


## LATE ARRIVALS New Fail and Winter Dresses




"But My Project Requires Capital"
BUSINESS projects great and small are founded on Here you will find the intimate interest manifested in your project that has been an earmark of First National Banking since its establishment. Careful courteous consideration of every problem presented to us has marked our progress from the first.
THE ERRST NATIONAL BANK

Cuch
meats-1
ges
HELP YOURSELF

$r$
ranging out stock and putting in new shelving, so
that the people who desire to do so can help theirntheirselves. Th $y$ article carried found and the customer: accomodate those Fresh Groceries,

## HOCNIEY NTOCETV



Do Your Marketing At Home
JUST call NUMBER TEN and give your oder and you will receive the same high quality etables you would have selected personally. EVERYTHING FOR YOUR TABLE; GROCERIES, VEGETABLES AND FRUITS
RILEY \& BREWSTER


## Clothing and Dry Goods AUCTION SALE

CLEANING OUT MY ENTIRE STOCK. EVERYTHING MUST GO AND GO NOW. CLEAN SWEEP AUCTION. CHOICE SEASONABLE MERCHANDISE AT YOUR OWN PRICE. GET YOUR
W. L. Douglas Shoes, Haynes Underwear, U. S. Over Shoes, Hubble Fishing Boots, Dress Pants, Riding Breeches, Men's and Boys' Suits, Ladies' and Men's Bath Robes, and many other things to numerous to mention.

## Remember the Date

Opens promply at $2: 00 \mathrm{p} . \mathrm{m}$. Frilay, November 11th. Saturday Morriing from 9 to $11: 30$ o'clock; from 1 to 6 o'clock Saturday afterrioen and SAturday night.

## FLOYD HUFF <br> Seale \& McDDonald, Auctioneers



CITY PROPERTY

FARM PROPERTY

## DONTBE SORRY

## Williams \& Moore

Gas Fitting and Plumbing
"The Better Kind"
AT BAKER MERCANTILE CO.

## 7e School

Everything your child will need in the school room in the way of school supplies. Send the children to us and they will receive prompt and effifient consid-

STEWART DRUG CO.

## COUNIT BRIEFS

LAKEVIEW
 Mr. and Mrs. Ben Que Taylor spent Saturday Mae Gamble and Glady Sunday. We are very sorry to give
up Bro. Jones Weathers but he feels
that God is leading him to some other
place. Smith were in Plainview Saturday RAMSEY rillo visited Mrs. B. C. Willis Sunday.
Mr. and Mrs. Dunn and family visit Mr. and Mrs. Dunn and family visit
ed Mrs. B. C. Willis Sunday.
Mr. and Mrs. E. Roy Embry visited Mr. and Mrs. E. Roy Embry visited
Mr. and Mrs. Martin and friends of
Lakeview Sundar Lakeview Sunday.
Mr. and Mrs. Claud Patton had as
 ter Mrs,
Amarillo.
Miss Miss Mary Reidheimer spent the
week end with her neice Miss Vera
Reidheimer RAMSEY Mrs, D. B. Williams an
Mildred and Bethine
d Mrs. T. T. Hamilton an Coydada Voe, Ansea a
Mrs. Hamittod Mr. W Williams during the past Paul Murff of Camp-
Murff's aunt. M Murff's aunt, Mrs
day.
Buren Cates of Plain-
to the home of Mrs
 \%ans.

Putting Teeth in Separator Clains
Putting Teeth in
Separator Clains



## Values <br> Extraordinary

Our Store is Brimful

Our Values Unsurpassed

Courtesy Our Motto
E. Guthrie \& CO.

"Nevada"
MILLIKIN DIES IN THE
which was so popular in the
American Magazine will be
Isis Theatre SATURDAY, NOV. 19

# Quality Bread 

Mixed Right-Made Right-Tastes Right

ASK YOUR GROCER FOR LOCKNEY BREAD it is better

All kinds of Pastries, Cakes, Cookies and Pies. A Home Institution that is equipped to care for your ants in the Bakery line better than any other Ba -
G. H. PHENIS, Prppiotor LOCKNEY, TEXAS

Remember This is the Time of Year For Fires

What about the GAS Explosion Clause? Have you availed yourself of this additional protecme cont is vey smal and we are in position otake care of your needs, and advie you in refernce to insurance matters.

Call 185 and the trouble is over

## Angel \& Childers

Hartford, Home, and Aetna Insurance Companies Everyone knows them for the SERVICE they have been rendering for a Century

We Specialize in City and Farm Loan



To Crow About!


MONEY in the bank! The depostor started with small sums, that quietly accumulated, until he had achieved a neat little nest egg -something to crow


