

The Lockney Beacon

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Wallis Reynolds
Mechanical Superintendent

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Beacon will be corrected gladly upon being brought to the attention of the editor.

TEXAS PRESS ASSOCIATION
Member 1957

Minute Editorials

In God is my salvation and my glory; the rock of my strength, and my refuge, is in God. — Psalm 62:7.

A REVIEW of 1957 will reveal that it was a year of "trouble" for the farmer, probably more trouble than he has seen in this area in many years. Although many good things came with 1957 still it is not a year that most of us would like to see repeated. Troubles for the farming area started back in the Spring with the rains. Perhaps it is odd to look upon the breaking of the drought as "troubles" but it turned out that way for the irrigation farmer because he couldn't get his planting done until late. A little hail about that time also brought troubles to some areas.

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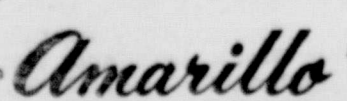
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Happy New Year!

FROM THE PUBLISHER AND STAFF



With Our EXCHANGES

EVEN THAT MOUSETRAP NEEDS TO BE ADVERTISED

No matter how good it is, a new product is rarely accepted readily by the public.

None of us rush out to buy a new mousetrap just because a better one has been invented. We buy only after advertising has convinced us that the new mousetrap is superior to the old.

The products of American industry — undreamed of luxuries in most countries of the world, could not be distributed until advertising created new demands.

Many of us can remember when housewives were skeptical of automatic washers, saying these machines could not do laundry really clean. Advertising changed that notion and created a desire for the labor-saving automatic washers.

Television manufacturers could not sell TV sets until newspaper advertising sold the American public on the idea of listening to television.

You may remember that it took several years of constant advertising after World War II to convince women that detergents would really work on a stack of greasy dishes. Now, detergents do most of the washing this nation.

Advertising truly has a place in the creation of wealth. In fact, advertising is the principal thing that has spurred the standard of living in this country; above others who had an equal start in the industrial revolution, America is today the only country in the world where advertising plays a major role. And it is not coincidence that this country has developed a fantastic flow of

goods and services from the manufacturer to the consumer — spurred by advertising.

Products which add to our wealth are not bought and used until they are advertised. Even the Salk polio vaccine had to be widely advertised before it was consumed. Indeed, it would be difficult to name a major step in human progress that did not require selling through advertising. — Ochiltree County Herald.

GOOD APPOINTMENT

Appointment of Marvin Shurbet, Petersburg farmer - rancher, to the new six-member State Board of Water Development was both a wise and a happy selection.

In so far as the feeling in this area is concerned, Governor Daniel could not have made a better choice.

The new agency, which will administer a \$200,000,000 water conservation program, was approved at the polls in November. It is recognized as one of the most important boards ever set up in Texas. It will have charge of the first State financial aid to cities and water districts in the construction of water conservation projects. The Board is made up of outstanding citizens representing various areas of the State, who were chosen on the basis of their background and experience and their ability to see the all-Texas program as a whole rather than as that of any particular area.

Mr. Shurbet's background, experience and general viewpoint make him admirably fitted to fill the position. A native of the South Plains, he is well acquainted with the needs of West Texas. Moreover, he has been active in water conservation problems for 20 years. At the present time, he is president of the High Plains Underground Water District, which encompasses Lubbock and 12 surrounding counties. — Lubbock Avalanche.

NOTICE OF ELECTION

To Be Held

Tuesday, January 14, 1958

for District Director and County Committeemen.

Polling Places in Floyd County:

1. Floydada Courthouse.
2. Lockney City Hall.

District Director:

- (Vote for One).
1. Marvin Shurbet, Route 1, Petersburg, Texas.
 - 2.

County Committeemen:

- (Vote for One).
1. Robert Kellison, Route 2, Lockney, Texas
 2. Johnnie Lee, Route 2, Lockney, Texas
 - 3.

- (Vote for One).
1. G. L. Fawver, Route 5, Floydada, Texas.
 2. R. L. Neil, Route 5, Floydada, Texas.
 - 3.

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To tell a man how clever or smart or interesting he is.
To say, "I don't know," if you really don't.
To ask the advice of an expert.
To inquire about grandchildren.

To take the time and trouble to put another person at ease.
To listen politely to a child.
To pay an older woman a compliment.

To praise your husband or wife for the qualities you most want him or her to have.

To let the host or hostess know you had a fine time.
To say, "I'm sorry," even when the other person is in the wrong.

To tell a man you value his opinion.

To tell a parent something complimentary about his child.
To guess a woman's age as five years under what it could possibly be. — Post Dispatch.



Dear Editor:

On account of some objections they heard, the Census Bureau has decided not to ask us if we have got any religion when they come around to count us in 1960.

Now you wouldn't think anybody would mind telling what church they claim kin to, being as most of them are reputable enough institutions.

But my deaconish neighbor says you can't tell about this. Judging from how some members of his church dodge the place on Sundays, it does seem like they are trying to keep it a secret that they belong.

D. E. SCOTT
Crossroads, U. S. A.

LUSCIOUS FUDGE ICING

The thermostatically controlled burner of the modern automatic range assures you of success in the cooked icing department. You can bid goodbye to grainy textured icings that tear tender cakes. For a velvety smooth, truly chocolatey icing, set the thermostatic burner at 190 degrees and place 1/2 cup undiluted evaporated milk and one cup semi-sweet chocolate pieces in a saucepan over the burner. When the chocolate is melted, turn off the burner and add 3 1/2 cups sifted confectioners' sugar and a 1/4 cup of soft butter or margarine. There's no need for a thermometer or soft ball test for this icing. It is perfection itself in a fraction of the usual time.

Long Ago In Lockney

Items of interest from the files of The Lockney Beacon.

January 5, 1928

The Allmon school house burned to the ground about 8:30 Wednesday morning. The fire started in the ceiling from a faulty flue. The loss was estimated by County Judge Wm. McGhee at about \$9,000. There was \$6,250 insurance on the building.

Announcing for county officers in this issue of The Beacon are Tom W. Deem for county clerk, Wm McGhee for re-election as County Judge, C. M. Meredith for re-election as tax assessor, Mrs. Maud Merrick seeks re-election as county treasurer.

W. M. Day, age 39 years, 11 months, died at his home in Aiken Thursday morning.

Dr. Colvern Henry has bought the practice and the home of Dr. N. E. Greer and is now in charge of Dr. Greer's office in the rear of Stewart Drug Co. store. Dr. and Mrs. Greer, Doyle and Wayne left Tuesday afternoon for Lubbock where Doyle is attending Tech. Mrs. Greer and Wayne will stay in Lubbock with Doyle while Dr. Greer goes to Philadelphia to take a six-weeks post-graduate course. He will then go to Corpus Christi to practice.

January 4, 1946

Mrs. J. E. Burns, 80, a resident of Floyd County for 56 years, passed away at her home here Christmas Day after an illness of a few weeks. Mrs. Burns and her husband moved here from Montague County in 1889 and she was one of the few pioneer settlers of this county. Her husband died in 1940. Services were held at Lockney Baptist Church, of which she was a member, Friday afternoon.

J. T. Spears, son of Mr. and Mrs. V. E. Spears, and Miss Joyce Chaney of Dallas were married Tuesday, January 1 in a ceremony performed at the First Baptist Church in Littlefield.

Miss Lillian Mae Carthel, daughter of Mr. and Mrs. W. A. Carthel of Lockney and Cpl. Chester W. Rogers, son of the late Hugh Rogers, also of Lockney, were married Saturday, Dec. 29.

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Soc
Miller-Carthe
Read In Gon
Church Cere

In a double ring read at 3:00 p. m. cember 29 in the P terian Church, Gonz Miss Sally Miller bride of Theodore I thel. The bride is t of Mrs. Oletia Mil zales and Lewis R. on. The bridegroom are Mr. and Mrs. thel of Lockney.

Large baskets mums flanked by and greenery forme ative setting, comp satin covered kneel Rev. Charles Fras ed the ceremony an Lester played organ She also accomp Warren Mathis, Pla ter of the bridegro song "Bless This P dian Love Call" Lord's Prayer".

Given in marria father, the bride woe r gown of white and Chantilly lace with an empire waist bouffant skirt whic ted in a chapee whe rina neckline was o scalloped lace c with seed pearls. silk illusion veil wa with lace and joine of lace embroidered seed pearls and irr quins. She carried a stephanotis.

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Society News

Miller-Cartheil Vows Read In Gonzales Church Ceremony

In a double ring ceremony read at 3:00 p. m. Sunday, December 29 in the First Presbyterian Church, Gonzales, Texas, Miss Sally Miller became the bride of Theodore Francis Cartheil. The bride is the daughter of Mrs. Oletia Miller of Gonzales and Lewis R. Miller, Nixon. The bridegroom's parents are Mr. and Mrs. Hershel Cartheil of Lockney.

Large baskets of bronze mums flanked by emerald trees and greenery formed the decorative setting, completed by a satin covered kneeling bench.

Rev. Charles Fraser performed the ceremony and Mrs. J. B. Lester played organ selections. She also accompanied Mrs. Warren Mathis, Plainview, sister of the bridegroom, as she sang "Bless This House", "Indian Love Call" and "The Lord's Prayer".

