## The Hitu Newta TRutivut



NEXT REGULAR MONTHLY DOLLAR DAY-

## Wednesday, July 5

In a cooperative advertisement and elsewhere in this issue of the News Review Hico merchants are taking advertising space to acquaint the people of this territory with a monthly event sponsored by local merchants and commercial organizations
Contained in the advertisements are real bargains. Special efforts are being made to make your trip to Hico next week profitable and pleasant in every way

At the same time an urgent invitation to participate in the free entertainment is extended to the public. Hico merchant really want you to come here . . . and to want to come back COME TO HICO NEXT WEDNESDAY
FOR PROFIT
FOR PLEASURE


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Keeping Up With Texas fore has such merchandise been of fered in Hico at such drastic reductions in prices. Regardless of where you live, it will pay you to drive miles to take advantage of these savings.
The sale will start Friday morning and will absolutely close Saturday night, July 8th, at 9 o'clock. We urge you to come early for best selection. You simply cannot afford to wait!
REMEMBER - Everything has been reduced! Not an original price in the house. Only Stetson Hats restricted.

## KILLER NO. 1

17 patterns in reg. 25 c and 29 c Batiste 1719

DRESSES
25 Bright New
BATISTE DRESSES

- Sizes 12 to 52

Our $\$ 1.95$ Dress, for this Sale only$\$ 1.39$

## LADIES UNDIES



3 styles Panties All 25c Panties All 49c Panties

## KNIT UNDIES

A real nice light weight. 49 c value, special $\quad 39 \mathrm{c}$ GOWNS AND SLIPS
 \$1.00 Batiste Gowns -79c 89e Batiste Gowns $\$ 1.95$ Slip

PRINTS 104 Patterns, reg. 10c, but take 'em at $\quad 71 / 2 \mathrm{c}$ SILK DRESS PATTERNS $\$ 3.50$ values, special $\$ 259$ $\$ 2.25$ values, special $\$ 1.69$ $\$ 1.95$ values, special $\quad \mathbf{\$ 1 . 3 9}$



KILLER NO. 3
12 Patterns in Reg. 19c Quality
Luxury Batiste $122^{2}$

Household Needs Extra Quality 38" BROWN DOMESTIC, 20 Yds. For

## 36" Soft Finish

 BLEACHED MUSLIN, Special, 16 Yds.
## Garza Shoeting

81" Bleached, special 5 yds . to a customer 36x18 Turkish Towels 18x30 Turkish Towels

## Brighten Your Home With

 New Curtains 22 Yds. $36^{\prime \prime}$ Serim $\$ 1.00$ 12 Yds. $39^{\prime \prime}$ Scrim $54 \times 84$ OUCLOTH SQUAPES Very Special$21 / 2 \mathrm{lb}$. Blehed. Cotton Batts 49 c 2 lb . Bleached Cotton Batts 39c \$1.25 BED SPREADS \$1.95 BED SPREADS $\$ 2.50$ BED SPREADS

9x12 PABCO RUG Reg. \$5.95, now .... 9x12 Rug, Reg. $\$ 4.95 \quad \$ 4.10$

FIVE BROTHERS Cheviot Work Shirt 69c IDEAL CHAMBRAY Shirt, color Grey $\quad$ 49c STORT A WHITE BELLT 20 new 50 c White Belts . 19 c Boys White Belts only 10c

MEN! Come-Take These Real Bargains! 8 SUITS ONLY
REGULAR \$17.50 AND \$16.50 Summer Suits TO CLOSE OUT FOR ONLY -
MEN'S SUITS - Composed of Gabardines, Trop $\$ 28.50$ icals, and Panama Cloths $\$ 28.50$ SUITS cais, and Panama Cloths $\$ 25.00$ SUITS $\$ 22.50$ SUITS
$\$ 18.50$ SUITS $\mathbf{\$ 1 8 . 5 0}$ SUITS THEY MUST SELL!


