## Hice' it teth Annual Reenion $h$



## -

## 

THE
GREATEST
VALUE
EVER BUILT
INTO A
FORD CAR


## 490

(F. O. B. Detroit, plus freight and delivery.;
Bumpers and spare tire estra at low coot.)
$\mathbf{W}^{\text {HEN you buy a Ford car today, you buy what is }}$ unquestionably the greateat value in the history of unquestionably the greatest value in the history
of Motor Company. Never before has so of the Ford Motor Company. Never before has so
much beauty, comfort, safety and performance beerr offered at such a low price.

The low price of the Ford is something to think
andiate saving of many dollars - always an important consideration. But far more significant than price alone is what you get for that price. When high quality is combined with low price, you may justly take pride in having found a most satisfactory purchase.
See the Ford

See the Ford - ride in it - learn something about the value that is built into every part. The more you
know about it, the more certain you will be that it is know about it, the more certain you will be that it is
the car for you. It is literally true that when you "get the car for you. It is literally t,
the facts you will get a Ford."
(3)

## PENTODE <br> Super-Heterodyme

aith MULTI-MU tubes is here! LOWEST PRICES IN HISTORY


## NEWS FROM IREDELL COMMUNTTY 

## Whos Who

One of the very uncomman things is common sense


Thos. A. Edison writing a check
$\qquad$
$\qquad$ no the details on
for thrift and bus.

Hico National Bank

THERE IS NO SUBSTITUTE FOR SAFETY

## $T A{ }^{T V}$ BARGAIN COUNTER

Week-End Bargain Tickets On Sale FRIDAYS AND SATURDAYS Good to return following Monday One Fare Plus 25 Cents For Round Trip Many other reduced rates to California, Colorado and other States.
H. SMITH, Agent, Hico, Texas

What a Tire! What a Price!
$H_{\text {year's an exater produc of how Good- }}^{\text {ERE }}$ value! Just look at this tire! tr's actually superior to many of the higher priced brands - -and we can show you why! Goodyear makes milions more tires than anybody else In a better product for the to you
 98 $4.40-21$ $\$ 9.60$ per pair
Lifetime Guaranteed
other sizes mounu

Latest Improved GOODYEAR Heany Duty Truck Tires


BLAIR'S
Chevrolet Sales \& Servece

# THE FORMAL OPENING Of The 

# J. E. Burleson Grocery 

## In New Location Next Door to First National Bank SATURDAY, AUG. 15TH

A SPECIAL INVITATION is extended our friends and customers to visit us Saturday and view our improved Grocery and Food Store, where the best of table needs may be obtained at reasonable prices. Since our removal to our new location we have replenished our stock, added a Frederich Display Case, cooled by FRIGIDAIRE-A product of General Motors - and made other changes until we are anxious to have you as our guest on this opening day to decide whether we are justified in asking your patronage when buying groceries and meats.

Coffee, cake and Tea will be served FREE to our visitors and we are more than anxious to have as many as possible enter our doors on this special day. In case you need Groceries, Meats or Supplies you will find it to your advantage to see what we have to offer and take note of our reasonable prices. If you do not want to buy a thing, you are still more than welcome, for we want you to make this place your headquarters. See the prices below for special bargains on that day, and begin now to make your plans to be on hand and help us celebrate.



## FREE!

 Opening Day, Sat., Aug. 15
## 12 Large Baskets Well Filled with Groceries and Goods

Everybody welcome - We cordially invite everybody. NOT IN ANY WAY will you be obligated to buy-it is a get-together opening. Everybody has an opportunity to get a free basket of groceries. There will be twelve full baskets given away on this day-along with bargains that save you.

First Six Baskets Given Away at 2 P. M.
Second Six Baskets Given Away at... 5 P. M.


## CRISCO <br> Foods taste better when made with Crisco. <br> 6 lb . Bucket <br> 3 lb . Can <br> $\$ 1.30$

SPECLAL OPENING DAY PRICES-
No. 2 Del Monte Apricots Crushed Pineapple, No. 2 1 gal. Solid Pack Peaches Large size Asparagus Tips, can Matches, 6 boxes for English Peas, 2 cans for Baby Carnation Milk, 7 for Franco-American Spaghetti, can Swift Premium Boiled Ham, lb. Swift Premium Baked Ham, lb. Swift's Pimiento Loaf, lb. Swift Brookfield Longhorn Cheese Swift Boneless Cured Ham, lb. Round Steak, lb. Rib Roast, lb. Pork Sausage lb.

EVERYTHING ELSE PRICED IN PROPORTION

FOLGER'S Vacuum Packed COFFEE
Grown in the Mountains of Central America
$21-2 \mathrm{lbs}$.



