

LIVELY'S Economy PARADE

a MAMMOTH DISPLAY of VALUES

Ushering in the Fall Season with the most drastic reductions of the year on fresh, high-quality seasonable merchandise. A store-wide event in which items for every member of the family are featured at prices that mean worthwhile savings. Read the items here and on the following pages—then join the parade of thrifty shoppers to this grand Economy Event!



PRINTS

One big table of prints, all colors fast to washing, that are ideal for school or house dresses. If you are going to need quilt linings for your fall quilts, this print will be what you are looking for to line them. Also a wide selection of solid colors. You will find values up to 15c. All will go at—



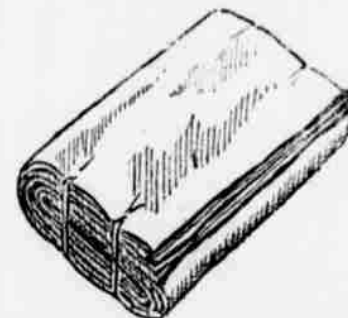
7^c Yard



TOWELS

15x26 inch Cannon Turkish Towels, with striped border. Each housewife will want at least a half dozen of these. No limit to a customer. Priced special for this event, each

5c



DOMESTIC

"JASPER" BB grade, 36 inches wide and in a fair weight. You can't afford to pass up this unusual price in household domestic. Priced special for this sale, yard

4c



8^c Great Mallard 8 oz. Tent Duck 8^c

LOOK
CURTAIN SCRIM
36 inch Curtain Scrim in all wanted pastel shades. A special bargain
Yard **4c**

LOOK
BLANKETS
70x80 Single Cotton Blankets in fancy plaids
For only **44c**

LOOK
Boys Dress Shirts
One table of boys school or dress shirts in plaid, stripes, and fancy checks
to sell for **44c**

LOOK
SLIPS
Nancy Lee Rayon Taffeta slips that are valued at 49c. Sizes 32 to 44. At a special price of **37c**

10^c CANVAS GLOVES, 10 oz. for 10^c



LIVELY'S
DEPARTMENT STORE

LIVELY'S ECONOMY

WHITE Sale



Bate's Bed Spreads

See this large selection of "BATES" spreads today. In reversible jacquard, bow knots, chrysanthemum designs, and cross stitch patterns. A spread to suit any bedroom.

One group at \$1.98
Another at \$2.49
Another at \$2.98
and Another at \$3.98

High Drama In These New

Hats

FINE FELTS! DRESSY VELVETS

98c
\$1.98
\$2.98

Hats so full of drama you'll love them! Toy-size top-pers, tiny tricorns, pill-boxes, halo-off-facers, dramatic brims... hats that make you feel excitingly gay! Black, rich solids. See these today!

New Fall Prints

"Du Barry" 80x80 in the seasons newest designs. These prints are absolutely guaranteed against fading. Full standard construction—36 in. wide in checks, plaids, stripes, floral designs, and solid colors.

See These Prints Today

17c
Yard



Here's Our Answer:

GUARANTEED Quality!
GUARANTEED Lowest Prices!



Yes, we're giving you a DOUBLE GUARANTEE on every item in our Famous White Sales. A guarantee of the finest White Goods the market affords at prices you hardly believed possible. Our established principles of buying only from leading manufacturers ASSURES you of QUALITY. Tremendous buying ASSURES you of LOWEST POSSIBLE PRICES. Attend this sale today... prepare for the thrill of 1938.



Bleached Domestic

36 inch Bleached Domestic in a good weight to sell at an unheard price of 7c Yard



