# The Hitu Avent Trvitut 

| Here In <br> HICO | HICO HIGH SCHOOL <br> Football Banquet |  | Cooch $\ln$ Discussing Basketboll | Keeping Up With <br> Texas |
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|  |  |  | NEWS AND VIEWS |  |
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## ybiday, january m, imo.

## IREDELL ITEMS



Clairette

TWO SIDES To Every Question

THE HICO NEWS REVIEW


| Falls Creek |
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## Don't Keep a Cold

For prompt relief we recommend these Nyal Products-

LAXACOLD TABLETS NYAL NASAL DROPS H. \& H. COUGH SYRUP NYAL CHEST RUB KLEER-A-HED INHALANT NYAL COLD CAPSULES HUSKEYS-For Hoarseness

## Valentine Candies

KING'S DELICIOUS CHOCOLATES IN VARIOUSLY-SIZED PACKAGES
Have one put away before they're gone.

## Prescriptions

CAREFULLY COMPOUNDED OF ABSOLUTELY PURE, FRESH DRUGS Exactly As Your Doctor Orders!

The use of only the best ingredients insures you of the greatest benefits from every prescription you bring to us.

## CornerDrugCo.

PHONE 108

## KatIE KILOWATT Says

Why wear out your clothes and yourself when you can do your washing electrically for a cent or two a week?


Washing clothes by hand is hard on you and hard on your clothes. And when you have them done by outside holp you run the risk of contamination and loss by careless handling Why take a chance either way when an electric wosher will clean your clothes gently, thoroughly and effortlemaly at a cost of only a cent or two a woek? Electricity is choap-lot it do more work for you in 1940


## For Your-

Plumbing Needs
We have pipes, pipe fittings or any fixture for your bathroom or kitchen damaged by freezing.
First quality products at low prices. See us for your needs.

NEW CAR COAL NOW IN
Higginbotham Bros. \& Co.
Phone 143


|  | JOTS.... <br> Jokes \& Jingles <br> jennie mae <br> Makes no aitrererece what yo reply to Ben Chenault when <br>  <br> . . <br> L. L. Huson. local weather ob. server. who ways he will whe <br> nothing to do with this week reported <br> temperature since he <br> the government's weat here, the thermometer to one below tero <br> are used to a little snow <br> for it to remain so cold won't melt Former <br> wouldn't recognize the under four inches of 8 <br> the river frozen over, racing down the street have been dismissd <br> days an others. <br> diamisad on several <br> 1. E. Durham, who week for Belton where <br> ployed as an engineer <br> you almost anything you <br> Durham has been Am <br> mother, Mrs. S. O. Du <br> for about four months <br> that time he spent sev <br> Peru with a copper mi pany. Mr. Durham said <br> about 1 per cent of the <br> spoken by almost everyone. We asked him about the uncivilized <br> Indian tribes we had read about inhabiting the remoter regions of South America, and he recalled <br> South America, and having passed signs <br> English, and other languages, in <br> structing strangers no the river and warning <br> dangerous Indians lit <br> newsreel cameramen <br> Peru to get pictures of in their war paint and <br> first it was impossib <br> cameraman cut a hole <br> post and "shot" the Indians as <br> they came to do the <br> building and invited |  |
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## In All Kinds Of Weather

## Our Pharmacy Is At Your Service

Call us when you have prescriptions to be compounded.

WE INVITE THE LADIES OF THIS COMMUNITY WHO ARE NOT USING

## CARA NOME

TO TRY THIS FAMOUS LINE OF COSMETICS AND CREAMS -Especially the Cara Nome Hand Cream better than lotions for softening rough chapped hands. And economical, too.

Remember Us For Stock And Poultry Needs We have everything you need for cold weather protection of your stock and poultry

Hollywood Hose
Now offered in the new shades, $79 \mathrm{c}-\$ 1.00$
Now For The Men
IRONSOX
$25 c$ and $35 c$

Porter's Drug Store

## PAY CITY TAXES NOW!

City taxes, along with those of other kinds, are due and payable before the first of February following the year in which they accrue. Taxes for 1939 must be paid at the City Hall by next Wednesday, Jan. 31, to escape penalty and interest charges. Please see that you do not let these taxes go delinquent, as this complicates matters not only for you, but for those who are trying to serve you in office.

The city officials have tried to estimate the amount of revenue which will come from taxes, and to keep expenditures within the budget. Only the most rigid re-
quirements are being cared for during this period of economy

However there are certain needs which simply cannot be overlooked, such as upkeep on water and sewer
plant equipment, purchase of fire hose, nozzles, etc. to assure cooperation with the fireboys, money for the city's share in worthwhile W. P. A. projects, police protection, street and park upkeep, and many other incidental expenses which are considered vital.

Likewise there are other fixed charges contracted for by the people under previous administrations, such as payment of bonds and interest, whiich must be mad regularly if the city is to maintain its credit standing
YOUR COOPERATION IS SOLICITED IN HELPING KEEP OUR HEADS ABOVE WATER

Prompt payment of taxes not alone will help the city but will help you avoid penalty and interest charges which must be added after January 31st, by law.
THECITYOFHICO

THE
WISEMAN
STUDIO

## E. H. Persons ItToriterat-LAT

## News of the World Told In Pictures



First Swhes ${ }_{0}$ Women To Enroll


DETROIT, Mich-These are the items which Gus. T. Hartman,
State budget director, contended were needed to teed a mother and





They Turned Thumbs Down on Unions



Ice Yacht Regatta At Red, Bank

| Ice Yacht Regatta At Red, Bank |
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The Umbrella Stays Home


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JOE GIN.


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A SUCCESS IS TH' ARESECE OF ENEMIES
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## HowDoes Your Advertising Investment Compare With The Average?

The following percentage of gross sales are usual and correct for advertising expenditures for successful retail stores according to figures compiled by the Harvard Bureau of Business Research and Northwestern University Bureau of Business Research:

| Department Stores | Per Cent 1.09 to 3.1 |
| :---: | :---: |
| Grocery Stores | 1.0 |
| Haberdashers | 3 |
| Women's Wear Shops | 3.1 |
| Furniture | 6.3 |
| General Merchandise | 1.5 |
| Drug Stores | . 0 |
| Shoe Stores | 9 |
| Electric Shops | 7 |
| Hardware |  |
| Cleaning and Dyeing | 3 |
| Jewelry | 3.1 |
| Meat Markets | 1.0 |
| Restaurants | 3.1 |
| Specialty Shops | 3.8 |
| Florists | 5.0 |
| Millinery | $2.2$ |

While every line of business is not represented here, you will be able to determine the amount that you should invest in advertising your business.

According to Bradstreet's Report, 95 Per Cent of All Business Failures Are Non-Advertisers
THE BEST ADVERTISING IS YOUR NEWSPAPER!

## Hico News Review

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