HEREN
$H \ldots$
$H$


## Thp Hira Apurs TRuipu



Civic Improvements
Keep Up With March Of Progress in Town

Hico Tigers Advised, Awarded At C-C's Annual Grid Banquet


Grand Jury Returns
5 Felony Indictments 5 Felony Indictments
After 3-Day Session


LANE cedar Chests
VALENTINE SPECIALS


ONE GARMENT SAVED FROM MOTHS CAN PAY FOR A LANE

## Cheek Furniture Co.

## 5 to 10 times

 as muchgas is used in a home during a winter month than in a summer month. Won't you please remember this when paying gas bills during the next several weeks?

Lone Star must maintain lots of reserves and extra machinery to meet your peak winter requirements.

And, as you know from weather bureau figures, over most of area served by Lone Star, January and December had considerably more heating weather than the same months a year ago.

## Thank you!

Lone Star Gas Company

$\qquad$


## Performance isthe Pay-off

## Esso Extra gasoline

sives voo All Three pertommenco qualitios
1
ExtraQuick
Starting
and warm-up
You benefit from Esso Extra's im-
proved quick starting quality be-
cause you save gasolinee, and
prevent gasoline-dilution of crank-
prevent gasoline-dilution of crank-
case oil. Quick starting ${ }^{\text {makes }}$ a tank of Esso Extra last longer.


You benefit from Esso Extra's impecause this quality eliminates hermful knock, gives smoothest operation, prevents power loss,
lowers maintenance
costs, gives you added pleasure every You're getting your money's worth when you fill up with Esso Extra
 Esso Extra

ALFA.MYCCN
has been proved effective in the preventive treatment of these poultry diseases


## FED

ALFA-WTCDN

J. B. Woodard Produce

Cash Buyer of POULTRY, CREAM, EGGS, AND PECANS

The Mirror
published weekly by the students of HICO HIGH SCHOOL


FII NEWS

Cor

## Empty Sockets Breed Eyestrain



## Home Improvement Pays Off . . .

-In Comfort and Pleasure
-In Increased Value
-In Real Security
Usstars downstars, oll fround the house-improvements PAY OFF in greeter comfort ond pleasure, in incresesed volue Df your home, ond in REA. security for yourself ond you fomily
So NOWS THE TIME to build hot grozer vouve been wanting top protect yuur cor To oadd o porch or breezenoy for cour summer enomoment, ohoboby room or den for your lesure emomel the kitchen

Terms to Fit Your Budget If Desired

## Barnes \& McCullough

EVERYTHING TO BUILD ANYTHING"

## Your Income Tax

ARE YOU LOSING DEDUCTIONS YOU ARE ENTITLED TO HAVE?

At income tax time you can really appreciate the value of a checking account. Your Cancelled Checks are proof of how you paid out your money and the exact amount. You can save on your taxes by checking to see that you haven't overlooked a legitimate deduction to which you are entitled.
A YeER AROUN CHECKING ACOUNT Is YuUR guaraite of soun home rccuining MID GVES YOU THE NECESSSAYY PROOF TO BAGK UP YOUR ICCME TIXX OECLABTIONS.

If you should lose some of your checks, our RECORDAK system can still furnish proof, for it keeps a permanent record of all checks.

## The

First National Bank
—MEMBER F.O.IC. -
PHONE 145
hico, tex.


## Uncle Billie And Texas Newspaper Women



REMEMBER WHEN?-80-year-old W. W. (Uncle L. B. Smith, wife of the publisher of the Brady
Billie) Aiken, publishet of the Crockett Courrier for Standard, Mrs. Arthut H Kowert, wife of the the past $\$ 6$ years, can remember Texas Press As- president of TPA, who publishes the Fredericks-
sociation conventions as far back as 1891. But he pert didn't attend the one at Corsicana and have his burg Standard, and Mrs. Roy M. Craig, whose
picture made - like the old-timers in the gold- busband is publisher of the Stampord American. enframed photo above. Calling to othet TPAers
to "come look" - during a recent TPA meeting featured in the Diamond Ansiversary issue of The

1891 TPA Picture Stirs Memories Of Pioneer Texas Newspapermen


Health Officer Says
influenza is Prevalen



ESKIMO SCOUT . Eskime villager (right) agrees to protect
tamily of Alaskan national guard scout whe leaves for 2-week Aretie




## NOTICE Box Office Opens

 6:45 P. M. Every Night Show Starts at 7:00 P.M.rbursday \& FridayJAMES CAGNEY BARBARA HALE ANNE FRANCIS "A LION IS IS 1 l
THE STREETS"

Tueday a Wednocday-
SALLY FORREST
KEEFE BRASSELLE
"YOUNG LOUERS"


# Here's Why Your Home Stayed Warm During the last "Norther" 

When the worst "Norther" since 1950 swept into this community Wednesday, January 20 , you had no fear of being cold. You took for granted that you could turn up your heaters, floor furnaces or central heating system and you would be warm.
From afternoon to midnight, temperatures fell from balmy 70's to bone-chilling 20 s. Due to the rapid growth of the cities we serve nearly 100 thousand more homes were depending on us than when the last "Norther" as big as this one hit. More gas than ever before would be needed.
Lone Star Natural Gas Service comes to this and 421 other communities in Texas and Oklahoma through a 7,000 mile interconnected pipeline system. Over 1,300 wells in 165 gas fields supply the system. Twentyfive key compressor plants move gas under high pressure from fields.

