## The Hita Aveuta fruitu



Colorado City Rites Held For Dale Whatley, 32

# Miss Reunion Contest to Feature Two Divisions 

Suggestions Given for Safer, Saner July 4th Holiday



Items of Interest From Iredell . . .


Tbe Ilico Rhews Review


When You Feed
It is the Feed That Gets Results that Pays Off A person that is price-conscious looks at the total cost.

The Feed that puts the MOST PROFIT in the producer's pocket is KIMBELL'S . . . and the place to get the best is
PARKER FEED MILL
KIMBELL FEEDS


LIGHT UP...OUTDOORS...FOR FUN AFTER SUNDOWN
where you can enioy outdoor dining, lawn games and other activities
long after the sun goes down. Outdoor floodlights, mounted on poles
ar allached to your house or gorage, will provide the right ligh
inexpensively. You'll find outdoor lighting mighty convenient, too, for
doing your yard work in the evaning when its cooler.
$\qquad$

## $\frac{\text { ThIS WEEK IN AUSTIN - }}{\text { Calm Before the Storm }}$ During Lull in Austin



Coffee Tim
CHATTER


New Bulldozer
Purchased by
Local Contract



Prices Good Friday thru Wednesday

| Flour $\quad 39$ | Potatoes |
| :---: | :---: |
|  |  |
|  | Cantaloupe lb. 10 |
| Biscuits $3 / 25 ¢$ | Ribs lb. 29 |
|  | Jowl 3 lbs. 899 |
| Mellorine $3 / \$ 1$ |  |
| Napkins 2/25c | Cookies |
| Salad Dressing 25c | Fruit Pies |
| Drink | Lemonade |
| Pickles 25¢ | Orange Ju. 5/s |
|  |  |

## CLUB and SOCIETY PAGE

CLUBS - SOCIETY - PARTIES - PERSONAL MENTION


## Americanoobly

Por gits, or informal entertaining, ( $\quad$ (ostorid
Pastorin's Pastorin's American pattern is a
happy choice : . . a pattern with a Phismatic motif that catches and re-
Glowinbow colors for sparkling table settings. In our armare Department you can select from scores of inkeep. See open stock items. They're lovely to

A Registered Pharmacist on duty at all times
HOWARD DRUG COMPANY
"The Store of Friendly Service" BILL HOWARD, Owner



All first quality merchandise greatly reduced in order to get ready for Fall Merchandise. Sale starts Friday, June 30, and ends Saturday, July 8. MEN'S \& BOY'S BATHING SUITS


## PIECE GOODS

Rayons, Wash Silks, and Voiles
Reg. 98c ................................. 79c Wash and Wear Cottons-Reg. 89c_....79c
Wash and Wear Broadcloths Reg. 89c

NOW 79c
One Table Broadcloth, Wash and Wear and Checked and Plain Gingham Reg. 69c and 79c

NOW 59c Prints \& Solids-Reg. 59c ............ Now 49c Prints-Reg. 39c \& 49c

3 yds. $\$ 1.00$ Eyelet Batiste, 45" wide-Reg. \$1.79 .... \$1.49 Unbleached Muslin 5 yards $\$ 1.00$ 2 Piece Bath Sets
$\$ 1.49 \mathrm{ea}$.
$24 \times 48$ Cotton Pile Rugs, Plush Foam Backs, Skid Resistant-Reg. \$1.98 .... Now \$1.49
 arne vistors with his mother, and

Return frow fort worth
Mise Nettie Wiser, accompanied
by her sister, Mra. Ada Tunnell.

LACEWELL REUNIO
HELD RECENTLY


Have you ever heard of the word "FRIENDABILITY"? it's not a common word, but it points out an atmosphere that is common in our town. If you think about the word "FRIENDABILITY" for a moment you'll find it embodies other "ilities" - such as reliability and stability.

