# ©he Hitr Aveut Truibut 



## IREDELL ITEMS



A BID
For Your Saturday And Wednesday Trade GOOD Value merchandise and friendly service

NEW D


Duffau

THE CITY COUNCIL



Stetsons, from Other Nice Hats from

Crosby Square Black and Tan, and Antique
$\$ 5.00$
Churchhill Black \& Tan $\$ 2.98$ to $\$ 3.95$
Freidman-Shelby Black or Tan
from - --.- $\$ 2.98$ to $\$ 3.95$
Freidman-Shelby Work Shoes,
from
The Mirror
EDTOR-IN-CHIEF
ASSISRANT EDTOR
Seniors


## BUY YOUR IIRES NOW!

## EVERYTHING IS ON THE

 UPWARD TRENDOur Tires Are Going At the "Old Prices" As soon as these are sold our next tires will cost more.

## USE OUR-

## 'Payment Plan'

Do not be afraid to ask for time pay ment on your tires.

## Buy a Radio

and pay for it as you use it
Magnolia Service Station D. R. PROFFITT, Manager


KEEP HER EYES YOUNG with Better Light for Better Sight


They say you can tell a woman's age by her eyes. And if that's
true the time to start keeping your daughter's eyes young is
when she first starts using them for close seeing. For if there's anything that's destructive to beauty, it's the crow's-feet and Begin by giving your child an I. E. S. Study Lamp for her study table. Have better light elsewhere in the house, tope.
Place an I. E. S. Floor Lamp beside your easy chair. See that lamp bulbs are the proper size and type for easy seeing: that
bare buibs are properily $\begin{aligned} & \text { giaded. We'll be giad to help you with }\end{aligned}$ free light conditioning suggestions.


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peal the Neutrality Act or not, or
amend it to conform to the Pres-
idents desires, pubile opinioun is So far as we have been able th
estimate the facts, the only thin
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 $\underset{+=0}{ }$ SUNDAY SHHOOL LESSON

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| Lesson for October 1st: Mat thew 1 and 2 . <br> Golden Text: Matthew $1: 23$. |  |
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| The fourth and final quarter of |  |
| the year is to be devoted to stud | dr |
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|  | beautifally designed to give you a |
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| It would be hard to impertance of Matthew. Mark |  |
| has the advantage of being the |  |
| oldest gosp |  |
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| Ied the fundamental docum |  |
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| of the Christian relizion." So it isno wonder that it is placed at |  |
|  |  |
| the very beginning of our New |  |
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## A NEW COLUMNIST





The House of Hazards $\quad$ By mac Arthur
MPDERN WQMEN




Cis. $\frac{\text { Lincoln's Legacy }}{\frac{\text { RROM THE WRIIINGS OF }}{\text { Dr. Frank Crane }}}$
 <br> New Assortment of ALARM CLOCKS 98e to $\$ 1.50$ <br> TEAGUE'S Variety Store <br> \title{
Used Cars <br> \title{
Used Cars <br> DUZAN-JONES
}

BRING YOUR COTTON AND ALL PRODUCE

Feeding a better balanced feed will give you more profit from chickens and turkeys. KEENEY'S HATCHERY

Individualized waves to suit your personality. A change in hair-do will change your entire appearance. Call CARMEN'S BEAUTY SHOP

A Healthy Flock
Brings Increased Income From Poultry Worm Your Turkeys Now! PORTER'S DRUG STORE

## 48 Lb. Sack

Bewley's Best Flour $\$ 1.45$
RANDALS BROTHERS

## Expert Shoe Repairing

 We will appreciate a share of your business.LINCH SHOE SHOP
Groceries and Tobaccos Texaco Products
Visit us while in town Willard Leach Service Station

Shoe and Harness Repair Half Soles
Special attention to children's
school shoes.
FEWELL'S SHOE SHOP
QUICK SERVICE 24 hours with good eats, car repairing and Sinclair gas \& oils.
PAULINE'S CAFE
Quality Dry Cleaning
We call for and deliver Phone 70
LATHAM'S TAILOR SHOP

## SHORT ORDERS

Cold Drinks
Chicken Dinners Every Day BUCKHORN CAFE

Call for an appointment today for your fall permanent.

Welborn's Beauty Shop
HIGGINBOTHAM BROS.

