



STICK TO TRAINING RULES

Training-rules of team captains are rules which will also bring self-dependence in money affairs to young men.

Have an object constantly in mind.

Work toward it!

To mark your progress, train with a Bank of Raleigh Savings account.

THE BANK OF RALEIGH

"Pleasing Service"



Go To

B. P. FARLEY'S

FOR GOOD THINGS TO EAT

Complete Line of General Merchandise

Quality

Service

Phone 509

Sylvia, W. Va.

FRATERNITY, COLLEGE AND
CLASS JEWELRY

Commencement Announcements and Invitations

*Jeweler to the Senior Class of
Beckley High School*

L. G. BALFOUR CO.

MANUFACTURING JEWELERS AND STATIONERS

Attleboro, Mass.

ASK ANY COLLEGE GREEK

THE ECHO

NEW RIVER STATE SCHOOL

Montgomery, West Va.

New River State School is a Junior College organized and controlled by the State Board of Education and fully accredited by the State University.

The Faculty is composed of well trained men and women, holding higher college degrees. Adequate library and laboratory facilities.

Necessary expenses for the year for board and room will be from \$200 to \$225.

Dormitories for both men and women.

SUMMER TERM
June 8th to Aug. 15th.

FALL TERM
Enrollment days Sept. 10th and 11th.

Address: C. H. Martin, President.

KITTS, Inc. The Man's Store

Society Brand Clothes

Knox Hats Berg Hats

Ide Shirts and Collars

Holeproof Hosiery

Phone 342 Beckley, W. Va.

Blessings on thee, little dame—
Bareback girl with knees the same.
With thy rolled down silken hose
And thy short transparent clothes,
With thy red lips, reddened more,
Smeared with lipstick from the store.
With thy makeup on thy face,
And thy bobbed hair's jaunty grace
From my heart I give thee joy—
Glad that I was born a boy.

THE ECHO

G. G. Staurt & Company

5c to \$1.00 Stores

Beckley, W. Va.

School Supplies, Candies,

Toys, Novelties

Marry the Girl:

We'll Furnish the Home

Union Furniture Store

Complete Home Outfitters

Neville Street

Opposite Baptist Temple

C. C. Rose H. F. Willfong
Res. Phone 574 Res. Phone 532
Office Phone 167

C. C. Rose & Co.

*Funeral Directors and
Embalmers*

Auto Equipment
Private Ambulance

C. C. Rose Building
West Neville St.

Beckley, W. Va.

Regular Meals, Luncheons
Dinner Parties

Stumble Inn

Serving Home Cooked
Food to Particular
People.

Mrs. C. K. Pickle, Prop.



PAIGE

JEWETT

Sales and Service

**WATTS PAIGE MOTOR
CAR CO.**

Prince St.

Beckley, W. Va.

RALEIGH HARDWARE CO.

Beckley and Mabscott, W. Va.

Phone 413-414

Come to Headquarters

*Maytag Washing Machines, Mine, Mill and Auto Supplies
Heating and Roofing Materials, Lime, Cement, Plaster
and Sewer Pipe, Paints, Oils, Varnishes*

THE ECHO

MARSHALL COLLEGE

Offers you a choice of
A Four Years Arts and Science Course
with A. B. Degree.

A Four Years Teachers Course with
A. B. Degree.

A Two Years Standard Normal Course
with Diploma.

A Two Years Pharmacy Course with
Ph. G.

First Two Years of an Engineering
Course.

A Two Years Pre-medical Course.
A Two Years Pre-Law Course.

With the many advantages of life in
a fine modern city.

For catalogue address

The Secretary
Marshall College
Huntington, W. Va.

Summer Session June 8, 1925
Fall Semester September 8, 1925

"Esse quam Videri"

Beckley School of Music Offers

Technical training and prepara-
tion of programme music.

*Piano, Pipe Organ, Harmony,
Violin, Stringed Instruments
and Orchestra Training
Departments*

Advantages of public recitals
for all students

Compliments of

BLACK DIAMOND MOTOR COMPANY

CADILLAC

OAKLAND

CHEVROLET

THE ECHO

Our business has increased in volume every year since our
first goods were sold in 1909, and for the year 1924 our sales in
dollars and cents were only about 6% below our biggest war-
time figures, with wages much lower and nearly all merchan-
dise materially reduced; over 23% of the staple items having
reduced more than 50%.

WHY?

First We handle only the best merchandise we can and at
the lowest figures which we can afford to sell.

Second: The longer we are in business with practically the
same organization the more we learn about the
merchandise business, the wants of our customers,
and the treatment they deserve.

