## Thut Hitu Aveuta IRxuiput



Secure Maximum Protection for Yourself and Family by Insuring with Great American Health \& Life Insurance Co.

Home Office, San Antonio, Texas
Home Office, San Antonio, Texas
C. F. Palm, President

J. H. Palm, Vice-President

R. H. Carter, Secretary

## WELDON PIERCE

Special Representative

For Reliable Insurance with a Reliable Company, See Weldon Pierce! PHONE 255

HICO, TEXAS


I am interested in Hospital Insurance

> Nome............................................ Age...

## Address

Occupation.

SORE THROAT TONSILITIS! Tr DURYAMS ANATHESSAMOF Mas
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The mirror
PUBLISHED WEEKLY BY THE STUDENTS OF


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GULF STATES TELEPHONE CO.




Spring is fast approaching and whether you are planning to build . . . repair . . . or modernize . . . you are thinking of high grade supplies at prices that fit well within your building budget. We like to think that way, too, and we invite you to consult our estimators, free of charge, about your plans. TERMS TO FIT YOUR BUDGET

## Barnes \& McCullough

"EVERYTHING TO BUILD ANYTHING"

## Ogle Bros.

 the difference for '54! 2. Motorola TV Double-Power Picture

ture doubles your viewing pleasmakes the pisture clearerl Motorola's oxtra deomess and brightness moke a difference you on seo. Compare prices ond yow'll Wuh Motoroto, tis doubly trien Wuh Motoroto, IV, doubty hreel - Pulli B-Yeer Wencent - Robet 12 All-Chemed UwF-VMF Tuning Optienol

Ogle Bros.
Texaco Service Station
Pas rove

## Personals

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Larry Isbello Waco visited last
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Ur. and Mras. Steve Parks spent
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Broa and Mres. Stanley Giesecke
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N. A. LEETH \&
Hico, Ted
Dr. and Mras. W.


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BETTER SEEDS
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## Announcing

The New Location of The De Luxe BEAUTY SHOP


I have just moved into a new Modern Shop located next door to the Loudermilk Cafe, and invite you to come in and visit with me and see my new set-up.
RELAX IN THE PRIVATE BOOTHS WHILE YOU ARE TRYING AN EXCITING NEW COIFFURE!

- PHONE 230 FOR APPOINTMENT


## De Luxe Beauty Shop <br> RUBY LEE BYRD, Owner \& Operator



## Mrs. Tucker or Spry 79c

## REGULAR FAB.........23c

 BETSY ROSS 25 LBS FLOUR $\$ 1.79$| Chili-Spaghetti $25 ¢$ | Peanut Butter 46c |
| :---: | :---: |
| Tomato Juice 28¢ | Pie Cherries $\quad 25 c$ |
| Daricraft 2/25c |  |
| Antr maman ${ }^{\text {as }}$ |  |
| Pancake Mix 18¢ | Strawberries 25c |
|  | $\xrightarrow{\text { masco rmozex }}$, |
|  | Orange Juice 2/23c |
| Pork \& Beans 3/25 | Franks lb.32c |
| Padishes, Onions 5 | $\begin{array}{ll}\text { Smann } \\ \text { Steak } & \text { lb. } 45\end{array}$ |
|  |  |
| Spuds 29¢ | Steak lb.49¢ |
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## NOTICE

Box Office Opens 6:45 P. M. Every Night Show Starts at 7:00 P.M

nuraday \& Yriday-
ALAN LADD
PATRICIA MEDINA
JAMES MASON
"BOTAY BAY'
$\qquad$
Sat. Matinee ( $1: 50$ to 10:50)
LEO GORCEY HUNTZ HALL

## "PAVITE EYYES

mat matas sum
TONY CURTIS
LORI NELSON
mamie van doren

ALL MMERCICM
Tuenday \& Wedaeday-
ROBERT STACK
COLEEN GRAY

SIBBE JET
 come-true with
GOULDS amazin



## Professional Directory-

sales, service \& repairs
Free estimate given in the home.
NEw \& UsED machines
SINGER SEWING
MACHINE CO.
Phone L toll
247 N. Belknap
Stephenville, Texas



| L. L. HUDSON public accountant hico, texas <br> Phones: Otfice 27, Res. 68 | Dr. W. H. Stephen optometrist Eyes Examined Glasses Fitt Dublin Formerly in Hico on Thursday for Two Years |
| :---: | :---: |
| Dr. Cyrus B. Cathey <br> - optometrist Otfice Hours: <br> 3:50 2. m. to s:30 p. m. Dally Bunday: by Appotstment Pbone as E. side square hamilion, tiexas | ROBERTS JEWELRY <br> Watch \& JEWELRY repairing <br> All watch work checked on the Watchmaster rating machine, and fully guaranteed. <br> R. A. ROBERT8 |
| COMPLETE OPTICAL SERVICE six Days A Week defice Hours: 8:00 A.M. to $4 \cdot 30$ P.M DR. H. HAMPTON Optometrist STEPHENVILLE, TEXAS <br> P. O. Box $151 \quad$ Phone Ins315 | Dr. Ben B. McCollum Jr <br> - Veterinarian Phone L-5217 ETEPHENVDLE, TEXAB |
| W. M. HORSLEY. <br> ingurancer <br> - And rama matate | DR. PHILIP L. PRICE optometrist 245 W. College St |
| Phone L-1314 <br> Dr. Verne A. Scott <br> - voterinarian ethphenvilise tex | Just Off Southwest Corner of Square Stephenville, Tex. |