Given in marriage by her father, the bride wore a designer gown of white silk taffeta and Chantilly lace fashioned with an empire waistline and a bouffant skirt which terminated in a chapel sweep. The Sabrina neckline was outlined with scalloped lace embroidered with seed pearls. The bride's silk illusion veil was applied with lace and joined to a crown of lace embroidered with seed pearls and iridescent sequins. She carried a cascade of Stephanotis.

Something old and borrowed was the veil which the bridegroom's sister, Mrs. Mathis wore at her own wedding, something blue was a garter made by Mrs. Barney Holmes, friend of the bride and new was her wedding attire.

Miss Patricia Walshak, Gonzales, was maid of honor. Bridesmaids were Misses Anne Moore, Gonzales; Peggy Elliott, Shreveport, La.; Sammie Fowler, Seagraves; and Gaynelle Williams, Plainview. They were dressed identically in turquoise faille street length dresses designed with an empire waist and scoop neckline. They wore matching nylon tulle bandeaux and carried cascades of feathered bronze mums. Marie Miller, sister of the bride, was flower girl.

Chester Cartheil, Lockney, served his nephew as best man and ushering were Gary Collins, Manhattan Beach, Calif., cousin of the bridegroom, and Terry Miller, Gonzales, brother of the bride. Groomsmen were Norton Baker, Dallas; Eddie Carpenter, Abilene; Lewis E. Miller, Gonzales, brother of the bride; and Warren Mathis, Plainview, brother-in-law of the bridegroom.

Reception

A reception was held at the Episcopal Parish Hall immediately after the ceremony. The table was laid with a hand embroidered linen cloth and appointed in crystal and silver. Golden punch was served by Miss Bettie Kasch and Miss Jean Grace of Dallas served the three tiered wedding cake which was decorated with yellow tulleman roses and silver drapes. Miss Mary Louise Cloakey, Houston, cousin of the bride, presided at the bride's book.

Hostesses for the reception were Mrs. Robert Miller, San Marcos; Mrs. K. C. Elliott, Shreveport, La.; and Mrs. Maudie Cloakey, Houston, aunts of the bride.

When the couple departed for a wedding trip, the bride wore a beige wool jersey costume suit with fur trim and brown accessories. She wore a brown orchid corsage.

The couple will be at home in Lubbock until June when Mr. Cartheil will receive his B. S. degree in agronomy from Texas Tech. Mrs. Cartheil is attending Tech as a speech major and will receive her degree in August.

After June 1 the couple will be at home in Lockney where the bridegroom will be associated with his father in farming.



MRS. THEODORE FRANCIS CARTHEIL

Rehearsal Dinner

Mr. and Mrs. Hershel Cartheil, and Mrs. and Mrs. Frances Cartheil were hosts at a rehearsal dinner for the wedding party on Saturday night preceding the Miller-Cartheil wedding at Berry's Steak House in Gonzales.

The table was beautifully decorated in the bride's colors of turquoise and white and centered with a floral arrangement accented by an anniversary candle which was presented to the couple by the bridegroom's parents.

Guests were the bridal couple, Miss Sally Miller and Teddy Cartheil; Misses Patricia Walshak, Gaynelle Williams, Peggy Elliott, Anne Moore, Sammie Fowler, Marie Miller, Jean Grace; Messrs. Chester Cartheil, Norton Baker, Eddie Carpenter, Lewis E. Miller, Terry Miller, Gary Collins and Lewis R. Miller; Messrs. and Mrs. Warren Mathis, J. B. Lester; Mrs. Oletia Miller and the hosts.

By 1902 the buffalo was almost extinct in the U. S.

Campbell-Cartheil Vows Solemnized

Miss Doris Lee Campbell, daughter of Mrs. Gilie Campbell, became the bride of Gary Don Cartheil in a ceremony performed Friday evening, Dec. 20, at 7 o'clock in the home of the bridegroom's parents, Mr. and Mrs. Aaron Cartheil, Floydada.

Rev. Ed B. Bowles, pastor of the First Baptist Church, read the double ring ceremony before a white flocked Christmas tree hung with gold balls. On either side of the tree were tapered candelabra forming an arch.

Miss Fontane Fowler, a Texas Tech student, sang "The Lord's Prayer."

Given in marriage by her uncle, B. P. Sandefur of Floydada, the bride wore a white suit designed with a white fur collar, three-quarter length sleeves and a full skirt. She wore white satin shoes and gloves, and a satin hat trimmed with velvet. She carried a white Bible topped with an orchid showered with bridal

satin ribbon. For something old she wore a pair of pearl ear rings, blue and borrowed were garters, and new was her wedding attire.

Miss Fleeta Kaaron Cartheil, sister of the groom, was maid of honor. She was dressed in an aqua suit styled like that of the bride, with matching accessories.

Jimmy Collins of Texas Tech, served as best man. Hulon Cartheil, brother of the groom, and Wyatt Phillips of Lockney, cousin of the groom lighted the candles.

A reception was held in the Cartheil home immediately following the ceremony. Laid with white linen, the table was centered with a white flocked centerpiece with gold trim. Miss Fontane Fowler served the beautifully decorated three-tiered cake topped with a miniature bride and groom. Miss Gloria Cartheil, cousin of the groom, poured punch from a crystal service.

When the couple left for a honeymoon trip, the bride was wearing a navy blue silk suit with white accessories and an orchid corsage.

Both Mr. and Mrs. Cartheil are graduates of Floydada High School where Mrs. Cartheil was Homecoming Queen attendant in her senior year. She attended Lippert's Business College and was formerly employed at the Hesperian office. Mr. Cartheil attended University of Texas and is presently associated with his father in the business of Cartheil Oil and Butane Co. On their return they will be at home in Floydada at 500 S. 3rd Street.

GO TO CHURCH SUNDAY.

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\$7.95 value, now	\$6.25
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\$12.95 value, now	\$8.95
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\$21.95 value, now	\$15.95
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\$1.49 value, now	\$1.19
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\$2.99 value, now	\$2.29
ANGEL CAKE PAN	
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\$12.98 value, now	\$8.00
\$14.98 values, now	\$9.00
\$17.98 values, now	\$11.00
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BELOW COST! PETER PAN

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20% Off

OUR STORE WILL BE CLOSED WEDNESDAY AND THURSDAY GETTING READY FOR THE SALE

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Sizes 6 through 16

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ONE DOLLAR BOX (Values to \$17.98)

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\$1.50 value for \$1.00

Better Dresses

\$24.98 values	\$15.00
\$29.98 values	18.00
\$39.98 values	25.00

CHILDREN'S and SUBTEEN DRESSES

\$10.98 values	\$7.00
\$12.98 values	8.00
\$14.98 values	9.00

CHILDREN'S SWEATERS and BLOUSES ALL REDUCED

30%

Pajamas

30% Off

Ladies' and Children's Challis and Flannel

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Lockney

Society

LaJuana Rhe Cates Becomes Bride Of Don Ray Veigel

Mrs. Foster Presides At O. E. S. Meeting

Mr. and Mrs. Joe Foster and daughter, Betty Jean, attended the installation of officers of the San Marcial Eastern Star in Albuquerque, New Mexico, Saturday evening. Mrs. Delbert Swindle was installed as worthy matron and Bernie Stover as worthy patron.

Mrs. Foster presided at the reception following the installation. More than 400 attended the ceremonies. On Sunday following the Fosters visited friends in Santa Fe.

Joe V. Sanders of Las Cruces, New Mexico, a school teacher, visited in Lockney Saturday.

Miss La Juana Rhe Cates, daughter of Mr. and Mrs. Fred Clark Cates, Lockney, became the bride of Don Ray Veigel, son of Mr. and Mrs. Robert Veigel, Hereford, Saturday, December 21 at 8 a. m. in Joseph A. Hill Chapel, West Texas State College Campus, Canyon.

Douglas Rohre, director of the Church of Christ Bible Chair at W. T. S. C. read the double ring ceremony before an altar decked with white mums.

Given in marriage by her father, the bride was dressed in an off-white wool suit with mink collar, white feather hat and other accessories of black. She carried a white Bible topped with a white orchid.

Mrs. James M. Oswald was matron of honor. She wore a Christmas red velvet suit with



MRS. DON RAY VEIGEL

navy accessories and a shoulder corsage of white carnations.

Bob Veigel served his brother as best man.

Mrs. Cates chose for her daughters wedding a grey suit with black accessories and the bridegroom's mother wore a navy suit with matching accessories. Each wore a corsage of red camellio.

After a wedding trip to Santa Fe, New Mexico, the couple will be at home in Hereford at 501 East Third Street.

Mrs. Veigel, a 1955 graduate of Lockney High School, attended Abilene Christian College and is now doing her junior work at West Texas State College, Canyon as a Home Economics major.

Mr. Veigel is a 1953 graduate of Hereford High School. He attended West Texas State for two years and received a Bachelor of Science degree in Commerce from Texas Christian University last May.

