## The Hitr AJruts Trutivt

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## Showing Fall Suits



We can't know the future but we do know what happened 20 years ago! We think it wise to buy your suit now. Let us suggest.

## Style Mart

by all means, in one of the new colors .. browns, green, blue, or chalk stripe
$\$ 22.50$ to 27.50
Lester Udell ALL. WOOL SUITS $\$ 16.50$ to 22.50

To properly fit you out we have for you. Stetson's Playboy Hats In the beautiful new Fall colors

Only $\$ 5.00$
We know we can please you in matching these with new NECKWEAR, SHIRTS and SHOES of the accepted styles and colors.
Be Sure and See 1hese When In Hico

## IREDELL ITEMS

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## TWO SIDES <br> To Every Question

ON GUARD:



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AMERICAN boy magazine
COMPANION To thotsind


## "This Is My Own HOME"



Thousands of Americans starting right now. A tided
make that statement with nave of hullding commene-
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ior YOO to awn ver Prices are down. Government aid is your for the asking. You do not have to have large sums of money to start building MONTHLY PAYMENTS can often be arranged that are less burdensome than rent. Americans believe in helping them-
selves. Building now is enlightened selfhelp. Build for your own sake. Build for the sake of the community and country Build for Prosperity-Build for Posterity We'll be glad to discuss your individual needs with you . . in confidence . . . and
entirely without obligation on your part.
BARNES\&McCULLOUGH "Everything to Build Anything" HICO

FOR A LIMITED TIME ONLY
 with every purchase of an

## EASY WASHER

Take advantage of this money-saving offer and Take advaniage of his money-saving offer and
end your washday problems for once and for end. Your washday problems for once and io
all. The new EASY Washer gives you every worthwhile convenience feature: Massive

## FREE!

streamlined styling ... chip-proof white enamel finish . . . super-sale wringer with touch release and automatic roll stop... three-zone washing action.... powerful insulated motor . . . large capacity tub. Buy now at the regular price and ages of granulated washing soap absolutely

Ask for Free Home Demonstration See for yourself how EASY saven you time ... clothes ... work... money. How it banishes wowhday
drudgery. No obligation. Juat call us when you're ready to wash.



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## -ㅌ․․ duction and retail price is several times the original cost. Why this is so. soo and what can be done to cut trices to consumers by eliminating unneessary cors <br>  <br> SONDAY SCHOOL IESSON

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BEGINNING THIS WEEK


DaleCarnegie 5-Minute Biographies Asthor of "How to Win Friends and Infumex Poople.

JOHN GOTTLIEB WENDEL New Yorks Queerest Rich Family

Num , mint

27n DOCKTOR by W.E. Aughinbeugkind.




## City Council

IN REGULAR SESSION, SEPT 4, 1939
Remitted all interest and penalties on all past-due delinquent taxes, if paid before October 1,1939, reduced the tax rate from $\$ 1.50$ to $\$ 1.40$; also, under this administration, your tax assessments have been reduced approximately $\$ 78,000.00$ and at the same time has practically paid a local inherited debt-the City Council has done its best.

It takes money to maintain a good city-good streets, a good fire company, good water, good sanitation, good improvements and good W. P. A. Projects for labor employment.

NOW, MR. DELINQUENT TAX CITIZEN, DO YOUR BEST:
Go to the City Hall, pay your tax, clear the title to your home-help make Hico a better place in which to live

## The City Of Hico



## $\$ 175.00$

Blue White Diamond Ring

## Five $\$ 175.00$ Blue White Diamond Rings Given Away In Texas!

COPY OF LETTER ADDRESSED TO RANDALS BROTHERS FROM THE SOUTHERN STATES FOODS, INC., READS AS FOLLOWS: "CONGRATULATIONS!! YOU ARE ONE OF THE WINNERS OF A DIAMOND RING WHICH WE ARE FORWARDING TO YOU BY REGISTERED MAIL."

This 4 weeks' contest was sponsored by the Southern States Foods, Inc., and hese rings were offered for the best display and largest sales of Bluebonnet Salad Dressing, Bluebonnet Relish Spread, and Bluebonnet Oleomargarine during this contest. We are happy to win in this contest and more especiaily since we were competing against all the stores in the larger cities.

We feel this is a compliment to Hico and its trade territory and are happy to live in a town of 1500 people that can win over competition like Dallas, Ft. Worth, Houston, San Antonio, and others. We thank every one that bought Bluebonnet Products and ask you if you have not tried Bluebonnet Dressing. Spread, and Oleomargarine to do so. It is good mer chandise, sold at a reasonable price.

## Specials for Friday \& Saturday:

IT WILL PAY YOU TO BUY A SUPPLY OF THE ITEMS QUOTED BELOWQt. Bluebonnet Spread Pt. Bluebonnet Spread 7 Bars Crystal White Soap 7 Bars P. \& G. Soap 4 Cans No. 2 Tomatoes 1 Case 24-21b Tomatoes 1 Case 48-1 lb Tomatoes 3 Packages Macaroni 3 Cans Potted Meat CRACKERS WILL BE HIGHER WE OFFER:
2 LB. BOX CRACKERS 1 LB. BOX CRACKERS $-15 c$ 80 Lbs. Hulls, 20 Lbs. C-S Meal, Mixed
Randals Bros.
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## Borrow Money on Your Car

 REFINANCE YOUR CAR
## ELLIS INSURANCE AGENCY

Oren H. Ellis
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## ADLERITA

PALACE
THEATRE
HICO, TEX.


