## "They're Ofi" in The Beacon's Big Automobile and Cash Prize Contest

Survey to Be Made on New Highway

INTENSE INTEREST FORECASTS EXCITING
RACE FOR THE CHEVROLET COACH

Floyd County Needs More Jersey Cows

$\qquad$
proper route for a rod
Floyd county, which road
cated and opened
cated and opened through $\mathbf{F}$
ty would form a connecting
proposed highway leading
the City of Clare
ty. Texas."
The following
The following
Judge McGehee
the Highw:
the roder:

## Hon. Sec'y. Austin Dear <br> Dear M Enclo der <br> $\qquad$ <br> $$
\begin{aligned} & \text { We believe that should this road be } \\ & \text { opened and put in good condition that } \\ & \text { ot will be one of the most used roads } \\ & \text { in this section of the state. } \end{aligned}
$$ <br> $$
\begin{aligned} & \text { in this se } \\ & \text { Hoping } \end{aligned}
$$

$$
\begin{aligned}
& \text { relatives in Dallas. }
\end{aligned}
$$

## Better Than Most Clearance Sales Is Our All-Over-The-House $30_{\text {Cen }}^{\text {per }}$ Discount

NOW IN EFFECT AT OUR NEW STORE 1107-09 AUSTIN STREET

Now that we have armened our enlarged stocks on our new floors, upstairs and down, we have decided upon this thirty per sent discount on already low prices as an introductory offer to
as an example of our unusual values in home

## A Beautifulu 3 Piece Wicker Set MADE BY LLOYD IN CARAMEL COLOR $\$ 38.50$

MERCHANTS WHIPPET CONTEST "The Uptown Store"

## Amarillo Fumiture Co.

## MONEY IS POWER

YOU can't employ labor or buy machinery or but on which are required before any sizeable project an be carried out. We make loans to responsib pleased to give you the benefit of their experience.

THE FIRST NATIONAL BANK
$\qquad$

For Real Life INSURANCE See A. J. Cooper


You Can't Beat Our Ioans"




Baker Merc. Co.
$\qquad$



$\qquad$

## County Briefs

PICTORIAL LIFE OF HERBERT HOOVER


ANTELOPE

| PIANO TUNING <br> We have an expert Piano <br> Tuner and Repairman PLAYER PIANOS A SPECIALTY All Work fully guaranteed |
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\begin{gathered}
\text { A } \\
\text { SALE } \\
\text { YOU } \\
\text { CAN'T } \\
\text { Porget }
\end{gathered}
$$



=

Once a year It comes, This Time of Opportunity, This Strong Summer SALE that attract so many people because
it is rugged real and true, Like a great monster from the blue Sky comes this great SALE crushing Prices to the Lowest point. Prices on seasonable Merchandise will Dazzle and Delignt Yo.. THE GOODS MUST GO Matchless Val ues will be shown by the PRICES on every article.
Bigger,

$$
\begin{aligned}
& \text { Greater, Better Than Ever } \\
& \text { Will You Ever Again See }
\end{aligned}
$$

Greater, Better Mhan Ever BPTMPR Cet Here EAR V
Will You Ever Again See Prices This Low?


## MARVEL OF BARGAIN SENSATIONS! STARTLING VALUE-CLMMAX!

| N0TICE! |
| :---: |
|  |
| DAMASK |
| Lininizect finit, beet biench pemment |



In itself this Sentational Sale is a Great Opportunity, but when the unrivalled character and quality of the merchandise and the drastic price concessions are taken into consideration, the opportunity is UNPARALLELED!
70c Yard

SUSPENDERS
35c
Genuine Presient Sus-
penders, brand new.