Guests from Hereford included Mr. and Mrs. B. F. Cain, Mr. and Mrs. Ralph Hastings, Rev. and Mrs. Gilbert Davis, Mr. and Mrs. Robert Veigel, Mr. and Mrs. Buyl Fish and Bill Carmichael. Special guests of the bride were Mr. and Mrs. Hestand Bennett, Decatur; Floyd Cates and Mrs. J. C. Cates; Floydada; Benny Cates, Mr. and Mrs. Clark Cates, Lockney; Mrs. Sam Faith, Plainview;

Rodgers Have Reunion At Xmas

Christmas was family reunion time in the home of Mr. and Mrs. E. J. Rodgers. Eight of their nine children were here for the occasion. They are Mrs. Louise Wersta of Grand Island, Nebraska, Mr. and Mrs. Arnold Rodgers and family of Dallas, Mr. and Mrs. Melvin Chandler and family of Tulsa, Lt. and Mrs. Ernest Rodgers and family of Mineral Wells, Mr. and Mrs. Gene Rodgers and Terry, Mr. and Mrs. Charles Simpson and family, all of Plainview, Mr. and Mrs. W. L. Thomas Jr. and family, and Tom Rodgers of Lockney. One son, E. J. Blythe, California, was unable to attend. Mrs. Rodgers' sister, Miss Lydia Turner was also a visitor.

Rehearsal Dinner Is At Plainview

A rehearsal dinner for the Holt-Beaty wedding party was given by Mr. and Mrs. Dan Beaty Friday night at the Al-cove in Plainview.

Places were laid for members of the wedding party and Mrs. James Carthel and Mrs. C. L. Record.

Paula Beth Corbett and Donna Buttrile, Hereford; Mary Bill Williams, Canadian.

Patsy Harston Weds Elmo Fortenberry In Home Ceremony

An arch entwined with greenery flanked by tall baskets of pink gladioli and backed by palm trees, created the decorative setting for the wedding of Miss Patsy Harston and Elmo Fortenberry Sunday, Dec. 29.

The vows were repeated in the home of the bride's uncle and aunt, Mr. and Mrs. G. A. McAda at 4 o'clock in the afternoon. Rev. Dick Brewster, pastor of Sterley Methodist Church officiated at the double ring ceremony attended by close friends and relatives.

Miss Eulalia Sanders played the traditional wedding music and accompanied Miss Nelda Fortenberry, cousin of the bridegroom, as she sang "Because."

The bride was dressed in a floor-length gown of lace and ivory satin designed with a fitted bodice buttoned down the front with satin covered buttons, high neckline and long sleeves ending in points over the hands. A circular lace pepplum graced the full skirt. She wore a fingertip veil of tulle caught to a small satin hat flecked with sequins. Her bouquet of white carnations was arranged on a white Bible and showered with satin streamers.

For something old the bride carried a lace handkerchief which had belonged to her late grandmother Gordon, new was a pearl necklace, a gift from the bridegroom, borrowed was a ruby ring belonging to her sister-in-law, and her garters were blue. She wore a penny in her shoe for luck.

Mrs. Hurshel Harston of Lubbock, served her sister-in-law as matron of honor. She wore a street length sheath dress of beige taffeta trimmed with chiffon, and carried a bouquet of pink carnations. Miss Nedra McQueen, bridesmaid, wore a street length sheath dress of pink taffeta designed like that of the matron of honor, and carried a bouquet of pink carnations.

Darlene Harston, niece of the bride was flower girl. Her dress of beige taffeta was fashioned with short puffed sleeves and full skirt. She carried a basket of pink carnations.

Bobby Harston, nephew of the bride, was ring bearer.

Eldon Fortenberry, cousin of the bridegroom, served as best man. Groomsman was Durrel Fortenberry, also a cousin of the bridegroom.

For her daughter's wedding Mrs. Harston chose a blue wool jersey dress and black accessories. Mrs. Fortenberry, mother of the bridegroom, wore a grey suit with black accessories. Each wore a corsage of white carnations.

Reception
At a reception held following the ceremony, the bride's table was laid with lace over pink and centered with the bride's and her attendants' bouquets flanked by pink candles in china and silver holders. The three-tiered wedding cake iced in white and decorated with pink rosebuds, was topped with a miniature bride and groom. Presiding at the table were Mrs. Eldon Fortenberry and Mrs. Durrel Fortenberry.

When the couple left for a wedding trip the bride was wearing a fur trimmed brown dress, black accessories and a corsage of white carnations. After his discharge from the Navy in July the couple will be at home in Lockney where he plans to farm.

Mrs. Fortenberry is a junior student in Lockney High School and plans to continue her studies. Mr. Fortenberry, a 1953 graduate of Lockney High School, served three years in the

U. S. Navy and is ranked Seaman Third Class. He just returned from a 27-month tour of duty in Japan.

GO TO CHURCH SUNDAY

SHOP YOUR

For Sale

FOR SALE — 1,000 gallon gasoline tank with filler pipe \$300. Taylor's Magazine. 39-1

FOR SALE — Full blood pups. Cheap! Females, \$15.00. Last time only at this price for two weeks. OL 4-3101, Archie Byckney. 31

FARM SALE
At the Billy Hand Farms, southwest of Rockwall, Saturday, January 11, 1958, starting at 1 p. m. Include: 100' Farmall Tractor w/ equipment, two 1954 Super 'Y' and 1950 Ford tractor, 14 Willis Jeep, Hoeme P-tion Trailers, Wheat D-Devis, Breaking Plow, Redder, Bug Catcher, other items too numerous to mention. All merchandise in condition. Levi Wilkin, Rockwall, Tex. 31

PHOTOGRAPHY. Planning a picture made? See us. We do all sizes photographs. A. L. Vernon, 602 South 4th Street. 39-1

FOR SALE — 3-bedroom home. Double garage attached. Baths, den and play room. Can be seen at 5 p. m. Gerald Sams. 31

FOR SALE — By owner, bedroom home. Extra 1 1/2 blocks south of school. Immediate possession. Contact Marlin Anderson, OL 4-2322. 31

FOR SALE — First view note. Will discount cash. Write Box A, Lockney. 31

KEYS MADE — One m. vice. Fowler Hardware. 1

FINISH HIGH SCHOOL
de school at home; e. Books furnished. Dipped. Start where school Write Coluool, Box 5061, Lubbock, 23-5.

or MONUMENTS and G — See Weldon Do ne 2240, Lockney. 31

OR SALE — Town lot in Lockney, excellent, 5 large lots. Have 1000 sq. ft. of land. ad. See unpaved. id E. Hollums, Arthur an Abstract Co., Floyas. 2

OR SALE — 3 rooms to be moved. Call ss. Jake Jones. 31

GOING TO CLEAN OUT? We have letter, size files at The Beacon Cap too. 35-

OR SALE — Used refrigerator and stove, \$25 each. rles Duran at First Natk. 34-

OR SALE — 1950 Old, good condition, good ure at Baxter & s in Co. 31

OR SALE — Bronson fair cushion shoes. deserve the cushion. and women's shoes. Monroe Smith, 2 b t of bank or write Box phone OL 4-3839. 31

OR SALE — 19 barrel tank, 16 gauge, 7 ft. diameter, 20 gauge cover with manhole. Moody, dial OL4-2106. 31

OR SALE — 480 acres 14 miles northwest. 360 acres in cultivated pasture. See Mr. Greer or Dr. Wayne Cney. 31

PICTURE FRAMING
e have added a pling service and are d to frame your pic nice selection of f ldings to choose from do all the work.

GLASS! GLASS! GLAS
other new line is our rtment. Bring us your e will be glad to j glass. Also plate glas iture and desk tops. of your glass needs e OWLER HARDWARE (33

BRIGATED FARMLAN
MER & BAILEY COUN ty of water — Produc land.

ngs to suit the most buyers.

MAGNESS REAL ESTA
56 Phone 8 Farwell, Texas 31

See me for washed Sand and Gravel

delivered to your job

C. L. CALLOWAY ne 2224 Lock

ANNOUNCING . . .

We have moved the plumbing shop to our home at —

402 Southwest Third Street

We still want to take care of your plumbing needs and do your plumbing repair work.

Call us or come by to see us.

Phone OL 4-3181

MUSSER'S PLUMBING SHOP
Lockney

New Year Greetings

We look forward to '58 with the hope that it will bring the fulfillment of all the cherished dreams of our good friends and neighbors.

A Happy New Year to all!

Baxter & Smith Grain Co.

CHARLES BAXTER DON HATCH
C. R. "SHORTY" CLARK E. W. WEAVER
SHERMAN CAREY

For Dollar Day Week End!

Special Prices Friday, Saturday and Monday!

DRESSES! DRESSES!

Every dress in the house is offered at a reduction of approximately 25%. Come in and see these.

\$3.95 values, now	\$2.95
\$6.95 values, now	5.20
\$9.95 values, now	7.48
\$10.95 value, now	7.70
\$12.95 value, now	9.70
\$14.95 value, now	11.20
\$17.95 value, now	13.45
\$21.95 value, now	16.45

LITTLE BOYS SUITS
Values to \$24.95, sizes 6 to 16, choice of colors. Your choice—
\$9.00

BOYS JACKETS
Variety of styles and colors, sizes 6 to 20.

