VOLUME XLVI


| NY HERE SUNDAY TO ATTEND THE <br> TO ATTEND THE TRI-COUNTY SINGING <br> eople of communities from fal near were in Hico Sunday to the Tri-County Singing | Friday Night Will Be Young People's Night At Revival The Pre-Easter Revival at the | Keeping $L_{p}$ With |
| :---: | :---: | :---: |
| nd the Tri-County Singing, | Methodist will close next sunday |  |
|  | with the evening service, after two weeks of very animated worship |  |
|  | and commendable attendance in |  |
|  | view of |  |
| was filed to capacity and many could not find seats, but remained | has been in ch |  |
| 隹 the church to hear the | ing, and has been de | layer in the United Statees and third highest in the world last sea- |
| ded by the leading singer | sager Those who have |  |
|  | spa |  |
| ow | ${ }_{\text {minhy }}^{\text {Lestit Monday night a young peo- }}$ |  |
| It was voted to see where the next meeting of this convention would | ple | A "tame" rabit sudden |
| arem |  |  |
| the 5th Sunday in May as two months from the |  |  |
| last meeting. leaders and attend- |  | play |
| ants fram out of town were Char- |  |  |
|  | community especially the |  |
| , |  |  |
|  |  |  |

 PUBLISHED EVERY FRIDA
IN HICO, TEXAS

| ROLAND L. HoLFORD |
| :---: |
| Editor and Publisher |

Editor and Publisher



## Pinky Dinky




Thriftlessness Is Just Thoughtlessness Because no man can think of the earning period of life
in connecton with the earningless period, which comes to any
and all, inevitably, and sontinue to be satisfied without saving It is ours to inspire thought-ours to help men work ou
their plans. This is one more gesture in that effort.

## Hico National Bank

## EASTER

The man who cares about his looks and his clothes will be pleased with our complete showing of
-HATS
${ }_{- \text {SHIRTS }}^{\text {CAPS }}$
-TIES
socks
-And in fact everything that goes to make a well-dressed man.

Let Us Clean and Press Your Suit Before Easter

## CITY TALIOR SHOP

## 5 <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
 First Installment.
The kid was running away, but
he was taking his time about it,
and he enjoyed every foot of his he was taking his time about it,
and he enjoyed every foot of his


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 white fluttering in the something of a


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# $=\mathbf{B}^{\text {LALR' }} \mathbf{S}=$ 




## ANNOUNCING

OPENING SATURDAY, APRIL 4TH Confectionery under new management

## : FREE :-

We will give s. 5,0 op prite to the person submitting the best name for our store. Come to our store Saturday, and we will furnish you a slip to submit your suggestive name. (No obligations, just drop your slip in the box).
"We Solicit Your Patronage"
FARMER \& LEETH

## SUNDAY SCHOOL LESSON <br> Cor <br> Easter Giving  $\underset{\substack{\text { Give Hee } \\ \text { Sweethear } \\ \text { Srient }}}{\text { Gion }}$ <br> Easter Cards <br> Easter Eggs <br> Easter Egg Dyes <br> Porter's <br> DRUG STORE

## WE ARE STILL

for all your Chickens, Eggs and Cream We are paying the highest prices the market affords.
Always inquire as to our prices before you sell your produce.

## We appreciate your business and strive

## to please you at all times.

Hico Poultry $\overline{\boldsymbol{\ell}}$ Egg Co.
Watt M. Ross, Mgr.


## 

OLDEST FORD DRIVER

$A^{s}$

## HRER

EASTER HATS Smartest, newest style trends and colors, $\$ 3.95$ val ues, specialstyles, amazing valuesHOUSE SHOES -Felt lined leatherette Slippers, splendid valueSILK CREPE-All silk flat crepe in

Spring shades, special per yd. $\quad \$ 1.00$ SILK IMPORTED SHANTUNGS Solid colors, yd.
Plaids and Eyelet Embroidered $\quad \$ 1.59$ SNAART EASTER SHOES $\$ 2.95$ to $\$ 5.00$ GORDON'S SILK HOSIERY $\$ 1$ to $\$ 1.95$


## A Page of Interesting News FromSurrounding Communities <br> If Your Section Is Not Represented Here, Make Arrangements to Have Us Print A Newsy Letter Each Week.



