping an opti-

age to be known as Waller Motor

as teacher of the the Olney Public Carroll is a graduate High and Howard P

Miss Eva Lee ter of Mr. and M. of near Lockney ph D. Reed of were married

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#### Dirt Work Washi Of All Kinome ar

Land Leveling Leveling - Ripping Motor Patrol Work.

Frank Wooaccura at 4-6525 Plainview :

# What's new with Chevrolet.. everything!

Here are just a few of the features that make the 1955 Chevrolet an utterly new kind of car. It is a low-cost car, with low-cost gasoline economy and maintenance. But in everything else assists and drive options. Call us-today-for the most eye-opening drive you'll ever take.



engine has ultra-short stroke, 8



Sweep-Sight windshield gives





cooling and lubrication



"Outrigger" rear springs are set wider apart to resist body-



Glide-Ride front suspension

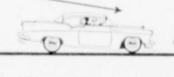


HOTCHKISS

DRIVE

HOTCHKISS DRIVE lets rear

springs absorb acceleration and



Tubeless tires



Anti-Dive braking control checks tendency of front nose-down during fast stops, keeps car "heads up."



Glass area is up to 18 per cent greater so all passengers get a broader panorama.

12-yolt electrical system gives

easier winter starting, higher voltage for all speeds.

ventila. tion intake

windshield

picks up

cleaner air

above road fumes.



Lower center of gravity pro-





vides greater stability on curves, .





better road-holding.





of passenger compartment.



pedals permit draft-free sealing



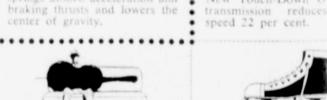
Over-all height is cut as much



as 6 inches without any sacrifice of headroom for passengers.



New "Blue-Flame 136" engine teams with Powerglide\* automatic transmission.



Bodies are wider inside, with more room for hips, hats and

All 4 fenders are visible to the

driver for use as guides in

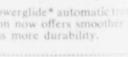
parking, traffic driving.



New "Touch-Down" Ov

speed 22 per cent.

Powerglide\* automatic sion now offers smooth



COLORS

35 colors and combinati

rainbow-full of 14 solid and 21 two-tone combin

motoramic Chevro

\*Optional at extra co 3353

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Telephone 3368 — Lockney, Texas

more than a new car . . . A NEW CONCEPT OF LOW-COST MOTORING

we enter another inx filing season. It has e policy of this paper to all services possible, er needed, to the citiour community. In keepthis policy, as has been the past, we are going ish a series of articles when used with the inncome tax form, will as

have been many char de in the 1954 law tha penefits you may be enstudy of the booklety vas mailed to you with d it both interesting and

le to study these instruc 10st taxpayers will be s from the information and headache. d in this booklet and the you do not find all the week. to your particular probu may write for the 25c iblished by the U. S nent Printing Office enimply send your 25c to

d readable

only a short time in speedy recovery. or not postponing the Texas Tech.

x refunds last year. Be- Amarillo.



"risking his fortune, reputation, and his public career in order to lift his fellow citizens out of their intolerable condition. For 40 years others gave us promises; he gave us help."

Others pictured are Mrs. J. J. Trevino, president of the United

Mothers and Wives of Duval County; Lawrence Warburton, Sr., President of the Duval County Clean Government League, and Sam Burris, District Attorney-elect. All commended Shepperd for his assistance in ending South Texas political tyranny. While in Alice Shepperd turned over leadership of all investigations to the local officials headed by Burris.

we will publish. How your income tax return next cess

and money are the chief factors district that will encourage Watch for another article on in reaching the pinnacle of suc- water conservation, draft well-

PROBLEMS CONTROL OF ANALYSIS OF ANY OTHER PROBLEMS OF ANY OTHER PR

Very Special Prices on

MEN'S FELT HATS

Williard 3K and 5K Beaver

Good selection of colors.

