

## Reduction in Prices on Ford Products

The war is over and war prices must go. Effective at once Ford Cars, Trucks, and Tractors will be sold $\boldsymbol{F}_{\mathrm{s}}^{2}$ O. B. Detroit at the following prices:

PRICES F.O.B. FACTORY PRICESF.O.B. LOCKNEY
Touring, Regular ... $\$ 440.00$
Touring, with Starter,
611.39

Runabout, Regular . $\$ 395.00$ $\$ 491.64$
Runabout with Starter,
$\$ 465.00$
$\$ 360.00$
Coupe with Starter and
Demountable Rims, 745.00
564.53

Sedan with Starter and
Demountable rims, $\$ 795.00$..................... 908.14
Truck, Pneumatic Tires
$\$ 545.00$
Tractor
790.00
$\$ 638.84$
$\$ 859.00$

The Ford Motor Company makes this reduction in face of the fact that they have on hand immediate orders for One Hundred Forty-Six thousand sixty-five cars and tractors. The Company will suffer temporary loss white using up the materials bought at high prices. They are willing to make the sacrifice in order to bring busingess back to a going condition as quickly as possible and maintain the momentum of the buying power of the country. Henry Ford Says: "The war is over and it is time war prices were over. There is no sense or wisdom in trying to maintain an artificial standard of values. For the best interest of all it is time real practical offers were made to bring the business of the country and the life of the country down to regular pre-war standards.'.

We are at your command with regular Ford efficiency in service and eager to fill your orders.

## Lockney Auto Co.

## Redpath-Horner

## Chautaucha Forum 1920



## LOCKNEY, TEXAS

## BEGINS

October 12-Lasts 4 Qays
At Public School Auditorium
Tickets on Saie at Lockney Drug Co. and Griffitis Confectionery

## TO THE PUBLIC

I have started Laundry Basket again. Will Ship every two weeks. Have Laundry at Shop Every Monday
BEN F. RIGDON

Beacon pays 3 c lb . for large clean rags

## THE DYER OIL COMPAMY

LOCKNEY,TEXAS
Handles Gasoline and Kerosene. Will have a ful lline of Lubricating oils, , and Crude Oil By-Products.
We were local manager for the Pierce-Fordyce Oil Company of Loc kney nine years.
We thank the public for past paronage and solicit their future businoss for our new firm.

## THE DYER OLL COMPANY

Storage Tanks of 14000 Capacity
 DR. E. C. MOBLEY,
vital Problems, at Chautauqua.

| $\begin{aligned} & \text { FLRST NEGRO WEDDING } \\ & \text { IN COLLINGSWORTH COLNT } \end{aligned}$ |
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## PLAANVIEW BNDETAKING CO.

UNDERTAKERS and EMBALMERS
Chappel in Connection. Day and Night Services Phones: 6, 80, 42, 243, and 650.

## A. A. MAVCSELLL Directo

 Plainview, Texas
## MEAT OF THE WORLD

is heing şupplied from our country. It is difficul to secure good cuts of MEAT without much speculating and the carefulness of right buying. The fresh catue upon the hooks in our mar ket are from A-1 breeds and the pork is self evi dence of what cornfed swine will develop in the nourishing element of their meat.
B. A. QUEEN



an.

## Elevator Change

 We have sold the Floyd County Elevator to the Corsicana Mill \& Grain Company, and in retiring from business in Lockney, we wish to thank our friends who have been so loyal to us since we have been engaged in the grain business in Lockney.We bespeak for the new firm a continuation of the very liberal business given us. The Corsicana Mill and Grain people are experienced in the Grain and Elevator business, and will serve the public with efficiency, and with all accommodations.

Respectfully,

## Floyd County Elevator Company

By burton thornton, Manager. LOCKNEY,

TEXAS



> Who's Your Lumberman?

The J. C. WOODRIDGE LUMBER COMPANY solicits your umber business. Best of service, a complete stock carried. Let pleases you.

J. C. Wooldridge Lumber Company


### 27.7 Miles to Gallon OF GASOLINE

Is the record the Overland Four made on their test trip from New York to San Francisco, pulling mud with the chains, sand, mountains and under every kind of road and weather conditions. Using twenty-five different drivers, none of whom had ever seen the car before.

This was an ordinary stock car, taken from the store room in New York and put right on the road. The distance traveled was 3,443 miles and over 1,400 miles was made to the gallon of lubricating oil.

