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Milk Is Food-Not a Beverage


| The Safe Diet For Good Health and Vitality |  |
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## TRUTH about ADVERTISING By CHARLES B. ROTH




WEVE GOT THE TIRE that Saves you money at the start

"LIFETIME GUARANTEE"


HICO SERVICE STA.
$\qquad$
GRADY HOOPER, Galf Agont

## 

## BUILD NOW!

10 Years to Pay No Extra Charge

NOW IS THE BEST TIME TO GET A NEW HOME
Come in and let us explain the new
liberalized F. H. A. Plan to you.
NO OBLIGATION ON YOUR PART
No Red Tape
No Abstracts
No Brokerage Charges No Inspecting Fees

No Blueprints This 10-Year Plan May Not Last Long-See Us at Once!

## Barnes \& McCullough

"Everything to Build Anything" HICO, TEXAS



|  | Millerville |
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## PALACE

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thurs a mel-
"SOME LIKE IT HOT"
$\underset{\text { SHIRLEY ROSS }}{\text { Ros. }}$
"UNMARRIED"
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aso aki chapter
"BUCK ROGERS"

"THE LADY'S FROM KENTUCKY"

TURS 4 WED.
"TWELVE CROWDED

## next tmins. \& YRI.

Everett's TAILOR SHOP


## Cara Nome...

Exquisite complexions call for care with Cara Nome - a name associated with beautiful complexions everywhere.

A Complete Line of Cosmetics
Reasonably Priced

## Ilasol---A Skin Lotion

Softens, smoothes and cools rough, chapped or sunburned skin. Wonderful for a powder base or after shaving -

## 50c

WINDEX -..A Spray
that cleans windows without water. Economical and convenient to use.

## MaraMand Hosiery

Lovely new summer shades-fresh stock -priced from

## 49c to $\$ 1.19$

KILL INSECTS WITH GULFSPRAY!
Big Pint can
Handy Spray Guns as low as 25c

## Porter's Drug Store <br> "In the Center of Hico's Business Activities"



## JULY SPECIALS

##  THRIFTY BUYERS

## Feel Smart in a New Black Navy or White Felt

 JUST RECEIVED THIS WEEK!
## Special July Prices

NEW SILK GINGHAMS
Navy, Black, Green, and Red Check $\quad$ 59
Regular 25c SLIPPER LAWN

Regular 39c BAND BOX MUSLIN ....
Regular 19c BATISTE -...........
All 98c NEW BAGS, All Colors
$\$ 3.00$ and $\$ 3.50$ WHITE OXPORDS
\$3.00 TWO-TONE OXFORDS $\$ 1.49$
$\$ 1.98$
\$3.95 TWO-TONE OXFORDS -\$2.98
Ladies' $\$ 2.95$ \& $\$ 3.95$ WHITE PUMPS \& STRAPS _._98e

## Trade Here Saturday

And Get Advantage of These Low Prices And Many Others Not Quoted

## J. W. Richbourg

## News of the World Told In Pictures




STOCK SALT 100 虹 65c FINE SALT 25 lbs. 25c

| SHORTENING <br> 4 lb . Carton 39 c | COOKING OIL Gallon Can 75e |
| :---: | :---: |

Vanilla Wafers lita 10c
Monitor Coffee it. 12c


Pork \& Beans ratis 5c
Fitiviz
48 lb . Sack $\$ 1.19$
CREAM MEAL
20 lb . Sack 35 c


Chum Salmon ${ }^{\text {xim }} 10 \mathrm{C}$
Sunbrite Cleanser 2 iner 9 c
Market Specials

Seven Steak n"wiol lb. 15c
Veal Chops rimelm lb. 20c
Loin \& T-Bone stat lb. 25c

important changess


Mancy-ntart's

THINK OF IT!
YOUR FIRST OPPORTUNITY
TO BUY THE FAMOUS

59 Prs. Ladies' Sandals
18 Ladies' $\$ 1.00$ Batiste Gowns $\mathbf{3 9 c}$
$\$ 1.00$ $36-\mathrm{in}$. Figured Batiste
6-\$1.95 Ladies' Bathing Suits 6- $\$ 1.00$ Ladies' Slacks
5- $\$ 1.95$ Ladies' Slack Suits 12- $80 \times 90$ Garza Sheets 18 Prs. Ladies' Rayon Hose 14 Men's Straw Hats, only 16 Prs. Men' \$1.00-\$1.35 W 6 Men's Polo Shirts

MEN'S DRESS STRAW HATS -
ONE-FOURTH to ONE-THIRD OFF
6 Prs. Men's White Shoes $\quad \$ 1.50$ 14 Men's Khaki Pants .....................-79c Men's Gray or Blue Work Shirts ..... 45c

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## BARROW FUNERAL HOME

 ambulance serviceTelephone 166
Hico, Texas


[^0]:    W.E. Petty D. G. THIS HOME OF QUALIMY

