# Cackney Trearan 

a


## F.M. KESTER

JEWELER and OPTOMETRIST
Fine Watch Repairing and Glasses Fitted. Astigmatism corrected.

LOCKNEY DRUG COMPANY

## PLAIMYIEW UNDETAKIMG CO.

UNDERTAKERS and EMBALMERS Chappel in Connection. Day and Night Services Phones: $6,80,42,243$, and 650
r A.A.HATCHELL Director
Plainview, Texas

## Kind of Old Style

But it lasted a long while because it was built of the best lumber obtainable in its time.
Why not build your erections with the same A-No. 1 Lumber? It does not pay to put up crumbly frame works. Come and look through our display yards where there are piles of the finest woods in the country.

Build your home sure. Build it with our materials.

## PAINTS

We handle the B. P. S. Paints, Post, Wire, and Wind Mills.

## A.G. McAdams Lumber Co.

## Buy Your Coal Now

We are informed by the coal mines that they will not be able to supply summer coal storage except in limited amounts. Heretofore we have been able to buy all the summer coal we wanted, but it is evident that the storage this summer will be limited. Therefore, in view of these facts, it will be to you advantage to place your orders promptly that we may be able to supply you this summer.
May will be the cheapest month for your coal. After May prices will begin to advance from 25 to 50 cents per ton per month. There has yet been no definite price as to what the winter coal will be.

## PLENTY FEED

Plenty of Feeds of all kind for Dairy Cattle, including Bran, Shorts, Cotton Seed Meal and Alfalfa Hay.

PHONE US YOUR ORDERS FOR COAL.

# Floyd County Elevator Company 

Lockney, Texas

## Who's Your Lumberman?

The J. C. WOODRIDGE LUMBER COMPANY solicits your lumber business. Best of service, a complete stock carried. Let us figure your house bill, or your repair job. We are sure we can please you.

## J. C. Wooldridge Lumber Company




## An Unusual Opportunity

We are placing before our customers an opportunity of securing farms in what is known as the "PRICE BROTHERS Land" located Northwest of Plainview, in the Whitfield nighborhood.
For FORTY-FIVE YEARS no one has been able to buy any portion of this land, though it has been eagerly sought by many homeseekers. It has been held intact with the hope that the owners might have the pleasure and profit
of developing the whole tract as a magnificent wheat farm, but business conof developing the whole tract as a magniticent wheat farm, but business con-
nections will not permit of carrying out that plan, and with the wish to in no way retard the general development of the country that is now so well in eviway retard the general development of the country hat is now so well in evi-
dence, the owners have concluded to place a portion of their holdings on the dence, the owners have concluded to place a portion of their holdings on the
market so that they may be developed with the balance of the country. We have entered into a contract by which we are to have the exclusive sale of this tract, and we are now ready for business.
We will sell sections mentioned below in tracts of 160,320 and 640 acre
tracts, according to the needs of the homeseeker. A good portion of the land tracts, according to the needs of the homeseeker. A good portion of the land and row crops are coming on nicely.
The soil is equal to any in the state of Texas for the raising of Wheat, Alfalfa, Cotton and all Row Crops, together with every variety of fruit and vege tables that can be grown in the temperate zone
We can offer good terms, and with the present system of wheat farming any one who knows the business and is willing to apply the up-to-date scietific methods of farming is very likely to pay for the land out of one crop of wheat.
We are prepared to show the land and make contracts in accordance with your needs. Do not let the opportunity pass you buy
Take any county may and check up on the sections, or come and let us show you the details. The lands are: Sections $73,75,77,79,81,83,85,87$
$89,91,93,95,97$ and 99 .

## PERRY \& CRAM

116 West 7th Street
Phone 437
PLAINVIEW, TEXAS
Phone


## NEEDED BY FARMERS

Most of the farmers in Floyd County are keeping their business well in hand hru systematic Checking Accoun records.
Many prosperous farmers around Lockney are well known by their bank checks and characteristic signatures.
Every farmer can benefit by this business like meth od of paying bills, obtaining receipts and building commercial prestige.
We welcome new accounts wih an issurance of friendly attention.

## The First National Bank

RESOURCES OVER $\$ 600,000.00$
A. B. Brown, President Carl McAdams, V-Pres John C. Broyles, Cashier
Ames b. reed, An't. Cashier david bates, Ass't. Cashler


## New Goods

We are just back from the markets where we bought the biggest and most complete stock of merchandise we have ever carried.

New goods for the fall and winter trade are beginning to arrive, which include Dry Goods, Staples, Clothing Shoes, Hats, etc.
We invite you to visit our store and look through. We will be pleased to please you.

## E. L. AYRES

## BUGGIES BUGGIES BUGGIES

Buggies are becoming popular again By keeping a buggy to use on short trips you will soon save the price of it.

## Cowart \& Miller

Cash Dealers in Hardkare, Furniture Rugs, Oils Wind Mills, Etc.

# This Space Will Belong 

## TO THE

## Echols-Canaday Lumber <br> Company <br> (HOME PEOPLE)

Sheds and Yards Under Construction

## Watch for Future Announcements

## F. M. LIGHT, Mgr.

## MOTICE TO THE VOTERS OF FLOYD COUHTY

Both Ladies and Gentlemen

I want to thank you for your loyal support and many courtesies tendered me in my recent campaign for re-election to the Second term as County Judge of Floyd County, and having come out in the lead of both of my oppoents 37 votes and not getting a majority vote, myslf and Mr. W. B. Clark will have to run it off in the Second Primary which will be August 28th. Now, I am a Democrat and running on the Democratic Ticket, and on my own merits, and if I have made good I feel on my own merits, and if have made good Second Term, as has always been the custom in the Democratic Party. And I would be glad that anyone feeling an interest in the County Judge's race would make all the investigation they feel necessary as to my ability to attend to the duties of this office. If you find me worthy of the honor of the second term as your county judge I certainly will appreciate your vote and influence in my behalf, and if not it is your duty to vote for the other fellow.
Now, as the duties of my office claim my time I will not be able to make a canvas and am taking this method of advising you that I certainly appreciate your support in the first primary and will certainly appreciate your support in the Second Primary.

Very sincerely yours,

## J. W. Howard

Candidate for Re-election to the Second Term as County Judge of Floyd County, Texas. (Political Adyertisement)

Personal Mentions

| $\begin{aligned} & \text { E. Guntrie was in Plainview on busi- } \\ & \text { nees Wediomas. } \\ & \text { sid Cummings wass here from hils } \end{aligned}$ |  |
| :---: | :---: |
|  |  |
|  |  |
|  | hoic |
|  |  |
|  |  |
|  |  |
|  |  |
| and will returilid some. |  |
|  | 年边t was turned half around, leaving her facling the direetion froum which |
| Tom Oatorne is tailiding a new resf- denee in the west part of town. | her facing the direction from which she had come. The shock produced a |
| V. E. Pruitt has bought the I. NDillard home in the west part of town |  |
|  | ${ }_{\substack{\text { andies war } \\ \text { rolo News. }}}^{\text {and }}$ |
| Press Corleg with the West TexasDrug Co, was here Wednesilay work- |  |
|  | Horace simpenen and Milise Girdie |
| Tom Triplett of Fleydada was here Wednesday on business. |  |
|  |  |
| N. W. Brown of the Lakeview com munity in the south part of the coun- | $\begin{gathered} \mathrm{rrle} \\ a \\ a \end{gathered}$ |
|  |  |
| Miss Ethel Wells is visiting rela |  |
| H. S. Bolin, Deputy Sheriff, was is |  |
|  |  |
| H. \&. Bolin, Deputy sheriff, was inMlainview Wedhesday on business.W. A. Witlock left yesterday forTennessee on a visit to bis old home. |  |
|  |  |
| Mrs. T. E. Cowart of the Providence community left yesterday for Nanta |  |
|  | anno |
| Anma, Texas, on a vist to her relativese Mre C. H. Hurman of the Provi. | We are aum following for |
| dence section left yesterday for Has kell county |  |
|  | tion of the democratic primaries: |
| Jim Webh. | Yor Distri |
| verton were visiting Mr. and Mrs, \& 8. Morrin last Tuesday | harles |
|  |  |
| Walter Deany, who lives in the Lan Star section, returned the latter partof tast week from a trip to Arkensas of last weth from a trip to Arkeliman. | M |
|  | For Tax Asom |
| A. E. Boyd and L. B. Harris of | Flord Emin |
| the Reliance Life of Pittshurg were here from Plainview Tuesday. | C- |
|  | ${ }_{\text {John }}^{\text {Jown }}$ W. |
| J. W. Shepards of Mecrereror Texas is liere |  |
|  |  |
|  | ${ }^{\text {J. A. A. Grigeby. }}$ |
| ports a splendid season, in his section very pro | For County Treas Mrs Lillie Bri |
|  |  |
|  | Puble Wefin |
| Hubert abd Mras. $\mathbf{H}$. |  |
|  |  |
|  |  |

## BUSINESS NEVER HALTS

There will always be MEN OF PURPOSE and VISION to do the world's work-men who not only talk service, but GIVE IT every day, never lose faith for an instant.
Men like these are doubly welcome at the Lockney State Bank. The names of many of them are inseparably linked with the progress of this institution. And this faith has never been stronger than it is today.

