# PAY YOUR POLL TAX <br> ©the Hita Nivus 

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| Race at Half-Way Marker |  |
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| By ROVING REPORTER |  |
| It Happened | Here or Near |




Sweet Potato Ban Lifted in Seven Centexas Counties


Twenty-Two Students

Semester Honor Roll


Officers Elected At Meeting
Of Country Club Members


## EL DIABLO'S WHITE HAT

By William L. Roper

## IREDELL ITEMS

by Miss Stella Jones, Local Correspondent

## CARLTON

## HOW TO RESTORE SERVICE

 WHEN A FUSE BLOWS

## TEXO IS FIRST!

 STARTER WITH VIGOFAC SCIENTIFIC INGREDIENT
 TEXO is "First"
again, by adding again, by adding
"Vigofac" to its "already the best" new fermentation factor, termed by many leading nutrigreatest thing since the discovery of antibiotics and
Vigofac"!

The suceesful poulryman will not batisied with less than "top-profit margins" from his birds. With the new TEXO Chick Starter here are the BIG ad-
vantages - that mean extra dollars to you ad vantages - that mean extra dollars to you . . . house. 2. Good feathering. 3. Proper body develop-
ment for a high rate of production over a long period of time. 4. Proper bone formation. 5. Good pigmen-

## J.B.Woodard Produce

Cosh Buyers of POULTRY, CREAM, EGGS, AND PECANS


You Have ONLY -

3
Days Left to Pay Your Poll Tax Payment Deadline Is January 31st
This Advertisement Sponsored as a Public Service by the Following Organizations:
HCO LIONS CLUB- MID- HCO CHMBER OF COMMEFPCE


Wouldn't You Rather Drive a Clean, Squeak-Free Car?

Of course you would. And it costs so little, takes so little time to have your car washed and properly lubricated at our Texaco Station. Trained men do both jobs under careful supervision.

Let us wash your car every time it gets dirty; be sure to let us lubricate it after each 1,000 miles of driving.

Call and we'll send for your car, or stop by and let us take you home or to the office.

SPECIALIZE IN
$\} \begin{aligned} & \text { WASHING \& } \\ & \text { LURRICATION }\end{aligned}$ WILLARD LEACH

SERVICE STATION WILLARD, BILL \& PERSONNEL

## STEPHENVILLE PRODUCTION CREDIT ASSOCIATION

STATEMENT OF CONDITION
Close of Business, December 31, 1954
ASSETS

LIABILITIES

## LOW COST FINANCING to REPAIR \& MODERNIZE YOUR HOME



BEWARE: The value of a home steadily dwindles if it is not repaired ... not kept in top shape. Make repairs immediately before they become major problems. And if lack of ready cash is your problem, call on us for immediate assistance.

## NO DOWN PAYMENT 36 MONTHS IN WHICH TO PAY

We will gladly help you draw up plans for making all needed repairs

Our Easy Way to
Finance Building Improvements Even Includes Labor Costs

Loans can now be processed in four days or less
Let us arrange one for you

## G. I. Home Loans Are Also Available Now In Hico

 COME INgAND WE WILL BE GLAD TO FIGURE WITH YOU ON ONE OF THESE LOW COST LOANS.
## Barnes \& McCullough <br> "EVERYTHING TO BUILD ANYTHING"

 PHONE 42HICO, TEX.


## DAAILICAARNEGIIE <br> AUTHOR OF MHOW TO STOP WORRYMG LMD Start LuING"

Robert F. Cole, Head Mediator Retires Recently

## SPORTS CORNER



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## Personals.

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Doctor's Role In Forming Academy Is Recognized

IN CELEBRATING
Our 14th Year as Your Dry Cleaner AND
In Appreciation of All Your Nice Business During These 14 Years

WE ARE OFFERING YOU A 1c SALE On Dresses
On Saturday, January 29th, for each 85¢ dress we clean for you, we will clean another dress for

Let us help you catch up with those dirty clothes in your closet

BRING THEM IN -
Or Call 49 for Pick-Up
Everett Cleaners


These Prices Will Be In Effect
FRIDAY thru WEDNESDAY

> CHILI . . . . . . . . . . . 39c TAMALES . . . . . . . . 16 chan

| Corn 2/25¢ | (Kleenex | 9, |
| :---: | :---: | :---: |
| Sweet Potatoes 18c | Clo-Coate | 89¢ |
| $\text { Pineapple } \quad 27 c$ | Bananas | lb. 10c |
| $\begin{array}{ll}\text { Pantinawier } & 2 / 25 ¢ \\ \text { Kraut }\end{array}$ | Apples | lb. 15 c |
| New Potatoes 10c | Tomatoes | 10 c |
| Tom. Juice 2/49c | Bacon | lb. 49 c |
| So, Pie Filling | Cheese | 9 c |
| $\begin{array}{ll}\text { Pazax } \\ \text { Spam } & 43 \mathrm{c}\end{array}$ | Steak | lb. 45 c |
| Cookies 3 pkgs. 77c | Steak | lb. 47 c |



WANT•ADS
FOR SALE OR TRADE LIVESTOCK, POULTRY


## WANTED



## sheep or goats


paoz azvin


## LOANS

CLAIRETTE

## 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 service that is provided through no other facility.

THE HICO NEWS REVIEW