Third: The longer we are in business the more our custo-
mers become educated to the quality Merchandise
we handle and our fair and courteous method of
doing business.

Merchandise Department

E. E. WHITE COAL CO.

Stotesbury, W. Va.

THE ECHO

Meet me at

White Cross Pharmacy

Service is the Reason

Students All Meet Here

The Smoke House

Headquarters for

EVERYBODY

Busy Bee Cafe And Hotel

Try Our Business Men's
Lunch Daily
and

Special Chicken Dinner
Every Sunday

Special Music on Sunday

Low Prices and Fair
Dealings

*Ladies and Gents
Furnishings*

Gus Faris





MAXWELL & KEYSER

PLUMBING, STEAM FITTING
REPAIR WORK

Phone 200

Beckley, W. Va.

Broaddus College

Philippi, W. Va.

Elkanah Hulley, A. M. L. D.,
President

Full four-year course in the
liberal arts leading to the Bachelor's Degree now offered.

Also work in Home Economics, Normal Training, Bible, Vocal and Instrumental Music, Public Speaking, and Dramatic Art.

Registrar Karl K. Hulley
Philippi, W. Va.

PAYNE'S

For Better Merchandise
Best Known—Known as the Best
Betty Wales Dresses, Printzess Coats,
Gossard Corsets, Queen Quality
Shoes, Hole-Proof and Humming
Bird Hose.

For Men

Hart-Schaffner & Marx Clothes
Manhattan Shirts, Walk-Over Shoes

All Correct Furnishings

E. M. Payne Co.

Pay Cash Pay Less



GLEN WHITE

A modern mining town located on asphalt road within seven miles or twenty minutes drive of Beckley, West Virginia, where is located one of the best Senior High Schools in the state.

In Glen White we have an up-to-date Junior High School, model churches and theaters, and our people are actively engaged in educational, social and welfare work, making our community a desirable one for home life.

THE ECHO

“YOUR BOOK STORE”

When you need School Supplies our line is the largest and best.

For Base Ball, Foot Ball, Tennis and Golf we sell A. G. Spalding Bros. Sporting Goods and Mac Gregor Golf Goods.

Wholesale and Retail Office Outfitters

Exclusive Lines

Art Metal Business Furniture

Corona Typewriter Repairing

BECKLEY OFFICE EQUIPMENT CO., INC.

“Everything for the Office”

Beckley,

West Virginia

THE ECHO

The Spinning Wheel

48 Main Street
Beckley, W. Va.

Miss Molly McCreery, Mgr.

Beckley's Ritz-Carlton
For people who appreciate
HOME COOKING
and a Homey Atmosphere

*The Home Better Shoes
and Hosiery*

Beckley, W. Va.



SAY YOU FOLKS!

As you are starting out in life do not forget that we are outfitters for the whole family. Men's and young Men's Shirts, Ladies' Ready-to-Wear of all kinds, and especially strong line of Dry Goods. We will give you what you are looking for.

“Style Without Extravagance”

DEEME'S

Main Street

Beckley, W. Va.



THE KLAN

I am a Searchlight on a high tower.

I run my relentless eye to and fro throughout the land, my piercing glance penetrates the brooding places of iniquity. I plant my eyes and ears in the whispering corridors of Crime.

Wherever men gather furtively together, there am I, and austere and invisible Presence. I am the Recording Angel's Proxy.

When I invade the fetid dens of Infamy there is a sudden samping and squeaking as of rats forsaking a doomed ship.

I am the haunting dread of the depraved and the hated Nemesis of the vicious.

When the Law is weak, then I am strong. When justice stands impotent and dumb, then do I speak with majesty and power. I am an outstretched arm to Society's unrequited victim—the swift avenger of Innocence despoiled.

My voice is as the sound of many waters. Sometimes it rises in mighty wrath until it muffles the thunders of Niagara. Sometimes it sinks to the still, sad music of consolation and sympathy. Always and ever I speak for the sanctity of the home, for a stainless Flag, and for the preservation of these benign institutions of the free.

Corrupt politicians, plotters, despoilers of the State seek to quench my light and still my voice.

I am a bulwark and bell-tower to Democracy. Within my realm Dives relinquishes his millions and Lazarus his rage. The poor man here is as rich as the richest, and the rich man as poor as the pauper. I know but one distinction, and that is unsullied manhood.

I am the burning beacon in the uplifted hand of Liberty. I am the Sword and Buckler of that mighty, invisible Emporor of a free people—Justice.

My symbols are the Fiery cross and scintillating, Stainless Flag. The foe of vice, the friend of Innocence, the rod and staff of Law, I am—

THE KU KLUX KLAN!



