

WASHERS

Compare the New 1940

APEX WASHER

with washers selling at much higher prices. Clothes washed 1-3 cleaner and 1-4 faster, furnished in either electric or gasoline models.

Liberal Terms

Prices as Low as **\$49.95**

MCBRAY

Morehead's Complete

NEXT DOOR TO THE PE

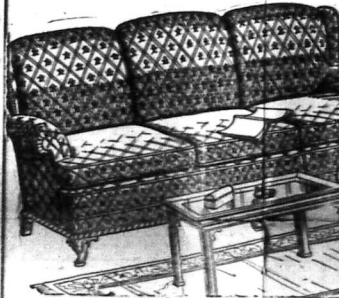
TWO BIG OPENING DAYS

WE ARE OPENING ONE OF THE MOST MODERN FURNITURE

We wish to announce to our many friends and customers who have made possible our steady growth through the years that we are opening a new modern furniture store which will carry everything in home furnishings but will continue to operate the dry goods store on Fairbanks St., as we always have. Almost any requirement of the average family can be had at one or the other of these stores. Whether you want a spool of thread or a range stove you will

be treated with the same courtesy and appreciation. We have only one price which is the same to everyone everywhere. One customer's dollar is worth as much as the others. At the new store which will be known as McBRAYER'S, we will carry only furniture, but at THE ECONOMY STORE, we will still carry shoes, dry goods, ready-to-wear, field seeds, fertilizer, used furniture, feed and hay, roofing and paint.

LIVING ROOM



LAMPS

A variety of sizes, styles prices and colors. You must see our display of lamps.

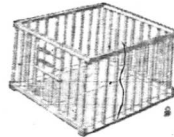
98c

to

\$4.95



Baby Cribs



A complete line of baby needs. Beautifully decorated and popularly priced. See them!

\$7.95 to \$14.95

For The Home

Cabinets, Cabinet bases, Breakfast sets, kitchen tables, Studio couches and day beds. Linoleum rugs, Armstrong's and Gold Seals. Axminster Wool Rags, Blankets and Spreads.

Prices Right!

TABLES

Center Tables, End, Coffee and library tables make an ideal gift.



95c to \$14.95

BED ROOM SUITE

Large Selection of Bedroom Suites



\$39.50 up

FREE! PRIZE

To be given away at the close Saturday night

It is not necessary for you to be present at one of these prizes.

Everyone entering our store on days will be given a coupon on which write their name and address.

This will entitle them to the free will be given away on the evening of Monday, also they will have of buying our specials which will in the windows.

- 1st prize.....INNERSPRING
- 2nd prize.....LAR
- 3rd prize.....42 piece
- 4th prize.....PAIR OF WOOD
- 5th prize.....RA

To the persons signing these coupons also sell a regular 25c Fruit Bowl for only 7c

AYER'S

Complete Furniture Store

FOR TO THE PEOPLES BANK

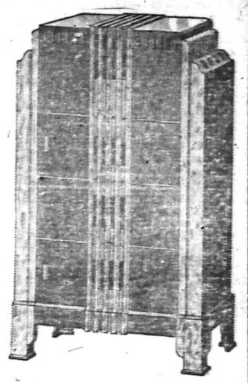
AYS FRI.-SAT., DEC. 15-16

MODERN FURNITURE STORES IN EASTERN KENTUCKY

HEATROLA

Stoves from the smallest to the larger Heatrolas and kitchen ranges, in both coal and gas burners.

\$29.50
to
\$44.50



ROOM SUITES

\$49.50 up



We have in stock the new 1940 models APEX washers, ironers, and refrigerators, Electric Irons, Arvin Electric Radios, Sentinel Battery Radios, Progress Heaters and Ranges. A beautiful line of kitchen furniture consisting of the very latest in Cabinets, Utilities, Bases, etc.

We are buying merchandise in carload lots so that we might be better enabled to bring you your Holiday needs at a price far below what they would be if we bought in smaller quantities. Our storage rooms are already well filled with

additional merchandise arriving daily.

We have visited almost every factory in this part of the country, shopping for the very best that can be bought for the money.

When you visit our stores after we arrange our stock on display for the holidays you will see the painstaking care which we have taken in selecting our stock, so that our customers might obtain the very best that might be had for the money.

FREE! PRIZES

away at the close of business
Saturday night

for you to be present at the drawing to win

Bring our store on the opening
when a coupon on which they will
name and address.

Bring them to the free prizes which
will be given away on the evening of the sec-
ond they will have the privilege
of selecting special which will be displayed

- INNERSPRING MATTRESS
- LARGE ROCKER
- 42 piece DINNER SET
- PAIR OF WOOL BLANKETS
- RADIO TABLE

By signing these coupons we will
win 25c Fruit Bowl for 11c. A
Fruit Bowl for only 7c.

Rocking Chairs

Rockers that make you want to go home and sit by your own fireside on long winter evenings.

\$2.95 Up



RADIOS

The new Sentinel Radio which uses only one battery can be converted into an electric set by simply turning a switch.

