

## The Lockney Beacon

SERVING THE RICH IRRIGATED SECTION OF FLOYD COUNTY

## LYON RESICNS, RHOTEN NAMED HEAD FOOTBALL COACH HERE <br> Lockney Cagers In Final Games On Friday Night



Certificate And Pin Presented Tuesday Night


Nancy Schacht Holds Office In Area Council
Young Farmers
Are Organized

## Severe Wind PLANS ALMOST COMPLETE FOR Damages Trees SOIL FERTILITY DAY FEB. 19



Mrs. L. A. Blair Dies Suddenly Tuesday Night
W. A. Taylor

Dies Here

Mrs. Broadhurst's Father Passes

Farm Bureau
Seeks Members
In Campaign
Luna Acquitted On Robbery Charge

Assistant County Agent Appointed

THE LOCKNEY BEACON, LOCKNEY, TEXAS, FEB, 11, 1960 The Lockney Beacon

EDITORIAL


 Items of interest from the
files of The Lockney Beacon files of The Lockney Beacon

February 13. 1930


Dear Editor:
I see whare the U.S. is not
going to rebuke Cuba 's Mr
Castro for tirading against us going to rebuke Cubas M
Castro for tirading against u
and taking propery awa
from American citizens. Washington says this meek
attitude is on account of it
we took a fly swatter to this we took a fly swatter to this
bushy little character it
might make other Latin
Amerigg mater Bu it my casehardened
neighbor says what is apt to neighbor says what is apt to
rile our foreign buddies more
is President is President Ike's selfish
scheme to tax up a buiget
surplus and then it all pay. surplus and then it all pay.
ing on our old debts instead

of juicing up our handout \begin{tabular}{l}
$\begin{array}{l}\text { of fuicing } \\
\text { program. }\end{array}$ up our handout <br>
\hline D. E. SCOTT

 

\hline SANITATION SERVICE <br>
Coss Pool and Septic <br>
Tank Cleanning <br>
Call DOYLE GIESON <br>
Phone YU 3-3597 Floydada <br>
\hline
\end{tabular}

Your Interest Is The Heart Business

## ACTION BY AUCTIO

## HEAR THE GOSPE



Aviager Lumber Company

have a handy extension telephone. Answer a friend's call, feed your baby at the same time. Stretch-out spring cord comes at no extra cost, gives you move-around freedom. Choice of nine beautiful colors. Color
phones are $\$ 10$, a onetime charge, alus installation; extensions, only $\$$ phones are $\$ 10$, a onetime charg
SOUTHWESTERN BELL TELEPHONE COMPANY

## By Dean Brookshire of Ty

 at the Main Street Church of Chria LOCKNEY
## FEBRUARY 15th THRU FEBRUARY 2

SERVICES TWICE DAILY: $10: 00 \mathrm{a} . \mathrm{m}$. and 7:30 p.m.
Singing directed by
PAUL EPPS of Plainview
WELCOME

;Patsy Vanek, Frank Cde Baca Wed In Nuptial High Mass


BRL
DR. O. R. McINTOSH
II South Main St. OPTOMETRIST Phone Yukon 3-3460


Introducing

## J. Duane "Pete" Nash

NEW SALES ENGINEER IN FLOYD COUNTY

## for

## GIFFORD-HILL-WESTERM

## IRRIGATION PIPELINES

Office Phone CA 4-6361, Plainview
Home Phone YU 3-3432, Floydada

PETE NASH is ready to help you handle your Irrigation Water. Call him today . . .
ne East Coast about February 12213 Independence street in Plainview.
For the trip, the bride chose presently associated with the visiring mother brown wool suit, worn with Pride chinview.
 Lockney High School. Be. Serman of Dallas announce the $\begin{aligned} & \text { Shipbuilding got off to an } \\ & \text { ther marriage, she was em. } \\ & \text { birth of a son, Kenneth Wade, } \\ & \text { early start in } \\ & \text { New }\end{aligned}$ England. oyed at the First National born February 3. The baby has World Book Encyclopedia says
an older brother, Claude Alan, the first ship built by Englisti
ank of Lockney. Clae Baca graduated 20 months old. Mrs. Lee Scaman eolonists in America was lau-

## TODAY'S PRESCRIPTIOM

is the BIGGEST BARGAIN in history!
Reduction in death rate since 1935:

Pneumonia ....... Down 67\%
Influenza .... Down 73\%
Tuberculosis ..... Down 77\%
Appendicitis ...... Down 88\%

| 21 EXTRA YEARS OF |  |
| :---: | :---: |
| LIFE: |  |
| $1900 \ldots$ | 49 Years |
| $1930 \ldots$ | 60 Years |
| $1959 \ldots$ |  |
| Life Expectancy |  |

Children Dying From Whooping Cough:

1939: 7,000
1958: 310

TODAY'S PRESCRIPTION -at today's price - delivers to you what a millionaire 20 years ago couldn't buy at ANY PRICE!

