## Tarknel: Thencun

floyd county leads all west texas in value of crops produced. Lockney is in the hfart of the best farming section of the plains, and in the great shallow water belf
Volume Twenty-Four Lockney, Texas, Thursday, January 8th, 1925

CHAMBER OF COM. LOCKNEYHASSCHOOL
MERCE HEETNG OF HIGH QUALTY


Lockney, Texas, Thursday, January 8th, 1925



## 2-IN-1 STORE

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WANT COLUMN

## clearance sale PRICES

We have continued CLEARANCE SALE PRICES on many items of our Stock.

If you are a late buyer of these items it affords you a wonderful opportunity to save money on your purchases.

We would especially mention Men's aud Boys' Clothing.


Clearance Sale Prices on Overcoils.

## BLANKETS

Much cold weather is coming and this is your opportunity to save real MONEY on your BLANKETS.

## SWEATERS

A full line of SWEATERS at Clearance sale prices

## HARDWARE AND GROCERIES

Business in this department is good. We are offering many BARGAINS and you are invited to get your share of them.

Remember the BIG APR-O-PLANE AUCTION SALE SATURDAY, JANUARY 24th, and Save Your Bonds.
${ }_{20}$ PREMIUMS ON DISPLAY IN OUR WINDOW

SALE BEGINS FRIDAY, JANUARY 16TH SALE CLOSES SATURDAY, JANUARY 24TH
8 BIG SLLING DAVS OF ELEVEN HOURS Eighly-Eight Hours, Five Thousaini-Two Huadred and Eighty Minutes wilh Semething Doing Every Minute.

## STORE CLOSED ALL DAY THURSDAY, JANUARY 15th, TO GET READY FOR OPENNG DAY

We mean to put the goods out, it's all too easy to tell of the good thing. Seeing is believing, if you miss this OUT THEY GO SALE you have passed up the liggest yet. Every item, every article, every yard of piece goods and every garment in the store will be marked at less than regular price during the 8 days of OUT THEY GO SALE. Some merchandise cut as low as 331.3 per cent, except Stetson Hats. All Silks, Woolen Goods, Linens, All grades of Cotion Piece goods, indlading EVER FAST; All Blankets, Comforts, Sheets and Sheeting, Towels and Toweling, Women's Muslin, Knit and Silk Underwear, Corsets and Brassieres, All Women's, Misses and Children's Ready-to-Wear, Netions, Hosiery and Shoes for everybody, Al Men's and Boys' Suits and Overcoats, Hats, Caps, Shirts, Blouses, All Undewwear, Wool and Co"lon; Collars, Nechwear, Gloves and everything; Overalls, Service Siuts and Werk Shirls, Wool and Cotion; every item, in every depar'mont.

| $\begin{aligned} & \text { HOMEN'S } \\ & \text { READY TOOMEAR } \end{aligned}$ |
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|  |
| ${ }_{25}$ Per Cent Reduction on |
| All Fall and Winter Coats |

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ALL WOOL DRESEES
of our Fall and Winter Purchase at 25 PER CENT

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All Swaters Reduced 331.3 Per Cont.