\$10.95 value	\$5.00
\$12.95 and \$13.95 values	\$8.99
\$14.95 and \$16.95 values	\$9.99

MEN'S DRESS HATS

\$5.95 values, new	\$3.99
\$7.95 values, new	\$4.99
\$10.95 values, now	\$6.99

BROWN'S DEPARTMENT STORE
Dial OL 4-3530 Lockney

Knox Grocery AND MARKET

Well, the New Year is here and our New Year's Resolutions are just as always:

We are going to try to treat you as we would like to be treated and we will have a full stock of advertised brands of merchandise for your selection.

We hope we have served you so we can serve you again.

Thank you everyone!

KNOX GROCERY and MARKET
R. L. and BOB

GREETINGS and good wishes

far a very happy NEW YEAR

Wishing for you and yours prosperity and happiness in the New Year and may joy and contentment be yours.

BRUNNIER LUMBER COMPANY
MR. AND MRS. G. M. (BUD) BRUNNIER
ROY ROLLING

CLASSIFIED

For Sale

FOR SALE — 1,000 gallon propane tank with filler hose. Price \$300. Taylor's Magnolia Station. 39-11c

For Sale

FOR SALE — 5-bedroom brick home. Call OL 4-2225. 25-41p-tfc

Society

J. Warren Weds Miss Mary A. Odom

Mr. and Mrs. J. C. Odam of Floydada are announcing the marriage of their daughter, Mary Ann, to Johnny Warren, son of Mr. and Mrs. Elmer Warren of Lockney.

Wanted

WANTED — Half section of irrigated land on third or fourth. Leslie Cox, phone OL 4-3786. 39-tfc

CLEAN YOUR own Rugs with our rug cleaning machine. For rent at \$6.00 per 24 hours. Brown's Cleaners & Clothiers, Dial OL 4-3831. 32-tfc

WANTED — A good reliable man to supply customers with Rawleigh Products in Floyd County. See Paul Roach, 1410 West 8th, Plainview, or write Rawleigh's Dept. TXL 301-127, Memphis, Tenn. 35-Dec. 5, 19, 26, Jan. 2, 9.

NOTICE — Fortable disc rolling. Call Weldon Graves, dial 3483, Lockney. 43-tfc

WANTED TO BUY — 500 and 1000 gallon propane tanks. Flash-O-Gas, Lockney. Phone OL 4-2331. 29-tfc

INCLUDE in your "fall cleaning" your Rugs and Upholstery. Call Miller Rug Cleaning Service collect. Phone CA 4-7470, Plainview. Free estimates. Bonded and insured. 25-tfc

CLEAN cesspools and septic tanks. Call CA 3-3435, Plainview. 34-4tp-tfc

For Rent

FOR RENT — 160 acres to rent with sale of equipment. 1 1/2 miles south of Aiken. Contact C. H. Hastings, phone OL 4-3691. 39-3tp

FOR RENT — Private room with bath, first house west of grade school. Mrs. J. B. Allen. 39-tfc

FOR RENT — South side of duplex on Main Street. 4 rooms, bath and garage. \$40 month. Also 2-room semi-furnished apartment. F. L. Brown. 39-3tc

FOR RENT — House with 4 rooms and bath on 4th Street. Mrs. W. C. Watson, dial OL 4-3827. 39-tfc

FOR RENT — 2 bedroom home one block east of Rhodes store. See Pat Hill or phone OL 4-3860. 37-tfc

Lost and Found

STRAYED — Brownish red hog weighing about 175 lbs. Keeter Packing Co. 39-11c

LOST — Black Collie dog, female, about 6 years old, answers to name of "Babe." If found call Leo Duvall, Phone OL 4-3407. 38-2tc

LOST — 4 whiteface steers, one whiteface heifer, weigh about 500 pounds. Paul Hrbacek, Phone OL 4-3680. 38-2tp

CARD OF THANKS

I want to express my thanks to the many friends who remembered me with greetings at Christmas. Mrs. Conde Davis

I. O. O. F. LODGE NO. 93 Lockney, Texas Meets each Thursday at 8 p. m. TRUETT BILBREY, N. G.

Council Officers Are Installed

The Council room at the Court House in Floydada was the setting for a Christmas party and officer installation ceremony Saturday afternoon for the Floyd County Home Demonstration Club Council. Mrs. Grigsby Milton, outgoing chairman, was in charge of the affair.

Mrs. Milton and Mrs. J. T. Spears, incoming chairman, served punch, Christmas cookies and nuts from a table centered with a Christmas arrangement. Gifts were also exchanged by each member.

Mrs. Aubrey Russell, district agent, officiated at the installation.

A lighted candle, denoting knowledge, was encircled with an evergreen wreath, signifying the council. The incoming president of each Home Demonstration club added a piece of evergreen as her contribution to the wreath.

Council delegates added a Christmas ball as their part and the secretary-treasurer and vice-presidents added Christmas ornaments at the head of the wreath.

The incoming council chairman placed a Christmas bow on the arrangement designating the bow as the crowning glory, as the council represented the crowning glory of the club.

New officers installed were Mrs. J. T. Spears, council chairman; Mrs. Elmer Norrell, vice chairman; Mrs. Johnnie Cates, secretary-treasurer.

Special guest at the meeting was Mrs. Aubrey Russell, district agent from Lubbock.

The next council meeting will be on January 18 at 2:30 p. m.

School Menu

Monday — Sausage, gravy, creamed potatoes, English peas, carrot stick, hot rolls, butter, jelly, milk.

Tuesday — Cheese, meat loaf, lima beans, beet pickles, milk, cake, fruit.

Wednesday — Dixie dogs, B. E. peas, potato chips, jello salad, cookies, pickle, milk.

Thursday — Roast beef, cheese potatoes, green beans, celery stick, cobbler pie, milk hot rolls, butter.

Friday — Brown beans, Vienna sausage, cooked cabbage, onion ring, milk, banana pudding, corn bread.

OFFICE SUPPLIES at The BEACON OFFICE.

Babson Forecast—

(Continued from page 1) a cause of the next depression. Another probable cause will be the failure of one of the big corporations whose stock is among the "30 Blue Chips" of the Dow-Jones Industrials.

Stock Market Outlook 41. The "bloom" is off the stock market. We will have rallies and reactions during 1958, but the broad trend will be downward. This is the first time for many years that I have said this in my annual report. There is too much talk about missiles, bombs, and fall-out.

42. While the stock market has been going up during the past few years, the bond market has been going down. The reverse will take place during 1958. While the stock market is going down, the bond market will begin to creep upward. This especially applies to tax-free bonds, the purchase of which I strongly recommend.

43. Good cumulative non-collable preferred stocks will also be in demand during 1958. Owing to the money market, they recently suffered in price; but owing to lack of supply, they will be the first stocks to recover. Remember, I am now recommending only high-grade cumulative non-collable preferreds.

44. The large fortunes made in the stock market have come from buying non-dividend-paying stocks at \$3.00 a share or under. These will be the first to reach a buying level. If you are to buy these low-priced stocks, you should seek companies without too much cumulative preferred stock outstanding. This is the opposite of the "preferred" recommendation in paragraph 43!

45. Large bank balances will continue to be a good investment in 1958. Many savings banks are now paying 3% to 3 1/2% interest. These balances, however, should not be looked upon as permanent investments, but rather as a means of enabling you to have cash available when common stocks reach a low level. This time may NOT come in 1958. Here again, much depends upon President Eisenhower's condition.

46. Although many corporations interested in atomic energy, electronics, rare metals, and other growth industries will become more prosperous and profitable to investors, some of these new companies will be wiped out. Hence, investors should be very careful in connection therewith.

47. Utility stocks should hold their own with regard to dividends and marketability. Electric power will always be in demand.

48. Most railroad stocks

should be avoided. Most passenger business is now being operated at a loss. Trucks, buses, airplanes, and private automobiles will ultimately force the government to take over the railroads. In the meantime, the securities of the long-haul railroads, which specialize in heavy freight, will be the best to own. The short-haul roads should be avoided by investors.

49. Notwithstanding the above, we cannot now become panicky or too bearish. Our country is not now operating on the Gold Standard which was responsible for many of our national crises, but is now on a Political Standard. Although Newton's Law of Action and Reaction must continue to operate, yet Congress can for a while lengthen the prosperity cycles. This it will attempt to do even if it requires an economic dictator to temporarily regulate money, wages, prices, rents, taxes, and industry in general. I cannot forecast disarmament in 1958. It appears to me now, however, that the present race in guided missiles, atomic underwater navies, surprise satellites, and other tremendously destructive military equipment could ultimately rob us of our freedom and turn us back to slavery unless disarmament becomes a serious goal. The Sputniks should hasten either another military world war or the elimination of world wars. Sputniks should shorten the cold war now in progress.

50. Speaking realistically, the hope of the United States and the world depends upon our spiritual relationships. Only as we grow spiritually, along with our material growth and military power, can the world be kept in balance. Therefore, my final appeal is for the support of all churches of all denominations and their ministers, priests, and rabbis who are

INCOME TAX RETURNS

Wilson Kermickel Attorney-at-Law Ferguson Building 107 North Main Street Phone OL 4-3804

carrying the torch of righteousness.

