

It's the fastest selling FRIGIDAIRE ever built! Why?

Because it uses less current than one ordinary lamp bulb



FREE A BOOK THAT PLANS YOUR MEALS FOR A YEAR

What shall we have for breakfast? For luncheon? For dinner? These puzzling questions are puzzling no longer.

\$96 Plus Freight Installation and Federal Tax Paid J. E. BURLESON L. O. SCOTT, Gatesville, Tex. District Agent

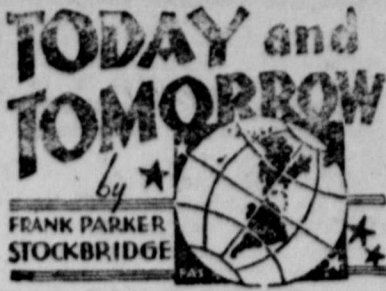
NEWS FROM IREDELL COMMUNITY

Several of the W. M. U. ladies went to Meridian Thursday to a meeting of the church. Mrs. Squires visited in Hico this week. Eulman Montgomery of Springtown visited her sister, Mrs. J. L. Davis, this week.

Rose Monday, returning home Tuesday afternoon. The singing here Sunday afternoon was fine and a large crowd was present, several from Hico and Walnut.

Mt. Zion By ELSIE KIDWELL

This community was blessed by a fine rain Monday night. It was needed very much on the late cotton and pasture grass.



DETECTIVES wider field

The ablest and most famous corps of detectives in the world is the Criminal Investigation Division of Great Britain, usually called "Scotland Yard."

VENICE getting about

In Venice last year I overheard two American ladies, tourists, complaining that they couldn't get a taxicab. They did not realize there are no vehicles of any kind in Venice except the boats that traverse the canals.

BRAINS have inning

It is indeed quite a common thing to hear people speak with contempt of an educated man. Such phrases as "Oh, he's only a professor, doesn't know anything about practical affairs," give a false idea to the unthinking.

CORSICA rediscovered

The island in the Mediterranean where Napoleon was born is coming back into fame. American tourists who resent the treatment of some of their countrymen by the Spanish authorities of the island of Majorca have discovered that this French owned, Italian-speaking island is not only the least expensive spot in Europe in which to spend a vacation but that it offers a wider variety of recreation from mountain climbing to deep-sea bathing.

"EVERYTHING TO BUILD ANYTHING"

If in stocking our lumber yard we have overlooked any item that you might need, we can secure it for you instantly. Your every need can be supplied here at a minimum outlay.

Barnes & McCullough

"EVERYTHING TO BUILD ANYTHING"

Carlton By MRS. ARTHUR REDDEN

Carlton was visited by a much welcomed rainfall early this morning (Tuesday) which will be a great benefit to late cotton, fall gardens and feed stuff.

daughters, Dorothy and Lucille, formed a fishing party on the Leon River last Wednesday. They reported lots of fun and lots of fish.

Greyville By ALICE HICKS

The heavy rain which fell Monday night was a great help to everything. Mr. and Mrs. W. R. Bingham were visiting near Moran Sunday.

Camp Branch By ELLA D. COLLIER

We have had a nice rain in this part of the community. Lee Bo King and Chester Land left Saturday morning for South Texas to pick cotton.

Next Sunday Regular Singing Day at Hico

Next Sunday, August 20, is the singing date for the Hico Singing at the Pentecostal Church at 2:00 o'clock p. m. sharp.

DESSIE BELL WALKER, Sec.

The Wiseman Studio, Hico, Texas. Dear Sirs:

After trying out several different studios to finish my pictures, I have found that the way you finish them pleases me more.

So am sending you some negatives. The number that I want developed is on the back of each.

Yours truly, HAZEL E. CLOUD.

Everyone enjoyed the Hico Reunion, held last week.

Geneva Jagers spent awhile Saturday evening with Nadine Perry.

Jim Word and family and Ralph Connally spent Sunday with Tom Connally and family.

