## The Lockney Beacon <br> " 20,000 POPULATION BY 1940" Heart of the Best Farming Section of the Plain.



Big Material Contract
Let to Floyd Gravel Pit

Che Tarkury Ziracan
Entered April 14th, 1902, as second classmate
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baldwin player pianos

LESS THAN WHOLESALE COST
S175 ${ }^{\text {To }}$ \$395
10 1
ORIGINAL PRICES \$495 TO \$850
YOU MUST ACT QUICK TO GET ONE OF THESE PIANOS

## WYLIE BOYLE

FACTORY REPRESENTATIVE
PLAINVIEW, TEXAS

GLEANER-BALDWIN COMBINES MOREFOR YOUR MONEY! 10 SOUND REASONS

## equipped with Alemite high-pressure lubrication fit

 tings.2. Tritex steel shafts throughout
3. Powerful 4-cylinder Red Seal Continental motor supplies Gleaner-Baldwin power
4. New steel straw spreader regular equipment
on all Gleaner-Baldwins
5. High-grade roller chains running over cut steel sprockets on all principal drives.
```
6. Spir
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platform.
rating canacityaldwin Combines have greater separating capacity per pound of weight and per foot of cutter bar.
8. Rasp
8. Rasp cylinder threshes thoroughly without chopping straw and green weeds.
9 . Frame members are 1025
9. Frame members are 1025 high carbon steel, braced and trussed in bridge-like construction.
10. French - Hecht wheels used throughout
LOCKE MOTOR COMPANY distributors -PLAINVIEW
DEWEY FLOYD, Local Agent, Lockney

## Mr. Edison and You

WOULD you move to a town where you couldn't have electric service, if you could help it?

Yet, it is only within the past five year that 4,000 towns and villages of the United States were supplied with electricity for the first time.

In these days, when even the most modest cottage is wired for electricity, it is difficult to realize that within the short span of seven years $9,000,000$ homes the hearth-stones of $40,000,000$ people -have been added to those already served.

Mr. Edison was ridiculed in 1882 when he set about to prove that artificial light could be furnished over wires from a cen trail station. Today-less than 50 years later $-19,000,000$ homes have artificial light at the touch of a button.

Of Unusual Style and Value Interest at


An opportunity to select a complete wardrobe of summer frock: silks in plain colors and prints. . . a variety of charm Ing atyles for your needs at home and on vacations. The J. C Penney aving price is more than usually tempting! LUTHERAN NEWS
May 27 .-Watter Boedeker and fa-
ther were business callers in Plain-
viow



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$\square$

## Years

 of service in Model T FordsTHE Model T was so strongly and sturdily built that it
is still rendering reliable, economical ervice to motoris still rendering reliable, economical service to motor
ists in every section of the country. Millions of these ista in every section of the country. Minions of these
cars can be put in shape for two, three and five more years of use at very small cost.
So that you may have this
So that you may have this work done economically
and satisfactorily, the Ford Motor Company is still deand satisfactorily, the Ford Motor Company is still de-
voting a considerable section of ist plants to the manuvoting a considerable section of its plants to the manu-
facture of Model $T$ parts. It will continue to do so as
long as they are needed by Model T owners. The followlong as they are needed by Model T owners. The follow
ing list gives the approximate labor charges for recon ing list gives the approximate lat
ditioning the Model T Ford:-


Ford Motor Company


Just another good thing added to the other good things of life
CAMEL

C I G A R E T T E S



Camels contain such tobaccos and such blending as have never been offered in any other cigarette. They are made of the choicest Turkish and American tobaccos groun. Camels are aluays smooth and mild. Camel quality is jealously maintained by the world's largest organization of expert tobacco men . . . it never varies. Smoke Camels as liberally as you choose they will never tire your taste. Nor do they ever leave an unpleasant after-taste.

## 

## PRAIRIEVIEW



## JUST RECEIVED A NICE SHIPMENT OF LIVING R00M SUITES



COOKING SCHOOL MAY 6th, 7th and 8th DIRECT ACTION GAS STOVES

PLAINVIEW BRANCH
AMARILLO FURNITURE CO.

WHO IS YOUR TAILOR?
may we serve you PHONE ONE - SIX - 0 COMMERCIAL TAILOR SHOP PHONE 160

A Private Message

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

## RILEY \& BREWSTER

SMITH'S HATCHERY

## we still hatch chicks that live and

## on sale thursdar mriday and satur.

 DA OF THIS WEEKWe are Headquarters for PURINA CHOWS
SMITH'S HATCHERY

