

SAVE with SAFETY at your Rexall DRUG STORE

BECAUSE

All Rexall Drug Stores are partners in the great United Drug Company and own and operate their own factories for the production of the finest quality of Drug Store merchandise.

You save because

Rexall goods come direct from the factory without the addition of the middleman's profits.

You are safe because only the very best of quality is good enough for your Rexall Drug Store to recommend and guarantee.

LOCKNEY DRUG CO

The Rexall Store

years. There will be four to be elected, Messrs. S. W. Perry, E. E. Dyer, John Hodel and A. R. Meriwether's terms having expired.

We are informed by some of these gentlemen that they will not stand for re-election, and will not accept the office should they be elected again, as they have served as trustees as long as they care to, so it is time that the patrons of the Lockney school should begin to figure out just who they want for trustees for the next two years to succeed these gentlemen. for trustees for the next two years portance, and care should be exercised in the selection of men or women for the job. It is a "thank you" job and carries with it a lot of care and worry in return for the honor received, and broad minded men and women should be the only ones considered by the patrons. The school is now passing through one of the best year's in its history, and everything is running smooth, and there are no trouble to cope with except the financial position, and the first consideration of the patrons should be to keep the school in this condition by electing trustees that will look to the needs of the school as has the present board.

The holdovers on the board are Lawrence Gruver, Floyd Ewing and J. H. Brooks, and the board at present has done a good work for the up-building of the school, and the Beacon man thinks that it would be best for Lockney if these four retiring members could be persuaded to remain on the board and keep the good work going.

WRITE A LETTER TO YOUR REPRESENTATIVES IN AUSTIN

West Texas is now the principal excess tax payer in Texas, with the exception of a few of the larger cities of the state. This is no new condition for it has been the case for many years past. Renditions and taxes in East, Central, South and North Texas are far below those of West Texas in proportion to the salable value of their lands. We are paying a much larger tax on our property in proportion than any other section of the state. A bill has been introduced before the legislature at Austin, fostered by the West Texas Chamber of Commerce, known as the Equalized Tax Bill, which seeks to equalize the tax over the entire state, so as West Texas will get her just dues and will not have to pay taxes for the upkeep of other sections of the state, who are just as able to pay their pro rata as we of the West are.

LADY FRANCES

— AND —

BESS ANN HATS

In New Shades and Styles. We are Adding a Line of Children Ready-to-Wear with Bonnets to Match. We are also adding a line of Brucilla and Pacific Stamp Goods

to our line of Royal Society Stamp Goods.

Come in and see the new things we are showing for the Spring season.

LaMode Hat & Gift Shop



LET US FIT YOU OUT IN A TAILOR-MADE SUIT

It is time to begin thinking about that New Spring Suit of Clothes—Let us fit you out with a genuine Tailor-made Suit that will please you.

D. F. McDUFFEE
THE TAILOR
Cleaning Pressing
Altering
Phone 114 Lockney

The West Texas Chamber of Commerce has sent out a call to the members of their organization, and all other good citizens interested, to write to the members of the senate and legislature from their districts and urge them to vote for the passage of the Equalized Tax Bill. Every property owner should write the representative and senator from this district and request that he do every thing in his power to have the bill become a law.

WIPE OUT THE BOOTLEGGER

Judge N. G. Kittrell, representative from the Houston district, has introduced a bill in the legislature of Texas, which if adopted, will go a long way toward wiping out the liquor business in the state of Texas. In fact there are two bills, one that deals with the seller, giver or deliverer of intoxicating liquors, bitters and beverages, which provides a sentence of from five to ten years in the penitentiary upon conviction, the other deals with the possessor of intoxicating liquor, bitters and beverages, and provides for a penitentiary sentence of from one to five years. It is a U. S. as well as a state law that no intoxicating liquors should be sold or possessed in this country, and the fact that the law is not better enforced today is because adequate enforcement laws have not been passed by either the federal or state governments.

The Kittrell bill should become a law in Texas, and it should be enforced to the letter. The state of Texas said by a majority vote that it was opposed to the sale of liquor, the legislator also adopted the 18th Amendment to the constitution of the U. S. which helped to make the entire nation a prohibition country, and any man or woman who violates the prohibition laws, and sells, drinks or consumes to be sold any intoxicating liquors, bitters or beverages is violating the laws, and should be punished by confinement in the penitentiary.

We have the interests of our boys and girls to protect, and the man or woman who tears down their characters, constitutions, and morals by filling their systems with poisonous, intoxicating drinks, deserves to serve a term in the penitentiary, and is a

detriment to the good citizenship of the state and should not be allowed to remain as a free citizen of the country. No law abiding gentleman will barter in the sale or distribution of intoxicating beverages, and no man with one ounce of manhood in his veins will wink at the violation of the liquor laws, and help to keep the violators from being punished. It is the duty of ever man and woman, whether pro or anti to see that the liquor laws are enforced to the letter, as according to our form of government we abide by the majority rule. The legislature of Texas should pass enforcement laws against all crimes that have sharks teeth in them, and the jurors of the country should have backbone enough to enforce the laws by giving the offenders the limit when violations are proven.

Important Notice to Our Customers

Owing to the fact that the National and State laws require all banks to put each days work on their books, the undersigned banks will open their business' at nine o'clock and will close at four p. m., beginning March 9th.

Hereafter there will be no admittance after 4:00 through the back door.

FIRST NATIONAL BANK,
LOCKNEY STATE BANK.

BUY BIG FREEZER TO CARE FOR MEATS AND VEGETABLES

Riley & Brewster closed a deal this afternoon for a large Freezer refrigerator, in which they will keep their meats and vegetables. The Freezer cost \$1,100 and will be delivered to their store within the next twenty or thirty days.

COMMISSIONERS' COURT

Commissioners' Court met last week and disposed of the following business:

The substitute bond by bonding company presented for J. R. Maddox, sheriff, was approved.

Warrants for payment of fire and tornado insurance on the Court house for the next five years were issued.

The quarterly report of G. C. Tubbs district clerk, was approved.

John C. Newton, of Rankin Audit Company, Houston, was employed to audit accounts for the year 1924. He is at present working at Plainview, and as soon as his work there is completed, he will commence his audit of Floyd county.

Warrants were issued in payment for road grader recently purchased in Precinct No. 1.

The room formerly used as a Grand Jury Room, but has been used for the past two years as an office by the County Agent, and the Floyd County Farm Bureau, is now to be used again as the Grand Jury room. The Floyd County Farm Bureau was given permission to use a room on the third floor of the court house.

MAN AND WOMAN ARE INJURED IN WRECK

J. L. Pierce suffered a broken back and Mrs. W. S. McCarty sustained a fractured rib when the car in which Mr. Pierce, Mr. and Mrs. McCarty and the latter's daughters, Misses Dovey and Pearl, were driving Wednesday afternoon a few miles east of Silverton on the Briscoe highway.

The party were returning from a trip to Sayre, Okla., and they live at Lamesa. They attempted to pass a truck when the car ran off into the bar pit and turned over.

They were carried to the Plainview sanitarium for treatment.

Mrs. John C. Tucker returned Monday night from Dallas, where she had been for several days buying goods for the La Mode Hat and Gift Shop.

