

©he Earkury Traran

diass mail matter at the Poat Office at pew houses and business buildings as
Lockney, Texas, by act of Congrous business gets good.


HOLIDAY GOODS
E. Guthrie \& Co.

Lock 1ey, Texas
from the organization, for thoy will
be found doing all they cen
 one at all times, and we expect then
beontinously identifed with the Cham-
beommerce, always working to be in attendance at each luneheon
tor the upbuilding of the town and just as they were when they were of- community, giving of his time and
ficers in the organization.
money, and always ready and willing Loekney has aceomplished many money, and always ready and willin tol down his own work to hel dings the past year, that was stan the Chamber of Comerce. The ne
$\$ 35,000$ annex to the publie schoo was started at one of these round
able discussions, and now the build g is a reality, and is serving the equipped with the largest and best much good is being accomplished through this medium for the busine morrow.
lanting thousands of acres of cotte the Chamber of Commerce said we
must have more gins and better gins to care for the cotton business this fall, and as a consequence two new gins were ready for the fall trade,
and the two former gins of Loekney had much larger and better gin plants than they had ever operate
before, and today, although one these gins burned down early in th
season, we have handled the cotte farmer in a better and more satisfac tory
fore.

in the spring save ft to get out a lot of folders to advertise the Loekney
country, and these little booklete were sent to the four-winds of the
world, and as ands world, and as a consequence, new
businesses have been opened in Lock-
ney, new rexidences have been buill by new families movinng here, or old
families who otd to the new eomers
and built new homes for themeelves many new farmers have come to the
Leckney country, buying farm homes, others renting
farms, and coming here with their the rieal benente oo of the andvertising
tent out by the Chamber of commerce has just begun, and as time goes, on
these little tatements of facts will
bring more and more people to the
Iockney country to met Lring more and more people to the
Lockkey country to see, be convinced
and invest their money. Todxy you




 settlers, bo he farmer, buxiness man,
or other, come and investigate and determine for himself ase to what a
country we have. Here the country
speakk for itself, tells the story so
well, that no man no matter how gitt-
 Even people in Lockney and Floyd
county did not know that this county
lend the sixixeen best counties in West
Texns in production, until through
$\qquad$ noarest competitor was nearly $\$ 2$,
sold, as compiled by the latest gover
sole ment statistics available in one year
Mr. Themas and Mr. Angel, wwith
he backing of a majrity of the Che backing of a majority of the busi-
ness men of Lockney, the past year
accomplished a
ereat deal, and laid The foundation for a bigger and bel
ter Lockney and Lockney country;
and the new officers of the orgenim and the new officers of the organiza
tion hope to retain and increase the support of the local buxiness me me,
and try to add to this foundation dupand try to add to this foundation dur-
ing the next 12 months a first stor
mall wall that will be amply strong to
ereet as many more story's on as
Loekney will need from time to time, until we can realize a genuine sky
scrapper has been erected.


A Baby with a Rich Uncle inn't hard to Name. GOOD BUSINESS DESERVES GOO BANKING CONNECTIONS

Good business" does not necessarily mean big business. This bank appreciates, and tries to render just as loyal services to its smaller patrons as to the arger ones.
Regardless of volume it is "good business" when man is doing his dead level best.
That's the kind of business we like to serve, great small, because we fell that we can make it worth while to all of us.

## THE FIRST NATIONAL BANK

The Bank Behind the Farmer"


Full stock of Fresh Groceries for the holidays. All kinds of ingredients for your Cakes, Pies and ther pastries, and a big stock of all kinds of Fruits, Nuts and Candies. Just Phone us your want, or come in and select them yourself. It is a pleasure for us to serve yo
G. S. MORRIS

Where Pice and Quality Meet Phone 30

## Build Now

This is the best time of the year to build that new home, barn, nees, etc., that you have been contemplating for some time past. will soon be the fall of the year and rou chould be in readinese spect our various plan books and specifeations. It is a pleasure

## Painting Time

yor intend to paint your house this year you had better get har better to paint now, than to take chances in cold weather

WE CAN SUPPLY YOU WITH ANYTHING YOU NEED TO BUILD OE REPAIR THE BUILDINGS ON YOUR PREMISES.

HICGIRBOTHAMBBRRTLETT COMPANY
"Everything to Build Anything" G. Aubrey Thomas, Mgr. Lockney, Tex.