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& \& \mathbf{C O} \text {. } \\
& \text { QUALITY }
\end{aligned}
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BUILDING MATERIAIS
LOWEST POSSIBLE
COST
See us before you buy
$\begin{aligned} & \text { See us before you buy } \\ & \text { Phone } 143\end{aligned}$ Hico, Tex.

#  <br> <br> The Best Market In <br> <br> The Best Market In A Radius of A Radius of 75 Miles! 

 75 Miles!}

This is a rather broad statement, we will admit, but if you're among those wise cotton farmers who have been marketing their crop this year in Hico, you will know that it is the simple truth.
Hico is not being penalized for short staple and low grade cotton as in the past, and as some neighboring towns are still being penalized. Those who have made an honest effort to improve their cotton are reaping the benefits now, and will continue to do so as long as they keep up their work along this line.
We are proud that we can, in the face of present conditions of the market, pay the highest prices being realized
anywhere in this section anywhere in this section.

When you come to Hico to sell your cotton, don't forget that Hico merchants are making a tremendous effort to save you money on your purchases in every line.

Those of you who have produce to sell realize that Hico can also boast of the best market in this line that can be found anywhere in Central Texas.
In other words, when you have anything to sell, bring it to Hico where ycu will be treated right, and when you need to buy something, shop where they have it and will sell it to you at prices you can afford to pay.

Sell in Hico-Buy in Hico-Visit in Hico-and look to Hico to retain her reputation for fair dealing which has stocd the acid test of over fifty years experience.

## Wednesday, Oct. 4 Is Trades Day

Hico merchants have their stocks replete with Fall Merchandise and Supplies you will be needing all Winter. And with higher prices indicated, you will probably save many dollars by laying in a supply of the things you need at present prices.
COME TO HICO - BRING WHAT YOU HAVE TO SELL - BUY WHAT YOU HAVE TO BUY - THE SAVINGS ARE YOURS!

## IN <br> PRIZES <br> \$50 <br> Absolutely FREE




Colds Comman


Borrow Money on Your Car refinance your car
ELLIS INSURANCE AGENCY PHONE S79

Oren H. E
$\square$
$\square$
$\square$



indrew carnegie
He Made More Millionaires Than Any Man Who Ever Lived

Gas Gas All Time
$\frac{{ }^{2}=}{\text { PALACE }}$

THEATRE
HICO, TEX. ThCRS. a FRL-
IVINGG berlin
"SECOND
FIDDLE"

SAT. MAT. $s$ NITE"SUNSET TRAIL"

SAT. MIDNIGHT (10:30)
sunday a monday-
"MAN ABOUT TOWN


TrFs. \& WED.-
"JONES FAMILY IN HOLLYWOOD

PAL NIGHT
Bring your pal to the show
with you for the price of one.

Local Paper
Brings News

## ADIAEREKA



H. L. CAPPLEMAN


Dalton \& Hofheinz Memorial Co.

NAGGING.BACKACHE Cunxara oimsordecilicasy $\because$

## $\qquad$ <br> $\frac{2}{2}+5=$ DOANS PILUS

## WRIST WATCH BANDS <br> e new spring-ease-no buckle or catch

 simply slips over the arm and stays Genuine Leather $\$ 1.25$Buckle styles, brown or black, 75c

## The NYAL Line

offers assurance of quality in every-day


LOOK
FOR THE NEW 1940 PLYMOUTHS DUZAN-JONES


## ch

Genuine Leather

25

We carry a complete stock of all NYAL remedies

## MEN

THE NEW AIRMATE SOX AND TIES? New patterns and colors to match your Fall suit.

## LADIES!

Keep your complexion smooth and youthful-looking through the winter. We have all the nationally-advertised brands of creams, powders, lotions, and astringents.

## CornerDrugCo.


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 HUDSON＇S．．
Swift＇s Jewel shitr 4 品 45c
Cooking Oil Dairy Maid Crackers comp，taicel 2 is bac 15c Rose Milk 7

| BANANAS | $\xrightarrow{\text { maxilla maty }}$ |
| :---: | :---: |
| doz |  |

Fine Salt $25 \quad$ 品 $\quad 25 c$ Stock Salt 100 in 65c FLOUR Four Roses Flour 48 lbs．$\$ 1.35$



Farm Security
Administration


## 䭝 DAY Values