Mr. and Mrs. William Prater spent Sunday and Sunday night with Lee Prater and family.

Mrs. John Britton and son spent the week end with her grandfather, Mr. Jim Steele, of Hico.

CARD OF THANKS. We wish to express our thanks and appreciation for the love and kindness shown us by his many friends during the illness and death of our loved one, Walter J. McElroy. May God's richest blessings be yours.

R. E. McELROY AND FAMILY, MRS. WALTER J. McELROY AND CHILDREN.

IF YOU WANT TO TRADE WHERE IT IS APPRECIATED

TRADE WITH J. E. BURLESON We Sell at the Very Lowest Margin at All Times

Our stock is complete, making your selection of palatable good eats easy, and our service is second to none. It is a pleasure to serve you!

DON'T FORGET! Nice Fresh Steaks, Roasts and Barbecue Also Cold Meats of All Kinds

FOLGER'S COFFEE 2 LBS. 71c 1 LB. 37c HIGH QUALITY MAKES IT ECONOMICAL

J. E. Burleson

COME TO SEE US IN OUR NEW LOCATION

We have moved our stock of Groceries from our old place south of Hico to the building in town formerly occupied by J. E. Burleson—

FIRST DOOR SOUTH OF HICO NATIONAL BANK

We will appreciate a portion of your grocery trade, and believe we can please you with price and service.

Herrington & Son CASH GROCERY

Surprise Party Reveals Fortcoming Marriage.

As a surprise to friends whom Mrs. E. H. Randals invited to her home Thursday afternoon for bridge, the hostess announced the approaching marriage of her daughter, Kathrine, to Charles W. Shelton of this city.

A profusion of zennias, sweet peas and sunflowers, intermingled with other summer flowers, given vantage placings throughout the reception rooms formed an attractive setting for games.

Refreshments were small cup cakes iced in black and white and ice cream in black and white served in parfait glasses. The announcement was made by means of a small ragged paper shoe filled with rice. The tongue of the shoe had on it the jumbled letters of the two names, and the date August 31st.

The guests were: Misses Marie Pirtle, Doris Sellers, Jeanette Randals, Martha Porter, Annette Culbreath, Emma Dee Hall, Marguerite Fairry, Katherine Smith, Hansie Lee Richbourg, Pauline Driskell, Irene Frank, Mesdames H. F. Sellers, H. N. Wolfe, T. A. Randals, Lusk Randals, C. L. Woodward, C. G. Masterson, A. I. Pirtle, Roland L. Holford and Hugh E. McCullough of Hico; Miss Zella Mira Duncan of Clifton, Miss Maurine Farnell of Wichita Falls, Mrs. Will F. Hooker and Miss Mildred Hooker of Stephenville, and Miss Elizabeth Pratt of Stamford.

Miss Charlotte Mings is Club Hostess.

On Tuesday afternoon from four to six o'clock Miss Charlotte Mings delightfully entertained the members of the Tuesday Bridge Club and a few guests with a "N. R. A. Party" at the Bluebonnet Country Club.

The spacious reception room was attractively decorated with tall baskets of red and white zennias.

Miss Mings greeted her guests on the wide cool porch, and presented the out-of-town guests who were in an informal receiving line. Miss Saralee Hudson and Mrs. Roland L. Holford presided at the punch bowl, and Mrs. Frank Mings passed the score cards, which were blue eagles with letters, "N. R. A." on them. It was explained by the hostess that the N. R. A. stood for "No Revoking Allowed." But in conformity with the National Recovery Act, the losers would progress.

A "grab bag" containing mysterious packages of various sizes afforded amusement throughout the games, as each player making a slam or taking a trick with a deuce could grab.

At the conclusion of the games, Mrs. Frank Mings was high score winner for the members, and Miss Maurine Farnell for the guests.