KELLY DRUG COMPANY

Where Beckley Students get together. Best Soda Grill in town.

Celebrated

NORRIS AND HOLLINGSWORTH CANDIES

Remember their slogan, "Meet Me at Kelly's"

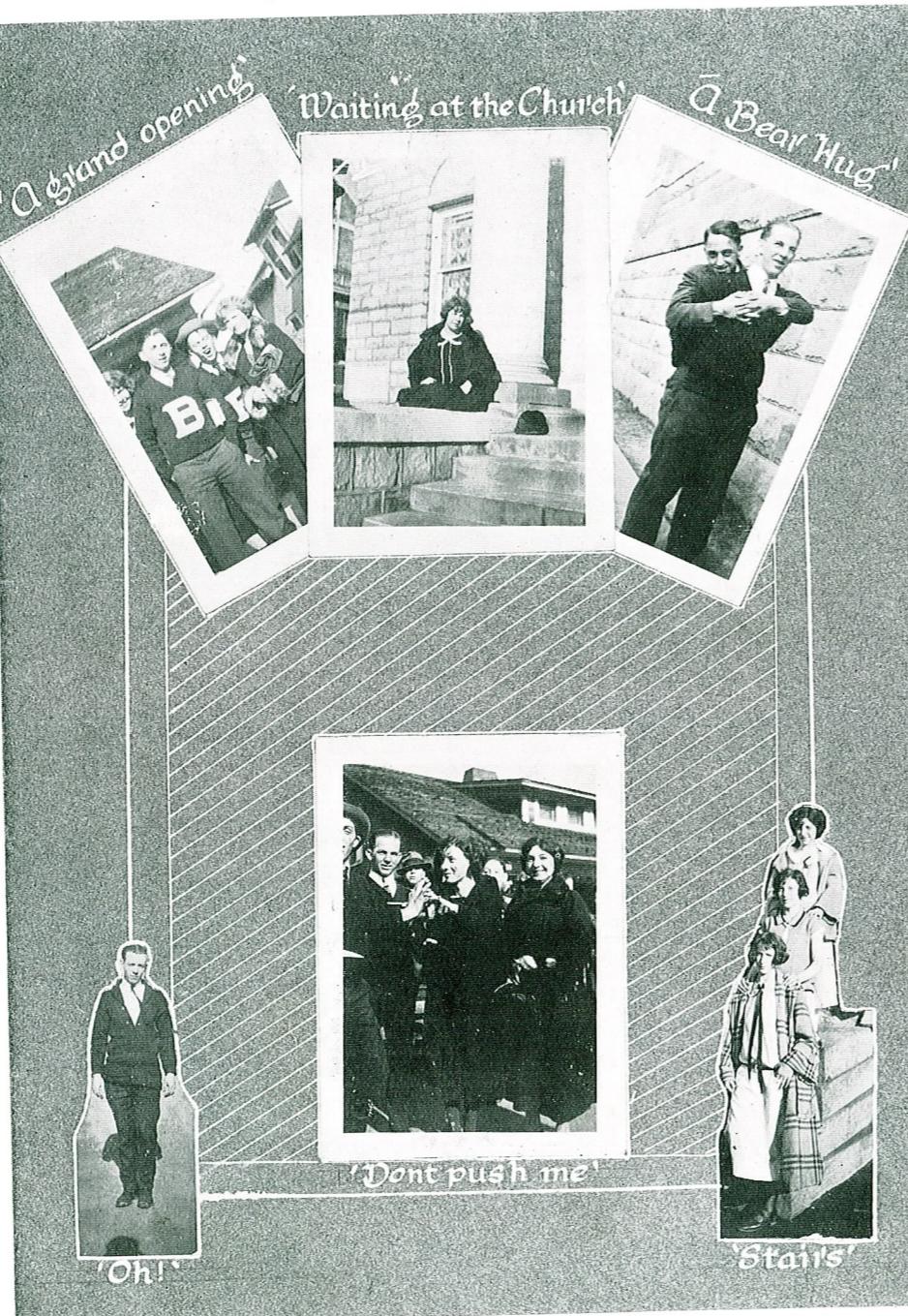
88 Main St.

Beckley, W. Va.

PIGGLY WIGGLY

All Over the World

GROCERIES AND MEATS



THE ECHO

TURNER & WARE

FURNITURE DEALERS

Agents for
Brunswick Radiola, Brunswick Phonographs and Records
and Hoosier Kitchen Cabinets

21 Main Street

Beckley, W. Va.