CARD OF THANKS

We want to express our sincere appreciation for all the kindnesses shown us at the death of our loved ones. We appreciate the food, flowers and every act of sympathy. Mrs. Ernest Beck Mrs. Homer Bartram and family

JEFFCOAT VISITORS

Those spending Christmas in the home of Mr. and Mrs. C. O. Jeffcoat were Mr. and Mrs. Calvin Pyle and Gena of San Manuel, Arizona, Mr. and Mrs. George Pollock and Jimmy of Arlington, Mr. and Mrs. Hugh Alexander Sr., of Olton, Mr. and Mrs. Hugh Alexander Jr., Scott and Karen of Lariat, Texas, Harold Jeffcoat, Rolando and Ricky.

HERE'S WHAT YOU NEED MR. FARMER! Hoe's Plows and Parts Also Hoe's Chisels and Alfalfa Spikes Co-op and National Guaranteed Batteries Motor Oils — Amalie, Havoline, Diamond DX, Co-op Premium, Conoco Super Fram, Co-op and Wix Oil Filters Co-op Tires 30-month road hazard guarantee on nylon. 24-month road hazard guarantee on rayon. SPARK PLUGS Auto Lite, AC and Champion Comfort Covers to fit all makes Tractors CONSUMERS FUEL ASSOCIATION Lockney Bob Miller Insurance Agency Dial OL 4-3329 Crager Building Lockney We STAND Between You and Loss

Notice To Our Customers! At the present time the undersigned business firms have more than \$100,000 out in open accounts. We do not have the additional financial resources to continue this practice and because of that fact we are going to operate in the future on a 30-day open account basis only. We will expect all accounts to be paid not later than the 10th of the month following date of purchase. We do appreciate your patronage and want to continue to serve you but we can only do so on a 30-day basis. POOLE AUTOMOTIVE SERVICE TRUETT & GENE MOTOR CO. LOCKNEY AUTO COMPANY JOHNSON & JOHNSON BACCUS MOTOR COMPANY CONOCO GARAGE

WE SELL U. S. and STAPLETON TURBINE PUMPS We service ALL makes of Pumps. We drill and repair irrigation and house wells. We keep a large stock of all sizes Bolts, V-Belts, Shovels, Hoes, Rakes and other Hand Tools. "DON'T LET WELL TROUBLE YOU—CALL US." Handley Shop & Pump Co. JOE HANDLEY, Prop. Dial OL 4-2265 Night Phone OL 4-3868

PICTURE FRAMING We have added a picture framing service and are pleased to frame your pictures. nice selection of frame findings to choose from and do all the work. GLASS! GLASS! GLASS! Another new line is our glass artment. Bring us your sash and we will be glad to install glass. Also plate glass for picture and desk tops. For your glass needs see us. OWLER HARDWARE CO. 33-tfc. BRIGATED FARMLAND MER & BAILEY COUNTIES ntly of water — Productive land. ngs to suit the most select buyers. MAGNESS REAL ESTATE 56 Phone 8-6298 Farwell, Texas 26-tfc

See me for washed Sand and Gravel delivered to your job. C. L. CALLOWAY Phone 2224 Lockney

REPAIR ing TV trouble of parts includ can give yo nnas, and othe & TV x. Prop. Lock School day! liment date for child rear-olds WOOD 2235 ocery RKET Year is here ar's Resolu- always: g to try to ould like to e will have a ised brands r your se- have served ervice you a- everyone! ROCERY RKET BOB shes MPANY IER

SOCIETY
54 At Terrell Xmas Reunion

Fifty-four relatives were in attendance at the Terrell family reunion held in the home of Mr. and Mrs. Melvin Potts on Christmas Day. The group were children and grandchildren of Mrs. Virginia M. Terrell of Plainview. It has been 19 years since all the family had been together at Christmas time.

Present for the occasion were Mr. and Mrs. John Wayland Hayward, Calif.; Mr. and Mrs. Monroe Terrell and Gary, Kit Carson, Colo.; Mr. and Mrs. Ransom Terrell, Doyle, David, Carolyn and Jimmie of Dallas; Mr. and Mrs. Tom Terrell and Tommie, Mr. and Mrs. K. Terrell and Aubrey, Mr. and Mrs. F. Hockett, Mrs. Virginia M. Terrell and Laura Mae, Mr. and Mrs. John Terrell, Patsy and Buster, Mr. and Mrs. Clayton Terrell and family, Mr. and Mrs. Cloyce Terrell, Mr. and Mrs. Buster Flower, Terry, Mark and Larry, Mr. and Mrs. Woodson Terrell, Clyde, Judy and Jerry, Mr. and Mrs. Leland Terrell, Monica and Carymen, all of Plainview.

Mr. and Mrs. W. D. Lacey, Ronnie, Randy and Lauretta; Mr. and Mrs. Melvin Potts, Kathy, Juanell, Natalie and Sheila, all of Lockney.

Calling in the afternoon were Mr. and Mrs. Donald Lee Terrell of Plainview and Milton Tilson of Dallas.

Mr. and Mrs. Jack Cole and family of Carlsbad, N. M., spent Christmas here with her mother, Mrs. Della Willmon. Both families went to Oklahoma City to visit his mother, Mrs. Opal Ray the latter part of the week. The Coles returned to their home Sunday.

Miss Jimmie Holt Weds Dan Beaty

The First Methodist Church was illuminated with soft candlelight for the wedding Saturday night of Miss Jimmie Cope Holt, daughter of Mr. and Mrs. Aubrey Lee Holt, and Tommy Dan Beaty, son of Mr. and Mrs. Dan M. Beaty, Gorman.

The Rev. P. F. Stamford read a double ring ceremony at 7 o'clock before an altar decorated with greenery and candelabra holding white candles. Similar decorations with white satin bows defined the pews.

Wedding selections, "O Perfect Love," "Calm as the Night," "At Dawning" and "The Wedding Prayer," were sung by Mrs. James Carthel, accompanied by Mrs. C. L. Record.

Given in marriage by her father, the bride wore a gown of silk with imported French Chantilly lace. The bodice, embroidered with seed pearls, was designed with a portrait neckline. The full gathered skirt ended in a circular chapel sweep train.

Her fingertip veil of silk illusion was secured by a scalloped edged hat, accented with a tiara of rhinestones and pearls. The headdress was made by an aunt of the bride. She carried a fan shaped bouquet of white gardenias and white rosebuds.

Miss Jerry Holt, sister of the bride, was maid of honor. She was dressed in a deep tone of turquoise chiffon, styled with a boat-type neckline.

Wearing aqua chiffon ensembles with cummerbunds, Misses Judy Holt, sister of the bride; Patsy Terrell, a cousin of the bride from Plainview; Sue Tongate, Brownwood; and Mrs. Jan Heard of Hale Center, served as bridesmaids. All feminine attendants wore matching tiaras with circular veils, and carried cascades of white rosebuds.

Baskets of greenery provided a background at the reception held in Fellowship Hall. A white net cloth over aqua satin covered the serving table, highlighted by silver candelabra and a silver tea service. A three-tiered wedding cake, topped by a miniature bridal pair, was served.

When the newlyweds return from their wedding trip to New Mexico, they will be at home at 1009 Ave. T, Lubbock. For



MRS. TOMMY DAN BEATY

Holt II, brother of the bride. Rings were carried by another brother of the bride, Joe Bill Holt.

Completing the wedding party were Hugo Bailey, best man, and ushers, Carson Lovington, Grady Manis, both of Lubbock, Authur Martin of Temple, and Glenn McElroy, brother of the bride.

Baskets of greenery provided a background at the reception held in Fellowship Hall. A white net cloth over aqua satin covered the serving table, highlighted by silver candelabra and a silver tea service. A three-tiered wedding cake, topped by a miniature bridal pair, was served.

When the newlyweds return from their wedding trip to New Mexico, they will be at home at 1009 Ave. T, Lubbock. For

traveling, the bride wore a beige wool suit with a fur trim and Dior blue accessories. A corsage of gardenias complemented her costume.

The former Miss Holt, a graduate of Lockney High School, is now a sophomore arts and science major at Texas Tech, where she is a member of the Der Liederkranz and Student NEA.

The bridegroom was valedictorian of Desdemona High School, and received his B. S. Degree in geology at Tech, where he was affiliated with the Scabbard and Blade.

Betty Jean Foster spent several days last week visiting in the W. A. Copley home at Muleshoe. Lavon Copley will be remembered as the Farm Bureau queen candidate from this area.

Open House To Honor Newly Weds

Mr. and Mrs. Hershel Carthel will hold open house at their home north of town next Sunday, January 5 honoring their son, Teddy Carthel and his bride.

Relatives and friends of the family are invited to call during the hours from 3:00 p. m. to 5:00 p. m.

Visitors in the Alvin Nichols home during Christmas holidays were their daughter, Mr. and Mrs. Glenn Whitfill, Judy and Cynthia of Mathis, Mr. and Mrs. F. G. Jones and children, Mr. and Mrs. Howard Springer, Barbara and Sheril of Hale Center, Mr. and Mrs. C. H. Rose, Mr. and Mrs. Delbur Rose, Jerry and Johnnie and Miss Sue Gilliam of Roswell, New Mexico.

Mr. and Mrs. Lowell Jarrett and son spent Christmas with her sister Mrs. Arlie Barnett and family. Dana returned with them to spend the remainder of the holidays with his cousin, Larry.

