

# The Hico News Review

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## Here In HICO

WELL, well, we have had so much to say in our own words about advertising that it's really getting monotonous to ourselves.

But really we can't help being worried sometimes for the lack of interest some people show in their own business. We are not complaining about our loyal friends, of which we are blessed with many, for they do their part and more.

But some business men seem loath to carry their part of the load, and seem to think that business just comes to a town. When we solicit advertising, please remember that we are not asking for charity, but do so in the hopes that enough lines of business may be kept before the public so that people will want to continue to trade in Hico.

If the town dries up and blows away, we can still load our machinery on trucks and move somewhere that people do want business. But we believe that the man who "doesn't believe in advertising" is going to find the road mighty rocky hereabouts in the future, for there are enough live wires in Hico to attract business away from their very threshold.

To which Jack Hawkins, who runs the Groesbeck Journal, and who by the way has quite a nice run of advertising each week, has this to add:

The Rockdale Reporter recently carried the following article: "Fellow named Evans at Honey Grove, Texas, conducts a grocery store, and has a record of 108 consecutive page ads in the hometown paper, and has contracted for 52 more. If that isn't an argument on the efficacy of advertising then Reporterman doesn't know an argument when he sees it. Mr. Evans has proved to his own satisfaction that a page ad each week is an investment—not an expense."

AND J. J. Gregg at Santa Anna misrepresented things somewhat in his column, "As We Sit and Think—Sometimes Just Sit" recently, for he was doing more thinking than sitting when he said among other things the following:

"We are quite sure that Mr. Evans does not spend better than half a hundred dollars per month merely through a generous attitude towards his local paper. It is found to have paid him or he could not have continued the experiment for better than two years. We have yet to see one of these merchants who say, 'I'll do a little advertising to help the newspaper out' ever do very much of it."

"Anybody, merchant or otherwise, who has anything to sell will pay twice as much for advertising if they have to sell in this paper as if it is found to be read, and more than likely new sales will be created. The Journal has several splendid advertisers whose records for consecutive advertising matches that of Mr. Evans of Honey Grove. Then again we have large merchants here who are conspicuous by their absence from the advertising columns of this newspaper."

"We hate to see them continue their policy of secrecy as to what they have to sell and at what price it sells, but we are quite sure that such policies on the part of many small town merchants are viewed with delight by their city competitors who spend large sums, and reap larger benefits, each year on advertising."

"We are also quite sure that the large mail order firms that really don't save anybody money and as a rule sell poorer quality, are delighted to find small town merchants who do not advertise their stores and their wares. They clap their hands in glee, for they realize that unoppressive competition will make easy sailing for them. How much business would the mail order houses do if they didn't advertise?"

"This writer has worked as faithfully as any man in Santa Anna during the past twelve years for the betterment of the town and enlargement of town service to the public. We have never weakened, but sometimes become discouraged temporarily. "We regret to say that some of the business men and women in Santa Anna have not given us the co-operation we have prayed for, tried for, and need very much to help put things over for the betterment of the town, and community."

"Some of the business people in this town are real enthusiasts, willing to do their part when it comes to putting something over for the betterment of the town, but others have never awakened to the co-operative spirit. Live merchants will draw trade to a town, dead ones will drive it away. Live merchants advertise, dead ones don't. Merchants who try to preach Trade-At-Home, and run out of town to buy their printing and other items not carried in their particular lines are not de-

## PUBLIC MOST ENTHUSIASTIC OVER "CRASHING THRU"

### June Bride To-Be



LONDON, Eng. . . . Miss Helen Woolworth McCann (above), grand daughter of the late founder of America's 5 and 10 cent stores, is to be the June bride of F. W. Churchill Guest, son of a British member of parliament.

### New Fords Now On Display In Hico At Foust Motor Co.

For the first time in several months, the new model Ford cars are on display in Hico. Foust Motor Company, newly authorized sales and service representative of the Ford Motor Company, this week opened for business, and the new models of Ford cars have been attracting quite a bit of attention among the motoring public.

Mr. Foust, who stated his intentions of opening the new Ford agency some weeks ago, stated this week that all details had been ironed out, and that anyone who wanted to talk Ford would receive immediate attention and a cordial welcome at his place.

The building next to the Texas-Louisiana Power Company, recently vacated by the Farm Implement Supply Company, has been remodeled and the front of same repainted, and the quarters are ample to take care of the needs of the business, as well as being well located.

Roy Meador, well known to automobile owners of this immediate section as a first-class mechanic, has been engaged to take care of the shop work, according to Mr. Foust, and the service end of the business will be maintained in a first-class manner, as well as the sales end.

cent hypocrites, much less good sports. "Not long since, a business man in Santa Anna approached this writer and engaged him in a lengthy talk discussing the matter of community co-operation and trading at home, and HOW HE would like to see the merchants of the town 'Pull Together' and in less than twenty days, that same merchant sent a bill to this office for collection made out on a bill head printed in another town. Most of these notes makers about trading at home just favor it in so far as it applies to the other fellow. Why not set the proper example and say LET'S do something, instead of whining around and wishing somebody would do something?"

"Our best advertisers are our strongest believers in advertising. Oh, we believe in advertising, some people say, but when it comes right down to brass tacks, they don't believe in it much. The only reason they believe in it at all is that, they read the ads in papers printed in other towns and go there to buy their supplies, and recognize the crowds when they come to town and pass them up and go to some store that advertises to purchase their supplies. Is that plain?"

"All informed people buy advertised merchandise. That is one of the reasons all leading merchants in any town or city advertise their goods and places of business. The merchant who advertises regularly gains new friends. His business never dies because he keeps his name before the public, who repeat it to each other. Let a merchant repeat his name thru advertising and the public will repeat and buy his goods. Walk into a store that carries no advertising and the proprietor is always complaining about business being dull. Walk into a store that continually carries advertising and you will find the proprietor busy looking after the wants and needs of his customers."

### NEW SINCLAIR STATION TO BE OPERATED BY TWO HICO YOUNG MEN

Hector Hollis and F. S. Little have leased the filling station two blocks east of the Post Office, known as the Aubrey Cole Station and are now open for business.

The new managers are selling Sinclair products. They state in their opening ad this week that they will be ready at all times to serve the public with gas, oil, accessories, as well as air and water. They extend a cordial invitation to all to visit them at their new location.

### Hico P.-T. A. Will Sponsor May Fete On Tuesday, May 8

In a voting contest for May Queen, Miss Alma Ragsdale won and will be crowned at the Fete Tuesday evening, May 8, at 8 p. m. at the High School grounds.

The entire school has been organized into a colorful pageant for the entertainment of Her Royal Highness, and her attendants. There will be drills and dances, the winding of the Maypole in good old English fashion, and numerous other attractions.

The contest, resulting in the selection of the May Queen has been very interesting, and excitement has been among all the students all during the contest.

Plans have been made to make this one of the most elaborate May Fetes in the history of the Hico School. Quite a lot of time has been taken up in practicing, and the public is assured some real entertainment if they attend.

The following article relative to the selection of a May Queen was submitted later:

Alma Ragsdale, high school candidate for May Queen, was elected Thursday with twenty thousand thirty votes. Eleven thousand twenty votes were cast for Mary Jane Clark, grade school candidate.

About two weeks ago a girl was nominated from each class in high school and from the seventh grade, and voting has been going on since that time. Early this week the high school decided to concentrate its support on one candidate. The candidates from the lower classes withdrew, leaving the field to the Senior girl.

The Queen, who will be crowned on the school campus at 6 o'clock on the evening of Tuesday, May 8th, will be attended by two maids of honor from each class in high school—Mildred Bonstedt and Jeannette French from the Freshman class; Laryne Hardin and Mary Helen Hall from the Sophomore Class; Rhuely Bingham and Mattie Lee Goad from the Junior class; and Nell Petty and Delia Pittman from the Senior class—and with her court, be entertained by representatives from each grade and from the high school.

The money from the voting and from admission to the fund for improving the school grounds.

### Average Citizen of Hico Spends \$375 Per Year In Shops

Residents of Hico and vicinity spent approximately \$375 per person in the retail stores and shops here each year according to an estimate made by the Chicago Wholesale Market Council.

The state of Texas' total retail trade of more than two billion dollars a year is equal to about two-thirds of the volume of whole sale trade of Chicago, whose Wholesale Market District, lying just west of the famous "Loop," is considered one of the greatest in the world.

The study which revealed the figures was made by the newly formed Wholesale Council to determine how best to meet the needs of retail merchants who depend largely upon Chicago wholesalers for goods to stock their shelves for Texas purchasers. An expansion and improvement program, including numerous additional buyers' services, has been thronged of merchants who are expected to combine a visit to the Century of Progress with their annual or semi-annual buying trip.

The estimate is based on the total retail trade of the state and the population, both reported in the latest United States census. The \$375 per person, or about \$1,400 per family, spent with Texas merchants includes all purchases, except for personal services, such as laundry and barbering.

The Chicago Wholesale Market Council includes in its membership many of the nations leading wholesalers and manufacturers of men's clothing, women's wear and general dry goods, some of which have been located in the Wholesale Market District since the Great Chicago Fire of 1871.

### Keeping Up With TEXAS

Miss Marie Dresden, state relief director, said Saturday that \$1,300,000 worth of surplus commodities and foodstuffs had been allotted Texas by the federal surplus commodities relief corporation. The grant will supply surplus plus commodity requirements in Texas for 60 days, Miss Dresden said.

Raymond Hamilton was indicted for robbery with firearms in connection with the holdup of the First National Bank at Lewisville Wednesday by a special grand jury in district court Saturday. An early trial will be sought.

An unusual accident Saturday resulted in Pete Fines, 12, being burned to death when he was trapped in a cave near Clarksville where he had been playing with two younger brothers. The bank in which the cave was dug gave way and he was caught inside where a fire had been built. One of his brothers, John Fines, 12, was critically burned. A 6-year-old brother got out with minor injuries. The boys were the sons of Henry Fines, a tenant farmer.

A live snake, added to the collection of defunct reptiles in Bayou museum at Waco, took the fresh air and sunshine in a cage on the library steps for a few afternoons last week, but its distinction of being the only live snake was short lived. Dr. Walter Williams found time Friday afternoon to administer a fatal injection and the creature joined its fellows in a pickling solution. It was a bull snake, caught in Bell county. The museum now boasts 5390 reptiles, 200 of them added this spring and some of them very rare species.

A gruesome story of how a 12-year-old Mexican girl was attacked and partially devoured by a hungry Mexican lion was revealed to authorities at Laredo Saturday. The tragedy occurred on a ranch in Duval County Friday. Walking home from school with a group of children, the girl lagged behind, going through a section of brushland. The children heard the girl's screams and ran to notify her parents. A group of ranchers made up a search party and beat the brush for sometime, at length finding the animal feasting on the girl's body. The hunters killed the beast. It was the first instance in history that a lion has attacked a human in that section.

His voice was worth \$45,000 a Sixth District jury decided at Beaumont late Saturday in awarding Oscar Palmer of Call 23, circus hand, that amount in his damage suit against Ringling Brothers and Barnum and Bailey Circus. Palmer sued for \$45,225, claiming he lost his voice as a result of an injury caused when a heat support inside the "big top" fell, striking him on the throat and chest while he worked for the circus in Fort Worth Sept. 13, 1932. Citation was served on circus executives last September when Palmer filed his suit in the district court.

Churchill Brazelton of Waco won the award for the best U. S. general stamp collection, and Frank H. Watt of Waco was reelected librarian of Texas Philatelic association, when it met in thirty eighth annual convention at Houston last week end. Action was taken in the business meeting toward issuance of proper commemorative stamps on the coming Texas centennial in 1936, and toward better legislation on illustrating of stamps in books and magazines. Bidding at the stamp auction was brisk although prices were considered low this year.

Dr. George W. Truett, of Dallas who began his ministry in Waco after graduation from Baylor University, and who has gone to Europe on a religious mission, will make two trips to that part of the world in the next two months. The mission which he is now on and which will take him to Nazi, Germany and to London, England, will take his time for the next few weeks, and he will speak in Germany and hold a week's religious meeting in London.

Walter Weiss, Waco, is the season's fishing champion in Waco so far, with two days of the season elapsed, unless somebody has been holding out on the tabulators. He took a bass on a casting rod that weighed six pounds and eight ounces the morning after it was caught, and probably weighed seven pounds when it was fresh out of the water. He caught it at Goldthwaite in Mills county, Tuesday.

### CITIZENS ASKED TO HELP IN CONTROL OF MOSQUITOES

Hico citizens are requested to keep their eyes open for mosquito breeding places adjacent to their property, and report same properly so that the city officials may give them attention at once.

By starting early, it is hoped to keep mosquitoes, flies and other pests under control. We are glad to do this work, but need information as to the location of mosquito breeding places promptly. By order of M. A. COLE, Mayor.

### Waco Boosters to Visit In Hico On Monday, May 7th

Following is a letter which several of the business men of Hico have received from the Waco Chamber of Commerce:

Dear Sir: Representatives of Waco wholesalers, manufacturers, jobbers, educational institutions and professions will leave Waco Monday morning, May 7th, by special train on a trip throughout Waco's trade territory and will be in your city from approximately 9:20 A. M. to 9:50 A. M. May 7th, during which time we desire to visit and exchange greetings with the business men of your city. While we would like to make a longer stop our time is necessarily limited.

This is a strictly business trip and no entertainment is sought or desired. We would greatly appreciate it if you would arrange with the newspapers of your city to give this visit proper publicity to the end that your business men may know of it and be available at that time. Hoping to see you at the time mentioned above, and with kind personal regards, we beg to remain, Yours very truly,

W. V. CRAWFORD, Vice President and General Manager. It will be remembered that these business men visited in Hico about a year ago. A large delegation is expected from Hico to greet these Waco business men.