## YOU ALREADY KNOW THIS

But just think how sound and logical it is: The young man or woman who has the foresight to see the young busi
ness is oging to be a lot tetter hhis fall and that there are comparitively very few preparing to fill the de-
mand there will be for stenographers, secretaries, bookkeepers, and accountants is going to be the lucky
one.
Enroll now on our easy payment plan and make sure of a good position. Fill in for free catalogue of the big chain of schools, famus for graduating and placing
their students in half the time and at half the cost
elsewhere.
NAME

## ADDRESS

BYRNE COMMERCIAL COLLEGE
H. E. By

Dallas, Houston, San Antonio, Fert Worth, Okla, City






## FAIRY ITEMS




SILK SALE

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# Business! <br> Something That All of Us Are Vitally Interested In 

And Just What Can We Do About It?

That is a question that you will have answered in your own mind before you read the first word in this paragraph. Business is either good, fair or bad. If your business is bad it may not be entirely due to circumstances governing the times. It may be, and probably is, partially your own fault.

The News Review is not going to tell you that advertising is a "cure-all" for business depression. We are not going to tell you that an ad in this paper will immediately perk up your business: Very likely it won't. As a general rule if you're sick one dose of medicine doesn't set you entirely right again. Don't you generally take what you term "a round" of medicine before you begin feeling normal again? Don't you have to forego some of the things you've been eating, drinking and doing before you get well? Don't you have to take stock of yourself and see what caused your illness? The same principles apply to advertising.

Maybe you haven't been telling people what you have in stock, what new merchandise you are
receiving, why they should patronize your place of business. Do you have anything in your business that is different from any other business? Is your merchandise better? Is it more attractive? Is your service better?

People won't know these things unless you tell them. As a general rule people don't come prying around in your business. They figure that if you have anything you want them to know you'll tell them. Do you understand? If your place of business isn't worth telling folks about, then there is no use spending money advertising. But if you have something different, a distinction that can readily be seen-better prices-more durable and attractive merchandise - newer things - better merchandise - then it's worth telling. Folks appreciate knowing those things. They appreciate it to the point of patronizing you. That is why advertising in the newspapers is recognized by all the leading business men throughout the nation as a safe, sound, conservative investment instead of an expenditure involving chance.

# Thy Hitr Aveut kruteut <br> \author{ "Your Home Newspaper" 

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CTasiliced-Aderivily
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, le per
 PROGRAMS For the Coming Week




First Inter-Collegiate Sleep Contest Proves Sweets Aid Restful Slumber




Furnishes Valuable Information To All
$\qquad$

## 



WE believe we are entitled to the trade in our HOME TERRITORY, to get it we handle ONLY RIGHT QUALITY and RIGHT PRICED GOODS, every package of mdse. leaving our store carries our GUARANTEE of ENTIRE SATISFACTION or MONEY BACK. TRADE WITH US for QUALITY, LOW PRICE, and QUICK, COURTEOUS, APPRECIATIVE SERVICE.

20 POUNDS SUGAR ONE DOLLAR
48 Lb. Sack high patent Flour $\quad \$ 1.05$
HOME BAKERY BREAD, the Loaf full Lb.
2 Lb. Box Saltine Flakes.
2 Lb. Box Graham Crackers
Quart Jar Prepared Mustard.
Potted Meat, 6 cans for
BULK OATMEAL, per lb.
25 oz. K. C. Baking Powder
10 Lb. Calumet Baking Powder
Quart Jar Veribest Peanut Butter
Tomatoes, 3 full size No. 2 Cans for
Tomatoes, 3 full size No. 2 Cans for
Macaroni or Spaghetti
Hudson Lye, 3 Thirteen-Oz. Cans
DUCK EGGS FOR EASTER, 7 for
TRADE WITH US, we keep the MONEY in HICO
L. L. HUDSON

Let Us Demonstrate The New

A Ride Will Convince
Hico Motor Co.
Penn Blair
Manage
Roy French
Chief Mechanic

## Charen No. niss <br> THE HICO NAIIONAL BANK

 atorace

## Loans and discounts

United States Government securities owned
Other bonds, stocks, and securities owned
Banking house, $\$ 13,000.00$; Furniture and fix-
tures, $\$ 13,000.00$
Real estate owned other than banking house
Reserve with Federal Reserve Bank
Outside checks and other cash items
Redemption fund with U. S. Treasurer and due from
U. S. Treasurer

| Capital stock paid in | 60,000.00 |
| :---: | :---: |
| Surplus | 40,000.00 |
| Undivided profits-net | 5,205.18 |
| Circulating notes outstanding | 30,000.00 |
| Due to banks, including certified and cashiers' checks outstanding | 4,460.05 |
| Demand deposits | 126,205.61 |
| Time deposits | 19,994.36 |

State of Texas, County of Hamilton, ss
I, H. F. Sellers, Cashier of the above-named bank, do
solemnly swear that the atove statement is true to the best of Subscribed and sworn to before me this 30 th day
March, 1931. Correct-Attest:

