Yes, Uncle Frank
Opened the Hotel

George W. Brewster Chamber of Commerce
Answers Last Call Luncheon Monday
$\square$
District Court Met Monday for Term

Home Trade is Vital to Town
$\square$

Third Monday Sale
Brings Good Crowd Tri-District Convention
of Chiros June 16

## Perkins Buys Monroe

Speegle Insurance Agcy

## NATION.WIDE SALE <br> Baldyin player planos

LESS THAN MHOLESAIE COST

## S175 ${ }^{\text {0 }} \$ 395$

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## WYLIE BOYLE

factory representative
plainview, texas

## GLEANER-BALDWIN COMBINES MOREFOR YOUR MONEY!

10 SOUND REASONS
Standard roller and ball bearings throughout, quipped with Alemite high-pressure lubrication fit tings.

Tritex steel shafts throughout.
3. Powerful 4-cylinder Red Seal
4. New steel straw spreader regular equipment
5. High-grade roller chains running

6 .

## platform.

arating capacity per pound of weight and per foot of
utter bar.
8. Rasp cylinder threshes thoroughly without 9. Frame members are 1025 high carbon steel, braced and trussed in bridge-like construction.
LOCKEMOTOR COMPANY DISTRIBUTORS-PLAINVIEW DEWEY FLOYD, Local Agent, Lockney

## PLANT GOOD SEED

Tesfor Cermination BeorePlanting
We know of seed planted recently which showed only $\mathbf{3 0 \%}$ Germination on being tested, after planting.
We have on hand a limited supply of Pedigreed seed.
Second Year (Acclimated) Acala $\$ 1.25 \mathrm{Bu}$. First Year Certificated Acala. . $\$ 1.50$ per Bu. 10c Per bushel charged for delinting.
LocKNEY COTTON OLL CO.

## This Sinnylicity



John
Deere
Farm
Tractor


Simplicity in the tractor you buy is mighty important to you.
This quality means easier operation, fewer adjustments to make, fewer repairs to buy, less trouble,
and, what's even more important and, what's even more important,
In the illustration above, you see the remarkable simplicity of the powerful, light-weight John Deere why the John Deere is known as the tractor of fawer, but sturdier, parts.
closes the entire working en
ism, protecting all parts from dust or sand, and supplies a reservoir all working parts operate in a constant bath of clean oil.
From engine to drawbar, the John Deere is a simple, but powparts to add weight and cause loss of power.
tractor, don't overlook the fact that the John Deere is actually hundreds of parts simpler than rating. rating.

## THE LOCKNEY LONGHORN




## A SIGN ©R QUALHTY $\min$ WILEE to thousands of satisfied USED CAR BUYERS

CHEVROET LOOK $\begin{gathered}\text { at these out. } \\ \text { standing }\end{gathered}$ car values

1927 Model Cherrolet Sedan 1928 Model Chevrolet Imperial Landau.
1927 Model Cherrolet Sedan 1928 Model Chevrolet Coupe 1926 Model Chevrolet Coach 1924 Model T Ford Truck 1925 Model T Ford Coupe 1925 Model T. Ford Truck

These cars are thoroughly overhauled and in first class condition. They are bargains.

## DYER MOTOR CO.

LOCKNEY, TEXAS

USED CARS

## This Red Tag

 "with an OK that Counts" is Your Assurance of Honest Used Car ValuesYou can have perfect confidence in your purchase of a used car
that has attached to its radiator that has attached to its radiator cap the Chevrolet red "O. K. that
Counts" tag. This tag, used exclusively by Chevrolet dealers, is attached only to cars that have been thoroughly reconditioned and checked "O. K." by expert
Chevrolet mechanics. To thouChevrolet mechanics. To thou-
sands of satisfied used car buyers it has proved a sign of outstanding quality and value. We now have on hand a wide selection of these fine "O. K." used cars-price
quick sale. Come in today.

## Whan でK that counts

You can bank on the quality of a cigarette that continues to be the biggest success in smoking history

## CameL

CIGARETTES
WHy CAMELS ARE THE BETTER CIGARETTE Camels contain the choicest tobaccos grown expertly blended for matcbless taste and fragrance.
They have a welcome mellowness and mildness that you will find in no other cigarette. Smoke them as often as you like, Camels never tire your taste.
The quality of Camels is never permitted to vary.
Only a superior cigarette could bave won and beld world leadership for all these years as Camel bas done.



Gas Forces Woman<br>To Sleep in Chair



GRADY R. CRAGER
Funeral Director and agr PRIVATE AMBULANCEE


MODERN FIXTURES ADD CHARM
OLD-FASHIONED lighting fixtures are as dowdy as old-fashioned hats. Modern fixtures add charm. to a room as well as make it more livably cheerful.
We can pet you just the kind of fixtures you will like We can get you just the kind of fixtures you wices.
best. Phone us and we will gladly quote prices.

Let Me Figure Your House Wiring
OUR WIRING MEETS EVERY BUILDING CODE
REQUIREMENT
GEO. F. KINYON
Phone 92
In Beacon Office

THELCCKNEYBEACON


PERSONAL MENTION



## A Minimum Wage for Dollars

When a dollar goes to work for a manufacturer or a merchant it demands relatively high wages, the actual amount depending upon the hazards of its occupation.
If it gets a "white collar" job, such as serving as a loan os first class security, its wages are lower because of the elimination of hazard.

In any event, 6 cents a year is the accepted minimum wage for a healthy American dollar.

But the average wage of the dollars engaged in public service is lower than this.

A recent survey of 30 leading groups of utility companies having in the aggregate about 7 1-2 billion dollars working for them, showed that the wages of dollars dollar were only 4.8 cents a year

How many dollars working for commerce and industry are satisfied with wages of less than 5 cents a year?
Because of the elimination of occupational hazard (resulting in stability of investment) a dollar working for the consumer of utility service asks less in the way of
standard.

