

Follow YOUR DOLLAR

Before spending a dollar stop a moment to consider just what that dollar is going to purchase for you.

A so-called bargain may offer a reduced price which indicates a saving, but a cut price is only one factor of a true bargain.

A wise buyer buys more than goods with his dollar.

In addition to good merchandise he makes it purchase better schools, better churches, better market facilities, better living conditions and more prosperity.

No MERIT MERCHANT asks anyone to accept inferior goods nor pay excessive prices just for the sake of trading at home. That would be unreasonable.

He knows that it is GOOD BUSINESS for him to provide the sort of values and service that MERIT acceptance—just as it is GOOD BUSINESS for every resident of Hico community to make his dollars buy the EXTRA values.

Dollars spent with MERIT MERCHANTS Do Double Duty



L. L. HUDSON, Grocer
BARNES & McCULLOUGH, Lumber
C. L. LYNCH, Hardware and Radios
DUNCAN BROTHERS, Dry Goods
CORNER DRUG STORE
PALACE THEATRE
PORTER'S DRUG STORE
HICO FURNITURE COMPANY
G. M. CARLTON BROS. & COMPANY

J. E. BURLESON, Grocer
N. A. LEETH & SON, Gro. & Variety
HICO MERCANTILE CO.
MIDLAND HOTEL
HICO POULTRY & EGG COMPANY
HICO BAKERY
CAMPBELL & HARDIN, Confections
CITY TAILOR SHOP
WISEMAN'S STUDIO, Photographers

Greater Response Than Ever!

THAT'S THE RESULTS OBTAINED AT G. M. CARLTON BROS. & CO.'s
GIGANTIC, UNDERSELLING, INCOMPARABLE

"PRICE BUSTER"

SALE!



*You Save on Every Purchase
Every Price Cut to the Core!*

HUNDREDS OF BUYERS HAVE ATTENDED THIS STUPENDOUS EVENT, PROCLAIMING IT THE GREATEST SALE IN THE HISTORY OF THIS FIRM. WE REALIZE THE PRESENT PRICE CONDITIONS AND HAVE MADE THE GREATEST SACRIFICE EVER ON THIS BIG, CLEAN STOCK OF SEASONABLE WEARING APPAREL, DRY GOODS, SHOES, DRESSES, COATS, HATS, SWEATERS, BLANKETS, MEN'S SUITS, O'COATS, SHOES, COMPLETE LINE OF THE BEST WORK-CLOTHING, SHIRTS, HEAVY UNDERWEAR, LUGGAGE AND FURNISHINGS.

NOTHING RESERVED!

**We Are Underselling Any Catalogue Prices and Back It Up
With Quality. COME SEE!**

SATURDAY SPECIAL—9 to 10 a. m.

"Check and Double Check" TWO BIG REPEATERS

No. 1

Next Saturday morning, just at 8:30, we will offer every woman who is in the store at this time a real good cotton Double Blanket, size 60x74 for 95c

No. 2

4 yds. high grade 32-in. Gingham for 29c

Don't Miss These Bargains—They'll Not Be Offered Again

<p>THE BEST Part Wool Blanket TO BE FOUND IN HICO Size 66x80 \$2.65</p> <hr/> <p>Extra Quality Cotton Blanket Gold, Green and Rose Stripe Size 66x80 \$2.19</p> <hr/> <p>CHILDREN'S Union Suits Extra Nice Quality Size 2 to 12 59c</p> <hr/> <p>Real Nice Quality Ladies' Unions Fleece Lined A Special at 98c</p>	<p>40-INCH Rayon Crepe Solid Colors Extra Quality 79c</p> <hr/> <p>Look At This! You can't find it elsewhere 36-INCH and 40-INCH WOOL SUITINGS AT 49c</p> <hr/> <p>MEN'S Leather Coats The Best One in Hico \$6.95</p> <hr/> <p>MEN'S Work Pants Heavy Gray Covert \$1.19</p> <hr/> <p>A Real Heavy Mole Skin Pant Good Pattern \$1.95</p>	<p>Men's Tan Suede Work Shirt A Cracker-Jack \$1.19</p> <hr/> <p>MEN'S Lumber Jack Extra Heavy Tan Suede Lumber Jack \$2.85</p> <hr/> <p>MEN'S Overcoats Well, You just have to see these to believe it. SALE BUSTER PRICE, \$5.95, \$7.85, \$9.75, \$10.75 You simply can't equal this anywhere.</p> <hr/> <p>MEN'S Pajamas Men's heavy Outing Pajamas in Real Nice Patterns Regular Price \$1.50 SALE BUSTER PRICE 98c</p>	<p>TOWELS Real Turkish Towels Colorful Borders Size 18x40 Each 15c</p> <hr/> <p>A VERY SPECIAL PRICE TOWEL Size 16x30 13c</p> <hr/> <p>MEN'S Union Suits Men's Bleached Medium Weight Union Suits 89c</p> <hr/> <p>MEN'S Gray Work Sox A Big Hot Special Extra Good Sox 12c</p>
---	--	--	--



PRICES BUSTED TO BITS

Extra Specials

In Our Grocery and Hardware
Departments

- 48 lb. Sack Flour \$1.10
- 20 lbs. Sugar \$1.00
- 3 lb. Box Crackers 38c
- 3 lb. Package Oat Meal 21c
- Large Size Post Toasties 12c
- 1 lb. Package Coffee 19c
- 1 Package Baking Powder 19c
- 7 Bars P. & G. Soap 25c

BALE OF COTTON FOR ONLY

\$1.00

JUST THINK, FOLKS! A real bale
of Cotton for only \$1.00

Come in and we will tell you how it is
done.

Ask for Your Bale of Cotton Tickets--Given Free!

G. M. CARLTON BROS. & CO. HICO, TEXAS