### FORMER HICO BUSINESS MAN DIES SUDDENLY AT HIS OFFICE IN BONHAM

Word was received here Monday that W. H. Black of Bonham had died suddenly at his office in that city that morning. Burial was to be made at Bonham, but arrangements had not been completed at the time the message was received.

Mr. Black will be well remembered in Hico, having been engaged in the poultry business here for about ten years. He left here in 1925, and since that time has been prominently identified with produce buyers at various points, being in that line of business at Bonham at the time of his death. He is given credit for having done a lot toward putting Hico "on the map" as a produce-buying center, and he and his family were highly thought of over this entire section. Hico friends extend their sympathy to his widow.

### Crop Loan Period Extended Until May 15 by Govt.

W. L. McDowell, Committeeman for the Emergency Crop Loan, at Hico, Texas, has received a wire from J. M. Andrews, Field Supervisor, that the period for making these loans has been extended beyond the date originally announced as the closing time.

The telegram dated April 27th, sent from Brownwood, Texas, read as follows: "Loan period extended to May fifteenth. Give proper notification to farmers."

Mr. McDowell, who handles these loans as local committeeman for this immediate trade territory, stated that he knew of no better way to notify the people about this matter than through the home paper, and so requested the News Review to pass the information along.

PENTECOSTAL SERVICES Everybody is cordially invited to attend the services at our church every night. T. I. Lambert, pastor of the Gorman Church is with us. He will preach on the work of the best Friday night. Be sure you hear him. MRS. DOLLIE LINTCH, Pastor.

### NOTICE TO A. F. & A. M. MEMBERS OF HICO LODGE

All members of the A. F. & A. M. Lodge of Hico are requested to be present at the regular meeting Saturday night, May 5th, as our district deputy, Bro. D. H. Carter of Evans, will be present. An interesting meeting is expected. CHARLES SHELTON, W. M. (47-2)

### Jess Willard Jr.



BERKELEY . . . Jess Willard Jr., 20 (above), son of the famous world heavyweight champion, now a freshman at University of California junior college, photographed as he is in the high hurdle event in a track meet here.

### Contracts Let On Highway 66 to Be Beneficial to Hico

Information from Austin this week was to the effect that road contracts aggregating \$1,110,000 to be paid from State funds were let Tuesday by the Highway Commission, a addition to the \$520,133 of National Recovery Fund contracts let Monday. The next lettings are tentatively set for May 14.

The contracts awarded Tuesday contained among the lot three which are important to Hico people, and to those of this section interested in the development of Highway 66. As announced from the offices of the Highway Department, they were:

Erath County—For 13.8 miles of grading and drainage structures on Highway No. 66 from near Stephenville to near Hico; Crouch & Nolan, Strawn, \$65,821.

Erath County—Bridges over Pole Hollow, Indian and Sims Creeks on Highway No. 66; Crouch & Nolan, \$19,545.

Lampasas County—Bridges over Barleson, Little Lucy, Big Lucy, School and Patterson Creeks on Highway No. 66; C. M. Davis, Fort Worth, \$111,990. With Highway 66 completed across Hamilton County, except for topping which will probably come a little later, local people have anxiously awaited the awarding of contracts in Erath and Lampasas Counties which would connect this fine road with stretches already finished to the north and south. The roadbed in Lampasas county is practically complete, and when the new bridges are finished, the road will provide a first-class route for travelers.

No announcement has as yet been made as to the plans for the road north of Stephenville, to Mineral Wells, although a survey has been made and some of the right-of-way secured. With the road definitely placed from Hico to Stephenville, those interested in a new and shorter route to Fort Worth and Dallas through Chaik Mountain are greatly encouraged, and believe that within the very near future their dreams may be realized.

### Beer Rejected by Hamilton County Voters Saturday

In the election held last Saturday, April 28, in all Hamilton County voting boxes, for the purpose of deciding whether or not the sale of 3.2 per cent beer would be legalized in this county, the voters reflected the proposition to legalize the sale of beer by 64 votes. This information, while secured from reliable sources, was not the official count, which has not yet been made.

Hico voters registered dry tendencies, there being a total of 223 ballots counted, 94 of which were for the sale of beer and 129 against, showing a majority of 35 opposed to the issue. In the county as a whole, a light vote was reported, with only 1740 ballots cast. Of this number, 838 were for the sale of beer, and 902 against, giving the "dry" side a majority of 64 votes.

At Aleman and Rock House, the vote was solid "wet" with the former casting 105 votes, all for the sale of beer, and the latter casting all 7 of its votes the same way. Other boxes in the county were reported as mixed.

### Parade, Pageant and Other Features of Show Promise Big.

Saturday afternoon at 4 o'clock the citizens of Hico were given a demonstration of the type of entertainment to be offered at the Hico P. T. A. Review Club Mutual Benefit Show. The show is being given this Thursday and Friday.

The exhibition took the form of a parade that attracted outside attention as well as that of those locally interested. Owing to the number of people in town, a mounted deputy, Mr. Bill Williams, was appointed to control traffic by the Mayor M. A. Cole.

The parade itself was of a very interesting variety, containing everything from girls to donkeys. Four bicycle riders, headed the procession and acted as a vanguard for the lead car, driven by Mrs. Jackson. There were approximately twenty cars, all of which were liberally decorated both from a standpoint of advertising and costumed girls.

One feature of the parade attracting a great deal of attention was the "Mechanical Man," a sundry invention of Mr. Boren, the director of the play, Mr. Langston, and Kelley Thomas, the latter furnishing the motor power for the queer creature. Some seven feet tall, made entirely of metal and colored black and white with red and blue trimmings, he created an impression of the things to come. The result of this metal workmanship on the part of Mr. Langston was a true Frankenstein—so much so that Mr. Langston thought it best to lock it up for the night to prevent it from doing any prowling.

Immediately following this came an 1898 model Ford driven by Crowbar Joiner. Crowbar was accompanied by five boy friends dressed in 1898 costumes. Boy, what a sight!

Next of outstanding interest came the only uncooperative member of the parade. Our friend, the donkey, sang gallantly bestrided by that child of the sawdust, Miss Alma Ragsdale, and escort, J. W. Dohoney. This particular donkey was not any meaner or more stubborn than the average run of donkeys, but he was afflicted with homesickness and could not resist calling for his mama at regular intervals.

The parade formed a circle around the flag pole and one of the choruses gathered around the donkey sang that "sweet" favorite melody, "Put On Your Old Gray Bonnet," after which they sang "Married Today" and "Put On Your New Gray Bonnet," at the same time blending the two into a pleasing harmony.

Owing to the heavy traffic the parade had to push its way thru the crowd to continue its route, but it succeeded in doing so with very little delay and returned triumphantly to its starting place back at the city hall.

If the quality of the Thursday and Friday evenings' entertainment can be accurately judged by the parade, everyone will be more than pleased with the play, "Crashing Thru."

### Pageant to Be Interesting Part of "Crashing Thru" Program

Pupils of Miss Oleta Hughes and Mrs. F. M. Mings engage the audience with a Springtime number that is rich in color and music. Eight selected students of Miss Vieta McAnelly offer their share of entertaining by staging one of the cutest and most original colonial dances seen in a long time.

This pageant, owing to the transportation problem can be staged only one night, namely Friday the 4th, and will start fifteen minutes ahead of the main program.

Advance Ticket Sales Exceed Expectations The ticket committee reports the sale of advance tickets has far exceeded anything expected. Probably due to the fact that the members of the ticket committee have a double incentive to sell their tickets early. The cash prizes are not to be sneezed at, and then for the benefit of those who are not quite fortunate enough to win part of the twelve dollars offered, there remains the matter of private ball room lessons that in a good many cases are more desirable than the cash.

The progress of this contest so far is as follows: Peggy Pirle has won a \$2.00 prize, with Mary Helen Hall and Mavis Hardy next in line. The contest has been extended in order that more contestants might qualify.

### Advertising Wins Favorable Comment

It was not without some pleasure that those connected with the management of the play were informed that the assembly and arrangement of ads in the advance advertising won second place out

(Continued on Page 8)

### NEWS FROM IREDELL COMMUNITY

By MISS STELLA JONES

Mrs. J. M. Garrett of Burnet is visiting her daughter, Mrs. John Miller.

Miss Annabel Tidwell has returned home, as her school is out. Mrs. Murphy Pickle and son of Cleburne brought her mother, Mrs. Brashear, home from there last week.

Mrs. Grace Fouts and children, Elizabeth and Billie Joa, Mrs. C. R. Conley and children, Tom and Charlene and Miss Alberta Phillips were in Stephenville Saturday.

Mrs. Dearing who has been in bed for some time is now able to be up and can go to the table for her meals, which is fine.

There will be a Mother's Day program at the Baptist Church the second Sunday in May, which is Mother's Day.

Mr. and Mrs. Hudson, Mr. and Mrs. Clifford Daves and Miss Hortense Rhodes and brothers visited Mrs. Rhodes in Gorman Thursday. Mrs. Daves remained with her for a few days. They report her to be getting along fine.

Mrs. Willie Shoemaker and her daughter, and Mrs. Rena Davis and children of Meridian spent the week end here for all to come.

Mrs. Nola Freedman went to Longview Thursday to look after business interests.

Charles Ray McCauley spent Sunday here. Tuesday evening of last week the P. T. A. had an interesting program with music and readings. The Boy Scouts gave a program which was fine. The boys are doing fine, with Jerry Phillips as their leader.

Mrs. Minnie Squares of Merkel came in Saturday evening to be with Bro. Willie Horton who is very ill with typhoid fever.

Mr. and Mrs. Tom Cruse and Mrs. Tom Pike of Walnut were here Thursday.

Cecil Patterson was in Meridian and Hamilton this week.

Mrs. Pike and Mrs. Bascom Mitchell attended the district conference at Hamilton Wednesday.

The seniors are planning a play to be given soon. Watch for announcement of the date which will be some time in May.

J. L. Goodman is working in the filling station on the corner that is run by I. D. Hart.

Miss Lorain Tidwell who teaches in Addicks spent the week end here. She was accompanied by Mrs. Collins, also a teacher, and Mr. Garbo, Lorain gets her school back, of which her friends are so glad to know. She has been teacher there for five years.

Odie Bowman of Meridian visited his parents here Friday.

Mrs. Wick Simpson and Miss Minnie Dunlap were in Walnut Thursday.

Rev. McCauley preached two good sermons here Sunday morning and evening. The Sunday school attendance is very high. We would be glad for all to come.

Mrs. John Chester and daughter, Mrs. Grover Ward, and sons of Cleburne spent the week end with Mrs. Deatherage.

Misses Maxie Ruth Dawson and Wanda McAden were in Meridian Friday.

Miss Eunice Davis visited her sister, Mrs. John Davis, last week.

Next Tuesday, May 7, Mrs. T. Mitchell will entertain the W. M. S. at her home, and will be assisted by Mrs. W. T. Locker. All the members are urged to be there.

Agnes Wiese spent the week end with Kathleen Hughes.

Mrs. Bertha Henderson and Mrs. Ida Helm were in Stephenville Tuesday.

Mr. and Mrs. David Rhodes of Fort Worth spent the week end here.

Mr. and Mrs. Laswell and Miss Julia Myers spent Sunday with Mrs. Laswell's parents, Mr. and Mrs. Cavitt of Alexander.

Charlie Hughes, who is in the C. C. C. camp at Meridian, spent the week end with homefolks.

Mrs. Bertha Henderson, Mrs. Laswell, Mrs. Fouts, Mrs. Wilson and Mrs. Turner attended the district meeting of the W. M. U. in Waco Wednesday.

The ball boys and Seniors and Juniors of the Iredell High School went to Waco Tuesday. All had a fine time. We are sorry the boys got defeated.

Miss Mary Heyroth was in Waco Wednesday.

Nell Dunlap spent the week end with her brother, Obie, and family.

Mrs. Scates honored little Miss Beatty Emma Evans with a birthday party at the home of Mrs. Scates Thursday afternoon. April 26. Misses Nell Gregory and Wanda McAden entertained the little bunch of kiddies from 4 until 6. All kinds of games were played, the children never seeming to get tired. After a while they were told to march into the dining room and there on the table were beautiful flowers and in the center was the birthday cake with 6 candles. They were lighted and the little lady was told to blow them out, which she did. They then went on back with their playing for an hour, after which refreshments of ice cream, cake, popcorn, balls and all-day suckers were served which were fine. Beatty received presents from the following: Mary Lou Davis, powder puff, Bobby Wilson, story book, Wilma Rae Boren, a broom, Saddle Freeman, a handkerchief, Bobbie Rae Sowder, a handkerchief, Ruth Ellen Phillips, a comb, Tommie Joe Bryan, strand of beads, Billie Bryan, handkerchief, Leil and Dick Evans, dolls, Mr. and Mrs. Dick Evans, hats

powder; Mrs. Scates, bloomers; Wanda McAden, tooth brush and tooth paste; Robert Hooper (her uncle), a story book, but he was not present; Charlene Conley, a powder puff, but was not present. Mrs. Bill Davis, Mrs. Dick Evans, and Stella Jones assisted Mrs. Scates in serving the little guests. Nell and Wanda were pronounced to be fine entertainers, all of the children got along fine and everyone had a fine time. The friends of this little lady wish for her many more happy birthdays like the one just past, for she is a sweet little girl and loved by everyone. She is the daughter of Mr. and Mrs. Dick Evans.