## THE LOCKNEY STATE BANK

Member Federal Reserve Bank Capital $\$ 50,000.00$
no depostror ever lost a dollar in a state bank in texas


## NOTICE <br> Let us decorate your home with the

Beautiful Eureka Wall Paper. A card will bring samples to you.
M. H. PAULEY

Lockney,Texas

## IS FURNITURE HIGH PRICED?

Good furniture is the cheapest commodity on the market today! To proprly judge the cost of
an article, length of service is the great consideraan article, length of service is the great considera-
tion.
Most of the things mone yi sspent for-food, clothing, automobiles, amusements-are either consumed at once or are subject to rapid depreciation and limited length of service.
But furnishings! Five, ten or wenty years of everyday service is the life of a good article of furniture or rung.
Spreading is cost over that period of time, and considering the enjoyment and comforts afforded you will agree that furniture is far from high-priced; it's a mighty good buy!


## MORTOM BAKER HARDWARE \& FURNITURE

## HOW MUCH GAS ACROSS CONTINENT

Automobile Industry is Keenly Interested in 3,300 Mile Economy Contest-25 Drivers-Eleven States.
$\qquad$
Hatcher \& Livesay

Lockney

## LOOK PROSPEROUS

Looking prosperous is winning a good portion of the battle of life. A good appearance inspires confidence and confidence is essetianl in commercial life. Let us clean your suit and make you look prosperous.

## D.F.MCDUFFIE

## LOCKMEY TRANSFER CO.

1 Is now owned and manged by C. .R. Gallegly, who will be glad to do your hauling. Meets all trains with bus. Phone us your hauling necessities.

## C. R. GALLEGLY

Residence Phone 35


## STYLE SHOP

MRS.D.J.THOMAS

DEALERS

Barn Phone 37
Texas
Texas



LESLIE FLOYD GRAIN COMPANY
GRAIN, COAL AND FEED

Announces the opening of their elevator.

We solicit a share of the grain business of this section.
We are in a position to buy your grain outright.
See us before you sell or store.

We handle coal, and would be pleased to book your orders. Coal will be scarce and hard to get this winter, so you had better buy yours now.

We can take care of your needs in way of all kinds of feeds.

## LESLIE FLOYD GRAIN COMPANY

Phone No. 144
Leslie Floyd
A. J. Keys

DID YOU SAY

they give a Free Tube with each Casing? "You tell 'em we do.

For a short time we are giving an Extra Heavy Vulcan Tube with each Vulcan Casing and too, we stand behind very one we sell. So why buy anything but Quality Tires when ulcans cost a triffle more and makes your motoring a pleasure.
Better drive your car in and have it equipped all round with good Old Vulcan Tires before starting on that trip this summer and make your trip a pleasure.

This offer is for a limited time only, so do not wait. We will take pleasure in showing you the line, and you will be glad you bought the Vulcan.

Open until 11 P. M. Every Day
HI-WAY GARAGE


As this message is being written DODGE BROTHERS daily, weekly and monthly production is at the highest production in its history.

DODGE BROTHERS market today is where they planned to locate and establish it in the mind and heart of every man and woman who admires good work well done.

After a careful examination of the quality ind durability of DODGE BROTHERS Motor Jars, you will find that there is not a better value in the market today.

| Touring Car | \$1460.00 |
| :---: | :---: |
| Roadster | \$1410.00 |
| Coupe | \$2110.00 |
| Sedan | \$2375.00 |
| Screen Body | \$1425.00 |
| Panel Body | \$1490. |

THE ABOVE PRICES ARE DELIVERED

## CARTER WHITE MOTOR CO.

Dealers in DODGE BROTHERS Motor Cars
Plainview, Texas



## Try Beacon Want Ads.



## Public Wednesday, Dec. 29,

Having sold my farm, I will sell at Public Auction place 3 mi . west of Lockney, on the Lockney and PI view road, the following described property:



Free Lunch on Ground at 11:30
TENMS OF SALE: All sums of $\$ 10$ and under, cash. All sums over that amount 10 months' time will be given on good bankable notes, ten per cent interest.
discount for cash on all sums over $\$ 10.00$ )
Sale Starts at 10 o'Clock, Sharp.

