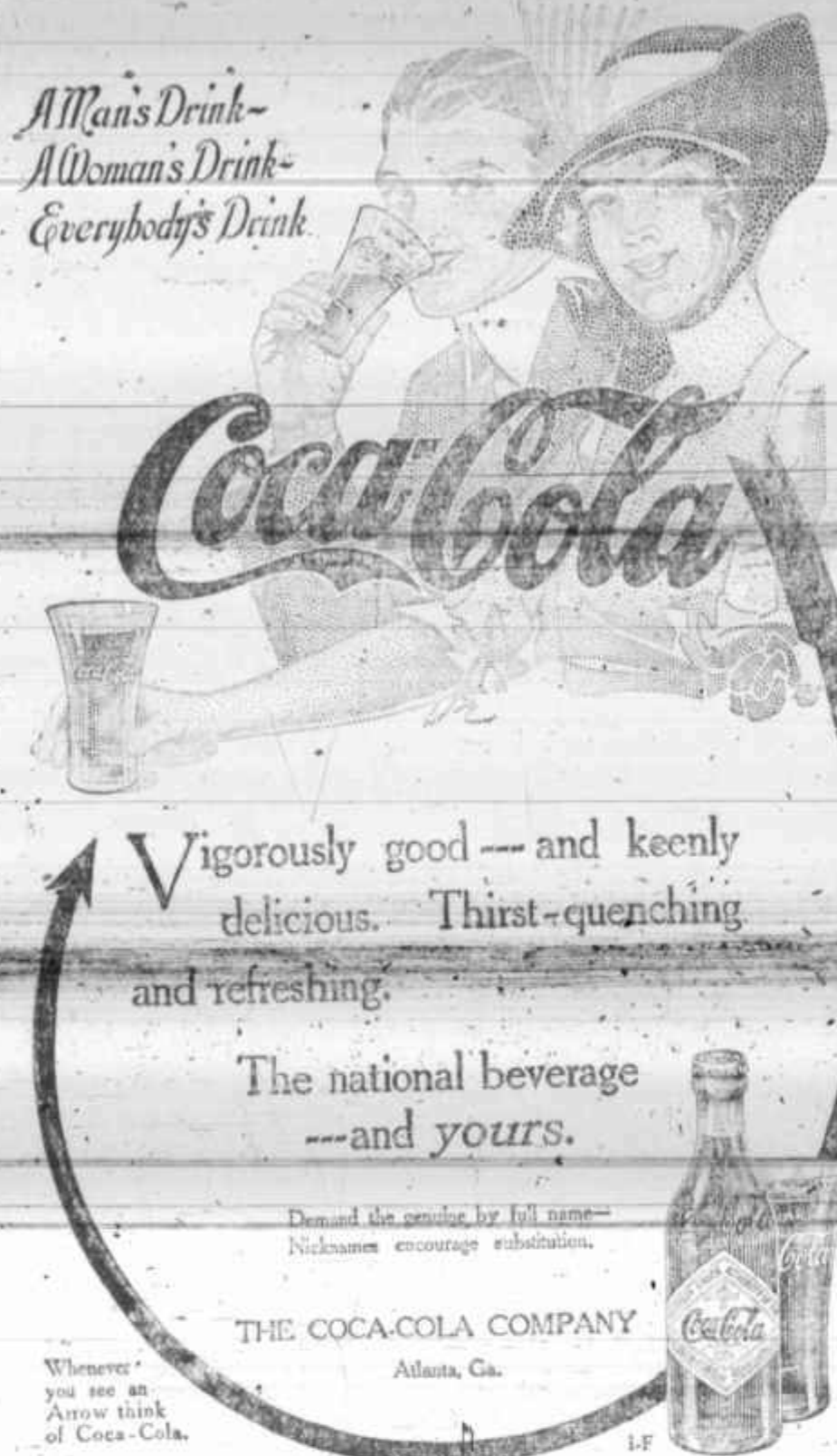


Man's Drink—
Woman's Drink—
Everybody's Drink



Vigorously good—and keenly
delicious. Thirst-quenching
and refreshing.