Mr. and Mrs. B. B. Joiner of Silvertown spent Christmas with Mr. and Mrs. W. R. Kendall.

Mr. and Mrs. Joe... to Artesia, N. M.,... eve on a business



The home reducing unit with dual pads that reduce — stimulate circulation — improve posture.

CLIP AND MAIL

Name _____
Address _____
City _____
State _____

NO OBLIGATION

Call Collect
Mrs. Gene
Phone SH 4...
2518 56th St.
Lubbock
Faith Perry, Co.

SEALE DRIVE-IN THEATRE

Located 2 1/2 miles west of Lockney on Highway 70

THURSDAY NIGHT ONLY, January 2
FUN NIGHT

HERE IS A PICTURE ABOUT DOPE TRAFFIC

COLUMBIA PICTURES presents
A WARNER BROS. PRODUCTION
VICTOR MATURE
TREVOR HOWARD
ANITA EKBERG

pickup alley

Screen Play by JOHN FAULTON - From a play by A. J. FORREST
Directed by JOHN DILLON - Produced by IRVING ALLAN and ALBERT R. BROCCO

CINEMASCOPE

Danger and suspense in the world's most infamous pick-up alleys — the international dope traffic exposed for the first time under the new motion picture code.

Also CARTOON

FRIDAY and SATURDAY
January 3 and 4

LAST OF THE GREAT MOHICANS
...FIRST OF THE GREAT PIONEERS!

THE DEERSLAYER

From 20th Century Fox in
CINEMASCOPE
COLOR BY DE LUXE

STARRING
LEX BARKER - **RITA MORENO** - **T. FORREST TUCKER**
CATHY O'DONNELL

Right out of American history — a white hunter risks the wrath of the Indian nations to save one white woman — he was always seeking adventure — but this was more perilous than anything he sought.

Also CARTOON

CLOSED TUESDAY and WEDNESDAY during January

SUNDAY and MONDAY
January 5 and 6

A wonderful motion picture warmed by the sunshine that comes from the heart!

GOD IS MY PARTNER

A REGALSCOPE PICTURE
Produced by SAM HERSH - Directed by WILLIAM F. CLAXTON

WALTER BRENNAN

Radiant entertainment that will make you happier for having seen it — Walter Brennan stars in the story of a miracle on Main Street — how Christmas came in May to a typical American town.

Also CARTOON

January Clearance

ONE WEEK ONLY — THURSDAY THROUGH WEDNESDAY

We have overstocked and must now put it all on sale in order to reduce our inventory. We could possibly list all the items on sale but come in and see what a GIGANTIC SALE we are having!

<p>Values All Through The Store</p> <p>Diamonds 20% Off</p> <p>Watches 20% Off</p> <p>Silverplate Sets 30% Off</p>	<p>All Our Jewelry Will Be On Sale!</p> <p>Regular \$1.00, sale ... 66c</p> <p>Regular \$1.50, sale 77c</p> <p>Regular \$2.00, sale \$1.19</p> <p>Regular \$3.00, sale \$1.98</p> <p>ALL BOXED JEWELRY will be 1/2 price.</p> <p>China Sale</p> <p>Open Stock Pieces 30% Off</p>	<p>Gift Items</p> <ul style="list-style-type: none"> • Milk Glass • Cut Glass • Brass • Small China Gifts • Lazy Susans 1/2 Price <p>Pottery Sets</p> <p>Open Stock 30% Off</p>
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ALL SALES CASH — NO EXCHANGES — NO REFUNDS — NO GIFT WRAPS PLEASE

OLIVER JEWELRY

Phone OL 4-2149

LETTERS TO THE EDITOR
December 21
Lockney Beacon
Mr. Hays,
I greatly appreciate
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Lockney General Hospital News

December 24 - 31

Mrs. Marcia Meriwether, Lockney, continues to receive medical care.

Mrs. Zeb Reed, Lockney, continues to receive medical care.

Mrs. V. D. Harris, Lockney, continues to receive medical care.

Claude Wilson, Lockney, continues to receive orthopedic care.

H. A. Duncan, Lockney, continues to receive medical care.

H. E. Fowler, Silverton, was admitted 12-24 following medical care.

V. B. Cassel, Lone Star, was admitted 12-24 following medical care.

Carolyn Emert, Floydada, was admitted 12-24 following medical care.

Claude Thompson, Plainview, was admitted 12-24 following medical care.

W. A. Taylor, Lockney, was admitted 12-28 following medical care.

Jessie Aguirre, Lockney, was admitted 12-25 following medical care.

Mrs. J. W. Smith, Lockney, was admitted 12-24 for medical care and was dismissed 12-28.

Mrs. Shirley Reagan, Lockney, was admitted 12-24 for medical care and was dismissed 12-25.

Mrs. Darlene Loftin, Silverton, was admitted 12-25 for medical care and was dismissed 12-27.

Hollis McLain, Floydada, was admitted 12-26 for medical care and was dismissed 12-27.

Miss Nelda Tims, Lockney, was admitted 12-26 for surgery and was dismissed 12-27.

Pauline Gallardo, Plainview, was admitted 12-26 for medical care and was dismissed 12-28.

Julia Gallardo, Plainview, was admitted 12-26 for medical care and was dismissed 12-28.

Jerry Starkey, Lockney, was admitted 12-27 for surgery and was dismissed 12-28.

Mrs. F. L. Dorman, Lockney,

was admitted 12-29 for medical care and was dismissed 12-31.

Terry Lee Norrell, Floydada, was admitted 12-29 for medical care and was dismissed 12-30.

Pamela Davis, Lockney, was admitted 12-30 for medical care and was dismissed 12-31.

Mrs. Dora Soto, Petersburg, was admitted 12-30 for medical care and was dismissed 12-31.

Dale McWaters, Silverton, was admitted 12-26 for medical care.

Mrs. Eddie Fortenberry, Lockney, was admitted 12-28 for medical care.

Mrs. E. A. Cox, Lockney, was admitted 12-28 for medical care.

Cliff Hardy, Lockney, was admitted 12-29 for surgery.

Lovell, Floydada, was admitted 12-29 for medical care.

Jose Luna, Lockney, was admitted 12-29 for medical care.

Mrs. W. C. Pumlee, Floydada, was admitted 12-30 for medical care.

The twin girls of Mr. and Mrs. Brown, Plainview, are still receiving medical care and are doing fine.

New Arrivals

Mr. and Mrs. Ikey Green, Plainview, are the parents of a baby girl born 12-29. She weighed 7 lbs. and 4 ozs. and was named Judy Catheline.

Mr. and Mrs. Juan Arredondo, Plainview, are the parents of twin boys born 12-30. One of the twins weighed 4 lbs. and 8 ozs. and the other one weighed 5 lbs. and 3 ozs.

Betty Jean Foster of Lockney was named guest of honor at a dinner on New Year's eve in the home of Mr. and Mrs. Fred Mercer at Silverton. Her parents, Mr. and Mrs. Joe Foster, were among the guests attending.

O. C. Baileys Move To Smith Residence

Mr. and Mrs. O. C. Bailey have moved to the residence owned and formerly occupied by Mrs. R. W. Smith in northwest Lockney. Mrs. Smith recently purchased the A. O. Wines home and has moved there.

The Baileys sold their farm at the southeast outskirts of Lockney to Jack Billington last summer but retained possession of the house until the first of the year. The place has been rented to Mr. Billington's brother, Orville Billington and he and his family have moved there.

A transaction was completed this week wherein Mr. Bailey purchased 160 acres of land a mile east of Lockney on farm highway No. 135 from Alvin Wilson.

XMAS EVE GUESTS

Guests in the home of Mr. and Mrs. Austin Meriwether Christmas eve for dinner were Mr. and Mrs. Carl Meriwether of Las Cruces, N. M., Mrs. Doris Meriwether, Susan and George of Plainview; Mr. and Mrs. L. K. Sherman and Tommy, Mr. and Mrs. Bill Sherman, Mr. and Mrs. Raymond Meriwether and Morris, Mr. and Mrs. Douglas Meriwether, all of Lockney.

Visitors in the F. S. Shearer home during the holidays were Elton Shearer and family of Houston, Mr. and Mrs. Delbert Shearer, Harold Shearer, and Mrs. Ed Stewart, all of Amarillo. Mrs. Stewart is a sister of Mrs. Shearer.

O. N. Ramsower
WELL CONTRACTOR
and old well repairs
All kinds of pumps
SAVE! TRADE WHERE
\$ \$ \$ TALK
I put water on top.
25 years experience
Phone CA 4-5365
5 a. m. to 11 p. m.
Plainview, Texas

Have in stock
400 NEW RADIATORS
Old models closing out at
50% and 75% discount.
STOVALL-BOOHER
RADIATOR SALES &
SERVICE
1019-25 N. Broadway
Phone CA 4-2865
Plainview, Texas

Mr. and Mrs. W. R. Kendall visited in Silverton with Mrs. Kendall's sister, Mrs. Lee Deavenport and Roy Lynn.

Mr. and Mrs. Luther Fowler and family spent Christmas with her parents at Bowie.

GO TO CHURCH SUNDAY.

NOTICE!

Your Locker Box Rent IS DUE in January!