If you want a car that is economical and serviceable and a car that is LIGHT and at the same time gives you the riding comfort that the larger, heavier car gives you, then buy an Overland 4 with the Suspension Triplex Spring.

## C. R. HATCHER

PHONE 143
LOCKNEY,
TEXAS

## OUR LARGE AND Compete Stock

Of new high quality wearables is ready for your inspection. Our prices are the very lowest. You will say so, too if you come in and see our goods.

```
Best grade Outing per yard_. 40c
Dress Ginghams per yd. 30c and up
Unbleached Domestic _... 29c
House Canvassing ...... 12 1-2c
Best grade 8-ounce Duck _n-45c
Men's Overalls per pair . . . $2.65
Men's Work Shirts each.. $1.50
```


## BLANKETS

A fortunate purchase of blankets enables us to offer you quite a saving in price. A good quality wool plaid blanket for $\$ 11.00$. Best quality plaid woolnap blankets at $\$ 7.25$ and $\$ 7.75$

## Our Ready-to-wear

Department is receiving new shipments of coats, suits, dresses and blouses, all of the very latest style and at the lowest prices.

Special Prices in Plush Coats at $\$ 40.00$ and up
SHOES! SHOES
We know our prices will save you money on shoes. Our shoes market price; hence when you buy shoes from us you get the benefit of the lower price.
BILLIKES shoes for Children
MEN'S CLOTHING
Large stock of Kuppenheimer, Styleplus and Curlee makes.

Prices now 15 per cent off
MEN'S HATS
In Stetson, Mallary and Ruthschilds, in all the newest shapes and colors.

MEN'S CAPS
Not the ordinary kind, but caps of real quality and style.

## BAKER BROS.

## Eggs, Eggs, Eggs

Will pay the highest market price for Eggs.

FRYERS, per pound.......20c HENS, per pound . . .......19c
STAGS, per pound .......... 10c
OLD ROOSTERS, per pound. $7 c$
EGGS! EGGS!
Will pay the highest market price for Eggs.

Lockney Produce Co.
Wilkinson \& Armstrong, Props. PHONE 13, LOCKNEY, TEXAS

# Echols-Canaday Lumber - Company 

## Building Service

See us for a complete building line
We are now in our new office
Come in and let us get acquainted.

Lockney,
Texas
Phone Number Nine

Three Important<br>Things to Get in Fall Clothes

1 GOOD QUALITY<br>2 GOOD STYLE<br>3 A FAIR PRICE

Hart Schaffner \& Marx clothes cover those three points better than any clothes we know of.

We're making your profit a bigger one by cutting ours "to the bone"

## E. L. AYRES

- The home of Hart Schaffner \& Marx elothes went an operation. Her many friends
are glad to hear that she is improving
nifeely. W. N. Brown returned the latter
part of tast week from Austin where part of tast week from Austin wher
he spent several days on business. Mrs. W. N. Brown returned last Sa urday from Big. springs, where sh
visited with relatives a few days. sh home after his visit with his grand
parents, whille Mr. and Mrs. Brown


## LOWER RIO GRANDE VALLEY

For descriptive lit ercture of the lower Rio Grande Valley call onves. Let usexplain the many advantages of this secion and the induce ment offered home seekers.
If as many as ten men are interested in this section we can get round trip rates of $\$ 50$, which will include sleeping and dining car.

Come in and let us talk this matter over with you.

## J. B. DOWNS

Land \& Cattle Co.
No depositor ever lost a penny by depositing in a state Bank in Texas

You are perhaps familiar with the law enacted by our legislators of this great State, relaforce in 1909, which provided a fund to guaranty the depositors of all non-interest bearing and unsecured deposits in State Banks. This guaranty fund on June the 10th, 1920, had cash on hand to the amount of $\$ 2,356,807.27$ as shown by their report to the Commissioner, to back up this guaranty fund.
Are you availing yourself of this Guaranty?
Why do you take out Hail Insurance?
Why do you provide fire insurance?
Why do you carry life insurance?
Are you fully protecting your Bank balance,
equally as important as any one of the above? You can avail yourself of this opportunity by depositing your mone. in the

A Guara: Fund Bank

## Lockney State Bank

Member Federal Reserve Bank

## Your Car

Should recieve careful attention. A little work now and then will save you a very large repair bill in the future. Bring us your car an dlet us look it over. WILLARD BATTERY STATION We handle the Willard storage batteries, and repair and recharge your old batteries.
We carry a full line of automobile tires and tubes, the best made. Also supplies and accessories. SEE US

## Pennington Motor Co.

 Harve Pennington, Mgr.
## The Store With Beautiful Furniture

The home in which your grandparents were reared was no doubt neat and comfy, but you would never be satisfied to live amidst such surroundings because you have aequired the quality known as discriminating taste, and you have ideas which your grandparents never dreamed of possessir,
The higher your ideals the higher your plans in life. If you start your career by fulfilling your ideal for a beautiful home, you have won in the first battle with
the world, and the succeeding batthes are all easier.

