## THE LOCKNEY BEACON

Chamber of Commerce Chiropractors Conven-
To hvestigate Shows
tion This Week End


Live Communities
Not Accidents

## First Two Couples

Get Licenses Free

Opening Soda Grill
In Baker Hotel Bldg.



## Good

Lubricating Oils

Can Only Come from Good Crude Oil THE NEW

## Ratins

Made from selected Paraffin Base Crudes will lengthen the life of your car Consult the chart.

Sold by the Following Courteous Pierce Dealers

Pennant Service Station, No. 1 and 2,
LOCKNEY, TEXAS
Lockney Auto Company,
\&! Locker, Texas

- Curlew Grocery

1 Mile North of South Plains, Texas

## Sounds Like a Paradox

Compared with 20 years ago, the cost of coal has greatly increased;

## increased.

The cost of building plants for the gener ating of electricity by steam, the cost of equipment and the costs of operation have steadily increased;

But-the unit cost of generating a kilo-watt-hour of electricity by steam plants has steadily decreased.

The research requirgd for the improvements made in the art of generating by steam has cost millions of dollars, but if that money had not been spent SUCCESSFULLY, the cost of light and power service to the consumer would be much greater than it is today.

Texas Utilities Co.<br>YOUR ELECTRIC SERVANT

# FLOYDADA EXTENDS GOOD WILL 

| WHEN MARRETING YOUR CREAM <br> W F Fovonad |
| :---: |
| floydada Crea |
| FLIOPDADAMATTRESSFACTORY and Scoond Hand funiture NEW MATTRESSES MADE TO ORDER ED FEATHERSTON, Manager |
| MILADES SPECCLITY SHOPPE ExCusve weir for wome |
|  |
| Ms A A. Weed, |



FIRST NATIONAL BANK
IN FLOYDADA

Has been serving Floyd County since 1903

CAPITAL AND SURPLUS $\$ 100,000.00$
We strive to hold your good wil and hope to MERIT A CONTINUED PATRONAGE.

## OUR COOD WIL WISH IS:

#   spend in Floyd County goes to this end, likewise every dollar you spend outside of Floyd County will go to build and maintain are the best organized counties. We are for Floyd County. <br> BAKER. HANNA \& COMPANY 

F. C. HARMON

FURNITURE - UNDERTAKING

Let us have your installment business. Pay while you use the
Lerniture and equip your home as you would have others see it.
Ambulance and Funeral Service handled anywhere. Distance
is a small matter with us.
FLOYDADA, TEXAS

## WE TAKE THIS OPPORTUNITY


of business at any time when in our city
our alm is to please both in quality and price.

## WILSON STUDIO

# JOHN McCLESKEY TOP SHOP 

Duco, Body and Fender Repairing, Upholstering

## ARTHUR B. DUNCAN

THE LAND AND ABSTRACT MAN

# FREE AUCTION  

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

YELCOME TOOUR STORE AUCTION DAY

The regular monthly FREE AUCTION SALE will be held in Lockney on MONDAY, JUNE 17. The Merchants of Lockney are providing this means of disposing of everything that you do not need absolutely FREE of CHARGE Bring your Stock, Implements, Household Goods or what-not; le's make it a regular Buyers and Sellers Jamboree. SEALE \& McDONALD, two of the leading auctioneers of West Texas, will cry the sale. They will get for you the best price possible.

\section*{

##  <br> H 0 Tr

 hokus POKUS Trades Day Specials

BAKER HOTEL SODA GRILL
The Place to Get a Tempting Morsel to
Our Trades Day Prices WIL SHOW YOU THAT WE AP. PRECIATE YOUR PATRONAGE.

WALKER \& GREER

Best Market Prices at All Times

SOUTH PLAINS LUMBER CO. BUILDING SERVICE
Lockner, texas

FIRST NATIONAL BANK

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LOCKNEY,TEXAS
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There is No Substitute for Safety

CLYDE APPLEWHITE

| SELL US YOUR PRODUCE <br> TRADE DAY | $\left.\begin{array}{c}\text { w. g. hodel } \\ \begin{array}{c}\text { BAKER HOTEL BARBER SHOP } \\ \text { NOW OPEN }\end{array}\end{array}\right)$ |
| :---: | :---: |

Eat and Drink
w. G. Hodel NOW OPEN
Let Us Show You That We Appreciate
Your Business Trades Day
For a Clean, Refreshing Shave CITY BARBER SHOP TRADES DAY
$\left|\begin{array}{c}\text { Let Us Supply Your Harvest Needs } \\ \text { PIONEER HARDWARE CO. } \\ \text { Groceries and Shelf Hardware } \\ \text { Rains \& Carthel }\end{array}\right|$

North End of Pavement

EAT AT THE BAKER HOTEL COFFEE SHOP
you will be pleased
investicate the-
NEW PENNANT S.A.E MOTOR
AND TRACTOR OILS
See P. E. Shick, at Pennant Service
Station

COMMERCIAL TAILOR SHOP
Have It Done Right - Phone 160

SALE FILL BE HEDD onvacantiots WESTOFBAKER MERCANilieco.