## The Security State Bank

Southwestern Life Insurance Company

FARML OANS

For real southwestern service see
W. R. ChILDERS

## cointy ONRESPOHOLENCE GODNIGHT

| ANTELOPE | WILSON STUDIO \& A SHOP <br> flgydada, texas potraits, views, panora views |
| :---: | :---: |
|  | KODAK FINISHING, ENLA ART PICTURES AND FRA Have Your Abstracts Made ARTHUR B. DUNCAN The Old Reliable Abstract Floydada, Texas |
| Week. ${ }_{\text {ciss }}$ Elsie Cooper has been ill for |  |
| Laura Crump of Crosbyton, |  |
|  |  |
| Mrs, John Aston |  |
|  |  |
|  | Whether in the commerial, (inan.cial or professional, the specialist is |
|  |  |
|  | Antelope community now |
| Mary Mitchell Henry, M. D. Physician-Surgeon | The Optometrist is recognized and certified by the State. Have your |
|  |  |
|  | eyes examined in one of the latestcuipped re-fration roums in the |
|  |  |
| ce at Lockney Druz Company PHONE 50 | DR. WILSON KIMBLE Mloydada <br> Phone or write for appointments |
| RUSSELL ALTEREY-AT-LAW |  |
|  |  |
| First National Rank Rldg.$\qquad$ texas | PIANO TUNING |
|  | We have an expert Piamo |
| J. O. ROGERS, M. D. Physician and Surgeon | Tuner and Repairman. |
| direct medication Special Attention to Diseases of Chil- |  |
|  |  |
| dren and Chronic Diseases. Office Phones 100 or 19 | J. W. BOYLE \& SON PLAINVIEW, TEXAS |
|  |  |
| Dr. S. M. HENRY <br> PHYSICIAN AND SURGEON |  |
|  |  |
| tpectial Attention aiven to Woma | GOEN \& GOEN |
|  | El Esate Loans an Insurance m Lands, Ranches and City |
| $\begin{aligned} & \text { ffice Lockney Drug } \\ & \text { ffice Phone } 50 \text {-Res } \end{aligned}$ |  |
|  |  |
| THE BEST OF SERVICE | Quick Inspection and prompt closiag of loans. Call us about your loan. |
|  | - phone lionat |
| CLEANING - PRESSING |  |
|  | Call Us Collect |
| We give prompt and effici |  |
| please you with our work. | Specializing in Farm, Livestock and Merchandise |
|  |  |
| Phone us at 114 or Call on us in the rear of Roy Grif- | Floydada, Phone 120 |
| us in the rear of Roy Griffith's confectionery. |  |
| D.F. MCDJFFFE | JOHN McDONALD Lockney, Phone 9020F3 AUCTIONEERS |
|  |  |

## Pa Saturday Specials <br> at MORRIS

| 12 Cans Potted Ham | 44c |
| :---: | :---: |
| 1 pound Calumet | 27c |
| Oranges, Lunch Box size, dozen | 25 |
| Cranberries, Quart | 18c |
| English Walnuts 1927 crop, pound | 29 c |
| Mexican Beans, Bright No. 1, 71bs. | 50c |
| East Texas Kiln dried Yams, bushel | \$1.19 |
| 6 ll . box Brown's Crackers. | 75 c |
| Rex Breakfast Bacon by the side If | 37c |
| Brown's Fig Bars Ib | 15c |
| Large Grape Fruit each | 05c |
| Tokay Grapes, per lb. | .81-3c |



## \% <br> \%

30 Days' Free Trial On Any
MEAD
Bicycle



Take Advantage of the Beacon Bargain Days


Sylvia
ctite
Minule

Helen R. Martiu

|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



## Proposed Memorial to Abraham Lincoln



Old Prison Had 25-Pound Lock


$\qquad$


## BARGAIN DAYS CLOSE DECEMBER 15, 1927

All Subscriptions that have not expired will be dated one year from date of expiration at these Bargain Day Specials.
From now until December 15 th., these bargain prices will be ineffect. No subscriptions will be received at these prices to be
sent to foreign subscribers. All papers at these prices are confined to Floyd, Hale, Briscoe, Crosby, Lubbock and Motley Counties.


CLIP COUPON AND MAIL TODAY TO LOCKNEY BEACON
THE LOCKNEY BEACON
Lockney, Texas
Please enter my name for one subcription to the Lockney
Beacon and Dallas Semi-Weekly Farm News for one year, Please enter my name for one subcrip
Beacon and Dallas Semi. Weekly Farm
for which you will find enelosed $\$ 1.50$
$\qquad$


## THE LOCKNEY BEACON

LOCKNEY, TEXAS

## Men's and Young Men's SUTS <br> -And $0^{\prime}$ Coats, too- <br>  <br> You must see the smart styles and feel the fine farics to appreciate these. <br> From one of the country's leading makers come these handsome clothes in the season's smartest mo- <br> Youths, Young Men, Older Men, and Stout Men! Tailored of fine quality materials in a good selection of new patterns. The careful finishing at once pro- claims them clothes of quality, and these prices you <br> MENS SUITS <br> Newest ideas in fancy stripes and shadow checks, i shades of blue, gray and tan. Both one and two <br> S24.50, $\$ 29.50$, and up to $\$ 99.50$ MENS OVERCOATS $\$ 13.75$, $\$ 22.50$ and up to $\$ 37.50$ BOYS' SUITS <br> $\$ 9.50, \$ 11.50$ and up to $\$ 22.50$ <br> SPECLAL IN BOY' KNEE PANTS SUITS <br> Mothers this bargain in Boys' Suits comes at the tim <br> Regular $\$ 9.50$ values for $\$ 4.75$ $\underset{\substack{s, 500 \\ 5750}}{50}$ <br> Jacobs Bros. \& Company

WANT COLUMN

\section*{Specials Friday \& Saturday <br> | Sweet Potatoes Bushel | \$1.25 |
| :---: | :---: |
| Peanut Butter quart | 55 |
| Pork \& Beans No. 2 | 09c |
| Sunland Sorghum gallon | 85 c |
| Cheving Gum, all flavors, 3 for. | 10 c |
| Quart Mustard | 25 c |

Michigan Meat Salt
Smoked Salt for Sugar Curing Meat New Crop of 1927 Walnuts Just Received

## Cash Grocery



The New Crepes are in Good Demand and Our Stock

sheim
WE CARRY THE CHEAPER VARIETIES IN SOLID LEATHER

Our Fall Stock of Dry Goods is very complete and We believe you will find our prices a nitite umier competing towns.
"We Cater to Quality Merchandise"

Save the Silverware Coupons

## Baker Mercantile Company

