# = THE LOCKNEY BEACON 

- The Gateway to the Magic Plateau

Will Organize to Build Hotel in Lockney

 CANDDDATES RUNNNG CLOSE

RACE FOR CHEVROLETCOACH

Change in Postal
Rates Has Been Made

Dry Democrats Name
Alvir Moody Chairmair

## She Curkury Branu


 Lockney, Texas
QUALITY
A T
L O.W
COS, T


DOFS "CUT-RATE" ALWAYS MEAN "CUT QUALITY"

A lot of motorists think in "until they picked up when they "shopped around" until they picked up a hot deal," and goi their fingers and purses burned.
Why take chances, anyway, with unknown brand


For Real Life INSURANCF

A. J. Cooper四

Vou Can't Beat Our Louns"

# "WIN NOW" 100,000 EXTRA VOTES Will Be Given With Each $\$ 30.00$ Turned in Up to SATURDAY, JULY 2lst, $80^{\circ} \mathrm{CLOCK}$ P. M. 

This is positively the largest and best vote offer that will be made during the campaign. Next week 75,000 will be given with each $\$ 30.00$ turned in.

## FIRST GRAND PRIZE

 Second Prize $\$ 100.00$ IN GOLD New Chevrolet Coach, Value - $\$ 688.00$ PURCHASED OF AND NOW ON DISPLAY AT DYER MOTOR COMPANY SALES ROOMS

## TO THE PUBLIC: <br> DO YOU KNOW THAT LESS THAN

Will place the Leckney Beacon in your home each week; then "WHY NOT" help some of these Ladies win a Valuable Prize with your subscription to the HOME PAPER? You will find it full of interesting news from all parts of the County each week. We have a correspondent writing regularly from every community in Floyd County, therefore, give more county news than any other newspaper published.
SUBSCRIBE NOW

Campaign Closes Saturday, August llth--WHO'LL WIN!


## Kelvinato


FOURTEEN YEARS OF QUALITY LEADERSHIP

Kelvinator West Texas Company
Floyd Huff
Lecal Agent
LOOK!
USED CAR VALUES
-1927 Pontiac Coupe -1925 Dodge Sedan -1925 Maxwell Sedan - 1925 Buick Roadster 1926 Ford Truck

These cars are priced to sell. All are in A-1 mech- Terms if desired

## CAILLAWAY MOTOR CO.

## Phone 75

## FLOYDADA, TEXAS

## FIELD SEEDS

MAIZE, KAFFIR, HEGARI, SUDAN AND MILLET SEED, ALSO MANK0 MAIZE AND ALGERIA SEED.

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

SOUTH PLAINS GRAIN COMPANY
Phone 23


Hundreds of folks have attended this
IIIY CIFARANCE SAIE and have saved lots of money. This sale closes Saiurday right, July 21st and if you have
not attended this Sale you owe it to yourself to attend now for we will have values the LAST TW0 DAYS you won't have an opporttenity to see again soon.

## Final Reduction on Ladies Dresses

All $\$ 32.50$, , $355.00, ~ \$ 37.50 . ~ \$ 39.00$ and $\$ 45.00$ Dresses FINAL CLEARANCE SALE
$\$ 14.98$

## Final Reduction Mens Summer Suits

All 199.75, S25.50, and $\$ 27.50$ Dresses
Final clearance sale
Dixie Weaves, Cool wersieds, new patterns, correctly

There is hundreds of items that we will not attempt to mention, but yor may come with the absolute assurance that the values are the best you will see and if saving money is your delight you sure will have a delightful time here.

## Martin Dry Goods Company

$100-102$ West Main Street

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Flovdada, Texa
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## Auction Sale

## Saturday, July 21st.

Beginning at $2 \mathrm{p} . \mathrm{m}$. in Watson building, East Side Main Street, Lockney, Texas.