A refreshment plate of chicken a la king served in patty shells; tomato aspic salad, olives, nut bread sandwiches, almond cookies and iced tea was served to the following: Mrs. H. N. Wolfe, Mrs. H. E. McCullough, Mrs. C. L. Woodward, Mrs. C. G. Masterson, Mrs. Roland L. Holford, Mrs. Frank Mings, Misses Irene Frank, Saralee Hudson, Emma Dee Hall, Doris Sellers, Laurel Parsons, Marguerite Fairry, all of Hico, and to the out-of-town guests, Mrs. Charles Clark of Sweetwater, Mrs. Frank Hobbs of Abilene, Mrs. Fred Wolfe and Mrs. Henry Smith of

Stephenville, Miss Maurine Farnell of Wichita Falls.

Two-hour guests were Mrs. D. F. McCarty and Mrs. T. U. Little.

Mrs. T. A. Randals Entertains With Two Tables of Bridge.

Complimentary to her sister, Miss Mary Nell Johnson of Oklahoma City, Mrs. T. A. Randals entertained at her home last Friday afternoon with two tables of bridge.

Refreshments of sandwiches, potato chips, butterfingers and iced tea were served to the following guests: Misses Mary Smith, Flossie Randals, Dorine McMurray, Lucy Hudson, Mary Helen Hall, May Hollis, Mrs. Morse Ross and the honoree, Miss Mary Nell Johnson.

Contract Bridge Courtesy of Miss Sellers Friday.

Miss Doris Sellers honored her house guest, Miss Ethleen Craddock of Seymour, and her cousin, Miss Gladys Sellers of Abilene, with three tables of contract bridge last Friday afternoon at the home of her parents, Mr. and Mrs. H. F. Sellers.

For the occasion the home was charmingly decorated with zennias and late summer flowers.

In the games of contract, Miss Jeanette Randals won high score award, and guest prizes were presented to Misses Craddock and Sellers.

At tea time the hostess, assisted by her mother, served a delicious salad course to the following: Misses Mildred and Laurel Parsons, Katherine Randals, Katherine Smith, Jeanette Randals, Charlotte Mings, Saralee Hudson, Emma Dee Hall and Marguerite Fairry of Hico; Mrs. Robert Maxwell and Miss Katherine Maxwell of Hamilton.

Mrs. C. A. Rinker and son Billie and father, Mr. Dick Anderson, all of Houston, spent the week in the homes of Ike Anderson, Dr. and Mrs. W. E. Russell and Mr. and Mrs. Jack Woods and families.



Washington, August 16.—Before this Administration is a year old, official Washington will know more about politics than has ever been the case in our history. For every business man in America who employs more than two persons will, sooner or later, have to establish direct connection with the Government, and the Government will exercise a degree of control over every business man's business.

That is what is developing, out of the efforts to put the National Industrial Recovery Act into effect.

At the moment, that is the one activity of the Government upon which all interest and effort is concentrated. Everything else has either been side-tracked for the moment, or is already under way satisfactorily. The wheat, cotton and other agricultural relief programs are at work, with a strong belief here that direct money

benefits to farmers will be general and pronounced within another six weeks. Now the effort is to bring about direct benefits to business and wage-earners as speedily as possible.

NRA Voluntary Code

First, at the moment, is the so-called "Blue Hawk" or blanket voluntary code. This is not any part of the Industrial Recovery Act. It is a direct voluntary agreement between individual employers and the President of the United States, under which each employer is asked to pledge himself to certain regulations of wages and hours of labor, such pledge to be binding until the end of this year, or until the industry of which his business is a part had adopted and obtained the acceptance of a code for that industry.

The primary purpose of this Blue Hawk code—so-called because General Johnson, chief administrator under the recovery act, said the emblem of the eagle on the posters and window cards used looked like a blue hawk—its

primary purpose is to make more jobs in order to put idle men and women back at work, and to raise the wages of the lowest-paid workers who are already at work.

