##  <br> 

|  | Outline of Trip |
| :---: | :---: |
| Itas | To Arkansas And |
| ears Much Talk | Places Give |
| Of Better Times | $t$ |
| On Recent Trip |  |
| W. L. McDowell, manager of the | outione ter Tho Ther |
|  | the |
|  |  |
| fram a trip to Datlas and other |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



Made Over Cit
In Sewer System

Keeping LD With TEXAS

Getting Everything In Readiness for Picnic August 6th, 7th, 8th.

nother Week of Timely Rains Said To Improve Crops

Last Friday shortly after noon

## Hico Band Plays Concerts for Pienic

 At Cranfill's GapUULESON GROCERY NOW


THE HICO NEWS REVIEW

|  |
| :---: |
|  |  |

Fourth Installment.

$\qquad$


RURAL GROVE

are Upset

 Now everyday aid. Its gentle infuence
will ease and soothe the infant who


The only tire fact you need to know: more people ride on Goodyear Tires than on any other kind!......

The reasons are: Motoring experience-the acid test-proves Goodyear Tires superior. Goodyear's greater production permits of greater values. We can demonstrate this to you!


KASH IS KING
$\qquad$


| MILLERVILLE <br> Another heavy rain fell Sunday evening. The farmers are trying to get their crops laid by this week. <br> Mrs. A. Giesecke and son, Melborn, and Jaun Burks and wife spent Monday with C. W. Giesecke near Stephenville. <br> Lewis Osborn of Mt. Calm is spending this week with his parents, J. W. Osborn and wife. <br> H. J. Howerton and wife spent Monday with their daughter, Mrs. Stanley Giesecke and husband at Hog Jaw. <br> There are a few cases of whooping cough in our community. The parties that have it are staying at tered. <br> Clarence Higginbotham and wife H. Miller and wife last Tuesday. $\qquad$ |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

MT. ZION NEWS



HEADACHES NEURITIS NEURALGIA, COLDS
 Bayer Aspirin. Relief is immediatel
There's sarrely ever an ache or pain that Baycely Appirin un an athe oreiere
and nevera time when you can't The tablete with the Baye cromes

 Earame
imiations
and
Aspinin is the trade-mark of Byyer
manufacture of monoacetiacididetter



## PENT(DIDE

Super-Heterodyne with MULTI-MU dubes is here!

LOWEST PRICES IN HISTORY

L. LYNCH How. Hardware \& Radios

## ClarionRadio

WITH $\mathbf{9 8 \%}$ PURE TONE

## AT HOME...

TO OUR HOST OF FRIENDS AND CUSTOMERS IN OUR BRAND NEW STORE AND NEW LOCATION.

After untold work and planning we are now at home in our new store, where our intentions to conduct a modern food store second to none anywhere are beginning to be realized.

Watch for date for our for our OPRMING You will enjoy attending this affair when al plans are completed.

We have been as busy as the proverbial "cranberry merchant" since moving to our new quarters, but believe our friends will understand the situation and won't feel slighted if they haven't received the instant service and cordial reception that is always the rule at this store.

It is the wish of the owner and the entire per sonnel of this store to make your every visit and order satisfactory in every respect. We are proud of our new home, and will be more than pleased to have all our friends and customers to come in any time. Whether you have been buying from Burleson or not, drop by and say "Howdy." We'll try to make you feel at home.

## J.E.Burleson, Grocer <br> Make This Place Your Headquarters

 YOU ARE WELCOME!

# The Story Is Told 

## OF A MAN WHO POSED AS THE WORLD'S GREATEST SALESMAN


#### Abstract

-This man entered the office of a large wholesale house, blowing in like a whirlwind, and making the statement that he could sell anything. The wholesaler had not been enjoying extra good business and took the man at his word, after listening to his talk. Accordingly he fitted him out with samples, a price list and sent him out into his territory.


Days and weeks passed, and nothing was heard from the salesman. No orders came into the house - no message from him as to what headway he was making. One morning when
the boss was just beginning to start an investigation, in walked the avowed salesman, throwing his samples and paraphenalia down on the desk, a disgusted look on his countenance..
"What's the matter," asked the wholesaler. "I thought you could sell anything-in fact I thought you posed as the world's greatest salesman."
"I've changed my mind," declared the employe. "I am second best now. The guy that unloaded your junk on you was the world's best.'

MORAL-Don't be oversold on your advertising appropriation by some salesman presenting wild claims for his product. Stay with the medium that has proven its worth.

The employes and representatives of this newspaper do not try to sell advertising therein on the demrits of some other plan. They do not claim that no other form of advertising is worth its cost-do not argue with a customer that he or she is making a mistake by sending money elsewhere. They do contend,, however, that money spent in advertising in the Hico News Review under a well-directed and thought-out plan will bring div-
idends in dollars and cents. At the same time the purchaser will not have to ease his conscience about being consistent in his pleas for trading at home.

We believe, along with the majority of other business men here, that Hico is a good town, and we have thorough faith in the ultimate good judgment of its merchants and citizens in general.

46 YEARS OF SERVICE IN A FIELD RESPONSIVE TO HONEST ENDEAVOR

## ©he Hitu Aveut TRvitut

THE ONLY MEDIUM THAT ADVERTISES HICO WHETHER IT IS PAID IN CASH OR NOT



FARM IMPLEMENT SUPPLY COMPANY Hico, Texas


## The Food Store of the Future



HONEY GROVE


CAMP BRANCH

666
LIQUID OR TABLETS
selieves A Headache or Nearalgia
30 minutes, checks a Cold the

Here's the News You've
Been Waiting For=
HICO'S 49th ANNUAL REUNION

Will Be Held
Auqus (-7-8
At The
City Park \& Reunion Site
Burdick's All Texas Shows Will Furnish Plenty of Fun for All Band Concerts Each Day and Night Lots of FREE AMUSEMENTS
Watch for Big Circular and Other Announcements