The national beverage
—and yours.

THE COCA-COLA COMPANY
Atlanta, Ga.

Whenever you see an
Arrow think
of Coca-Cola.

Lissie Happenings

Miss Jessie Henderson returned Tuesday afternoon from a several days' visit to her home in Wadler. Miss Agnes Hart had charge of her room during her absence.

Messrs. O. E. Sinclair and J. M. Everitt spent Monday in Wharton.

Mrs. Bertha Smith returned to her home in Pledger Friday afternoon. She was accompanied by Mrs. David Thomas.

Mr. Lee Hart left Monday for Wharton to serve on the grand jury.

Several from Lissie went to Wharton this week "to court," but Mr. Jess Adams went to Houston. Here's to a favorable decision, Jess!

Messrs. C. W. D. Ferrell and O. E. Sinclair were business visitors to Houston Tuesday.

Mr. and Mrs. Ben F. Smith expect to move to Eagle Lake in a few days. Mr. Smith having accepted a position in the Southern Pacific freight office there. Mrs. Charlie Coulter is expected from Houston to relieve Mr. Smith until another agent is appointed.

Mrs. Mamie Earl who has been the guest of Mrs. R. J. Rees, left Wednesday for her home in Birmingham, Alabama.

Mr. Harry McCormick of Wharton is a business visitor in Lissie this week. He is the guest of his brother, Mr. Ben McCormick.

This is the last call to order your printing for distribution on the trade excursion next Wednesday.

Mr. Urban York of Weimar was a visitor to the city this week.

MOTHER'S DAY PROGRAM AT METHODIST CHURCH

"Mother's Day" will be observed at the eleven o'clock morning hour at the Methodist church next Sunday with appropriate music and sermon. "Give your Mother's Church a Chance." The public is cordially invited to attend the services. Revival services begin June 28th.

R. L. PYLE, Pastor.

HOME TALENT PLAY AT NOTTAWA SATURDAY

There will be a home talent play at Nottawa tomorrow (Saturday) night, to which all the people of this city and vicinity are invited. Admission 25 cents, and the Nottawa ladies hope to have a large crowd of Eagle Lake people among the audience.

Mr. G. M. Jackson of Garwood was in the city today en route home from a visit to Houston.

AUTOMOBILE TIRES AT FACTORY PRICES

Save From 30 to 60 Per Cent.

	Price	Value	Value
28x3 1/2	\$ 2.50	\$ 1.65	\$ 1.35
30x3 1/2	2.80	1.80	1.40
32x3 1/2	3.00	2.00	1.50
34x3 1/2	3.20	2.20	1.60
36x3 1/2	3.40	2.40	1.80
38x3 1/2	3.60	2.60	2.00
40x3 1/2	3.80	2.80	2.20
42x3 1/2	4.00	3.00	2.40
44x3 1/2	4.20	3.20	2.60
46x3 1/2	4.40	3.40	2.80
48x3 1/2	4.60	3.60	3.00
50x3 1/2	4.80	3.80	3.20
52x3 1/2	5.00	4.00	3.40
54x3 1/2	5.20	4.20	3.60
56x3 1/2	5.40	4.40	3.80
58x3 1/2	5.60	4.60	4.00
60x3 1/2	5.80	4.80	4.20

All other sizes in stock. Non-Skid tires 15 per cent additional, red tubes ten per cent above gray. ALL NEW, CLEAN, FRESH, GUARANTEED TIRES. Best standard and independent makes. Buy direct from us and save money. 5 per cent discount if payment in full accompanies each order. C. O. D. on 10 per cent deposit. Allowing examination.

The Factories Sales Co.
Dept. A Dayton, Ohio.

