## ©hy Hitro Avum Truteu <br> Oidest Business Institution In Hico



## Keoping $u_{p}$ with TEXAS

USO Campaign Is Still Almost One-Third Shor

Torrential Rains Damage Roads and Delay Farm Work

Hatchery Will Sponsor Poultry
Health Clinic

## Applications far Being Issued at City Hall <br> 



Methodists Star Annual Revival Services Daily

Possum Kingdom Dam Is Fisherman's Idea of Heaven

Still Vacancies For Young Men In Army Air Corps



page fotr

 HOL Author o, HOW TO LOSE A SALE
MGFG/IH


## 6

HER


Daily News that I want to quote:
"If you want to kill a sale, just say or do something
that makes your prospect feel inferior. Often it is much
smarter to say ain't than 'isn't."
Isn't that just as true of human nature in Connecticut
as in China? If you want to kill a sale, criticize something
your prospect has already bought. Show him what bad
judgment he has used, what a fool he has been. Tell him


One of the most disastrous defeats of the Civir war was
caused very largely by a general who made his officers feel inferior. General Pope had won a few battles he was a r

proclamations that he was soon called "Proclamation"
Pope.
What effect do you suppose all this had on the soldiers


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## Hamilton County

| Announcements | Insurance |
| :---: | :---: |
| polmicil | LET ME INSLRE your tarm prop |
| The News Review is authorized announce the following candi ates for office, subject to the ction of the Democratic Pri aries in July, 1942 | Monuments |
|  |  |
| Hamilton County <br> or Representative, 94 th District <br> EARL HUDDLESTON <br> (Re-Election) <br> J. B. POOL | Fine Monuments - Markers Frank Mingus. Hico. Tex. Phone 51 |
|  | Dalton Memorial Co. Hamilton. Texas Many Beautiful Designs In Lasting Monuments Gasting Monuments |
| ounty Judge: PERRY L. MAXWEL. | Livestock and Poultry |


| Or County Treasurer: <br> MRS. H. A. TIDWELL <br> (Second Term) . <br> or Co. Tax Assesser-Collector: <br> o. R. WILLIAMS <br> Re-Election) <br> J. M. (JIM) RODDY |
| :---: |
|  |  |


\section*{|Mr AMM4 OMAD D <br> | CLASSIFIED | Annoucoments |
| :---: | :---: |
| ADVERTISING | praprssiovil |

ADVERTISING
INFORMATION

| Classified Rates |  | Dr. W. W. Snider |
| :---: | :---: | :---: |
| DENTIS |  |  |
| Dublin. Texas |  |  |

For Sale or Trade

|  | For District Clerk. C. E. EDMISTON ollise MeDtrmitt |
| :---: | :---: |

Office Supplies


Made to Your Order

Real Estate
Erath County

## Bosque County

## Lost and Found




## Home Making is Fun



## Dr. Miles Anti-Pain Pills

## unully relieve Headaches. You will find them effotive also in the relief of the other namging pains mentioned above.




## ${ }^{*}$ What You Bur With ${ }^{*}$ WAR BOVDS

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Learn to understand tabels and
standards of
and substitutes naily.
necessitatated by by thes war program.
.News of future limited supplies News of future limited supplies
and possibie rationing comes only
throut a rre press.
wait for
If we do not
 Carry pack ages. hice for the
neighor-let her shop for you A A
boy's wagon may do neighborhood
service!"
Extra eiency in the kitchen is
sugrested by a suggested by arranging to keep
cook-books. nutrition stady mater.
al and houshold accont book and
records on an accessible shelf in As soon as sweet peas begin




## War and the Retail Merchant

Merchants in today's fast moving world are finding new problems in suc
. just beginning.

Nobody knows what is going to happen, but we are in for a rather grim and difficult time. Just how grim and difficult, remains to be seen. Some people think that our resources . . . as individuals and as a nation . . . will be taxed to the utmost.

We are a Democracy, and Democracies are traditionally slow to act. A great many opinions must be aired and a great many arguments expounded, price of liberty.

Meanwhile, we are confronted with many serious and urgent problems.
We are not getting ahead with them as fast as we should. The question is:

The answer herewith suggested is this: By an intelligent use of one of the most potent and misunderstood tools of Management, the joint objectives of Business and Government can be more swiftly and effectively achieved.

That tool is advertising . . . but not advertising as it is too often defined by its critics (and many of its defenders). It is advertising operating under an entirely different conception as to its basic nature and function.
the the advertising destined to hold the confadences of the public . . . advertising that forms an insurance
Hico News Review "YOUR HOME NEWSPAPER" $\pm$


## How Government Regulation 'W' Covering Consumer Credit Affects Charge Accounts

If you have been in the habit of paying your bill promptly on a thirty day basis so, Regulation "W" effective not affect your charge accoun The section covering ordinar



Corner Drug Co.

Phone 108

(merchandise sold on thirty day basis), states
that all charge purchases made during any calendar month must be paid in full
tenth day of the second following month of the purchaser to pay such accounts in the time specified prohibits us from extending any furthe credit until account has been paid in full. All twelve month charge purchases on our books May 6 charge purchases made since that date come under this regulation.
In the case of old accounts (any account made comes, such as farmers and stockmen, may prior to May 6th), provisions must be made to pay arrange terms in accordance with their incomes them off by July 10th. In cases where it is impos- -as usual.

The Penalty is $\$ 10,000$ fine, or ten years in prison, or both to violators of this act
Your Cooperation In Carrying Out These New Government Regulations Will Be Appreciated

MRS. C. L. LYNCH HARDWARE HUDSON'S GROCERY CORNER DRUG CO. RANDALS BROTHERS W. E. PETTY DRY GOODS
K. B. FEED STORE \& HATCHERY barnes \& McCullough
d. R. Proffitt service station CASEY MOTORS EVERETTS TAILOR SHOP barrow furniture co.
J. W. Richbourg dry goods R. A. HERRINGTON

HOFFMAN'S DEPT. STORE
N. A. LEETH \& SON
minnies red \& white higginbotham bros. \& CO.
blair's tin \& Plumbing service

McEvER \& SANDERS HATCHERY
Willard leach service station the hico news review

Funeral Services Held Here Sunday For Jim Thompson


BUY WAR STAMPS AT YOUR THEATRE


Mrs. W. H. Woolley Claimed by Death At Gustine Home
 $\begin{array}{ll}\text { 'Who's Who' Book of } \\ \text { Texas High Schools } & \begin{array}{l}\text { versity librarites in Texas a copy } \\ \text { of this publication. }\end{array} \\ \text { of spanish to a class in ward } \\ \text { school. }\end{array}$俍

 Mr. and Mrs, G. M. Mceride of
Sain Diego. Califoria. announce
the arrival of an mill
 former Pesgy Pirtle, Mrs, Sally
Piftre, who has been making her
home in Ranger since leaving Hico month in Calfornis with her family. The discovery of the Spindletop
gusber near Beamont ind 1901
marked the begiunings of the pemings

## GOING OUT FOR MORE BUSINESS

UNBEATABLE PRICES ON QUALITY MERCHANDISE