Iredell, Texas, April 28, 1934. To the Patrons of Iredell School District, Iredell, Texas.

Dear Patron:

We take this method of thanking you for the wonderful support you have given the school in all of its activities, and especially in baseball. You proved your loyalty to the school and the baseball team by being present at all County League games that were played in Iredell, and also the District championship game with Waco that was played here Friday, April 27th.

We also wish to express our appreciation to the town team for lending us their baseball suits for the District Meet games. The town and surrounding communities have responded to our calls, and since it is impossible to thank each one personally, we will try to return the many favors by giving you the best school in this section of the State.

We think we have a good school and you have made it so with your loyal support and cooperation.

Yours for a better school,

A. H. BARRSH, Superintendent

JERRY PHILLIPS, Principal

### Mt. Zion

By MRS. ALLIE ADKISON

We are having some pretty weather and everybody is using it. Some are planting cotton. There was a large crowd at church Sunday. Rev. Jackson of Iredell preached.

The Ballies girls visited Lillie Mae Luckie Sunday.

Mrs. Alma Adkison and daughter spent Monday night with Mr. and Mrs. Weston Newton.

Mr. C. M. Bales carried his son Mitchell to Austin Monday, returning Tuesday.

Miss Josie Harris spent the week end with homefolks.

Ben Tignor visited in the Weston Newton home awhile Saturday night.

J. C. Needham and wife of Hico visited in the Weston Newton home awhile Sunday.

→ VERY LATEST ←

By Patricia Dow

Designed in sizes 36, 38, 40, 42, 44, 46. Size 36 requires 3 1/2 yards of 20 inch material, 1 yard for ribbon straps. 4 bands of binding or lace at upper edge requires 1 1/2 yards.

Pattern 8155

Designed in 9 sizes 36, 38, 40, 42, 44, 46, 48, 50 and 52. Size 40 requires 4 1/2 yards of 25 inch material with 1/2 yard of contrasting. With long sleeves 4 1/2 yards of 25 inch material, together with contrast.

For Slim or Stout

Pattern 8144

Have you been looking for something really simple to make and really slimming to wear? Here is your pattern and you will be amazed at its simplicity in the making. These squares when cut on the straight become bias and fitted, and the bias sides cling to the figure.

The panels in front and back may be cut on the straight of the material if preferred, but this is really a bias slip, except the shoulder straps which may be made of ribbon.

Refreshing House Frock

Pattern 8144: Now that March has flattered through, a new dress for morning wear is an absolute necessity. In selecting a pattern do better choice could be made than this style. Consider the smart white collar and turn back cuffs or long sleeves if you prefer, and note the clever diagonal closing on waist and skirt which is very simple to make because stitched on the outside.

When you come to buy your material you will be dazzled by the wide choice of gay prints, plaids and stripes in percale, seersuckers and various other cottons.

### Camp Branch

By MRS. RUSSELL COLLIER

We have been having some more cool weather the past week.

Several of this community attended the all-day singing at Duffau Sunday.

Mr. and Mrs. Leon McCarty visited in Stephenville Saturday.

Miss Hazel Howard spent Saturday afternoon with Miss Algie and Emma Sue Campbell.

Mrs. J. T. Scott, from Stamford, Texas, and Mr. and Mrs. Jack Scott and family from Rule, Texas, visited a while Monday with Mr. and Mrs. Pitchford Perry.

Mr. and Mrs. Stephens from Goldthwaite visited Mrs. Dickinson and family Saturday night.

Mr. and Mrs. Will Morgan and family visited Sunday in the J. W. Perry home.

Mr. George Campbell spent a while Sunday evening in the Tom Storky home.

Mrs. Tom Boone and daughter of Hamlin are visiting her parents, Mr. and Mrs. J. E. Cooper.

We have three or four cases of measles in this community.

Miss Emma Sue Campbell spent Tuesday night with Miss Edra Lee Burkes.

Mr. and Mrs. Leon McCarty attended the singing at Bowman Ridge Sunday night.

Alva Deskin made a business trip to Iredell Thursday.

S. J. Bousa and family spent Sunday at Bluffdale.

Dorothy Deskin spent the week end near Carlton.

Miss Mabry Spirey spent the week end in Stephenville.

Mrs. J. C. Horsley and Mr. Will Horsley of Hico spent Sunday morning in the Elmer Steele home.

Miss Dorothy Perry visited Miss Dorothy Land Sunday evening.

### Mt. Pleasant

By S. N. AKIN

(Too late for last week)

We are still getting lots of rain in this community. Farmers are getting behind with their work. Some are beginning to think about planting cotton.

Mrs. John Abel underwent a minor operation at the Stephenville hospital the first of last week. She was able to return home the following Sunday.

R. E. Ford and wife of Dallas visited with S. N. Akin and family Saturday night and Sunday.

N. J. Ford and wife of Dallas visited with H. M. Allison and family Saturday night.

The children and grandchildren of W. P. Ford gathered and celebrated his 81st birthday at the home of S. N. Akin and family on Sunday, the 22nd, his birthday being the 25th. Those present were: N. J. Ford and wife and R. E. Ford and wife, all of Dallas; O. J. Ford and family of Arlington; H. D. Hinney and wife of Dallas.

Born to Mr. and Mrs. Aubie Clark a girl which tipped the scales at 8 lbs. Mother and baby doing nicely.

A few from here attended the ball game at Clifton between that team and Fairy's, Sunday.

Helen Beas of Agoo, Pauline Anderson of this place, Willie Mae Wallum of near Norse, Andrew Wallum of Norse and Cecil Parks of this place at supper with Dallas Akin Sunday.

For PATTERN, send 15 cents in coin (for each pattern desired), your NAME, ADDRESS, STYLE NUMBER and SIZE to Patricia Dow, Hico News Review, Hico, Texas, Pattern Dept., 115 Fifth Avenue, Brooklyn, N. Y.

Terraces 15 feet wide and 24 inches high have been built recently on 800 acres of McCallough county land as a result of Federal Land Bank requirements. Several thousand acres more will be terraced soon under county agent supervision because of these requirements.

Dairymen anxious to learn how to expand the market for their products have found that for twenty years the average butter eating has not varied from eighteen pounds a person.

W. J. Caley, Brooks county dairyman, is in favor of the proposed dairy reduction program of the AAA but his cows have different notions. In two weeks in March they dropped 8 better calves.

Thirty-eight Harris county farmers who have signed corn-hog reduction contracts with the Government will receive a total of \$18,800 in benefit payments.

### TODAY and TOMORROW

FRANK PARKER STOCKBRIDGE

#### SLICKERS with acreage posts

When Ben Franklin invented the lightning rod he opened the door for the operations of some of the smoothest swindlers who ever took money away from farmers. Lightning rods are valuable protection. Most of the lightning rod agents were doubtless honest, though they got a lot more for their goods than they were worth. But the "slickers" who got the farmer's signature to what he thought was merely an order for lightning rods, but which turned out to be a promissory note which the local bank or vote-shaver discounted, gave the whole lightning rod business a bad name.

I was reminded of those pests of my younger days by a paragraph I saw in a Kansas paper, the Marysville News. Some smart chaps are said to be going around among farmers who have signed contracts for limiting their planting under the Government corn, hog and wheat agreements and telling them they have to buy "official" steel fenceposts to mark off the contracted acres.

As I have often said, there isn't any sort of law that will keep smart crooks from taking money away from honest men.

#### ZACCHETS and fig Sunday

I heard a friend the other day refer to something he had done on "Fig Sunday." I didn't understand what Sunday he meant. "Palm Sunday, I should have said," he replied. "I used without thinking the term my mother used to use back in England, for the Sunday

before Easter. I don't know where it came from."

That started me asking questions elsewhere, and I learned that in some of the Midland counties of England they still celebrate Palm Sunday by eating figs. And back of that is the ancient tradition that the tree into which Zaccheus climbed to witness the Lord's entry into Jerusalem on the Sunday before His crucifixion was not a sycamore tree, as our English Bible has it, but a fig tree.

Not important, but curious and, to me, interesting.

#### OWNERS the people

I get impatient with people who persist in talking about big corporations as if they were owned by one or two rich men who were bent on robbing everybody, including their employees.

American Telegraph & Telephone employs 270,000 persons, but it is owned by 680,000 stockholders, not one of whom owns one-hundredth of the shares. General Motors has 137,000 workers and 351,000 stockholders. General Electric, U. S. Steel, R. C. A., Pennsylvania Railroad and many other big companies have many more persons owning their stock than individuals working for them.

It may come true, as some believe, that eventually a dozen or twenty big corporations will do all the business of the nation. But who will those corporations be? Obviously, all of the people of the nation.

#### HOUSING confining here

I saw in the papers the other day that Sabaudia, the second brand new city to be built in the reclaimed Pontine Marsh in Italy has just been finished. It was built by 6,000 workmen in 200 days, and will house 20,000 people, the farmers on the reclaimed land and those who supply their wants.

I saw a report from the Tennessee Valley Authority the other day, telling how new towns are to be built down there, and in the same small another report of "sub-sistence housing" plans in some South Carolina towns. But at the

same time I read dispatches from Washington telling how many millions more acres we have in cultivation than we need, and we must let a lot of farm land go back into brush and timber.

I could understand what they are doing in Italy; the need was quite apparent. I can't understand just what the idea is here. It is all very confusing.

#### CALENDAR even quarters

In 1939, January 1 will fall on Sunday. It is the hope of the numerous groups and individuals that before that date the proposed new universal calendar will have been adopted by the principal nations of the world.

The new World Calendar would divide the year into 12 months, as now, but rearrange the number of days in each month, so that

each quarter of the year would have one month of 31 days and two months of 30 days each. That would leave one day over, which would be called "Year Day," and would fall between the last day in December, which would always be Saturday, and the first day of January, which would always be Sunday.

Business men like the idea generally. The League of Nations has endorsed it. Several of the great religious bodies, who would be affected because it would make Easter fall on the same date each year, have approved it. I can see no reasonable ground for objecting, but there will be objections, of course, from the great mass of people who object to any change in anything they have become accustomed to.

# PANTS

TO MATCH YOUR

## COAT & VEST

for one dollar!

WITH EACH SUIT ORDER

FARMER'S TAILOR SHOP

## Far ahead OF LAST YEAR'S GREAT SALES RECORD

—and here's what's doing it...

### THIS FAMOUS WINNING COMBINATION OF FEATURES

not found in any other low-priced car

#### KNEE-ACTION WHEELS FULLY ENCLOSED AND WEATHERPROOF

#### 80 HORSEPOWER—80 MILES PER HOUR

#### CABLE-CONTROLLED BRAKES

#### BODIES BY FISHER

#### SHOCK-PROOF STEERING

It was a great record of leadership that Chevrolet made in 1933. . . . And this year, it's even greater. Sales are already thousands of cars ahead of last year. Production is the largest in the industry. And every day, from state after state, comes the same report on registrations: *Chevrolet is leading all others!* What's the reason for this success? The pictures tell the story. Chevrolet is the only low-priced car with this winning combination of five features. Chevrolet is the only manufacturer who can say:

## Drive it only 5 miles and you'll never be satisfied with any other low-priced car

CHEVROLET MOTOR CO., DETROIT, MICH.  
Compare Chevrolet's low delivered prices and easy C. M. A. C. terms. A General Motors Value

# SAVE WITH A CHEVROLET SIX

## Blair's Chevrolet Sales & Service

Hico, Texas

# The Mirror

Published Weekly by Students of the HICO HIGH SCHOOL

Editor-in-Chief Alma Ragsdale  
Assistant Editor Charlyne Malone

The educational department of Lever Brothers Company of Cambridge, Mass. has recently sent more than three hundred samples of Life Buoy Soap to be distributed among the school children. This company sent "Wash-up" charts with the samples and instructions as to how to stimulate interest in cleanliness of the hands and face among school children. The matter of keeping the hands and face free from germs of contagious diseases is a difficult one to handle at school, and if the matter is not properly attended to epidemics of various kinds are likely to break out. The school desires to thank Lever Brothers for this gift and we hope their soap will receive due use.

It is time for the annual appearance of "red bugs" or "chiggers" and those who use Life Buoy Soap will find that they will keep relatively free from these annoying parasites.

C. G. MASTERSON.

**Who's Who in the Senior Class**  
In our Senior play, Charlyne Malone displayed a hitherto unknown quality in her sparkling personality, that of a mother. However, we are never surprised at what she, as we lovingly call her, may do; the dualism or maybe tripleness of her character is one of her most interesting quirks of her unusualness.

Charlyne is a charter member of our class, a member of the Spanish Club, assistant editor of The Mirror, and the answer to a bachelor's dream.

**May Fete on May 14th**  
Preparations are being made in both the high school and grammar school for the oncoming May Fete.

Two candidates are in the race for May Queen—Mary Jane Clark from the seventh grade, and Alma Ragsdale from the eleventh grade.

**Sophomore News**  
What girl caused Loyd to want to come back from Temple early? We love a parade!  
Oh, dear! Is Holbart falling in love again?  
Nell is popular with the Carlton boys.

Why is Mary Helen learning the Boy Scout code?  
Many of our girls are "Crash-ing Thru" (the stage)!  
And on top of all these things we want to have a good time in remembrance of our Sophomore year.

**After Play Entertainment.**  
At the finish of the Senior play the members of the Senior Class and their guests gathered at Martha Porter's to dance and play games, thus ending a hilarious Senior Day.