Another group of

MEN'S FELT HATS

These dress hats formerly sold

as high as \$6.95. A good se-

lection of colors and sizes. Now

**BOYS FLANNELL SHIRTS** 

KHAKI SUITS

Dickies Cramerton

\$4.95 Men's Pants, on sale at \$3.88

\$3.98 Men's Pants, on sale at \$2.88

\$3.98 Men's Shirts, on sale at \$2.88

MEN'S JACKETS

CORDUROY, MAROON AND WHITE.

REVERSIBLE SPORT AND WORK JACKETS

\$9.95 values on sale at

\$7.95 values on sale at

\$12.95 values on sale at

\$10.95 values on sale at

\$6.95 values on sale at

\$18.95 values on sale at

\$4.95 Men's Shirts, on sale at \$3.88

\$1.98 values on sale at

\$2.98 values on sale at

\$3.98 values on sale at

take your choice for only-

\$10.00 Hats on sale at

\$12.50 Hats on sale at

\$20.00 Hats on sale at

#### unaerground Water Dist. No. 2 Formed

Six cities and six counties will omprise High Plains Under ground Water Conservation District No. 2 North of the Canadian River. Two counties. Lipscomb and Dallam, and all incorporated owns in each, rejected the proposal in an eight-county pre ferential election Saturd. . .

The cities of Dumas, Stratford.

answer all of their tax this, it will not be such a chore; Economy in the matter of time tax levy to finance work of the pride at his superior judgment.

\$6.83

7.83

12.88

\$1.30

\$1.88

\$2.88

\$6.88

\$5.88

\$8.88

\$7.88

\$4.88

\$11.88

Because of the rapid growth TILE SPLASHBOARD ents of the issue recommended most? Probably you'd say in back ing ahead. a program for planned develop- of your range. That's where use of water supplies, and that the program be locally formu. \* believed such a plan preferrable to possible control on a statecentral committee.

Judging a man's future by his

JANUARY

special prices you'll want to take advantage of during this sale. Come in today.

data on use of underground THE LOCKNEY BEACON, LOCKNEY, TEXAS, JAN. 27, 1955

often overlooked; but with a of irrigation in the counties north At this moment, what place stainproof clay tile splashboard of the Canadian River, propon- in your kitchen needs cleaning installed, you'll have easy clean-

# MR. FARMER!

grease and food stains are most A CLEAN CITY IS A SAFE CITY

See us for all your fertilizer needs.

We have all types of mixed Fertilizer and a good stock of Ammonia Nitrate.

We are also dealers for Anhydrous Ammonia.

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\$\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

## Sterley News

accurate. Errors will in and underwent major surgery creep in when you leave Saturday. We hope for her a

o prepare your return Mrs. M. O. Buchanan went to use more headaches in Lubbock Monday to get her r good and important between semester vacation from

your return is that if Visitors in the M. A. Boone due a refund, the ear home Sunday were: Mrs. Elmer file the earlier you will Mitchell and Jackie of Modesto your check. 650,000 tax. Calif. and Mr. and Mrs. W. H. n the Dallas District re- Arney, Barbara and Betty of

the many beneficial Mrs. W. F. Owen was ho in the new law, it is ex- to a pink and blue shower lat even a greater num- urday at her home for Mrs. Way receive refunds this ne Fuller of Floydada. Refresh returns are processed ments of cake and punch were order in which they are served. Mrs. Fuller received

ne, first served." So let John Branum returned to work

In other words, it is many nice and useful gifts.

art getting together our Monday after spending three records and start weeks vacation in California. for the articles as they Mrs. L. A. Claborn is visiting n this paper. If we do relatives in California.

LOOK! One selection of

# DSTUME JEWELRY

now offered to you at

# PRICE

his assortment includes many beautiful Ear Screws. aces, Ear Screws and Necklace Sets, Pins. Bracelets,

's all on display on our counter. Come in and make selections soon.

#### I WHAT THE CTOR ORDERED!

the way your prescriptions lled when you bring them to ore. We fill them carefully and ately with the finest of drugs. s serve you.



#### CORDUROY SHIRTS

OUR BIG JANUARY CLEARANCE SALE CONTINUES through Saturday, January 29th. Here are some

Ideal for winter wear, and something that every man will want. Your choice of several colors.