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HOKUS

| 10 los. Pure Cane Sugar |
| :---: |
| 1 lb . Shredded Cocoanut |
| 481b. sack Amaryllis Flour |
| Bannans, ripe. yellow, dozen |
| Lettuce, firm heads |
| Oranges, dozen |
| Grape Fruit |
| Mether's 0ats, with china |
| Certo-Makes your own jelly better |
| Cheese, per lb. |
| northern sugar cured <br> Sliced Bacon, per lb. |
| G.S. MORRIS |

DR. KUYKENDALL MAGNETIC MASSEUR

PLAINVIEW, TEXAS





| Saturday Specials |
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| Walker \& Greer |
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TO THE PUBLIC

BILL LANGFELDT
"The Night Bird"
"Desert Rider"

ROSELAND
CENTER
SUNSET

June Toilet Goods Sale

EXTRAORDINARY FASCINATING VALUES




CAKE GRAIN, SNOW WHITE DOUGH BRAKE BREAD FRESH DALIY

SPECIAL ORDERS ON PASTRY VISIT OUR SHOP
CITY bakery


When It Leaves Us You Can Wear It SEE OUR MANY SAMPLES AT $\$ 25.00$ With a guarantee of fit and quality. TRY OUR SERVICE IN DRY CLEANING AND YOU WILL LIKE OUR WORK.
PHONE 191 Call for and Deliver

## WE ARE

Always striving for the upbuilding and betterment of our town and comit unity. Let us help you with your building problems.

We know a plan whereby you can
own your own home.
South Plains Lumber Company building service

## WHIPPET CARS

MICHELIN TIRES AND TUBES
FIRST CLASS AUTO REPAIRING GASOLINE, OILS, ACCESSORIES STORAGE-OPEN DAY AND NIGHT WE WANT TO SERVE YOU

## WALIER MOTOR CO.

$20 \%$ DISCOUNT ON
ALL LADIES' DRESS SHOES
$20 \%$ DISCOUNT ON
ALL LADIES' DRESS SHOES
$20 \%$ DISCOUNT ON ONE LOT OF MENS SUITS

## E. L. AYRES <br> <br> WE WANT YOUR TRADE

 <br> <br> WE WANT YOUR TRADE}
## Partners in Prosperity

Hyonheremit ine we wem ie
 , col we.mit tont vem COAL AND GRAIN We want to do business with every
farmer, dairy and poultry man in the farmer, dairy and poultry man in the entire Lockney country, and we offer
you the best prices and fair treatment tunt im

Phone 23


## What! No Banks!

Keep Your Money Right Here
DO YOUR FEET HURT
We have actually given relief and comfort to many
by taking extra care to fit their feet properly. Just you ask a mong your friends, , they will tell you that
we actually gave them relief. We invite you to come we actually gave them relief. We invite you to come
to us with your foot troubles and we promise you the greatest comfort that is to be had.

A, B, C, D widths
$\$ 5.95$ BAKER MERCANTILE CO. where shoes are properly fitted LOCKNEY PRODUCE 0 . Produce, Cream and Hides Gives better weights and tests. If you need a better poultry feed we have it-
THE WES-TEXFEEDS
It will pay you to start your turkeys with it.

## MESSIMER'S GARAGE

FOR GENERAL REPAR WORK
ROAD SERVICE ON TIRES, TUBES AND ACCESSORIES
GOOD GULF GAS AND OIL
MAGNOLIA GAS AND OIL
UNITED STATES TIRES
Phone 124 Lockney, Texas
PENNANT GAS AND OILS
You can depend on our gas and oil being the best you can use.
FIRESTONE TIRES AND TUBES
The Tire that has stood the test of time.
PENNANT SERVICE STATION
P. E. Shick, Proprietor
Phone $131 \quad$ Lockney, Texas
Come and Play With Us. We will be glad to see you anytime tely would be pretty rough riding for anyone with even a modernot mention convenience in private affairs, either, which would bemene quice prea


FIRST NATIONAL BANK

J. I. CASE IM PLEMENTS
we want to sevve u Dagley-Patterson



## Mix Your Own Feed

we have for sale-
BRAN ${ }^{\text {s }}$ IORTS, COTTONSEED MEAL, KAFFIR, aAIZE, 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 emember that we handle only the best quality of

COLORADO COAL
SOUTH PLAINS GRAIN COMPANY
Phone 23
Lockney, Texas

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## WANT CULUMN



## CARTER MUSIC CO

PERSONAL MENTION

 FULL CREAM CHEESE ... Once More .. Ib. 25c

Ironing Board Special, 82.39 value, Large White King King Soap, 3 bars Missien Bell Soap, all $\$ \mathbf{\$ 1 . 4 9}$
SLCED AND IT IS FINE
BACON ......... 3 lbs for ........ $\mathbf{\$ 1 . 0 0}$

FRESH MUTTON-RICHT HERE

## Just Arrived

We have just unpacked a beautiful selection of Silk Wash Dresses, Priced for quick Sale at Only-

## \$5.95 SHOES

If your feet feel tired and ache there's a reason. Let us measure your foot for a shoe that fits correctly.

Ask us to show you our wonderful Overalls, full cut and triple stitched -

## MEVSSIIES $\quad \$ 1.25$ Bors $\$ 1.00$ Work Shirts

We can show you a worderful value in Blue and Grey Work Shirts, full cut, at


[^0]:    \$ Mortal man stints and saves to get some weal
    Aher 1 eqs. He eats, and sleeps, and drinks whene er he
    Then wonders why he gets some bad disease. E'en tho he has to suffer for such trick

    DR. C J. McCOLLUM Ph nes: Office 17; Res. 102J

