## Torkney Bearan <br> floyd county leads all west texas in value of crops produced. Lockney is in the hiart of the best farming section of the plains, and in the great shallow water bel'




Sign Your Name Let the Chemist Weigh it


HIGGINBOTHAM-BARTLETT CO
lockney, texas


## BUYING THE SPOKEN WORD

THE FAITTH THAT MEN HAVE in each other evidenced no here as strongly as the dependence that is nowadays placed on th espoken word
The seller in a distant city hears a voice over the telephone and though a record of details goes out with the hanging up of th ereceiver, thousands of
dollars of goods are rushed to fill the needs of the man who has asked for them. Faith that the man will stand by his message is seldom, if ever, misplaced.

Without this faith the telephone would lose its effectiveness in business. But with it the mouthpiece great sources of supply and brings to your office such service and asistance as you may desire office such service and assistance as you may desire It i tany wonder, then, that the telephone, in daily touch with this evidence of the faith of men, is anxious to serve its users and serve them well.

SOUTHWESTERN BELL
TELEPHONE COMPPANY



The garden is mightier than the can opener.
There is profit in stock raising and dairying. This state needs more good milk stock and our farmer friends who already see the opportunity that better dairy herd presents are to be congratulated n their foresight.
We are strong for any industry that will further our community's prosperity, and our stock raisers

## THE FIIST NATIONAL BANK

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

## WHITE SEWING MACHINES

> ELECTRIC AND FOOT POWER

## G. S. MORRIS

Groceries, Hardware and Undertaking Goods "Where Price and Quality Meet" Phone 30

## INSURANCE

Protection-Prompt Adjustment-In case Continuous Service-Strong Companies GRUVER INSURANCE AGENCY
Phone 148
"Trade In Lockney"

## Fresh Fruits and Vegetables

We are fixing a cooler case in the front of our store for the display of fresh Fruits and Vegetables, where they can constantly be kept on ice, and we will have at all times everything that the market affords in the vegetable and fruit line.

In our market department we have everything ycu need in cold and hot cooked meats for lunches.

This is the Beatrice Creamery Station and we want your cream and produce.


Off The Beaten Path
The real charm of touring lies in
leaving the main -travelled high leaying the main-traveleled hightway, ing sidio-eraths. Thesesidirt roads and traills sead to spotes of rare beanty
unvisited by the throne-where unvisited by the throns-where
better camp-sites may be foundfiner fishimg and lovelier scenery. Ina Ford car, you can enjoy the thrill
the one satisfactory meanery. It for one satisfactory means of trave so powerful that it will bring you through-easy to handle-sturd and economical.
It will carry the whole family and the saving in cost often pays for th
entire vacation.

## Fored

SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON Touring Car
-290

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Man this coupon to Sor $\alpha$ / Notorerikom/hany

: : : : : : : : : : MATTRESS AND BROOM FACTORY

We make Brooms of the ery best quality broom corn and want your patronage for this home enterprise.
We make new mattresses and make-over old mattres es, and our work is fully guaranteed to please you. Help boost Lockney by patronizing your home insti-
W. E. CANNON f City Hall
Cleaning and Presing

We are experts in eaning, Pressing and Altering Clothes.

GET YOUR RETURN ADDRESS On Your ENVELOPES FREE!

This Big Special Offer Will Close on August 1stSo Get Your Order in at Once

In order to get the name of every person in the Lockney Country on our Subscription List, from now until the First of August we are going to give each person who pays us $\$ 1.50$ on subscription to the Beacon
100 Envelopes with your Return Address Printed on Them-ABSOLUTELY FREE!

The price of the Beacon is $\$ 1.50$ per year, the price of the 100 Envelopes printed is $\$ 1.50$ - a total value of $\$ 3.00$, and we will send you the Beacon for one year and give you the 100 Envelopes

## ONLY \$1.50

Remember, This Offer Expires on August lst


## BIG SALE CONTINUES

## THIS SALE WONT GO ON FOREVER-GOODS ARE MOYING AT EXPRRESS TRAIN SPEEDDONT WAIT TOO LONG.

THAT'S honest advice there in the head lines. This Sale isn't like the side show at the circus that is "already to go" and then when you get inside you find you have to wait nearly an hour for the crowd. This sale is going on now and going fast. But na'urally it can't go on fast enough to suit us. The quicker we move these goods the less it costs us. That's good business. So we say act now. You'll say it's good advice when you see the values.

## E. L. AYRES, DRY GOODS



Personal Mention

| LOANS <br> CITY PROPERTY, FARMS AND RANCHES <br> H. W. SADLER <br> PLAINVIEW, <br> TEXAS | en route to Elephant Butte Dam and Hot Springs, New Mexico, on an out ing of some time <br> Mrs. Lois Durham of the Alcino fommunity, was carried to Plainview Saturday, by Dr. S. M. Henry for an report she was resting well, following a successful operation. W, S. Pace and family of Stanley, New Mexico, have moved back to Lockney to make their home, after an absence of some sime. Mr, and |
| :---: | :---: |


 Darwin's Theory
Explained
I. Fig Leaf
II. Fig Leaves
III. Skins of Animals
IV. Home Spun Jeans
V. Schlos Bros. Clothes
E. GUTHRIE \& CO.
THE BIG SALE
CONTINUES UNTIL
AUGUST lst Darwin's Theory
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THE BIG SALE
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AUGUST ISt
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here. Texas Items THE PASSNG DAY




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 did you ever noticeTHIS SIGN IN FRONT OF OUR MARKET There's no better food than delicious, wholesom strength giving meats and it's good for you. OUR meats are kept tasteful and appetizing with a Hussmann Patented Freezer Display Counter. A complete stock of Extra Fancy Groceries and

CITY MARKET
GROCERIES AND MEATS PHONE 26
T. L. GRIFFITH, Prop.


## NOTICE OF BUSNESS ChaNGE

We have bought the F. F. F. Service Station and will strive to give you as good service or better than Mr. Ed Reeves.

We will appreciate your business and try to mer

## F. F. F. FILLNG STATION

J. L BeLT \& sov, Propriters

JUST RECEIVED
CAR OF AMARYLLIS FLOUR

LOCKNEY GROCERY


## BUILDING SERVICE

devoe paints and kyanize varnishes DEMPSTER SELF-OILING WINDMILLS

PLENTY OF WELL CASING, PUMP PIPE, PUMP ROD, ALL SIZES
FLOYD COUNTY LUMBER CO. PHONE 9

## WE WANT YOUR WHEAT AND OATS

Bring us your Wheat and Oats, we pay the highest

We are in the market for your grain at all times and our prices are always th ehighest the market affords. Come in and give us a chance to figure with

If you need anything in the Feed line for your Cows, Hogs, Chickens, Horses, etc., phone us your
wants. We are the authorized agents for the Purina wants. We are the authorized agents for the Purina Chows, and have a full stock of this feed on hand at all times.
LOCKNEY COAL \& GRAN $C O$
PHONE 60
burton thornton, Manag


