
 PUBLISHED EVERY fRIDAY in hico, texas

## ROLAND L. HOLFORD

 One Year $\$ 1.00$ Six Months 75 c
Outside Hamilton, Bosque, Erath Ond Comanche Counties Foue, Erath
One Year $\$ 1.50$ Six Months 85 c
and One Year $\$ 1.50$ Six Months 85 e
All subscriptions
payable CASH IN ADVANCE.. Paper will be dia
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Display advertising word Display advertisin,
will be given upon request. Hico, Tex., Friday, March 27, 1031
SOLDIERS' BONUS MoNEY
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## GOVERNMENT IN BUSINESS

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## FIII <br> SAFETY



Triplex shatter-proof glass avindshield has saved many lives in collisions

Every new Ford is equipped with a Triplex shatterproof windshield. This is made so that the glass will not fly or splinter under the hardest impact. It has saved many lives and prevented injuries in many automobile collisions.

This shatter-proof glass windshield is just one of many features that make the new Ford a value far above the price. Others are the silent, fully enclosed fourwheel brakes, sturdy steel body construction, four Houdaille doubleacting hydraulic shock absorbers, more than twenty ball and roller bearings, extensive use of fine steel forgings, aluminum pistons, chrome silicon alloy valves, torque-tube drive, three-quarter floating rear axle, Rustless Steel, and unusual accuracy in manufacturing

In addition, you save many dollars because of low first cost of the new Ford, low cost of operation and up-keep, and low yearly depreciation.

${ }^{5} 430$ to ${ }^{\text {s }} 630$


## अवय

## 2 4 <br> $\pm$ <br> Now

REDUCED LOW ROUND TRIP FARES
ON SALE DAILY
With limit to return in 30 days
From any station on the M-K-T Lines in Texas
To all points in Texas and Louisiana ONLY ONE AND ONE THIRD FARES FOR THE ROUND TRIP Stopovers! You can stopover at any Point Enroute either on going or returning trip
Good on all Trains and in sleeping cars on payment of Pullman fare Ride in comfort; save time and expense Comfortable coaches and chair cars Peaceful Pullmans
Excellent Dining Car Service
Try this new innovation in low travel fares and be convinceed
Apply to any Katy Ticket Agent or Write
J. W. White, Passenger Traffic Manager Dallas, Texas.

## ATTEND THE <br> Pre-Easter  Services 10:00 A. M. and 7:30 P. M.  Let Christ Rise In Your Heart <br> Help Make This Meeting A Real Revival <br> Hico Methodist Church

## THE SQUIRREL



We are agents for

## Snow White Laundry

of Cleburne
When you have laundry work and want it done right, just call The City Tailor Shop, No. 159, and we will call for your laundry and deliver it to you when the work is finished. The laundry truck no longer makes Hico, but we will send your work in for you with no extra expense.

You know the quality of the work, so let us know by a ring of the telephone.

## CITY TALLOR SHOP



## SERVICE

Our Customers have a right to expect GOOD SERVICE from us,-it is yours by right. We are proud to serve you.

WEEK END SPECIALS
Coffee, 3-lb. Maxwell House 98e Bread, eat more bread, full lb. loaf Matches, carry home a carton Lamp Chimneys, rose colored, 3 for Oranges, nice sized, full of juice, ea. Apples, Winesaps, bright and red, ea Lettuce, Good firm heads, each

## Straw Hat

Mens and Boys Summer Underwear Work Clothes Fishing Tackle School Supplies
"EVERYTHING FOR EVERYBODY"
N.A.Leeth \& Son

| "WHY I DON'T GO TO CHURCH" | Announcing ladies for your approval |
| :---: | :---: |
| Iny Rev. $\overline{\text { L. P. Thomas. }}$, | Lady Doris Face Lotio |
| ed last week that all church mem- bers who do not attend church, |  |
| oer who do not attend church, have either a good reason, or a poor excuse, and in the majority | Ren |
| poor excuse, and in the majority of cases, its only a very poor ex- cuse. The latest excuse, or reason |  |
| I. "This Rainy Weather:" | base and As |
|  | sbale |
| Little, missed you from church yesterday." "Well, we had planned |  |
| , ${ }^{\text {to go, but it rained, and the roads }}$ were sobad, we were afraid to |  |
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From Headaches Colds and Sore Throat Neuritis, ${ }^{\text {N }}$ Neuralgis headaches, of any other pain. There A. hardy, ar any ather orpain. Bhere a great comfort to women who suffer Tecied on lor breakine up apolds. or it may be nuwraria or neuarititis




