## ©hy Hitru Aveut Treuteu



List of Jurors of District Court next term of the Distric


Subscriber News and Views

1930 Turkey Crop In Hamitlon County Worth $\$ 140,000.00$


Henry Hardin
Garage and Truck
Destroyed by Fire


## Keeping $L_{p}$



THE HICO NEWS REVIEW

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## 



| instinct in his mind or soul," and | "But what's the difierence, as |
| :---: | :---: |
| When he, his father, had shouted at Joe that he was na better than a | long as one of us |
| pocket, there had seemed to | Joe could only laugh |
| queer |  |
| beg pardo |  |
| arch you look sired said George Me | Way trroge |

## \section*{We are glad to report. Helen Nachitial of hinest well again arter a

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## FAIRY ITEMS

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> The new For is $a n$ cconomical caf to own and drith

## Low first cost, lo.0 cost of ope depreciation mean as distinet suvin,

 to every purrelbaeerTHE NEW FORD is a splendid car to own and drive because of its attractive lines and co
fort, speed, reliability and long life.
 portance to every far-seeing automobile owner . . low first cost, low cost of operation and up-keep, and During the life of the car, the day-by-day economy of owning a Ford will amount to considerably more huy the Ford and you save every mile you drive.
The reasons for this economy are simplicity of The reasons for this economy are simplicity of
design, high quatiiy of materials and care in manufacturing and assembling. Many vital parts are made to limits of one one-thousandth of an inch. Some to three ten-thousandths of an inch. Throughout, the
new Ford is an outstanding example of fine craftsmanship in automobile engineering.
The more you see of the new Ford-the more you
talk to Ford owners and experienced mechanics-the talk to Ford owners and experienced mechanics-the
more certain you become of this fact. ... It brings you everything you want or need in a motor car at an

s430 to ${ }^{\text {s } 630}$


## Srad

It Is YOUR DUTY
-to have your children
photographed regularly.
You, and they, will ap-
preciate the pictures in
future years.

The
WISEMAN STUDIO

hico, texas

# ..BABY CHICKS.. 

cords of performance are what interest the egg producrs of today. We are to date leading the International Egg Laying Contest at Stephenville. ir pen of 10 White Leghorn Hens are competing against 38 of the foremost breeds in the United States. The coming year, according to Dr. Reed of \& M. College, will be one of the best years for poultrymen that we have had in the past ten years.
Ve can furnish you Baby Chicks out of our best hens at a reasonable price of
ring us your Custom Hatching to Stephenville or Hamilton and get more and better baby chicks from each 100 eggs set. Rates

131⁄2c Per Chick
2½ Per Egg

Mumamanman


ALL KINDS OF GARDEN SEED AND SEED POTA Toes

## Prices Right

Arbuckle Coffe, per lb. only

## K. C. Baking Powders, per can



666

## liquid or tablets

666 SALVE
CURES BABY'S COLD


## EXTRACTS

From

## "An Exercise For Business"

There was never more money than there is today. Banks hold money, corporations hold money, the people hold money. That is the trouble, the money is held instead of circulated. A beautiful system of piping, a plentiful supply of fluid, but the whole business mechanism fails to function for want of the pumping power of publicity to tell the world about our better gods, lower prices and greater service . . . Advertising requires no novel mechanism. All the apparatus is available. Although it is capable of illimitable improvement, the fundamental principles of advertising are clearly established; its practice is a well-known art. The basic cause at which the jobless should shake their fists is not that too few mills are running but that too few advertising campaigns are running ...

By advertising I do not refer to "cheerio" copy proclaiming a non-existent prosperity, but advertising to sell existing products. Each business man, it seems to sell existing products. Each business man, it seems to
me, can best promote national welfare by up-building the business which he knows best-his own.

Not from any high-flown altruism but with their own skins at stake the public ought to give their most effective support to advertisers of true mass production and mass consumption. Almost my first word on the subject was to limit true mass production and mass consumtpion to products of merit contributing to the lasting welfare of society, produced at maximum wages and sold at minimum prices. This means patronage of the best advertisers.

For advertising pays only as it pays the public. A consuming public that would not back up a program along these lines would be devoid of both social responsibility and intelligent self-interest.

Of course the country will eventually revive from the hard times of 1930 as it has from similar spells of the past. Let us not overlook, however, the new element in our latest depression; namely, the grief that attends mass production without mass consumption. Here is a novel factor and one that may yet prove to be of major importance. It may well temper any easy assumption that we shall pull through somehow if we trust to luck. I prefer to trust to giving good measure-and advertising.

As one who has studied business depression in life rather than in libraries, I see in current conditions the call for advertising. It is the way out from the present situation; it is our hope of making mass production our economic salvation instead of the dynamite that wrecks the works.

If you don't like such conditions as we have been going through, you need not grope for the way out. The exit is plainly marked. I urge the public to help speed up the circulation of money-and thus help themselves.


NEWS FROM IREDELL COMMUNTTY 5
$\square$ THE SQUIRREL
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said notes, including inter


Clean Child's Bow "California Fig Syrup" Dependable Laxative fo. Sick Children
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 HURRY!

7 he Special Bargain Rates On the

## Waco Times-Herald

Must Be Withdrawn Very Soon


With The Hico News Review One Year BOTH FOR $\$ 4.45$

It's the Greatest Bargain In the State for Newspaper Readers

## Send Today

## lasilied:Adretivigs

f you want something you havn't got, or have somehing you do not vant, say it with

## Want Ads



P Theatre SEE "THE BIG HOUSE" one of the best ten
Vitaphone Pictures of th
ring W
at the P
day night.

## Announcement

The Blue Bird Coffee Shop, a new institution in Hico, will be open for business Saturday in the building where the Vogue was formerly operated. Short or ders, sandwiches and drinks will be serv ed at a reasonable price. All during the day, Saturday, coffee will be served FREE to everybody. Come in and get your coffee and look over our shop

> Blue Bird Coffee Shop


AN OPPORTUNITY that may never again come your way is now OFFERED YOU

| We, while supply lasts, offer you "KANSAS BEST" Flour, which we UNQUALIFIEDLY GUARANTEE as a FIRST GRADE and to |  |  |  |
| :---: | :---: | :---: | :---: |
| 8 LB. SACK "KANSAS BEST" FLOUR |  |  |  |
| Lb. Box Crackers |  |  |  |
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| 3 Lb. Can Maxwell House Coffee |  |  |  |
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| LARGESt SELLING PaCKAGE COFFEE In TEXAS |  |  |  |
| 25 Oz , K. C. Baking Powder |  |  |  |
| 1 Lb. Arm \& Hammer Soda |  |  |  |
| All 10c Spices |  |  |  |
| Tomatoes, 3 No. 2 Cans |  |  |  |

PLANT CERTIFIED SEED POTATOES RING US YOUR SHOPPING LIST, WE HAV and LOWEST PRICED GROCERIES
We URGE YOU TO TAKE ADVANTAGE OF

## L. L. HUDSON <br> "Better Foods For Less"

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HICO METHODIST CHURCH (Put God First)
A WELCOME awaits YOU at this friend ly, spiritual CHURCH.

Sunday School 9:45 A. M.
Preaching 11 A. M. Sunday "FAITH IN GOD"

"THE IDEAL HOME"