HOLDAY BARGANS IN MAGATINES

## Forth Worth Sar-Telegram S. 15

Leckney Beacon, 9150
Weekly for one year
Boitfor One Full Yearfor $\$ 8.95$ This Rate Expies on December 24ith, 1924

## MAGAZINE BARGAINS

One beautiful 6 -inch Medallion, in Oak, Ivory or Mahogany finish, with your own picture reproduced on the Medallion, value $\$ 3.00$, with every $\$ 1.50$ paid on subscription to the Lockney Beacon. A $\$ 4.50$ Value for only

Now is the time to buy your reading matier for next year, or send your friends and loved ones a Chri mas present in the way of good reading, that will last tor a whoie year.
Dallas Semi
The Lockne
Our price until Dec. 15 , for all $\$ \mathbf{2} .25$
Dallas Sem
Tine
Ted
Our price until Dec. 15, for all $\$ 3.00$

Our price until Dec. 15 for all $\$ 4.7$
$\qquad$

Our price until Dec. 15 for ail $\$ 4.00$
Peoples'
Pouliry
Modern

Our price until Dec. 15 for all $\$ 4.10$


Our price until Dec. 15 for all $\$ 6.15$
MeCalls Masaine, monthly, 1 year _\$1.0
Peoples Popular Monthy, 1 year
Nationat sportsman, monthiy, 1 year

Medition,
Oumice untir Dec. 15 for all $\$ 4.00$

Our price until Dec. 15, for all $\$ 9.95$

PROFANITY
B, THOMASARKLECLARK
D.on of Mus. ULirerity of


STEVEASONS VARITTY STORE

OLDSANTA WANTS TO SEE YOU
Bring the Children here, or come here for the Toys you want for Christmas. We have a large stock of
all kinds of Toys, Dolls, Tricycles, Kiddie Cars, Toy Banks and Novelties of all kinds.
Many useful presents for the grown folk, such is Aluminum ware, China ware, Granite ware, Dishes all kinds, and various other articles.
We wish for you a very Merry Christmas and a Happy and Prosperous New Year.



# AYRES GREAT SAL tote Monery Savers for the CMristmas Sooppers. Sore Crowded Ead Pay with Triffly Buyers 

Don'toverlook this opporturity of buying Staple goods such as:
BLANKETS, SHEETING, DOMESTICS, AND GINGHAMS at a great saving during this Sale, while you have the opportunity to buy them below cost.

We still have a complete stock of many articles, for you to select from for your Christmas Gifts, and all of them are being sold at a great saving to you. Cone here and look over our siock before buying elsewhere.

If you are overlooking this opportunity to buy your Winter Suit you are losing money. We handle the dependable line of Hart Schaffer \& Marx Clothing, and are making big reductions on these suits during this sale.

All garments in our Ladies' Ready-to-Wear Departmeni goes below COST during this sale.
Now is the time to buy your Winter supply of Shoes for the entire family. We have a big steck of Shees, and can fit you out in all sizes and lasts. Bring in the different members of your family and have then fitted before the stock becomes brotien.
Many people are taking advannage of this great Money Saving Event to buy their Christmas goods, and are thereby saving much money, and at the same time getting the very best merchandise the market affords.

The house is filled each day of th Sale with good thrifty buyers who know what an Ayres Sale means both in quality of goods sold and the low prices we are offering.

## E. L. AYRES, DRY G00DS



## HERE IS A NEW KIND OF AUCTION SALE

Where you buy real merchandise without a cent of real morey! Not a guessing contest nor a voting scheme-just an honest to goodness Auction Sale, only there is no Auctioneer and you use no real money

## HERE IS HOW IT IS DONE!

The undersigned frims will select a certain number of articles to be bid for. Then for each cash purchase at any of the Aer-0-plane Places, Aer-o-plane Bonds for the same amount will be given. These bonds are the money used in the Auction Sale.

## Start Saving Bonds Now

Date of the first Sale, SATURDAY, JANUARY 24th, 4:00 p. m. But come in at once and get further information, see premiums to bid on and start saving your bonds.

## The Following is the PRRHIILIN LIST to Bid On:

No. 1-Sack of American Beauty Flour. No. 2-Men's Dress Shirt. No. 3-Pair of Ladies' Silk Hose. No. 4-Men's Cap. No. 5-Pair of Child's Shoes. No. 6-Pair of Ladies' Gloves. No. 7-Casserole.
No. 8-Aluminum Roaster. No. 9-Coffee Percolator. No. 10 -Electric Iron.