It is too soon to tell how effective it will be. Nobody is required to put the new agreement into effect until the first of September. In many cases it will not mean the employment of any more help. In some cases it will require the addition of several persons. But if are expected to sign the Blue Hawk agreement should average one additional job each, that would make a big dent in unemployment. And putting that many more persons back on payrolls, besides raising the wages of some millions more, will justify the policy of price-raising which is what the whole thing is aimed at.

Prices can't be raised much until more people are earning money with which to buy. And the banks generally are ready now to extend necessary credit to employers who will need additional ac-

comodations in order to take care of the added expense of operation under the Blue Hawk agreement, because it is becoming reasonably certain that most businesses will be able to operate on full time and at a profit before long.

Child Labor Abolished

The principal items of the Blue Hawk agreement, which has become definitely the Administration policy, are that boys and girls under sixteen may not be employed at all, except that those over 14 may work not more than three hours a day, as in the case of newspaper carriers; that office workers and other "white-collar" help may not work more than forty hours a week, factory workers not more than 35 hours a week; and that wages shall not be less than \$12 a week in the smallest town nor less than \$15 a week in the big cities, or in the case of factory workers, not less than 40 cents an hour.

Those provisions, or something like them, will be included in all of the codes governing every line

of business, which are being worked out now by the industries themselves and the Recovery Administration under General Hugh Johnson. This work is going more slowly than had been expected, for a number of reasons. This slowness is the real reason back of the President's call for the voluntary agreement.

It is all new ground being cleared and plowed, this nationwide organization of business and industry, and unexpected difficulties are being found, first inside of the industries, then in handling the proposed codes in Washington.

Washington Decisions Fair

Business men coming here to get things straightened out, however, are impressed with the complete fairness with which General Johnson and his staff approach their problems. Everybody is to get a square deal, big and small. That seems to be generally agreed upon.

The provisions of the law and the codes under it forbidding discrimination against unions may

take the most trouble, especially in the steel industry. Organized labor sees a great opportunity to unionize everything. The Government will not try to force unionization, but once the employees of any industry are unionized the employer must deal with them as a union or shut down his shop. That is the way the law is interpreted. Already there are numerous local strikes in various industries, resulting from the over-anxious effort of the Federation of Labor to get all employees organized into unions.

Secretary Wallace's wheat control plan has been completed. It figures out to a reduction of wheat production from the five-year average of 844 million bushels to 456 million bushels, or about 54 percent. If all wheat growers adopt the plan, there will be cash distributions to farmers of about 136 million, beginning in September and running through to next Spring. That is in the form of bonuses in addition to the price the grower receives for his wheat.

EXTRA! EXTRA!

Firestone EXTRA VALUE EDITION

Money Saving Mid-Summer Clearance

August 16 TO August 26

BUY NOW - SAVE MONEY! Liberal Trade-In Allowance

MR. CAR OWNER!
A Message: Our stock is heavier than usual at this time of year, due to our desire to protect you against advancing prices. Another tire and tube advance expected shortly. Come in NOW while we have all sizes and types.
YOUR FIRESTONE DEALER.

REMEMBER—Firestone Gum-Dipped Tires hold all world records on road and track for Safety, Speed, Mileage and Endurance. Drive in today—we'll save you money and serve you better.

THE NEW Firestone SUPER OLDFIELD TYPE

Built to equal all first line standard brand tires in quality, construction and appearance, but lower in price—another Firestone achievement in saving money for car owners.

Ford Chevrolet 4.50-21	\$7.10	Buick Chevrolet Ford Nash Plymouth Rockne 5.25-18	\$9.00
Ford Chevrolet Plymouth 4.75-19	\$7.55	Studebaker Auburn 5.50-18	10.15
Nash Essex 5.00-20	\$8.35		

OTHER SIZES PROPORTIONATELY LOW

BUY NOW

MAGNEX Spark Plugs
Made and Guaranteed by FIRESTONE. Double tested and sealed against power leakage.