FARMERS!
Cotton Poison
Three 100-lb. Cans Calcium Arsenate and a few 4 lb . packages offered at a very special price to close out CARBOLINEUM $\quad \$ 1.65$ Gal.
Positively gets mites and other insects that other preparations will not kill. LEE'S LICE KILLER For chickens and turkeys. Try it once. TEXACO HOUSEHOLD OIL in long-spout cans for those hard-to-get-to places $\quad 15 \mathrm{c}$ per can GULFSPRAY for Flies \& Insects Sprayers at

25 c and 40 c
NEW ALARM CLOCKS
New shipment of attractive alarm clocks. Ivory, green, blue. Special at 98e to $\$ 2.45$

## AMITY BILLFOLDS

New assortment, some with zippers 98 c
GYPSY CREAM
For Sunburn and poison Ivy. Soothing, healing and pleasant to use. Try one can
> phis.en druastorit
> Porter's Drug Store
> "In the Center of Hico's Busineses, Activities"



Swift's Jewel shate 4 ind 39c Salad Oil symeri gal. 79c Surar clath 10 has 50c
Vanilla Wafers lb.

 | 3 Doz, Lids 25c | Doz. Jars 69c |
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Market Specials
Pure Pork namekuc lb. 15c Pork Chops rixikn lb. 19c Soven Steak thins lb. 15c Sround Meat rook lb. 17 c Bolerna sintibe lb. $\mathbf{1 0 c}$ BANBECUED Lubit lb. 35c Baked Ham s패페․ lb. 55 c Bolled Ham sillifil lb. 50c OUR LWNCH MBATS are all sliced on an docetre an or-fliced as thin or as thels an fon hiv


$\left\{\begin{array}{l}\text { Ross shop, Jew ory, Watch, } \\ \text { and Clock Redaring. } \\ \text { Henry Alex Wieser of Hamilton } \\ \text { was a visitor in Hico Monday at- }\end{array}\right.$


 Mrs. Tra Johnson spent the
first of the week with her sister.
Mrs. 1 D. Brand, of Thorp Springs. Doweli. Jot. . Were in Fort Worth
last Friday. , day morning for Wace atter ${ }^{\text {a }}$
short visit here with his parents. visiting his sister, Mrs. W. $\boldsymbol{E}$. Pet-
ty and brother and sister-in-law,
Mr. and Mrs. Leslle Wall Mrs. David Purdue and two
dayuhters of Clovs. N . M. were
week-end guests of her wacle week-end guests of her uncter
George stringer, Clyde Ogle $\overline{\text { attended }}$ the ball
game between Fort Worth
Reaumont

| Mrs. Harold Snyder and daughter, Marie, have returned after a three-weeks visit with her sister, Mrs. I. D. Brand, of Thorp Springs. <br> Mr. and Mrs. J. B. Shelton of Hawkinsville, Ark., are here visiting his brother and sister-in- Iaw, Mr. and Mrs. C. W. Shelton. <br> Mrs. J. T. Persons, who has been visiting her daughter, Mrs R. H. Butterfield, in Houston for woek time, returned home last <br> G. C. Keeney and son, Billy, and Walter Ramey spent last week end in Christoval attending ney family. $\qquad$ <br> Miss Wilena Purcell has returned from Stephenville where she visited Mrs. Marshall Houser. <br> Mr. and Mrs. C. Y. Smith and daughter, Billy Evelyn. of Denton spent the first of the week with Everett, and family. <br> Mr. and Mrs. J. W. Prater and son, Raymond, of Yredell and Mr and Mrs. J. C. Prater and two children visited relatives in Waco Sunday. <br> Mr. and-Mrs.J. R. Massingill and daughter, Katherine, accompanied by Misses Jeanette and spent Sunday in Glen Rose. <br> Miss Wilena Purcell is spending this week in Waco visiting rela tives. She is on vacation from her duties at the Gulf States Telephone Co. office. <br> Tate Keffer of Alamo spent two days last week visiting Alsey Alford, who hives on Route Keffer, who was reared in Hico Ketfer, who was reared in operates a 20 -acre eitrus orchard near Alamo. $\qquad$ <br> Mrs. E. S. Jackson returned Sunday from Abilene where she vistted her son, Robert Jackson, and family. Mr. Jackson and son, Billie. brought her home, and Bille while his parents are attending summer school. |
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## Question