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INSURANCE AGENTS

...Successors to...
PUTNEY & WILSON

Give us a part of your insurance business.
It will be safe and we will appreciate it.

WE INSURE ANYTHING THAT
HAS AN INSURABLE VALUE!

My Stock of Harness, Saddles and Vehicles

of all descriptions is complete and up-to-date.
Figure with me for anything you may need in that line. Also agent for

Columbus Buggies

A. L. BARING West Side of Square

W. B. Welhausen--Meat Market

Fresh and Cured Meats

PHONE 1-5-0

Dr. H. Fitzgerald, Prop. 'FITZGERALD'S SANITARIUM

Eagle Lake, Texas
High Class Accommodations. X-Ray Examinations.
A thoroughly equipped institution for the scientific treatment of chronic diseases with electricity, vibratory massage, hot air, mineral and high frequency electric showers, etc. Trained to care for surgical, obstetrical and medical cases.
TRAINED NURSE IN CHARGE AT ALL TIMES
Sanitarium Phone 117 Residence Phone 133

San Antonio & Aransas Pass

TIME TABLE
No. 1, West bound, 11:40 a. m.
No. 2, West bound, 11:42 p. m.
No. 3, East bound, 4:35 p. m.
No. 4, East bound, 4:50 p. m.
For further information, telephone or call on
FRANK DOUGLASS, Local Agent.

G. W. KEITH LUMBER COMPANY

YARDS OPPOSITE S. A. & A. P. DEPOT
Lumber, Shingles, Sash, Doors, Moulding and Builders' Hardware.
We carry a full and complete assortment of everything in the lumber or building line and can fill your orders on short notice. It will be to your interest to see us before you place your order for anything in the building line.

FRANK J. DE BORD

Licensed Undertaker, Embalmer and Funeral Director
WITH
HELMAN FURNITURE COMPANY
Day Phone 176 Night Phone 6

TRADE AT HOME.

Why is it people cannot learn the simple lesson that they cannot get "something for nothing"? Forget good values one must pay good money. The offer to sell goods at less than their value ought to create a suspicion immediately that something is wrong.

The Mirror is impelled to make this utterance because it is reliably informed that recently a big department store in a nearby large city used a full page in the Sunday edition of a leading daily paper to advertise toilet articles at cut prices.

At least three-fourths of the space was used to exploit a number of toilet articles under a name and trademark practically unknown. Their merits (?) were beautifully word-painted in fulsome description, and finally the price was cut deep, for the advertiser's sake, and not for the consumer's.

It half in two as a special sale offer. Possibly the numerous articles under the name can still be brought in any quantity from a single box or bottle, to car lots, at the cut price, or less, named in the big advertisement.

However, the department store knew full well that the bargain (?) offered in an unknown, untried and untested trademark article would not land buyers without a real tempting lure, so they devoted about one fourth of the space simply on a number to the name and a cut price on a number of trademarked articles, as three large cakes of Ivory soap for 10 cents, a box Dr. Lyon's tooth powder for 14 cents, three cakes of Palm-olive soap for 25 cents, and a few other well-known high quality articles whose price is uniform and the value recognized.

The cut on the trademarked advertised articles was not deep, but it was sufficient to attract buyers for the entire stock of these articles and more, if the department store had really wanted to sell them at the reduced prices. It is needless to say that when customers asked for a quantity and plunked down the cash, he or she was told that only one box of Lyon's tooth powder at 14 cents, three cakes of Palm-olive soap at 25 cents, or the other known articles in proportion would be sold to each customer—but the Aids to Beauty price (2) which had been cut deep, could be had in any quantity.

The wise buyers took the quantity they could get of articles of known value—the so-called Aids to Beauty, and paid possibly much more than the articles were really worth, and certainly all they were worth, at least the price they will be sold for as long as the first supply of printed labels last. When they are gone, the same articles, under other names, at the same cut prices, and of the same unknown value, will appear in company with the articles of established value under the same selling scheme to make big profits at "half the regular price."

