



## ke the Newspaper Out of a Community and See What Happens

WHAT WOULD HAPPEN TO THE TOWN

- YOUR BUSINESS

The average person or merchant never considers what is making his business, nor what is keeping the town before the public eye-all he can see is the dollars and cents coming into his store .... but what is the cause for the people coming to town he never gives a thought.

The more wide-awake merchant, however, clearly sees the importance of his home town newspaper towards his business ... HE KNOWS once a newspaper is taken from his town there is no other medium in which to continue to draw people to town. Merchants in Hico can well afford to budget themselves for an advertising campaign throughout the New Year $1931 \ldots$ when they advertise they are receiving more results than direct sales . . . they are building for a future business . . . keeping the town alive ... free from the competition of neighboring towns.

The Hico News Review is filling the wants and needs of the advertiser - not only getting results through messages in advertising, but working always for a better Hico ... naturally then, boosting each line of business, because all benefit.

WILL YOU NOT SUPPORT THE HOME NEWSPAPER WITH AD-VERTISING-ITS MAIN SOURCE OF REVENUE-THAT ALL MAY PROSPER?

In return The Hico News Review gives value received by carrying your message into the majority of homes in this
territory