## CONGRATULATIONS To J. E. BURLESON

On His Improved Grocery Store and Best Wishes on the Occasion of his Formal Opening Saturday, Aug. 15th

The Texas Company
Frank Owen. Agent Phone III

Cheek \& Cheney
Write insurance with a Texas Company
20.Year-Pay Policies which pay in full
20.Year-1ay Policies which

Mrs. L. N. Lane, The Hico Florist
Flowers for all orcasoons, Call 132 and
your orders will be promplly attended to

Corner Drug Store
E. H. elkins. Proprietor
a good place to trade
H. N. Wolfe, Agent
for magnolla products
Phone 157
C. L. Lynch Hardware Co.

Clarion Radioo, Elecerice wasting

Hudson's Hokus-Pokus grockry \& market
The Highest Pooblle Quality- The Lowest Pomitibe Price

W
Wiseman Studio hico. texas

King's Service Station
Good Gulf Gas \& Oiks, Tires, Tubse
and Aceresaries
Tyrus King. Pron and Aceecsoriere Tyrus King. Prop

## J. P. Rodgers Sr.

whyes all kinds of insuranct
In Hico For Past is Years

Power's Garage
where they get the fob done

Higginbotham Bros. \& Co
Lamber and all kinds of building ma-
terials.
J. C. Barrow, Jocal mamagee

## Jack \& John's Crystal Palace

Fountain Drinks and Contections

Hico Poultry \& Egg Co.
dellis seago, Managet
We are in the marker for your Pointry
Cream and
Eggs at ail timest


GOOD implements
Make a Good Farmer Better
Farm Implement Supply Company

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

City Cafe
soced meals at reasonable prices.
We appreciate your patronage.

NEW CIR SHOW Blair Chevrolet Sales and Service

## Bell Ice \& Dairy Products


Phone 169
we buy grain every day -If the market is good we buy grain
If the market is bad we boy krain.

Randals Brothers

COLGATES 125TH YEAR Aniversary Sale offers two for the
price of ane.

Porter's Drug Store

## City Tailor Shop


G. M. Carlton Bros. \& Co. dealers in everything In Hieo Since 1893

## Latham's Tailor Shop



## Ike \& Gene's Cafe




Hico National Bank

## Hico Motor Company

"Bay a Ford and Save the Difference" Our work shop is complete in every way

## Sanitary Meat Market

 quality Meats at Resemanable Prices We Strive to Please our CostomenMOVED ROSS POULTE


## 4 <br> WE VIEW WITH <br> ALARM

The world is full of them . . those sincere but visionless people who view with alarm every changing condition or situation. We have them with us in great number today ... some few right here in Hico, even though they themselves may not be conscious of the fact that they are active members of a great army of obstructionists who are retarding the return of normal business and even sane prosperity.

Every generation has had its "viewers with alarm." The strange part of it all is that one generation will not learn from the experience of the others. Still more strange, when one considers that these cycles of bad times and good times have not been so widely separated by the years, but that the middle-aged man or woman of today has been through several of them ... And further, that but a brief backward glance discloses the encouraging record of America never yet having failed to completely recover 100 per cent . . . and MORE . . from every panic - or what have you.
$125,000,000$ Americans can't and won't go on indefinitely in barely existing on hard-time rations, wearing the same shoes, hats and clothes; living in the same houses; riding in the same automobiles, denying themselves actual necessities of life; recreation and amusement -and all the time hoarding every surplus dollar they can lay hands on.

They never have done it in the history of our nation. They won't do it now. Sooner or later every one of these millions of people will have overcome their fear, buying will again be normal . . and, automatically, good times and prosperity will have come back.

So why view with alarm the outlook for this week, next week . . . this month, next month . . . this year, next year? Neither our nation, or this town, is going to the dogs. Our only job here in Hico is to look after our own affairs. Other towns will attend to theirs. No nation has ever known hard times while its cities and towns enjoyed good times.

Hico was not built by pessimists, cynics, timid souls and "viewers with alarm." It was built by courageous and loyal citizens . . . menand women of vision. Hico is a heritage handed down to us to protect, to improve upon . . . to make of it a better and better town in which to live.

Let us all take off the smoked-glasses of fear and pessimism. Let us forget to view with alarm. Let us remember that our forefathers rode through and over dark depressions in 1837, 1857, 1873, 1893, 1907 and 1914, some of them much worse than any we have seen, the nation and our town coming through . . not only unimpaired . . . but actually improved. Are we, the present citizens, less courageous; less capable?

