

## "This Way,

## Ladies and

## Gentlemen!"

For a Bigger and Better Hico


Ballyhoo serves its purpose when it attracts attention-but only merit achieves-over the long haul. It's the long haul which has to do with the further development of Hico, therefore we drop the ballyhoo and go to merit. The founders and the builders of Hico did a good job. Their work is done-and the responsibility passed on to we citizens here today. The future of Hico depends a great deal upon what we do. If we nourish and cultivate the community loyalty which was necessary in the development of our town to this point-then all will be well and Hico will achieve to greater successes.

Community loyalty is first registered by each and every citizen in the smaller acts of the day. To trade at home is not necessarily an imposed duty-but simply common sense. Hico can never be built with dollars spent away from the home town-and gone forever. Upon what basis will trade improve, property values increase, salaries be advanced, better positions and jobs created and greater living comforts be realized - except through loyalty to Hico?

The unselfish and leading citizens of Hico are not this year advocating boom expansion and wild speculation. But they do urge that vision never falter-vision and striving for better homes, better public buildings, more factories, modern business structures and a bigger and better Hico. This all comes through loyal support of all citizens to home industries and home business. Home industries and Home business will in turn offer better service and greater opportunities to the citizens.

## CONGRATULATIONS

## To L. L. HUDSON

On the Improvements He Is Making In His HOKUS-POKUS GROCERY

## M. L. Whisenant <br> Agent in Hieo Territory for SINCLAIR PBODUCTS

J. P. Rodgers Sr. writes all kinds of insurance

In Hico For Past 45 Years
S. J. Cheek
$\begin{aligned} & \text { Writes insurance with a } \\ & \text { pany for Texas } \\ & \text { Comple. } \\ & \text { 20-year }\end{aligned}$
pay pany for Texas people. 20-year pay
policies, which pays in full at 65 years.

Ike \& Gene's Cafe
With the installation of our General
Electric Refrigerator, we are in a betElectric Refrigerator, we are in
ter position to serve the people

City Cafe
Gqod meals at reasonable prices. We
appreciate your business.

Ross Poultry \& Egg Co.
We will appreciate your business, large
or small. Located 2nd door west of mar-
ket.-WATT ROSS \& SoNs.

Blair Chevrolet Sales and Service
See our new models now on display
H. N. Wolfe, Agent
for Magnolia Products. Phone 157

Bell Ice \& Dairy Products
Manufacturers of Bell Ice Cream and
Honey Dew butter. Honey Dew butter. Phone 169

See Hudson's new Market, but don't miss
Duncan Bros.
dollar day and shoe sale!

Hico Furniture Co.
The place where you can buy all kinds
of furniture-new and second hand.

Barnes \& McCullough
"Everything to build Anything"
D. F. McCarty
offers many sound values in real
tate in fer farm and city property. See me
tais
tate in farm and city property. See me
when you want to buy or sell p ploperty.

Frank Owen, Agent
texaco products Phone 111

Mrs. L. N. Lane
The Hico Florist
Flowers for all cecesions. Call 152 and
your orders will be prompty

Higginbotham Bros. \& Co
Lumber and all kinds of building ma-
terials. J. terialk. J. C. Barrow, local manager.

Porter's Drug Store


King's Service Station Goed Gulf Gas and oils. Tiress, tubes,
and accewories. Truys
and accessories. Tyrus King. Prop.
G. M. Carlton Bros. \& Co.
dealers in everything In Mico Since 1893
new things every day at the
Ready-To-Wear Shoppe

Wiseman Studio hico. texas

Jack \& John's Crystal Palace
ain drinks and Confection
C. L. Lynch Hardware Co. Clarion Radios, Electric Waathing
chines and Refrigerators.

Hico Poultry \& Egg Co.
dellis seago, Manager
We are in the market for sour Poultry.
Cream and
Eggs at ail times.
J. E. Burleson Grocery

There is a reamn for our growing

Farmers Poultry \& Egg
Co.
Bring us your produce. We pay highest
market price, and appreciate busines.

Lyle Golden
produce. feed and grockries

Powers' Garage
where they get the job done

Magnolia Filling Station
D. R. Proffitt, Agent.

Just received new shipment of Dayton
tires and tubes.

Corner Drug Store
E. H. ELKINS, Proprietor
A Good place to trade



Thursday-Friday


WASH DRESSES
4 dozen new arrivals in excellent quality
prints and suitings. Ladies and children. 2 MESH HOSE

NEW HOUSE SHOES
AND WE MIGHT ADD:
this week. All at new low prices.