3 for \$1.00

Firestone BATTERIES

PRICES ADVANCING We have just been notified we may expect a rise shortly.

Extra power and built-in features give longer life and are more dependable.
AS LOW AS \$4.10 Exchange Price

3 LINES of TIRES with **Firestone NAME and GUARANTEE**

Built with Superior Quality and Construction Yet Priced as LOW as Special Brands and Mail Order Tires

Firestone OLDFIELD TYPE		Firestone SENTINEL TYPE		Firestone COURIER TYPE	
Ford Chevrolet 4.50-21	\$6.30	Buick Chevrolet Ford Rockne 5.25-18	\$8.10	Nash Essex 5.00-20	\$6.70
Ford Chevrolet Plymouth 4.75-19	\$6.70	Ford Chevrolet Plymouth 4.75-19	\$6.05	Ford 30x3 1/2	\$3.45
Nash Essex 5.00-20	\$7.45	Ford Chevrolet Plymouth 4.75-19	\$7.30	Ford Chevrolet 4.50-21	\$4.25
		Ford Chevrolet Plymouth 4.75-19	\$6.05	Ford Chevrolet Plymouth 4.75-19	\$4.65

Other Sizes Proportionately Low

THE New Firestone SEALTYE Leakproof TUBE

Most car owners do not realize that regular tubes are porous and gradually lose air. Firestone Sealtyle Tubes are manufactured by a process which makes them "Leakproof." The rubber is "sealed" against air loss—the rubber valve stem is vulcanized into the tube. Constant inflation of tires is not necessary. Mileage is increased.

FIRESTONE AQUA-PUF BRAKE LINING

Smooth brakes are a great risk. Reline with moisture-proof lining—positive control all kinds weather.
AS LOW \$2.40 AS Per Set Relining Charges Extra

TUBE PATCH Special! 12c

Weatherproof Your Car Top

Protect your car top with Firestone's Highest Top Dressing. It lasts longer, is easy to apply and gives a jet black glossy finish.

SPECIAL 63c 1 Pt. Can

Firestone LIQUID CLEANER and POLISH

Cleans as it polishes—will not scratch or mar finish.

10-Day Special 68c 1 Pt. Can

EXTRA SPECIAL

1—7-oz. Can Firestone Polishing Wax \$.50
1—12-oz. Can Firestone Automobile Cleaner40
1—1/2-pt. Can Firestone Top Dressing40
1—3 Double-yards Firestone Polishing Cloth14

\$1.49

FIRESTONE EXTRA VALUE, AUGUST SPECIAL, COMPLETE 98c

98c = New Car Appearance!

For a LIMITED TIME While They Last!

An Amazing NU-TYPE Aladdin Mantle Lamp

White Light from Kerosene (EXACTLY AS ILLUSTRATED) Regular Retail Price \$4.75

for only \$2.85

Cash when your purchases at this store amount to but \$10.

HURRY! HURRY! Ask Us At Once for Details

FREE DEMONSTRATION NOW ON

C. L. LYNCH HDWE. CO.
"The Dependable Store"

• VISIT THE FIRESTONE FACTORY AT CENTURY OF PROGRESS •

BLAIR'S CHEVROLET SALES & SERVICE

HICO, TEXAS

News of the World Told In Pictures

Domesticate Blueberries After Fifteen Years



Miss Elizabeth White, (right) of Lisbon, N. J., assisted U. S. Department of Agriculture experts for 15 years in developing a new and mammoth cultivate blueberry before the first commercial crop was sent to market this season. This crop was grown by a co-operative group in New Jersey. It is declared this new cultivated berry will make possible the reclaiming of thousands of acres of waste bog land.