W. N. Brown of Mineral Wells was in Lockney the first of the week on business.

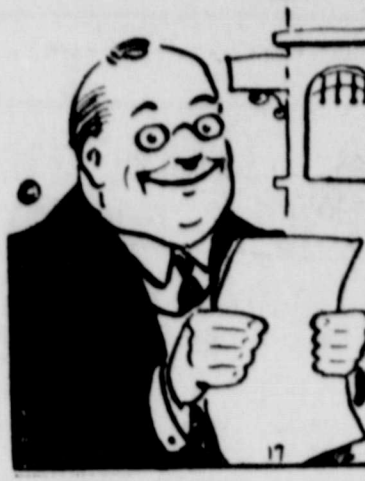
Our Marcel Waves Do Not Injure the Hair

By our method of increasing we are able to keep the hair in excellent condition no matter how many times the hair is washed.

Our process produces large deep waves, making the hair appear naturally curly.

MRS. ARCH CRAGER
Please Call for Appointments
Phone 791 and 121

U. B. Prifty



MORE PIGS, MORE MILK COWS, MORE CHICKENS—

mean a better living and an income besides, from the surplus.

They have put thousands of farms on a paying basis.

Are you "raising your own" for bigger profits.

THE FIRST NATIONAL BANK

"The Bank Behind the Farmer"
"There is no Substitute for Safety"

PHONE US YOUR NEEDS

Shopping at this store by phone is a habit that will save you many hours and many steps. It is our particular pride to fill your order exactly as you specify. Try it today and let us prove its convenience.

Groceries, Hardware and Undertaking Goods

G. S. MORRIS

"Where Price and Quality Meet"
Phone 30



WINTER REPAIRS

A leaky roof, steps damaged by winter storms or any one of the many repairs which cold weather makes necessary will be handled promptly, efficiently and economically by us.

Phone 55 when any thing goes wrong and we will send a man to inspect the job and give you an estimate of the cost.

HIGGINBOTHAM-BARTLETT

COMPANY

"Everything to Build Anything"

G. Aubrey Thomas, Mgr. Lockney, Tex.

The Lockney Beacon

Entered April 14th, 1902, as second class mail matter at the Post Office at Lockney, Texas, by act of Congress March 3rd, 1879.

H. B. ADAMS, Editor and Owner

TERMS OF SUBSCRIPTION

One year \$1.50
Six months75
Three months40
Cash in advance

All advertising matter will be run until ordered out, unless otherwise arranged. All advertising charged by the week. All bills payable first of each month.

WHO DO YOU WANT FOR SCHOOL TRUSTEES

Saturday, April 11th, is the time to elect school trustees for the next two

for Economical Transportation



NEW CHEVROLET CARS READY FOR YOUR DRIVING

The New Chevrolet is the best buy in an automobile on the market today—the first cost is small, the expense or running is light, and the quality you get in the New Models is the very best to be had at a much higher price. We would be glad to demonstrate any of the New Models to you. Just call us up and let us know you are figuring on buying a new car and we will be glad to tell you and show you the advantages of making your next car a CHEVROLET.

COME SEE THESE NEW CARS

NEW PRICES F. O. B. FACTORY

| | |
|-----------------------|----------|
| Roadster | \$525.00 |
| Utility Coupe | \$715.00 |
| Sedan | \$825.00 |
| Touring Car | \$525.00 |
| Coach | \$735.00 |
| Utility Express Truck | \$550.00 |

OZARK FILLING STATION



The Styles of the New Season Await You Here

You are invited to come and view the many new models that have arrived the past week and are now on display for your inspection.

New Spring Coats for Every Occasion
Sport Coats, Street Coats, Tailored Coats, Dressy Coats, no matter what style of Coat you may desire, you are sure to find it here, for our assortments include all that is new and novel, in style, fabric, color or trim. Among the materials you will find Superior Ottoman, Josina, Twill Cord and French Flannel, in all the new colors and black.

Dainty Underthings for Spring Wear
Ladies' silk jersey teddies in all wanted colors. Some are plain tailored, while others are trimmed and have combinations of contrasting colors. Sizes 34 to 42.

See the New Dresses Arriving Daily
Lovely-soft silken Frocks for daytime wear, made of rich crepe satins, flat crepes and printed silks and georgettes. All those new flare skirts predominating styles. Others with bands and touches of lace yokes, lace collars, lace frills, fringe, bead embroidery, becoming and flattering touches. A wide range of colors.

New Greens and Wood Shades, Powder Blue, Tigereye Gray, Shrimp, Orchid, Rouge, Tearose, Flame, Tanbark, Madonna Blue and choice combinations.

Spring's Newest Cotton, Wool and Silk Fabrics are Here—and Now is the Time to do Your Spring Sewing.

E. L. AYRES, DRY GOODS

New Spring Hats That are Distinctive

Distinctive, exclusive styles—hat that breathes Spring in their beautiful lines, bright hues and smart trims, are being received every day in such delightful variations of models, that every type can find one that is becoming. The quality and beauty is such that every one is an exceptional value at our modest prices.

Spring Suits—The New Ensembles

To be correctly gowned, Midway Spring will choose at least one ensemble costume, not only for its style, for the ensemble is decidedly practical. It may be worn as a separate coat, a separate dress or together as a complete costume. Our most attractive models are of kasha, flannels and twills, with frock of self color or printed silks with long sleeves or short. Lovely colors called by fascinating new names are employed together in the most harmonious combinations. We are showing a wonderful assortment of styles in both wraps and frocks, and we will be pleased to have you come in and inspect them.

Most Complete Line of Ladies Shoes

We now have the most complete line of Ladies Shoes ever brought to Lockney. All the new styles and shades.

MEN'S CLOTHING

A complete stock of Men's and Boys' Spring Clothing have just arrived. Everything needed in the Men's and Boys' Clothing line you can find here, in the very best makes the markets afford.

of the West Texas State Teachers' College, Canyon, Texas, have been promised.

These district meet will be held at Lubbock, April 17th and 18th. Appropriate and attractive awards are being offered this year. Silver loving cups have been secured for first awards in many events. These will become the permanent property of the winner when won three times in succession.

Fred Bell was in Silverton Tuesday on business.

Clarence Pennington of Abilene was here Monday visiting friends.

Rev. and Mrs. T. B. Hilburn were in Floydada Monday on business.

Mr. and Mrs. W. S. Braswell left Wednesday for Muleshoe, Texas, for a visit of several days with a sister of Mrs. Braswell.

W. A. Westbrook left Tuesday for Robert Lee where he will make his home in the future. He has a daughter living at that place.

Mesdames G. J. Stapleton and E. L. Woodburn spent Tuesday visiting their son and brother, Ralph Stapleton, and family, at Flomot.

Frank Barber returned last week from Oklahoma City, where he had been for several on insurance business.

Mrs. Madison Ayres spent Sunday and Monday in Lockney visiting E. L. Ayres and family, returning to her home in Slaton Tuesday.

Mrs. J. H. Byington has been quite ill at her home in Lockney the past week.

J. L. Dagley and son, Avy, spent the latter part of last week in Sweetwater, visiting their daughter and sister, Mrs. Xevus Corbin.



FORTIFY YOUR CREDIT

through a regular, clean-cut summary of your business.

A financial statement for the farm is as important as for any other line of business.

If you have not been in the habit of making financial statements of your assets and liabilities on the farm, we urge you to start this business-like method.

Financial Statements are the best basis for credit, and will help your banker to serve you intelligently.

THE LOCKNEY STATE BANK

THE GUARANTY FUND BANK

Read our messages appearing in Farm and Ranch

LET US OVERHAUL YOUR AUTOMOBILE

Have your car overhauled now. We are in better position to overhaul them and give you service than we have ever been. Come in and talk the matter over with us.