After February 1, all unpaid boxes will revert back to the Locker.

Please pay your box rent during this month.

LOCKNEY FROZEN FOODS

Fred Paschal, Prop.

Mr. and Mrs. Joe...
with to Artesia, N. M.,
eve on a business

LETTERS TO THE EDITOR

December 20, 1957

Lockney Beacon
y, Texas
r. Hays,

eatly appreciate your
s in sending the "Bea-
me. However, I just now
news about the football
winning bi-district, so I
t's about time to write
t Uncle Sam has trans-
e to Connecticut.
is a very nice place to
ly a couple of hundred
from the beach and an
d a half from New York.
y trouble is the fact
e site is in a swamp in
iddle of the town dump.
I suppose, is as good a
s any for any army.
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nyway, whether I like
t, I guess, as Will Rog-
l, that Floyd County is
n about 28 per cent ef-
farm hand for the next
onths.
s again for sending the

Sincerely,
DeJuan Strickland

nd Mrs. Wesley Hast-
Gunnison, Colo., spent
k end in the Joe Fos-
e.

THUR. B. DUNCAN
TRACT COMPANY
UD E. HOLLUMS
rner and Manager
East corner Square
oydada, Texas
and most complete
t plant in Floyd Co.
ed to render prompt
it service on every-
in the line of land

UG COMPANY
vice For The Sick"
EY, Pharmacist
DL 4-3333

TELEPHONE TALK

C. Oakley, Manager

Monday EVERY DAY!

est prescriptions
e prices too! Wh
e prescription m
ill on us to take
'll like our cou
ell as the fine q
prescriptions.

and

ESDAY

ventory. We coul
we are having!

ift Item

Milk Glass
Cut Glass
Brass
Small China
Gifts
Lazy Susans
1/2 Price

attery S

Sets
Open Stock
30% Off

WRAPS PLEASE

RY

Call by number. It's twice as fast.
WESTERN BELL TELEPHONE COMPANY

OUR NEW YEAR'S RESOLUTION

Happy New Year... in case I didn't get to wish you person. Here's hoping 1958 will be the best, most rous year ever for you and your family.

ts of folks like to take the beginning of the year to some resolutions for the future and I have one to uring this first week of 1958. Mr. E. M. Clark, our ont, wrote it to explain the policies and objectives to follow in furnishing your telephone service and ght it would make an appropriate New Year's reso- for us to make and dedicate to our customers.

WE DEFINE OUR OBJECTIVES

OUR OBJECTIVE is to furnish the best possible one SERVICE AT REASONABLE COST — a cost tent with FINANCIAL SAFETY and FAIR TREAT- OF EMPLOYEES.

ERVICE ranks above everything else in this policy. he only good service is one that is continually ring. To furnish this service we need the BEST , the BEST equipment, the BEST methods, and the management we can develop.

EAISONABLE COST has been defined as one that es an ever-growing public demand. Our equip- training, and methods would net us nothing if the service became so high that people would not

INANCIAL SAFETY should not be endangered by the price of service too low. In the long run, a that provides profit large enough to undertake search and development results in better cheaper to the public.

AIR TREATMENT OF EMPLOYEES means good ood working conditions, reasonable job security, portunity for advancement based on merit. It is — employees — who are the most important it in the success of any business.

ACCEPT THESE RESPONSIBILITIES

THE EMPLOYEES: Provide machines, methods, ent direction, leadership, job training, incentives press, selection for promotion.

THE PUBLIC: More and better service at a reas- cost. Contributions to public welfare and nat- defense.

THE OWNERS: Run business in a sound, profit- manner.

LOOKING AHEAD

ROGRESS has long been the keynote of the tele- business. And, if business forecasters are any- near correct the next 20 years will bring more and development than we have ever seen before. HE FUTURE can be faced confidentially with a of equal consideration for owners, employees, and blic."

ere you have it. We do our best every day to live his resolution and we hope you feel we're suc- y in our efforts to give you the best in telephone

While other prices have gone up... UP...UP...

FORD DEALERS MAKE BIG NEWS WITH A VALUE LEADER SPECIAL

58 FORD Fairlane Club Sedan

IT'S A SWEETHEART OF A CAR... AND A HONEY OF A BUY RIGHT NOW!

WITH ALL THESE FINE-CAR FEATURES

- ✓ MAGICAIRE HEATER
- ✓ OIL FILTER
- ✓ SPECIAL TWO-TONE PAINT
- ✓ SPECIAL CHROME HEADLIGHT TRIM
- ✓ WHITEWALL TIRES
- ✓ TURN INDICATORS
- ✓ GUNSIGHT FENDER ORNAMENTS

You can have this beauty **TODAY** for only **\$59.00** A MONTH

After small down payment. License and sales tax not included.

This money-saving offer is **GOOD ONLY UNTIL FEBRUARY 1st**

Come in Today!

"WHITEY" BACCUS MOTOR COMPANY

Dial OL 4-3395

YOUR AUTHORIZED FORD DEALER

Lockney

Father Of Mrs. Bartram Passes

Ernest Beck, 81, of Armona, Calif., father of Mrs. Homer Bartram passed away of a heart attack December 24 at his home.

Mr. Beck had suffered an attack on December 21 but had improved and was feeling well when the second attack occurred. Mr. and Mrs. Bartram and her three brothers were in California with their father when death came.

Funeral services were held at Mobeetie, Texas, former home of the Becks for 29 years. They had lived in California the past ten years.

Survivors include his wife, daughter, and three brothers, Lawrence Beck, Merced, Calif.; Lonzo, Lemoore, Calif.; and Grant of Dumas.

Nephew Is Victim Navy Plane Crash

L. H. Webb, 23, nephew of Homer Bartram, Lockney, was aboard the navy plane which crashed into the Pacific Ocean near Honolulu Christmas Eve. The bodies were never recovered.

Webb is survived by his wife and 3 months old daughter of Honolulu, his parents, Mr. and Mrs. Arthur Webb of Canadian and other relatives in this area.

Mrs. Roberson Buys Dixie Cafe

Mrs. J. O. (Versie) Roberson has purchased the Dixie Cafe here from Mrs. Juanita Sparks and took charge of the business last Saturday. Mrs. Roberson will operate the cafe. Her husband is employed here at Jackson Tire Company.

Mrs. Roberson said this week that she will serve plate lunches, short orders, good coffee and other accessories and she invites everyone to come in and eat with them.

"Pont" Darnell Back In Hospital

W. R. "Pont" Darnell, who suffered a fractured leg in an auto accident some six weeks ago, is back in Lockney General Hospital for treatment. A leg wound, suffered when the leg was broken, failed to heal properly and it was necessary to remove the cast, relatives said. However his condition was reported to be much better Wednesday.

Mr. and Mrs. Wilson Kermickel visited her parents, Mr. and Mrs. Floyd Tudor and other relatives in Gainsville during the Christmas holidays.

OFFICE SUPPLIES at The BEACON OFFICE.

Sterley News

By Mrs. Virgil Adams

Earl Nelson of Quanah visited Mr. and Mrs. A. C. Nelson Saturday. The Amos Nelson family spent Sunday in the home. Mrs. A. P. Nelson is able to be up now after an illness.

The Sterley Methodist Church will have a prayer service New Years Eve. It will last until 12 o'clock.

Susan and George Meriwether of Plainview are spending several days this week with their grandparents, Mr. and Mrs. Guy Sams.

Mr. and Mrs. Kenneth Brose of Windthorst and Mr. and Mrs. R. H. Tinsley visited Mr. and Mrs. S. H. Downe of Justin and Mr. and Mrs. Victor Tinsley of Fort Worth. The group returned to the Tinsley home Thursday.

Miss Pat Harston became the bride of Elmo Fortenberry Sunday, Dec. 29th at the home of Mr. and Mrs. G. A. McAda and Gordon. The home was very beautiful.

The vows were read by Richard Brewster, pastor of the Sterley Methodist Church.

Those present for the wedding were Mr. and Mrs. Lewis Harston, parents of the bride, Mr. and Mrs. Fred Fortenberry, parents of the groom, Mrs. Hansel Sanders, Mrs. A. C. Sanders and Eulalia, Joe Sanders, Nedra McQueen, Mr. and Mrs. Hursel Harston and children of Lubbock, Mr. and Mrs. Richard Brewster and daughter, Mr. and Mrs. Durrel Fortenberry, Mr. and Leland Fortenberry, Sherlene Teeple, Nelda and Jean Fortenberry, and Arley Pinner.

Mrs. Bill Crader is able to be up after surgery about two weeks ago.

Mrs. Mary Simmons and Beverly accompanied by her brother, O. K. Cheatham of Canyon attended the funeral of a long time friend at Childress Monday, Dec. 30. She was Mrs. Fins Weatherly, formerly of the Sterley Community. She passed away at a Lubbock Hospital where she had been ill for some time.

Mrs. Virgil Adams and children went to Clarendon Sunday to visit her mother, Mrs. J. W. Moffett who is in the Clarendon hospital.

Paul Hrbacek spent the week end with Mr. and Mrs. Paul Weiss and family of Vera.