Miniature four tube sets

only \$7.95

CHESTS

Odd chests and wardrobes. A large variety to suit every taste.

\$7.95 to \$29.95



Beds

AND

Mattresses

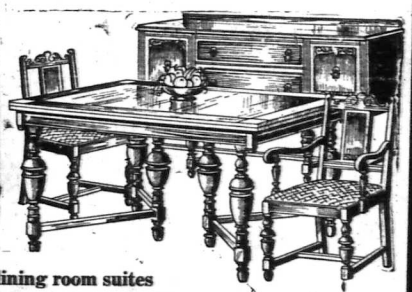
Odd beds that are the latest. Beautyrest mattresses

as well as the more popular priced inner-spring mattresses.

from \$9.95 up



DINING ROOM SUITE



The latest in dining room suites

from \$69.50 up

TRAIL

THEATRE
THURSDAY AND FRIDAY
 Chester Morris in
"FIVE GAME BACK"
SATURDAY
 Gene Anzly in
"COLORADO SUNSET"
 Also: Chap. 8 "Tracy's G-Men"
SATURDAY NIGHT
 11:00 P. M.
"SINFUL DAUGHTERS"
 (Adults Only—No Kids)
SUNDAY AND MONDAY
 Wallace Berry—Chester Morris in
"THUNDER AFLOAT"
 Shorts: Popeye Cartoon, Phil
 Spitalary Orchestra
TUESDAY
"HOME TOWN MOVIES"
 and

"COWBOY QUARTERBACK"
 Added: Serial and Caricom
WEDNESDAY
 Lola Lane in
"TORCHY IN PANAMA"
THURSDAY & FRIDAY
"THOSE HIGH GREEN WALLS"

FURNISHED COTTAGE FOR RENT
 Four rooms and bath—gas furnace. Garage. Call Mrs. O. P. Carr—173.

FOR RENT
 One 7-room house, one two-room cabin, furnished. E. H. Tomlinson, Morehead, Ky.

No point in the state of Florida is more than 100 miles from the seashore.

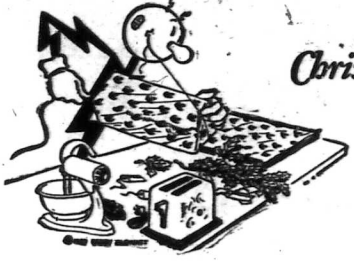
Trimbles Program
THURSDAY & FRIDAY
"ETERNALLY YOURS"
 Loretta Young—David Niven
SATURDAY
"CRASHING THRU"

FOR SALE!
 LOT 48 X 150 ON THIRD STREET
 Close to School
 Write S. E. Stratton
 292 P. O. BUILDING
 Portsmouth, Ohio —41 43

James Newell
SUNDAY
"REMEMBER"
 Robert Taylor—Greer Garson
MONDAY
"LOVING TUBBLEWEED"
 Gene Anzly
TUESDAY
"WITNESS VANISHES"

Edmond Lowe—Wendy Barrie
PLAY WABOO—BIG PRIZES
WEDNESDAY
"TWO BRIGHT BOYS"
 Freddie Bartholomew
 Jackie Cooper
THURSDAY & FRIDAY
"DEPRESSED PASSAGE"
 Dorothy Lamour—John Howard

Tabb Program
SATURDAY
"WHERE THE WEST BEGINS"
 Serial and Shorts
SUNDAY
"WAKE UP AND LIVE"
 Walter Winchell—Ben Bernie



Do Your Christmas Shopping NOW and Get It Out of the Way
 EDDY KILOWATT,
 your electrical servant

GIVE ELECTRICAL APPLIANCES

They Are Sure to Please Those Who Get Them Because They Provide Years of Time-Saving, Work-Saving, Economical Service . . . and Because They Are Constant Reminders of Your Thoughtful Generosity.

Check this gift list today. Begin shopping tomorrow. Then you will be sure to get your choice of the most attractive merchandise before it is sold out.

- | | | |
|-------------|---------------|-----------------------------|
| Iron | Floor Lamp | Coffee Maker |
| Clock | Light Bulbs | San Ray Lamp |
| Un Sec | Food Mixer | Sandwich Grill |
| Vibrator | Table Stove | Ironing Machine |
| Hot Plate | Egg Cooker | Vacuum Cleaner |
| Percolator | Heating Pad | Toaster Tray Set |
| Coffee Urn | Carling Iron | Washing Machine |
| Hair Dryer | Chime Clock | Automatic Range |
| Heat Lamp | Dish Washer | Automatic Router |
| Waffle Iron | Room Heater | Automatic Toaster |
| Wall Lamp | Chafing Dish | Automatic Water Heater |
| Table Lamp | Cigar Lighter | Christmas Tree Lighting Set |

Among the displays you'll find articles large and small at prices you can afford to pay.