Headquarters Staff of Gen. Johnson's Blue Eagle Army



Above is pictured the headquarters staff of Gen. Hugh S. Johnson's army which is waging war on depression under the banner of the Blue Eagle. The National Recovery Administrator and his staff of co-administrators posed for this photo on the steps of the Department of Commerce building at Washington. Front row; (left to right) Dr. Wm. Cumberland, W. W. Pizard, S. A. Rosenblatt, General Johnson, Miss Frances Robinson, E. T. McGrady and Malcolm Muir. Second row, Gen. G. G. Williams, John W. Power, Robert Straus, Edgar B. Knapp, John Hancock, Dudley Cates and Robert Lea. Back row; E. D. Howard, H. N. Slater, Robert Stevens and Capt. C. E. Parsons.

Asked For Teamwork and Getting It



President Roosevelt, and Recovery Administrator Hugh S. Johnson, demonstrated exactly what they meant about teamwork in their launching of the National Recovery Administration program and are now watching with much satisfaction as one after another industrial division adopt codes and start operation. Photo shows the President receiving congratulations of Mr. and Mrs. Hugh S. Johnson on his recovery address.

New Bracelet Design



Lucille Cochrane of Cleveland demonstrates a new invention in hand cuffs designed by A. L. Elliott of Denver, formerly of Canadian Mounted Police. The fingerless mitts, with hand cuffs at wrist, each have two locks and chain to make escape more difficult.

Defeats Prince of Wales



Miss Beatrice Gottlieb of New York is the first woman golfer of any nationality to defeat the Prince of Wales at golf. The Prince made Miss Gottlieb a present of a box of golf balls and she in turn presented him with a prize club from her golf bag.

Ghandi of Seattle



Derl Erickson, 7, of Seattle, Wash., has a pet goat so when a pet show and parade with prizes was scheduled he entered, as Mahatma Ghandi... and of course he won a prize. "Everything except hunger striking," said Derl.

Makes Gold Strike



Robert Hoard, 61 year old negro of Colorado, is in "pay dirt" at last, after 17 years of futile prospecting. He made a gold strike near Westcliffe, Col., the first assaying \$80 to the ton. Now the town, Copper Gulch, has sprung up.

Handles F.R.'s Calls



Louise Hachmeister of Washington, the only woman phone operator at the White House, is so efficient she has been sent to Poughkeepsie, N. Y., to handle President Roosevelt's calls at Hyde Park, while he is on vacation.

Gas-Bomb Suspect



Eugene S. Daniels, 28, Harvard graduate and attorney in Boston, who was held in connection with the placing of gas-bombs in the New York Stock Exchange, which drove the frantic traders to the street.

Wants To Try Again



Lieut. Comm. T. G. W. Settle, USN whose flight to the stratosphere from the Chicago World Fair was halted, at the 5,000 foot mark by a stuck exhaust valve, is making every effort to have the flight scheduled again.



To Be Dempsey's Bride



Hannah Williams, musical comedy star, recently divorced from Roger Wolfe Kahn, son of the international banker, is this fall to marry Jack Dempsey, former world champion, according to announcement.

New Tennis Champion



Jack Crawford, Australian tennis star, in his defeat of Ellsworth Vines, American ace in the Wimbledon final, proved himself to be a factor in future world tennis reckonings. Crawford is expected to come to America for our national title play.

First Fall Suit



Worn by Lucile Browne. Above is shown one of the first models of fall styles. It is a street suit of navy blue and white diagonal striped wool which features, first of all, the spangle shoulder and then the high leg jacket.

Husbands Please Note



Your wife, too, can probably swing a mean needle to the benefit of the family budget if you will show her this picture. The ladies above are Mrs. J. G. Heald of Anson, Texas, (left) and Mrs. Walter Liles of Amarillo, Texas. They are wearing the dresses they made themselves to win high honors in the Texas A. and M. college wardrobe demonstration contest. Mrs. Heald was first in Class 1; Mrs. Liles first in Class 2.

