

## Ohr Thrkury Bracan


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 elass mail matter at the Post Office at
Leckney, Hes, by act of Congress
March 3rd, 1879. H. B. ADAMs, Editor and Owner $\begin{array}{ll}\text { TERMS OF SUBSCRIPTION } \\ \text { One Year } & \$ 1.50 \\ \text { Six Months } & .75 \\ \text { Three Months } & .70 \\ \text { Subseription Cash in Advanee }\end{array}$


BUILD IT UP!
Erect a Protective Wall Against Penury

## ADVERTISING RATES

## Display, Classified

$\qquad$
Last year nearly all the lakes
and the fish of course could not live
on dry land, hence we have no fish,
out the City of Lockney has been
very kind to the Beacon man this
year, and as the boys have

```
\mathrm{ ney few transcent people spend the try, just because any certain party of}
```

    Ding , McCOLLUM
    For Sale by E. L. A YRES, DRY GOODS, LOCKNEY



ISIS THEATRE
MONDAY, MAY 21
Monday and Tuesday-
LILLIAN GISH AND
KARL. DANE
"The Enemy"

Serenade'
"On Your Toes"
"Spoilers of the West"


Mid-Summer Dresses
inf $==$
moderately priced $\$ 5.00$ to $\$ 27.50$
accessories

C. R. HOUSTON CO.

Floydada, Texas
"The Commercialized AGe

$\qquad$

# We Made a Mistake <br> Not a Matter of Moods - But Finances - 

If Indolence were Bliss and we could cash in it this Sacrifice would not be neccessary, but so far we have failed to find a buyer, and the spirit of conquest soars high, but for
(4)

We are going to take a nose dive and turn them all Topsy Turvey.
Ye Bargain Hunters Come out of your cover Competition must Scurry Thence

| 9-4 BLEACHED SHEE <br> Per Yard <br> 29c | HOPE MUSLIN 10 Yards <br> $\$ 1.00$ |  | $\begin{aligned} & \text { MENS S5.00 ATS } \\ & \text { Choice } \\ & \mathbf{5 3 . 6 5} \end{aligned}$ |
| :---: | :---: | :---: | :---: |
| $\begin{gathered} \substack{\text { MeNS RhaKIPANTS } \\ \text { Per Pair } \\ 89 \mathbf{c}} \end{gathered}$ | MENS blue duck coper. RIVVETEEPANTS $\$ 1.29$ | BIG DERRCK WORS SHRTIT Each 85c | $\begin{aligned} & \text { All lucacas } \\ & \mathbf{2 5} \\ & \text { OFF } \end{aligned}$ |
| LADIES' CADET HOSE $\$ 2.00$ the World Over \$1. 39 | $\begin{gathered}\text { MeNs } \\ \text { Person suit } \\ \text { 39 } \\ \text { 3. }\end{gathered}$ | $\begin{aligned} & \begin{array}{l} \text { MeVS S2.20 DRESS } \\ \text { SHIRTS } \\ \mathbf{\$ 1 . 4 5} \end{array} \end{aligned}$ | A Dandy Good 25c Dres GINGHAM $17 c$ |

This Bombardment includes all Mens' and Boys' Clothing, Ladies Ready-towear Shoes, and items of every discription.

HOT SHOTS for the early buyers. It is worth your while to be on hand.

## E. GUTHRIE \& CO.

LOCKNEY, TEXAS
P. S. Bring your COIN no other ammunition will shoot in this attack.

# HEL <br> <br> LAST WEEK WE OPENED LOCKNEYS <br> <br> LAST WEEK WE OPENED LOCKNEYS HELPY SELFY WITH A BANG! 

 HELPY SELFY WITH A BANG!}

The opening (thanks to the entire population and the the rural trade) was a wonderful event. A success beyond question. Everyone, even the Cash Reg'ster, that night were tired, but happy. Only NATIONAL CASH REGISTERS of the latest design, builf for speed, are used at Helpy-Selfy. We use them because we can give faster and more accurate service.
Remember our policy-You must be pleased--if you have net visited Helpy-Selfy, do so.

| NOAH SM |
| :---: |
| NATIONALLY K |
| PEACHES_ |
| Evaporated, Blue Ribbon |
| 2 lb. Package $\quad . \quad \mathbf{3 7 c}$ |
| POST T0ASTIES- |
| Large Size |
| 10c |

T. H. ORMAN-

Please call for a \$1 Roast FREE Saturday or Monday.
RalISN BRAN-
2 Pachages for $\quad 25 \mathrm{c}$


| MUSTARD | Quart Jar | 24c |
| :---: | :---: | :---: |
| PICKLES | Quart, Sour | 29c |
| GRAPE JUICE | Quart | 43c |
| APPLE BUTTER | №. $21-2$ Tin | 27c |
| HONEY | Extracted, 32 oz., Glass | 51c |
| CATSUP | 14 oz , Wapco, Bottle | 19c |


|  | rtisement <br> ney-Watch for your handise referred to. Y, Buyer-Manager | LARD - <br> 8bPail <br> 1. 16 |
| :---: | :---: | :---: |
| or | THOMPSON CHOCOLATE MALTED MILK Large Can | SALMON - <br> Concho Pink <br> No. 1 Tall Can . 19c |
|  | KRAUT JUCE - <br> For Health, №. 2 Can | TUNA FISH - <br> Bonita, All White Meat |
| er Can | 2 for ...... 19c | Can, each ..... 23c |

GUNTY RRIEFS
PRAIRIEVIEW


You CAN'T Get Better for the MONEY

## Hơưs.POKUS SPECIALS: SATURDAY

 Soap, Palmolive, Creamoil and all others. 6 c : Flour, 48 lbs . Belle of Wichita …... $\$ 1.95$ :: Preserves, pure fruit, all flavors, 2lb. jar 48c :
Syrup, Blue Brer Rabbit, gallon
Matches, 6 boxes, Crescent
Cherries, White Swan, 5 oz, bottle
Cherries, Royal Ann, No. 21-2 size

- Soup, Van Camp's Tomato, 3 cans for Tomaloes, Wapco brand, size 2, each 2 boxes Rock Crystal Table Salt 6 lb. Box Brown's Crackers Hershey Bars, Milk and Almond, 3 for Milk, Pet brand, large size 10 c ; small G.S. MORRIS


## To The Public

 times. We still maintain our delivery service for our store with your list.