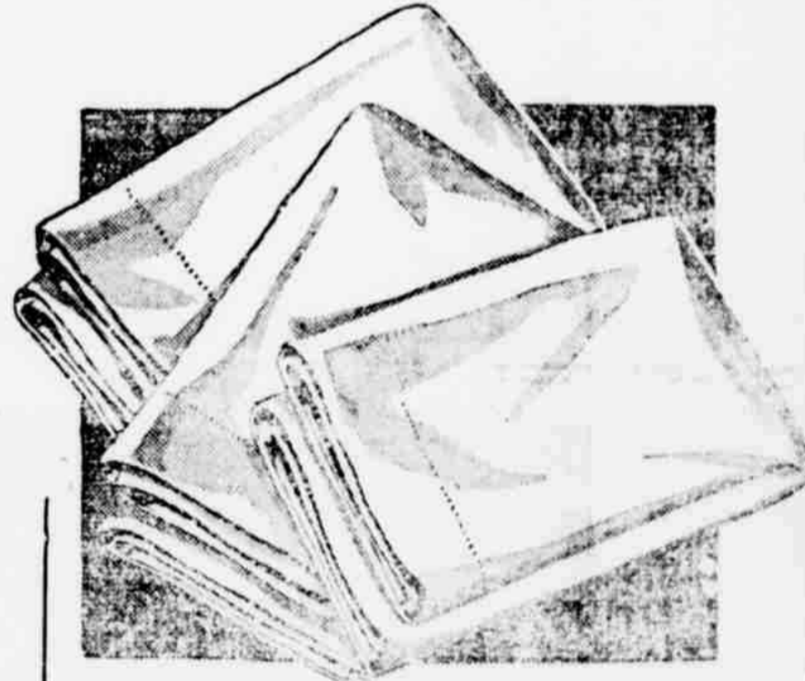
Turkish Hand Towels

20 x 40... just the size for everyday use! Strong long-wearing towels woven of sturdy absorbent yarns. Border trims 15c



Snowy-White Pillow Cases 19c

Smooth surfaced, snowy-white cases with deep hems. Well woven to stand hard wear. Size 42 x 35.



SHEETS

81 x 99. Smooth surfaced sheets with a stubborn character! Woven of finely combed yarns. Snowy white. All are hemmed 69c



CURTAINS

49c and 69c Set

Finest Quality SAVE NOW! Lowest Prices

In Our Shoe Department!



Black kid blucher oxford that is ideal for school or everyday wear. A FRIEDMAN SHELBY all leather shoe.

\$2.98



Brown and Sueded Splits, or Patent and Sueded Splits, in a FRIEDMAN SHELBY shoe to be used for school, sport or dress wear. Priced for this sale

\$2.98



Brown elk shawl blucher oxford, roxie last, with a crepe sole. An ideal shoe for school.

\$2.98



A real cowboy boot, in black or brown, with a fancy top and the toes are shaped just like dads.

\$2.98



An all leather blucher oxford in brown or black, all sizes, to sell for only

\$1.98



Brown or black elk monk strap, minuet last. For the little lady who wants to really dress up. Sizes 12 to 3

\$1.98



Brown blucher oxford for all "he" boys with a cord sole. It has no equal in comfort and wear.

\$2.49



A tan ghillie tie, anita last, with a low heel for every occasion. A real buy for any school girl.