\$4.95 values now -

\$3.88

#### MEN'S FLANNELL SHIRTS

Choice of colors \$2.98 values on sale at-

\$1.88

#### SPORT SHIRTS

\$2.98 values on sale at \$1.88 \$3.95 values on sale at \$2.88

#### SWEAT SHIRTS

\$1.39 value Grey, on sale at \$1.00 \$1.49 value white, on sale at \$1.08 \$1.59 value colored, on sale at \$1.16

#### Ladies Suede Fringe **JACKETS**

\$29.75 values on sale at \$15.88

## POODLE CLOTH JACKETS

\$7.88 \$11.95 values on sale at

#### LADIES COATS

One group, values at \$39.95, \$19.88 on sale at One group, values to \$42.50, \$21.88 on sale at One group, Gabardine, values to \$16.95, on sale at GIRLS COATS, values to \$10.95, on sale at \$6.88

#### WESTERN SHIRTS

\$8.95 values on sale at \$5.88 \$6.88 \$9.95 values on sale at

## Velvet And Corduroy Shirts

\$6.95 values on sale at

Men's Blue and Grey Chambray WORK SHIRTS

\$1.49 values on sale at \$1.09

#### WINTER MATERIALS

GABARDINE, STRUTTERS CLOTH AND RAYON ACETATE

98c values, per yard \$1.79 and \$1.98 values, \$1.18 per yard 98c and \$1.98 values,

Odd Lots at Reduced Prices

per yard

88c

#### MEN'S DRESS SUITS

Year-round weights, choice of many patterns. \$29.95 values, on sale at-

\$19.00

## LADIES COAT SWEATERS

\$7.95 values, on sale at

**Double Cotton Blankets** \$2.00 \$3.75 values on sale at

ALL LADIES DRESSES 20% Discount

# MEN'S OVERCOATS

\$44.50 values on sale at \$22.88 \$20.88 \$39.50 values on sale at \$29.95 values on sale at \$15.88

# Lockney Dry Goods

**Dial** 3838

Lockney

## Valentine Day Is Coming!

And we have a large selection of all kinds of valentines for you.

VALENTINE GREETING CARDS PACKAGED CUT-OUT VALENTINES

Also VALENTINE NAPKINS and DECORATIONS for your party.

Lockney Variety

NOW ... We offer you those good

on your Credit Card on easy terms. NO DOWN PAYMENT — SIX MONTHS TO PAY

Just come in and let us fit your car up with a set of Gulf Tires. We will charge it on your Gulf Credit card and you will have six months to pay.

Your choice of -

White Sidewall Low Pressure Tires The New Gulf Tubeless or those good Gulf Blackwall Tires

> 18-month guarantee All popular sizes to fit your car.

#### FOWLER-BARNETT GULF SERVICE

MYSTERY FARM NO. 44

CAN YOU IDENTIFY THIS FARM? It is located somewhere in the northern part of

Floyd County and the First National Bank would like your help in identifying the place.

We would say this farm house faces south, judging from the shadows of the trees, and that it is located on a dirt road. If you can identify the place please call The Beacon office. dial 3318. The Bank will appreciate your help. The owner or occupant of the house will be given the original photo free of charge by The Bank if he will come by The Beacon



#### Irick News

Mr. and Mrs. Walter Taack and of the Frank McClure's.

#### CARL McADAMS

GENERAL INSURANCE

Fire - Hail - Polio -Windstorm - Auto - Bonds Phone 2141

> First National Bank Building

Land Leveling You Need . Please Phone 4-7461



Two large Miller Rotary Scrapers, thoroughly trained operators.

Baker Flash-O- Gas

Your friendly butane dealer in Plainview.

Dorman's father. While at Lub- of a son, Danny Wayne, Satur-

ciew spent Thursday night with Karen Ann is the first grandchild

#### Bargain Rates On Your Daily Paper At Beacon Office

Bargain rates are now available on your daily paper at The Beacon office. In addition to saving on the daily paper rate The Beacon gives you a special combination rate, combining your daily paper and The Beacon, saving you still more money. Here are the daily bargain rates:

Lubbock Morning Avalanche. one year daily and Sunday \$12.95. Daily only \$11.00.