I Save You Money On Repair Work and Wiring
No matter how large or how small the job of in
stalling fixtures or wiring, from complete building stalling fixtures or wiring, from complete buildings
to single rooms, my experience can save you money. to single rooms, my experience can save you
LET ME FIGURE ON YOUR JOB hall be glad to give you an estimate without ob ligation. All work guaranteed to conform to the in surance and building codes.
Have vour motors and fans cleaned for the coming season. See or phone me
Geo. F. Kinyon

In Beacon Office Phone 92

|  |  | about Jerseys without the expense of having to have it looked up at head | YRES \& PAYNE |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  |  |  | $\begin{gathered} \text { General Practice } \\ \text { Booth Bldg. } \\ \text { FLOYDADA TEXAS } \end{gathered}$ |
|  |  |  |  |
|  |  |  | $\begin{aligned} & \text { Have your Abstracts made by } \\ & \text { ARTHUR B. DUNCAN } \\ & \text { The Old Reliable Abstract Man. } \\ & \text { Floydada, Texas } \end{aligned}$ |
|  |  |  |  |
|  |  |  | Mary Mitchell Henry, |
| The West Texas Gax, Co, seem to be interested in irrikation, at leas |  |  |  |
|  |  |  |  |
|  |  | DR. H. Z. PENNINGTON <br> Physician and Surgeon arwine drug storb FLOYDADA, TEXAS |  |
| regularly, are spent regularly, andmake money circulate regularly. Areyou helping to keep money in regularcirculation. |  |  | Dr. S. M. HENRY PHYSICIAN AND SUKGEON |
|  |  |  |  |
|  |  |  | speatar Atteation diree to Wome |
|  |  | 3twerghtita <br>  | $\begin{gathered} \text { Tice Lockney Drug Co. } \\ \text { fice Phone } 50 \text {-Res. } 87 \\ \text { Lockney, Texas } \end{gathered}$ |
|  |  |  |  |
|  |  |  |  |
|  PEOPLE'S FORUM | Ing school session. Artesia, N. M.-The chamber of commerce is planning a huge celebra- |  | trats, views, panor |
|  | $\begin{aligned} & \text { tion on completion of the natural gas } \\ & \text { line here, June } 13 \text {. } \end{aligned}$ |  | godak finisiliws, enlaro |
|  |  |  | Rave Iour Abstracts Made ByADTHUR B. DUNCANThe Old Reliable Abstract Man |
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|  |  |  |  |
|  |  | y | GOEN \& GOEN |
|  | tended the annual ret-together ban-quet of the Abernathy Chmmber of |  |  |
|  |  | children whose eyes we have | - |
|  | Comeme remity . ... | , roper correcting slass |  |
|  |  | known as 'Ocular Gymastics See or call us for appointment. | of louns. Call us about your loan.PHONE 170Surginer Ridg. Floydada. Tex. |
|  |  |  |  |
|  | Cliristoval-Christoval's school has closed for the year, with 7 pupils | DR. WILSON KIMBLE <br> OPTOMETRIST <br> Floydada, Texa |  |
|  |  |  |  |
|  |  | ANNOINCEMENTS |  |
|  |  |  |  |
|  |  |  |  |

AL SMITH DAIRY

10c Per Quart
AL SMITH DAIRY
Phone 9007 F32
THE BEST OF SERVICE

## CLEANING - PRESSING

 ALTERATIONS
## D.F.MCDIFFEE

PIANO TUNING
We have an expert Piano Tuner and Repairman. PLAYER PIANOS
J. W. BOYLE \& SON

TEXAS
CHICKENS CHICKENS

## BABY CHICKS

troubles will them. Star Roup
At all Drug Stores.

# Closing Out Entire Line of BOSTONIANS 

Shoes and Oxfords for Men and Young Men


### 5.00


s
7.00

If a saving of $\$ 2.50$ to $\$ 4.50$ on a pair of shoes is any inducement, we urge


## Jacons Bros. \& Company





GROCERY SPECIALS BEST GRade plainview
FLOUR, limit 2 sks $48 \mathrm{lb} \$ 1.88$ 3 ib Bucket "Morco" COFFEE PURE CANE $\quad 15 \mathrm{lbs} . \quad \$ 1.00$
SUGAR $\ldots . . .$.
MOPS, 50c regular, Special 38c
FANCY SANTOS PEABERRY
COFFEE $\quad 31 \mathrm{bs} . \quad 99 \mathrm{c}$
QUART Jar Prepared
MUSTARD
Dreed H Pickled Pig Feet, Fleschmann's Yeast, Bulk Sliced Beef, Sliced fresh, Fresh Vegetabless of every kind under our New Vegetable Spray, insuring you fresh eatables every day in the week.
MARKET OPEN 9 UNDAY MORNING FROM 8 TO 9 O'CLOCK.