**Fresh Banquet.**  
The members of the Freshman class gave a banquet in honor of Mrs. F. M. Richbourg Saturday night, April 28.  
Fruit cocktail, baked chicken and dressing, creamed potatoes, tomatoes, creamed peas, fruit salad, iced tea, angel food cake and ice cream were served to the members of the class and the invited guests.  
After the banquet, games were played the remaining part of the night.

**Boy Scout Jamboree**  
Seven Scouts from Troop 36 and the Scoutmaster attended the Boy Scout Jamboree for the Heart of Texas Council Saturday, April 28. Although they didn't bring back any ribbons, they had a very good time. The program for the day and the entries from Troop 36 follow:  
Marksmanship—Morris Blair, O. W. Hefner and Loyd Burleson.  
String Burning—Tom H. Wolfe and Loyd Burleson.  
Knot Tying—Morris Blair and Loyd Burleson.  
Scout Pace—Joe Powers.

The Hico Troop had no entries in First Aid, Archery, Signaling or Firebuilding by Flint and Steel; nor did they have any in Bow Drill.

The following boys received their second class badges at the Court of Honor, held Saturday, April 28, at night: Tom Herbert Wolfe, Morris Blair, Loyd Burleson, O. W. Hefner, Ben Che-nault, Gerald Griffiths and Joe Palmer. We expect to attend the next Jamboree with more success.

**MORRIS BLAIR.**  
Dear Editor: My father warned me about putting my watch under my pillow. Will you please tell me what the danger is?—Ray Cheek.  
Dear Ray: The guys who put their watches under their pillows always sleep "overtime." As ever—The Editor.

Dear Editor: I saw the following sign one day and I have never been able to figure it out. Can you please tell me what it means? "Pedal ligaments artistically illuminated and lubricated for the infinitesimal remuneration of ten

cents per operation." Puzzled—Slab Homer.

Dear Slab: Plain and simple—it means, "Shoes shined, ten cents." Ever ready to help—The Editor.

Dear Madam X: My girl told me the other night that I gave her a pain. I've analyzed myself inside and out but I can't find anything wrong. Perhaps you can help me. My mother says that my girl doesn't know when she's got something good. Maybe I'm too good for her.—Perplexed.

Dear Perplexed: I think that your mother is correct. You are too good for anyone in this wide, wide world. If I were you, I'd have myself put in a glass case in the museum and label the case, "The Perfect Fool."—Madam X.

**Editor's Note:** We all heard the girls that went to advertise the Senior Play got "kinda" wet.

**Saying It With Vinegar**  
Martha: "I've got you this bottle of hair tonic, darling."  
Carroll: "But my hair is all right."

Martha: "I know, but I want you to give it to your other girl friends. Their hair comes out rather badly."  
Carroll: "You're sacked."

**Beyond Forgiveness**  
Jeanette: "If the boss doesn't take back what he said to me, I shall leave."  
Yetta: "What did he say?"  
Jeanette: "You're sacked."

**Call For Progress**  
Jack: "A woman is nothing but a rag, a bone and a hank of hair."  
Lurline: "A man is nothing but a brag, a groan and a tank full of air."

**Salem**  
By MRS. W. C. ROGERS  
We have had very fine weather the past week, and we hope to see more in the weeks to come.

The Tarleton Glee Club and Quintet entertained the people of this community with songs and music Thursday night.

Messrs. Wendol and Voyn Scott spent last week with their grandparents, Mr. and Mrs. Harry Koonsman.

Miss Nina Mayfield of this place and Mr. Hugh Roberts of Glade-water were united in marriage on April 22 at that place. Mrs. Roberts is the daughter of Mr. and Mrs. Paris Mayfield, and Mr. Roberts is an employe in the oil fields. All of their friends wish them a happy life together.

Mr. Lowell Griffin of Indian Creek spent Saturday night with Mr. Floyd Noland who accompanied him to the singing convention Sunday at Duffau.

The play given by Salem outsiders at the Johnsonville School Wednesday night was well attended and enjoyed by all.

Mr. and Mrs. Charlie Koonsman and son Rudolph and Evelyn Koonsman of Iredell spent a while Sunday afternoon with Mr. and Mrs. Ward. Mr. Ward is some better at this writing.

Mesdames W. E. Lambert and W. C. Rogers helped Mrs. Albert McEntire quilt Monday afternoon.

Donald Driver spent Sunday with Eldon Rogers.

There were many singers from this community at the singing convention at Duffau Sunday.

Mr. Johnnie Driver who has been in bed with measles the past week is some better at this time.

Miss Polly Rogers spent Sunday night with Misses Willie and Marie Saffell.

**Flag Branch**  
By HAZEL COOPER  
The school closed at this place Friday with a program Friday night which was fine.

Mrs. Lillian Mingus and Mrs. Ola Dotson visited Mrs. J. M. Cooper Wednesday evening.

## Carlton

By CORRESPONDENT

W. W. Biley and wife went to Hockaby to visit Mrs. Briley's father, Mr. Jones.

Ed Chambers, Bill Grey, and T. C. Thompson were in Comanche Friday on business.

W. T. Bingham is reported to be very sick at this writing. We are hoping he will soon recover.

Mr. Lawrence Birdsong and Miss Ellen Ray were married Saturday night in Hico by Rev. L. P. Thomas. The groom is the son of Mrs. Rosa Birdsong of Carlton and the bride is a daughter of Mr. and Mrs. E. J. Ray of near Carlton.

They both have many friends who wish for them much happiness and prosperity through life.

Mrs. Lawrence Hamick and daughter Nell and Mr. Tommie Ward of San Saba visited in the home of W. P. Stephens Saturday and Sunday.

Several from this community attended the splendid play at Dry Fork last Friday night. Everyone enjoyed it.

The visitors of Mr. and Mrs. Rufus Patterson were Mr. and Mrs. C. D. Yarbrough and Mr. and Mrs. Delma Yarbrough of Carlton; Mr. and Mrs. Dempsey Smith and baby of Olin; Mr. and Mrs. Hamp-Perse and daughter of Cleburne.

Mr. and Mrs. Arthur Hendrix, Miss Era Johnson, Mr. and Mrs. Hubert Johnson of Dry Fork and Mr. and Mrs. William Hicks and family visited with Mr. and Mrs. Jim Hicks Sunday.

Mr. Massingill of Dublin is visiting his son, Rudy Massingill, and wife and also his daughter, Mrs. Charley Hyles, and husband, and Lorene.

Several from here attended the big singing at Duffau last Sunday.

Mrs. W. J. Parrish spent a few days last week with her son, J. W. Parrish and wife of Hamilton and other relatives.

Everyone will be glad to hear that Mr. Bills is up again and has walked some.

The name of the play for the closing of school is "Mr. Bob." The date will be given later.

Mr. and Mrs. Rudy Massingill visited in Dublin Sunday.

Several of this community enjoyed the entertainment in the Anson Vinson home Wednesday night.

Mr. and Mrs. C. M. Brown and children were in San Angelo last Sunday.

A musical was enjoyed in the J. S. Lemond home Friday night.

Several from this community attended the singing convention at Liberty Sunday.

Lee Cates of Hamilton was in the J. P. Clepper home Sunday.

**HONEY GROVE SCHOOL NEWS**  
We think—Gerald is too smart.  
Fontaine comes to school too often.  
Wilma Gene is attending too many parties.  
Louise likes Meridian.

Things we cannot do without—Wilma Faye's cute smile.  
Vestal's fountain pen.  
W. H.'s Science lesson.  
Joe's red roses.  
Dock's errands.  
Elvis' hat.  
Miss Gladys' red dress.

Believe it or not—W. H. has a new pair of shoes.  
Vestal is reducing.  
Murray is coming back to school.  
We went on a hay ride Wednesday night.  
Wilma Gene had her picture taken Monday.

Miss Gladys: "If a wood chuck would chuck, how much wood would a wood chuck chuck?"  
Carl: "As much as any wood chuck would."

## Gordon

By MRS. G. W. CHAFFIN

Mr. and Mrs. John Hanshaw and son Ernest were Sunday visitors of Mr. and Mrs. Homer Lester and daughter Virginia.

Mr. and Mrs. Dave Appleby of near Iredell spent the week end with Mr. Jessie Miller and family.

Gillett Newton spent Saturday night with R. Tidwell of near Iredell.

Mr. Awalt Kayler and family of Waco, Mr. Asher Fincher and family of Hico, Mr. John Miller of Iredell were all visitors last week end with Mr. Jessie Miller and family.

Mr. and Mrs. G. W. Chaffin were visiting Mr. and Mrs. W. F. Chaffin of near Meridian Sunday afternoon.

Miss Dorothy Hanshaw of Flag Branch spent this week end with Virginia Lester.

Mr. and Mrs. A. B. Sawyer, Willie Mae Perkins and sister, and George Ella Harris all attended the singing Sunday at Duffau.

Mr. Gillitt Newton will go to work at Hico during May at the H. & D. Harelik Dry Goods Co.

Dave Bullock and family attended the ball game at Iredell Sunday afternoon.

Claud Mitchell attended the ball game at Iredell Sunday afternoon.

The close of school at Gordon school house is the 4th of May, this coming Friday.

Hugh Harris and family visited Mr. and Mrs. Arnold Harris and daughter Sunday afternoon at Iredell.

**Altman**  
By MRS. J. H. MEANELLY

Mr. and Mrs. Cecil Prater of Stephenville spent Saturday night with her parents, Mr. and Mrs. C. F. Young.

Mr. and Mrs. W. B. Guthrie of Hico were visitors of Mr. and Mrs. W. J. Hinson Tuesday afternoon.

Mr. and Mrs. Paul Gibson visited her parents, Mr. and Mrs. Jim Adams at Hico, Sunday afternoon.

Dorothy Duzan of Carlton spent Thursday night with Elnor Wilhite.

Mr. and Mrs. L. D. Sowell attended singing at Duffau Sunday.

Mr. and Mrs. W. J. Hinson and daughter Wayne and Mrs. C. E. White and daughter Elnor were Hico visitors Saturday afternoon.

Home Lee Jordan and wife, Mrs. Ellis Jordan and daughters, Dorothy and Mary Jane visited in the W. J. Hinson and C. E. White homes Sunday.

Mr. and Mrs. W. T. Wright visited her mother, Mrs. M. A. Ogle at Carlton Monday.

Mr. Will Perdy attended Uncle Bill Hardin's funeral at Claiborne Wednesday.

**WE WERE WAITING FOR THE FOOD FILE**

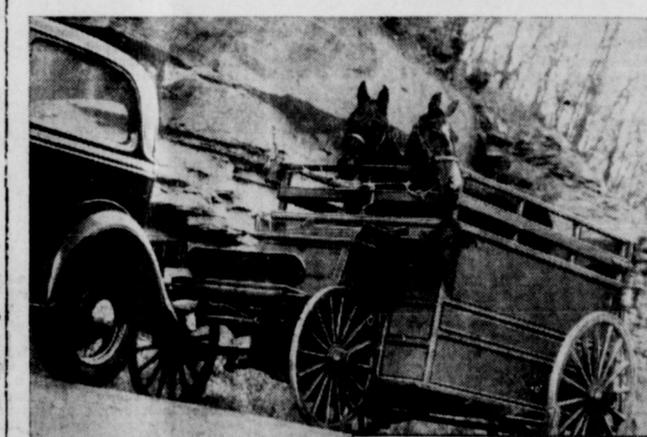
HERE is the newest and most unique idea in electric refrigeration—the Kelvinator Food File where you actually file your foods in three beautiful chrome-fronted compartments. There is one for dairy products—one for vegetables—one for left-overs.

Be sure to see the Food File—and the many other features of the new Kelvinators. 17 models. All sizes and prices. Any model can be bought on easy terms.

**KELVINATOR**

ANSWERING THE CALL FOR SERVICE  
TEXAS LOUISIANA POWER COMPANY  
ECONOMICAL QUALITY MERCHANDISE

# GULF WINS MORE "HILL TESTS" THAN 32 GASOLINES COMBINED



Will your car have more power on any one gasoline? HERE'S YOUR ANSWER...

Gulf tested a total of 33 gasolines on famous American hills—12 hills in localities from Massachusetts to Georgia—and here is what they found...

The power of different gasolines varies widely! And of all 33 gasolines, Gulf is uniformly best. 7 out of 12 times, it propelled a car and load up mountain grades farther than any other gasoline tested!

It won more hill tests than 32 other gasolines combined! Prove it! Drive into a Gulf station, fill up, and test the power of That Good Gulf for yourself!

**HOW 33 GASOLINES RANKED (IN ALL TESTS TO DATE)**

All gasolines tested, except a few "third grade" brands, sold for approximately the same price as That Good Gulf. Each brand is denoted by a letter.

TEST	WINNER	2 <sup>ND</sup> PLACE	3 <sup>RD</sup> PLACE	4 <sup>TH</sup> PLACE	5 <sup>TH</sup> PLACE	6 <sup>TH</sup> PLACE	7 <sup>TH</sup> PLACE	8 <sup>TH</sup> PLACE	9 <sup>TH</sup> PLACE	10 <sup>TH</sup> PLACE	11 <sup>TH</sup> PLACE	12 <sup>TH</sup> PLACE	13 <sup>TH</sup> PLACE
#1	GULF	A	B	C	D	E	F	G	H	I	J	K	L
#2	GULF	K	B	F	M	N	A	C	O				
#3	P	GULF	C	D	F	Q	R	S	L	K	N	Z	
#4	GULF	B	K	C	P	N	D	Q	K				
#5	GULF	P	C	D	B	F	Q	N	K				
#6	GULF	M	A	B	C	N	K	F					
#7	GULF	C	A	N	M	B	F	K					
#8	T	GULF	M	F	K	U	Q	N	V	W	X		
#9	B	Y	GULF	Z	P	J	Z	Z	Z	Z	Z	Z	Z
#10	C	GULF	N	A	M	B	F	K					
#11	A	GULF	K	F	C	A	M	B					
#12	GULF	P	F	M	C	A	N						

EACH OF THE BRANDS of gasoline tested is indicated on the chart by a letter, A to Z6. Note that Gulf gas was uniformly best! Other high-ranking gasoline varied widely in different tests.