Fort Worth Star Telegram, one year daily and Sunday, \$13.95; daily only, \$12.60.

Remember - you can save money by subscribing for your daily paper at The Beacon of-

by visited Mr. Buckners day, January 22 weighing 7 con Office,

OFFICE SUPPLIES

Play Sale Protect your ho ness from fire

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# LOOK

NEW 1955 Bel-Air 2-door or a 1 V8 CHEVROLET for \$2144.00

New 1955 Two-Ten 2-doonews 6 cylinder her-da be he CHEVROLET ol ca

for \$1937.00

See FAY PINKE ampe are B

#### Kimble Optometric Clinic

8:30 to 5:30 Mon. through Sat.

Appointments - Phone 254, Floydada

# Dress-Up Your Home

With a new piece of furniture from our selection of fin furniture

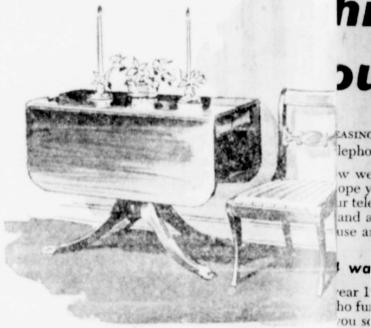
#### DROP-LEAF TABLE and SIX CHAIRS

Just the suite to complete your dining room furniture. In luxurious Mahogany, Priced reas-

Pictured below is a

#### Chrome Dinette Suite

We have these in either They're very attractive.









Occasional Chairs

A large selection of nice chairs in various fabrics and colors. You'll be sure to find one that will suit your living or



Wicker Bassine facil Perfect for the tiny new ies in can easily be rolled anywhenone

Baker Hardware (

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ing service you deserve.

Giving you good service is the only road to profit for this

banking institution. Service is what we have to offer and we

are anxious to serve you in every way possible. Our patrons

have made this bank what it is today and that is why we

want to repay your kindness by giving you the kind of bank-

THE FIRST NATIONAL BANK

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For The Bal tried

BABY BElserve

Pictured below

#### EDITORIAL

estion of the week was your opinion about a there was one basic nasium. rlying these answers:

ization that has been 13. nd needed by L. H. S. Marion Cross was high point 007 e way that we will ob- points. that's go get out and it! Explain the organi-

#### 000lews

y Edna Morris

re being made for the her-daughter banquet be held Feb. 10 in the ol cafeteria. The folmmittees were appoinlp plan it. Food comirbara Hays, La Juan Wanda Cox and the Edna Morris. On the committee are La dlin, Peggy Buckner,

ampell. On the table are Betty Brown, Maetughlin and Oleta Mc-The program commit-Hary Myers, Kay Gollatie Rucker

#### **Longhorns Defeat** Muleshoe 59-52

ouncil for Lockney High The Lockney Longhorns won Of course, as it is with their first district game of the p of people, the answ-season by defeating Muleshoe vere received were var- Friday night at the new gym- students could get along with

The Mules jumped into the il not just because it it until late in the fourth. The help the students and faculty. thing new, but because third quarter ended with the be worth while. This is Mules leading by 13 points, 46-

or a long while. There for the Longhorns scoring 15

#### Girls Lose

d its benefits to the Mulettes 49-47 in a very well school activities. of your community, played game. The Mulettes James Morris - I think they

for the girls scoring 30 points.

#### WHOZIT

- happy. brilliant
- tidy.
- light. New Mexico State flower
- ending. — exclamation of surprise
- late. — type of typewriter.
- correct.
- Come on students, lets see who

he FHA girls, will you mothers and enjoy a fine eve ne and bring your ing of entertainment and food

K. W. COOK. Special Representative

**Phone** 3808

Box 215

#### Lockney

#### Question of The Week March Of Dimes

What is your opinion about a student council for Lockney High School?"

Shirley Warren - Maybe the the teachers better.