TOWELS! TOWELS!
One thousand towels go at wholesale cost

| 12 for | \$1.17 |
| :---: | :---: |
| 6 for | 77 c |
| 6 for | 89c |
| 6 for | \$1.03 |
| 2 for | 55 c |

BOYS' SUITS
\$1.48. 1.98, 3.89
Women's House Shoes ...40c
Ribbon frimmed fet M
40c
"TRY YOUUR LUCK" Packages 15c

Containing odd lot Merchandise AND RUNS 7 DAYS

| DRESSES! DRESSES |
| :---: |
|  |  |
|  |
|  |
| \$3.48 EACH |

THPEAD 7 for .....25c

| 10c |  |
| :---: | :---: |
|  |  |

WHITE AND BLACK
Face Powder, Tooth Paste, Peroxide (Vanishing) Cream, Lemon Cream, and all 17c
Mer's Hose Supporters, Pair 10c
REMEMBER THIS SALE JUST RUNS 7 DAYS, BEGINNING SATURDAY, JULY 14tb, AT8A.M.

Soiesette Pongee Cuarantee nub fait

29c Yard

BROOMS 32c
A good light weight 5 sewed, Duco handle broom.

Hinds Honey and Almond Cream

5x. tine 29C ${ }^{\text {s.0.0 tire }} \mathbf{7 4 C}$

SHOES! SHOES! SHOES!
Shies dathed on our entire theik of \$2.69 85c 79c $\$ 1.67$ 15c

## $\$ 1.87$

MENS AND BOYS' WORK SHIRTS
45c
WOMENS HOSE

NOTICE!
Owing to the extremely low pricing during this Sale, we will not sell on approval, no refunds, nor mail orders accepted. We will

## NORTHCUTT'S




The Cornerstone of Prosperity is a Savings Account. No matter what your in
come, you are never financialiy secure unless you de vote a portion to Savings. The legend of the Hare and the Tortoise applies, not only to speed of foo but to speed in saving as well; it is not the swiftest but the most persevering who wins out. Open an

## The Security State Bank




know what Chevrolet offers at these low prices !


DYER MOTOR CO. Lockney, Texas
QUALITY
AT
L O.W
cos.t


SEE US FOR YOUR SEEDS, COAL, COW AND CHICKEN FEEDS, WE WANT YOUR BUSINESS

SOUTH PLAINS GRAIN COMPANY
Phone 23
Lockney, Texas

 YOU NOTHING-50 TICKETS GIVEN AWAY COSTS Store FRIDAY MORNING, 6 Tickets Win SEE PRIZES IN OUR WINDOW Doors Open 9 A. M. Drawing takes place at 10 A. M.

 th no regard to cost. Never has that will baffle, dazzle and delight


## TEXAS

SHOES ON SALE
GENUINE REDJCTION on every Shoe in the house. All MARKED DOWN, every pair bears the original price,

 you will be well paid to visit this store before the SALE is over.
 y to Share in it. Remember, the good things go there been any such SALE, it may never occur you. Come prepared to buy as you have never

> A LONG TIME FIRM

For 26 Years the people have regarded this store as a


QUALITY is always considered. Our PRICE is always Fair; But now comes this once a year opportunity, every Summer we conduct a BIG SALE to clear away Summer
 that arrive soen for Fal!.
-

> SALE OPENS

XVGI\#J W $V 6$

Do You Want the Best? Do you need Merchandise at LOW PRICES? Do you want to see the Biggest SALE held here in years? Do you want to leave the store knowing you have bought MORE for a few dollars than you have ever bought hefore? If you want to know these things; if yen want to do these things and see these things, visit the GREATEST SALE ever

| Do You Want the Rest? | day, the 13th is a Day Full of Luck for You |
| :---: | :---: |
| Do you need Merchandise at LOW PRICES? Do | Stop Looking, Here's Luck Without It! |
| you want to see the Biggest SALE held here in years? Do you want to leave the store knowing you have bought MORE for a few dollars than you | Men's Hose 13c <br> 1 lot of Shiring $13 c$ White Outing |
| have ever bought before? If you want to know these things; if yon want to do these things and |  |
| held or known in this part of the State. | NO RADBITS FOOT EVER BROJIGT YOU LTCK LKE THIE! |



## To The Public

## COUNTY BRIEFS

sunset

## NEWLAN

Love of Amarillo,
Ramsey of Lock:
Hulfman, Sr,
RILEY \& BREMSTER

## "It Pays to Pay Up"

thought as to how the Retail Merchants Association gets a line up on your paying recorl, well it gets it through the merchants whom you buy from or the Bank whom you borrow from. So do not wonder why you are not extended credit at some stores or your check is not taken.