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| :---: | :---: |
| Including Children's Sweater Suits. | 25 PER CENT REDUCTION |
| \$1.50 Sweaters for \$1.00 | \$10.00 Suits for \$7.50 |
| \$3.00 Sweaters for \$2.00 | \$15.00 Suits for \$11.25 |
| \$7.50 Sweaters for \$5.00 | \$25.00 Suits for \$18.75 |
| The whole stock reduced. | KUPPENHEIMER SUITS \& OVERCOATS |
|  | \$42.50 Garments for \$32.25 |
| One lot Children's Amoskeog Gingham | \$47.50 garments for $\quad \mathbf{\$ 3 5 . 6 5}$ |
| Dresses, size 7 to 14, at only \$1.19 | All are reduced. |
| One lot Women's House Dresses 89c | OOL INNION S |
| One lot Children's Bloomer Dresses, age 2 to 5 , only | The Cooper make at 25 Per Cent Reduction |
|  | The Cooper make at 25 Per Cent Reduction |
| All Bath Robes 25 per cent Reduction | \$3.75 garments for $\$ 4.00$ garments for |
| All Kimonas, all Petticoats and Pettibock- | \$7.00 garments for \$5.25 |
| All silk Underwear, All Knit Underwear. | ALL BOYS UNION SUITS REDUCED |
| wool and cotton, and all Muslin Underwear at a 25 per cent Reduction | One lot of Boys Ribbed and Fleeced Union Suits, size 2 to 8 , only |
|  | 11 ool Sox, All Silk and Knit Ties 25 Per Cent Off. |
|  | OUT THEY GOPRICESON AIJ, CHIL- |
| Small investment at Libera! Savings-OUT THEY GO. | DREN'S WOMEN' $u$ UEN'S ANB |
| 6 spools Clark's O. N. T. Spool Cotton 25c | , WUMEIS, ILENS |
| 10 c Brass Pins, 360 count 7c | BOYS' SHOES |
| 10 c Safety Pins, only 6c |  |
| 15c Shell Hair Pins 10c | One lot Women's Felt House Shoes at 72c |
| 10c Shell Hair Pins 7c | One lot Boys Dress Shoes, size 12 to 2 |
| 10 c Sewing Needles 7c | at only $\mathbf{\$ 1 . 9 5}$ |
| 10 c Machine Needles 7c | One lot Men's Dress Shoes \$2.95 |
| All 10e Braids for 7c | One lot Men's Dress Shoes \$3.95 |
| All 15 c Braids for 9c | Men's W. L. Douglas, Men's J. P. Smith |
| All 20c Braids for $\quad 14 \mathrm{c}$ | Smart Shoes and The Stacy Adams |
| All 5 c Laces for 3 c | Dress Shoes at Sale Prices |
| All 7c Lace for 4 c | All Men's Work Shoes, All Boys Work |
| All 10c Laces for 7c | Shoes, All Girls' School Shoes, including |
| All 15c Lace for 9c | Billikens, All Women's Oxfords and Dress |
| Children's Heavy 35c Hose 19c | Pumps in kid, Patent and Satin, on Sale at |
| 200 dozen Pearl Buttons, per dozen 2 1-2c | Out They Go Prices. |

## SOMF RUES REGULATIN THE EGAT DAYS OF OUT THEY GO SALE

No Approval Tickets, No Hold Tickets, No Post Dated Chects, No S. \& H. Tradiag Stamps. You may return and your noney refunded on any merchandise you bay, except yard goods, provided same be returned in a reasonable length of time. Remember, every article is at Sale Prices. Remember SALE BEGINS FRIDAY, JANUARY 16th, Remember SALE CLOSES SATURDAY, JANUARY 24th, Remember Store Closed All Day Thurs say to get ready for the OUT THEY GO SALE.

## BURNS \& PIERCE

plainview, texas
PLAINVIEW, TEXAS



## LAST CHANCE FOR HOLDDAY RATES

Fort Horth Sar: Telegram ..... S. 560
Daily and Sunday until Dec. 1st, 1925
Lockney Beacon, ..... 8.50Weekly for one year$\$ 8.10$
Both for ..... 57.50

## MAGAZINE BARGAINS

One beautiful 6-inch Medallion, in Oak, Ivory or Mahogany finish, with your own picture reproduced on the Medallion, value $\$ 3.00$, with every $\$ 1.50$ paid on subscrip ion to the Lockney Beacon. A $\$ 4.50$ Value for only
Now is the time to buy your reading matter for next year, or send your friends and loved ones a Chri tmas present in the way of good reading, that will last for a whole year.

# spring hats 

FIRST SHOWING IN LOCKNEY OF THE NEW
"STETSONION"

FOR SPRNG 1925

New and comblete shmant armidi

d. GUTHRIR \& COMPANY lockney, texas

FARMSALE

WONDAY, JAWUARY 12 h
 Planters, Harrows, Wheat Drill, Mowing Machine,
Wagons, Buggies and Harness, Some Work Harness, Some Fence Posts. I will sell 160 acres of Farm Land, my home place near Aiken.
guesses the number of Apples in the barrel, if no one can guess the number, will be free to crowd.