Lynn Jolly - I think if we ients did want a stud- lead in the first quarter and held had a student council it would

> Pat Reed - I think it would be the best thing we could have.

be a good thing for Lockney. The Longhornettes lost to the the students more interest in the

students, and remem- jumped into an early lead but need one very much. A student Hall, duet. time-honored motto: the Lockney girls soon caught council would promote better nere's a will, there is a them and led until the waning feeling between the students and piano seconds of the fourth quarter. the teachers of Lockney High Nell Cunyus was high point and the students would probably cooperate better and maintain a better school.

Larry McCormick — We might stop some of these themes in English.

Marvin Wells - I think we need one.

Marion Cross - I wish we had

I could use one. -Pat Pierce - I think it would

would be an idea so that we can Tulia, there,

Kitty Ford - I think it would be the greatest thing that ever

happened. Jerry Workman - It is a mag-

## Benefit Given

of Dimes Assembly program was presented in the high school auditorium. The program was pre-, pie. ter of ceremonies. Mrs. Cain and gram. \$103.03 was raised from and "French Line.

Rucker, Kay Golden and Lov

David Howell - Played the Jay Kemp - Played the piano Jimmie Holt - Tap danced.

Francis Lemons - Accordion Gleon Wylie and Gail Wilson

#### School Calendar

#### Senior Snapshot

Name - Corene Whitehead. Born — September 15, 1937. Age - 17.

Height — 5' 7". Weight — 106 pounds. Likes - Odessa boys and friendly people.

Dislikes - Bashful people celery and homework

Favorite: Food - Baked ham and carmel

Tackle on football team, 5' 11" | Greatest mistake - Too embrown hair, green eyes, has a wonderful personality and is a hasn't happened yet. wonderful all around guy. Greatest mistake - Giving

him a cold shoulder.

#### Let's Eat

Monday - Vienna Sausage Cheese and potato casserole, Green Beans, pineapple salad, ing the rounds now - Don. Sat-January 25 - Lockney vs. Ol. biscuits. Butter. Milk. Graham urday night, Buck, Sunday, Jerry

Tuesday - Roast Beef with seen around together lately. Gene Buttered English Peas, Cranberry le, don't they? Jean Wofford

#### Senior Snapshot

Name - Harold Calloway. Nickname - "Peanut." Born - December 6, 1936. fun they had making up. Darla and Marion were seen over the

THE LOCKNEY BEACON, LOCKNEY, TEXAS, JAN. 27, 1955

Shallowater. Age - 18. Height - 5' 9".

Weight - 140 pounds. Likes - Beautiful girls with Beth, take care of the boy when beautiful money.

Dislikes - Turnips, television, pened to your lip? Did some flirt westerns and unfriendly teach (bite you? Kelly Harrison and Loy attended the ball game. (We

Description of ideal girl-Yellow blond hair, 5' 4", 115 pounds, have good figure, friendly, pop- con Office. ular and very beautiful.

Mary Myers seems to be mak

Mickey and Betty Foster are

Lotta Steer

OFFICE SUPPLIES at The Bea

going to Plainview. (Tough Luck

Girls!) Dear me, Pinner's leaving;

isn't that a sob story. Jim and

Nell were seen again; my what

week end. Oddie, where are all

the boys? Poor old Jim Bob leads

the life of Riley, doesn't he? Mae

he graduates. Fat, what hap-

Won). Donald Farrish was seen

with three girls. I wonder who'll

be the lucky one. Fred and Bar-

ing, J. W. and Doylene just mes-

How about this Ayres? Wendelle

Sims and Clara Lee seem to be

enjoying each others company

Eldora went to Canyon Satur-

day night for the W. T.-Hardin

Simmons basketball game.

What's the attraction, Eldora?

#### John B. Stapleton LAWYER

General Practice of Civil Law

Courthouse Floydada

Telephone No. 14

#### DR. CLOVIS CLOUGH JR.

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# his is about YOU and our telephone service

EASING you is the big job of the 25,600 lephone men and women in Texas.

w well did we do that job in 1954? ope you liked the speed and courtesy ur telephone service. As one busy year and another begins, this a good time use and take stock.