The first step is to overcome fear; the second is to resume normal buying; the third, loyalty to home industries and home merchants. The remaining steps will come naturally and immediately ... namely . . . normal employment . . . and sane PROSPERITY.
$\qquad$
Rackruff Motors hire
to cecompany Peter on
wide tour in their roodst
advertising stunt. At the
the Little Bobby As enage
as chaperon.
A few miles cut Bobby


# BAPTIST REVIVAL <br> AUGUST 16-30 HICO 

Services 10 A. M. © 8 P. M. COME HEAR THE GOSPEL IN SERMON---IN SONG OLD-FASHIONED REVIVAL MOURNERS' BENCH AND SHOUTING NOT PROHIBITED!

E VERYBODY<br>INVITED



AIR TRIP

Mr. Tay
pilot and
landmark.
mat is ne
Unlike dri


We are as proud of the modest homeplaces we have supplied the materials for and watched through their completion as of the magnificent show places. Every need in building materials for cottage or mansion can be supplied here.

Prices of materials have reached rockbottom. Since materials are approximately one-third the cost of the average house, and you can sadve half on the cost of first-grade supplies, your house-built this year-will cost at least one-sixth less than ever before not considering the fact that labor charges are also lower.

## CONGRATULATIONS

To Mr. J. E. Burleson on his improved store, and to Mr. John T. Storey of Lockhart on the improvements made on his building.

## Barnes \& McCullough

"Everything to Build Anything"


## A LITTLE FUN You Laugh

Billie-"My dad is an Elk, a

Lion and an Eagle."
Bobby-." "How much does it cost to

 Hopeful Suitor-"I'd come over to-
night if I thought you really wanted
me."
The Girl-"Oh, I do want you to
come. I've been so lonesome since my
little puppy died."
A Case of Mixed Anatomy
The class in third grade hygiene had
been drilled in the five senses with
some elementary explanation of the
cartiage in the end of the nose, the
esophagus and so on. Then came the re-
view lesson. "What is it that is in the
end of your nose?" asked teacher. Then
up piped little Jimmy "The esher. A Swell Dump
The tenderfoot in the Western town
asked for coffee and rolls at the lunch lee celebration will be held in
october at the old Red River
crossing of the old cattle trail
near Vernon.
Scores of trail drivers of the
carry days of the Texas cattle
industry will follow the old $\qquad$ Thrived or It So Far
Traveler-"Don't you think it is un-
"Ditary to let your hogs run under Traveler- Don t you think it is un-
sanitary to let your hogs run under your house?"'
Native ${ }^{\text {"Well, I I dunno. We ain't lost }}$
a hog in 15 years." Swapping Masks "Yep, I had a a beard like yours once,
and when I realized how it made me and when I realized how it made me
look, I cut it off." face like yours once,
"Well, I had a face and when I realized that I couldn't cut it Quick-Witted
Householder hearing noise down
stairs) "Who's down there?"'
Burglar (with great presence o
mind) '"This is station KDKA now sign mind) "This is station KDKA now sign-
ing off until tomorrow morning at 11
o'clock. Good night, everybody." A Deep Impression
A little boy, who was forever asking
questions, was once told by his mother
that he had better keep quiet, or somequestions, was once told by his mother
that he had better keep quiet, or some-
thing would happen to him "Curioty thing would happen to him," "Curiosty
once killed a cat, you know," she added. the boy was quiet for three minutes. Then he asked: "Mother, what was it

## Willie's Sense of Humor "What time does the next train

$\qquad$
$\qquad$ Gentle Hint
A Kansas editor hit on the following scribers to his paper:
There is a little matter that \$ome of
our \$sub $\$$ scriber $\$$ have \$eemingly forgotten entirely. \$ome of them have made
us many promise\&, but have not kept
them. To u\& it is a very important mat.
ter-it'\$ nece $\$ 8$ sary in our bu\$ine $\$$. We
are very modest and don't like to \$peak
about \$uch remis\&ne\$s. in?" asked Willie, aged six, of the rural station agent. "Why aged six, of the rural "Why, you little rascal, I've told you
five times before that it comes in at "I know it,", replied Willie, "but I like
to see your whiskers wobble when you attending the celebration.
George Saunders, of San An-
tonio. who is the president of
the old Trail Drivers' Associa-
tion, will be welcomed and en. ton, will be welcomed and tertained
daughter
ty pione


For the lord Goo sis a sur
ant stide the tord will five
grace grace and glory, no go
thing will he withhoid fr
them that walk uprightly