FISSK TIRES AND TUBES PHILCO BATTERIES
CROSLY RADIOS AUTO ACCESSORIES

ONE DAY BATTERY CHARGING SERVICE

Don't forget our ONE-DAY Battery charging service. Bring in your battery by nine o'clock, and receive back fully charged by 5 p. m.

PENNINGTON MOTOR COMPANY

PHONE 57

SEED IRISH POTATOES HERE

Our seed Irish Potatoes are now here, and if you contemplate raising some potatoes this year, come here and get your supply of Seed Potatoes.

It will soon be gardening time, and we desire to call your attention to the fact that we have already received a new stock of all kinds of gardening seeds for the people of the Lockney country.

We will have a supply of Onion Slips and Sets in time for early planting. Let us supply you with your garden seeds this year.

RILEY & BREWSTER

WHEN THE FIRE ALARM SOUNDS—

are you safe? Do you have your property sufficiently covered by insurance to take care of the loss if it should be your home. Better think it over and see us before it is everlastingly too late.

GRUVER INSURANCE AGENCY

Phone 148

"Trade In Lockney"

RACKET GOODS AND NOVELTIES

Come in and see us. You may find the very thing you are looking for at a great saving at this store.

New goods arriving daily. Watch our advertisements for specials each week.

STEVENSON'S VARIETY STORE

CALF BRAINS

We have plenty of them this week. Come early.

TRY ONE OF OUR SPINNER'S ROLL ROASTS.
We guarantee it to please you.

OUR OWN HOME-MADE LARD IS GOING FAST so you had better buy a 50 or 100 pound can, while the buying is good.

We also have some rendered tallow.

CITY MEAT MARKET

PHONE 139

T. L. GRIFFITH, Prop. O. R. MEDLIN, Manager

ECZEMA!

Money back without question IF HUNT'S GUARANTEED SKIN DISEASE REMEDY (Hunt's Ointment and Soap) fails in the treatment of Itch, Eczema, Ringworm, Tetter or other itching skin diseases. Try this treatment at our risk.

For sale by Stewart Drug Co. Lockney, Texas.

INTERSCHOLASTIC MEET NEWS

GREAT INTEREST BEING SHOWN IN INTERSCHOLASTIC LEAGUE CONTESTS

Eighteen schools have enrolled in the league to date, for the contests to be held at Floydada on April 4th and 5th. They are Aiken, Lakeview, Floydada, Harmony, McCoy, Fairview, Sand Hill, Starkey, Pleasant Hill, Center, Roseland, Liberty, Lockney, Providence, Cedar Hill, Irick, Prairie Chapel, Allmon.

There are other schools in Floyd county that should be enrolled and trustees and teachers of schools not named above, should see that their schools are enrolled.

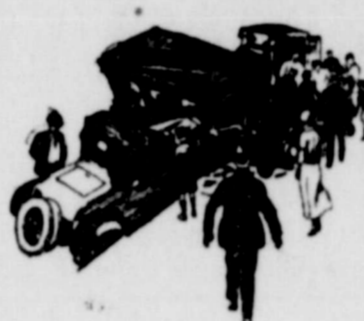
The Director General announces the appointment of R. L. Glenn of Baker as director of Arithmetic.

The following have been selected by the director of spelling (L. A. Cooper) as assistants in that department:

Pronouncers: Senior, Harper Scoggins; Junior, Miss Willie Merl Trapp; sub-junior, Mrs. R. V. Bond.

Judges: H. A. Nichols, E. Ray Smith, J. B. Allen, Miss Ola Hanna, Mrs. Vida May Baisden, W. G. Moore, G. D. Tate, Mrs. Oscar Hewitt, Miss Eura Horn, Miss Edna Loe, Mrs. Frank Farmer.

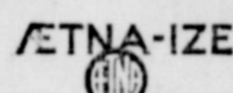
Competent judges from the faculty



Who will pay?

Out in the car... a crash... two automobiles wrecked... somebody seriously hurt... Weeks later, a suit for damages that may ruin a prosperous man... Who will pay when your accident comes?

THE moment your car leaves the garage it is taking a road of chance. Indifferent and reckless drivers are at the wheel on every highway. Every tempting stretch of road beckons someone to disaster.



An Aetna Combination Automobile Policy can be written to protect you fully against loss should your own car kill or injure anyone, or damage property and to insure you against loss from fire, theft, and collision.

You Need This Protection

ANGEL & CHILDERS LOCAL AGENTS

EGGALL

IMPORTANT MESSAGE
EGGS GUARANTEED

Eggall is guaranteed to increase your egg production to your own satisfaction, cure Cholera, Limber Neck, Diarrhea, etc.

Eggall is sold on a positive money back guarantee, without question, your money as cheerfully refunded as accepted.

Sold at grocery and drug stores everywhere. Ask your dealer. If he doesn't have it in stock, send \$1.00 direct to us for a prepaid package.

Manufactured and Distributed by

Guaranty Products Mfg. Co.

1311 Lipscomb Street FORT WORTH, TEXAS

Aiken Home Demonstration Club

The Aiken Home Demonstration club met with Mrs. J. E. McAvoy on Wednesday, February 11th, and a very good crowd was noted. Most of those on the program were present, and gave valuable suggestions on the (now) absorbing subject, "Gardening."

These meetings are very interesting to those of us who attend regularly, and we are anxious to enroll every woman in the community, so we can help each other.

Come to the next meeting, which will be held February 25th, at 2:30 p. m. The following is the program:

- Subject—Quick Breads.
- Roll call—Bread I use most.
- Order of business.
- Leader—Mrs. C. H. Day.
- Biscuit a specialty.
- Demonstration—Miss Faulkner.
- Adjournment.

The Biscuit contest begins this month. Come to the club and learn the rules of the contest, and let's make Aiken a prize winning club.—Reporter.

Rev. Y. F. Walker Has Resigned As Pastor of Baptist Church

Rev. Y. F. Walker has tendered his resignation as pastor of the Baptist church in Lockney, and will move with his family to another charge. Mr. Walker tendered his resignation to the church some weeks ago, but the church board refused to accept it and it was withdrawn, but a few days ago he asked the board to reconsider and accept his resignation as pastor, which the board has done.

At this time Rev. Walker is not certain where he will be located as pastor in the future. He preached at Tulia Sunday, and there are several other places he has under consideration.

The Walker family have made many friends during their stay in Lockney who regret to see them move away from the town.

Rev. Campbell of Douglas, Ariz., Preached at Baptist Church Sunday

Rev. J. N. Campbell of Douglas, Ariz., spent Sunday in Lockney, and filled the pulpit at the Baptist church at both the morning and evening hour, Rev. Y. F. Walker being absent from the city.

Will Preach at College Auditorium Sunday Morning and Night

Elder W. Roy Smith will preach at the college auditorium for the Church of Christ Sunday morning and night. His subject at the morning hour will be "Naming the Leper," and at night the subject will be "The Conversion of Lydia."

Brother Smith says "I hope to be met by all the church, and some visitors." Everybody is invited to attend.

R. E. HADLEY ANNOUNCES FOR CITY MARSHAL

We have been authorized to announce R. E. Hadley as a candidate for re-election to the office of city marshal of Lockney.

