## 



## Here In TERRACING DEMONSTRATION AT HICO NEXT WEDNESDAY

DUNCAN BROS. FALL STYLE SHOW WEDNESDAY EVE WELL ATTENDED

Snake Swallows the<br>Wrong "Egg" and Mystery Is Solved

Kecping Lp $_{p}$ With
TEXAS
MESSAGE FROM SUPERINTENDENT

Hurt In Car Wreck

Many Planes Visit Local Airport In Course of A Week


A Brand New Serial Story Starting In 1his Issue.



You Will Recognize Superlative Values In These


- xo. 4 spectals
6 boxes matches
K. C. Baking Powder, 10 lb . can for
6 cans Armour's Potted Meat for
J. E. BURLESON
- NO. 9 -

MERIT SPECIALS
8 lb . bucket Magnolia Lard
Salmon, 2 cans
25 c
Bananas, per lb.
$51 / 2 \mathrm{c}$
G.M.CARLTON BROS. \& CO.

- No. 16 -

BRING YOUR FAMILY Here For Their Meals During these hot days, especially on Saturday and Sunday. You will find it cheaper and much more convenient. MIDLAND HOTEL

BARGAINS GALORE Throughout this store, every
day of the week and especially day of the week and especially on Merit Days. Don't miss the savings we offer.
LEACH VARIETY STORE

## - No. 11 -

Specify
HOME BAKED BREAD When ordering from grocers. You will find it fresher and better, day in and day out HICO BAKERY

VERY SPECIAL PRICES On
GAS HEATERS And OIL STOVES Bargains
HICO FURNITURE CO.

# To Be On Sale at Hico Stores This Week End 



Your Dollar Goes Farther HERE
TRADE WITH US
20 lbs. Pure Can ${ }^{n}$ Sugar $\$ 1.00$ 3 lb . can Maxwell House Coffee
$\$ 1.10$
L. L. HUDSON
"Better Foods For Less"

## - No. 7 -

## SPECIAL

For Friday and Saturday
2 Good Pencil Tablets for 5 Cents

Less than Cost! CORNER DRUG STORE

Visit our fountain for cold Visit our fountain for cold
drinks of any kind. Ice cream and milk drinks also. A clean and cool place. Make our place your headquarters during the Merit Days.

CAMPBELL \& HARDIN Confectionery

- No. 6 -

WALL PAPER
Attractitve patterns, suitable for any room.

Per Roll 5 c
Cheaper than you can buy it anywhere.
BARNES \& McCULLOUGH
HICO POULTRY \& EGG CO.
Plenty Ice Water - Come in!

Trade Merit Sales Days
Will be a regular two-day feature every two weeks in Hico. Thrifty shoppers will be on hand early to qet their share of these bargains Prices advertised on this page guaranteed only Friday \& Saturday Watch This Paper For Future Announcements.

Friday and Saturday Only With each purchase of $\$ 1$ or more we will give one Gillette Safety Razor

FREE
Only one to a customer
C. L. LYNCH HARDWARE

- No. 3 -

SPECIAL COUNTER
School Supplies of All Kinds
All school children are invited to buy their school supplies here.
PORTER'S DRUG STORE

- No. 15 -

We will clea nand press 1 pair of Trousers with each 3-piece Suit cleaned and pressed, suit and trousers for price of suit.

CITY TAİLOR SHOP

## $\frac{- \text { NO. 12- }}{\text { FOR MERIT DAY }}$

We will have some very special offerings on school supplies. Come in and see what we have to offer you.
Will redeem Soap Coupons
N. A. LEETH \& SON

- No. 10 -

For Vacation
Be sure to take a Kodak with you. For your conventence we have some rent Kodaks.

WISEMAN STUDIO
Plenty of Eastman Films

- No. 1 -

Humming Bird Hose
Service or Chiffon, full fashioned pure thread silk, $\$ 1.50$ value for

> Oil Cloth

30c quality, light and dark patterns, special 19c yard "Better Dry Goods Cheaper" DUNCAN BROTHERS

NEWS FROM RREDELL COMMUNITY
by mss stella jones


## Haxde




## 



SALEM NEWS

## COUNTY LINE



Wederesday
airpor the
Rorn he
Burn,
Huson,
Weight,


COTTON MAY BE KING

cow

## Remains Queen!

Even though low prices on all product have made tough sailing the fact remains that we can't eat cotton. And yet the boll orm can.
We can, however, and do, eat the pro ducts of Queen Cow. If it comes to the worst we can get back to wearing instead of cotton, but what substitute can we go back to for the products of the cow?
STAY WITH THE COW-SHE HAS
STAYED WITH YOU
More Cows in the Pasture, More Milk in the Pail, More Money in the Till
Bell Ice \& Dairy Products Co.