Sets Hitting Record



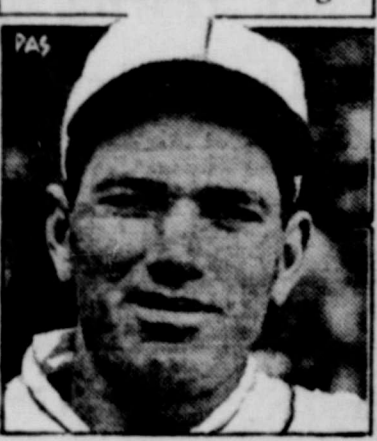
Joe De Maggio, 18 year old school-boy, has Pacific Coast league baseball fans all buzzing. Playing with the San Francisco Seals he set a new record by hitting safely in fifty consecutive games, smashing a record set by Jack Neas in 1915. He is an outfielder.

Faces East Again



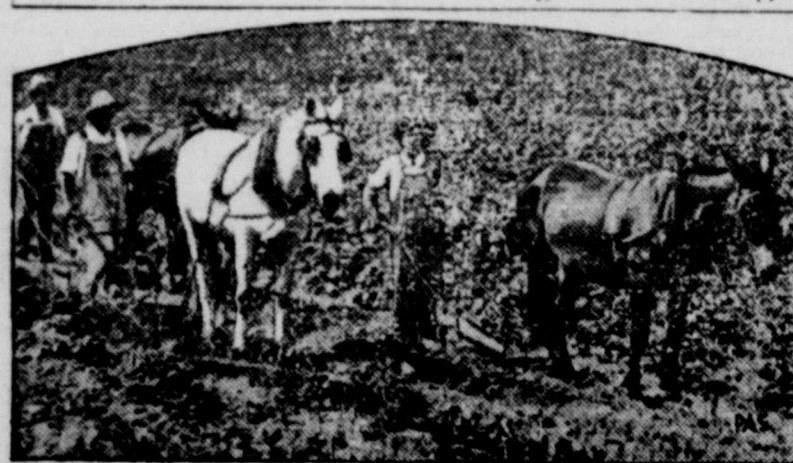
Pearl Buck, who returned home to America to win great fame and the Pulitzer prize for her book "The Good Earth", has again faced East, sailing for China again last week. She plans to meet husband and daughter in England, then on to the Far East.

New Strike-Out King



Jerome (Dizzy) Dean of the St. Louis Cardinals set a new modern baseball record on July 30 by striking out 17 Chicago Cub batsmen at St. Louis. The former major-league record of 16 strikeouts in 9 innings was held by Kaha, Mathewson, Waddell and Becker.

Georgia Plows Start Job of Reducing Cotton Acreage



J. H. Jackson, of Palmetto, Georgia, was one of the first cotton growers in the south to start plowing under cotton in accordance with the Federal Agricultural Adjustment Act for reduced acreage to get increased price for the staple. Photo shows (left to right), Charlie Keith, Huiet Robinson and Mr. Jackson at the plows on the Jackson farm.

Uncover Lost Army Camp in Valley



What the wind and tide carried off in 1871, is being dug up again during the recent Gulf storm in the lower Rio Grande valley. On Brazos island, near the mouth of the Rio Grande and Brownsville, General Sheridan's old camp, buried under sand by a storm years ago, is now being searched for relics. In the left picture a wheel track is shown, probably made by an old cannon wheel in clay and preserved these years by sand. At the right searchers display medallions, axes and guns left in the old camp when soldiers fled the storm.

When Girls "Peacefully Picketed" San Antonio Factory



When the Cigar factory in San Antonio, Texas, are shown here "peacefully picketing" in an attempt to bring about raised wages and better working conditions. The banners carry such pleas as "Help us win this strike," and "we are striking for better conditions." They organized Sunday.

Indicted On Chicago Trade Racket Charges



Aaron Sapiro, (left), New York lawyer who sued Henry Ford for \$1,000,000 in a libel action, and Dr. Benjamin Squires, (right) lecturer on economics at the University of Chicago, are two of the twenty three persons, among whom is Al Capone, indicted by a grand jury at Chicago following the jury's long investigation into trade rackets.