Mr. and Mrs. Elmo Reeves' guests for a social Friday night were Mr. and Mrs. Doug Reeves and children of Carlsbad, N. M.; Mr. and Mrs. Jerry Rearsey and daughter of Calif.; Mr. and Mrs. Vernon Youngquist and daughter of Seminole, Tex.; Mr. and Mrs. Charles Wright and son, Mr. and Mrs. Hansel Sanders and boys. The men enjoyed 42 while the ladies visited. Refreshments of coffee, cocoa and cookies were served.

Mr. and Mrs. Bruce Smith and children of Lubbock were weekend guests in the A. N. Davis home.

Mr. and Mrs. L. A. Claborn of Deridder, Louisiana, formerly of Sterley Community spent Thursday night in the home of Mr. and Mrs. G. A. McAda and Gordon and visited other other friends here.

Mr. and Mrs. Grady McAda from Conchas Dam, N. M. spent Friday in the G. A. McAda home.

Mr. and Mrs. James Green and son of Floydada, Mr. and Mrs. Truett Hartsell of Floydada were guests in the Elmo Schaffner home Sunday.

Mr. and Mrs. J. J. Williamson of Childress spent Sunday in the B. A. Howell home.

Mr. Howell returned home Sunday from the Plainview Hospital where he underwent surgery almost two weeks ago. He is able to walk around the house.

The Virgil Adams family and Mr. and Mrs. Red Archer and baby attended the family Christmas dinner and tree at the home of Mrs. J. W. Moffett of Clarendon Dec. 21.

Mr. and Mrs. Joe Reeves went to Friona to spend Christmas Day with Mr. and Mrs. Wilborn Tannahill and family. Mr. and Mrs. Ernest Tannahill and family, and Mr. and Mrs. Maurice and family of Hereford were also present.

Mrs. Waick and children of Bakersfield, Calif., spent about two weeks visiting her daughter, Mrs. Jim Bert Bobbitt and family.

Bert Bobbitt Sr., went to Oklahoma City to spend Christmas with his son W. N. Bobbitt.

Dinner guests December 24 in the A. D. Schaffner home were Mr. and Mrs. C. L. Briger and children of Wilson, Mr. and Mrs. Mac Howard and children of Hereford, Mr. and Mrs. Elmo Schaffner and children.

Mr. and Mrs. Elmo Schaffner and children went to Midland for Christmas day with her parents.

Pete Schaffner, of O'Donnell and son of Mr. and Mrs. A. D. Schaffner, got his hand mashed while working on a wind mill Christmas Day. He is in a Lubbock hospital.

Mr. and Mrs. M. O. Davis spent the week end visiting relatives at Beaumont, Texas.

Miss Pearl Belt had as guests Christmas Day two of her sisters, Mrs. Reba Griffith of Amarillo and Mrs. Laura Stevenson from California.

HAS KNEE OPERATION

Clifford Hardy, son of Mr. and Mrs. Frank Hardy, underwent an operation on his left knee at Methodist Hospital in Lubbock Friday of last week. The knee was injured in football last year. He was moved to Lockney General Hospital Saturday and is getting along fine, relatives report. He is a senior in Lockney High School.

MYERS VISITORS

Christmas visitors in the home of Mrs. Olive Myers were her children and their families. Present were Mr. and Mrs. Jackie Myers and family, Lubbock; Mr. and Mrs. Don Myers and Marcia, Denver City; Mr. and Mrs. V. J. Veal and sons, Plainview; Mr. and Mrs. Jimmy Myers, Midland; Mr. and Mrs. Jay McPherson and girls, Lockney.

Visitors in the home of Mr. and Mrs. Johns Cox and Wanda Saturday night before Christmas were Mr. and Mrs. Alton Noland and Joyce, Mr. and Mrs. Pepper Martin and Bruce, Mr. and Mrs. Freddie Ivy, Sheila and Ricky. The Ivys and the Martins remained Saturday night with their parents and enjoyed the annual Christmas dinner Sunday.

INCOME TAX SERVICE

Ferguson Bldg., first door north of Brown's Cleaners.

J. D. Copeland

Business and Residence Phone OL 4-3813

Mrs. Conde Davis spent Christmas holidays in Amarillo with her son, E. E. Davis and family.

Mr. and Mrs. R. R. Kellison and Ralph of El Paso visited their daughter, Mrs. Don McNichol, Mr. McNichol and children several days this week.

Mr. and Mrs. Jack McAdams and family of Cedar Colo. spent two days last week with his uncle, G. Adams and Mrs. McAda.

Monday night visitors in the John Cox home were Mr. and Mrs. B. Cox of Plainview.

GREENINGS for 1958

Hail the New Year! May it bring to all our patrons and friends, good health, good times and unlimited happiness.

Patterson Grain Company
LOCKNEY-STERLEY

DR. W. J. MANGOLD announces the association of

Dr. Pat Williams in general practice of medicine and surgery

Lockney General Hospital
Dial OL 4-3373

Special Prices for Friday, Saturday and Monday

MEN'S DRESS HATS
Nationally advertised, choice of colors, broken sizes in regulars and long ovals.
One large group, values to \$15.00, for only **\$5.00**
All Men's and Boys' Jackets Reduced **25%**
Boys' Nylon Jackets, \$10.95 value \$7.74
Boys' Wool Jackets, \$9.95 value \$7.49
Boys' Gaberdine Jackets, \$7.98 value \$5.99
One group Boys Jackets, choice \$5.00

Men's Jackets and Suburban Coats
\$39.95 value, special price \$29.95
\$30.00 value, special price 22.50
\$26.95 value, special price 20.70
\$20.00 value, special price 15.00
\$16.95 value, special price 12.70
\$12.95 value, special price 9.70

BROWN'S CLEANERS & CLOTHIERS
Men's Wear — Quality Cleaning
Dial OL 4-3831 Lockney

Announcing... I have purchased the **DIXIE CAFE** and will appreciate your patronage. We will serve — **PLATE LUNCHES SHORT ORDERS GOOD COFFEE** Come in to see us anytime.

Dixie Cafe
Mrs. J. O. (Versie) Roberson, Prop.

For Good Safe **Crop Hail Insurance** Prompt adjustments and payments see **Lockney Real Estate Company** E. R. HARRIS

Pocket the Savings during THIRIFT WEEK

SPECIAL PRICES FOR THURSDAY, FRIDAY and SATURDAY

Pure Lard	Pinkneys 3 Pound Carton	59
Blackeyed Peas	Food King 303 Can	71 1/2
GRAPE JUICE	Shurfine Pure Concord 24 Oz. Bottle	29
Bread	Tender Crust 2 Large Loaves / Thin Sliced or Regular	39
Potatoes	Idaho Russets 10 Lb. Bag	59
Apples	Washington Delicious 2 Pounds	25
ORANGES	Texas Full Of Juice 5 Pound Bag	39
VEL	Giant Size Box	69
Cheese	Shurfresh 2 Pound Box	69

Rhodes Super Marke
Dial OL 4-2275 Free Delivery

Fire Damage Total \$20,000 One Man Die

Fire damages in the past week totaled \$20,000 and one man died. The fires were residences.

Dead is Juan Gonzalez, 68-year-old blind man, who is home with his Raymond Gonzales on the northwest of Lockney. He was trapped in the house as it burned to death Saturday afternoon. He owned his property \$2,000 and the Gonzales lost more than \$1,000.

Saturday morning flooded the residence and of Verner Hodel, west of Lockney, estimated at \$14,000. Saturday afternoon and house on the core farm, about southwest of Lockney, royed with a loss 1,000.

Origin of the fire at Hodel's home is unknown, and his wife and her children were away at the time. The Gonzales and three children remained although the cause is not known, it is believed that the man was near a little children to it of the house and life. Meanwhile the three small children years of age, led to it of the house and nearby field to get away from the fire. Gonzales was part of the house and not frequent, though he was seen children.

Raymond arrived at the home in a few minutes and the part of the house his step-father arch of him but was locate him. He had some three-quarter mile away from the residence. The loss of was partially covered.

The Gonzales family their furniture and bedding and clothing given them. The Gonzales are now working near Peter Services for Gonzales at Carter Funeral home on Tuesday at 2 p. m. Burial in Lockney. Survivors include O'Connell and two sons.

Hodel Fire
A fire at the Verner Hodel home Saturday morning destroyed a part of the brick residence. The family moved into a home a year ago. Two bedrooms were destroyed and the remainder use severely damaged and water. Estimated at \$14,000. The fire originated in the living room and was blazing when discovered. A fire extinguisher was used but was not effective. The fire department trucks out and extinguished the fire. The entire interior of the house will have to be replaced. The Hodel family is now in the home of his parents. Mrs. John Hodel is in charge of the house. The fire on the Jarvis farm was believed to be a wiring. No one was injured when the fire started. It was discovered by the Hodel family and the call for the fire department was almost immediately. They could get the house and were attending the funeral of the Hodel family. It was a 4-man fire.

Margaret Cook Requests Re-Election as County Clerk

TO THE VOTERS OF LOYD COUNTY: I would like very much to be re-elected as County Clerk. I am sure you are right to work for a good man. There is no one else in the county who has been most generous and appreciative which I sincerely hope you will entrust me with again. I will do my best to make you a good Clerk.

Yours very truly
Margaret Cook

OFFICE SUPPLIES at The BEACON OFFICE.