Mr. Hadley is the present city marshal, and asks the people to re-elect him to the office at the election to be held the first Tuesday in April. He feels that he has filled the office efficiently during the past term, and asks the vote and influence of the people of Lockney for another term.

Simple Mixture Best For Constipation

Simple buckthorn bark, magnesium sulphate, p. glycerine, etc., as mixed in Adlerika, is excellent for constipation. It often works in one hour or less and never gripes. The pleasant and QUICK action of this efficient intestinal evacant will surprise you. Adlerika helps any case gas on the stomach, unless due to deep-seated causes. Often removes matter you never thought was in your system.—Lockney Drug Company.

COTTON OIL MILL FOR SLATON

Slaton, Feb. 16.—The Slaton Chamber of Commerce has just closed a deal with the Cotton Oil Mill Corporation for the erection of a six press mill, at this city. Construction will begin at an early date. The building of this mill will greatly benefit the cotton growers of this section, and from the natural conditions of being near the Yellow House Canyon, will make this one of the stock feeding centers of the South Plains.

ATTEND CHEVROLET AGENTS CONVENTION

W. W. Collins and Clyde Cummings spent part of last week in Oklahoma City, Okla., attending a convention of Chevrolet car salesmen, of Oklahoma and Texas. There were more than 400 salesmen present, and a big banquet was enjoyed by all.

NEW SPRING

Our buyers have just returned from the Eastern Markets and they are very enthusiastic about the new styles for SPRING. Large styles, and wonderful values we are able to offer you. We would impress you with the fact that our store help will offer you every service under to get goods that are right in style and quality.

Come in and pay us a visit and see for yourself "that the half has not been told" in this write up about our NEW SPRING MER

We try to be modest in our claims of cheap prices, but are willing for you to be the judge, and expect not only to please you in s



OUR MILLINERY DEPARTMENT

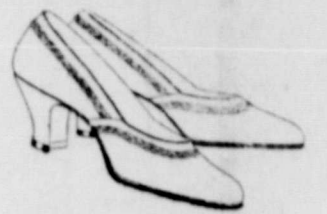
—is alive with the styles and colors of Spring. The wonderful volume of business that we do here is by no means an accident, but is the result of the knowledge and experience of Mrs. Brewster, who knows the millinery business, and who is of real service to the trade in the selection of becoming merchandise. She will be happy to greet you in this department.

YOU WILL BE PLEASED TO VISIT O

We have spared neither time or money to make this Department second medium price goods, for every member of the family. We would mention people who are looking for something nice in Footwear.



We have this number in Patent Leather and Tan Calf which we are offering at—
\$7.50



We are showing this number in the New Penny Color and Black Satins at—
\$8.75

This shown in Tan Cal

NOVELTIES

We carry a pretty line of Sundries, among which you will find hundreds of those things needed in the home and toilet. We are featuring much merchandise that sells in price from 5c to \$1.00, and a visit to this store will convince you that we have the goods and that our prices are very reasonable.

Remember friends that you find here a stock of DRY GOODS, SHOES, MILLINERY, and NOVELTIES that has been assembled from the World's greatest markets, by buyers whose merchandise could be bought, they would buy it.

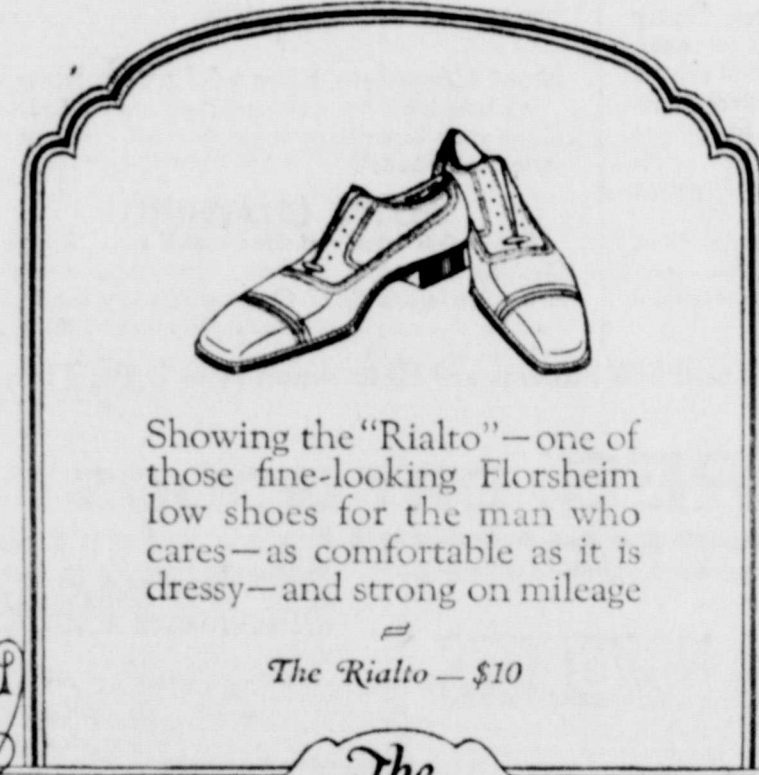
OUR GENTS' FURNISHINGS DEPARTMENT

—is right up to the minute on merchandise of known quality and latest styles.



"Get in the Well Dressed Circle"

Spring models of these fine Suits are ready for your inspection. We are showing Suits at \$22.50 to \$40.00. Don't fail to see them.



Showing the "Rialto"—one of those fine-looking Florsheim low shoes for the man who cares—as comfortable as it is dressy—and strong on mileage

The Rialto—\$10

The FLORSHEIM SHOE

In addition to the justly Famous Florsheim Shoes for men, we are showing hundreds of pairs of Shoes more medium in price, and the best values obtainable in the World's largest shoe markets.

Our Hardware Department is perhaps the best handling good merchandise in the city.



Every home will eventually want realizing this large demand, we have an agency on some of the BEST and most popular instruments. They are priced from \$10.00 to \$100.00. Look them over or allow us to do it for you.

STETSON HATS



FREE—FREE—

- 1 Bolt Cotton Checks.
- 1 Man's Mallory Hat.
- 1 Suit Case.
- 1 Auto Steering Wheel.
- 1 3lb can Chase & Sanborns Coffee
- 1 Inner Tube, 30x3 1-2.
- 1 Daisy Churn.
- 1 Horsee Collar.

THESE BONDS ARE FREE TO PAYERS OF CASH IN EVERY DEPARTMENT OF THE STORE.

LIST OF ART

- 1 pair Men's Overalls.
- 1 Aluminum Tea Kettle.
- 1 Aluminum Stewer.
- 1 Motor Meter.

BAKER MERCANTILE

LOCKNEY, TEXAS

"THE STORE WITH THE GOODS"

MERCHANDISE

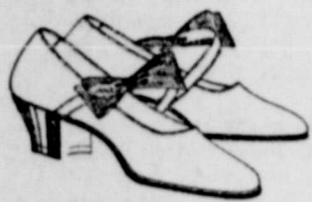
SPRING. Large quantities of this merchandise has arrived and this is our invitation to you to pay our store a visit and see the lovely new every service in the selection of just the thing that is becoming to you and it is not at all necessary to buy expensive merchandise in or-

SPRING MERCHANDISE.

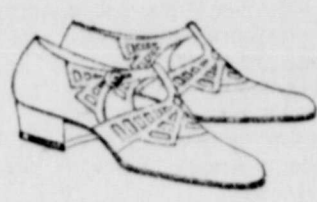
please you in style and quality, but in price as well, and many of our customers tell us, our prices are lower than they find them elsewhere.