BUY FROM YOUR LOCAL DEALER OR AT OUR SHOW ROOM

CHRISTMAS TREE LIGHTS ONLY 5¢ FOR A WEEK
 Make your home more cheery with holiday geyes this year by having an old-fashioned Christmas tree. Your family will have a barrel of fun setting up and decorating the tree, and you can light it with a string of 10 bulbs 2 hours an evening for a week for 5 cents—the price of a pack of gum.

KENTUCKY POWER & LIGHT COMPANY
 INCORPORATED
 FRANK MAXEY, Manager

MORE FEATURES BETTER FEATURES
tell you to "BUY CHEVROLET!"
"Chevrolet's FIRST Again!"



It's the only low-priced car with all these fine car features!

Everybody knows, it takes fine features to make fine cars! . . . And Chevrolet for '40 is the only car in the low-price field that has all the fine car features pictured at the left! . . . Small wonder, then, that it is also out-selling all other new cars for '40. . . . Eye it, try it, buy it, and you'll be thoroughly convinced that "Chevrolet's FIRST Again!"

NEW "NOVA" COUPE STYLING	NEW EXCLUSIVE VACUUM-POWER SHIF	"THE LARGEST OF THE LOT" <small>First model of 1940 in line of body (D) based Chevrolet for 1940's the largest of all low-priced cars!</small>
PURCHASER HYDRA-MATIC BRAKES	NEW SEALED BEAR SEALS	NEW 85-H.P. VALVE-IN-HEAD 8-CY
NEW 85-H.P. VALVE-IN-HEAD 8-CY	NEW FUEL-PUMP BODIES BY FORCE	

Eye It - Try It - Buy It! \$659
 Chevrolet is shipped to dealer—SEE DEALER OVERLOAD

Midland Trail Garage
 MOREHEAD, KENTUCKY

Holiday Bargain Offer!

FOR MAIL SUBSCRIBERS!

The Lexington Herald
 Daily An Entire Year **\$3.50**
 By Mail For Only
 (Six Days a Week)

Daily Herald and Sunday Herald-Leader both a year \$4.00

Orders At These Low Prices Accepted Only From R. F. D. Patrons and From Towns Where Herald Does Not Maintain Carrier Service.

In The Herald:

Wirephoto—Pictures from anywhere in America in 8 minutes! . . . Associated Press . . . United Press . . . News and Pictures from Central and Eastern Kentucky Communities . . . America's leading features and comics . . . Best daily newspaper buy in the world for residents of Central and Eastern Kentucky. Sample copy free on request.

BARGAIN OFFER EXPIRES SOON

Send check or money order now to
 DEPARTMENT A
THE LEXINGTON HERALD
 Lexington, Ky.

MOTORISTS AND TAXPAYERS!

YOU, as users of Kentucky highways, know the danger you meet, the inconvenience you endure, because of big trucks, even though the present Kentucky law limits their length to 30 feet, and their weight to 9 tons.

Certain commercial trucking companies and their allied interests from other States will renew their attack on this law at the January, 1940, session of the Kentucky Legislature. Because of the great financial power which is now massed behind this attack, it will undoubtedly be successful unless the people of Kentucky—motorists, operators of trucks of reasonable size and taxpayers—unite to protect their own safety and their highways, which are their property.

We believe we are rendering a public service in bringing these facts to your attention, and in suggesting that all who are opposed to having larger and heavier trucks express their views to their Senators and Representatives before they go to Frankfort.

- Larger and heavier trucks would:
1. Make use of the highways more hazardous.
 2. Cause added inconvenience.
 3. Destroy the roads and bridges.
 4. Increase taxes to build and maintain a few highways for big trucks.
 5. Leave little or nothing to maintain secondary and farm-to-market roads.

It has been officially estimated that it would cost \$88,800,000 to put Kentucky's main highways in condition to support big trucks.

Why Railroads Are Interested

Railroads build, maintain and pay taxes on their roadways. It is grossly unfair for the government to permit great public utility transportation companies to operate trucks as big as freight cars upon our highways built and maintained at public expense.

As the largest taxpayers in Kentucky railroads have the same interest as other taxpayers in avoiding payment of additional taxes to build and maintain super-highways needed only for super-size trucks which constitute less than one per cent of all highway users.

Like farmers and merchants, railroads are interested in the maintenance of adequate secondary and farm-to-market roads.

Here is What Secretary of the Interior, HAROLD L. ICKES, Had to Say:

"The people started to build good roads so that they might have pleasure and recreation that made possible by traveling in their own cars. . . . At least this has been what we thought we were paying our road taxes for. . . . But now we have been digging into our pockets to build highways for trucks. . . . The lord of the highway seems to be growing longer and wider and higher. . . . I have promised some day to give myself the pleasure of driving down a truck-erased road in the biggest bumper tank that I can and and bumping these pests from the road."

I wonder if anyone here has occasion. . . . But what particular of the distance a levitating truck carries. . . . I suspect that the millions who think that they ought to have it priority in the use of their own roads."

Speaking before the 37th Annual Convention of the American Automobile Association, Washington, D. C., November 16, 1939.

Kentucky Railroad Association - Louisville