## The Lockney Beacon <br> The Gateway to the Magic Plateau <br> " $\mathbf{2 0 , 0 0 0}$ POPULATION BY 1940"

VOLUME TWENTY-EIGHT


Floydada Wins Championship Cup for Class A Scho
Sand Hill Wins Class B Championship, and High

Montgomery Ward Says
New Ford Easy on Tires




## NOTICE TO THE PUBLIC

We have just gave our store a thorough spring cleaning, re-painted all the shelving and counters, reout of the cleanest and most sanitary grocery and market in town.
We still maintain our delivery service, and sell to hose who appreciate the accommodation on thirty days time. Phone us your needs and they will be deIt time to plant a garden and we have It time to plant a garden and we have the seed for

FRESH GROCERIES AND MEATS AT ALL TIMES JUST CALL TELEPHONE No. 10 WE'LL DO THE REST

## RILEY \& BREWSTER

9
reasons why it will pay you to choose a General Motors car


Three-Fuel Power Cuts Harvesting Costs There is a three-fuel Hart-Parr tractor for every is a Hart-Parr to pull it. Give your combine a chance -don't kill its work with an underpowered tractor. Give it the power to work at full capacity all the time. Power determines whether your combine harvesting will cost you 20 cents or 4 cents a bushel. Use HartParr power for profits. We are now showing the improved 1929 line equipped with three forward speeds are built for smaii, medium or large farms. Ask us for demonstration.
CLYDE APPLEWHITE, DEALER
North End Main Street, Lockney, Texas


1. Engineering Excellence - All General Motors products embody the of the Engineering Departments, Research Laboratories, and Proving Ground.
2. Fair Price Polig-Ger aral Motors products offer maximum value in each price class, whether you pay cash or buy on time, or use your present car as part payment.
3. General Motors Acceptance Cor poration-The largest time financing company, offering low rates, making it easy to buy out of income. 4. Higb Resale Valuem A large number of miles of transportation are built into each General Motors car and truck. That mileage gives the product 2 definite cash value, which is main-
4. Finest Body Work-Fisher Body 5. Finest Body Work-Fisher Body is a part of Gencral Motors. That

## GENERAL MOTORS



# THE LOCKNEY LONGHORN 

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## Senior Class Gives Second Matinee

Floyd County Meet Was Held In Floydada
District Meet to Be Lockney Wins Ten Friday and Saturday, April 5th and 6th

Held in Lubbock Loving Cups

## Good Losers




## 

 Specials for Saturday Look'em Over and Then Buy| 1 |  |
| :---: | :---: |
| CARROTS .. Bunch ....8c NE |  |
| COFFEEBRAZOS $\$ 1.48 \mathrm{ll} . \mathrm{can}$. |  |
| LES, Winesaps .......... Dozen .............. 28c |  |
| UASH, the finest you have ever seen . . . . lb. . |  |
| TOLLET SOAP .......... 3 Bars |  |
| WHITE KING MACHINE S0AP . Large ............. 43c |  |
| SUPER SUDS ........ Large Package .............. 8c |  |
| PEANUT BUTTER . . . . . . 5 5b. Pail ................85c |  |
| BR00MS, Clean Sweep .......Each ............... 39C |  |
| RUB BOARD ........ Silver King |  |
| MARKET SPECIALS <br> DRY SALT MEAT lb. . 20c SMOKEMEAT . . lb. . 25c |  |
|  |  |
|  |  |
| LARD, Home renered ........ lb. .............. 15c |  |
| FROAST, Chuck, it is good ........lb. |  |

## Saturday Specials

| LETTCUCE | Per Head | 9c |
| :---: | :---: | :---: |
| CABBAGE | Per Pound | 3c |
| TOMATOES | Per Can | 10c |
| COMPOUND | 8 lb . bucket | \$1.15 |
| EXTRACTS | 2 oz. size | 19c |
| FLOUR | 48 lbs . Everlite | \$1.63 |
| PRICES ALWAYS RIGHT |  |  |

Walker \& Greer


THE CHURCH OF CHRIST

INVITES YOU TO HEAR

## CLED E. WALLACE

ONE OF OUR ABLEST EVANGELISTS BEGINNING

## SUNDAY, APRIL 14th

THE MEETING WILL CONTINUE TWO WEEKS. Begin when the meeting begins If you desire to et the greatest possible benefit attend regularly.

The song services will be conducted by-
R. M. MORGAN

A REALLY GREAT SINGER.
Preacher and singer are the same men who held ur great meeting a year ago. We expect great

Services During Week at 10 A.M. \& 7:45 P.M. SPECIAL SERVICE SUNDAY AFTERNOON AT $30^{\prime}$ CLOCK


- before you buy your
next automobile,... learn why over 300.000 have already Chevrolet Six


## DYER MOTOR CO.

LOCKNEY, TEXAS

A SIX IN THE PRICE RANGE OF THE FOUR!

