## We call or Jend for PRESCRIPTIONS

W. T. AVEN GIVEN JALIED FOR DEATH SENTENCE COTTON THEFT



## Fashions of the Hour

Rivaling Pageants of Old in their striking effects, yet apparently not a practical feature has been sacrificed to accomplish the extraordinary beauty and serviceability of these Fashions of Today. And the prices are like old time values-very modest on every new Fall item.

## Beautiful Frocks Hint of Paris

Smartly tailored Coat Frocks of all-wool French Serge, Poiret Twill and Tricotine, frequently beaded or elaborately embroidered, are much in the picture for Autumn wear. In gracious contrast to these tailored types, afternoon Frocks of soft crepes and lustrous satins, incline toward the free use of drapery on the skirts though the style is unvaringly simple.

The black and white vogue apparently continues undiminished, though marvelous creations are to be had in rich shades of blue and brown, oftentimes combined with pearl, taupe or reds.
in Modest at $\mathbf{\$ 1 0 . 9 5}$ and superbly beautiful up to $\mathbf{\$ 5 7 . 5 0}$.

## Fall Suits

In a Diversity of Styles
The choies of a Suit for Autumn presenta only an outlook of pleasant anticipation The unwonted diversity of the Suit modes gives generous opportunity for personal preference and assures a satisfaction unknown to other years. Dark tones and straight lines are plentiful for reserved tastes. Bright colorings, elaborate embellishment, novel collars and sleeves are abundantly featured in dressier models. Profus quantities of fur trimming or embroideries are noted on Suits of every type.

You will find a host of beautiful models here to select from in French Serge, Poiret Twill, Tricotine, Yalama and Velour Cloths -unmatchable values at
$\$ 19.60$ to $\$ 64.50$

## AUTUMN ${ }^{2}$ EXPOSITION

THE markets of the world have been drawn upon in the gathering of the extensive display of apparel and merchandise now here. The store's merchandising power and resourcefulness is reflected in the impressive quantities and varieties of the new season's goods. There is a cheerful note in the new fashion's, emphasized by rich brilliant color tones, a cheerfullness that has found its way even into the prices which happily follow very reasonable, lower levels. And we are going one still better-making our usual profits much smaller in order to give our many patrons bigger and better values than ever before.

Autumn's

## New Hats

Hats both large and small seem to veer away from the conventional types of other seasons. Shapes and rimard the picturing marked tendency toward the picturall manner of garniture.

Panne and Lyons velvets and Hatters Plush are favored materials, while trimmings cover a wide latitude, varying from metallic ornaments to laces and ostrich. A hat here to suit the most fastidious of women. Trim sailors for the tailor-made up to the beautiful picture hat for more
dressy wear. And the prices are more than reasonable.

## New Fall Oxfords

 and SlippersWith New Sleeve Modes
The new Autumn Wraps are in two widely differing types, reflecting the two distinct silhouettes which characterize the present mode. The trimness of the ripple skirt and fitted bodice with its high choker fur presents a decided contrast to the more careless draped lines of the wrap. Dropped shoulders, wide sleeves and Tuxedo collars and the Russian blouse are interesting new features. There is a riehness about fashion and fabric both appealing and becoming.
$\$ 8.50$ to $\$ 52.50$
One of the newest Wrap developments is the new Sport Knit Cape, in either silk or wool or more than likely a combination of both.

## Snug Coats

 nos sign of abatement in the high stand ards of beauty set for women's footwear a season or so back. Graceful strapped oxfords share honors for street wear with pleasing laced models for colder weather.Charming dressy satin and kid Strap
Charming dressy satin and kid Strap
Slippers are simply developed for dress wear, the junior Louis heel having the preference.
Extra good quality distinguishes our ew Fall Shoes for men, women and child en while the prices are easy on the pock. thook.

## Fall Accessories

There are so many littlo things so essen. tial to the completion of the costume that
one is likely to forget unless reminded. You'll find our stock most complete in all its parts in Underwear, Hose, Gloves,
Purses, Veils, Handerchiefs and Toilet Purses, Veils, Handerchiefs and Toilet
Articles.

Autumn
Blouses
Spirited in style, vivid in color-to the devotee of the separate Skirt and
the new mode brings much that is
interesting and pleasing. Without the dimming of a single detail of their loveliness,
the new Blouses seem to have become more the new Blouses seem to have become more
wearable and serviceable than in other seasons. Black and white and all black are

essentially smart. Fasioned from most anything as you | will, but |
| :---: |
| the odds. |

$\$ 3.75$ to $\$ 15.00$

## Wool Skirts

Some uncommonly likeable modeis are appearing among the new wool Skirts,
ashioned of broad stripe fabrics, skillfully plaited into veritable pietures in two-tone effects. Rich, warm plaids with a con-
trasting over.tone strine rasting over-tone stripe make wonderfully
wearable Skirts for countless uses wearable Skirts for countless uses and
combined with self-tone blouses or sport weaters achieve costumes undeniab1y
$\$ 6.00$ to $\$ 16.50$

## Modes For Children

Fashions for grown-ups are no louger
the sole consideration of style he sole consideration of style authorities her own special Millinery for the little lady from two to sixteen, are subjects occupying The new Fall displays are crammed with
little models that are quite as smart, fully as correct as mother's, and even more interesting. You are sure to find the quality
and prices to your liking -a me and bring and prices to your liking-come and bring
daughter with you

## ROGERS-HIGDON CO.

Ballinger,


## The Greatest Sale of Its Kind Eve

 Held in this Part of Texas.We Have Bought the Fort Worth Silk Shop Stock at a Bargain and We are Goi to Pass it On to You.

A $\mathbf{\$ 3 0 , 0 0 0}$ Stock of Beautiful Lustrous Silk Pier Goods of All Kinds, Velvets, Silk Hose and Silk Underwear to Be Sold at a Big Sacrifice.

Most items are at WHOLESALE COST and many, many below. Even if you are a merchant it will pay you investigate these values. No matter how hard we might try to present the advantages of this sale in our adv tising, we could never expect to present in type and argument that would be as convincing as the merchanc itself, and we want every woman in this vicinity to take advantage of it-it is worth coming miles to see.

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