No. 11-100 Bars Crystal White Soap. No. 12-Pair of Ladies' House Shoes. No. 13 - 5 Gallons of Motor Oil. No. 14-Leather Suit Case No. 15-Men's Leather Gloves, No. 16-Auto Casing. No. 17-Pair of Wool Blankets. No. 18-Men's Leather Vest. No. 19-100 tbs. Cane Sugar. No. 20-50 Gallons of Gasoline

## AER-O-PLANE REMINDERS

1. Don't buy anything for cash, unless you get the equivalent in AER-O-PLANE BONDS.
2. Change AER-O-PLANE BONDS of small denominations for those of larger; that is, get large "bill for small change
3. Get your AUCTION TICKETS at the AER-O-PLANE Places.
4. Always write your bid on an AUCTION TICKET.
5. No member of any of the firms
below will be allowed to receive a premium. Patrons receive them all.
6. Decide which premium you want only one to one family in one month.
7. Watch your standing; the bills will be posted each week.
8. On date of sale be sure to be on hand with your AER-O-PLANE BONDS, ready to pay the amount of your bid.

If the highest bidder is not present, premium will go to next highest.
10. AER-O-PLANE BONDS are good in any of these auction sales. Save them.
11. Bids will be received up to time bidding boxes close.
12. All coupons or trading stamps are exchangeable at AER-OPLANE BONDS th

If you have United Cigar Store, Wrigley Chewing Gum Wrappers, Eagle or Blue Trading Stamps, exchange them for AER-O-PLANE BONDS before date of sale. Any lucky number tickets given out in any other contest exchangeable for AER-O-PLANE BONDS at any AER-O-PLANE PLACE.
13. The highest bid you make in any one month automatically cancels all your previous bids.

Aer--PlanePlacesare:
BAKER MERCANTLIE COMPANY OZARK GARAGE

Donit spend any money without getting Aer--Plane Bonds in Return, at

LOCMNEY, TEXAS

## OUR PRE-H

 CHRISTMAS COMES BUT ONCE A YEAR ——BIWe have been preparing for the Pre-Holiday Rush for months. Our stock is large and varied, Aside from the staple Dry Goods line, we have hundreds and hundrreds of articles suited for presente We have extra sales help for this Rush in order that you may have good attention and assistance in



Special Reductious


On Ladies' and Children's COATS
They make useful Gifts.


There are no better inex pensive presents than pretty HANDKERCHIEFS


Any Woman will appreci BAGORPURSE
Our line is excellent. Our prices are low.
HOSIRYYFORALLL


A necessity and a that is appreciated. We for
them all. them all.

OUR HARDWARE DEPARTMENT


Yoi Will Find Here
Beautiful patterns in Silver-
ties. Who would not appreciate a set of Silver.
 will be a surprise for your family and a joy to all.
You mean to eventually buy one. Do it now. We ave the most Standard Brands. Let us demonstrate them.

## PYREX OVEN WARE

We desire to supply you and your friends


They make good presents


BIG SUPPLY OF FRUITS
Oranges, Apples, Bananas and the Famous South Texas Grapé Fruit.


DO YOU ENOY A HINT?
We want to furnish the gun and shells. What man would not enjoy it?

## CHINAWARE

What home does not need some of these goodsPLATES, CUPS AND SAUCERS,
and everything needed to make the table complete. You will find it here.

Visit this department and look over our line suited for Gifts. Buy your wife a ROUND OAK RANGE or an Oil Stove-they DO YOUR SHOPPING EARLY, AND GET THE BEST SELECTIONS.

Rev. R. F. Skinn of Conway, Ark, has been here the past week looking ing here with his mother, and entering the evinikelistie work, in the Meth edist denomination.

ou are in need of Fall Dry Goods for any member of your family, you will be delighted with our slock.
will PLEASE and their usefulness will make a will PLEASE and their usefulness will make a fond remembrance for the giver.

## SPECIAL SALE ON CLOTHING

The CURLEE SUITS and OVERCOATS are Standard Clothing, and for a few days we are making a Special Reduction to move a large quantity. If you need a Suit or Overcoat, this is your opportunity to secure it at a good reduction. Come before the stock is broken.

"Get in the Well.Dressed Circle"


Who would not appreciate a pair of GLOVES
They are here for every member of the family.


HOUSE SLIPPERS
-are going very fast. Get yours in a Hurry

We have only mentioned a few things that you will find here for your Holiday Shopping. We might add a Hundred things that you can select for a man. A hundred things that will please the Women, and another hundred that the children want and nood.
equality of our merchandise is well known. We advise that 4 shop early and do not wait until the last minute, as the stock will be broken, and the Rush will hurry you more than you like.

SHIRTS
cannot be excelled as a Gift for a man-He always needs
another one.
न人

CAPS AND HATS
for the Men and Boys. We have a wonderful stock of them in style and quality.