A home to be properly furnished must harmonize. The walls, the rugs and the draperies must blend with the style and finish of the furniture, if good taste is not to be affronted.
You have but to ask our advice about home decoration, and it is cheerfully given. We are here to serve to our utmost and in serving we strive first of all to please.

## LIMOLEUM

We have just received several new patterns of linoleum both in printed and inlaid.

NORTDN BAKER Hardware \& Furniture

## Notice to the Automobie Public

We have discontinued our work shop altogether. We will give special attention to vulcanizing and the tire business, and storage.

Fortunately we have secured the help of Mr. A. C. Hendrix, of Paducah, who has had 5 years' experience in the vulcanizing business. All vulcanizing guaranteed.

## TIRES

We are now handling the famous Kelly-Springfield and Goodyear Tires.

If you ned anything in Tires, Automobile Accessories, Gasoline and Oils call and see us.

## AUTOMOBILES

We are also agents for the Hup, Chandler and Cleveland Automobiles. Also the Cletrac Tractor.

Car washing a specialty. Battery Station in connection.
We handle the old reliable Exide Batteries.

## HIWAY GARAGE

W. J. and Fred Griffith

## WE WANT TO KHOW YOU AND WANT YOU TO KNOW US

That the best way for you to become acquainted with us is to let us clean, repair and press your clothes. One trial will convince you that our mutual business acquaintanceship will be "worth while." A nice line of Collars, Shirts, Underwear, Ties, etc.

JNO. W. SAMS
GENTS FURNISHINGS AND TAILOR


#### Abstract

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

## LOCKNEY TRANSFER $\mathbf{C O}$.

Is now owned and managed 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 Barn Phone 37


HOFSTRA And Many Othep
insects-Hundreds
 SEASON Kill the Flies with hofs. We a sure ny exterminator. for fly have ciesore dip

# Stewart Drug Co. 

LOCKNEY,
TEXAS

## TO YOUR INTEREST

In these days of hgh prices we befieve you are mostly interested in the business man who sells the better qaulity of goods at the lowest possible price. That's what we are ever striving to do. We are positive that it will be to your interest to call in the very next time you are in town and let us quote you some prices on high quality staple and fancy groceries.
Remember we are selling lots of high grade Men's and Boy's work and dress shpes and there is a reason for this. We are positive ahat it will pay you to investigate.

IT PAYS YOU TO TRADE WITH
THE WISE GROCERY
PHONE NO. 12
Lockney, Texas

## Public Sale

## Friday, October 8th

I will sell at my place 16 miles northeast of Lockney, on Floydada and Silverton road, 14 miles south of Silverton, to the highest bidder the following described property:

MARES AND COLTS
1 pair of black mares, 5 and 6 years old.
pair bro
1 pair brown mares, 7 and 10 years 1 sorrell mare, 8 years old.
${ }_{2}$ All mares colts. bred to jack. CATTLE
1 Jersey cow and calf.

## Jersey heife

## FARM IMPLEMENTS

Deering header binder, 12 -foot.
1 Case planter, 1 -row. 1 John Deer one-row planter.

1 Klonkike cultivator. 3 Go-devils.
1 Disc harrow.
1 Drag harrow.
${ }_{1}$ Wagons.
1 Staik Cuter.
Double shovel.
1 set of good heavy harness, bridles and collars, and some other plow gear and collars.

## HOUSEHOLD GOODS

House goods and Kitchen Furniture 1 Washing machine.
1 Kettle, fruit jars, 1 scraper, 1 oil barrel.
1 good Ford Touring Car.

TERMS OF SALE-All amounts up to $\$ 10$ cash. Amounts above \$10 six months' time, good bankable notes.

## SALE STARTS TEN A. M. FREE LUMCH ON GROUMD W. M. Evins, Owner

W. A. NASH,

Auctioneer

## SALE-SALE October 2nd to 9th

We are now offering a complete and well selected stock of Merchandise to the people at a time they are going to have to buy their fall and winter goods, and we are going to share our profits with our customers, who have been loyal to us, and we want to show them our appreciation by giving them a sale at the e they are having to buy their fall bills. SALE STARTS SATURDAY, OCTOBER 2ND, AND LASTSOI WEEK.CLOSES SATURDAY, OCTOBER 9TH.


