 Interscholastic Meet
For District 13 At
Brownwood In April


Subscribers Show Interest In Paper By Office Visit

Keeping $L_{p}$ With TEXAS

## MAN MADE THETOWN by RUBY M. AYRES

DC[ATM
See the Buying Power of a $\$ 1.00$ Bill at CARL1ON'S...

## Friday, Saturday and Monday

You Have Never Been Offered Such Values read these 15 dollar specials They are the best buy your Dollar has had a chance at. Let 'em show you just what they can do. No baits, no inisrepresentation, every item as advertised, and are outstanding values. Brighten up your home with new curtains. Dress up with one or more of these wonderful dress material values.



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ON TEXAS FARMS

## A

Magic
Carpet

## Do you

 want to sell....AUTOMOBILES bank facilities GROCERIES FOODS FURNITURE AMUSEMENTS BAKER'S GOODS FABRICS WOMEN'S WEAR MEN'S WEAR JEWELRY MILLINERY DRY GOODS TRANSPORTATION DRUGS SECURITIES LIGHT \& POWER RUGS SHOES
REAL ESTATE HARDWARE LUMBER GAS AND OIL

## The Home Newspaper


. Perhaps you have a fine stock of goods of exceptional value. Perhaps it is quoted at extremely moderate prices. Your windows may be more attractive than any in town. But who knows those prices if you don't consistently advertise them? What proportion of your trading area population passes your windows as compared with the number of prospects that the News Review talks to every week? .. The News Review is the favorite home newspaper of over a thousand residents of this trade territory and has been increasing almost constantly in circulation and advertising lineage for years, helping to sell merchandise successfully for the most progressive merchants of Hico. It is a Magic Carpet of Trade. Let a representative tell you the facts.

In either display advertising or in classified columns we can assist you. We have a complete file of seasonal illustrations, with layout and copy suggestions for those who wish. No extra charge for this service.


## PHONE 132

for Newspaper, Catalogue, Booklets and Direct-Mail Advertising


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Each of Us Is In the Game of Life!

In the end we will be either winners or losers.
Oar TODAYS and TOMORROWS are the STAKES.
ing is eliminating chance.


Fed Baby Beef
tender, juicy and SANITARY

## WHY WE DO NOT CUT CORNERS.

THE MERCHANT WHO CUTS PRICES OR OVERPAYS THE MARKET FOR YOUR PRODUCE LEADS A NERVOUS BUSINESS LIFE. TO REACH
THE LOWER PRICE HE LOWERS QUALITY, BUT When he seeks repeat business his cus. TOMERS REMEMBER THE LOWER QUALITYTHE LOWER PRICE IS FORGOTTES EXPECTING AS WE DO to remain in business for
many years to come, we carry merchandise of unques many years to come, we carry merchandise of unquesin this ad. We expect repeat business and we know that merchandise with a reputation of quating bring customers back to our store.

Skinner's Brown's, French's, Borden's

## Swift, Armour's,

 Lipton, Van Camp Mrs. Tucker LardRoyal, Carnation Borden,
Aunt Dinah

Strict adherence to quality has always been our policy and we want you to know that you may always rely upon the honesty and integrity of our store, and upon our merchandise being of unquestioned quality.

> REFRIGERATED COLD CANDIES

## Hudson's Hokus Pokus

 ANNOUNCED TODAY$\quad$ FOURTEEN BOD
Roadster
Phaeton
Tudor Sedan
Coupe
Sport Coupe
Fordor Sedan
De Luxe Roadster
De Luxe Phaeton
De Luxe Tudor Sedan
De Luxe Coupe
Cabriolet
De Luxe Fordor Sedan
Victoria
Convertible Sedan

| cyinder | cylinder |
| :---: | :---: |
| $\$ 460$ | $\$ 410$ |
| 495 | 445 |
| 500 | 450 |
| 490 | 440 |
| 535 | 485 |
| 590 | 540 |
| 500 | 450 |
| 545 | 495 |
| 550 | 500 |
| 575 | 525 |
| 610 | 560 |
| 645 | 595 |
| 600 | 550 |
| 650 | 600 |

De Luxe models will include shatter-proof glass throughout, with colored wheels standard equipment There will be a complete new line of commercial units and pick-ups.
For the reader's information, the prices shown above will mean that the new V-8 Cylinder will be delivered in Hico for about the same price as the past Model A 4-cyl inder. Standard Tudor and Coupe will be delivered for about $\$ 625$ fully equipped. We give you this additional mation to give some idea of the startling price We Will Be Glad to Figure With You on Any

New Car, Truck or Used Car.


Sandals, all types Mesh Patterns Two and Three Ties Pumps Always New Ghilli Ties

FOR BOYS AND

## MEN



All Sizes 49c

Harvest Hats for all the family 19c