## OUR GROCERY DEPARTHENT

Just to make this department do a tremendous business for the Pre-Holiday RuFh, we mention a few of the bargains we are of fering. We know you will be delighted and hurry in before the last minute to get waited on. Extra help for this Rush.


CHRISTMAS COOKIES
Buy Plenty of Them.
SPECIALS
Plainview Flour, per sack
20 tbs . Brown Beans
1 tb Black Pepper
5 Ib can Peanut Butter
A rood Broom
on Cane Syrup, per case of 6 buckets $\quad \$ 5.00$ dl Sorghum, per case of 6 buckets
 mas will please him. Try it. CANDIESCANDIES
The largest and best stock Gallon Peaches, per can we have ever had. Nearly we have ever had. Nearly
two-tons of SWEETS for two-tons of
Santa Claus.

Come on Santa and get your supply for all the good children.


NUTS FOR THE CHILDREN is one thing Santa Claus should give them. They

## SPECIALS

 are here.Gall Peacher, pean Gallon Apricots, per
25 tbs . Dried Apples 25 ID s. Dried Apricots 25 tb s. Dried Peaches 25 Ib s. Dried Prunes 25 ID s. Dried Raisins

THIS CALIFORNIA GROWN.
Don . let anything keep you away from this store, and the wonderful bargains we are offering for this Great Pre-Holiday Rush. We desire that everyone get a share of these Bargains. We have spent much effort and money to show you the best in every deartment of the store. We pay more for your Produce or Cotton. Try us.





## OLD SANTA CLAUS' TOY SHOP

Old Santa Claus has visited our store and left us a large assortment of Toys for the littie boys and girls, such as: Toy Wagons, Tool Chests, Kitchen Cabinets, Gardening Tools, Dolls, Doll Beds, Doll Buggies, Doll Go-Carts, Telephones, Pop Guns, Drums, Automobiles of many kinds, Fire Trucks, Horna, Dishes, Sete of Furniture, Wheel Barrows, and many other toys.

## ALSO SANTA FOR GROWN.UPS

A big stock of Guns, Knives, Razors, Tools of all kinds, Aluminumware, Graniteware, Dishes, Vacuum Bottles, Kitchen Cabinets, Stoves, Linoleum, Art Squares, and many other useful things that will make presents that will be appreciated.
Also a biz line of Fresh Grocorios for tho Christmas Table.

## A. J. White \& Co.

Hardware, Guns, Ammunition, Queensware sad Groceries
The winchister fore

## HOME DEMONSTRATION CLUB Through the courtesy of Miss $\quad 3$ cups sugar, $8-4$ cups of corn Mabel Faulkner, County Home Dem- yrup, 2 egg whites, 1 teaspoon vanil <br> BREFTSTER INSURACE AGEVCY <br> ALL KINDS OF INSURANCE <br> MONEY TO LOAN <br> Money to loan on Farms and Ranches at 6 per

 cent. QUICK ACTION is our motto.BREYTTER INSLRANCE AGENCY
Up stairs over First National Bank
LOCKNEY, TEXAS

"Purina" Made the Difference!







More-Eggs Guarantee
Bad
Lockney Coal \& Grain Co
LOCAL DISTRIBTORS


## 



Phone 34


Rev. Dr. James Moffatt

## SAFETY IN BANKING HIERE

When you have money to deposit in a bank, your first consideration should be surety of your money being placed in safe hands, and to this end the State of Texas, saw fit to organize a State Banking System and this Bank is a member of that system.

We appreciate the accounts of the farmers and the laborers, as well as the accounts of the business men, and we will appreciate you opening an account at our bank.

This is a guaranty fund bank and your money is protected by the Guaranty Fund of the State of Texas. Can you ask for a safer place to deposit your savings.

THE LOCNXEY STATE BANK
THE GUARANTY FUND BANK

## ALL THE GOODIES

for all the enjoyable occasions you will want to serve dinners or refreshments during the Christmas Holilays are here for you. We have the best of flour for your pastriss, all kinds of canned fruits for your pies and deserts, candies, apples, oranges, bananas, cakes, lemons, cocoanuts, nuts of all kinds, and in fact, every thing you will need to make the Christphone call to our store will bring you prompt and ef-

## LOCKNEY GROCERY

if it's not good, we make it good

## CITY MARKET

FRESH AND CURED KEATS, BOTH BEEF AND PORK, pure hog lard.

CITY MEAT Market
PHONE 139
IN THEO GRIFFITHS GROCERY

## LUMBER

and Building Material of all Kinds.
Devoe Paints and Kyanize Varnishes.
Floyd County Lbr. Co.
Phone 9