Don't be a "sucker" and swallow such bait as above mentioned. Remember your Hillboro merchant and read his advertisements with the full knowledge and belief that he simply can not afford to use such advertising methods as above mentioned. He lives here, pays his pro rata part to keep up your school, your churches and your town, and does his share of the public work to make the town grow and he is entitled to your trade and he always gives you full value forever.

Little Miss Marjorie Walker returned Sunday from a few days' visit to Yorktown.

Miss Helen Walker was a visitor in Eagle Lake Friday until Monday, the guest of her friend, Miss Frances McElanahan.

Mr. H. C. Miller transacted business in Eagle Lake Tuesday morning.

Mr. P. H. Heller Sr., of Columbia, visited his daughter, Mrs. L. P. Heller, Tuesday and Wednesday.

Mr. Adolph Weid of Garwood was a welcome visitor in our burg Wednesday.

Mrs. J. W. Walker will entertain the Epworth League members and visitors at her home Friday evening, May 24th, with a social. Refreshments to be served on the lawn.

The school closed here Monday, and the school people gave a barbecue and dinner. A large crowd was present.

A number of our farmers and land owners fear they will lose their river bottom crops, for the river is full and still rising.

Altair Local News

Card of Thanks
I take this means of thanking the people of this precinct for what they did for me in the election and especially those who voted for me, as I was not in condition to lecture any, and the time was too short after I came home. I have no hard feelings against those who voted against me, and we will be friends just the same.

J. M. Callison

Nottawa News Notes

Mr. Ayers of Tyler is visiting his brother, Mr. John Ayers.

Messames Boyden and Comp were shopping in Houston Tuesday. A double-header brought them home.

Mr. and Mrs. DeWitt and Miss Florence Sanford attended services here Sunday.

The Ladies' Aid intends to give a home talent entertainment here Saturday evening, May 24th, beginning at 8:30 o'clock. Admission 25 cents.

dollar you spend with him. If he should not, you step into his store and "roast" him good and plenty and get your money back, or such a settlement as is satisfactory. Can you do that with the mail order houses? Not much. Trade at home with merchants you know and you will be prosperous.—The Evening Mirror, Hillsboro, Texas.

MUSICAL RECITAL AT SCHOOL TONIGHT

The musical recital given by Miss Bessie Lena Yates and her pupils will be given in the school auditorium tonight at 8 o'clock. A cordial invitation is extended to all. Besides Miss Yates, others on the program are, Misses Annie and Grace Stephen, Isabel Watson, Gladys Willard, Clara Landa, Sophia Daily, Gladys Brosig, Virginia Gwynn, Elwerta Kotzue, Helen Lott, Lucie Peit, Beatrice Faber, Ophelia Johnson, Marie Paul Barbe, and Clarence Sturmer and Errol and Wayne Middleton.

KODAKERY

A Magazine for Amateur Photographers
MARCH 1934
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Eagle Lake, Texas.

THE FRANK STEPHENS COMPANY

Harvest for Potatoes is Here Get Ready.

We have plenty of Screenes and Square Screenes, Potato Diggers, both Elevator and Finger, also have repairs for the Eclipse Finger Digger.

We will have plenty of White Wonder and June Corn to plant after potatoes are dug. Also plenty of Sweeps for Cultivators and Sweep Stocks, Chopping Hoes, Hoe Handles, and most anything you need to work the growing crop.

Hardware, Buggies, Waggon and Implements.

See us for Mower repairs. Remember us on GROCERIES.
We have plenty Horse Feed, and Auto Gas we have a full supply.

Remember "Snow Queen" Flour. There is none better. Ask users of soft wheat flour. Try our BREAD—it is the best. Stove gasoline 10c per gallon.

We have had lots of rain and are threatened with another overflow, but we will always be found at the same old stand, distributing more goods and better goods than any house in this part of the country.

THE FRANK STEPHENS COMPANY