I was a busy year 'ear 1954 was a busy one for the peoho furnish your telephone service. To ou some idea of some of the accomnents of 1954, we've arranged the

ghts in the form of a box score below. ie Bal tried especially hard all year to be ly, cooperative, and pleasant to deal We worked out new ways to handle calls faster and better.

BElserve Texas farm families better, we 3,000 telephones in the rural areas ear. This brought to 90,000 the numtelephones in service on the farms nches in Texas at the end of the year. pidly as our finances permit, we are ing crank-type telephones with liftceiver and dial telephones. A healthy economy is essential to the progress cas, and we want to do our part by that Texas farmers and ranchers

#### inancial side of the story

ot easy to keep earnings up when es are rising rapidly and when you o keep investing additional huge f money to keep pace with the groweds of Texas. But, we're glad to the telephone company's earnings d some improvement in 1954.

good, dependable telephone service.

we put more money into new telessine facilities, at present day prices, our new ses increase also, because it takes anywomoney to operate the larger telesystem. Operating expenses last ere highest in the company's hisad we must expect further increases

problem is to make it "good busi-

ness" to continue investing additional huge sums of money for more telephone facilities in Texas.

#### More expansion in 1955

You can look forward to more telephone progress in Texas in 1955. During the year we plan to add 86,000 more telephones in Texas for new families, new business concerns. We will enlarge telephone buildings and erect new buildings where needed . . continue the expansion of the network of outside lines and cables ... and enlarge and make more storm-proof the long dis-

tance lines throughout the state. At the start of this new year, Texas telephone people rededicate themselves to the big job that lies ahead . . . to furnish you the kind of service you want, when and where you want it.

W. L. PREHN. General Manager

#### THE 1954 BOX SCORE OF TELEPHONE PROGRESS IN

TEXAS

We carried out an \$80 million construction program in Texas.

- We placed 85,670 poles and 681,000 miles of wire.
- · We changed 30 towns to dial service. · We erected 53 new buildings, enlarged
- 13 other telephone buildings. · We added complex new equipment in 63
- central offices. · We added 85,000 telephones in Texas.
- · We placed 26,000 circuit miles of stormresistant cable and radio relay to protect
- service from bad weather interruptions. · We provided good jobs for 25,600
- We had a \$97 million telephone payroll. · We paid \$53,000,000 in Federal, state



and local taxes.

TEXAS





#### THUNDERBIRD STYLING!

Run your eye over the '55 Ford's long, low lines. Note the wrap-around windshield, the massive grille, the treatment of head lights. They're fea-

tures inspired by Ford's fabulous Thunderbird.

#### LUXURY LOUNGE INTERIORS!

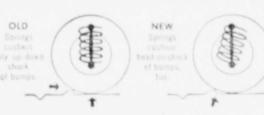
Step inside. You'll see thrilling new uses of color . . new upholsteries, many of which make their first appearance in a car . . . a new Astra-Dial Control Panel . . . and other smart appointments blended into a "luxury lounge" on wheels.

## TRIGGER-TORQUE POWER!



Your Test Drive will show you the most exciting response ever in a car in Ford's field. You'll enjoy that comfortable feeling of security Trigger-Torque power gives you in traffic. You'll enjoy the confidence of power-to-spare when passing on the highway. Trigger-Torque power can obey your commands quicker than you can wink.

## ANGLE-POISED RIDE!



to become far smoother, and all handling is of extraordinary ease. That's because Ford's advanced Ball-Joint Front Suspension brings you a new Angle-Poised Ride. But this is only the beginning of the news you'll learn when you Test



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Lockney

UTHWESTERN BELL

of the Texas Society of Profes- vening this month.)