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**DRIVE IN AND TRY A TANKFUL!**

**there's more power in THAT GOOD GULF GASOLINE**

Hico News Review

PUBLISHED EVERY FRIDAY IN HICO, TEXAS

ROLAND L. HOLFORD Editor and Publisher

Entered as second-class matter May 10, 1907, at the postoffice at Hico, Texas, under the Act of Congress of March 3, 1879.

One Year \$1.00 Six Months 75c Outside Hamilton, Bosque, Erath and Comanche Counties: One Year \$1.50 Six Months \$2.00 All subscriptions payable CASH IN ADVANCE. Paper will be discontinued when time expires.

Cards of thanks, obituaries and resolutions of respect will be charged at the rate of one cent per word. Display advertising rate will be given upon request.

Hico, Tex., Friday, May 4, 1934.

LET'S MAKE OUR TOWN CLEANER AND SAFER!

Right now Spring is in the air, and nature, in her annual awakening, is doing her utmost to beautify this old world of ours. A little help on our part would not be amiss.

In the winter many things are neglected. Vacant lots, yards and even streets become unsightly. Now is the time for a thorough spring cleaning, in the interest of better health, safety and improved appearance.

Such a clean-up campaign is a splendid activity for civic clubs, chambers of commerce or Boy Scouts to assume. One of them will have to assume the leadership in order to start the ball rolling, then obtain the cooperation of others. Streets and parking lots should be cleaned. Vacant lots, cleared of rubbish can be made into beautiful playgrounds, parks or gardens. Not the least important phase of this work is the jobs it provides.

When a movement to clean-up, paint-up and beautify sweeps into a community, it leaves in its wake a healthier, safer, and more sanitary town than it found. From the angle of fire safety alone, it is worthwhile. In this connection it is interesting to note that the National Board of Fire Underwriters reported that during the year 1932 rubbish and litter caused a fire loss of almost \$1,200,000 throughout the United States.

Let's beautify our communities—and save that money this year.

SHOULD ENCOURAGE BUILDING

It seems to be generally understood that the greatest measure of unemployment is in what are known as the "building trades." Building, except on public projects, is almost at a standstill. In the big cities there was an orrey or overbuilding up to 1930, but in the nation as a whole we are told by competent authorities there is still a great deal of building and repair work to be done.

In normal times the United States used to spend about four thousand million dollars a year on building, constructing every year enough buildings to house a population as large as the City of Los Angeles, with dwellings, public buildings, stores, factories, hospitals, schools, libraries and the rest to meet the needs of a million population.

With the cessation of that annual building program, carpenters, masons, plasterers, painters, electricians, plumbers, paperhangers and all of the trades that collaborate to construct a new building began to feel the pinch of unemployment. The furniture and furnishing industries felt it next, and so on down the line. And the sources from which money ordinarily comes for building purposes found themselves with "frozen" loans and no money to lend even to those who wanted to repair or build.

We think there are probably enough office buildings, stores and semipublic buildings of that sort, probably enough factories, also. But all of those need modernizing and repairing, and while there are dwellings enough, of a sort, to house everybody in America, many of them ought to be abandoned and replaced with new ones, and practically all of them ought to be repaired, many to the point of virtual reconstruction.

For those reasons we await with good deal of interest further details of the Government's plan to encourage long-term installment loans for repairing and modernizing dwellings. We understand this doesn't contemplate direct loans from public funds, but rather some sort of a guarantee to lenders against loss when the conditions of the loan all meet the approval of Government experts. We do not know how far it is proposed to go to extend the same security and encouragement to lend for new dwelling construction, but the Government would do well to try to simplify the present system of building loans and cut down the cost to the homebuilder of the money he has to borrow for that purpose. One of the greatest reasons why building has slowed up is that mortgage loans under the present system are hard to collect, and therefore the borrower is required to pay altogether too high a profit to somebody when he tries to finance a home.

Unhastened by the enthusiasm of more youthful candidates, Lieutenant Governor Edgar Wre is not taking the stump. His campaign for Governor until mid-May. He has given only a quarter hour weekly to radio speeches and is visiting all sections of Texas learning first-hand of problems in state affairs.

FIRE SAFETY TAUGHT IN SCHOOLS

A newspaper editorial comments on "Firemanship," a book being used by 60,000 Boy Scouts in preparing for Merit Badge examinations. The book is devoted to fire prevention, and material for it was supplied by the National Underwriters' Board.

The editorial said that in recent years accident prevention work has been almost universally included in school programs, the idea being to instruct children in order that they may avoid accidents on the street in the home and at play—wherever carelessness or ignorance might cause tragedy. It then suggested that a national campaign of this kind be instituted to instruct children as to how fires may be prevented.

Evidently the writer was not aware that such a program initiated by the National Board of Fire Underwriters in schools several years ago, in connection with Fire Prevention Week, has been continued ever since. Firemen gave talks in schools and children engaged in essay and poster contests. In order to supply information in regard to fire dangers and how to correct them, the National Board prepared and distributed the booklet entitled "Safeguarding the Home Against Fire," which was intended for children of lower grades. Later, it prepared and distributed a high school manual, entitled "Safeguarding the Nation Against Fire." At the same time, numerous pamphlets were distributed and then playlets were prepared and sent to schools, in order that the pupils might take part in dramatizing fire dangers. Suitable posters were distributed.

Many schools now include fire prevention in their regular course of study. As a result children grow up with a more serious consciousness of the danger of fire and this reduces the terrific toll of life and property taken by fire annually.

THE DEADLY GAS

When starting the spring and summer driving pay particular attention to the exhaust pipe on your car. Out of that pipe comes a deadly gas generated by the engine—carbon monoxide. Unless the mechanism is in perfect condition the gas may not be carried out into the open air where it dissipates, but may leak up into the ear.

Quantities of carbon monoxide are present in three out of five motor vehicles now moving on the highways. Though the fumes are not concentrated highly in the majority of vehicles, they are sufficiently strong in 7 per cent, to cause collapse and greatly to increase the probability of fatal accidents and asphyxial deaths.

Traffic experts have been analyzing causes of highway accidents now classified as "drove off roadway," "poor judgment," or "inattention." They believe that in such cases drivers may have been dazed or overcome by carbon monoxide.

Defects in exhaust facilities contribute to this hazard. Short or split exhaust pipes, leaking flexible exhaust tubes, defective manifold gaskets or leaking mufflers are highly dangerous. Defective floor boards, openings around pedals or in dash board, and poor engine efficiency are contributory factors.

Motorists can control the hazard by observing the following: 1. Stop engine in parked closed car (especially in garage), or ventilate freely. 2. Inspect car regularly and replace at once defective manifold gaskets, particularly flexible exhaust tubes which wear out rapidly. 3. Ventilate moving vehicle from front. 4. Install seamless exhaust pipes, or have seam facing ground. Pipe should discharge at rear side opposite the driver. 5. Avoid following too closely a car with smoking exhaust.

Twenty-four farm women in Sixth Home Demonstration Club in Jones county have been taught to make foundation patterns by Mrs. Edgar Bradley, one of the club members who is a wardrobe demonstrator. The foundation pattern makes dressmaking easy.

A food and feed contest for both white and colored farm families has been launched by county farm and home demonstration agents in Harrison county with the help of local civic organizations and the railroad agricultural agent.

Hillside terraced last fall in Callahan county were wetter after spring rains than anytime since Noah's historic 40-day float, according to the county agent. Terracing is at high peak there, he adds.

WHAM!—There He Goes Again

By Albert T. Reid



COMPULSORY CROP CONTROL

We shall watch with a great deal of interest the experiment in compulsory curtailment of crops, under heavy penalties, provided for in the Bankhead cotton control act, which is now the law of the land. Under this law each cotton grower will be given an allotment of the number of bales he may market. If he grows or offers to market any more than his allotment he will have to pay a penalty as high enough to take whatever profits he might have made from the sale of his quota.

The theory of limiting production is, of course, to get a higher price for the producer for what he does raise. That is what lies back of the wheat, corn-hog and tobacco control measures, which, however, are voluntary agreements on the part of the growers. No man needs to join up unless he wishes to, and he gets his compensation for limit production out of a processing tax paid by the handlers. In practice, we have wondered whether this method would ever be successful, human nature being what it is.

We think the principle behind the Bankhead law is in some respects, preferable to the bonus system under the other crop-control laws. In the long run it is better for any human being to get his profit as a direct result of his own labor rather than as a bonus. If the cotton plan works, the price of cotton will go high enough so a bonus will not need to be levied. That is all to the good. Anything which eliminates any form of taxation is always good. And, except for the first compulsion, it leaves the cotton farmer with more of his personal independence. What he does and earns does not depend upon what his neighbors do.

In a perfect world everybody would cooperate voluntarily and completely in every program for the common good. But that presupposes complete agreement as to what is really for the benefit of everybody, and the utter absence of greed and desire to take an unfair advantage. When mankind has reached a stage when everybody agrees on what is right and makes no effort to overreach his neighbors we won't need any crop control laws nor any other kind of laws. Unfortunately, we haven't got to that stage yet; and we shall be much interested to see by what means and at what cost the Bankhead law is enforced.

Surplus fat from chickens, skimmed from broth when baking or canning fowls, is an excellent shortening that gives a delicate and distinctive flavor to cookies and cakes. It has been found by Mrs. Joe Savage of Brazos Valley Home Demonstration Club in Palo Pinto county.



General Sherman sits his horse up at Fifth Avenue and Central Park South. In the Plaza across the street a fair lady in marble or granite presides over a fountain. A southerner, looking at the two statues remarked, "Just like a damn yank, deliberately staring at a nude woman."

Add to your list of renting techniques not only the renting of apartments by showing moving pictures, but also proving how amazingly light your future office will be by means of the sight meter, sometimes called the "light thermometer." That's what Rockefeller Centree renting agents are doing. One of New York's electric light companies also offers a free service to their subscribers to prove the amount of light you have in your home—and whether or not it is adequate for the purposes you use it.

New York—the modern Metropolis! And yet it has nearly 2,000 miles of dirt and cinder streets.

If he stands and stares in the window of an exclusive dress shop for long—he may be a style pirate. And his method, of course, must be under cover, for deliberately stealing a style is an offense that carries a penalty. So style pirates have developed short consciences and long memories for the lines of dresses. They'll take in every detail of a dress and then rush away to make a drawing. The drawing goes to a local manufacturer who pays anything from \$10 up, and the dresses come out in quantities a few days later—a copy of one, perhaps by a famous French stylist, at a tenth of the price of the original.

Rev. Charles E. Dunn wrote recently that there are 20,000 preachers in the United States looking for jobs; 85,000 churches unable to keep full-time pastors. What a contrast to the report of the Church Life Insurance Company of New York which operates for the benefit of the clergy and lay workers of the Protestant Episcopal Church and their families.

The report shows a 66 percent increase in insurance and 51 percent in annuities for the first quarter of 1934 over the similar period of last year. The figures seem contradictory!

Way up at the corner of Broadway and 204th Street stands the

only remaining farm building of the eighteenth century in Manhattan. It's Dyckman House, erected by William Dyckman in 1785 and now used as a museum.

There are some queer occupations in New York. There's one man over on Lexington Avenue who has the most complete file of scrap books in town. When an artist wants an authentic picture of a costume, an animal, or a gadget of some kind, if he can't find one in his own file of scraps, he can be pretty sure he can rent it there.

Walk the streets of the Times Square district for just a little while and you are sure to run into a crowd watching the mechanical man. He's a real man, dressed in tin soldier costume, standing and moving in tin soldier fashion. His eyes are so controlled that for minutes at a time there's nary a blink. He works on contract—one week attracting customers to a burlesque show, the next to a cut-rate shoe store or perhaps one of those "open-face" stand-up-the-counter restaurants that are completely open to the street.

Union Square, where Broadway crosses Fourteenth, used to be a hot-bed of soap-box orators of the reddest hue. It's attended by occasional brick throwings. But since Mayor La Guardia has been receiving the delegations of Communists and the cops have left the Reds undisturbed, the Square has become a virtual haven of peace, not without the vestiges of some fanatics such as the chalk sign we saw on the pavement recently. "All out May 1st." That's a lovely day for a riot, it seems.

Changing fashions have spelled the death of one industry after another since fashions originated. But there's one that may be revived by the current trend to long hair and curls—switches. There's one firm in New York that has held a stock of human hair in storage for years. They value it at a million dollars!

New York sight-seeing is vastly improved during the summer by the revival of the 'round Manhattan boat trips. They leave on a two-hour schedule all day long and do nothing in the world but make circles around the island of Manhattan. And for a complete idea of what is on this little island, no two hours on a hot summer day can be more comprehensive and useful.

The piano lessons of Catherine Ivey in Brazos county are being paid with canned goods put up by her mother who is a member of the Ramsey Home Demonstration Club.

Sunday School Lesson

By Rev. Charles E. Dunn

Jesus Acclaimed As King. Lesson for May 6th. Matthew 21. Golden Text: Philippians 2:9. As between the kingship of power and the kingship of character, Jesus supremely represents the latter. His ideal of the Messiah was not that of the populace. The people expected a monarch clothed in purple, dan wielding the sceptre or sword, and riding in a chariot. They longed for a distinctly warrior type.