Kuppenheimer Clothes

Nettleton Shoes

J. D. LILLY & SON

"THE MEN'S STORE"

Wilson Bros. Furnishings

Mallory Hats



A Service That Never Fails

H. T. CALFEE & SON

FUNERAL DIRECTORS AND EMBALMERS

42 3rd Ave.

Phone No. 129

We know a girl so modest
That when a clock she passed,
She wouldn't look upon its face.
For fear that it was fast.

Reck lessdriv ers oftre mindus
We hightcap ture one perchance
And parting leavebe hindus
Footprintson hissun dy pants.

The physics class was studying magnetism. "Sam," asked Mr. Terry, "how many natural magnets are there?" "Two sir," was the surprising answer. "And will you please name them?" "Blonds and Brunettes, sir."



**RALEIGH STEAM LAUNDRY
COMPANY**

THE SOFT WATER LAUNDRY

Family Washing a Specialty

Phone 416-417

Beckley, W. Va.

Ask Your Grocer For

AUNT BETTY BREAD

Pure-Wholesome-Nutritious

BECKLEY BAKING COMPANY

THE ECHO

BECKLEY LODGE NO. 1452, BENEVOLENT AND PRO- TECTIVE ORDER OF ELKS

*TAKES PLEASURE IN COMPLIMENTING
BECKLEY HIGH SCHOOL
UPON ITS HIGH STATE OF EFFICIENCY
AND WISHES THE
SENIOR CLASS AND EACH INDIVIDUAL MEMBER
THEREOF ALL POSSIBLE SUCCESS*

Compliments of

BECKLEY INSURANCE AGENCY, INC.

GENERAL INSURANCE
Raleigh County Bank Building

Beckley,

West Virginia

C. L. Phipps, Manager

P. H. Phipps, Life and Casualty Departments

Telephone 450

THE ECHO

GOING TO COLLEGE?

To say that a college education is valuable and is fast becoming necessary to attain marked success in life is right. Everyone acknowledges it.

Concord State College, the third largest educational institution in West Virginia, offers you a chance to acquire that training which spells success.

College work, leading to an A. B. Degree, Standard Normal Work, necessary for a prospective teacher, teaching methods and equipment unsurpassed, combined with accessibility, healthful climate and many other advantages make Concord State College the logical place to fit yourself for responsibility.

Address all inquiries to

DR. GEORGE WEST DIEHL, President

Concord State College

Athens, W. Va.

THE YOUNG MEN'S ACCOUNT

It is our policy to foster carefully the small account of young men—for they are most in need of it.

That is why a connection with this bank is deemed especially valuable by thrifty and enterprising young men who forge ahead.

One dollar will open an account

THE BECKLEY NATIONAL BANK

THE ECHO



THE 1925 CLASS

is leaving this Hamilton Grand Piano, as their Memorial to Beckley High School.

The glorious attributes of the HAMILTON PIANO command the enthusiastic admiration of the music lovers over the entire world. Being now used in thirty-nine different countries and under varying climatic conditions this splendid piano is giving complete satisfaction.

Sold on convenient Terms

LILLY MUSIC STORE

Beckley,

West Va.

THE ECHO

Compliments of

Beckley Hotel

Main and South Kanawha St.

Beckley, W. Va.

Boyles & Clay

South Kanawha St. Phone 795

Beckley, W. Va.

Beckley Electric Light & Power Co.

Agents for

*National Mazda Lamps
Hoosier Cleaners
Standard Electric Ranges
Universal Household Appliances
American Beauty and Goldenrod
Irons and General Electric
Wiring Devices*

27 Heber St. Phone 148

Beckley, West Va.

Compliments of

Miss Lola Farmer

and

Miss Bernice McNeer



Central Cafe

For Ladies and Gents
 "Service" is our motto
 If you don't eat at the
 Central Cafe, why not?
 We serve you what you want
 The way you want it,
 At the time you want it,
 For your own price.

What's a divorce suit?
 Opposite a union suit.

When I get married I want a wife like an almanac.
 Why?
 I can get a new one every year.

A fool is a man who thinks a woman can't make a fool out of him.

I inhaled the powder from her cheek.
 Tried to propose but couldn't speak.

"Now boys, I'd tell you the story about Crude Oil, but it's not refined."

JUST A MOMENT—

When you Contemplate Ordering
 Printing Call or See

Beckley Printing Company, Inc.

Commercial Printers

Beckley, West Virginia
 Phone 626

*Printing, Embossing, Engraving
 Stationery, Binding, Ruling
 Forms, Supplies*

Publishers of
 THE POST-HERALD

Leading Newspaper for four
 Counties

DODGE BROTHERS TYPE-A SEDAN

Its smooth, quiet performance is a
 matter of common observation.