## PIGGLY WIGGLY

All Over the World and Lockere, Too 48 lbs. PLAINVIEW FLOUR
51.63
S. T. COOPER, D. C.. Ph. C.
(Chiropractor)
Telephone: Office 101; Res. 172

HAMILTON PRODUCE
We are Always in the Market for Your PRODUCE
Phone 192

THIS SALE IS SPONSORED BY THE LOCKNEY CHAMBER OF COMMERCEFOR THE BENEFIT OF THE PEOPLE OF LOCKNEY AND SURROUNDING COMMUN. ITY.

## HELPY SELFY OUR SPECIALS

## The Lockney Beacon

The Gateway to the Magic Plateau
 TWO Cot ples a notet

## ANNOUNCING

THE OPENNG OF THE BAKER HOTEL SODA GRILL

## SATURDAY, JUNE 15

I have moved my stock of goods into the Baker Hotel building a new soda fountain and new fixtures to correspond with same. The opening day will be next Saturday, June 15 th, and I invite on opening day, and thereafter make my place of business your eadquarter
You will find here at all times anything you will want in the cold drink and and light lunch line, and the service at all times will be
prompt and efficient. A full line of Confections, Tobaccos, Cigars and Cigarettes, and a first class cold drink and cream parlor will be awaiting your frequent visits.

BAKER HOTEL SODA GRILL

W. G. HODEL, Proprietor

## J.C.PENNEYCO.

plainview, texas
Hot Weather Modes


Charming silk frocks for summer wear . . . cool pastel toneslight and dark prints of refreabing newness-styles for every for tomen aive minion

$$
\$ 9.90 \text { and } \$ 14.75
$$



## WHAT IS THE DIFFPREFET?

"King of the Rodeo"
$\qquad$
$\square$

## Helpyselfy Saturday Specials

HONEY



> DONT FORGET TO LET ME HAVE YOUR LOSSES CAUSED BY HAL BY JUNE 19th

INSURANCE AGENCY PHONE 46

LOCKNEY, TEXAS

June 11.-Pleasant Valley folks are Mr. and Mrs. D. P. Childress. are the
thankfol not to be hut any more Mr. and Mrs. B. Mitchell
than they were by the hail storm that (roud owners of a new Ford sedan. than they w
passed over
Thursalay of

## FRANK PERKINS

ery hittle
ndmill w
MeClure fruit was kno Sunday,
Mrebrated
Mr. and $\mathrm{M}_{\mathrm{r}}$




THE LATEST IN BED ROOM SUITES


THESE DINING ROOM SUITES ARE A DELIGHT You have been waiting for this opportunity to fur-
nish your dining room, perhans. We now have one of the prettiest and best lines of dining room suites
that is has been possible to essemble, and the prices are so moderate, quality considered. Treat the good wife to a nice dining room suite for the success she
has helped you to achieve the past year. Come and PLAINVIEW BRANCH
AMARLLLO FURNTURE CO.

## Honest Values

 That Counts" Tag Protects Your Used Car Purchase. Every reconditioned car we offer for sale is "O.K. that Counts" tag. This tag is the purchaser's assurance that the car to which it is attached has been gone over carefully by expert mechanics-that it has been thoroughly reconditioned-and that the price is based on the car's actual ability to Due to the overwhelming popularity of the new Chevrolet Six, we have on hand at this time an unusually large group of these o.K. d" cars. Come in! You are certain to find the car you want-at a price that
will save you money. Make a small down

## DYER MOTOR CO.

OCKNEY, TEXAS
Maverns wisis


THIRSTY


## SECURITY STATE BANK

## Mix Your 0wn Feed

BRAN, SHORTS, COTTON SEED 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 BROOD ER COAL. BRING US YOUR GRAIN.

## COLORADO COAL <br> SOUTH PLAINS GRAIN COMPANY <br> Phone 23 <br> Lockney, Texas




## MUSICLG:ERS

## CARTER MUSIC CO

$\qquad$

Took Soda 20 Years
for Gas-Stops Now



## SHOE REPARRNG

whie watt
What's Doing in West Texas

Pre Harvest Specials

IT IS RISKY TO PAY LESS-AND FOOLISH TO PAY MORE

| 23 PLUNDCANE SUGAR |  | \$1.59 |
| :---: | :---: | :---: |
| PINK SALMON, Less than 6 no discount |  | \$1.00 |
| ICOZEN <br> CORN | $\begin{aligned} & \text { FINE FOR HARVE } \\ & \text { Good Standard } \end{aligned}$ | ${ }_{\text {ands }} \mathbf{\$ 1 . 5 0}$ |
| SINESMOOTH | Sack Lots 0nly . 100 | \$1.95 |
| PLANVIEW E | Everlite FLOJR . 48 lbs . | \$1.63 |
| No, size CHIL concar | RNE ...... Dozen | \$1.20 |
| Gounsliced BACON | Rind off ..... lb . | 30c |
| AHT THOLEE GOODFIL CREAM CHEESE |  | 25c |
| FLEISCHMANNS YEAST |  | 25c |