## Byrd Pharmacy

Dial OL 4-3353
FRED D. BYRD. Pharmacist


## LOOK AT THE LOWER PRICES

List prices as much as $\$ 76.05$ lower on popular models with popular equipment
 $\begin{aligned} & \text { buy, equipped the way most people } \\ & \text { want them, are actually priced lower }\end{aligned}$ Rivetless bonded linings mean they
last longer, too. want them, are actually priced towe tone Bel Air V8 sedan, for examplewith Turboglide, push-button radio and de luxe heater-lists for a whole
876.05
l leas comparable V 8 models throughou the line. Also for all comparable 6 . cylinder models with Powerglide. Ye Chery's loaded with more of the things that put pleasure into owning greatest year yet to get into a Chevy

Softer, more silent ride with coll
springs at all four wheels and new springs at all four wheels and ne
butyl rubber-cushioned body mount
last longer, too.
More room to relax In. Chevy sedans
offer roomier seating than any car in offer roomier seating than any car in
their class. Lower, narrower transmission tunnel means more foot room. Only full wraparound windshlel among the leading low-priced cars. Electric windshield wipers keep sweeping even when you speed up to pass. Vent windows crank open and closed. So much simpler than fighting those
tricky little catches. Keyless locking of all doors. Quick and eass. The same key opens door
glovebox, trunk and starts the car

Thriftiest 6 in any full-size car. It's the
22.38 versios per gallon in the 1959 Mobilgas Economy Run.
Widest choice of power teams. 24
engine-transmission teams in engine-transmission teams in all, with output up to 335 h .p
A trunk that's made for long tripr with up to $22.5 \%$ more actual luggage
space. Sill's lower for easier loading Fisher Body craftsmanship. Look at the finish, the fabrics, the detail
work. You'll se work. You'll se

Society News


Engagement is
Announced


Carolyn Harris Is
Installed Worthy
Advisor of Rainbows

Party At Lone Star Friday

Va
Pa
By Party Pla ane By Rebekahs

(
TEA BAGS :.em 59c
DOG FOOD 250
COFFEE 590
A. C. Hufl Observes 96th Birthday Sun

## 

 daughter, Mrs. Clyde Horrs
in Lubbock, from 2 to $4: 30$ Attending the observance pry
Lookney were Mre Floyd His
and Mrs.
Mr. Huff has been a minist
of the Church of Christ for
years. He preached at the Va

## momingurch of Christ Sund morne filily includes 12 chil rene eight of whom are st

CARD OF THANKS

JACK \& IUNE SHOP
Dial OL 4-2341


## Census Takers Will Be "Nosy" This Year



Notice To Boat Owners!


You must get your application blank for registration a the county tax collector's office. fill it out and mail to Austin. The State will assign you a registration
but will not furnish the number plates.

WE HAVE THE NUMBERS!
We have now in stock the legal size numbers and letters you will need to put on your boat at 20c each. See us when you receive your registration number.


$\underset{\substack{\text { ciam } \\ \text { cime } \\ \text { shom }}}{ }$
PENNINGTON MOTOR CO.

## 

See us for
TURN-KEY JOBS

- Well Drilling
- Casing
- Pumps
- Motors
- Gearheads

We drill both Irrigation and Domestic Wells
we repair all makes of pumps!
Handley Shop \& Pump Co.
momo ot tazs Joe Handloy

30 Die, 42 Hurt In
Gun Accidents

| Diseases Cost | Court House |  |
| :--- | :--- | :--- |
| Cotton Farmers | News |  |
| S147 Million |  | nimat |
|  |  |  |

We pay top prices for your ho

Contact us when you have hogs to
Floydada Livestock Sales Ca TOM WORD - VIRGIL BRASHER Located on Silverton Highway in Northeast Floyd
Phone YU 3-2153, Floydada

10. Wood of lot 10. block 11, Moble,
Western adation. Floydada.


Area People On Washington Trip


EAGLE SCOUT DALE MC-








Tax
Returns
Wilson Kermickel
Attomey-At-Law
Ferguson Building
107 North Main Stree Phone OL 4.380

## A message of interest to every Chevrolet owner in Lockney!

Chevrolet's Owner Relations Program makes your satisfaction ou first consideration



## Clothes Drying lets you loaf through the laundering!



Live a little ... and allow yourself the luxury of efficient, dependable Gas clothes drying! For all its advantages, economical Gas coddles your you laugh at ever-mounting piles of laundry because whenever you do decide to get with it ... ZOOP! and you're through, faster than a of a Gas appriance dialer, cail us. We know 'em all!