Water Resources Committee, with provisions made for financing Offered To Governor its operations. (This committee was created by the 53rd Legislature, and at the present time Editor's note: This is the first has completed writing several at a series of articles on the Tex- bills concerning the water probas water problem prepared by lem which will be introduced at the Water Education Committee the next legislative session con

#### Farm Bureau Plans Membership Drive

Hammond, Waco, president of the

#### doctrine of O. C. Allison Honored By National V. F. W.

g of water projects where Merton B. Tice, of that 56-year, ary 23 weighing 8 lbs., 8 ozs.

that period of time between the At national V. F. W. headquar. California with the army. Ma beginning of construction and ters here, it was explained that ternal grandparents are Mr. and

## WANTED BY THE FBI W. F. Faggard-



CLARENCE DYE with aliases Jockey Dye, "Jock"

Unlawful flight to avoid prosecution-

DESCRIPTION: Age 44, born July 5

Dye is probably armed and should

be considered extremely dangerous. Any person having information which

#### Providence PTA To Meet Feb. 1

tram stationed in San Francisco

## (Continued from page 1)

First Baptist Church of Lockney at the time of his death. He was also a member of the Masonic

Survivors include his wife, two daughters, Mrs. Charlotte Bell of day. Bakersfield, Calif., and Mrs. Recent statistics compiled by are Mrs. Eva Harper, Winnfield, bring it your Ruth Ballew of Sacramento. Calif.,; one son. Dr. Paul Faggard Texas State Department of Healof Poteet, Texas; eight grandchildren and 11 great-grandchil-

#### W. L. McMinn-

Henry J. McMinn, Marshall Mc- 4. For those 75 and over chronic

#### New 3-Cent Stamp On Sale Here

this week that the local post of tioned, all too many people fice had received a supply of think of the problem as being the new 3-cent commemorative confined to the middle-aged or Academy of Fine Arts. The stamp consistent with the facts. the opening of the special ex- explained, "means the opposite hibition in connection with the of acute. When applied to a

ourselves, so it is up to each las where they will spend the individual to see to it that he remainder of the week attending

#### **Chronic Diseases** Are Big Killer

Austin. - State Health Officer Suzanne. The baby is the first people think Lodge and the Odd Fellows Lod- Henry A. Holle believes chronic child of the McClaskeys and lives a happy diseases one of the biggest prob. made her appearance at Plainlems facing health officials to view Hospital weighing 5 poun-

> the Bureau of Vital Statistics, th. show:

15-29 year olds are due to chronic

Minn. Joe McMinn. Clarence diseases cause 84 per cent of the Messimer, Edwin Visage and total mortality. The slight decrease in percentage over age 175 is because of the high susceptibility to accidents, pneumonia, and influenza among the

Postmaster Imogene Holt said "When chronic disease is men

Mr. and Mrs. W. A. Cunning- causes 23% of all deaths among ham returned home Monday af young people in the 15-29 age

at his home in Phoenix, Arizona the diseases assume a majority

GO TO MARKET

IT'S A GIRL

The baby daughter born to Wellington Mr. and Mrs. Bill McClaskey Wednesday, January 26 at 6:50 a. m. has been named Evita time worrying

La., and Mrs u

ds, four ounces, Grandparents you are willing

the

ernin

bill veek

cor

Sei

crov



What grade do you make on appearance among your assoc-

When your clothes are cleaned with our wonderful

#### Sta-Nu Process

You'll make "A" every time. Just ask those who use our cleaning service.

STA-NU PROCESS restores vital oils to gives them that new look and makes them and look better. For the best in dry cleaning your clothes to-

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and CLOTHIERS

MEN'S WEAR - QUALITY CLEANINGThor

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Purasnow

89c

Purasnow 5 Pounds

# PIE APPLES

COMSTOCK No. 2 Can

CORN

Yellow Cream Style No. 303 Can 3 For

> Kraft Velveeta 2 Pound Box

CHEESE

CHUCK ROAST, pound

CHOICE BEEF

39c

WE GIVE S & H GREEN STAMPS Double Stamps on Wednesday with \$2.50 Purchase or more.

CLUB STEAK, pound

BEEF RIBS, pound

CELLO PACKAGE

SLICED BACON, pound

# RHODES GROCERY & MARK

Free Delivery

# Have You Paid Your Poll Tax?

Deadline January 31, 12:00 P.M.

In the event of bond elections, city elections, school elections, you will have to have a 1954 poll tax receipt to be eligible to vote.

# T. T. HAMILTON

Assessor-Collector of Taxes

Floyd County