But the Master rebelled against this popular Messianic picture. He had fought out the whole issue during His temptation in the wilderness. Later, when the people, in their enthusiasm, endeavored by force to make Him king, He secreted Himself in a mountain. And now as He enters Jerusalem, and is so loudly acclaimed as a king "that cometh in the name of the Lord," we are not to suppose that He has changed His mind. He has no desire to assume the role of an



Rev. Chas. E. Dunn

earthly ruler. This is indicated by His striking entrance into the city upon a humble donkey. What a contrast to the spectacular march of Kaiser William into Jerusalem, in magnificent pomp and pageantry, through a gate built in the wall especially for him! Not as a war lord, with mailed fist, did the Master claim His beloved city, but as a humble Prince of Peace.

Then that evening He went out with the twelve, to the quiet village of Bethany, where lived Mary and Martha. What a tender, domestic touch! The Master, who had no abiding home, needed very greatly the refreshment of the family circle as He looked to the tragedy ahead.

We note, too, that He claimed the authority to purify the church as the incident of cleansing the temple on the following day makes clear. This was a factor in hastening the crucifixion, for it solidified the forces anxious to destroy Him.

But the greatest mark of His royalty is the Cross. Over Palm Sunday rests the shadow of Calvary. On Good Friday the King ascends His throne! And what a throne! There we see the supreme love of God revealed in bitter pain.

THE BOOK

the first line of which reads, "The Holy Bible," and which contains Four Great Treasures

by BRUCE BARTON

ISAIAH'S SUPER OPTIMISM

Isaiah, called upon to save Jerusalem from the Assyrian Army, wasted no time rubbing in his reproaches, but spoke with a voice which put new courage into the king and all of his forces.

Therefore thus saith the Lord concerning the king of Assyria.

He shall not come into this city, nor shall he shoot an arrow there, nor come before it with shields, nor cast a bank against it.

By the way that he came, by the same shall he return, and shall not come into this city, saith the Lord.

Then the angel of the Lord went forth, and smote in the camp of the Assyrians a hundred and fourscore and five thousand; and when they arose early in the morning, behold, they were all dead corpses.

We are not dependent upon the Bible alone for the story of this invasion. Scientists in their probes into ancient records have found the account written by Sennacherib, the Assyrian king, himself and his own confession that the expedition failed to capture Jerusalem.

While Isaiah denounced both Assyria and Egypt, and urged Jerusalem to avoid entangling alliances with either of them, he had a conception of international relations which is amazingly modern in the best sense of the word. In that day shall there be a

highway out of Egypt to Assyria, and the Assyrian shall come into Egypt, and the Egyptian into Assyria, and the Egyptians shall serve with the Assyrians.

In that day shall Israel be the third with Egypt and with Assyria, even a blessing in the midst of the land:

Whom the Lord of hosts shall bless, saying, Blessed be Egypt my people, and Assyria the work of my hands, and Israel mine inheritance.

This is precisely as if, while we were still at war with Germany, living Great Britain as our nearest ally, we had said: "Some day the war will be over and the Divine plan will include and need us all. The United States is to be one of three powers in the future glory of the world, and the other two are to be Great Britain and Germany."

Isaiah had to be a pessimist as to the immediate future, but his superb optimism is shown all through his work, and comes to its worthiest expression in the poem with which his own book of sermons ends:

Strengthen ye the weak hands, and confirm the feeble knees. Say to them that are of a fearful heart, Be strong, fear not: behold, your God will come.

Then the eyes of the blind shall be opened, and the ears of the deaf shall be unstopped:

Then shall the lame man leap as an hart, and the tongue of the dumb sing; for in the wilderness shall waters break out and streams in the desert.

And the parched ground shall become a pool, and the thirsty land springs of water.

The FAMILY DOCTOR JOHN JOSEPH GAINES, M.D.

RING-WORM

The other day a young farmer came into my office. He was in town to do Saturday shopping. Was in perfect health, except a skin affection which had not yielded to applications of the home remedies. The eruption was on the face, and around to the sides of the neck and to the margins of the scalp. He was cleanly shaven; he had diagnosed "barber's itch," though he had not been in any barber shop for years.

The lesions were in patches, redder than the skin about them, which seemed perfectly normal. The eruption raised above the surface slightly, itched a little, with some exfoliation. The patches were similar. All circular in grouping, though some had not

completed the ring. Diagnosis, ringworm.

Its cause, a comparatively coarse "germ," the tinea circinata. Of course the treatment is to destroy the parasite; ointment fails as a rule. The mite burrows beneath the outer layer of the skin.

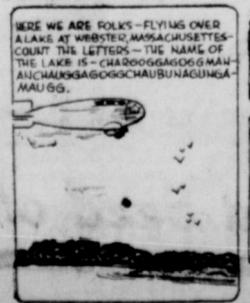
Any application that does not reach the invader will fail. Fortunately we have in certain ointments and lotions, mercurial salts that enter the pores very readily if applied properly; simply wash the surface with soft water and castile, or other mild soap and warm water—not cool or cold; then, rub in the lotion or ointment containing the remedy. I used the ointment of ammoniated mercury in this instance, it being the best I had at hand. It will cure the ringworm.

Scattering of the parasites will, of course, spread the disease. A ring-worm patient should use his individual towel and pillow-covers until the disease has been cured. Scratching has been the means of spreading ringworm, from one lesion to many.

The Fact Finders

AND THEIR DISCOVERIES

By Ed Kressy



# Local Happenings

Leon Rainwater spent Sunday in Hillsboro with friends.

Mr. and Mrs. M. L. Rainwater spent Sunday in Comanche with relatives.

Dr. and Mrs. P. G. Hays and son Billy were visitors in Fort Worth last Friday.

Shirley Campbell and Tullus Randalls were enjoying the sport of fishing near Waco Tuesday.

**MOTHER'S DAY!**  
Remember Mother with cut flowers or pot plants.—The Hico Florist. 49-2tc

Mrs. Hattie Norton and Mary Anna Eakins spent Sunday in Rising Star visiting Ima Norton.

Mr. and Mrs. J. P. Head of Walnut Springs were in Hico Wednesday shopping.

John L. Foust, Ford dealer, was a business visitor in Meridian and Walnut Springs Wednesday.

Misses Annie and Nettie Wieser spent Sunday in Hillsboro, guests of Mr. and Mrs. Will Siddons and family.

Doc Leeth and family who have been living at Abernathy for the past several months, are moving back to Hico.

Mrs. Harry Alexander of Wichita Falls was here the first of the week visiting her parents, Mr. and Mrs. Guy Aycock.

Paul McCullough of Goldthwaite was a week-end guest of his brother, H. E. McCullough and family.

**LET'S SWAP**  
I will take in exchange for first class Dental work, any kind of livestock, feed stuff or anything of value. What have you?—DR. V. HAWES, the home dentist. Hico.

Mrs. Anna Goodman and brother, Charlie MacBeth, both of Irrell, were in Hico Tuesday visiting their sister, Mrs. Sue Segrest.

Mrs. V. B. Mitchell of Kingsville came in this week for an extended visit with her sister, Mrs. J. W. Richbourg and other relatives.

F. M. Mings and daughter, Miss Charlotte, of Abilene, were here over the week end visiting Mrs. Mings.

Mr. and Mrs. Jim Holland of Mullin were here over the week end visiting in the home of Mr. and Mrs. J. E. Burleson.

Mrs. James M. Phillips and Mr. and Mrs. Goodwyn Phillips spent last Friday in Waco, guests of Mr. and Mrs. Wilburn Sanders and family.

"Lady for a Day," will be shown at the Palace Theatre next Monday and Tuesday nights. This is an excellent picture and you will miss a treat if you fail to see it.

Grady Hooper spent Thursday in Sweetwater with his brother, Horace Hooper and family. Bernard Ogle accompanied him that far and went on to Hamilton on a business mission.

Miss Marie Pirtle left Sunday for Fort Worth where she will enter training for a nurse at Harris Sanitarium. Her many friends here predict wonderful success for Miss Pirtle in this line of work.

## Palace Hico

**Friday-Saturday—**  
MATINEE Sat. 10c and 15c  
Night 25c

**TIM MCCOY and EVELYN KNAPP**  
in "POLICE CAR 17"

**Monday-Tuesday—**

**HoMART Bosworth and Jean Parker** with a cast of prominent players in  
"LADY FOR A DAY"

This picture takes its place among the greatest. Don't miss it.

**Wednesday-Thursday—**

**MERCHANTS' NIGHTS**  
Bruce Cabot in  
"SHADOWS OF SING SING"

Selected Comedies  
Only three more weeks to use your Merchants' Tickets. Don't forget GIFT NIGHT, Saturday night.

### DeMolay Jewel



WASHINGTON. Officers of the National Order called upon President Roosevelt and conferred upon him the title of Honorary Grand Master of the Order of DeMolays. Photo shows the President wearing the jewel of the order.

### FUNERAL SERVICES HELD THURSDAY AT EASTLAND FOR W. H. (BILL) HARGUS

Funeral services were conducted at the Methodist Church in Eastland Monday afternoon at 4 o'clock for W. H. (Bill) Hargus of Hico, who passed away in the Stephenville Hospital Sunday morning after a short illness. The services were conducted by Rev. L. P. Thomas, pastor of the Hico Baptist Church, and assisted by Rev. Bond of Ranger.

The church was crowded with sorrowing friends from the community of Eastland where he spent his childhood days, and by a number of friends from Hico. The floral offerings were unusually large. Among the pall bearers were Johnnie Farmer, Lyle Golden, C. A. Thies and Ray Connally of Hico. Interment was made in the Eastland Cemetery.

Mr. Hargus became ill at their country home a few miles east of Hico last Wednesday morning and grew worse during the day, and was carried to the Stephenville Hospital Wednesday evening. On Thursday morning, he underwent an operation, and was in a serious condition from the time he was taken ill until he passed away Sunday morning. He had undergone other operations in the last three years, but in spite of this, his death came as a shock to his many friends.

Bill was the son of Mr. and Mrs. B. L. Hargus of Eastland, coming from one of the most prominent families in that section. He was born at that city May 3, 1890. He was married to Miss Fay Morgan of Hico Jan. 2, 1926. He has made his home near Hico for the past eleven years where he has been engaged in farming. He saw service in the World War, having volunteered, and spent a part of the time in France. He was loved and admired by all, for if he had an enemy, it was not known. He made friends when he seemed least to seek them. It was perfectly natural for him to do right. He was quiet and unassuming, and his heart was a heart of gold. He was a faithful companion to his dear wife, a loyal son to his parents, a loving brother and a friend to all.

Surviving are his wife of Hico; his parents, Mr. and Mrs. B. L. Hargus of Eastland; and the following brothers and sisters: Mrs. H. H. Hardeman of Killeen, Gilbert Hargus of Electra, Garland Hargus of Corpus Christi, Mrs. C. W. Bales, June B. Hargus and Valera Hargus of Eastland.

Those from Hico and this community who attended the funeral services in Eastland were, Mrs. J. D. Diltz, Mr. and Mrs. John Arnold, Mrs. M. Y. Wallace, Mr. and Mrs. J. H. Adkison, Mr. and Mrs. Roy Adkison, Miss Lillie Mae Adkison, Mr. and Mrs. Ray Connally, Mrs. George Tabor, O. E. Meador, P. B. Bolton, Mrs. I. M. Hutchens, Mr. and Mrs. Charlie Leeth, Rev. L. P. Thomas, Mrs. Homer Woody, Ray Morgan, Mr. and Mrs. Johnnie Farmer, Mr. and Mr. C. A. Thies, and Mr. and Mrs. Lyle Golden.

**METHODIST CHURCH**  
Sunday, May 6, 1934.  
9:45 a. m. Church School, Lusk Randalls, Supt.  
11 a. m. Morning Worship—"Spiritual Recovery." Communion.  
7:10 p. m. Young People's Meeting. Discussion—"If I Had My Way."  
8 p. m. Evening worship, "Rum and Rumage."  
Monday, May 7, 4 p. m. Women's Missionary Meeting at Church.  
Wednesday, May 9, Mid Week Service.  
7:30 p. m. Rev. 2, continuing the messages to the Churches.  
Friday, May 11, 4 p. m. Boys and Girls' World Club.  
WALTER CUNNINGHAM, Pastor.

With the aid of the county agent Ed Muncy of Slidell, Wise county, has bought 8 excellent short and low-set rams for his flock of 250 Rambouillet ewes. He breeds for fall lambs, grazing ewes and lambs on fall-sown wheat until March, and going on the market in April with milk fat lambs.

W. M. Joimer returned home Friday from Providence Hospital in Waco where he underwent an operation. He is doing nicely at his home here.

### Mrs. Blair Hostess to W. M. S. Monday Afternoon.

Mrs. Jake Blair was hostess to the Woman's Missionary Society Monday afternoon, April 23rd. Mrs. Cole was leader. Ps. 51:15; Ps. 19:14—Mrs. Cole.

Hymn Study, "Come Thou Almighty King"—Mrs. Eakins, followed by prayer from yearbook.

Topic: "Why Have Missionary Schools in Brazil?"—Mrs. Alexander, Miss Eakins, Miss Purcell.

A school geography lesson or travelogue—Mrs. Lusk Randalls.

Mrs. Clyde Pittman, delegate to Annual Conference, Fort Worth, gave a report of that meeting. Mrs. Cunningham, though unable to attend, gave much of her report through others.