WHY MERCHANTS ARE GLAD TO EXTEND YOU CREDIT

Here's the why of it all: The Retail Merchants Association of fice has your paying record in their files. You may be rated good any line of credit, good but slow, slow undesirable. Why not let it read: Prompt Pay. Nothing is further from the truth than the opinion that the Association is a price fixing organization. The Retail Merchants Association is solely a bureau of information.

You should co-operate with your merchants in assisting him to lower the cost of living by settling your account promptly. You should value your credit rating too highly to allow it to depreciate.

You make your credit rating, not the merchants. You may not own a home but you can have A-1 credit rating, its a legal tender anywhere you may go. Do not allow it to depreciate.

D0 NOT ABLSE YOUR BEST FRIEND, CREDIT

## Retail Merchants Association of FL.OYD COUNTY

## J. R. Maddox, Owner

John McDonald, Auctioneer

## Outing Clothes Out of the Ordinary

Rodeo Brand, Western Made, Sand Color Khaki Twill

Pants, per pair
Shirts to match
Powder Blue Khaki Twill Pants Shirts to match
Sand Shade Twill Pants Shirts to match
Khaki Stripe, Twill Pants Shirts to match
White Khaki Twill Pant Shirts to match
$\$ 1.95$
$\$ 1.50$
$\$ 1.95$
$\$ 1.95$
$\$ 1.50$
$\$ 1.95$
$\$ 2.50$
$\$ 2.25$
$\$ 1.50$

## E. Guthrie \& Co.

CHIROPRACTOR
S. T. Cooper, D.C. Ph. C. wilson studio \& art

| caber | ${ }^{28} \text { Bank }^{\prime \prime}$ |  |
| :---: | :---: | :---: |
|  |  | URES AND |
|  |  | Oid Reiliable Atrract |
| CENTER |  | 4 Proth |
| CENTER | insouscomet rits |  |
| tul hor and th | "med Dionacic offee | OEN \& GUEN |
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| Me perenting two or three wows | 11. antouncme | Houmen, Tease 6 \% |
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| Min | shere there |  |
| Nror. Rudidick, visited Mr | amat the nominer in the uagat prit |  |
|  |  | GRADY R CRAGER |

AL SMITH DAIRY

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| :---: | :---: | :---: |
|  | 硣 | ed br Dr, J, M. Floyd, Licen- sed Vetarinary. |
| 年e, Inee spene, hee cousin and | apms | Milk Helivered at your home Both night and morning |
|  |  |  |
|  |  | 10c Per Ouart |
|  |  | AL SMITH DAIRY <br> Phone 9007 F32 |
|  |  |  |
| We were glad to have Grandpa and day morning | Hor comet (litus) | THE BEST OF SERVICE |
| Mrs. Matthews has a brother visit-ing her.Misses Cecile Lightfoot and AlmaMontgomery visited between singing |  |  |
|  |  | CLEANING - PRESSING ALTERATIONS |
| $\begin{aligned} & \text { and church time with Mr. and Mrs. } \\ & \text { Elvis Gill. } \\ & \text { Mr. and Mrs, Burley Veach visited } \end{aligned}$ |  |  |
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|  |  | We give prompt and effici- |
| ANTELOPE |  | please you with our work Phone us at 114 or Call on us in the rear of Roy Grif |
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|  |  | D.F.MCDUFFEE |
|  |  |  |
|  |  | CHICKENS CHICKENS |
| er, Cecil Barker, Raymond PalmerRayford Palmer, Raymond Holt, Mrs. | T. A bars |  |
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