Texas Utilities Co.

YOUR ELECTRIC SERVANT



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# CEDAR 




 heal those sore gums If you suffer from Hit joa gitar from Sc
Loose T Breath or trom Pyorrhea in even its
worst form, we will sell you a boul worst form, we will sell you a bottle
of Leto's Pyorhhe Remedy and guar-
antee it to please youed or return mon-
ey. This is different from any other treatment, and rezults are certain.-
Stewart Drug Co.


Heres where


 tests involve spect, power, endurance, braking, riding comfort, handling case f fucl, oil, and dire coonomy; body strength -every phase of car construction and performance. It's a tough life.
Such testing would be beyond the means or resources of an in-
dividual. 1268 acres of land at Milford, Michigan, are devoted to this outdoor laboratory where hills are steep and roads are vicious. Men who are among the world's best automotive engineers


This tested performance is as much a part of a General Motors car as the chassis. You can't see it. You don't pay extra for it.

GENERAL MOTORS


This is one of the many children whose eyes we
have straighened, as the result of proper correcting
glasses and systematic exercises known as "Ocular
Our meth
DR. WILSON KIMBLE, OPTOMETRIST
FLOYDADA, TEXAS

"YOU CAN'T BEAT OUR LOANS"
Phone 185


Mix Your Own Feed
we have for sale-
BRAN, SHORTS, COTTONSEED MEAL, KAF FIR, MAIZE, BARLEY, OATS, WHEAT, TANKAGE, BONE MEAL,MEATSCRAPS, ALFALFA HAY, MAIZE AND KAFFIR CHOPS, BARLEY CHOPS, AND OAT CHOPS.
WE HANDLE PLANTING SEEDS, ALSO BROODER COAL. BRING US YOUR GRAIN.
We appreciate any and all of your business, and COLORADO COAL
SOUTH PLANSS GRAIN COMPANY
Phone 23

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But destruction's speeded up thru abol
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    The human body is just a machine
    So why act foolish and treat it so mean?
    When this human machine needs some repair
        DR. C J. McCOLLUM
        DR. C J. McCOLLUM
    h nes: Office 17; Res. 102 J

PLEASANT VALLEY

security state bank

ARE YOU FEEDNG YOUR COWS SO AS TO ENABLE THEM TO PRODUCE THE AMOUNT OF MLLK THEY ARE CAPABLE OF PRODUCNG?

The additional milk gained through feeding COTTONSEED MEA

YOUR PROFIT<br>Write or ask us for a bulletin on feeding which will

be of much value to you

$$
\begin{array}{lr}
\text { Cottonseed Meal, per sack } \ldots & \mathbf{\$ 2 . 3 0} \\
\text { Sacked Hulls, per sack } & \mathbf{6 0 c} \\
80-20 \text { Mixed Feed, per sack. } & \mathbf{\$ 1 . 0 0} \\
\text { Loose Hulls, per ton } & \mathbf{\$ 8 . 0 0}
\end{array}
$$

LOCKNEY COTTON OLL CO.

"FEED COTTONSEED PRODUCTS FOR PROFIT"

## One Man Equals Two <br> with Three Fuel <br> 

CLYDE APPLEWHITE, DEALER

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|  |  | ane ore | MODEL "A" ROADSTER- |  |
|  |  |  |  |  |
|  |  |  | 1928 MODEL WHIPPET COACH |  |
|  |  |  |  |  |
|  |  |  | 926 MODEL CHEVROLET COACH |  |
|  |  | $\begin{aligned} & \text { Austin, May 20.-The talkative bar- } \\ & \text { ber is doomed if State Senator Tom } \\ & \text { Deberry of Red River county has his } \\ & \text { way. } \end{aligned}$ | 1927 MODEL " " " COUPE- <br> NEW PAINT, EXCELLENT CONDITION |  |
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| an mem | mim |  | NEW PAINT, EXCELLENT CONDITION |  |
|  |  |  | PLENTY OF USED TRUCKS, TOURINGS AND PICK-UP RUNABOUTS, AT YOUR own PRICE |  |
| Panos, victrolas |  | Watisten Msome is s.MEp |  |  |
| ecords \& Sheet Music |  |  | Look over our stock before you buy. |  |
| Make your wans |  |  |  |  |
|  |  |  | Lockney Auto Company |  |
|  |  |  |  |  |



IT IS RISKY TO PAY LESS-AND FOOLISH TO PAY MORE
48 lbs . EVERLITE, PLAINVIEW
FLOUR Made into Flour on the Plains . \$1.63

|  | $\begin{array}{r} 5 \mathrm{c} \\ 10 \mathrm{c} \end{array}$ |
| :---: | :---: |
| APPLE BUTTER . Don't Miss This Special | iis $S_{\text {pecial }} \ldots 29 \mathrm{c}$ |
| MKS. TUCKER SHORTENING, 38 c value | c value ... 29c |
| Good fresh FULL CREAM CHESE ... Once More | More .. lb. . 25c |
| FLEISHCMANNS YEAST . . . 8 for | 8 for ...... 25c |
|  | \$1.00 |
| BEEF ROAST . . . . lb. ...... 15 | 15cto 20c |
| THOSE GOOD CRISP POTATO CHIPS | c |

## Ladies Arch Support Ties and Straps \$3.45



In patent and kid leathers, combination lasts with locked arch, and narrow heel. In ties and straps. Never before have we been able to offer Arch Support Shoes at this price. TRUE FOOT COMFORT
$\$ 3.45$
Silk Hose
The newest summer shades in pure thread silkand with nase. Sheer fine weave. Full fashioned
$\$ 1.50$
Jacobs Department Stcre

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