\$1.98

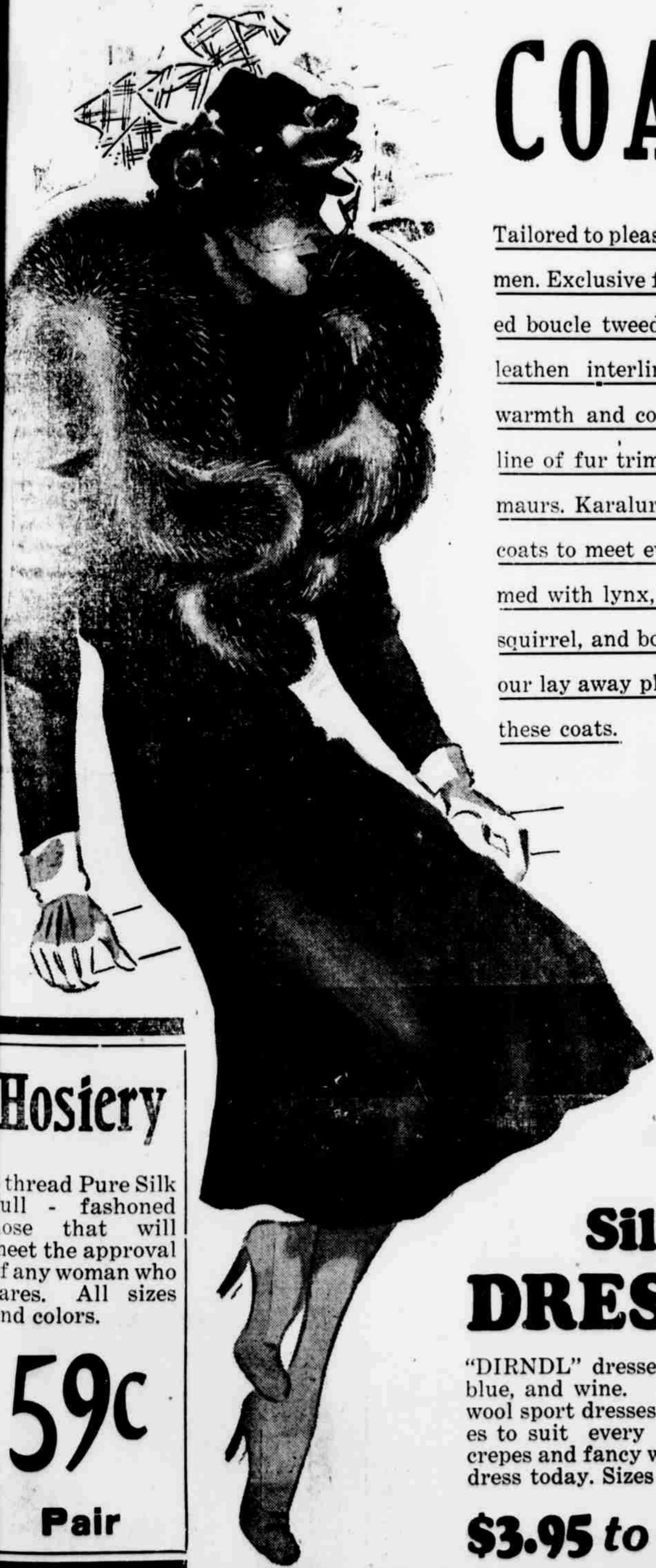
LIVELY'S
APARTMENT STORE

ECONOMY Days



A stampede of thrilling bargains throughout our entire store. Nothing reserved, nothing held back in this Bargain Festival! All new Fall and Winter apparel for women and misses included at thrifty prices.

Hirshmaur Fall and Winter COATS



Tailored to please particular women. Exclusive fabrics of tuisted boucle tweeds, with genuine leathen interlining for extra warmth and comfort. See our line of fur trimmed of hirshmaurs, Karalurl and tailored coats to meet every need. Trimmed with lynx, fox, opossum, squirrel, and bombay lamb. Use our lay away plan to buy one of these coats.

19.50
-TO-
39.75

Silk DRESSES

"DIRNDL" dresses in black, teal blue, and wine. Also, two piece wool sport dresses, tailored dresses to suit every occasion. File crepes and fancy weaves. Get your dress today. Sizes 11 to 48.

\$3.95 to \$12.75

Hosiery

8 thread Pure Silk full-fashioned hose that will meet the approval of any woman who cares. All sizes and colors.

59c
Pair

UNUSUAL FALL BEAUTY AT A "BUDGET" PRICE



Sale! Hundreds of Newly Arrived NEEDLEIZED QUADRIGA FROCKS & SMOCKS

Decidedly Low Priced to Give You A Sensational Entry into the Fall Season

98^c

EVERY PATTERN NEW...NEVER SHOWN BEFORE!

ALL THE CHEERFUL FALL COLORS!

MEXICAN.. PEASANT and TAILORED TYPES!

SIZES 12 to 44

A Special Group of Smocks - Sizes to 52

They're the kind of dresses we want to "shout" about! The fit, the details will amaze you at this exciting low price. Frocks you will want to wear everywhere... because, they look like a "million"!



Every Dress made of the Famous Nationally Known NEEDLEIZED QUADRIGA All Guaranteed to be TUB FAST!

Notice!

At This Low Price You Can Well Afford To Anticipate Your Needs For the Remaining Months of Summer and Into Next Spring!

THREAD

800 yard Spools in 40 & 50 white at a special price of—

8c

SOCKS

Mens fancy dress socks, all sizes—

15c

Handkerchiefs

Ladies fancy colored handkerchiefs — priced special for this sale—

3 for 10c

BLOOMERS

Childrens rayon bloomers in all sizes for fall and winter at a very low price of, ea.

17c

BED SPREADS

See our large selection of these bedspreads in all colored shades

98c

SHOES

Girls school oxfords in wedges and low heels—

\$1.98

School Supplies

Get your school supplies at Live-ly's and save plenty. We carry a complete line

ECONOMY Days

OFFER VALUES IN MEN'S CLOTHING

This great saving opportunity for Men is offered right at the time when you need to select that new Fall outfit! Compare these prices with what you have been expecting to pay, and you'll agree that Lively's offer the best bargains of the season. Don't confuse low prices with inferior merchandise, because this store handles only highest quality merchandise—the styles are new and authentic for Fall, materials and workmanship the best.

Get The Hat You Want Today!

It's Fall Hat Day!

"PEN CRAFT" are the style-choice of hundred of American men every year. This year new toned-colors, wider brims and firm crowns make them more attractive than ever. This is your hat for dress wear.