VISIT OUR SHOE DEPARTMENT

Department second to none on the PLAINS. We have full lines in the and mention a few very special numbers that we desire to show to



This number is being shown in Black Satin and Tan Calf at—
\$7.00



This number is being shown in Patent Leather and Black Satin at—
\$6.75

SHOES, MILLINERY, LADIES' READY-TO-WEAR and NOV-ets, by buuyers, who have had years of experience and if better



LADIES' DRESSES

We cannot say half enough about the styles and beauty of the New Ladies Dresses and Ready to Wear for Spring. They are just lovely, and we are confident that you will agree with us when you see our stock.

You will be surprised at the Ladies Dresses we are showing for—

\$10.00 and up

and the Ladies Coats at—

\$15.00 and up



HARDWARE

It is perhaps the fastest growing section of this store and is the result of our established policy of same at the most reasonable profit possible.

INCUBATORS PORTER'S SOFT HEAT

If you are interested in an Incubator, we invite you to look at this machine.

175 Egg capacity \$31.50
130 Egg capacity \$22.00

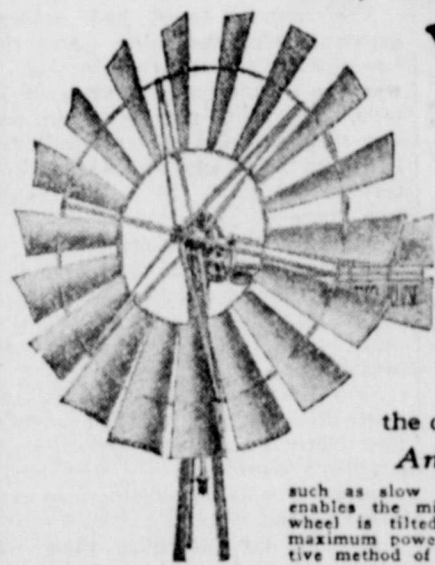
A FULL SUPPLY OF SHELF AND HEAVY HARDWARE

eventually want a Radio, and demand we have secured the he BEST and most trustworthy are priced from \$35.00 to \$425 allow us to demonstrate them

STEEL ECLIPSE

Self-Oiling

Windmill



A Windmill built like a gas engine—with finished, ground and polished bearing surfaces, with machine cut gears, with compact fully enclosed mechanism! No wonder the Fairbanks-Morse Steel Eclipse is received everywhere as the most advanced windmill design of the day.

And it has other features

such as slow lift and quick down stroke, which enables the mill to start in a light breeze; its wheel is tilted at the correct angle to get the maximum power out of the wind; it has an effective method of speed control.

COME IN AND SEE THIS MILL

See the quality of its workmanship, its quiet smooth-meshing gears, its self-oiling lubrication system that floods every bearing with oil.

REPLACE THE OIL ONLY ONCE A YEAR!

Perhaps your water outfit needs repair to put it in order for the Spring time gardening. Come to us and we will offer you real service in this department.

DRESS GOODS DEPARTMENT

You will find here the new fabrics that are popular and that style has decreed shall be used by fashionable people this Spring. Beautiful Silks, Ginghams, Percales and Woolens.

Ladies who do their own sewing will be able to select their Patterns from the large stock of McCall's Patterns.

Grocery Department

Our grocery department was the beginning of this business years ago. We handle everything the family eats as well as the Cows and Chickens. We have always encouraged every farm home to own their own cows and a good supply of laying hens. We encourage their poultry business by paying at all times the highest market prices for eggs. They have kept many families from want in this country years ago, and may do it again.

We do advocate that EVERY FAMILY have something to sell, if possible, every-time they come to town. It is better for us all to pay cash and reduce our indebtedness.

As an encouragement to Cash Buyers, in addition to low prices, we are giving Bonds to Cash Purchasers who use them to secure valuable premiums.

Below is a list of articles we offer FREE to holders of these Bonds, to be distributed to highest bidders on SATURDAY, FEB. 28

This is extra inducement to payers of Cash to spend it here, where we offer you more for your money.

Salsbury Cotton Seed

We are taking orders for a limited quantity of these Pedigreed Cotton Seed. It is a quick maturing variety, good staple and a large yield. Leave your orders with us for one or more sacks, just enough to give it a good test. We prefer to sell 100 sacks to as many farmers, rather than to a half dozen. The price is \$2.50 per bushel.

Traveler in Africa

Enjoys Many Comforts

In England "roughing it" is considered the salt of camping out. In tropical Africa it is quite the reverse. As protection from the sun, a double-fly tent is essential; generally this tent is fitted with a bathroom, a canvas contrivance not unlike half a bell tent, neatly laced to the end of the outer fly. A serviceable veranda is formed by extending the ridge-pole and adding a length of canvas to the outer fly, writes Maj. H. Rayne in the London Daily Mail from British Somaliland.

The best camp furniture—bed, table, chair and bath—is of canvas stretched on folding or collapsible frames, a canvas ground-sheet makes an excellent carpet, but of late years colored rugs have become very popular.

With the above equipment, well-fitted store-boxes, a good servant and cook, the modern African traveler is a man to be envied.

Watch him enter camp! The native carriers "down loads," and in the twinkling of an eye bundles are untied and the camp takes form.

The traveler may now call for anything from a hot bath to a three or four-course meal, prepared over an open fire, and the wonderful African servants will produce it as if by magic.

His table is laid with a snowy white cloth, his bed spread with clean fresh sheets, washed on trek and ironed on a blanket spread over a box, with a charcoal brazier iron.

One hour after entering camp he has shaved, bathed and fed; his dirty clothes are already in the wash; a stream and a stone, against which the clothes are beaten with dire results to the buttons, make an excellent laundry.

Cook has unpacked from his check-box a grilliron, a frying pan, a collection of aluminum sauce-pans, and everywhere you look there is such a profusion of paraphernalia that it appears as if the camp has become a semi-permanent institution.

But if the master lifts his hand and says: "Let us go!" there is a methodical scurry, the check-box swallows up all it has disgorged, the tent falls, the furniture closes up concertina fashion, the equipment resolves itself into compact loads, which less than an hour later are lifted on the carriers' heads and a procession in single file sets off cheerily for the next camp.

Historic Fire-Grate Sold

The next great war may be between men and insects and, as during the World war, airplanes promise to play an important part.

"In the south of France army flame-throwers, designed originally to spread death among the Germans, are now turned against the locusts," says an article in the Forecast. "There has also been experimental use of certain kinds of war gases."

"The air service of the army supplied a specially equipped airplane, and the place chosen for the first work was southern Louisiana. The success of this new strategy against the boll-weevil suggested that it be also directed against malaria-bearing mosquitoes. The poison used against the mosquitoes was Paris green, heavily diluted with tripoint earth.

"This experiment also proved successful, as the planes could fly over parts of the swamps which were otherwise inaccessible. The trees did not interfere with the spreading of the dust, the machines flying sufficiently high to avoid contact and circled them whenever necessary."

His Mighty Fall

A North side mutton has lost one of her scories, the Detroit News relates. The day before the first real snow she dropped a flatiron she was taking to a neighbor. It broke the concrete of the driveway, a long jagged crack. Her heart has been in her mouth since for fear her husband would find it. With the first thaw the other night, she lost hope. When she heard friend husband bounding in all excited she knew he had found it. "Say!" he yelled, "say—remember that day I fell on the ice in the driveway? Well just you come out and see what I did—cracked the blamed concrete. S'wonder I didn't kill myself 'n' you just stood there 'n' laughed. Fact is, I didn't realize myself how hard I fell."