MR. CHIPS"

"MOUNTAIN
MUSIC"

Lso 11TH CHAPTER "BUCK ROGERS" (SUSANNAH OF THE MOUNTIES
"WINNERS TAKE ALL"


LOOK
FOR THE NEW 1940 PLYMOUTHS DUZAN-JONES


Dalton \& Hofheinz Memorial Co

TRY YOUR Drus Store First

anteed popular-priced drug items

Check over your home supply and

New Glossy Nail Enamel Lady lillian nail polish Priced to sell at 10c

Early American Toiletries scented with spice Soaps, Perfumes, Powders and Sachets in novelty wooden containers. Lovely gifts for men or women.

Pen and Pencil Sets FOR THE HIGH SCHOOL OR COLLEGE STUDENT
In a wide assortment of sizes \& styles

## A Few More Dictionaries

For 15c

## Corner DrugCn.

# Petty's $9^{\text {th }}$ 

WATCH FOR THESE EXCITING EVENTS

Buy Early For Fall

Petty's realize it is you, our customers, who have made 9 years of continued growth possible.

In appreciation we will present from time to time special groups of sale-priced values. Watch for them!

SURELY ... There must be a reason . why "the town is talking about" PETTY'S Lay-Away COAT SALE Values up to $\$ 16.95$ 4 888
Others as low as \$5.95
Use Our Popular LAY-AWAY Plan


The new styles are here. Smart, beautiful, expensive-looking bags of patent, pig grain or calf in black and all the colors.
 SALE NEW FALL SLIPS $\$ 1.00$ Value

Stock up and save!
Tremendous special purchase of per-fect-fitting new Fall Slips! Wide choice of bias, tailored, and lace trim styles . . . all designed to give you smooth, sleek lines. Firmly sewn seams that won't split. Sizes 32 to 44.

Colors: Black and Tearose
Dupont's Acetate Rayon Satin


NOVELTY CREPES - ALPACAS SPUN RAYONS - CHALLIS Featuring new dresses in black, wine, Sizes 12 to 42

DONT FAIL TO VISIT OUR-
10 CENT COUNTER
Face Powder, Creams, Talcums, Hair Oils Shampoo, Wave Set, Combs, Tooth Brushes, Rubbing Alcohol, Tissues, Braids, Shoe Polish, Rubber Soles, Cooking Utensils, Tooth Paste, Turpentine, Castor Oil, Machine Oils, Rouge - In fact you have over 1200 articles from which to select. 60c Size Syrup Pepsin

EXTRA SPECIALS 9-4 Brown Sheeting, per yd. 19e Full Size Bed Spreads ............. 59e $36^{\prime \prime}$ Curtain Scrim, ecru, pink, blue 5c 36" LL Brown Domestic, yd. $81 \times 90$ Bleached Garza Sheets only 75c 39 e Men's Blue Shirts, spl., 3 for $\$ 1.00$ Boys' Fancy Anklets, only ........10c Men's 8-oz. Sanforized Shrun
Overalls
Boys' Overalls
49 c and 59 c


And Expansion


SLIP IT ON A W AY:

The easiest shoe to slip into you too No laces or bus ar tic goring at the side lets your foot in easily - then holds it snugly throughout the day. You'll love the new halfling patent on the forepart and with dull suede for the rest of the shoe!
$\$ 2.95$

HATS
New styles, new co ors in winter felts.
$\$ 1.00 \quad \$ 1.95$ $\$ 2.95$

## MEN'S WORK CLOTHES

18 Prs. Khaki Pants 18 Prs. Khaki Pants
FULL LINE PANTS AND SHIPT FULL LINEPANTS AND S
Sanforized and Shrunk

Semi and DRESS PANTS
Young Men's Slacks .... \$1.95 to \$4.95
$\$ 1.95$ to $\$ 4.95$ Men's Dress Pants
$\$ 1.50$ to $\$ 4.50$
Men's Blue Beauty Pants
Men's Grey Covert Pants $\quad . \quad 89 \mathrm{c}$ Men's Gray Work Shirts .... 65e \& 45c


FUR FELTS FOR FALL
Others $\$ 1.95$ Stetsons $\mathbf{\$ 5 . 0 0}$ up

One of the best hats this Fall-highly styled. They will give color to your clothes -raw edges or bound edges. New shades of Green, Blue, Tan, Gray

## Men's Ross Brogues \$3.45 <br> Others $\$ 2.95$ to $\$ 4.95$

We couldn't explain why, but real he-men seem to prefer brogues to any other style of shoe. Maybe it's the rough and ready sturdiness that all brogues have. Maybe it's their character istic life and pep. Anyway, we've no ticed that bankers and "bouncers," butchers and bellboys all show a hanker ing for a rich, full brogue.

## JOIN THESE CLUBS

## SAVING TO YOU!

Buy 12 Prs. Berkshire Hosiery 13th Pair

79 c to $\$ 1.35$

## SILVERWARE

Coupons On Every Purchase! You don't have to pay extra money. A SAVING PLAN!

## We Participate In

MONTHLY TRADES DAYS
And all other plans for building Hico and the surrounding territory.

## Guaranteed

## SAVINGS <br> 

Wonder values to thrill mothers who are both style and economy wise! All the smart, sturdy, correctly styled clothes your children need for school . . . Clothes your children feel happiest in! Bring your boys and girls in today-you'll save considerably by outfitting them here!
As We Go to Press We Are Unpacking 10 DZ. CHILDREN'S SCHOOL SHOFS $\$ 1.15$ to $\$ 1.79$