SEALE DRIVE-IN THEATRE

friday and SAturday SUNDAY and monday
 adults a nd youngsters a stirring spectacle o
ailike - see the zany.
hilarious three stooges in most sinful age $\begin{aligned} & \text { hilarious thres stoges in } \\ & \text { their first feature movie - }\end{aligned}$
see the rage of lions in the
arena-the roar of clashing guaranteed right out of arend-the roar of clashing
this world for fun and empires - pagan love in this world for fun and an age of pleasure.
laughter. Also CARTOON
$\qquad$
PLAINS THEATRE, Lockney

| SATURDAY MATINEE <br> February 13 |
| :--- | | SUNDAY MATINEE |
| :---: |
| February 14 |

"Have Rocket, "The Warrior and Will Travel" the Slave Girl


Fire Insurance - Fxtended Coverage Life Insurance - Auto Insurance

Bob Miller Insurance Agency

## NOTICE TO OUR CUSTOMERS!

Elfective immediately we will be

## Closed On Sundays!

Feeling that Sundays belong to our families and to our church, we have decided to remain closed all day on this one day of the week.

## For Medicine Needs

One pharmacist will be available at any hour on Sunday by calling his home.
We will appreciate your co-operation and understanding.

BYRD PHARMACY IOCKNLY DRUG COMPANY

Sailor Returns To California Soon

If You Plan To Build SEE Us

We will be glad to give you esti
with plans. Wo can also help you
Title I and Title II FHA GOLD-TEX PAINTS Both inside and outside GARDEN HOSE GARDEN TOOLS
STORM DOORS AND WIND Keop the dirt and wind out

See us ior builders hardm and building supplies of all

DAVIS LUMBER COMP Dial OL 4-3385

BEACON WANT ADS GET RR

HOW TO WIN YouR
IVALENTINES
Give Her a lane cedar chest
As A Valentine Gift!


Baker Hardware Company

## Lockney

# Co-Op Oil Sale <br> Save 6c Per Gallon Off Regular Price 

For six weeks only - January 15 to March 1, you can save Sc per gallon on any kind of $\mathrm{C}_{0-\text { op }}$ Motor Oil when you buy it in lots of 55 gallons or more.
This sale includes all Co-op Motor Oils-Premium, Heav! Duty, Regular, $\mathbf{S 1}, \mathbf{S 2}, \mathbf{S 3}, \mathrm{Super} \mathrm{G}$ and all others.
You may buy the oil either in cases or barrels but you mus buy a minimum quantity of 55 gallons to get this reduced price.
REMEMBER - 6c LESS PER GALLON UNTIL MARCH 1
Consumers Fuel Association


## Study the

 facts of Life ours is built . . . and maintained ... and prospered by the trading that. goes on within it; not by the dollars which we allow ourselves to be persuaded to send off or carry off to some other community.- Our schools . . . our churches ... most of our homes and jobs or businesses . . . the number and sort of neighbors we have . . . the ability of our stores and service establishments to take care of our daily and emergency needs. all of these
depend upon local trade . . . money spent here at home.
- One of the cold facts of life (economic) is that the prosperity and better life which our dollars naturally help to pay for in the community where they are spent can be far more valuable than the goods or service those dollars buy for us.
- But an equally undeniable fact of life is that we don't share in he enjoyment of these more important things paid for by our money .... unless we spend it at home.

Lockney Variety Store

Leckney Drug Company

Pylant Grocery \& Market

Jack \& June Shop

First National Bank
Knox Grocery \& Market

Handley Shop \& Pump Co.
J. C. Jones Company

Parker Super Market
Johnson \& Johnson

YQU get everything that your money pays for . . . merchandise AND a trade-invigorated community to live in .. . when you buy from your home town merchants . . .

THE Locaney becoon. Lockner. texas. fes il.
Total 123,564 Bales OI Cotton

Demo Committee
Sets Election Costs

| Local Cub Scou Leaders Attend |
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|  |  | Roundtable