BixACE CF MITATIONS

## 4104

## Trade Here

2 cans Franco-American Spaghetti 25e Calf's Tongue and Pig's Feet Loaf, lb. 22e Heinz Tomato Ketchup, 14 oz. net wt. 25e Eagle Brand Ketchup, 14 oz. 2 ib. can "Our Mother's" Cocoa Longhorn Cheese, lb.

## J. E. Burleson



## 666

Before You Buy a Radio
Hear 98 Per Cent Pure Tone in the New Clarion Radio


Tone perfection never before equalled! You'll be amazed! Come in and hear
Convenient terms may be arranged
We will be glad to demonstrate a
Clarion Radio in your own home

## C. L. Lynch Hdw. Co.

 HICO, TEXASFoods for Every Season
At this time of year enticing foods to sat-
isfy spring appetites are in popular de isfy spring appetites are in popular de-
mand. A\&P Stores solve this problem for many by offering a complete supply of seasonable foods and delicacies at reasonably

Jewel or Vegetole 8 lbs. 90 C



Week-End Specials
$\frac{\text { DEL MONTE TOMATOES Solid Pack }}{\text { QUAKER MAID BEANS, Oven Baked }} \frac{2 \text { No. } 2 \text { cans } 25 \mathrm{c}}{4 \text { med. cans } 25 \mathrm{c}}$ 2 pint bottles 29c
DEL MONTE PEACHES, Sliced or Halves, 2 Large Cans 39c DEL MONTE PINEAPPLE, Buffet Size
DEL MONTE ASPARAGUS Tender Tips. 2 pienic cans 31 c LETTUCE

器 ATLANTIC: PACIFIC
HICO, TEXAS


## FAIRY ITEMS

ALL PURE SILK


YOU ALREADY KNOW THIS But just think how sound and logical it is: The young
man or woman who has the foresight to see that business is going to be a lot better this fall and that there
are comparitively are comparitively very few preparing to fill the de-
mand there will be for stenographers, secretaries,
bookkeepers, one.

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& \text { Enroil now on our easy payment plan and make sure } \\
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$$ chain of schools, famus for graduating and placing chain of schoois, famus for graduating and placing

their students in half the time and at half the cost elsewhere.
name

## ADDRESS

BYRNE COMMERCIAL COLLEGE


GORDON NEWS



GREY VILLE
FAIRVIEW
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If baby has COLIC $A^{\mathrm{c}}$


## Fetcherí ASTORIA



The Secret of Loveliness Is Now Yours For the Asking Ten Full size
Original Marivonn Oreauty Requisites
Bremen


\section*{| Only |
| :---: |
| $\$ 198$ |}




## 

If you want something you havn't got, or have something you do not want, say it with


Want Ads
Rates 2c per word for first insertion, 1c per word for each additional week.

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| :---: |



## Hico <br> Motor Co.

Penn Blair
Manager
Roy French
Chief Mechanic



## Easter Styles

## Women's and Misses' Apparel

Fashion's Brigade is on the march and you will find these striking models in the front ranks of Spring and Easter parades. With such exquisite clothes all about us talking prices seems cold, prosaic-and down to earth Well, we want to be down to earth, even in the presence of these breath-taking style leaders. Please observe our down to earth prices on new things throughout our store


Jewn Jewery


Purses


New 81.95

## 8

$\mathrm{Neck}^{\text {spring }}$

$\$ 1.00$


## Men's Suits

## The now Tropicals an

## $\$ 17.50$



The FROCK
Twenty-five of these new frocks for Fri-
dayy and Saturdyy showinf ort the first
time They are very sunning
$\$ 5.95$ to $\$ 10.50$


Paris "Push-Backs" Reign
The new spring hat this year is fitingli
at halo

 $\$ 1.95$, \$2.95, \$3.95, \$4.95

## Silk Hosiery

The spring weave the sprink, weighte,
and wht the ppring tones bofinion oft the
frock, here for your inspection. See the
All Silk Chiffon $\quad \$ 1.65$