Anybody's War"

Dozens of other new items this week.
Come to

## Duncan Bros.

FOR BETTER DRY GOODS CHEAPER

## Work Clothes.... MEN AND BOYS

Hawk brand work clothes are the best. Overalls, Pants, Shirts. Jumpers, Pants and Shirts to match in Honkong or gray, also in fancy stripe. Also all leather and canvass gloves.

ALL AT NEW LOW PRICE

## A Special Sale

On boys' dimity unions. Size 8 to 14. Never offered before at this price. Very Special
Men's Harvest Hats, a good one for
20c
A good work Shoe for
$\$ 1.75$
Let us fit you for the harvest field
G. M. Cariton Bros. \& Co.
"Dealers In Everything"
HICO, TEXAS

## $=\frac{1}{\text { ocal Happenings }}$





## PAY LESS And BUY THE BEST

THE HIGHEST QUALITY FOODS at the LOWEST POSSIBLE PRICES is significant of every A\&P Store. This is the
greatest advantage that any store can offer to its patrons.
$\qquad$

## E. H. Persons

 HICO. texasJ. C. Rodgers

HICO METHODIST CHURCH
 (Put God First) ATTENTION:- Are You A Loyal Soldier is found at his post of duty. On Sundays your post of duty
is Sunday School, Preaching Services and other Services of the
School 9:45 A. M.
Suaday sem ons A.
Preaching Service 11:00 A.
"OUR INVESTMENTS.
Senior Epworth League 7:30 P. M Preaching Service 8:00 P. M
"CHOOSING FROM LIFE"
COME, WORSHIP THE LORD

## Independent!

YES And I will pay you the very top prices for your TURKEYS, POULTRY, EGGS and CREAM.

See Me Before Selling
Ross Poultry Co.
WATT M. ROSS
Located the second door west of market

Meal


## Home Institutions

ARE WORTHY OF YOUR WHOLE-HEARTED SUPPORT AND PATRONAGE
Mr. L. L. Hudson is due commendation for installing electric refrigeration and re-arranging and improving his store to keep it it line with the demands of the day. Here's Success to Hudson's Hokus-Pokus, and to all other Hico institutions striving to serve in the full meaning of the word.

## 3-R Feeds

## Manufactured By Hico, Texas

Lower raw products means lower manufactured goods. Take notice to our price on 3-R Egg Producer, this feed we guarantee to be as good as any mash sold under $\$ 3$ per cwt.

## 3-R MILK PRODUCER <br> 3-R EGG PRODUCER 1.90 CWT.



THE B.M.A. "ALLWAYS" POLICY PAYS When You Need It Most!
PAYS for $)$ During periode of dieability SICKNESS
ACCIDENT
HOSPITAL
CARE
DEATH
HPay Amage" OLDAGE $\underset{\text { Special Representative }}{\text { B. D. CORRIGAN }}$
BUSINESS MEN'S ASSURANCE CO.

Old Line-Legal Reserve-Stock Company

Round Trip HICO GALVESTON Account
BATHING GIRL REVUE
Tickets on sale June 12th, 13th \& 14th
Final limit to leave Galveston June 18th Tickets good on sleepers on payment of Pullman Spend a Delightful Vacation In Galveston. See the Famous Bathing Girl Revue,
Swimming. Dancing and other entertainment galore. For further information
see your Local Katy Agent

$$
\text { H. } \underset{\text { AGENT }}{\text { SMITH}}
$$

THE RIO GRANDE NATIONAL
THE RIO GRANDE NATION
LIFE INSURANCE CO.
Of Dallas, Texas

A Texas Company for Texas People Young-Progressive-Growing-Sound

See S. J. CHEEK, Local Representative


3-R Milk Producer has been recommended by the leading experiment stations. It contains over 18 1-2 protein and over 43 per cent carbohydrates (sugar and starches). This same feed from large manufacturers would

## cost you over $\$ 2.85$ per <br> Randals Brothers

## HICO, TEXAS

We buy grain every day in the year-if the markets are bad, we buy, if the markets are good, we buy.


## GORDON NEWS

Children CRY FOR ITCHMDREN but ouk midicie


 ing is more valuable in diarrhea.
When coated tongue or bad breath
tell of constipation, invoke its gentle When coated tongue or bai sreatione
tell of constipation, invoke its gentle
aid to cleanse and regulate a childts bowels. In colds or children's diseasea,
you should uue it to keep the syster you shouid clogging.
frement
Castoria is sold in every drustores
the genuine always bears Chas. H fletcheri
CASTORIA
......
FLAG BRANCH

CAMP BRANCH

 BAYER ASPIRIN is always SAFE


MILLERVILLE

## Boware of Imitations

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 The hat what hat bow

# McCormick-Deering HARVESTER-THRESHER and SERVICE 

## .-The Soundest Investment in the Combine Field!



INVESTMENT PLAN, you or any other responsi ble grain grower can buy a McCormick-Deering Harvester-Thresher now and meet your first payment after harvest with just a part of the savings
made possible by the new machine-with two more years to pay the balance.
Crop production cost figures compiled by McCor-mick-Deering users show savings of 20 cents or more per bushel, and show conclusively that the harves. Make these savings in your own crops and in yeastom work and count on the permanence of McCormick-Deering service.
See the McCormick-Deering dealer in your own community for labor-saving power and machine essential to profitahle handling of this year's crops. keep in mind 15-30, and Farmall-and tractor-operated equipment may be had on terms arranged to help you begin at once cutting the costs of your opera tions and increasing your profts.

Investigate Our New Savings Investment Plan
The McCormick-Deering dealer will give you full details of the new McCORMICK-DEERING HAR-

INTERNATIONAL HARVESTER COMPANY of america VESTER-THRESHER SAVINGS INVESTMENT

C. L. LYNCH HDW CO.

McCORMICK-DEERING HARVESTER-THRESHERS

## aडsiled Aderiming

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, le per word for each additional week. <br> FOR SALE or TRADE-Thesh- ng Machine and Bird. tractor. -V . H. H. OR SALE-Dewberries and black serries. See N. A. Fewell or Orba

 Sunday Mornin

## PROGRESS

Our Congratulations To Hudson's Hokus-Pokus and the Entire

Personnel of Co-Workers on the Occasion of Installation of Electric Refrigeration.

## The First National Bank <br> HICO, TEXAS

A Conservative National Bank Under the Same Management Since 1890

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$$



## High Grade Meat Market <br> GOUIPPED WITH LATEST MODEL 11 FOOT FREDERICH SEAPLANE DISPLAY CASE, $4 \times 6 \times 10$ WALK-IN

 BOX. FRIGIDAIRE-A PRODUCT OF GENERAL MOTORS, TAKES CARE OF REFRIGERATIOIN THESE BOXES, ASSURING DEPENDABLE REGULATION OF TEMPERATURE ALWAYS
Our market will handle only the choicest meats at the Lowest prices possible. The fact that we have added the extra equipment for the care of our meats and perishables assures the public of a first-class, sanitary food
store where your entire needs for the table can be found. Our record already established also assures very lowest prices on these edibles. SUNDAY HOURS IN MARKET, 5:00 to 7:00 A. M.

MR. WALLACE

## ELECTRICITY'S CONTRIBUTION

Toward Safeguarding the Health of the Public And Furnishing Accommodations For Service and Comfort
The business institution of today is no longer a mere dispensary of commodities. Rather it is a place into which we go with perfect confidence that we will find, in addition to whatever we choose to buy, sanitation, cleanliness and comfort. Customers also appreciate a store which is properly lighted and ventilated, and demand in food products especially those things which safeguard health and insure perfect preservation.

## .Congratulations...

TO HUDSON'S HOKUS-POKUS
On foresight evidenced by the installation of electric refrigeration, in addition to all the other electrical appliances and fittings to be found in that modern food store for the service, protection and comfort of protection and con
the buying public.

TO IKE \& GENES CAFE-
On their installation of a large, commodious General Electric Refrigerator in which to keep their vegetables, meats and perishable foods of every description. They are due scription. They are due
much credit for this forward move.

We Sincerely Hope That Electricity's Part in These Enterprises Will Make Your Patronage There More Enjoyable



FREE DELIVERY SERVICE -Is another new fea-
ture that we have addture that we have add-
ed on account of the demand for same, and
cur desire to serve to our desire to serve to
the fullest extent pos. the fulest extent pos.
sible. Our Erowing Susiness makes this
tep neeessary, and in
tes. the necessary aid in
the future we will ive free delivery from all departments,
tainink ourr own mertaining our own ser-
vice, which will insure promptness and proper courtesy. Many customers will be pleased o know that we are
as near as their phone. Article in the Store

