## The Hitr Avena TRyithu

| ( 'All Ready' At a London Defense Post |  | "Worlips record" Set By Yarm Serurity in Pietorial Romat vent To \en, Rerien |  | Keeping Up With Texas |
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|  |  |  | to an announcement this | Eleren planes on the fithen an. |
|  |  |  | by Ray D. Brown. superin- |  |
|  |  | view by C. P. Emmett. Rural Su pervisor of the Farm Security Ad- <br> ministration in Hamilton County The American says that this 34 - |  |  |
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| Sext sunday | ad |  |  | and William Edwards, all of Big Springs, and Roy Taylor, Kilgore. |
| a announcemm |  |  |  |  |
| ton exerciser were frist plan- and announcei tor the emen- |  |  |  | K. Lee 72, of Newto. repertedo |
| hour next Sunday Conditions |  | and jetsam which float through |  |  |
|  | system. it was announced Monday |  | Waco Recruiting Officer Advises Loeal Postmaster |  |
| the close of church school, and certificates will be awarded to | by the state | character degenerates and indus- try dries up. should be turned |  |  |
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| nthe Melton home at the ed |  | ven |  |  |
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| Se home is occupied by | a greater number of tatalites oc. | prompt tederal workers, |  |  |
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| Lite |  |  |  |  |
| Wednes |  |  |  |  |



| It Will Pay <br> o feed a better feed since egg prices are higher: We Carry a Complete Line of POULTRY AND LIVESTOCK FEEDS <br> KEENEY'S HATCHERY |
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## cita



## WE WILL

$\qquad$ ONLY BARGAIN THAT"S WHY WE SAY THE
SUITS OR DRESSES
Cleaned and Pressed
If shooting will give you pleasure-
But spare my new INTERRATIONAL SUIT, JUST RECEIVED-
Henlein Bros, Samples of Custom-Made Shirts
hey fit with eac-they'ryled to please-and

## Everett's Tailor Shop

## Home News



## Dale Carnegie

5-Minute Biographies
Acthor of "How to Win Friends and Infuence People.

Mozart's Funeral Cost $\$ 3.10$ and No One
Followed His Coffin to the Grave


## The Mirror <br> PUBLISHED BY students of hice hith scheol

 EDITOR-IN-CHIEFASSISTANT EDITOR

TIGERS RIP ELKS
SUMMARY
Tigers
Siks Yirst downs
Ppanes tried
Paeese Pasees completed Pasees
Peaseas
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## The Store That Doesn't Advertise . . . . Pays!

You have, perhaps, wondered how some stores can afford such large sums for advertising. That's easy to figure. The merchant who doesn't advertise, and who loses a customer to a local competitor, or to an out-oftown competitor, pays for his competitor's advertising, just as surely as two and two make four.

For Example: The Jones family is a customer of your store. They have $\$ 60.00$ to spend with you. They read your competitor's advertising and, sooner or later, are induced to spend their $\$ 60.00$ with him, instead of with you. The store makes a profit of ten to twenty per cent on the sale, or $\$ 6.00$ to $\$ 12.00$. Who paid for that advertising? The store that did not advertise paid it.

## You Reduce Overhead When You Bring More Customers Into Your Store

The moment you turn the key in the door of your place of business each morning, you automatically turn on the overhead. It is always with you. Each customer who enters your store to buy cuts down your overhead.

Therefore, you need the help of ADVERTISING to bring more customers into your store. It is doing it for progressive merchants the country over, and it can and will do it for your business.

## The Hitu <br> 

## Miss Elva Jenkins spent Satur- Mrs. Jee Nelson of Clifton spent day in in Hamiton with her cousin. Wednesday with Mrs. Harry Hud- Mrs. J. W. Barnette.