## POULTRY FACTS

## TEXAS FARM NEWS

Fenh strawberries
be placed on the tables ome of the Texas cities as
arily as Christmas
 ear. The berries will reach
he city by airplane from
he section known the section known as th
Farmers of Trinity coun-
received this year a total $\qquad$
$\qquad$
$\qquad$
$\qquad$

BAY Lon women
$=2+2$
baylor college

## The TERRIL $\underset{\text { for Boys }}{\text { SCHOOL }}$

$\mathfrak{y y y y}$ $=$
.
anis UNIVERSITY of SANANTONIO maw ematas

Exceptional athletic advantages. Natatorium.
vate water supply and dairy. Excellent meals.
$\qquad$

## ALLEN AGADEMY

 anan



remen

## Astronomers Note the Wonders of the Planet Saturn



both have a comparatively small but
massive nucleus surrounded by an im-
mense atmosphere and what wee see of
Saturn and Jupiter are only the outer
surfaces of the atmosphere.
The recognition of Saturn as a re-
markable planet was first made by Gali-
leo, who has been responsible for so
much of early astronomic history. The
famous Italian, with the aid of his crude
telescope, discovered that Saturn had
several small bodies near it. He an-
nounced this fact and was quickly
pounced upon as crazy by other scien-
tists. Galileo continued his observations
over a perlod of years, after seeing to it
that other shared his vigi, and finally
convinced hla colleagues of the strange
nature of Saturn.


Flies Carry Deadly Typhoid Fever!



Adrop stops
Pain then


LIFTS OFF
twe that majority, but the
two houses did not agree on
the bills and a free conference
committee was necessary. The the bills and a free conference
committee was necessary. The
House did not ratify the free

FHEETON:
CROCKETT
Bids have been asked for
the construction of the Fed
eral building to be erected at has been appropriated for th
building and is available.

Hot Wells Sanitarium
NATURAL HOT MINERAL WATER
famous for more than a quarter of a century for its beneficial
results in rheumatism, stomach trouble, kidney and bladder trouble
and skin diseas
Bath Houses for Men and Women Always Open. Trained Attend-
ants. Course, 21 Raths $\$ 25.00$, 10 Batho 813.50 . Single Bath, $\$ 1.50$.
ants. Course, 21 Raths $\$ 25.00,10$ Baths,
Hotel Accommodations. Reasonable Rate.
s593 SO. PRESA ST.


NadinolaBleachingCrean
$\qquad$

## WOMAN'S PAGE

HOME PROBLEMS





An instantly refreshing hot weather drink that cools, quenches thirst and appeals to every
taste. Order Lipton's today. It costs no more. CHOICEST ORANGE PEKOE \& PEKOE ( Keep your
Skin Young The first Governor to oc-
cupy ho house was E. M.
Pease Mr. Pease is is the poly planed Gorernor who has lived in the man-
sion at witely separated pe-
riods. He sery from 1853 to 1857 , and from 1867 to 1869. James E. Fergu-
son has been twice a resident of the mansion, but during his second stay there Mrs. Fergu-
son was the governor. In all, 26 governors have lived in the
mansion, beginning with E. present governor, Ross Ster-
ing.
The building contains six-
teen rooms, all of them large and two large hallways. In
one of the rooms reserved for
guests is a "four-poster" bed
which was used by Sam Houswhich was used by Sam Hous-
ton when he was Governor. SIX GOVERNORS LIVING THIRTY-FIVE YEARS AGO (August, 1896)
The Populists of the TexarTexas are now living. They
are O. B. Colquit, James E.
Ferguson, Mrs. Miriam A Fe Ferguson, Mrs. Miriam A.Fer-
guson, William P. Hobby, Pat David Neff and Dan Moody. nominee, for Congress. formally and Sewall were Mr. Ferguson publishes a panomination by the Democrat- per atter his farming and dairy
ic Party as candidates for interests, Mrs. Ferguson looks ic Party as candidates for interests, Mrs. Ferguson looks
President and Vice President, after her household duties. August, New York City. The Populists of Texas had
nominated Jerome Kearby, of Dallas, for Governor, and
Buck Walton, of Austin, for Attorney General.
The State Democratic Con-
vention of Texas met in Fort
Wer vention of Texas met in Fort
Worth August 18 and nomi-
nated the following State nated the following State
ticket: For Governor, Charles
$\qquad$
Cranee Land Commissioner
J. Baker; Treasurer, W. B.
A. J. Baker; Treasurer, W. B
Wortham; Superintendent o

Public Instruction, J. M. Car-
lisle; Railroad Commissioners,
John H. Reagan, Allison May
field, L. J. Story; Chairma
State Executive Committee, J


DELIGHTFUL RECIPES