The word "FRIENDABILITY" can be used to express all of the good things about Hico and the people who live in it. Then too, the business people of our community strive hard to put "FRIENDABILITY" into everything they do in serving the folks of our area. They offer merchandise that is reliable - they offer stability by standing behind the products they sell - and they offer these things with neighborly service - just like the "good old days."

What does this add up to? "FRIENDABILITY!" The kind of old-fashioned treatment you get when you rely on HICO merchants for your good living needs.

Hico merchants offer a wide variety of goods priced in line with all competition. Shop Hico stores next time-Shop where your business is appreciated.

Make Your Dollars Build Your Community . . Not Somebody Else's . . . It Pays to Buy Right Here

These Hico Business Establishments Are Genuinely Interested in the Future of This Community and in your Welfare-Trade Here Where Your Money Benefits You!

First National Bank
C. L. Lynch Hardware Parker Feed Mill
Hayes Feed \& Produce Toegen Feed Mill
Barnes $\&$ McCullough
Lackey Bros. Feed Mill
Hico Motor Co
Smith Cleaners
Texaco Inc.
Neel Truck \& Tractor
Hico Feed $G$ Hatchery
Magnolia Petroleum Co.

Barrow-Rutledge Blair's Hardware Howard Drug Co. H. G B. Food Store

Sherrard's Grocery
Western Auto Store
Burden's Dept. Store
N. A. Leeth \& Son

Salmon's Dept. Store
Cheek Furniture Co.
Keller Garage
Casey Auto Parts
Vernon Chew Sinclair Sta

Baker's Polar Bear L. J. Chaney Gulf Station Ogle Bros. Texaco Sta. Hico Florist Wilson Cleaners Dunlop Appliance Hico News Review
Community Public Serv. Co.
Herrington's Food Store
Hico Nursing Home
Hico Commission Co.
Petsick Insurance Agency
Cormen's Beouty Shop

Hico Gulf Service Sta. Modernistic Beauty Salon Jenkin's Laundry Ganske Loundry-Plumbing Hico Frozen Locker Dinkies Beauty Shop Hico Real Estate Hico Clinic
Judy's Beauty Salon Willard Leach Texaco Sto. Peggy O'Neal Beauty Salon Jess Smith Mobil Station Jess Smith Mobil
Berniece's Beauty Shop


## Summer Sale

Comal Ginghams

| NEW FOR FALL-Wash 'N Wear, 45 in. |  |
| :--- | ---: |
| ALL CHECKS | 69 c yd. |
| NEW PLAIDS | 89 c yd. |
| New Fancy \& Clip Patterns | $\$ 1.19 \mathrm{yd}$. |
| LADIES' SUMMER CAPS | 49 c ea. |

BOY'S MUSCLE-MAN SHIRTS
Sizes 4 to 16
$\$ 1.00$ to $\$ 1.19$
MEN'S FANCY MUSCLE-MAN SHIRTS
Small and Medium $\quad \$ 1.98$ ea.

WHITE MUSCLE-MAN SHIRTS
S-M-L $\quad \$ 1.00$ ea.
SAVE AS YOU SPEND WITH S. G H. GREEN STAMPS

SALMON'S Department Store PHONE SY 6-4424 - HICO, TEX.

ADVERTISING IN THE NEWS REVIEW IS AN INVESTMENT-NOT AN EXPENSE

## To Travel Care-Free, Take

 "money with your name on it" From Alaska to Zanzibar, any hotel,bank or store will accept your Travelers

Checks. You have signed it in buying it,
and you match that signature in cashing
it. Safe for both parties!

Thieves obviously can't use Travel-
ers Checks. And if you lose one, the full
face value is refundable.
Let Us Supply You, Next Journey. The Cost is Nominal.

## The First National Bank

"In Hico Since 1890"

- MEMBER F.D.I.C. -


A Brand New 140 hp . Bulldozer FOR TRUETT BLACKBURN

Local contractor
Phone 100 - IREDELL - Box 44
Phone SY 6-4501 - HICO - Box 352