 Mrse J. H. Goad is in Cisco vis.titing her sister, Mrs. Hugh Blait and Rev. Blair.
Mrs. Beulah Cox
Falls. was a kuest
Mrs. J. H. Cox, one Luaske Randals left
Austin where he will
Univeraity of Texas.
Ross SHOP, Jewe
and Clock Repairing.
Mr. and Mrs. H. N. Woite spen
the first of the week visiting rel
atives in Waco and Groesbeck. H. Smith was in in
Sunday visiting bis Mr. and Mrs. R. B,
their
Woughter, Helon,
Worth last
Texas Christian Unday Dr. and Mrs. Hol
of Fort Worth visite
ite home of his par
Mrs. E. S. Jackson.
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Mr. and Mrs.
and Mrs. Sam

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THE CITY COUNCIL

THE CITY OF HICO

Time For
Fall Photos

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The
WISEMAN
STUDIO
mice, texas

## Subscribers NEWS AND VIEWS

## Alarm Clocks

In black, white, or an assortment of col-
ors. Loud or soft alarm. Keep good time 98c UP

RECONDITION YOUR HAIR
For That Fall or Winter Permanent Guaranteed tonics, shampoos and healthsupplying oils for both dry and oily locks.

SEE OUR NEW AMITY DISPLAY CASE
You can buy a genuine leather zipper style billfold for $\quad 98$ e

All the New Tints In
RIT, DIAMOND, AND PUTNAM DYES
Makes dyeing at home easy.

## Don't Forget

THE REXALL ADRIENNE LINE Also Cara Nome-The ladies like it!

## Every Day

IS SPECIAL DAY AT
OUR DRUG STORE
Always-a complete stock at reasonable prices.
Porter's Drug Store
THE Juaz DRUOB ORE
"In the Center of Hico's Bus iver tivitien"

## News of the World Told In Pictures



1938 CHAMPIONS


Champion ram and ewe
Champion Rambouiltet ram and ewe of the 1938 Sheep and Goat Show





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Prono buse niled with ounco dath




Michicss passivg Comes Hicn:

oung Craileman Empletes Intricate Lamps for Chapel


Creator of thes, elaborate light fixtures for the Chapel in the Woods being constructed at Texas State College for Women is a
atudent artist, Miss Sammy Tate (lower left) of Ennis, who designed them and has put them together herself. She is being assisted
sy Miss Helen Solberg, a Clifton student. Eudid tis supervision of Mise Dorothy A. LaSelle of the TSCW art departmient. Miss Tate has saw-pierced and inveted these spheres for the Chapel audito-
rium. 8 隹 rium. She is also making lights for the vestibule and front door, two
candle-sticks and the large altar cross. All art work in the Chapel.

Chapter III
Synopuls

## 2?

Do you think
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end, and in spite of her ment of Vicky's interference
her affairs, it semed as if Vick
after all was the only
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and tooked his
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## Thoma z. rodaers Fire, Tornado, Casualty <br> ad Automobile INSURANCE <br> ${ }^{\text {insurance }} 12$ Hice, To

Dr. W. W. Snider Dublin, Texas LOOK
FOR THE NEW 1940 PLYMOUTHS DUZAN-JONES


Nay we suggest that you come to our yard and select
Dalton \& Hofheinz Memorial Co.

## USED CARS

We have opened a new De Soto and Plymouth agency in Hamilton, and a new used car lot.
If we don't have the car you want in Hico can get it.
EASY PAYMENTS ARRANGED

## Dook Purdom

## HUNTERS!

WE HAVE SHELLS FOR
ALL KINDS OF GUNS.

## Preparedness

## is the watchword

Now is the time to prepare your poullaying, when eggs will bring the best

Recondition Your Poultry As Well As Your Livestock

## Prescriptions

Cost such a small fraction of their real value they are expensive only when inferior ingredients are used. Make sure you get the best by bringing them to us.

## Don't Wait

Until your hands are rough and dark to do something about them. Keep them young and lovely looking through constant use of a good lotion.

CHAMBERLAINS JERGEN'S HIND'S HONEY \& ALMOND CREAM
CornerDrugCo.
HONE 108


GIVE THE COWS A REAL CHANCE



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Want Ads

Spark Plugs | Good as new, and guaranteed |
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| for 10,900 | Oale Bros.


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    "I wam
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    life we lead?
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