Monarch Among Devils

In Jewish devil lore Asmodeus is the demon of vanity and dress, whom some have identified with Beelzebub and Azrael. He is called in the Talmud, "the king of devils." In the book of Tobit, he is in love with Sarah, the daughter of Raguel, and destroys her seven husbands in succession, each on his wedding night. When Sarah married Tobit, Asmodeus was driven by a charm into Egypt. Asmodeus has been given a lasting place in literature in Le Sage's novel "The Devil on Two Sticks."—Kansas City Star.

Make War on Pests

The famous old fire-grate in front of which Thomas Newcomen (1688-1729) was sitting when the steam escaping through the lid of the boiling tea kettle gave him the idea for the first piston engine was sold at Dartmouth, England, his birthplace. It was a model by Newcomen which aided James Watt in his more successful development of the steam engine.

Trouble Both Ways

Mrs. A.—What kind of luck are you having with your cooks?
Mrs. B.—Terrible. The first one stayed only three days and the second one I can't get rid of.—Boston Transcript.

OF ARTICLES

lock Cremills,
lum Tea Kettle,
inum Stewer,
Meter

1 100lb sack of Sugar.
1 Congoleum Rug.
1 ton—2,000 lbs. Coal.
1 Radio Set.

1 \$25.00 check to apply on purchase of a New Chevrolet Car, not later than March 15th, at Ozark Filling Station.

—FREE—FREE

THE STORE. If you have not been trading with us try us out by making your Spring Purchases from us.

LE COMPANY

LOCKNEY, TEXAS

KEY - KEY

WHO'S GOT THE KEY THAT UNLOCKS THE MYSTERIOUS LOCK?

With each and every purchase at this store amounting to \$1.00 we will give the customer a Key. One of these keys given away will be the Mysterious Key that will unlock the Mysterious Lock connected with the "Crosley Radiophone" now on display in our store.



Bring in your keys on the day and date set. (Watch for announcement) and see if you hold the master key that unlocks the mysterious lock that makes you the happy possessor of this wonderful "Crosley Radiophone."

A. J. White & Co.

HARDWARE, IMPLEMENTS, GUNS AND AMMUNITION, QUEENSWARE AND GROCERIES—The Winchester Store
A Key with Each \$1.00 Cash Purchase or \$2.00 Paid on Account

Mrs. Hodges and daughter, Mrs. Biffle and daughter, Miss Carlinnie Wimberly of near Tulla were bel, and Mrs. Arch Castleberry of Silvisiting the family of Fred Bell in Lockney the guests of Mr. and Mrs. G. S. Morris, Lockney Monday.

WE MAKE IT A PLEASURE FOR YOU

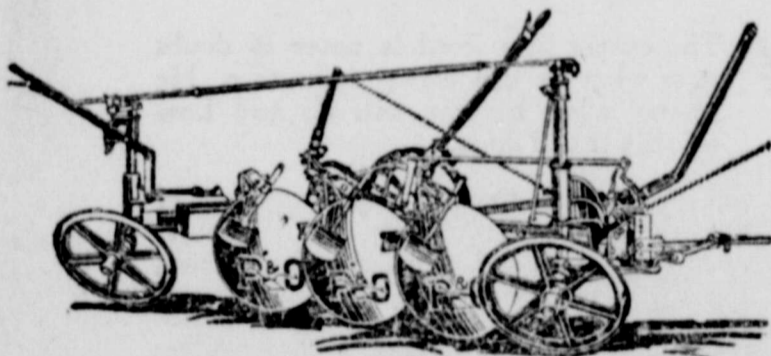
to trade at this store. It is our greatest desire to serve you in such a way that we gain your friendship as well as your patronage. We strive to keep a well selected stock in which you can find just the item you desire, and to serve you in a prompt and courteous manner that will perfectly satisfy.

Come in and visit with us every time you can.

RED CROSS DRUG STORE

LOCKNEY, TEXAS

P. & O.



No matter how dry and hard, or how wet and sticky your ground is, if it can be plowed at all, it can be plowed with a P. & O. tractor disc plow. It is made in two, three and four-disk sizes—a size to fit your farm and tractor.

P. & O. No. 4 1-2 Horse-drawn 2 disc plow is a light draft plow. It is set to cut nine inch furrows, but can be set to cut seven, eight, nine, ten or eleven inch furrows. Let us tell you more about this sturdy, efficient, dependable disk plow, and other farm implements including both McCORMICK-DEERING and OLIVER:

- Liners—1 and 2 row.
- Cultivators—1 and 2 row.
- Go-Devils—1 and 2 row.
- Harrows—International Osborne type, Horse and Tractor Disk.

We would be glad to show you a complete line of McCormick-Deering farm machinery. The Oldest House on the South Plains Handling Strictly the McCORMICK-I. H. C-DEERING LINE.

N. W. MORGAN & CO.

McCORMICK-DEERING LINE

even up scores by murder. Tell me everything, and I pledge myself to see that whatever wrong you have suffered shall be redressed."

"Oh, I've heard that before, and when I put you to the test I found just what those words were worth," she answered lightly. "No, please forget what I have just said to you. I didn't mean it, anyway. There is no such man as I spoke of. There couldn't be, for he would have been killed long ago. I was just wondering whether I was to take you seriously or not—and I found we were both playing a game. Good-night!"

She moved away abruptly and went into her tent. And all that night he lay, hardly dozing, his automatic beside his hand, waiting and wondering.

To be continued next week

KENNETH BAIN

LAWYER
Room 4, First National Bank
FLOYDADA, TEXAS

DR. S. M. HENRY

Physician and Surgeon
Special Attention Given to Women's Diseases.
Office Lockney Drug Co.
Office Phone 50—Res. 87
Lockney, Texas

DR. A. T. REED

Physician and Surgeon
Office
Lockney Drug Co.

Dr. HARRIS H. BALL

DENTIST
LOCKNEY, TEXAS
Office, Room 1, First National Bank Building. PHONE 72
Office Hours: 8:30 to 12; 1 to 5:30

DR. K. J. CLEMENTS

OSTEOPATHIC PHYSICIAN
Office Opposite Postoffice
FLOYDADA, TEXAS

WILSON KIMBLE,

Opt. D.
SPECIALIZING IN PRACTICE OF OPTOMETRY
Phone or write for appointments.
Office Phone 254 Res. Phone 241
FLOYDADA, TEXAS

GARNER BROTHERS

UNDERTAKERS
Funeral Directors and Embalmers
Business Phone 106, Night Phone 376
Calls answered all hours. Best equipped motor service on the Plains
PLAINVIEW, TEXAS

Grady R. Crager

UNDERAKER AND EMBALMER
Phone to all parts of the Country
Day and Night Service
LOCKNEY, TEXAS

Have Your Abstracts Made By
ARTHUR B. DUNCAN
The Old Reliable Abstract Man
Floydada, Texas

TRUCK SERVICE DAILY

LOCKNEY TO LUBBOCK
Call Ozark Filling Station
Phone 138 and leave orders.
Also can carry passengers to and from Lubbock.

E. P. WILLIAMS, Prop.

FLOYD COUNTY LUMBER CO.