arnes \& Miculloneh



Tread-wider, thicker, tougher, deeper-cut Pathfinder design-finer looking and better-gripping than treads on many high-priced tire
On the Side-Walls thick, wide, tapered bars and three heavy circle ribs which add beauty and real "class," also provide increased rut traction and more curb protection. Six-Ply Heavy Duty Body of sturdy Supertwist - the shock-absorbing cord patented by Goodyear and obtainable only in Goodyear tires. Come in for a demonstration of Supertwist's superiority
Big and Handsome - high quality, full oversize tire of rugged strength-carrying the standard Lifetime Guarantee and proudly bearing the Goodyear name and house flag. A value only the world's largest,maker of tires can offer.

Blair's Chevrolet Sales and Service Hico, Texas.
 PUBLISHED EVERY FRII
IN HICO, TEXAS

## ROLAND L. HOLFORD Editor and Publisher

 Entered as second-class matteMay 10, 1907, at the postoffice a
Hico, Texas, under the Act of Con
Hress of March 3, 1879.
 One Year \$1.00 Six Months 755
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POLITICAL ANNOUNCEMENTS


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## PHILIPS of Magnesia

$\qquad$


## Where You Get Nothing But The Best Foods Where economy rules"

Bulk Cocoanut, per lb,
Buffalo Matches, per carton Economy Raisins, 4 lb . package Super Suds, large packag Penick Syrup, per gallon lifebuoy Soap, 2 bars for
Iona Peas, No. 2 Mother's Aluminum Oats Iona Salt, 4 lb . package
$\frac{\text { Daisy Cheese, per lb. }}{\text { (Personal) }}$
A. \& P. is a grocer that has been judged by many consumers. After seventy years in business it enjoys the patronage of over $5,000,000$ thrifty houseage of
So large a following of critical shoppers is the result of a single simple fact -the public buys where it obtains the most for its money

Shredded Wheat, per pkg
Iona Peaches, No. ${ }^{21}, 2$
Nectar Tea, $1 \% 1 \mathrm{lb}$, box
Nectar Tea, $1 / 2 \mathrm{lb}$. box
Tasty Peanut Butter, 1
Sour Pickles, per qt.
Iona Cocoa, 2 lb . can
Log Cabin Syrup, med. size
Tomatoes No. 2, per can
A. \& P. Bird Seed, 12 oz . package

Bulk Rice, 4 lb . package
10c

Fresh Fruits and Vegetables at all times WATCH OUR WINDOWS FOR OTHER PRICES
$\underset{\substack{\text { TuR } \\ \text { cien }}}{ }$ Atlantic \& Pacific Tea Co.



# Advertising, Like Business, Must Be CONTINUOUS 

It is superfluous to say that commercial enterprises must be open every business day to be successful. Still many merchants who keep their doors open figuratively close them to a vast group of customers, whose index to buying is the News Review columns, bt not advertising weekly. Without advertising that merchant's business is closed for the day to a number of potential buyers.

John Wanamaker once said, "continuous advertising, like continuous work, is most effective. If there is any enterprise in the world that a quitter should leave alone it is advertising. Advrtising does not jerk, it pulls. It increases day by day, year by year, until it exerts an irresistible power. To discontinue your advertisement is the same thing as taking down your sign. If you want to do business you must let the public know it. I would as soon think of doing business without clerks as without advertising.'

## Avail Yourself of Reader Interest Enjoyed by Your Home Paper

The News Review commands the attention of every member of every member of the numerous families in this territory into whose homes it goes each week. Local news, special features, community letters; church and social news, and a good continued story cause every subscriber to be a READER-and this vast army of potential buyers do not overlook the advertising columns as they plan their purchases.

Figured any way you desire, advertising in this local newspaper is the cheapest form of advertising you can do, and at the same time the most effective. Business can be stimulated and built up through consistent, wellplaced advertising.

## The Hico News Review



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


Change Made In Force of Employes
At Local Postoffice



Make Johnson's New
Home Is Rapidly
Nearing Completion

HICO METHODIST CHURCH (Put God First)

## What Will You Do Sunday?

You are given a cordial invitation to atbe good music and a hearty welcome. The be good music and a hearty welcome. Ye sermons wilcoming week

Sunday School, 9:45 A. M. There is a class for you
Preaching 11:00 A. M
"The Encompassing God"
Preaching 8:00 P. M.
"In the Clutches of the Devil"
COME, WORSHIP THE LORD

