


## Newspapers

 and Wastebaskets
## Are Strangers!

The Home-Town Newspaper is seldom or never thrown into the postoffice wastebasket, and is seldom thrown away at home. After a thorough reading it is frequently sent to a relative or a friend. Did you ever notice the wastebasket at the local post office?

Consequently newspaper advertising reaches more people and stays with them longer than other forms of advertising.

Newspaper advertising is "business insurance" for the days ahead when buyers may not be as plentiful as they seem to be these days.

THAT'S WHY NEWSPAPER ADVERTISING PAYS

## ©he Hitu Nouts Rativut



## EYESTRAIN SEASON

 IS HEREFill those empty sockets with right-sized bulbs

Longer night mean more and bextrat fiet is needed to prevent eyestrain. Better fill those empty light sockets now with rightsized bulbs for easier seeing. We'll gladly help you select the bulbs you need. See us about it today!

$$
15 c \quad 18 c \quad 22 c
$$

buy 'em in the handy 4-bulb carton


COMMUNITY PUBLIC SERVICE COMPAMY
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Bring ém to Market

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CUBES - also PELLETS


Your TEXO Dealer In Hico Is

## J. B. Woodard Produce

Cash Buyer of
Poultry, Cream, Eggs, and Pecans

le Can Save Your Tires and Stop Costly Repair Bills


Wheels out of balance don't roll smoothly down the road giving you easy riding and easy steering. INSTEAD, they hop, pound ond swing from side to side on every revolution.

WE GIVE GKLD BOND DISCOUNT STAMPS

JAKE, CECIL, VIRGIL and E. DUZAN

YOUR FRIENDLY

## MAGNOLIA DEALER



A Few of the Many Lines We Carry
 lane cedar chests cavalier cedar chest livoletem of All Patterns mattresses $\&$ springs
(All Types) baby chatrs, walkers

## HOOVER

Vacuum Cleaners - in both upright and tank types, complete with cleaning tools to fit every need.

## SPECIAL

For the Week
1 BLACKSTEM WASHING MACHINE $\$ 119.50$ Value for $\$ 99.50$

## Cheek Furniture Co.



NESCO TABLE-TOP
OIL STOVE steel cabinets $\underset{{ }^{2} T^{\prime \prime} \times 1 S^{\prime \prime}}{\text { WOOL }}$ DECORATIVE PLATES
CUPS floor lamps Comley REFRIGERATORS OCEDAR MOPS
POLISH Armstrong products

This is just a few of the many articles we carry. If we are temporarily out of anything we will do our thing we will do our
best to get it for you,

The Mirror
SENIOR NEWS

 Vice-Prenident James Tery.
$\mathbf{r}$
Secetary, Whan Woodard
Treasure, Jo Ann Jonhson.
Reporter, Betty Boton,
Assistant Editor, Bruce SlaughReporter, Betty Boiton,
Assistant Editor, Bruce Slaugh-
ter.
Assistant Business Manager,
 H. covers. So far, we have the mak
ings of a good annual)
PEP SQUAD $\overline{\text { NEWS }}$ -

Are


## TM com lown but

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## Yes <br> We Can Help YOU Get Ready For Winter

Regardless of almost anything else, we must keep our homes and buildings well repaired, ready for the cold winter months. After all, living is about our most important job. Comfortable living is important

## REPAIRS-

We have the materials to meet the needs of any repair job. Money spent on maintenance saves worry, trouble, and greater expense later. Check your repair needs for fall and call on us for the materials you need.

## PAINTS-

Notice how many homes and business buildings are being painted this fall? Looks like the world is taking a brighter view on life, doesn't it? And you would be surprised how many of these jobs are being done with our paints and varnishes. Figure with us today.

## ROOFING-

It's not best to wait for the rains and icicles to fix up that roof that's perhaps been neglected for so long. We are receiving frequent shipments of roofing materials, including wood shingles as well as roll and composition roofing. Why not end all the worry and damage by telling us your roof troubles. Do it today

## HEATING -

We are headquarters for reliable heating devices of every kind. Such well known names as DEARBORN and REZNOR have impressed your neighbors ask those using them. Consult us for advice and estimates and see our stock. We can supply your heating needs efficiently and economically.

## If Your Credit Is Good, You Are Eligible for <br> REPAIR AND IMPROVEMENT LOANS

No down payment is necessary for some improvement and modernization loans, and you have up to 36 months to pay. We will gladly give estimates and give you all the help we can with your planning.