Since January first, over 300,000 people have chosen
the Chevrolet Six. And every day sees an increase in his tremendous public acceptance-
-for the new Chevrolet not only brings the enjoyment of six-cylinder performance within the reach of every-
body everywhere, but gives the Chevrolet buyer a body everywhere, but gives the Chevrolet buyer a
greater dollar value than any other low-priced car. Just consider what you get in the Chevrolet Six! The smoothness, flexibility and power of a six-cylinder
engine which delivers better than twenty miles to the engine which delivers better than twenty miles to the
gallon. The beauty and luxury of bodies by Fisher with adjustable driver's seat. The effortless control of big,
quiet, non-locking 4 wheel brakes and ball bearing quiet, non-locking 4 wheel brakes and ball bearing
steering. Then consider Chevrolet prices! And you will steering. Then consider Chevrolet prices! And you will
discover 'that this fine quality Six can actually be discover that this fine quality Six can actually be
bought in the price range:ofithe four! Come in. Let us
prove that anyone who can afford any car can afford discover that this fine quality Six can actually be
bought in the price range.ofithe four! Come in. Let us
prove that anyone who can afford any car can afford
$\qquad$ and a Galaxy of Lovely Stars
miniature world, picturesque e jungle is to the hectic life of the
cowded mart, will settle among
a brief space hows pauses at Plainview, Saturday
pril pat, on its annual hegira. Th
hite city of the performers and men-


NEXT Tuesday the 16 th. Drop in Our Show Rooms and Inspect the New Ford Town Sedan

THE LOCKNEY Auto Company


\footnotetext{







[^0]the state of texas
County of Floyd.
Whereas, on the 26 th day of March,
SOUTHWESTERN LIFE

LAND! LAND!


$\qquad$

## THE FIRST NATIONAL BANK



## Out of the Ordinary

an buy, but in carrying out the ideas of bargain days

## For Saturday



Phone 23
Lockney, Texas


# FREE AUCTION  

Sale starts
at 10 A. M. and
Closes at 4.30 P. M.

This is the first FREE AUCTION SALE to be held in Lockney and anyone who has anything they care to sell, are invited to bring it on the above date and have it auctioned off FREE OF CHARGE. It will be auctioned for the best possible price, and ABLUTELY FREE OF CHARGE. Bring your stock, implements, etc., that you do not need. Someone may be planning to buy just what you have to sell. This sale will be cried by two of the LEADING WEST TEXAS AUCTIONEERS. SEALE AND McDONALD will have charge of the auctioning, and will get for you the very best prices, on everything that is put up for sale.

This sale will be held on the THIRD MONDAY OF APRIL. It will be of great value to the farmers of Floyd County. Be sure and come in and take advantage of this big event. Merchants whose names appear on this page are making this FREE SALE POSSIBLE.

SAIE WILL BE HELD
ON MAIN STREET OF LOCKNEY

WE WELCOME YOU
to make yourself at home at our store and we offer you as-

## AUCTION DAY SPECIALS

Men's Overalls, 1 lot, pair
Men's "Universal" Brand Overalls 89c
full made and a good one, pair \$1.19 Cotton Bats, full 3 lb . size, each 39 c Silk Hose, "Blue Crane" brand
Pure silk, pair

## HARDWARE SPECIALS

Set of 6 Glass Water Tumblers 29c Set of 6 Cups and Saucers, fancy pat-
terns, our $\$ 1.35$ grade
Shot Gun Shells, smokeless powder box
baKER MERCANTILE CO.
THE STORE WITH THE GOODS


CLIP THIS AD-
It is worth 55.00 on any BED-Room SUITE in stock
CRAGER FURNITURE CO.
A Clean Place to Eat
CITY CAFE
mathis bros, Props.

PENNINGTON MOTOR CO.
Sudden Service
PHONE 57

COMMERCIAL TAILOR SHOP
RED HOT PRICES ON
MEN'S SPRING SUITS
RALPH ASHWORTH, Prop.

## 5

Immediate Delivery on all Types Of Model A Fords at the
LOCKNEY AUTO CO.

BROOKS DRY CLEANERS
When it leaves us you can wear it SUITS ORDERED PHONE 191

COLY CAFE Visit Us Trades Day

0ZARK FILLING STATION
goodyear tires and tubes texaco gas and olls Jackson bros., Props.

PENNANT SERVICE STATION
firestone tires and tubes
pennant olls and gasoline
Phone 131
Paul Shick, Prop.

## $155^{\sigma}$ OFF ON CANE ROCKERS

trades day
COOPER BROS. HARDWARE
this ad entitles you to a-
$20 \%$ Discount on All Chinaware In OUR STOCK PIONEER HARDWARE, CO.

PIGGLY WIGGLY 48lbs. EVERLITE Plainview Flour
$\$ 1.63$ ON TRADES DAY PIGGLY WIGGLY CLIP THIS AD-

It is worth \$2.50 on any Silk Dress or Man's Suit in Stock.
E. L. AYRES

The Right Place to Quench Your Thirst Trades Day. HODEL CONFECTIONERY

GOLDEN KRUST BREAD AND ROLLS BAKED DAILY CITY BAKERY

## SMITH'S HATCHERY

The Home of Baby Chicks

LOCKNEY PRODUCE CO.
HIGHEST CASH PRICES PAID FOR POULTRY AND CREAM
VISIT US TRADES DAY

LOCKNEY DRUG COMPANY PRESCRIPTIONS A SPECIALTY LOCKNEY DRUG $C 0$.

The REXALL Store

RILEY \& BREWSTER
Groceries and Meats
This ad and $\$ 1.47$ will buy 3 lbs . of ALL
GOLD Coffee that regularly sells for $\$ 175$.
J. C. WOOLDRIDGE LUMBER CO. Building Materials lockney, texas



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    FOR THE PLIPOSE

