

${ }^{-}$Mesquite Dunes to Become Airport


SURE, IT'S GOING TO BE COLD BUT WHAT OF IT!
ECONOMY STORE VALUES MAKE IT E ASY FOR EVERY BODY TO BE STYLISH AND COMFORTABLE!


SHOES
 Lb. 25 c
Hams Ham
Chuck Roast
Steak, Choice Cuts
Bacon
Salt Jowls




BOYS and GIRIS wina Bfint
Xmas Gift for MOTHER!
Reddy Kilo ratt's Christmas Gift Contest for Boys and Girls 18 Years or Younger

- Here is an easy contest especially designed test is free and open to boys and girls 18 years for boys and girls in homes served by the Texold or under whose homes are served by this as Electric Service Company who would like
to win a fine electrical gift for Mother's Christto win a fine electrical gift for Mother's Christ-
mas. Contest entry blanks containing full details have been distributed to most homes already, and if anyone hasn't received an entry Look over the prize list below, and see how blank by Monday, call by our office. The confor Christmas, blak by May, call by our ofice. The con-
PRIZES - 133 Modern Electric Appliances Will Be


Texas Electric-Service Company

Entries Judged the Best!
-3 Grand Prizes
$\qquad$
6 Cu . Ft. Electric Refrigerator
Radio-latest model cabinet radio

- 26 District Prizes
$\qquad$
$\qquad$
Urn Set
Hospitality Tray
Electric Casserole
Electric Roaster
Circulating Heater
Electric Clock
- $\mathbf{1 0 4}$ Gencrioi Prizes
To be awarded to the entries judged
best, regardless of Company's Dis-
tricts.
I. E. S. Junior Floor Study Lamp
I. E. S. Table Study Lamp
Automatic Iron Waffle Iron
$\begin{array}{ll}\text { Electric Toaster } & \text { Waffle Iron } \\ \text { Standard Pin-It-Up } & \text { Reflector-Lite } \\ \text { Lamp } \\ \text { Percolator } & \text { Toaster Set }\end{array}$
- Completed Entry Prize
Soon after submission of entry, a
100 -Watt Lamp Bulb will be pre-
sented everyone who submits an
entry completed to the satifaction


## THE KATYDID Sounds Taps

STOP YOUR CAR IN OPEN COUNTRY ONE OF THESE NIGHTS WHILE FIREFLIES STILL TWINKIE AND THE ORCHESTRA OF INSECTS IS IN ITS LAST WILD FRENZY. PERHAPS YOU'LL HEAR A NEW MUSICIAN TUNING UP: "KATY DID . . . KATY DIDN'T"" A WEEK LATER WHEN OTHERS ARE MUTED BY THE SUDDEN CHILL OF NIGHT . . . THIS LONE FIDDLER'S NOTES WILL MULTIPLY INTO A LOUD AND ROUSING THRENODY:

## "KATY DID! . . . KATY DIDNT!"

AND WHAT IS THIS TO YOU? "SIX WEEKS AFTER THE FIRST KATYDID COMES THE FROST?"

HOW WILL YOU MAKE THE MOST OF THE MONTHS AHEAD? . . . HAVE YOU THOUGHT HOW FULLY THE ADVERTISEMENTS TELL THE STORY OF YOUR NEEDS? HERE, IN THE PAGES OF THIS NEWSPAPER, STYLES ORIGINATE AND THE COMING EVENTS ARE CLEARLY SHOWN. HERE ARE THINGS NEW AND IMPORTANT FOR THE HOME, FOR PERSONAL USE, FOR BUSINESS. DEPEND UPON ADVERTISING TO THINK IN ADVANCE FOR YOU ...TO SAVE YOU MONEY AND ENERGY, AND KEEP YOU ABREAST OF THE TIMES. WINTER'S AHEAD . . . BUT ADVERTISING HAS FORESEEN ITS COMING!



A WANT AD IN THIS PAPER W ILL BRING QUICK RESULTS

## THEY RE AERE F Frothow AMFRICA!



THE MOST BEAUTIFUL THING ON WHEELS is: LGELIN CUTVELUES TIEEHO RLLE

MUIRHEAD MOTOR CO.


