


## MOTORISTS:-- Be Wise ...See Duran!

New Car ar Old, You Have A Right to Expect Trouble-Iree Performance!

Chrysler and Plymouth...

## Everyone knows what these names mean in the field of

 motoring. The wise motorist who is thinking about trading for a new car would do well to figure with us at once, before Federal regulations on installment buying go into full effect. There are a number of reasons why you should come here first-and now: EASY TERMS ARE STILL AVAILABLE deliveries may be slower next month TODAY'S PRICES HAVE NOT ADVANCED WE CAN GIVE YOU A GOOD TRADE-IN you can expect a better deal nowPerhaps you haven't had the thrill of a demonstration ride in one of our new cars. If not, we would be pleased to have you call at your convenience. Be sure to investigate Chrysler and Plymouth before making up your mind about that new car

## Act Now!

We Cannot Guarantee TOMORROW's PRICES
We Cannot Guarantee future DELIVERIES

ASK AbOUT OUR EASY TERMS If you delay, your purchases will have to be made on the terms the Government decides to require.

## A Well Equipped Shop

You will find our shop equipped to handle even the most tedious job on any make of car. Our mechanics know their job and do it well, whether you require only a simple motor tune-up or a complete overhaul. Satisfaction is guaranteed by our careful workmanship, and by the use of dependable parts and equipment, such as

SUN MOTOR TESTER AND ANALYZER BLACK HAWK PORTO POWER GENUINE CHRYSLER \& PLYMOUTH PARTS LATEST PAINTING EQUIPMENT McQUAY-NORRIS AND DELCO-REMY LINES WELDING, BODY, FENDER \& FRAME WORK If you have definitely decided to make your present car last another year or so, you will save money in the long run and derive more pleasure by having it spruced up and put into condition. Come in and let us estimate for you how cheaply this can be done.

> Tederal Requlations an Installment Buying May Ga Inta Effect Immediately! Chrysler - DUZAN MOTORS • Plymouth


YOUR BUY OF THE YEARI GODDFYEAR Special Offer FAmous FIRst-LINE TABOUS FIRST-LINE
EO-3" ALL-WEATHER To-3: Tive
usuatiy 914 a week

for 6.00-16 dine whon purchased
zingly on Eany Pay Torme.


NOW ES THE TIME TO USE RUBBER WISELY



IT'S A FACTI The cost of food and other essentials is going up, due to circumstances beyond the control of your local merchants, but there's one item in the cost of living-electricity-that not only defies this trend but actually costs less today than ever before. Year by year, the unit cost of electricity has come down until today the average customer of this company receives $53 \%$ more electricity for his money than he did in 1931. The doliart you spend for food, clothing and other necessities are steadily shrinking in value, but your electric dollar buys more today than it ever did.



by Miss Stella Jones, Local Correspondent



Helping hand

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One reason
tising is this:
It helps people with something to sell to find customers.

It helps those folks called "consumers" to find out about things they wan to buy.

All of which is another way of saying, everyone.
That's why advertising pays-on both sides of the counter.
The Hico News Review


## ${ }^{2}$ Befare PRICES ADVANCE! zrBepre STOCKS ARE EXHAUSTED! and WHILE Installment-Buying

 is still aucilable. . .purchase those GAS APPLIANCES you've been meeding during -Our
**PREPAREDNESS SALE and OLD STOVE ROUND-UP**
STARTS SATURDAY, AUGUST 23

For An Inexhoustible Supply Of Instantaneous Hot Water


Ruud And Other Popularly Priced Automatic Gas-Fired Water Heaters
48 Months to Pay
Payments As Low As $\$ 1.28$


## TREAS SOLTIIIESTERY GIS COIIPIII

"Use Natural Gas for Cooking. Water Heating, Refrigeration, Honse Heating"
$\star$ FIRST PAYMENT, NOVEMBER 1, 1941
$\star$ SPECIAL DISCOUNTS ON ALL HEATING EQUIPMENT
$\star$ INCREASED TRADE-IN ALLOWANCE ON WATER HEATERS and RANGES

## For Cooking Periection



Raper (D) Gas Range
36 Months To Pay
Payments As Low As
$\$ 3.66$


Payne Floor Furnace
36 Months To Pay
Payments As Low As
$\$ 1.46$... nom



