## Thr Hirt ANeut Trateut




## By MISS ST"世LA JoNES, Loomel Correap <br> ${ }^{\text {millilipses. }}$ <br> ae week nd at home. <br>  <br>  <br>   <br>  <br>  <br> hice. TEXAS tTtorney-at-law <br> "11" 666 <br>  <br> TRUTH about ADVERTISING <br> By Charles B. ROTH




## COLDS ARE DANGEROUS

## WHY TAKE CHANCES?

Bad colds that are neglected are a constant invitation to influenza and dreaded pneumonia. Let us furnish that serum laxative or tonic today.

LET US COMPOUND YOUR DOCTOR'S PRESCRIPTIONS

## Toys and Gilts <br> We will be glad to assist you in mak

 ing your selections early. New gifts arriving daly.
## shop now:

MORE BEAUTY Longer Wear
EVERY PAIR OF AIRMAID HOSIERY IS SEALED IN CELLOPHANE, ASSURING THEIR FRESHNESS
Give hosiery for Christmas. Every woman can use an extra pair of lovely hose.

## TOILET ARTICLES

PRICED FOR THRIFTY BUYERS
Corner DrugCo.
PHONE 108

## GUIDE

## Shop Early <br> Select Yours We'll Label and Hold for You

Jewerry is Leader This Year
Bubble Pearl Necklaces, White, Red, Gold 59c to $\$ 1.25$ Bracelets in Gold Color
Pins and Clips
Purses in the new Puffette Kid Finish
Scarf for the Girl's Best Friend
50c to $\$ 1.00$
Swank Buckle Sets
50 c and $\$ 1.00$
$\$ 1.00$ to $\$ 1.50$
ARROW TIES
SHIRTS AND BOX HANDKERCHIEFS
Big Assortment of
LADIES' ROBES
GIFT PILLOW CASES - GIFT PILLOW CASE SETS Gift House Shoes for Men $\quad 1 . . . . .$. Gift House Shoes for Ladies


## neat ross




## Very Latest



The House of Hazards Ey Mac Arthur

5-Minute BiogrophiesAnather of aftow to Win Friends

A Fire, An Astrologer, And Some HornedRimmed Glasses Made Him The


HAROLD LLOYD
Richest Actor In The World



$\qquad$

$$
\sqrt{2}
$$

and


News of the World Told In Pictures

Girl Gets Homesick
10 Blocks From Mom


## Dogs Carry Messages on French Front

 SARQueen Evlists Antong thr as Workers Queen Eolsisis Antong thr ar oricers


Ready for War Against Rats


FLOWERY BRANCH, Ga. . Flowery Branch has been invaded by
rats, big fellows, described as being as large as squirrels in some rats, big fellows, described as being as arge as squirrels in some
cases. These staunch citizens led by Mayo W. A. Black are set to
decimate the rodents which have caused much hav.

Exceeding Speed Limit
Tops Traffic Violation


The percentage of fatal automo-
bually mounting total of deat bile mecidents due to excessive
apeed increased again in 1938 ac-

ing taken sessive speed is not beriously by driver | cording to an analysis released by | $\begin{array}{l}\text { Millions of words are poured intion }\end{array}$ |
| :---: | :---: |
| The Travelers Insurance Com- |  |
| type each year in an effort to stem |  |




 Last year 8,411, or $39 . \%$ of the
total of 32.000 persons who died in one can regard with eom
placency last year's record of 32 automobile ampidents, were killed
apo killed and more than a millin
 Weo, the lemon taught by the an- that disastrous record.

Easy to Look At! . . . Easy to Own! - THE NEW -

## '40 Plymouth DUZAN-JONES

## , RROMISE (A)





 | han a lot of loose ends left un- $\begin{array}{l}\text { order to get things done Letting } \\ \text { things pile up is one of the most } \\ \text { one. } \\ \text { There is nothing so calming to } \\ \text { he nerves, sweetening to the dis- } \\ \text { demoraizing of vice. } \\ \text { Serenity, one of the hardest }\end{array}$ |
| :--- | pesition, aiding

strengthening to
keting it done.
Clapter XII Of lovway. nineteen,

## Smith asked "Why?"

-why can't I buy non-assessable funeral insurance, underwritten by an Old Line Legal Reserve Life Insurance Company-at $\alpha$ reasonable rate and on monthly payments?
And the PROVIDENT AMERICAN answers, "Mr. Smith, you CAN!"
Under our "Fûneral Payment Plan," you can protect, not only yourself, but other members of your family, with a funeral insurance policy at such low rates and easy monthly payments as to surprise you.
And not only are the policies NON-ASSESSABLE but you are full value of the polic

## HOME NEWS

We'll be glad to explain it in detail.

BARROW Funeral Home Ambulance Service
Telephone 166 Hico, Texas


## bargan days

FORT WORTH Star-Telegram
(Now Until December 31st)
 ONE YEAR


NEXT YEAR ELECTIONSNational, State and County

The Daily-Changing Markets and the World War No. 2
You need Maps, Pictures and Facto. Next year, of All years you should subscribe for the State Daily ietures from you first, with all the Nows and

A Newspaper for the Entire Family We believe the kind of a newspaper we will publish AMON CARTER

ON CARTER
President


## HOFFMAN'S DEPARTMENT STORE

OFFER Merchandise For Clearance 30 Days Earlier Than Usual!

Instead of waiting until after Jan. 1st to reduce seasonable goods, we put lower prices into effect now so our customers will have the entire Christmas season to wear the many bargains offered.

| Men's Capeskin JACKETS <br> Reg. 6.95, On sale $\$ 5.95$ | Reg. 1.98 Women's <br> HATS <br> $\$ 1.49$ <br> Includes new ship- |
| :---: | :---: |
| 21 Reg. 3.95 to 7.95 WOMEN'S |  |
|  | GIVE DRESS |
| E | EN |
| On Sale |  |
| $\begin{gathered} \$ 2.98 \\ \text { Sizes } 12 \text { to } 44 \end{gathered}$ | Reg. 59c Rayons 49 c Yd . |
| Sizes 12 to 44 Good colors | Nice selectio |
| Ideal Xmas Gift Women's \$3.95 CHENILLE |  |
|  | Reg. 8.95 |
|  | COWBO |
| ROBE $\$ 2.98$ | B00TS |
| Sizes 14 to 24 | \$7.45 |
| Colors: | Pegged shank |
| For Xmas Gi |  |
| For Xmas Gifi | SHIRTS |
| BLANKET | Reg. 1.95 Hanover |
|  | \$1.65 |
| Block plaids | Guarantee quality |
| Entire Stock | Clearance |
| WOMEN'S | CHILDRENS |
| COATS | COATS |
| On Sale | Reg. 5.95 $\quad \$ 4.95$ |
| 10 reg. $12.95 \quad 9.95$ | Reg. 4.95 \$3.95 |
| 14 reg. $10.95 \quad 8.95$ | Reg. $3.95 \quad \mathbf{\$ 2 . 9 8}$ |



THE HICO NEWS REVIEW