\$1.98
to **\$5.00**



Our Selection of Men's Suits

Men here is your chance to dress yourself up for the fall and winter at a great saving. Wool and rayon suits that will meet your approval in every detail. Blue Serge, Bankers Grey, Oxford Grey, Brown and Dark Blue. Sizes to 46. Get your suit today. We give you a tie to go with each Suit.

\$15.00

Buy NOW and SAVE!

Fall & Winter Work Clothes

Men's WORK SHOES



SEE how these work shoes have been built to give you everything in sturdiness and comfort . . . at a price that means savings.



\$2.98 pr.

KHAKI PANTS and SHIRTS

Vat dyed fast color Khaki Pants in a fair weight at a special price for this sale . .

98c pr.

Khaki Shirts to match 89c

Shadow stripe Khaki Pants for boys. Sanforized shrunk in a color you will like to wear

98c

Shirts to match 79c

A genuine Cramerton Army Cloth, sanforized shrunk, for only

\$2.98

Shirts to match \$1.49

TIES

Mens new fall Neck wear in all the colors of fall

49c

Mens work shirts at a special price

49c

Boys, 3 for \$1.00

Boys Overalls for school, stripes & blues, pair—

64c

Big Brother Dress Shirts



98c

Completely New Fall Selection

- NEW STYLES
- NEW COLORS
- NEW PATTERNS

CHADWICK WOVEN STRIPES

\$1.49

Here's a shirt that will give you lots of comfort, wear and style! Made of excellent quality, vat dyed broadcloth, with alternating 2-color woven stripes. And, best of all, it's permafit shrunk, with starchless collar!

LIVELY'S
DEPARTMENT STORE



Theatre Joint Sponsor In Nationwide Prize Contest

Theatre of this city... contest pictures on which questions will be asked...

Albany Lions Will Stage Invitation Golfer's Tourney

Preparations have been completed for the Albany Lions Club's Second Annual Invitation Golf Tournament...

SAYS HE'S NOT DEAD Syracuse, N. Y.—Deputies and police officials called off a "search" for the body of Raymond Rhine...

ARESENAL EXPLODES Peiping, China—Chines report an explosion destroyed the Japanese arsenal at Mukden...

Texas cotton crop is forecast at 3,425,000 bales compared with 5,154,000 bales produced in 1937...

Joe Shay, Refugio county ranchman, took out a \$5,000 fire insurance policy on his 300 acre field...

The 150 acre pasture of Homer Gerner of Delta county is stocked with 62 head of cattle and 48 head of sheep...

Mrs. John P. Payne, A. C. Person and Sam A. Roberts have spent several days in Munday with Mrs. Grady Roberts...

Paul B. Hunter of Houston arrived in Haskell Saturday to accompany his family home...



Don't Treat Good Seed Like a Stepchild

By T. C. RICHARDSON, Secretary Breeder-Feeder Association. At this time of the year seed for fall crops demand consideration...

Night Blooms On Treasure Isle



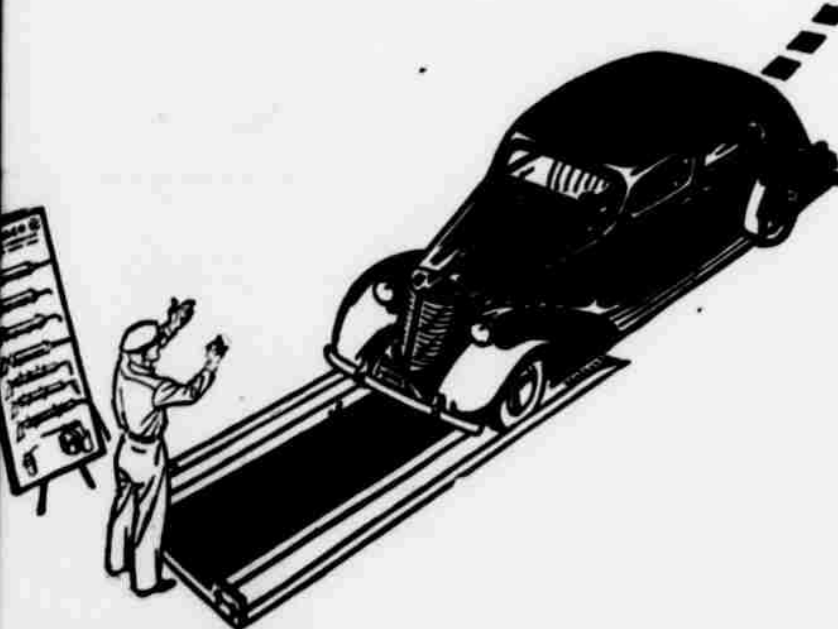
Night blooming cereus will adorn the Hawaiian pavilion gardens at the 1939 Golden Gate International Exposition on Treasure Island in San Francisco Bay...