TO OPEN YARD AT QUITAQUE
Announcement has been made by W. I. Cannady, general manager of the Floyd County Lumber Co., that the company will open a lumber yard at Quitaque at once. This makes the fourth yard for the company, they already operating yards at Lockney, Mills and Floydada.

MASONS WILL CELEBRATE WASHINGTON'S BIRTHDAY

Masons of Floydada and Lockney Masonic Lodges are planning to celebrate Washington's Birthday with appropriate exercises Saturday night, February 21st, at the Floydada Masonic Lodge Hall. Vital points in Masonic work will be discussed by members from each of the lodges in a session that will be open to all Master Masons, who are invited to attend. Refreshments will be served. A big delegation from Lockney, as well as a good attendance by members of the Floydada lodge, is expected.

A. B. English of near Silvertown was in Lockney Tuesday on business.

WE WANT TO BE YOUR GROCER

We can supply you with anything you need in the Grocery line, and it is a pleasure for us to serve you. Call on us for your table supplies, and you will always get the very freshest and best groceries the market affords. We make a special effort to have just what you want at all times, and if we haven't got any article you call for, it is no trouble for us to get it if it is to be had in the town.

Let us have you next months grocery business and see if you are not satisfied with our service.

LOCKNEY GROCERY

IF IT'S NOT GOOD, WE MAKE IT GOOD

BENNETT & PACE DRAY LINE

WE HAUL ANYTHING YOU DESIRE.

We will appreciate your business and give you in return prompt and efficient service. Give us a trial.

BENNETT & PACE DRAY LINE

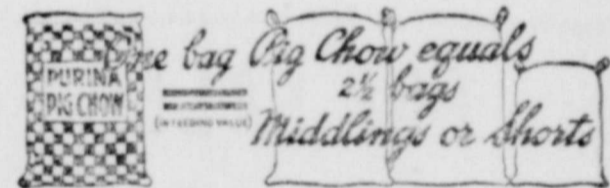
Clyde Bennett Phone 155 Harve Pace

SATISFACTORY MILEAGE

The one thing above all others which you want when you buy Tires is "Satisfactory Mileage." Time and again users of Tires tell us that they are more than satisfied with the service our Tires give. Worth investigating, isn't it?

ED REEVES

Build Bigger Pigs— with Less Feed



A 100 pound sack of Purina Pig Chow will build as much pork as 250 pounds of midds or shorts—and costs just half as much.

Pig Chow is Easy to Feed

The directions are simple. Feed a double handful night and morning with any feed you have on the place.

Ask Us for the Feed in Checkerboard Bags

Lockney Coal & Grain Co

LOCAL DISTRIBUTORS

JEWELER AND OPTOMETRIST

F. M. KESTER

A SHARE OF YOUR TRADE IS APPRECIATED at Lockney Drug Company.

FLOYD COUNTY ABSTRACT CO.

R. C. SCOTT, Manager

Abstracts of Title to all Lands and Town Lots in Floyd County Deeds and other instruments of writing prepared. Twenty years experience with Floyd County Land Titles.

Room 7, First National Bank Building Floydada, Texas

2-IN-1 STORE

IF YOU WEAR

Shoes, Hats, Shirts, Unions, Hose, or anything that the man wears, we have it

Our line of— SPRING SUITS

—are going and we are getting new ones all along. Step with the rest, with the Best.

WES-TEX CHICKEN FEEDS

We have a full line of Wes-Tex Chicken Feeds all kinds from least to largest, Mash and Grain also Feeders, Waterers, bands and markers for all size chickens.

FLOYD HUFF-&-CASH GROCERY

WANT COLUMN

Let us do your cleaning and pressing—Hugh Counts.

WINDMILL & PLUMBING WORK

J. A. Glenn is now located at the Aggibothum-Bartlett Lumber Co. where he will be glad to receive your orders for all kinds of Windmill and Plumbing work. Phone 55.

FOR SALE—Some extra good Buff Orpington cockerels.—See Arch Kays.

Have your Abstracts made by ARTHUR B. DUNCAN The Old Reliable Abstract Man. Floydada, Texas.

LOCKNEY STATE BANK seek for sale or trade, ten or twenty shares. V. N. Dillard, 1211 16th St., Lubbock, Texas.

FOR SALE OR TRADE—A young male, 1 year old, in spring, will trade for work stock.—See E. M. Evans, 1 mile west, 4 miles north of Lockney.

AUTOMOBILE WRECKING HOUSE See Barnes & Warwick for second-hand automobile parts, back of Morris store. Also oil and gas and repair work.

FOR SALE

- 1 Second-hand Wagon.
- 1 Low Wheel Wagon.
- 1 3-disc Emerson Plow.
- 1 P. & O. Sulky Plow
- 1 1-row Binder.
- 1 Hay Rake.
- A lot of Baled Cane, also Bundle Maize.
- 2 Black Mules.

For information about this stuff see Robin Baker at

BAKER MERCANTILE COMPANY

BUILDING SERVICE

DEVOE PAINTS AND KYANIZE VARNISHES

DEMPSTER SELF-OILING WINDMILLS

2 gallons of Oil furnished with each mill to start it off on.

PLENTY OF WELL CASING, PUMP PIPE, PUMP ROD, ALL SIZES.

FLOYD COUNTY LUMBER CO.

PHONE 9

FOR SALE OR TRADE on easy terms—One extra good Ford Roadster, full balloon equipment; one Ford Sedan; One Hupmobile touring car, practically new. If interested in used cars see me, for I can make the terms right.—C. R. Wilkinson, at N. E. Waller Motor Co. shop. Phone 15.

SEED IRISH POTATOES

We now have Cobbler and Triumph Seed Irish Potatoes. Also Bermuda Onions and Onion Sets for planting. A complete stock of all kinds of garden seeds. Come here for your needs along the gardening line.—Theo Griffith's Grocery. 22-tf-c

BETTER HOUSES, LESS MONEY—Turner Bros., Carpenters and Contractors, 725 Dale Street, Plainview, Texas. 22-2t-p

WANTED—To buy empty syrup buckets.—See C. G. McLiskey. 20-17-c

To our Friends and Customers of the Lockney community: Come to the Nursery or send us your order direct and save a big commission on your trees. We have a complete stock and will guarantee satisfaction. Our plants, peaches, grapes, apricots are here bearing kind fruit at or 10 years of careful selection we know the best varieties. Catalogue sent on request.—Plainview Nursery, 2 1/2 miles north Plainview, Plainview, Texas.

FOR SALE—If you want a bargain in house and two lots, well located. See Frank Mudgett this week. At no have new Perfection oil stove, refrigerator and several other pieces of furniture. These are bargains.—Frank Mudgett. 20-17-c

Electrical Supplies of all kinds and Electric irons at Crager Furniture Co. 20-17-c

Farm Lands for Rent or Lease—We have one-half of a section of raw land located within two miles of good schools and about 18 miles of Tulsa, Texas, which we will lease under an irrevocable five year lease to some party who will go on this land, break out so much as 200 acres and put a good set of improvements on same. We will furnish all advice, taxes, water, well, windmill, and tub, the tenant to get all crops raised and sold and pay to us not exceed the value and a small handling charge. Also have other lands to rent on different terms.—C. R. Wilkinson, 15-17-c

ANYTHING IN THE ELECTRIC LINE—Such as Washing Machines, Electric Stoves, Sewing Machines, etc. Can sell you on easy payment plan. Will have within next few days a complete line of Electric Supplies to take care of the Electric demand in Lockney. The cheapest place to buy Electric Globes in town, in fact, anything in the Electric line. We now have our Electric Office in the front of the building occupied by N. E. Waller Motor Co. and are at your service for anything in the Electric line.—C. R. Wilkinson, Phone 15.