Men's Suits


Men's Pants
We have one of the best lines that hanx wer
een in fockney, and after you see them you will tec concineed of the fact, and we ask you to
come in and luspert the quatity and you will
 s .00 under the sume line elsewhere.

Boys' Pants an buying your beys their supply at the price

ALL SALES STRICTLY CASH-NO APPROVALS. MO REFUNDS-AND THE ABOVE PRICES DO NOT INCLUDE LUXURY TAX.


Ladies' Silk Peticoats


Ladies' Wool Skirts
Ladies' House Dresses
$\qquad$
Ladies' Pumps





Children's Slippers
$\qquad$
Blankets! Blankets!
se.25 Blankets, now at
Blankets!

| s.00 Blankets, now nt $\ldots \ldots \ldots \ldots \ldots \ldots . . .8 .25$ |
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| ME. |
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| one at 82.75 |

CAPS: CaPs: We han
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\section*{ATTENTION}

Will appreciateraehanoesoshow you that I will appreciate your business.

\section*{RYAN SPEEGLE Insurance - LOANS}

\section*{ Wols \\  \\  \\  \\  \\  \\  anvor with thearn and two score radicais

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A. M. MeMinn of the south part as county, gimed by the Weet
as Co, at Iockney a few
 ang
ave
as kiver
aper \\ Public Sale}

I am quitting the farm and in order to clean up all my stock, farming tools, crop, etc., will sell at public auction at the R. L. Carter place 15 1-2 miles N. E. Floydada, 1 mile north, \(31-2\) east of Fairview. School house, 6 miles southeast of Cedar, beginning at 10 o'clock promptly

WEDNESDAY, OCTOBER SIXTH
The following described property:
\begin{tabular}{|c|c|}
\hline \multicolumn{2}{|l|}{Horses and Mules} \\
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\hline \multicolumn{2}{|l|}{1 Bay horse, 3 year} \\
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\hline \multicolumn{2}{|l|}{1 Gray mare, 4 years old.
1 Hay mare, smooth mouth, good work fare} \\
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Cows and Hogs \\
Fawn colored Jersey cow, 4 yearksold. Aetm' side
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TERMS OF SALE-Sums \(\$ 10\) and under cash. Sums over \(\$ 10\) January 1st, 1921, dating, with bankable notes bearing 10 per cent interest, or 5 per cent discount for cash

\section*{FREE LUNCH ON GROUND}

\section*{Quality Goes Clear Through}

\section*{PRICE Is not the most important consideration in the} selection of an automobile. Value is!

The price of the Dort is not high, but it is sufficient to include important features that cheaper cars do not have. At the same time it is much lower in price than other cars which possess those features. It will, therefore, satisfy the purchaser who has paid more for a car in the past-while to him who has paid less it will prove an unexpected revelation.
whers Model 15 Dort Touring Car appeals to a desire for beauty and comfort as well as in its simple and sterling mechanical factors. It is a trim, well finished automobile, of correct proportions with riding and driving qualities quite distinctive among cars of its class. In designing an automobile it is quite as imporsant to provide for taking the car apart as jit is for puteing it together. Some automobile engineers seem to overlook this fact-consequently many cars are op papdo "get at" that garage attention-alw ays based on Hincz pendedbecomes urireasonably costly. Not so with thé Dort.

SIMPLICITY AND RESERVE STRENGTHare CHARACTERISTIC FEATURES of this ADMI ABLE DORT CHASSIS. QUALITY GOES CLEARTDROUGH.
Dort engineers have built a chassis so fret it complications that it is possible for the mechanically enclined owner to disassemble it after a brief àtentiye study of its constraction. For the same reason it harticularly easy for the average garage man to give quify and inexpensive aid should the occasion arise. Combine simplicity with the rugged strength of carefully selected and tested material and over-size parts where stresses occur, and you have a fair word picture of the Dort chassis. Usage with the least possible interruption and at low tost of up-keep, are factors and find in the Dort. \begin{tabular}{c}
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\section*{SPECIFICATIONS}


\section*{PRIGE OF DORT Model 15 \$1,250 DELIVERED}

Prices guaranteed. If there is a reduction within thirty days the difference will be refunded.