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The first person bringing In the one specific answer to
this question Priday morn tog will be entitled to a tree
Cleaning a pressing oz DREs

## Everelt's <br> TAILOR SHOP

## Specials for saturoar

 And Wednesday100 Pound Sack Shorts
$\$ 1.40$
100 Pound Sack Bran
22 Pounds Granulated Sugar
$\$ 1.00$

8-Pound Bucket Pure Lard 6 Boxes Large-Size Matches Best Grade Peaberry Coffee, lb. Ice Cream Salt, 10 pounds. 22 Shorts, box
Staley's Syrup, large bucket Crystal White or P. \& G. Soap, 5 bars 18c Prunes, 50 to 60 size, pound Vinegar (Bring your jug) gal. 20c Good Broom, only

## YOUR

BLUE GOOSE COFFEE COUPONS

## Are Worth 10c

On the purchase of another pound of this Coffee.
R. A. Herrington

no Lurchl $n_{0}$ SNERVEI NOCRASNI

## The terrifying feeling of a times their cost in the feel-

 car out of control is some- ing of security alone which thing one never forgets. they afford. . . . To say Don't let it happen to nothing of the thousamado you for want of protec- of additional safe milee tion against the danger of they enable you to get out blowouta. LifeGuardn in of your tires. Don't drive your tires are worth many another day without them!LIFEGUARD provents sudden doflation


LIFEGUARDS are a Goodyoar produce
That meons theyrre proporiy dosignod and bolle - theve
soen thoroughty proved it sorvice by beodrobth of thes.
IFEGUARDS more than pay for enemselves


tho poceo-s
LIFEGUARDS are easy to buy-oasy to mastall Drive in eaed see how oesily ead priectly yoe eeen heve ln cory metro of tiro. now or now m , sorvice. Yoes seent got bettor protoction to seve your Whe!

SAVE MONEY, JANGLED NERVES-AND POSSIBLE IMJUITY -with LhoGuarde. Drive in cod thet in as valeoble to yoee ee



SAVE at the slen of tho cocilyoer Dicmeith Hico Service Station GULN PRODUCIS
N. N. Alvin, Operator G. Hooper, Gail Ant - Phone 130 -
"We Are As Near As Your Telephomp"


Hico's 57th Annual Reunion

## TO BE HELD

 Aug.9-10-11-12
## PRESENTING

Bob Hurst Shows


PARADE FIRST DAY At 2 p. m.--Prizes for Winners


## ONTHLY RRANGE <br>  <br> tend

$t$ and pleasure. Hico forth your while to rbefore have thrifty rtunity to lay in a remendous savings.
or not, you are inith the crowds. But en slashed for this fr advantage to make poday, July 5th.

## DK!

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than you could obthan you could obas lith and-
5-MAD

## O TRADE!

## 

DUZAN-JONES
Chrysler \& Plymouth Sales \& Service


## Trades Day Only

The News Review Will Be Sent 6 Months--25c--To Jan. 1st NEW SUBSCRIBERS ONLY...Within 50 Miles of Hico

# nity to <br> SAVE! 

## INTO THE <br> SUNSET <br> BY JACKSON GRECORY

## Sixth Installment

Monuments Nimber titum -
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 frank ming 표를


