## The Lockney Beacon

The Gateway to the Magic Plateau " 20,000 POPULATION BY 1940" Heart of the Best Farming Section of the Plain

Highway Changed from
Lockney to Plainview

Prospects Good Now for Hail County Votes
Cotton and Feed Crops $\$ 350000$ for, Roads

65 Irrigation Wells in
Use in Floyd and Hale

Three Men Killed in
Airplane Crash

## Members of Two Families Killed at Crossing



L. C. Smith Typewriters
"The Machine that stands the Test" Cash or on Terms $\$ 15$ Cash $\$ 10$ Per Month Le Us demonstrate this Machine to vou.

Liberal Discount for all cash See Machine at this office


## Lockney Beacon

Distributor:

W. M. MASSIE \& BRO

SOUTHWESTERN LIFE


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FIRE, TORNADO, AUTOMOBILE, LIVESTOCK and compensation
INSURANCE BONDS AND RENTAL PROPERTY FARM AND CITY LOANS

Telephone No. 185 Over 1st National Bank Lockney, Texas Over 1ot National Dank
hillcrest SOUTH PLAINS

Less than eight months have elansed since the first Chevrolet Six was delivered into the hands of an owner-and already there are more than a million sixcylinder Chevrolets on the road! And the reasons for this overwhelming success are easy to understand
Into a price field that had hitherto been occupied exclusively by four-cylinder carsChevrolet has introduced a six-cylinder car of amaz ing quality and value. Not only does it offer the smooth, quiet, velvety performance of a great six-cylinder valve-in-head motor-but, from every standpoint, it is a finer automobile than was ever before thought possible at such low prices! Its
beautiful new bodies-which are available in a variety of colorsrepresent one of Fisher's greatest style triumphs. And its safety and handling ease are so outstanding that it's a sheer delight to sit at the wheel and drive. In fact, the new Chevrolet Six has completely changed every previous idea as to what the buyer of a low-priced car now has a right to expect for his money.
You owe it to yourself, as a careful buyer, to see and drive this car. For it gives you every advantage of a fine six-cylinder automobile-in the price range of the four and with economy of better than 20 miles to the gallon! Come in today!

The Cherrolet Motar CECIAL RADIO PROGRAM


## Dyer Motor Company

LOCKNEY, TEXAS

## Baker Hotel Coffee Shop

 "AN INSTITUTION OF MERITEstablished for the sole purpose of providing the people of the Lockney Trade territory with a better place to eat, striving to be of real SERVICE to the

THE COOLEST EATING PLACE IN THE CITY
BAKER HOTEL COFFEE SHOP (EVERY ONE COME AS YOU ARE)

## Dear Friends:

The Baker Hotel Coffee Shop was established for gain. If you wish the place to remain open it will be necessary for you to favor us with a portion of your
busines as I expect the Cafe to "break even" each mecessary to close the best equipped eating place in ARTIE BAKER, Owner.

CANS! CANS! CANS!


C. E. WHITESEED C0., Plainview, Texas




## AWAY WITH DRUDGERY PHONE 99 LOCKNEY LAUNDRY

## GiüANTIC

## HOUSE CLEARING SALE

The Big House Cleaning Sale will continue unil August 20th, to give the people a chance to lake advantage of the many bargains we are offering. Remember the drastic reduction of

## 20 T0 60: DISCONT

Take advantage of this Big Reduction and furnish your home for a little money.

## PLAINVIEW BRANCH <br> AMARLLO FUNNTURE CO.

1107-09 Austin St. 1 block West Santa Fe Depot



PRAIRIEVIEW

60 Years of Experience Are Built Into



John Deere-Van Brunt Double-Run Graisn Drill



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## Saturday Specials



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CHEESE, BROOKFIELD SAUSAGE, CORNED BEEF



Advance Showing 4)
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FREE!

LOCKNEY BEACON

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as old-fashioned hat.
to a room as well as $n$
We can get you just
Let Me Figure Your House Wiring OUR WIRING MEETS EVERY BUILDING CODE REQUIREMENT

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