THE LOCKNEY BEACON

Pleasant Valley Holds Try-outs for Meet
$\qquad$

Last Friday Night
and

Singing Convention-Will Enter-
tain More Rural Communities
$\qquad$
was spent in discussing the entertain-
ments on the program for the next
few months of the organization.
It was voted that a large delega-
$\qquad$
$\qquad$
concessions for cold drink and food
stands have been sold the past week
for the Plateau Singing CAnvention,
which will meet at the city auditoriam
in this eity on Saturday and Sunday,
June 13 and 14, and that he expected
to sell all the concession
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$\qquad$
Texas Leads Country
With Cottonseed
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foomen ucmeon teme
$\qquad$ and

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County School Meet in Lockney Next Week $\qquad$

Body Is Discovered In Pasture Four
Miles From Fort Worth $\qquad$
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PURE MEDICINE

## An impure drug in medicine might do untold harm

Our drugs are always pure, and our pharmacist ways careful
Drugs and sick room supplies our specialty.
STEWART
DRUG COMPANY


## JOHN DEERE

No. 5


A New John Deere Combine with Wide Tread-Balanced Draft-Light WeightHinged Platform-Three Wheels in Line


[^0] LOCKNEY, TEXAS


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Give serious consideration to your
eyes before eye strain-which can be easily righted- dims your vision and and happiness. No matter how well you may think
Nuard can see. guard nare's most yorcless see, guard nature's most your eye sight-by let-
riceter
ting us examine your eyes now and ting us examine your eyes now and
andise you of their actual condition.
A precautionary visit now may

DR. WILSON KIMBLE


ROBT. A. SONE
Attorney at Law
Office in Court House
FLOYDADA, TEXAS There is a principle which is a
bar against all information. That
principle is condemnation without investigation.
Investigate self.
OTHERS GET WELL.-. SO CAN YOU WILSON STUDIO \& ART SHOP
flgydada. texas POTRAITS, VIEWS, PANORAMA odak finishing, KODAK FINISHING, ENLARGING
ART PICTURES AND FRAMING

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Harry, why take a chance, buy the Harry, why tal
best for less.

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any other company, then buy our policy that has any option of parcticipating in the earnings of the company
I can render you an unexelled service FARM LOANS Weod farm land in Fly mond and adoan on oining
soon
counties. You pay no
W.R.CHILDERS

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Crager Undertaking $\mathrm{Co}_{0}$
Funeral Directors and Licensed Embalme PRIVATE AMBULANCE Phone 121 and 79 J
LOCKNEY, TEXAS

# CoMTPA ${ }^{\text {C }}$ E VALUES IBEFOIBE TOU BUY AN AUT円MDIBILE 

## Low charges for distribution of the new Ford save you at least s.jo to s 75 in addition to

the many savings in making the car

TVilise are days when every dollar counts. The period of reckless spending is over. People are going back to the good old-faahioned principles of thrift and cconomy. Value is again being carefully considered.
Nowhere is this more important than in the selection of an automobile. For the purchase of a car represents a considerable investment. It should not be decided on hurriedly, but only after analvzing every important factor that concerns cont, value and performance. The time to do this is before buyinghot aftervard when it is too late.

O- tree basix of cost, performance and the actual comparative worth of every part, the new Ford is a value far above the price you pay. It is made of better materials and with greater care and accuracy because of the recognized efficiency and economy of Ford manufacturing methods.
The value of these methods is known and understood by millions of people. It is not generally realized, however, that these same principles of efficiency and economy areapplied also to every step in the distribution of the Ford car. The low cost of selling, financing time payments, etc., means a direct saving to you of at least $\$ 50$ to $\$ 75 \mathrm{in}$ addition to the money saved by Ford economies in making the car. Here are three reasons why this is so.
(1) The Ford dealer does business on a smaller margin of profit because of the greater number of
cars he sells. His discount or commission is the lowest of any automobile dealer. The difference in your favor, ranging from $\mathbf{2 5} \%$ to nearly $\mathbf{5 0} \%$, comes right off the price you pay for the car.
(2) The Ford charges for financing are low
(3) Noexpensive ext ra equipment is needed when you buy a Ford. The car leaves the factory ready for use. The f.o.b. price includes a Triplex shatter-proof glass windshield and an extrasteel-spoke wheel, in addition to four Houdaille double-acting shock absorbers and fully enclosed four-wheel brakes. Any accesories you may wish for your individual taste aresold considerably below the usual prices. None of these charges for selling, financing or accessories is marked up or increased to cover a high trade-in allowance on a used car.

Get all the facts, therefore, before you buy and figure out just what you are getting for your automobile dollars. Go beyond the f.o.b. price and find out how much more you pay the dealer than the dealer pays at the factory. Analyze the used-car allowance. Compare all charges-item for itemvalue for value

WHEN you do this you will have a new appreciation of what the Ford Motor Company and Ford dealers are doing to keep down the cost of Ford cars. You will also know why it is possible to put so much real value into the new Ford and still retain the low price. The money you pay goes for value in the car. It is not ${ }^{*}$ wasted in excessive costs in manufacturing or selling.





## THE LOCKNEY LONGHORN




## Illusion <br> a Guỉamount gracture

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Num


[^0]:    Lity Lockney Implement Co.