FOR SALE—Sanders Double disc plow in good shape.—J. D. Johnston.

FOR SALE—Two sets Leather Harness, with breeching. See O. J. Huggins. 22-tf-c

WANTED—Some milk customers.—Mrs. E. C. Cox, Phone 18.

LOST—\$105 in bills and some checks. \$75 in bills were wrapped in a cloth, and \$30 in bills were loose. Lost between the Brewster House and Mattress Factory Thursday. Finder return to Mrs. Brewster and receive liberal reward. 1t

IF IT IS WINDMILL WORK you want done or pipe fitting, see me at A. J. White & Co.—W. H. Sparks. 22-5

FOR SALE—Barred Rock Eggs, \$1.50 per setting of 15.—F. M. Keister, at Lockney Drug Co. 22-tf-c

MORE PROFITS

Greater Satisfaction In Your Business of Farming RUSSELL COTTON Will aid you. It has the necessary qualities to increase your Profits. Extra large 5 lock bolls, easy to pick. Especially storm proof and drought resisting. 1-16 to 1-3-16 Staple, of strong fine quality. Lint per centage 38 to 42 per cent. Heavy continuous fruiter. Uniform close jointed stalk, well proportioned to hold heavy fruitage. You will find Russell Cotton the best balanced and safest cotton you have ever grown.

WE CAN SUPPLY YOU WITH SEED OF HIGH QUALITY RUSSELL COTTON SEED is bred, grown and ginned by ourselves, exclusively. Our farms are located in Red River County, North Texas. We sell only the seed we grow. Special club order prices to communities ordering 100, 500 or 1,000 bushels. Can use some good agents. Write us for prices and other information. Russell Cotton Breeding Farms, Annona, Red River County, Texas

VAN'S

BUTTER-KRUST BREAD

"It's Made With Milk"

Baked Exclusively in this Section by City Bakery, Plainview, Texas

Used and Sold by

COZY CAFE

LOCKNEY, TEXAS

KILLS SON-IN-LAW SHORTLY AFTER WEDDING IS KNOWN

Mayor Collier Shots Young Man to Death on Streets of Wichita Falls Over Secret Marriage

Wichita Falls, Feb. 16.—Hysterical mother and weeping girl of 18 years of age, here first Saturday night of son and husband were the central figures today in the story of how Wichita Falls Mayor, Frank Collier, shot Elzie Robertson, 18 years old, on a street corner in the residence district, when young Robertson, accompanied by his mother, was on his way to get his wife, Mayor Collier's daughter, and take her home with him.

"Don't shoot me, Mr. Collier; I have not done anything. I'd die for Mary Frances," the boy said when he was accosted by Mayor Collier last night. Collier and his wife had driven in their car alongside of Robertson and his mother, who were walking toward town. There was an answer to the boy's plea—what the Mayor said in hysterical mother refused to say, but the Mayor's gun shot four times and the boy fell dead in the gutter, with his mother crying to the man, "Don't kill my boy."

Mayor Collier surrendered immediately to Sheriff Fred Smith, and was released on a \$20,000 bond, signed by four of Wichita Falls' most prominent business men, Frank Kell, C. I. Francis, E. V. Friberg, Jerome Stone and others.

The story of the slaying is that of a youthful love, a poor boy on the one hand and the prominent society daughter of wealthy parents on the other

who contracted a secret marriage in Cotton county, Oklahoma last June. About two weeks ago this marriage had become known and annulment had been instituted by the girl's father.

Probably as a sequence to a family quarrel the girl had phoned her husband to come and get her last night. It was in answer to this call that he was walking with his mother toward town at the time of the shooting.

Mayor Collier is a prominent figure in Wichita Falls, a big business man and now serving his second term as mayor of this city. This position he is expected to resign today.

N. W. Smith of Plainview was in Lockney Saturday transacting business.

CITY ANNOUNCEMENTS

We are authorized to announce the following candidates for the respective offices, to be elected by the people of Lockney on the first Tuesday in April, 1925:

For City Marshal: O. C. BAILEY, R. E. HADLEY

Use Rowlets Automatic Sash Control—

Eliminates sash and door weights and pulleys. Installed. Prevents rattling in old and new windows. Cheaper and better than the old way. Sold and guaranteed by your lumber dealer.

Floyd County Lumber Co.

SMARE, BECOMING STYLES

Spring and Summer MILLINERY ROBBS SISTERS

In City Tailor Shop

Bring your old hats in and we will make them look like new.



Ford

Confidence in Ford Performance

The owner of a Ford is never in doubt as to what he can expect in service. He knows what his car will do and how sturdily it will do it.

The Coupe \$520

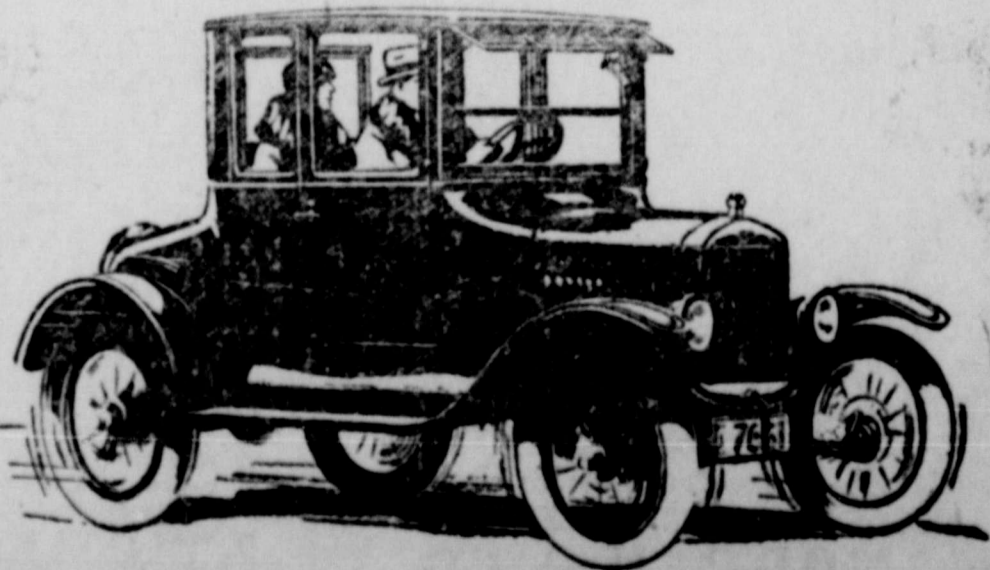
- Runabout - \$260
 - Touring Car - 290
 - Tuxedo Sedan - 380
 - Fordor Sedan - 600
- On open cars downstate while time and parts are \$15 extra. All prices f. o. b. Detroit

When bad weather and roads put other cars out of commission, the Ford car will stay on the job. It will carry through slush and snow, over frozen ruts, newly constructed roads—anywhere.

Yet Ford benefits can be yours for the lowest prices ever offered. This is made possible by the efficiency of Ford manufacture, the volume of output and practically limitless resources.

Ford Motor Company Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER



VISITORS ARE ALWAYS WELCOME AT ALL FORD PLANTS