## F. LANGFELDT, 0 wner <br> Phil Cornish, Auctioneer Paul Kert, , Clork

## STILL IN THE COTTON MARKET

We are still in the cotton market, paying the highest mar ket price. We will buy your cotton either in bale or seed

We have recently installed and have in operation a Murray Cleaner. This cleaner is the latest improved, and removes all the dirt and trash from your cotton. This improves the sample and makes your cotton bring you more money.
Our force are all experienced gin-men. We can give you as good turn-out and sample as any ginners on the Plains. Bring us your cotton.

## IT'S A COMFORTABLE FEELIMG

When you shave at our Shaving Parlors. Any person can have this comfortable feeling by visiting our place and having his barber work done by one of our experts.
V. E. PRUITT, Proprietor

CITY CAFE
A. F. Avent ot Plainview has purchased and taken charge of the City Cafe. We will conduct a first-class Cafe, and will serve the public with the best the market affords. Would be pleased to have the public call and see us. You will find verything sanitary with the best of cooking.

CITY CAFE
A. F. AVENT, Prop.

## A BAD HABIT

${ }_{\text {Most }}$ people are in the habit of going into a store and calling for their needs and never ask prices goods. This is a very bad habit.
We believe we can save you money if you will give us the chance. Our groceries are as good and fresh as can be found anywhere

## SHOES GALORE

We get a new shipment most every week of the Femous-Hamilton Brown "American Gentlemen" work shoes for men and boys. We guarantee to
save you money on shoes. Can save you money save you money on shoes. Can save you money on overalls too.
it pays you to trade with
THE WISE GROCERY
Lockney, Texas

## A COOD STEAK MAKES A BETTER MEAL

Try us for Good Meats. We sel no other kind.
Come to us for butter, eggs, cheese,
lard. All good-very good.
You buy economically when you buy here.

CITY MARKET

## Roy Griffith

Confections of all kinds, fountain drinks and a complete line of smokers articles. Our line of cigars are complete.

A complete line of Jewelry, every piece guaranteed.

Make our place your headquarters while in the city

## Roy Griffith

THE CONFECTIONER


## YES WE HAVE IT

If its for men or boys. Still have some Silk Shirts and most every other kind of shirts at a fair price.

## WORK CLOTHES

Such as Unionalls, Overalls, Pants, Shirts, Underwear, Hose and a good line of Gloves.

## DRESS

A splendid line of shoes to select from at a reasonable price. Also have a nice line of Ladies Hosiery.

## FLOYD HUFF

Men \& Boys Clothing and shoe store

## CLISSIFEE AUVERISING <br> 

## N. W. MORGAN \& COMPANY

Is the place to get the best dry land plows. Sanders and Oliver Disc Plows-none better. P. \& O. power lift Lister, I. H C. Engines, Disc Harrows, Kentucky and Hoosier Grain Drills, Fluted and Double Run Feed, Webber Wagons - the best dry weather wagon we think shipped to this territory. Farm Trucks in wood and iron wheels.

MeCormick and Deering Corn Harvesters, the real ones to buy, with repairs in stock.

## N. W. MORGAN \& COMPANY

We feel very grateful for the splendid support you have given us since we've been in Lockney.
We have done our very best to give you a Dollar's worth for every Dollar spent with us plus the very bes service we can render. Did you ever think about what this word service means? To us it means the same as good goods and fair dealing.

We have a nice line of Queens Ware, Auto
Tires, Tubes, Jacks and Pumps, also a complete line of shelf hardware. Of course you understand that we have a complete stock of good things to eat at all times.
Come to see us. We will give you a square deal and appteciate your business.

## G. S. MORRIS \& COMPANY




Our buyer is in the very best markets for obtaining the proper selections of the new seasons merchandise.
We show the new things first. We will show the most extensive line of Ready-to-Wear ever shown by us.

The smart things are what you are looking for in this line and our shelves and racks will soon be jammed full of them.

## PAGE DRY GOODS CO.

White Deer
Lockney

## MR. FARMER



The Woman's Tonic


We have a few Two-Row Listers now on hands. Better get yours while we have them.
And a few Tandom Disc Engine Harrows. Get one before they are all gone.
See us for your Farm Tools and Farm Supplies. We can supply your needs.
Don't forget the Wallis Tractor when you begin to break your stubble land. These Engines have been thoroughly demonstrated as the Engine for this section. Come in and let us explain their good points.
Don't fail to come in to see us when in town.
E. P. Thompson \& Son