## BEN WHITFILL, Owner <br> T. Z. REED, Auctioneer

## UNLOADING PRICES ON FURNITURE WILL CONTINUE UNTLL SATURDAY, JANUARY 2uh

... We will continue our unloading prices of Furniture until January 20th. If you need anything in the Furniture line now is the time to buy. A big stock

## CRAGER FURNITURE CO.

## THE SEASONS GREETINGS

We wish people of the Lockney country, and wish for you a We desire to thank


RED CROSS DRUG STORE
Lockney. texas

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## JACOBS BROTHERS CO. JANUARY CLEARANCE SALE

An event eagerly awailed by hundreds of custoomers-An exceptional opportunity to supply your needs at a little cost--Drastic redtictions on all Ladies' and Men's Ready-lo-Wear, Men's aind Boys' Suits, Overcoats--Shoes for every member of the family-Dress Goods, Luggage, Hosiery; Underwear, elc.-Prices listed here are only a small portion of tho numerous bargains offered in this sale.

| JAMTADV CLEADAMGE SALE |  |
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| ONALLLAUTEDCADT-TB.WFAR |  |
| DRESSES | CHILDREN'S COATS |
|  | One rack of Chidren's Coath, sizes 5 to 14 years, with and without fur Erimmine, in Bolvin, Velours and Polo Cloth |
| One assortment of Silk Dresses in $\$ 16.50$ to $\$ 18.50$. C.earance $\$ 12.50$ | $\$ 3.50$ to $\$ 3.75$ values, Clearance $\$ 2.85$ <br> $\$ 5.95$ and $\$ 6.50$ values, Clearance $\$ 4.85$ |
|  | 87.85 and 88.75 values, Clearance 86.35 <br> 50.50 values, Clearance Price 57.15 <br> $\$ 12.50$ values, Clearance Price ${ }^{59.65}$ |
|  | COATS |
| INFANTS' COATS | One rack of Ladies' Bolivia and Polo Coats with and without fur collars values up to 524.50 , Clearance 517.50 |
| and Copen, Red, Tan and White. <br> $\$ 9.95$ values at $\qquad$ $\$ 1.85$ | One rack of Ladles' Bolivia and Suedette and Block Materials with and |
| 80.35 values at | Cloarance Price |
| LADIES' SUITS | One rack of Lustrous Bolovias, Block ed Chinchilla, values up to 839.50 Clearance Prif |
| Entire atock of Ladies' Suits compris. ing the conntry's famous makers, in | A far othar cata in velours, Clear. |
| etc., these suits consists of poiret twill and novelty velours, with and | $\begin{aligned} & \text { One rack of Spring Coats included in } \\ & \text { our Clearance Sale, } \$ 12.30 \text { and } \$ 1350 \\ & \text { Coats for only } \$ 9.00 \end{aligned}$ |
| \$1.00. Price rango ftom sziso, | \$2250 and 82.50 Coats for only 515.00 |
|  | Sras cas |
| JAMUARV CEARANGE SAE DN |  |
| FASIONARE SHOES FOR |  |
| LADIES' AND MISSES |  |
| LADIES' DRESS PUMPS AND OXFORDS | SCHOOL SHOES AND OXFORDS |
| Red Cross Pumps in black satio and patent, French and Cuban heels, regular $\$ 9.75$ valuue, Clearance $\quad \$ 7.35$ | One lot of Brown Calf Oxtords, No. 22002, 50.85 values 84.65 |
| Golden Brown Call Pump, 87.85 and | *Ves High Top Sctoo |
| 58.75 values, now si.85 | \$1.95 High Top School 8 \% |
| Satin, Patent and Black Kid Pumino $\$ 5.95, \$ 6.50$ and $\$ 6.85$ values $\$ 4.85$ | Subitantial reluetions on all Chil- |
| Golden Brown Strap Low Heel Pumps $\$ 5.65$ values $\quad 53.35$ | dren's Shoes from first steps to Mis- <br> ses' School Shroes. |
| LADIES' HOSIERY | 33.45 value tor |
| SPECIAL | Children's Black and Cordovan Ribbed Hose, 29e value |
|  | It is a Clearance of this kind that makes it possible to effect substantial savings on new winter outfits. Thrifty |
| Fancy Wool and Silk Hose $\$ 2.45$ value for $\square$ $\$ 1.65$ $\$ 2.85$ value for $\qquad$ | women can appreciate values like these and profit accordingly-RE CENT styles in a variety of PATTERNS. |



## JACOBS BROTHERS CO.