People who pay no particular attention,
 as a rule, to the finer shades of
 chassis operation, are instantly im-
 pressed by the restfulness of the car
 in action.

DILLON MOTOR CO.

PRINCE ST. PHONE 184

BECKLEY





THE ECHO

Drink

CONQUEST COFFEE

Manufactured in West Virginia

Distributed by

RALEIGH GROCERY
COMPANY

Phone 690

Mabscott, W. Va.



THE ECHO

City Electric
Company

Phone No. 925

Westinghouse Ranges & Lamps
Radio Sets and Supplies

SERVICE

Radio Tubes Tested

Lewisburg Ice Cream
Company

Manufacturers of

Greenbrier Velvet Ice Cream
Plants:

Lewisburg, W. Va.

Mabscott, W. Va.

When better ice cream is made
we will make it

A variety for every taste

Phone 451

Mabscott, West Virginia

Watkins Drug
Store

The Home of

PURE DRUGS

*"Where Quality is Higher
Than Price"*

Beckley, W. Va.

The Oldest, Biggest and Best

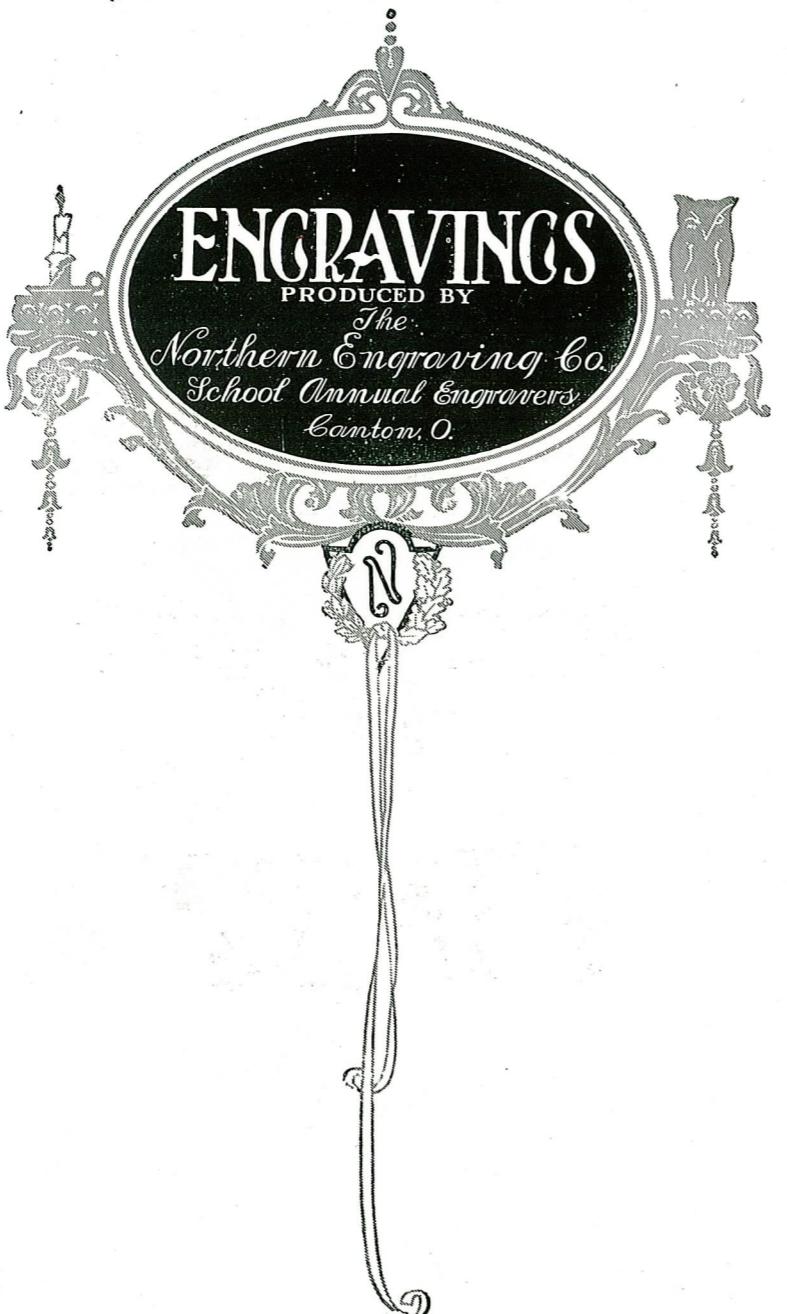
Dry Cleaner in Raleigh County

Beckley Dry

Cleaner

Phone 566

Beckley, W. Va.



114

1925

FINIS

115