SHELF HARDW ARE, FURNITURE, PIECE GOODS

## AND NOTIONS

J. R. Maddox, Owner

John McDonald, Auctioneer

Sample Copy of Floyd County Official Ballot
 field or by assassination, died violent- the hands of a common soldier in the
ly at last today.
Like sold and only last November when a
been president or have who have headed gov- bomb was thrown at his automobile.
He escaped the last time with a few Crosbyton. Rev E. K. Dick, of Cros- an intereating program ha
byton, and Rev. B. F. Dickson, of Lo. planned. Prominent speakers ton, and Rev. B. F. Dickson, of Lo planned. Prominent speakers ancoconducted the funeral services. here and biere wing, wrestling Burial was held with rites and cere dat man

ROSELAND

FAIRVIEW

Youth Slays President-
Elect Obregon in Mexico

## Helpyselfy

A Little More Service Makes a Big Difference
Helpy Seffys' Pricse Dive the Despest!

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59 year
death.
Sur
brothers, Bunch of Lerenzo, and $C$
of Petersburg: and one
Ernset Marphy of Dallas. He is a
survived by his wife and ters. Miss Mattie Fullingim is only danghter who residingim in the pap
ental home. The other ental home.
Mrs. Dessie
Imnc. Coffec Irsne Colfere
Anderson, Relatives
tions of the

eral

| MONDAY, JULY 23 <br> 4 is "7th Heaven" |
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Weenessay and Thurday-
Lon CIINXr
London After Midnight'

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| :---: |
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"The Adventurer"

COUNTY BRIEFS

## 3 DAY GUARANTEE




 you at time of purchase, you may return same to us
 .atarum one

DYER MOTOR COMPANY


## Clean Sweep Sale

## Ends Saturday, July 2lst at $7 \mathrm{p} . \mathrm{m}$.

You never had a greater opportunity than the one you are facing right now. Never have we announced a more important Sale. Our advice is: Drop everything and-

## Come to This Sale

You can make money faster by coming to this Sale than by any other means at your command, and it will pay you no matter how far you have to come.

Come to the store and see the amazingly Low Prices. Competitors may try to meet our prices on a few items, but that's all.


Lockney, Texas


And set that is the element which that Gov, Smith is a self-made man the Prairieview club ladies and
through Tammany now seeks to dom. Who in this country is not a self- First National Bank of Ploinview
inate the South, and through the
 South the country. The boast is op- whether he be Republican or Deno
enly made tha: the control of the
crat, deserving the presidential office

> For Clear Vision
> GLASSES
 DR. WILSON KIMBLE


RILEY \& BREWSTER

## NOTICE

## 0. T. Prickett

TR ANSFER AND STORAGE

Day Phone 7 Lockney, Texas Night Phone 90
county briefs
IRICK

Dr. Millard F. Swart OPTOMETRIST

LOCKNFY DRUG COMPANY to fit glasses on
THURSDAY, JULY 26th. ONE DAY ONLY

## WHY?

## WHY PAY MORE?

FARM AND RANCH LOANS
W. R. CHILDERS


BUILT OUT OF RENT
vailable just the
location, model and cost will be exactly what you deilege of talking with priv-
Phone for an appointment
when convenient
J. C. WOOLDRIDGE LUMBER COMPANY PHONE 7


Q-U ALITY A,T LOW COST UUNTY BRIEFS pleasant hill

We are offering unusual values in Ladies'

## Wash Dresses

Thin material, beautifully trimmed and well made at-

## $\$ 1.95$

You get just a little better value in Silk Hose at our counter.

## E. Guthrie \& Co. LOCKNEY,

PLEASANT VALLEY
ANOUNCMENETSGRADY R CRAGER

AL SMITH DAIRY
10c Per Quart
AL SMITH DAIRY
THE BEST OF SERVICE
CLEANING - PRISSINGALIERATIONS
We give prompt and effici-ent service, and guarantec toplease you with our work.Phone us at 114 or Call on
us in the rear of Roy Grif-
CHICKENS CHICKENS
them free of wome ern diestruetive
BABY CHICKS

## TIME OF OPPORTUNITY

Take advantage of this Great Sale to get your Merchandise at the Lowest Possible Price. Just a few anore days. Make out a list of your needs and cone in to the Bargain Carnival. LOOK FOLKS! Here are some of the LOW PRICES:

WANT COLUMN

