## The Lockney Beacon

## Helpy Selfy Suffers

 Heary Fire Loss
## Cars Collide West of New Currency Now in

 Lockney July 4th Circulation in LockneySpending Money In The Home Town

## Dr. Freeman Makes <br> Dairy Talk Here




# Wow! What a Sale! E. L. Ayres' Big Sale Now In Full Swing 

Don't Miss a Day-New Bargains Thrown on Sale This Week. Do you want to save money? Do you want to see the Best Bargains ever offered in Floyd County? If you want to do this, if you want to see These Bargains, just come to E. L. AYRES' HARVEST SALE. It is a ONCE A YEAR EVENT. DONT MISS IT!

## E. L. AYRES DRY GOODS

## HARMONY



## The Lockney Beacon

VOLUME TWENTY-EIGHT
First Golf Classic
Held in Lockney

FLOYDADA


TEXAS DRY GOODS COMPANY

Clean Sweep Sale of all Summer Merchandise, Spring and Summer Dresses, Spring and Summer Suits, All Summer Dress Materials, Bathing Suits, etc. Making room for New Fall Merchandise. Here they go.

|  | Reduc | No Exchanges ced for |
| :---: | :---: | :---: |
| 1 lot Men's Spring Suits, medium weight, for year round wear, regular price $\$ 32.50, \$$ | Reduced for <br> Clean Sweep Quick |  |
|  | DRESSES | DRESS GOODS |
|  | $\begin{aligned} & \text { GROUP } 1 \\ & \mathbf{\$ 6 . 9 9} \end{aligned}$ | 69c |
| $\$ 3.98$ | $\begin{gathered} \text { GROUP2 } \\ \mathbf{\$ 9 . 8 8} \end{gathered}$ | 28c |
|  | $\begin{aligned} & \text { GROUP } 3 \\ & \mathbf{\$ 1 4 . 5 0} \end{aligned}$ | on Table, One Lot of Summer Doan Material 19 c |
|  | GROUP 4 | $\overline{\text { LADIES' HATS }}$ |
|  | S22.75 | \$1.98 |
| 98c | HOSIERY SALE |  |
|  | $\mathbf{\$ 1 . 6 9}$ |  |
| \$4.98 |  | \$3.98 |





Pennant Service Station, No. 1 and 2,
LOCKNEY, TEXAS

## Lockney Auto Company,

LOCKNEY, TEXAS
Currew Grocery
1 Mile North of South Plains, Texas
Pierce Pennant Paraffin Base Motor Oils will lengthen the life of your car


ISISTINTATRE


Walker \& Greer

## ROYALTY

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

RILEY \& BREWSTER

Down Go Our Prices-Quality Better Than EVER

SUITS MADE TO ORDER
$\$ 23.50$

## Choice of 300 All Wool Samples

CLEANING - PRESSING ALTERING OUR PHONE 160
COMMERCIAL TALLOR SHOP

## FRANK PERKINS

FIRE, TORNADO, AUTOMOBILE, LIVESTOCK AND COMPENSATION INSURANCE
Bonds and rental property FARM AND CITY LOANS

CAKE GRAIN, SNOW WHITE DOUGH BRAKE

## BREAD

 FRESH DAILYSPECIAL ORDERS ON PASTRY VISIT OUR SHOP
CITY BAKERY


BROOKS DRY CLIEANERS
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.
Phe

## WE ARE-

Always striving for the upbuilding and betterment of our town and comrtunity. Let us help you with your building problems.
$\qquad$
wn your own home.
South Plains Lumber Company building service

WHERE DO YOU BUY SHOES
and do your feet hurt? We are making every effort tiving rolees exactly correct, and we know we are Our motto is Better Sho
PROPER FIT ALWAYS.

$\sim$ \$5.95 BAKER MERCANTILE CO. LOCKNEY PRODUCE CO. Pays the Highest Market Prices for
Produce, Cream and Hides
Gives better weights and tests. If you need a better poultry feed we have it-
THE WES-TEX FEEDS
It will pay you to start your turkeys with it.

## MESSIMRS' GARAGE

 FOR GENERAL REPAIR WORK ROAD SERVICE ON TIRES, TUBES and accessories GOOD GULF GAS AND OIL MAGNOLIA GAS AND OILUNTED 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 Lockney, Texas

You have gathered your wheat crop, or you will have gathered it within the next few days. Your money deposited in this bank is perfectly safe, protected by Uncle Sam, and will be near at hand for you to use when you need it. Don't spend your money lavishly or foolishly, but keep it untiy you need to spend it. It is a lot easier ot spend than make money, so do all you can to save what you have on hand.
Save now that you may have money when you are in need of it SAVE NOW FOR OLD AGE.

## FIRST NATIONAL BANK

South plans granco Phone 23

Deposit Your Money at Home and Save
buy it. If you grain to sell we want to grain for your cows, hogs or chickens, or you are in need of the best grades of - COAL AND GRAIN We want to do business with every farmer, dairy and poultry man in the entire Lockney country, and we offer you the best prices and fair treatment at all times. WF WMNT YOUR TRADE

## How to Boost

Our merchants are here to stay. They chose to locate here because they believe in our future. They are not here for a quick
 Nothing can contribute to the growth of any place like a strong mercantile backing. Our business men to be for themselves must Yor our town
em to help the town-you can help yourself by And the best of it is, when you keep your money at home

You Save Money
E. L. AYRES


CASE (E. B.) IM PLEMENTS
we want to seve u
Dagley.Patterson

## BUILDING MATERIAL OF ALL KINDS ALSO A COMPLETE LINE OF PLUMBING FIXTURES

A GOOD PLACE TO TRADE
J. C. WOOLDRIDGE LUMBER COMPANY
S. W. PERRY, Manager (Back at the old stand



THIRSTY

STEFART DRUG COMPANY

You Wouldn't Plant Your Corn With a Flat Land Planter-
of course not! You plant it in lister rows to conserve very bit of moisture, to protect it from blowing, and to put
he seed in moist ground where it can quickly germinate. GIVE YOUR WHEAT THE SAME CHANCE THAT YOU GIVE YOUR CORN. USE THE SUPERIOR EEP FIE OUT OF WHEAT RAISIAKE1 This of THE cep furrows that retain the snow and prot winter killing.
from cold winds, reducing the danger from win FURKOW DRILL reduces loss from soil blowing to a
minimum. The deep furrows retain the snow which molts,

Give your wheat the best possible start. USE THE NEXT JOB OF SEEDING. Get the best stand of wheat you have ever had. LET THE DRILL PAY FOR IT-
SELF WITH PART OF THE EXTRA BUSHELS You
SELF WITH PART OF THE EXTRA
YOU WILL GET AT HARVEST TIME.
We have the SUPERIOR DEEP FURROW DRILL on display at our place of business. Come in today and let us
tell and show you air abecti.


SOUTH PLAINS LUMBER CO.