Recent heavy rains cause thousands of dollars worth of damage to feed in Kimble county...

W. A. LYLES - Jeweler -

Advertisement for W. A. LYLES Jeweler, featuring a 'SEPTEMBER Silver FESTIVAL' and '1/3 OFF SALE' on 1847 ROGERS BROS. SILVERWARE.

The most IMPORTANT STOP you'll make this Fall

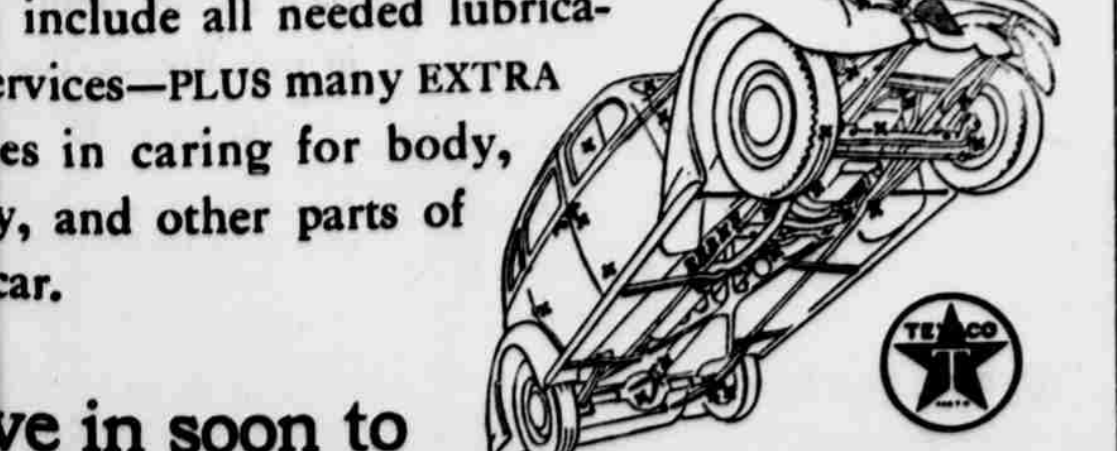


When you drive in for Winter conditioning... doing the right thing by your car and yourself...



You can't get a better oil at 25¢

and we use MARFAK for chassis conditioning because it lasts twice as long as ordinary grease...



TEXACO DEALERS Kennedy Service Station S. E. Lanier, Consignee Phone 104.

Wanted

- LAWN MOWER GRINDING—We can recondition and re-sharpen the blades of your lawnmower... RENT-A-CAR... YOU TAKE NO RISK... FOR SALE—Electric washing machine... MAIZE HEADS WANTED... FOR SALE—500 to 1000 good breeding sheep... LOOK AT THIS!... CHRISTIAN'S FEED STORE... STEADY WORK—GOOD PAY... HOUSEKEEPING WANTED... FOR SALE—300 bales bright... LOST—Hard earned money... WANTED to prove to you... WOOD FOR SALE... FOR SALE—3 acres... FARMERS—I will break your land... FOR SALE—McCormick-Deering Row Binder... AVOID THE DOWNTOWN TRAFFIC... Local Druggist

BURNS BOY Elizabeth, N. J.—A young woman, 33 years old, is being held for trial on a charge of burning her 12-year-old stepson...

BAN ROAD SIGNS Copenhagen, Denmark.—All highway and road signs, except those posted by municipalities...

The 13 boys' 4-H clubs in Jones county have a trench silo contest among themselves...

The first San Sara county terraces were constructed on the Joe Rogers farm in 1914...

The 65 Guernseys in the herd of A. B. Buchanan, Silverton, Briscoe county, returned an average profit above feed cost of \$97.04 per cow for the past year...

County road building machinery in Tom Green county is being rented to farmers for digging trench silos...

Modern Equipment Operated By Men With Years of Experience Means

Better Ginning Service

With the beginning of the ginning season we are glad to announce that our plant is in first class condition...

The Best Ginning Better Turn-Out Cleaner Sample

Modern equipment and our crew of experienced ginnermen, plus careful handling of your cotton during every ginning operation...

We Also Offer You Full Cooperation and the Best Facilities In Marketing or Securing A Loan On Your Cotton.

Sanders & Crawford F. T. Sanders J. M. Crawford