## Now Is the Time to Make Those LongNeeded Repairs and Additions

We have complete building facilities and supplies and can meet all your demands. Come in today, talk over your building needs, and see how easy it is to buy those items from us.

## Barnes \& McCullough <br> "EVERYTHING TO BUILD ANYTHING"

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IN HICO, TEXAS




FASHION
 BLACK By Richand dill Wilthinson J


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NEWS REVIEW WANT ADS GET RESULTS

Australia Repays New Guinea Papua Natives for War Help

## M Mx mitum wim




Hico Theatre
mursday \& Friday-
DEAN MARTIN
JERRY LEWIS
"THTT'S MY BOY

Cat. Matinee (1:00 to 10:30)-
WAYNE MORRIS LOLA ALBRIGHT "SIEPM
se manlght, Sun. $*$ Mon-
BING CROSBY JANE WYMAN
"HEEE COMES THE G80OM" ANN BLYTH
"THE GREAT CARISSO"
...feed Purina Steer Fatena with your grain and hay


ASK US ABOUT PURINA STEER FATEMA

## McLendon Hatchery

PHONE 244 - HICO, TEX.


IREDELL ITEMS
by Miss Stella Jones, Local Correspondent

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SXIWYVI LINVId


## Smaller Business

Means
Less Overhead
-And—
gives you cheaper prices
This is the principle that we're operating on and you'll find it makes sense - to you and us, too.

## We Call Your Attention to Our Fresh Meats and Vegetables only the highest evality:

COMPLETE STOCK OF STAPLE GROCERLES
'We Lack Only One Customer - That's You!'
HANE YOU THIED OUR SERVICE ON THE DRIVEWAY?
The Gulf Station and Grocery Store On Hwy. 6, East of Post Office
Turner Serice Sta. \& Gio.
Phone 242
the houston chronicle




read by more families than any other daily newspaper
in Texast And now, for a limited time only, YoU can set it at these amazing low rates. Here is truly an opportun-
ity that you can't afford to let slip through your fingers. GFER EXPIESS DEC


Daily Only, for 1 Hear. Enclosed find sto.
(Send check or money order)
Sisned






We have a Complete


## MAGNOLIADEALER

| State Pair of Mexas <br> The Greatest State Fair in the World <br> DAYS of FUNPACKED ENTERTAINMENT! <br> $\star 10,000$ FREEEXHIBITS <br> LIVESTOCK $\star$ AGRICUITUR $\star$ ICE CYCLES $\star$ MIDWAY <br> OCT 6 -21 |
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## - 1 - <br> FOR SATURDAY ONLY

Armour's Cheese
2 lbs 80c
Kimbell's Whole Golden Yams, 1 lb .13 oz. can . . . . . . . $25 c$
Belle Star Tuna Fish, 2 cans for 45 c
Admiration Tea
$1 / 4 \mathrm{lb} .25 \mathrm{c}$
Rockwood Cocoa
$1 / 2 \mathrm{lb} .15 \mathrm{c}$
Diamond Brand Black-Eyed Peas . . . . . 15 $1 / 2$ oz. can 10c
Armour's Chili . . . . 2 cans $\$ 1.00$
(one can of tamales free)
Red River Valley Honey

5 lb . jar $\$ 1.00$
SPUDS
$100 \mathrm{lbs} . \$ 4.35$

## H. W. Sherrard

Grocery \& Market


## Easiest

 wheel you ever turned!
## Safest

 wheel you ever held!Come try it yourself

Chrysler this year introduces the first power steering ever offered on an ell us it is the greatest advance in car driving since the self-starter! To a person who hasn't tried it, it is actually impossible to describe what a difference it makes. Driving beence. At your touch on the wheel, hydraulic power instantly provides tour-fitths of the energy needed to steer the car. Gone is all sense of tug,
strain, strain, tension. In its place you find a wonderful sense of absolute front
wheel control with aimost no efiot wheel control with aimost no effori equipment on Crown Imperials, optional at extra cost on other 8 -cylinder models. Whatever car you're driving now, we invite you to

Come TRY Chrysler Hydragulde .
Fint power steering ever oflered on an
Come TRY Chrysler FirePower 180 Horrepower, finest and most pow.
rirful passenger car engine on Americat highways today!
Come TRY Chrysler Power Braking..
Power from the engine helpa epply the
brates... cuts foo prosure roquired
GEORGE JONES MOTORS
-
200
N. Elm St.


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    BE SHPPED BY Central Freight Lines
    