Refreshments of pimento cheese sandwiches, cookies and iced tea were served to Mrs. Alexander, Mrs. Cole, Miss Eakins, Mrs. Persons, Mrs. Eakins, Mrs. Randalls, Miss Purcell, Mrs. Pittman and Mrs. Cunningham.

Miss Louise Blair assisted in serving. REPORTER.

### Rubilee Malone Honored By Les Jupes.

Honoring the birthday of Miss Rubilee Malone, Les Jupes entertained with a handkerchief show at the home of Miss Sue Petty Tuesday evening.

Miss Dorothy Ford rendered several musical selections and dancing was enjoyed, after which Miss Jennie Mae McDowell presented the array of handkerchiefs to Miss Malone.

After the social diversions election of new officers was held. Miss McDowell was re-elected president, and Miss Mildred Ross vice-president. Miss Malone will be the new secretary-treasurer. Misses Sue Petty and Mayo Hollis comprise the Social Committee, and Misses Dorothy Ford and Inez Burleson will serve on the Program Committee.

Refreshments consisted of tuna fish sandwiches, pickles, banana cream, cake, and hot chocolate. Members present were the Misses Ford, Burleson, Malone, Ross, McDowell and the hostess.

### Les Jupes Shower Departing Member.

Les Jupes surprised Miss Mary Smith with a farewell party and miscellaneous shower Wednesday evening at Miss Mildred Ross'. The honoree, who left Sunday for Fort Worth, received many lovely parting gifts.

Various card games were enjoyed in which Miss Rubilee Malone won high score and was presented with a deck of cards. Miss Smith received a miniature pair of wooden shoes for low.

Punch and individual chocolate cakes were served to Misses Dorothy Ford, Rubilee Malone, Mary Smith, Inez Burleson, Jennie Mae McDowell and the hostess.

### Mrs. E. S. Jackson Hostess To Bridge Club Tuesday

Mrs. E. S. Jackson was hostess to members and guests of the Contract Bridge Club at her home Tuesday afternoon. Bouquets of rosebuds and other cut flowers were featured in the decorations.

A delicious salad course was served to the following members and guests, Mesdames Charles Shelton, C. L. Woodward, H. F. Sellers, H. N. Wolfe, H. E. McCullough, Roland L. Holford, Misses Doris Sellers, Marguerite Fairley, Emma Dee Hall, Irene Frank and Mrs. Conrad Stolzenbach of Canton, Ohio.

### Mrs. McCullough Compliments Sister With Bridge Luncheon

Mrs. H. E. McCullough entertained with a bridge luncheon at her home Wednesday at 1 p. m. as a courtesy to her sister, Mrs. Conrad Stolzenbach, of Canton, Ohio, who is her houseguest.

Spring cut flowers formed a colorful note for the open rooms. After a three-course luncheon was served, bridge was enjoyed during the afternoon. High score prize was won by Mrs. H. N. Wolfe and the consolation prize went to Miss Doris Sellers. Mrs. Stolzenbach was also presented with a gift.

The personnel included Mesdames H. F. Sellers, Roland L. Holford, H. N. Wolfe, C. L. Woodward, and Misses Emma Dee Hall and Doris Sellers, besides the honoree and hostess.

### An Arkansas Mayor



WASHINGTON, Ark. . . . The men of this town, too busy to hold office, called upon the women to run the city affairs and Grandma Charlean M. Williams, 65, (above) was drafted as mayor. With a complete set of women officials they plan to do "a little house-cleaning" soon.

### ON TEXAS FARMS

By W. H. Darrow, Extension Service Editor.

Seventeen Wharton county 4-H club boys have marketed 11,074 pounds of beef calves for an average net profit of \$8.50 per calf. The calves got off to a good start in feeding because of being creep fed five or six weeks by F. E. Mick, cattle feeder of Lago, before being placed with the boys.

From 28 cucumber vines Mrs. J. B. Patterson of Holt Home Demonstration Club in Hutchinson county has put up 65 gallons of cured pickles, supplied cucumbers for sandwich spread, pickled all the fresh ones the family could eat, and furnished some to neighbors.

Cash payment in the form of Government checks totalling \$30, 230 will come to 144 Ochiltree county farmers this year who signed corn-hog reduction contracts. The county agent estimates. They are taking 2015 hogs off the market.

What a small bit of rented cotton land can do toward living at home was illustrated last season by Mrs. J. H. Hitchcock, Laneview, Ellis county. From 25 cents' worth of pinto beans 9 bushels were gathered and 118 quarts of snap beans canned.

Believed to be the largest and heaviest 4-H club litter of pigs ever exhibited in Texas, Anna Lee Poe of Oldham county raised and showed 13 Duroc Jerseys at Amarillo this spring. The litter weighed 3020 pounds at exactly six months of age.

### A CARD OF THANKS

To our many friends: We wish to express our sincerest appreciation for the many consoling kindnesses shown us during the sad hours of sorrow caused by the loss of our loved one.

Mrs. W. H. Hargus.  
Mr. and Mrs. B. L. Hargus.  
Mrs. H. H. Hardeman.  
Mrs. C. W. Boles.  
Gilbert Hargus.  
Garland Hargus.  
Jane B. Hargus.  
Valera Hargus.

Retail sales for the first three months of 1934, as compiled by Dun and Bradstreet, increased 70 per cent over 1933 and 20 per cent over 1932.

# CAMPBELL'S GROCERY

RETAIL — WHOLESALE

See Us For

## Dairy and Chicken Feeds

A Complete Stock--And Our PRICES ARE RIGHT

## WE BUY EGGS

And Pay You the Highest Prices Possible

## Field Seed of All Kinds

### LET ME USE YOUR TELEPHONE



HERE'S A FELLOW who knows that he made a mistake by trying to get along without a telephone. Order yours NOW. It costs too much to wait for a fire to be convinced.

GULF STATES TELEPHONE CO.

# News of the World Told In Pictures

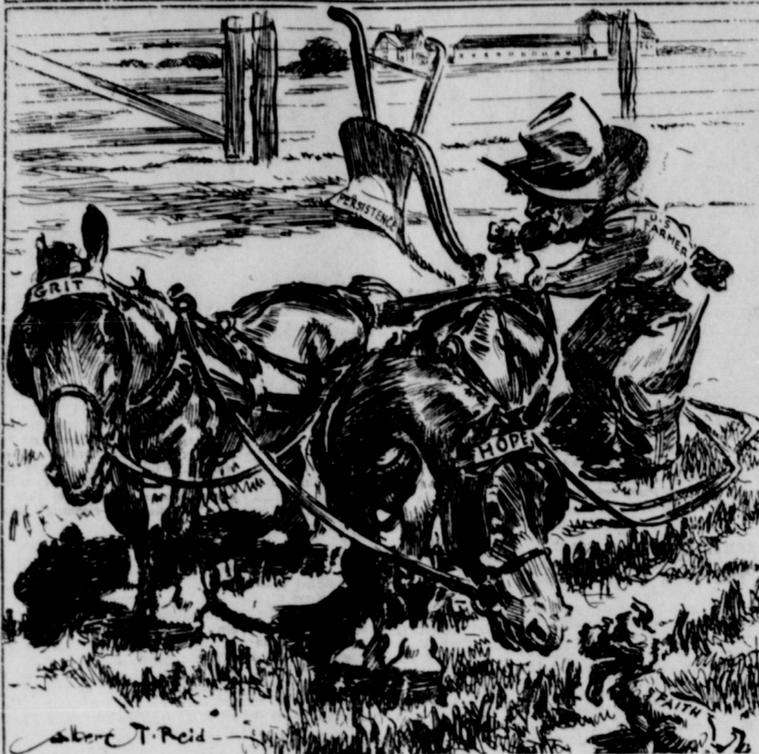
## For The Farmer's Daughter



This new model tractor with Firestone low-pressure tractor tires made a big hit with the Virginia O'Brien dancers when this tractor made a trip through the downtown streets of Milwaukee, Wisconsin, recently. Manufacturers, farmers and farmers' sons are enthusiastic about tractor tires—now it looks as if even the farmers' daughters will get a thrill out of driving the rubber tired "iron horse."

## Hitching Up Again

By Albert T. Reid



Bluegrass Beauty

BEAUTY . . . ?

Homesick Girl



LEXINGTON . . . Miss Ruby Dunn (above), junior at the University of Kentucky, is the most beautiful co-ed at the Bluegrass school, so voted the editors and judges of the annual year book.

CHICAGO . . . Readers should not be startled. The photo above is only a new type of beauty mask . . . and the photographer remained long enough to see a beautiful lady emerge . . . as a butterfly from a cocoon.

NEW YORK . . . Katherine Hepburn (above), American actress awarded highest honors for outstanding performance in 1933, went abroad for a rest. At the end of the fourth day in Paris she booked her return passage home. . . "I was homesick" was the smiling reason for returning so soon.

"Caught-'Em-Alive"



Democratic Committee



"Hanky-and-a-Half"



NEW YORK . . . Away back when McKinley, Teddy Roosevelt and Taft were presidents, Jack "Catch-em-alive" Abernathy (above), was totting U. S. marshal guns in Oklahoma and was one of the most colorful figures in the old west. He got his title by catching wolves with his bare hands. Photo above was taken as he visited here last week.

WASHINGTON . . . The appointment of Emil Horja (above), as active assistant to Chairman James A. Farley of the Democratic National Committee is interpreted here to mean that Postmaster Farley will not resign from the national committee.

A Happy Angler in the Bent-Pin League



SPRING . . . The photo above happens to come from the Southland, but Mabel Claire Strickland, of Douglas, Ga., does more than attest her membership in the Bent-Pin League . . . she typifies the opening of another happy childhood season throughout the land.

## A LESSON IN ECONOMICS



Students at the Peekskill Military Academy, Peekskill, N. Y., are shown here receiving a lesson in practical economics concerning farm relief. The lesson was this: There is at present a great overproduction of milk. This surplus has to go into other milk products which do not return as much to the farmer as milk sold in the bottled or fluid form. The problem therefore is to increase the consumption of bottled or fluid milk. The solution, persuading children to drink more milk, is being offered by companies of the National Dairy Products Corporation which are distributing more than 500,000 copies monthly of the Mickey Mouse Magazine to children in 25 cities. The magazine uses Mickey Mouse's influence with children to make the drinking of milk more fun. Mickey is shown here expounding his views on milk.

"Most Beautiful"



Railway Conciliator



NEW YORK . . . Twenty-eight famous screen stars received votes but Irene Dunn (above) was the choice of 10,000 women who voted her the "most beautiful woman on the screen" in a contest conducted by Frances Ingram, radio broadcaster.

WASHINGTON . . . Joseph B. Eastman (above), is the man accepted by both sides in the railway wage controversy to act as conciliator, upon the suggestion of President Roosevelt.

Relief Director



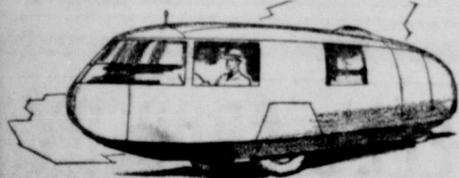
MINNEAPOLIS . . . Mrs. Annie D. Olsen (above), National Emergency Relief Director for Minnesota is the only woman director among the twenty-eight state directors who act as personal representatives of President Roosevelt.



WONDER WHY THE COURTS DON'T TAKE A TIP FROM THE AUTOMOBILE MAKERS AND SPEED UP JUSTICE BY STREAM-LINING HER?

## AUTO ODDITIES

United States Is World's Greatest Producer of Crude Oil



THE GULF DYMAXION IS THE FIRST COMPLETELY STREAMLINED AUTOMOBILE



AT 50 M. P. H. OLD STYLE CARS USE MORE GASOLINE OVERCOMING WIND RESISTANCE THAN IN MOVING FORWARD



THE GASOLINE FROM THIS OIL WELL AT BIG LAKE COMES FROM THE GROUND PURE ENOUGH TO RUN A CAR.

(1) The Gulf Dymaxion is the first completely streamlined automobile. It is being thoroughly tested by the U. S. Bureau of Standards, Washington, D. C. (2) The average car traveling over 50 miles per hour uses more power to push the air out of the way than to move forward due to the fact that it pushes a tremendous volume of air before it and creates a vacuum at the rear which retards it. (3) Unusual geological action has separated the gasoline from the crude in this oil pool. The gasoline that flows from the well is pure enough to run an automobile.

Courtesy—Gulf Refining Company



GUESS IT'S TRUE THAT TOM MEEVICK IS IN HIS SECOND CHILDHOOD . . . CAUSE HE'S HITTING THE BOTTLE SOMETHING TERRIBLE AGAIN.

In Treasury Dept



WASHINGTON . . . Thomas Jefferson Coolidge (above), Boston banker, photographed at his desk when he took over U. S. Treasury fiscal affairs as assistant to Secretary Morgenthau.

"Blessed Event"—Maybe



NEW YORK . . . All evidence at the aquarium here points to a black-footed Pequin heir. Mamma Margaret remains on her nest as Papa Olsen stands guard outside. Attendants hope that it is an egg or two that Margaret is sitting on.

Secret Service Ace



WASHINGTON . . . William H. Moran (above), is rated one of Uncle Sam's most valuable Secret Service investigators. He reached retirement age of 70 late in March. By a special order, President Roosevelt retains him as chief for two years more.

"Greek God", to Co-Eds



PHILADELPHIA . . . Robert Freeman (above) of Washington, D. C. is 6 ft. 4 in. tall. He is captain and basketball champion at the University of Pennsylvania. So what was more natural than that the fair co-eds, in a voting contest conducted by the college paper, should crown him the "Greek God"?