## PREPARATIONS FOR THE "NORTHER"

Gathering and delivering this gas to your and over 600,000 other homes is controlled by a central dispatching staff. This staff knew from Weather Bureau reports almost the minute the "Norther" would strike your community.
In 40 control points along Lone Star's system, dispatcher alerted hundreds of specialists in compressor, pipeline, gas measurement and production departments. Specialists who operate distribution systems in cities and towns were alerted
Every precaution was taken. Regular crews were doubled in compressor stations and in gas fields. Extra mobile equipment was brought in to speed movement of men in gas fields. Special two-way radio equipment was sent out to speed communications in the field.
When temperature drops below 65 degrees everyone turns on their heating. For every degree the temperature falls past 65 degrees dispatchers know the amount of gas it will take to keep you warm.

## CLOSE TIMING REQUIRED

On split-second timing as the temperature fell, gas from hundreds of wells was turned into field gathering systems. Gas stored in depleted fields was turned in, too. By night Lone Star Gas System was operating at near peak capacity.
Night and day for the duration of the cold wave the entire facilities of Lone Star Gas System were operating at or near peak capacity. During this "Norther" Lone Star Gas Company facilities served over 600,000 customers more efficiently than 10 years ago when we were serving about half this number. We are keeping abreast of the growth of the area we serve by providing in advance facilities that are necessary for dependable natural gas service.

HOW WINTER AFFECTS YOUR USE OF NATURAL GAS


We Now Have a New Supply of Bulk Garden Seed for Sale Hico Feed \& Hatchery PHONE 244 - HICO, TEXAS



FOR SALE OR TRADE LIVESTOCK, POULTRY



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| - optometrast Ottice Hours: <br> 8:50 m m. to 0:30 p.m. Dally Bundaye by Appontment Phone so E. Bide sguare Hимmiton, texas | ROBERTS JEWELRY <br> watch \& Jewelry repairing <br> All watch work checked on the Watchmaster rating machine, and fully guaranteed. <br> R. A. roberts |
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Tussy
Tussy
Cleansing Creams and Lotions
FOR DRY SKIN


Dry Skin
Freshener
Reg. $\$ 1.75 \mathrm{now} \mathbf{1}$
FOR NORMAL SKIN Pink


| Skin |
| :---: |
| Lotion |

$\$ 1.75 \$ 1$

A Registered Pharmacist on duty at all times

## HOWARD DRUG COMPANY

"The Store of Friendly Service" PHONE 108

HICO, TEX.

## WHY NOT DISPLAY YOUR BUSINESS IN THE SHOW WINDOW OF YOUR TOWN?

For a small investment you can be represented in your community newspaper every week, and the readers will have an opportunity to view your wares 52 times a year. As a result, complimentary remarks will be made of your business . . . and the same goodwill that is created for your business will be created for your town. Goodwill is an intangible asset, yet no business is operated successfully without it

## Buying Advertising Is An <br> Investment . . . Not An Expense

When you build an addition to your building it's listed among your assets.

When you add new lines of merchandise to the stock in your store it's listed as additional assets.

When you invest in advertising it certainly creates additional goodwill, and certainly you can list goodwill among your greatest assets.

## ADVERTISING'S FIRST DUTY IS THE CREATION OF

 GOODWILL, AND THROUGH GOODWILL IT AIDS IN SELLING.Newspaper advertising is an avenue through which information is conveyed to your customers and prospective customers . . . a sevice that is provided through no other facility.

THE HICO NEWS REVIEW Fiesta Chambray ...Sparkay's Prints Wrinkle-Set, and Feather Flock Lawn.

35 New Patterns in Comal Ginghams

New - New SPAIMG TOPPERS \& DRESSES

A Supply of SEQUINS
VELVET ROPING TIES

## SALMON'S <br> DEPT. STORE

Phone 48
Hico, Texas

Hico Relatives Attend Funeral in Sweetwate For O. C. Haught, 68



- NEW 1954 PATTERNS -

Sandy and Orville and Their Boys

## Ogle Bros.

Texaco Service Station

-FRIDAY \& SATURDAY(Quantity limited)
Sweet Sixteen Oleo
lb. 18 c
Armour's Vegetole Shortening 3 lbs. 60c
Sugar 10 lbs .92 c
Jello
Red Spuds
Lettuce . 2 for 15

Carrots-Pkg. 35 head 10c $10 c$
Carton Tomatoes 10c
Hamburger Meat lb. 25 c

Kimbell's Best Flour
25 lbs. $\$ 1.69$
FREE-5 ${ }^{-5}$ WOUNDDS Each slo.00 Cosh Purchase
FREE - ${ }^{1}{ }_{\text {With Each } 55.00}^{\mathrm{lb} \text { Cosh Purchese }}$
H. W. Sherrard

Grocery \& Market