TELEPHONE-maybe you wan't have to go
 mix mix mose


RANDALS BROTHERS FRIDAY AND SATURDAY SPECIALS
BRAN per sack ..... 950
100 lbs. Meal and Hulls ..... 85 c
7 bars Crystal White Soap ..... 25c
7 bars P. \& G. Soap ..... 25 c
2 lb. box Crackers ..... 12c
1 qt. Peanut Butter ..... 20 c
1 qt. Salad Dressing ..... $25 c$
1 lb. Old Hickory Coffee ..... 10c
 White Swan Hominy per can 5 c 1 qt. Maple Syrup 25c 4 No. 2 Cans Corn-this year's pack-25c 4 No. 2 Cans Tomatoes-this year's pack-25c

A TRAIN LOAD OF BEWLEY'S BEST Flour Sold by Randals Brothers

## IT BAKES

 BETTER!!
## RANDALS BROTHERS

 IREDELL ITEMS





and







## 

| Gordon mRS. ELLLA NEwTon |
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A Happy Surprise


# July Clearance STORE--WIDE 

BARGAINS for the Entire FAMILY. Buy your summer needs now at great savings! Starts Saturday, July $1 \underset{8 D A Y S}{\text { LASTS }}$ Your Opportunity to Save!


VALUES LIKE YOU'VE NEVER SEEN BEFORE-
STYLISH SUMMER FOOTWEAR
Entire stock arranged into four groups and priced for immediate clearance-

Group 1-Values to $\$ 1.98 \quad$ 49C Pr. Group 2-Values to $\$ 2.98 \quad \mathbf{\$ 1 . 0 0} \mathbf{~ P r}$. Group 3-Values to $\$ 2.98 \quad \$ 1.49$ Pr. Group 4-Values to $\$ 3.95 \quad \$ 1.98$ Pr
Buy more than one pair of these sensational values. Plenty of sizes - wide variety of colors.
Out They Go!
WOMENS
AUSTIN ARCH SUPPORTS
Whites, Blacks, Browns
Widths C to AAAA
Sizes 4 to 9
Reg. \$3.95
Sale Price
2.88

## 40 Pairs

Ladies and Misses SANDALS
$25 c$ pair


## ONE GROUP HAT Reg. $\$ 1.00$ values, <br> $\left\lvert\, \begin{aligned} & \text { Reg. } \$ 1.00 \text { value } \\ & \text { Out they go }\end{aligned}\right.$ <br> 19c

 Entire Stock of GARMENTS Reg. $\mathbf{\$ 5 . 0 0}$ Garment Reg. \$5.00 Garment Reg. $\$ 3.50$ Garment
Reg. $\$ 2.50$ Garment Reg. \$1.50 Garment Reg. $\$ 1.00$ Garment



Special Purchase Men's WORSTED SUITS
 $\rightarrow$


We Call Your Atten-
tion to Our Complete
Stock of Stock of
SIMPLI
PATTE
At


DICKIE'S KHAKI AND SHANTUNG Matched Suits
$\$ 1.98$


CLEARANCE
Men's $\$ 1.98$ Wash Slack $\$ 1$ pi
Goods taken ular stock Sanforized

## Sensational Reductions

## - On -

## Childrens Footwear

146 PAIRS
REG. \$1.98 SHOES
ON SALE
Mothers, don't miss this great chance to save. Come prepared to buy more than one pair.

Misses Sizes 12-3
Reg. \$1.89,
OnSale
Leather insole, compo outsole
-Guaranteed to wear.

DEEP CUT PRICES ON BOYS' SHOES
WHITES, BLACKS \& BROWNS
Plenty of good solid leather soles.
Reg. $\$ 298$ and $\$ 1.88$,
Sizes 2 to 6
 NEW WORK SHOES ON SALE Peters Diamond Brand Scout

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 Reg. \$1.8 On Sale

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thread. Buy early
Quantity limited.
COSTUME HOSIERY On Sale For First Time! 2-Thread Chiffons
79 18ir
2 Pair for ..... $\$ 1.50$ Our reg. $\$ 1.002$ -

An exciting group of dresses priced
far below their real value.
Plenty of
Dark Chiffons, Bembergs, Silks, Triple Sheers
Sizes 14 to 44 real value.

