## 

## Hico Merchants Uniting In

Big Advertising Program

On another page of this issue of THE HICO NEWS REVIEW there is published the first of a series of semi-monthly messages, each of which will discuss fac
tors vital to the prosperity and progress of Hico people

This series of messages deserve the thoughtful consideration of every resident of this community. They are sponsored by a group of prominent Hico merchants for the sole purpose of pointing out the advantages of this city as a trading center. They will not talk about "trading at home to support the merchant," but will, on the contrary, urge everyone to trade where thierr own interests are best served.

The merchantts who are sponsoring these advertise ments will make every effort to live up to the title of MERIT MERCHANTS, which simply means that they are biddin gfor your business on the sole basis of merit as to quality, service and price interest.

As additional proof that these merchants are really determined to MERIT your trade they have united in planning for an eight months program of co-operative semi-monthly sales days. The first of these features will be held Friday and Saturday of next week, May 2 and 3. Each merchant in the group will have on sale for the two days one or more TRADE MERIT Specials.
There will be an entire page advertising these SPECIAL BARGAINS in next week's News Review. Don't fail to watch for these next week and start planning now to attend the sale, for we promise that there are going to be some real "eve-openers" among the bargains listed as sTRADE MERIT SPECIALS.



## oes To Austin

 On Road MattersKeeping $L_{p}$ With TEXAS




Work Being Done
At Hico Schools At Hico Schools
Explained To Lions

| $\bullet \rightarrow+$ - <br> TEXAS LAWS <br> -00000000060000006000000 | Letters Pour In For De Leon Woman Found Dead In Bed |
| :---: | :---: |

Play To Be Given
Dry Fork School Closing Exercises




## Plans Announced

 With Speakers ForHico School Closin
$\qquad$


Census Returns
Show Loss In Hico Population



## RURAL GROVE

## 

## 666 rowte



| $\substack{\text { E. H. Persons } \\ \text { ATtorney-At.LAW } \\ \text { HICO, texas }}$ |
| :---: |

J. C. Rodgers NCTARY PUBLIC
Real Estate, Unurance
HICO. TEXAS

## Fred L. Wolfe  <br> We can cure your dandraff Make Johnson's barbey shop



## WHAT - KNOTS



## Merit Merchants

Want your trade


1928 Chevrolet s


Benenietion
Postlude.
TActivities
Worn The Thent



The Tough Banker


Hico National Bank
"THERE IS No SUBSTITUTE FOR SAFETY"

Blair's Chevrolet Sales and Service Hico, Texas
Paser
 WORLD DISTRESS CAUSE - REMEDY
a subject of vital concern today to every thoughtful person, will be discussed by JUDGE RUUTHERFORD
president of the International Bible Students Association
${ }^{2}$ WATCHTOWER PROGRAM EASTERN REGION
$\qquad$
 Central Standard
Mountain Standard w
Chicapo
Clevelnd
Columbus
.



| Harriebury |
| :---: |
| Hopkinime |
| Indianapapolis |

mincoin
Nountine
Now Yor
Now York
Nortolk



WODA Youngstown WWVA WRN

## Special

FOR SATURDAY AFTERNOON AT $40^{\circ} \mathrm{CLOCK}$ 26 PIECES OF SILVERWARE To Be Given Away Absolutely FREE

BIG SHIPMENT OF NEW WASH DRESSES, Just received

NEW SILK DRESSES and MANY NEW HATS showing Friday and Saturday for first time.

VERY SPECIAL PRICES
Come and see them while they are new
GET YOUR NAME IN BOX Before 4 O'Clock for the Silverware

G. M. Carlton Bros. \& Co.

"Dealers In Everything" HICO, TEXAS

## Read This Great Mystery Serial-



## A Beautiful Young Woman Who Doesn't Know Her Name

She finds herself standing on a corner in a strange city A handsome young man offers to help her. She is ter ribly afraid. She runs away and finds curious people who help her to employment in a strange place. There a man out of her old life discovers her. She is afraid of him and runs away again. The handsome young man finds her once more. They fall in love, but still she does not know who he is


## How Is It Solved?

Once the reader begins "Miss Nobody Fro mNowhere" he or she will not be happy until the disclosure of identity of the mysterious "Eve Parsons." Everybody will be in suspense, hoping for the body will be in suspense, hoping for the
happy outcome of the love story which runs through this remarkable serial.

Starts Next Week




If you want something you havn't got, or have something you do not
 want, say it with..

## Want Ads

Rates 2c per word for first insertion, 1c per word for each additional week.

| FOR SALE-Oliver Pony Dise |
| :--- |
| Por SALE-Extra Long, Cane |
| Plows only $\$ 60$.-Petty's. |

7 POINTS OF SUPERIORITY claimed and proved for CONOCO Germ Processed Motor Oil:

## 2

WHITE SERVICE STATION
J. A. Hughes, Prop.

STRAW HATS For MEN
We have a new shipment of Straw Hats that we can sell at from only
Nice straw materials and in the newest shapes and styles.

> CITY TAILOR SHOP

We Are In the Market For All of the POULTRY, EGGS AND CREAM We Can Get
We pay the highest market prices possible and appreciate your business. FARMERS' POULTRY \& EGG CO. Bert Pirtle, Owner
Even the Hostess Enjoys
These 2-Course Luncheons

 7HEATRE


HUMORETTES
"What do you think of the new
ypist?
shed the boss.
he

"Three hours," answered Jame
"counting the time they woul
wast waste in arguing:" "You look very
Hoter my
for six weeks and downcast."
has ben
den
said 1 Trote
spent
$\qquad$
$\qquad$

## "1 he Highest Possible Quality 1he Lowest Possible Price"

Connected with our quick, courteous service, and full stocked shelves of FRESH, SEASONABLE groceries are the factors that keeps business good.
AS OUR PART to continue keeping business good and inducing you to come to HICO to TRADE we again offer as and COW DAY Wednesday the 30th: 10 lb . Sack PURE CANE SUGAR $\quad$ 50c With $\$ 2.00$ purchase of other mdse.
REGULAR EVERY DAY PRICES:
Ginger Snaps, 2 lbs. for
Swifts Premium Veal Cutlets, per lb. 25e Swifts Premium Baked Ham, per lb. ..70c Swifts Premium Boiled Ham, per lb. . 58c Mixed Vegetables, No. 2 Can
Kuner Kraut
15 oz . Sardines
15 oz. Sardines
25
oz. K/ C. Baking Powder
DO YOUR PART by TRADING with us, your HOME OWNED Store, and your DOLLAR goes further and STAYS here in helping to keep conditions good.
L. L• HTUDSSOD

