## The Lockney Beacon

Entertainments Featur C. of C. Meetin

art nuer finit venum men


 Day Anticip cmin
J. A. Burris Suicides at Plateau Singing At Home in Floydada - Convention News Shoots Self Throush Head With
32 -Caliber Pistol at Noon Mon-
day At His Home

Twenty-three Years Ago in Lockney

## 





Dalhart-Music room being added oducing wells on city property. four owners of "Frirena Ptablishing Co." to instali printing office in this town in near
future. Center-Chamber of Commerce di-
di-

## LAND! LAND

We have land to Sell and to Lease for Farming, Stock Farming and Grazing purposes, from about 80 acre
un, in Floyd, Briscoe, Hall, W. M. MASSIE \& BRO
$\qquad$
STOP AND THINK!

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That have been bred to lay so long that
it becomes a habit.
And from my flock that average
Buy eggs that have been hatchng
And if your hatchery will not hatch
them for you, after encouraging th
people to discard their incubtaors for
force people to buy their baby chich
then it wime to set your eggs 
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January Production
636 1-2 DOZEN
CCARD STRAIN WHIT
Booking Orders
Setting Eggs 83.00 Per Hundred
TYPR AVD PRoper Hundred "United They Stand ns eat Wes. Tex F William Wood
Sox 45s, Lockney, Te
Phone 9016F6

WHEN you purchase an automobile you are mak ing an investment of a considerable amount of money. It is essential, therefore, that you give careful thought to the best selection and know what you are getting for your automobile dollars.

The first cost is important because it may mean an immediate, satisfactory saving. Of equal importance is the ultimate cost after thousands of miles of service. This ultimate cost is the true measure of automobile value.

THE first cost of the new Ford is unusually low not only because of economies in manufacturing, but because the same principles that inspire these savings are extended to every other step that means greater service to the public. It is easy to see that economies in production would be of little value if they wer sacrificed later through high charges for distribution, selling, financing and accessories.

The Ford dealer, therefore, does business on the same low-profit margin as the Ford Motor Company. His discount or commission is twenty-five to fifty per cent lower than that of any other automobile dealer. You gain because he makes a small profit on many sales instead of a large profit on fewer sales.

The difference in selling cost, combined with the low charges for financing and accessories, amounts to at least $\$ 50$ to $\$ 75$ on each car. This is as important as economies in production in keeping down the price you pay for the new Ford.
THE low ultimate cost of the new Ford is the result of sound design, quality of material and unusual care in manufacturing. Friction and wear are reduced by the accuracy with which each part is made and assembled.
These factors combine to decrease the cost of operation and add months and years to the useful life of the car. The good performance and low yearly depreciation of the new Ford are indicative of the enduring quality built into it at the factory.

Service charges are on the same fair, economical basis as the making and selling of the car and replacement parts are always available at low prices through all Ford dealers. In two, three or five years, depending on how much you drive, the saving in operating and maintaining a new Ford will amount to even more than the saving on the first cost.

Think in terms of tomorrow, therefore, when you purchase an automobile. For tomorrow will reveal its true worth.

Roadster, 8435
Phacton, 8110
Tudor Sedan, $8500 \quad$ Coupe, 8500
Sport Coupe. 8530
Two-window Fordor Sedan, $\mathbf{8 6 0 0}$ $\qquad$
$\qquad$

## JUST ARRIVED Gordian Worsted Suits

## Hart Schaffner \& Marx Grand Champions for Spring

GOOD APPERANCE $\begin{aligned} & \text { Plays a big part in your climb up the ladder of suc } \\ & \text { cess. People's respect is favorably impressed with }\end{aligned}$ a man who has style.

## HART SCHAFFNER \& MARX give you confidence in the knowledge

 you re correct, they're the lastSEE the New Spring Styles-the New Colors-at E. L. AYRES


LADIES NEW SILK DRESSESWe are receiving our Spring Merchandise
Ladies' New Silk Dresses, and yes! weiave our New WASH DRESSES

NFW GOODS We are now showing our New PIECE GOODS, NEW HATS We are now showing our New PIECE GOODS,
AND CAPS, AND NEW MEN FURNISHINGS

SPORT DFP ADTMENT We are now stocking in our store a SPORT DE PARTMENT-Golf Hose, Golg Clubs, Golf Caps Golf Shoes and Golf Knickers.

## E. L. AYRES DRY GOODS





## HOP THE HURDLE

 of changing $\begin{gathered}\text { nilicict } \\ \text { ond } \\ \text { seasons }\end{gathered}$

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

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




| Special Auction |
| :---: |
| $\$ 10,000.00$ Worth Farm Machinery |
| $V z=$ |
| ancm |
|  |
| \% |
|  |
| Hammonds \& C0. |


|  |  |  |  |
| :---: | :---: | :---: | :---: |
| 3 5 <br> MILKY PKGs. <br> Macaroni  <br> WAYS OR <br> FOR Spaghetti <br> 10C 29C <br> 102  | LARD <br> Cudahy's <br> WHITE <br> RIBBON <br> 12. $\frac{1}{2} \mathrm{C}$ <br> LB. | A BIG PENCIL DEAL FOR THE LITITE FOLKS FSK Us. | 3 MILK OR NOT Hershey's FOR 10c |
| BANANAS <br> IT'S REAL FRUIT <br> LB. 7c |  | RICE, Fancy Wholehea blue rose 6 lbs . $\qquad$ |  |
| 3 LBS |  | SYRU | ABBAGE |
| That Good \$1.39 |  | RIBBON CANE CAI | TEXAS |
| WAMBA $\begin{gathered}\text { and } \\ \text { Package of } \\ \text { Big } \\ \text { and }\end{gathered}$ |  | $\underset{\substack{100 \% \\ \text { Gallon }}}{\text { Pus }}$ | Green Firm |
|  |  | 89c | LB. |
| and nite free |  | UPEPS |  |
| PLES, Medium Size |  |  |  |
| roman beauties Dozen . 29c |  | MRS. BA | Wall St. |
| BUTTER | Bucket and Save | SPECIAL | ATURD |
| FRESH CHURNED MRS. BIGGS MRS E C BROWN'S | the Differen | $3 \mathrm{lbs} .$ | $\begin{aligned} & \text { DuNDEE } \\ & \text { OUND } \\ & 1.0 \end{aligned}$ |

## DeLaval




## C. S. MORRIS



| Nas | Prin | - |
| :---: | :---: | :---: |
| RuIT. .2 2for 15c | VivMA Sidsiche 3 for 23 c |  |
|  | Wait .... Fath...... 57 c |  |
| RADSHES.... 2 for . 15 15 |  | OLEOMARGARNE, Ll. 2 |
| CaRRoTs....2for..15c | Onin | Biconi....li........ 3 |
| BBACE.....l........6c | T0, | BACON..... lb ...... 20 |
| OUfrr....t...18c | Misb Coffere 2lis. $\mathbf{5 1 . 0 3}$ |  |
| redlegetedes 2 Or 25 c | MJB Coffer 3lls. 51.4 | HAM...............50c |

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[^0]:    BEGINNING MONDAY, MARCH 17, WE WILL CLOSE OUR STORE EACH DAY, EXCEPT SATURDAY AT 7P. M. PLEASE DO YOUR TRADING EARLY BRIMG US YOUR ECCSS - WEWMILLPAY ABOVE THE MARRET PRICE IN TRADE
    IF YOU CAN'T PARK CLOSE TO OUR STORE JUST COME IN AND DO YOUR SHOPPING THEN DRIVE UP IN FRONT AND WE WILL GLADLY HELP
    YOU LOAD.

