"Old Time Friday

Nigh"" February 21st


Not Much Business District Meeting Rural In District Court Carriers Saturday Nite


Sterley is Granted New
Rural School District
Paying the Fiddier
To Be Presented Here

Lockney's New Talkie
Opened Last Sunday


Program For
Zone Meeting
$\qquad$


## Our Buyer

has been in st. Lours and other Eastern markets the past ten days, and in order to make room for her purchases we have groupedSizes 12 to 44
$\$ 4.95$
50 Tailored and
Sizes 12 to 46
At the amazing low price of
$\$ 9.95$
Long and Short Sleeve Wash Dr $\$ 1.00$
New Rayon Bloomers ${ }^{\circ}$ Very Special at 75c
More "Mary Lou" and "Nelly Don" Wash Frocks Received this week.
COAT SUITS SPEICALLY PRICED FOR THE WEEK END.

## The Ladies' Store

If It's New We Have I SEE OUR 1c TABLE

$\underset{\text { For Sale by E. L. AYRES, DRY GOODS, LOCKNEY }}{ }$


## Dyer Motor Company <br> LOCKNEY, TEXAS

A SIX IN THE PRICE RANGE OF THE FOUR

FRANK PERKINS
FIRE, TORNADO, AUUTOMOBILE, LIVESTOCK INSURANCE bonds and rental property FARM AND CITY LOANS



OFFICIAL CALENDAR PLATEU ASSOCIATION


Plateau Singing Convention News

givis(T)ek


Dollar Day
Friday and Saturday

EBRUAARY 7th and 8th

COFFEE, Maxwell House Limit 3 lbs. for $\$ 1.00$ BEANS, Navies 14 lbs , or
Pintos, 17 lbs.
$\$ 1.00$ $\underset{\text { for }}{\text { SALMON, Pink, } 9 \text { cans }} \$ 1.00$ APPLES, No. 10 size, $\$ 1.00$ $\begin{aligned} & \text { BLACKBERRIES, No. } \\ & \text { size, } 2 \text { cans }\end{aligned} \quad \$ 10$
$\$ 1.00$ GRAPE FRUIT, each 6c, or
$\mathbf{1 8}$ for $\begin{array}{ll}\text { GRAPE JAM, } \\ 3 \text { for } & \text { oz. size } \\ \$ 1.00\end{array}$ WASH TUBS, 1 No. 3 size OIL CANS, 15 -gal. can and
5 gallons Coal Oil $\$ 1.00$ WASH BOARDS, 1 brass Soap $\$ 1.00$ BORAX and GOLD DUST BABBIT'S LYE, each 9 c

## Northcutt's

Passenger Depot
PLAINVIEW, TEXAS
January Production


## Smith's Hiatchery

CAN SUPPLY YOU IN
Baby Chicks Now
"CHICKS THAT LIVE AND GROW" cheap advertised chicks. Our eggs are from the best flocks and carefally culled. If you want REAL BABY CHICKS we have them now. Buy at home, and leav your money with you home banker. Where do you go for accommod tions when you borrow money We buy your eggs-let us sell you chicks. Give us your order now if you want chicks at a future date WE ARE YOUR FRIENDS-BE OURS.

## Smith's Hatchery

Business Phone LOCKNEY, TEXAS
ROSELAND
inNOW TEXAS



# How Forib Methods Cut Cost of Distiribution 

## Lower profits in sellinag saze yon at least S.51 to $\$ 75$ int alditionse to the manty savings in manasfacturingy

TWENTY-SEVEV years ago the Ford Motor Company
was formed to provide reliable, economical tran.portation for all the people. That original purpoee has never changed. The constant effort in every activity is to find ways to give you greater and greater value without extra co-t - frequently at lowered cost. This applies to distribution and similar important factors, as well as manufacture.
For the Ford Motor Company believes that its full duty is not only to make a good automobile at the lowest possible price, but to see that there is no waste, extravagance, or undue profit in any transaction from the time the ear leaves the factory until it is delivered to your home. It is obvious that hardwon savings in production will be of little value if they are sacrificed later through excessive selling costs.

Every purchaser of a motor car has the right to hnow how much of the money he pays, is for the car itself and how much is taken up by dealer charges. If these charges are too high, one of two things must happen. Either the price of the car must be raised or the quality lowered. There is no other way. The money must come from somewhere
In the case of the Ford, the low charges for di-tribution, selling, financing and accessories mean a direct saving of at least 850 to 875 to every purchaser in addition to the still greater savings made possible by economies in manufacturing. Ford charges are not marked up or increased to cover a high trade-in alloncance on a used cer

The profit margin on the Ford car has always
been fair to both the deater and the public. Within the past three months, it has been possible to effeet still further cconomies. Today, the discount or commi sion of the Ford dealer is the lowest of any automobile dealer. The difference, ranging from $25 \%$ to nearly $50 \%$, comes right of the price you pay for the car.

Tue business of the Ford dealer is good because he makes a small profit on a large number of sales instead of a large profit on fewer sales. He knows, too, that the extra dollar-for-dollar value of the car makes it easier to sell and more certain to give satisfactory service afier purclase
Consider also that the Ford car is delivered to the purchaser equipped with a Triples shatter-proof glas, wind-hield, an extra stel--pohe wheel, and bright, enduring Rustless Steel for many exterior metal parts, in addition to four Houdaille doubleacting hydraulic shock aboorbers and fully enclosed fourwheel brakes.
If for any reason you wioh to buy certain small accesories, you will find that these, too, are sold at the usual Ford low prices. Replacement parts are also available at low prices through Ford dealers in every section of the country.

These are important points to remember in considering the purchase of a motor car. They show why it is possible to put so much extra quality into the new Ford and still maintain the low price. They are also the reasons why more than $35 \%$ of all cara sold today are Model A Fords.


Is the gasoline you use
as actranced as the car you dive?


WHEN THE THERMOMETER GOES DOWV THE VOLATHITN GOES UP

Ozark Filling Station, and R. L. Knox, Lockney, Texas

Lee West, and Mrs. W. M. Day, Sterley, Texas

3 N
$\qquad$


THE BUSINESS interests of this city and the Bank
ing interests are linked by a common aim. Good
business means prosperity for us. Sound banking is
a boon for business. United we stand-let's get to-
gether-in the name of common enterprise.
security state bank
$\qquad$
$\qquad$
$\qquad$
$\qquad$





 tem 1.
 harge
over to

Witness my hanc
ebruary, A. D. 193

## SFER COMPANY By H. C. Darden.

January Production
From 500 Hens
$636 \quad 1-2$ DOZEN
NCARD STRAIN WHITE
ooking Orders N
Seting Ergs 83.00 Per Hundred
TYPE AND PRODUCTIO

Phobe 9016F6