| PAinting - papering textoning <br> Done Like You Like It At Reasonable Prices <br> J. W. GRAVES <br> Phone 52 <br> Hico, lez. | $\begin{aligned} & \text { Sunday- } \\ & \text { 10:00 a. m. Blble Study. } \\ & \text { 11:00 a. m. Worship \& Commun- } \\ & \text { in. } \\ & 1: 00 \mathrm{p} . \mathrm{m} \text {. Herald of Truth, } \\ & \text { WBAP. } \\ & 6.30 \mathrm{p} . \mathrm{m} \text {. Young People's Class. } \\ & 7: 00 \mathrm{p} . \mathrm{m} \text {. Evening Worship. } \\ & \text { Wednesday-. } \\ & \text { Preaching by Gerald Fruzia. } \\ & 7: 30 \mathrm{p} . \mathrm{m} \text {. Mid-week Class. } \end{aligned}$ |
| :---: | :---: |
| Fred Red Harris <br> Attorney at Law Phone 23 HICO, TEXAS |  |
| Dr. Verne Scott Jr veterinarian Ph. 658 dublin, texas | The News Review is authoriaed to publish the following political announcements subject to the action of the Democratic Primaries: <br> Hamilton County |
| Dr. W. H. Stephen OPTOMETRIST | For State Representative, 62nd District: <br> W. W. PERRY <br> (Re-Election, 2nd Term) |
| Eyes Examined $\quad$Glasses Fitted <br> Dublin <br> Phone 372Formerly in theo Thursdaysfor Two Years | For District Attorney 52nd Judicial District: HOWELL E. COBB (Re-Election) |
|  | For Tax Assessor-Collector BILLY G. WOOD (Re-Election) |
| repairing | For County Clerk: IRA MOORE (Re-Election) |
| Watchmaster rating machine, and fully guaranteed. <br> R. A. ROBERTS | For Co. School Superintendent. FOREST O. HARPER (Re-Election) W. B. McPHERSON, JR. |
| Dr. Ben B. McCollum Jr. <br> - Veterinarian Phone L-5217 GTEPHENVDLAE, TEXAB | $\qquad$ |
| DR. PHILIP L. PRICE optometrist 245 W. College St | For District Clerk: <br> C. E. EDMISTON (Re-Election) |
| Phone L-4813 <br> Just Off Southwest Corner of Square | For County Treasurer: <br> MISS PAT SECAREAT (Re-Election) |
|  | FERN JORDAN (Re-Election) |

## FOR RENT OR LEASE Houge For ReNt, near acho and town. W. P. Linch. and 



The Returning Dust Storms




Howard Drug Co.


A Registered Pharmacist on duty at all times

## HOWARD DRUG COMPANY

"The Store of Friendly Service" PHONE 108 HICO, TEX.

## WHY NOT DISPLAY YOUR BUSINESS IN THE SHOW WINDOW OF YOUR TOWN?

For a small investment you can be represented in your community newspaper every week, and the readers will have an opportunity to view your wares 52 times a year. As a result, complimentary remarks will be made of your business . . . and the same goodwill that is created for your business will be created for your town. Goodwill is an intangible asset, yet no business is operated successfully without it.

## Buying Advertising Is An

## Investment . . . Not An Expense

When you build an addition to your building it's listed among your assets.

When you add new lines of merchandise to the stock in your store it's listed as additional assets.

When you invest in advertising it certainly creates additional goodwill, and certainly you can list goodwill among your greatest assets.

> ADVERTISING'S FIRST DUTY IS THE CREATION OF GOODWILL, AND THROUGH GOODWILL IT AIDS IN SELLING.

## Newspaper advertising is an avenue through which information is conveyed to your customers and prospective customers . . .

 sevice that is provided through no other facility.
## THE HICO NEWS REVIEW



Admission

## Children

Adults $\qquad$


## J. \$. Woodard Produce <br> Cash Buyer of POULTRY, CREAM, EGGS, AND PECANS

## EXTRA SPECIAL

Trade In Your Old Sleeping Equipment
3-3 Box Springs-Innerspring-Legs G Head Board only 59.50 4-6 Box Springs $\mathcal{E}$ Innersprings Reg. 119.50 now 79.75
4-6 Innerspring Mattress - Reg. 34.50 for only 27.95
Fold-A-Way Bed G Mattress as low as 29.95
Baby Bed Reg. 29.95
24.95

FREE-With Every Bedroom Suite
A HAND-WOVEN RUG VALUE UP TO $\$ 22.50$
Bedroom Suites start at 69.50 , and we will allow you a liberal trade-in for your old suite.

## JUST RECEIVED

SOME VERY NICE LIVING ROOM SUITES THAT WERE SPECIAL BUYS
And can give you a good trade for your old suite.
FOO EXMMPIE-SOFF MMKES A BED . . . 39.95

BARGAINS ON DINETTE SUITES
LANE CEDAR CHESTS - COOK STOVES - OCC. CHAIRS
TABLES - OR OTHER FURNITURE NEEDS

## Cheek Furniture Co. Theore

Services Held Tuesday For Robert H. Riggs Of Chalk Mountain



Hamburger Meat
lb. 25 ¢
Chuck Roast
lb. 39 ¢
Old Dutch Toilet Tissue . . 10 $¢-2 / 15 \phi$
Bananas
lb. $10 ¢$
Pillsbury Flour (With ${ }^{40 \mathrm{c}}$ Inside) Coupon 25 lbs. $\$ 2.00$
Log Cabin Syrup . . . . . 161/2 oz. 28 ¢
Armour's Cheese
2 lbs. 79¢
Sweet Sixteen Oleo
lb. 18¢
Sunshine Brand Peach Halves
(In Heavy Syrup) No $21 / 2$ size $25 \phi$
FREE-5 $\underset{\text { With Each } \$ 10.00 \text { Cosh Purchase }}{\text { POUND }}$
FREE-1 1 With Eoch 55.00 Cosh Purchose
H. W.Sherrard

Grocery \& Market