\title{
\({ }_{6} W\) have Just Received One Car Load Oakland\& Chevrolet Cars
}

With several different models represented in this big shipment we can supply your neds in a car for business or pleasure or both combined.
We will be very glad to demonstrate the cars and answer your questions and tell you of the service you get in a car when you own a Oakland or Chevrolet and the service that we give you in repair, paits and accessories after you own a Oakland or Chevrolet.
COME TO SEE US-LET'S TALK IT OVER

\section*{C. A. WOFFORD}
R. C. SCOTT, ABSTRACTER

Complete abstract of title to all land and lots in Floyd County, Texas.

20 YEARS EXPERIENCE with Floyd County Land Titles. Will appreciate a part of your work.

FLOYDADA, TEXAS

\section*{A GOOD 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

\section*{THE PLAINVIEW NURSERY}

PLAINVIEW, TEXAS

\section*{We know the kind to plant on the Plains. Some} varietis grown in East Texas is no good here. After fifteen years test we know. Come nad see us. Bud, the "Campass Cherry", which has never failed here. Also peach, plum, apricot, etc. All kinds of shade varieties, etc. Send us your order or com to nursery and select them. Meet us at West Texas Fair Sept., 27th to Oct., 1ts and see our products.

\section*{} The Jury docket for the Floyd CounThe Jury docket for the Floyd Coun-
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to awalt the arrival of District Atoto
ney A. C. Hatchell, who is in Califo
nia, his wife. heinu of al ney A. C. Hatchell, who is in Califo
nat, his wife beeng ill there.
Scott is foreman of the grand jur
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Plan Your Vizit NOW V ; Your Family and Neighbors,
Reduced Rates he been grantad on Rall-roads-Remember the Dates, Ootober 9th to Ootober 24 th , ir.clusive.

\section*{IT'S A COMFORTABLE FEELING}

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.

\section*{V. E. PRUITT, Proprietor}

WANTED-Clean Rags at Beacon Office

\section*{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.

\section*{LESLIE FLOYD GRAII COMPANY} Phone No. 144
Leslie Floyd
A. J. Keys

\section*{OUALITY AND PRICE}

We have them both

Our stock is becomming more complete every day, putting us in a position to take care of your needs more completely. See us before you buy your dress shoes. Pure thread Silk Hose, at attractive prices. Also a nice line of work hose..

Whether or not we sell you, we are glad to have you call.

\section*{FLOYD HUFF}

Men \& Boys Clothing and shoe store

\section*{CLISSIFIED AVEERTISNG}

FOR sale


\section*{ \(\frac{\text { Heary. }}{\text { FOR SAL }}\) \\ STYLE SHOP \\ MRS. D. J. THOMAS}

\section*{PIERCE OIL CORPORATION}
P. E. SHICK, Agent, Lockney, Tex.

WE HAVE JUST RECEIVED OUR FIRST CAR OF EUPION OIL
The Eupion oil is far superior to any grade of coal oil that you have been able to buy in the past. This oil will be found especially adapted to Tractor use. Tractor users are requested to give it a trial. We also have a complete stock of

PENNANT AUTO OILS AND GASOLINE

The Automobile man will find our Pennant oils to be the best. Eupion Oil for sale by
CITY GROCERY \& THEO GRIFFITH

\section*{Big Special}

\section*{At Olympic}

Next Saturday, October 2 NAZIMOVA
In her latest picture, featuring "The Heart of a Child"
Charlie Chaplin Comedy, two reels"The Floor Washer"

WEDNESDAY, OCTOBER \(6 T H\)
Nazimova in a big seven-reel special, featuring "Stronger than Death." One day only. Don't miss it.
Admission 20c and 35c, Including War Tax
These will be the last two Nazimova pictures for this year.

\(\qquad\)

\section*{FURNITURE}

\section*{AT REDTCED PRICES}

To make room for our Stock we will sell Furntture at greatly reduced prices for the next

\section*{30 DAYS}

\section*{Cowart \& Miller}

\author{
Cash Dealers Hardware \& Furniture -
}

If you are going to need a new heater (oil or cook) this winter, we can make you an attractive price. Plenty of stove pipe, dampers, hods, etc.

We also have a complete line of Queensware, Aluminum ware, Table and pocket cutlery, builders' hardware. In fact most any thing you would expect to find in a well-selected stock of shelf and light hardware.

Come in and look our stock over. Our ambition is to please you both in price and quality ams the very best service. And don't forget we plus the very best service. And don't forget we and are always glad to make you prices. Plenty Michigan salt for neat. Bring us your eggs.
G. S. MORRIS \& COMPANY```