Baseball Makes its 1934 Bow



U. S. A. . . . Another season and new thrills ahead as well trained teams in many leagues tilt the lid off of this week and the chase for pennants are on. . . . Leading the parade, of course, are Manager William (Memphis Bill) Terry (left), and his world champion New York Giants and Joe Cronin (right), who leads his Washington, 1933 American League champions, in the dash to win again.

# The Dollar Bride

by Mary Inlay Taylor

## Seventeenth Installment

Nancy Gordon trades herself in marriage for fifteen thousand dollars—to save her family from the disgrace of her brother Roddy's theft of that amount for a woman. Nancy loves penniless young Page Roemer, and Richard is loved by Helena Haddon, a sophisticated young married woman. Kingdom Haddon, Helena's husband, sees the elopers, but holds his counsel. After the ceremony, Nancy returns to her parents' home, and continues to see Page, who urges her to divorce her husband. Mr. Gordon, to release his daughter from what he considers her shameful marriage, sells his house to his friend, Major Lomax, who rents it to the original owner. Helena is jealous of Richard's interest in Nancy, although she knows nothing of the marriage, and tries to make trouble. Once Page comes to Nancy's home and makes love to her, Nancy is frantic—she leaves Page but refuses to go back on her bargain with Richard by divorcing him.

**NOW GO ON WITH THE STORY**  
"Don't touch me, Helena," Richard said, not ungently, looking down at her kindly. "It's diptheria."

"I don't care!" she cried, "you're worn out—where's the nurse? Who's that? Why—Nancy Gordon!"  
Nancy, facing them sullenly, felt that she looked a fright.  
"I came in because of the storm," she said sharply. "I'm going now!"  
"My car's up the road. Page help Nancy over the hill; she's exhausted too," said Helena sweetly, "been sick nursing all night. I suppose?"  
"No, she hasn't; she can't stay, and you can't either, Helena."



"I love her!" he said with magnificent simplicity.

said Richard sharply. "Roemer, can you take a message for me? Send my man down here?"  
"Of course, I'll phone—I reckon some wires are up. Mrs. Haddon, you're coming with Nancy and me!"  
Nancy, at the door, looked back full in their faces. She was outlined against the sunshine, small and slight and mighty defiant.

"I'm not going in the car, I'm going on foot," she said flatly. "Richard, I'll send the nurse, if she can leave her case."  
"Nancy—" Richard took a step forward, but she never turned her head. They could see her walking straight and steadily across the wet path to the road.

Page uttered an exclamation and ran after her. Nancy was at the top of the hill when he overtook her.  
Unconsciously, the other two stood at the door and watched. They saw Page reach her and Nancy turned, said something and walked on. But the young man, nothing daunted, pressed close behind her.

Helena, watching and listening keenly, heard the fierce catch in Richard's breath. Then she looked up at him and stood still, her heart beating heavily against her breast. All the life and light had run out of his look. "A lover's quarrel," she said lightly. "They were together yesterday at the inn. It was a quarrel that made her run out—he's been mad looking for her."  
Richard stood rigid. Helena's hand tightened on his arm. She dared it all in one toss of the dice!

"Page is a good fellow," she said dreamily, "and—it's a pity—I don't think she's worth it, is she?"  
He turned and looked straight into her face. "I love her!" he said with magnificent simplicity. Then he shook her hand off.

"You'd better go home at once, Helena. You'll get diptheria here. She broke down wildly, clenching her hands against her breast,

her look, and hatred. But she said nothing.

Up in her own room, Helena was sitting on the edge of her bed, white teeth set hard. She was going over and over those crazy moments when she had made a fool of herself, and lately—yes, lately she had been no better than a mendicant begging the alms of love!

And all the while it was Nancy Gordon! He loved the girl! Yet the tide of her hatred was turning—not on him—but on Nancy. Nancy was a woman, and Helena knew where to strike a woman. Fury rose in her like a tide.

She was ripe for any madness. Before she knew it, before she had time to think of the incredible wickedness of what she did, she went to the telephone—

Old Major Lomax, just recovered from his prolonged attack of gout, got to his desk and began to figure on William Gordon's indebtedness to him. Not even the house had quite wiped out Gordon's initial plunge. It wasn't like Gordon. Of course there was a reason.

Lomax had his own suspicions, fed up by letters from his cousin in the trust company. Old man Beaver had conceived a chronic distrust of young Gordon. "Going on another bad, I think," he wrote Lomax, "something eating the boy—women or wine or something."

He looked him over from head to foot, beautiful and insolent. "Do you imagine you were the only one to read that register?" she asked cuttingly.

He reclined in spite of himself. Of course he had been a fool and flown off the handle about nothing.

"No," he answered coldly. "Lord!" he said, "women are the devil!" and he heard his wife's laugh, as he shut the door.

At first, Nancy suspected nothing, but she felt a change, subtle, complete, chilling. The old friendly atmosphere seemed to recede and leave her marooned. She fancied that it had something to do with Polestar. Haddon had made a great deal of that incident, he had discharged Henry and told the whole story. Major Lomax overtook her one day on her way home.

"Going down to Warrenton tomorrow to spend the day with Angie and her cousin?" he asked pleasantly.

Nancy smiled. "Why, yes, Angie asked me—she says her cousin told her she might bring a friend. There's a cross country race, isn't there?"

The old man nodded. "Angie won't ride, I've forbidden her. She can't keep her seat on one of Jack Fuller's horses. I believe you're a reckless young devil, Nancy. I suppose you'll go it strong?"

The girl's face brightened perceptibly. "I love to ride, major, and—I love horses."

"Hum, didn't think about sparring race horses though?" he observed dryly.

Nancy's cheeks blazed red. "Major, they've made such a fuss about that—I can see it the very way people stare at me!"

The old man stopped short, leaning on his cane, and peered at her. "That isn't the reason people stare at you, my child," he said gravely.

Nancy lifted startled eyes to his face; what she saw there frightened her.

The major drew a pattern on the ground with his cane.

Continued Next Week

can't make it out. Don't lend the old man too much."

Major Lomax rubbed the end of his nose with his pen. He was thinking of Nancy when he heard the front door shut violently and the rush of feet in the hall. Angie came in, dropped into a chair by his desk and began to cry. The major eyed her for a moment, then laid down his pen.

"What's the matter? Shut off the water-work? What's wrong now, child? Who's hurt your feelings?"

Angie dashed away her tears, choking and gasping.

"I'm not hurt, I'm mad!" she said fiercely. "Uncle Robert, they're saying things—perfectly awful things about Nancy Virginia."

The old man picked up his pen mechanically and added up two sets of figures. His niece strangled another sob.

"It's about Richard Morgan—it's—it's perfectly awful, Uncle Robert."

One thousand, nine hundred and ninety-nine plus—The major suspended his pen.

"Tell me the whole business, Angie."

The girl's eyes fell before his. "It's a horrid thing, uncle!"

"Humph! Where did you get it?" Angie told him. The woman had a good name, not much of a gossip either, she had it on good authority. "Everybody knows!" Angie sobbed. "I—I'd like to kill Dr. Morgan!"

"You haven't told me what it is yet," said her uncle dryly.

"I hate to soil my mouth with such talk!" his niece cried, her face aflame.

Little by little the old man drew the story out of her. It had grown since Helena started it, and it was very reasonable.

The major drummed on his desk with his fingers, his eyes fixed on the distant view from his windows. He had known Richard from boyhood. Not a usual boy, a good deal of a man always, the major thought.

"It's a damned lie, Angie," he said finally.

"Of course it is!" she agreed, "and you've got to stop it, Uncle Robert."

The major patted her hand. "That's right! I like to hear you, but you can't stop women's tongues, child. You'd better get Nancy to come out with the truth. That's the way to meet it."

"As if she had anything to tell—she can't have!" Angie turned in indignant eyes upon him.

He shook his head. "No! But there's something at the bottom of it; too much smoke, Angie."

It was ten days before Haddon heard the story, a warbled story, but he came home white with rage.

"By God, Helena, if I thought you'd started this!" he stormed fiercely, finding her alone in her room.

She looked him over from head to foot, beautiful and insolent.

"Do you imagine you were the only one to read that register?" she asked cuttingly.

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Continued Next Week

Chickens-Turkeys

Practically all poultry diseases; loss of egg-production and deaths of Baby Chicks are caused by intestinal worms, lice, mites fleas and blue-bugs. Prevent these losses by giving STAR PARASITE REMOVER in their drinking water and spraying pests and roasts as directed. It keeps them free of these destructive pests; their health and egg-production good at a very small cost or we will refund your money.

PORTER'S DRUG STORE (47-5tc)

# 4-H CLUB NEWS

## FUN BOOTLEGGERS

Boys and girls all over the country have to get away by themselves to have a good time. It seems, or they think they have to. A recreational teacher in 4-H work calls it "bootlegging their good times." Her purpose is to show boys and girls how to have good times without feeling they must sneak off by themselves for them. The trouble usually in bootlegging good times is not that any damage is done anyone but the time spent might be used to much better advantage.

Take the matter of swimming. It is something which every person would be better off to know how to do, even if only fairly well.

A group of youngsters may spend summer after summer near water and only a few of the more aggressive learn to swim. We know of farming communities surrounding the pieces of water and not one tenth of the boys know how to swim and scarcely any of the girls. Make swimming a project for a group of boys and girls with competent leadership and all learn to swim and have a wonderful time doing it. The same applies to other activities.

In most states the matter of organizing fun for boys and girls in 4-H clubs is being studied and worked out. In New Hampshire Governor John G. Winant has recognized the merit of the idea and initiated a state study by a recreational teacher of wide experience. Adult needs for recreation will be given attention, as well as youth's.

Mother's Day

Make Mother happy at this time with a new Photograph. She will appreciate your thoughtfulness.

THE WISEMAN STUDIO Hico, Texas

## MENUS AND RECIPES FROM C. L. A. AT DENTON

In the routine of meal preparation it is often possible to combine time and energy by planning each day to have some food ready for the day that is just ahead. It requires but little additional time to prepare sufficient to serve from twice. The family will find repetitions more acceptable if they are alternated between the different parts of the menus. For instance if the meat and salad are repeated today when the vegetables and desserts might be repeated tomorrow. Then perhaps the soup and some new dish of any type may be repeated next. New dishes stand repetition very well.

**BREAKFAST:** Baked apple, puffed wheat, cream, bacon, hot toast, coffee or milk.

**LUNCHEON:** Cream of pea soup, crackers, peach salad, cranberry fruit muffins, butter and tea.

**DINNER:** Hot meat loaf, tomato sauce, baked potato, stewed tomatoes, jellied vegetable salad, fruit cup and cookies.

**BREAKFAST:** Stewed apricots, corn flakes, cream, griddle cakes, sausage, coffee or milk.

**LUNCHEON:** Cold meat loaf, vegetable salad, date nut sandwich, iced cream or tea.

**DINNER:** Broiled liver and onions, creamed potatoes, stewed

tomatoes, corn bread, butter, prune rice cream and whipped cream.

**MEAT LOAF:** 1-2 lb. veal, 1-2 lb. pork, 1 lb. beef, 1-2 onion, 1-2 tsp. salt, 2 T chopped parsley, 1-4 tsp. pepper, 1 egg, 1-2 c milk, 1 c cracker crumbs, 4 slices fat pork.

Method: Grind meats in food chopper. Mix with seasonings, egg, milk, and crumbs. Place in a small loaf tin and lay the pork slices on top. Bake in a hot oven (425 F) 15 minutes, then reduce to a low oven (250 F) and bake about 1-1 1/2 hours. Serve with tomato sauce.

**PRUNE RICE CREAM:** 1 T gelatin soaked in 1-4 cup cold water and dissolved in 1-2 cup boiling water, 1 cup cooked rice, 1 cup prune pulp, 2 T lemon juice, few grains salt.

Method: Mix well. When it begins to stiffen fold in 1 cup of whipped cream. Serve with whipped cream or a prune sauce.

**JELLIED VEGETABLE SALAD:** 1 level T gelatin soaked in 1-4 cup cold water and dissolved in 1 cup boiling water, 1-4 cup sugar, 1-4 cup vinegar, 1 T lemon juice, 1-2 tsp. salt.

Method: Combine the above ingredients. When it begins to set, fold in 1 cup chopped celery, 1-2 cup shredded cabbage, 2 T chopped green pepper or pimiento. Other vegetables may be substituted as desired.

# MORE THAN 50% LONGER NON-SKID MILEAGE in the NEW Firestone HIGH SPEED TIRE FOR 1934

The new Firestone High Speed Tire for 1934 is the greatest tire Firestone has ever built. With its wider, flatter tread, greater thickness, deeper non-skid, more and tougher rubber, and greater non-skid contact with the road, you get more than 50% longer non-skid mileage.

This new development is made possible by the Firestone patented process of Gum-Dipping, whereby the cotton fibers inside the high-stretch cords are soaked and coated with pure liquid rubber. This provides greater strength, safety and blowout protection.

Firestone engineers pioneered and developed the first successful balloon tire in 1923, and it is only natural that Firestone would lead in the further development of tire construction to meet the demands of the high-powered high-speed cars of today.

The new Firestone High Speed Tires for 1934, have already proved their worth by constant testing on the Firestone fleet of test cars over all kinds of roads and highway throughout the United States.

Firestone High Speed Tires are further subjected to the most severe tests known on the greatest proving ground in the world—the Indianapolis Speedway. In fact, Firestone Tires have been on the winning cars in the annual 500-Mile Indianapolis Race for fourteen consecutive years—conclusive evidence of Firestone's outstanding leadership in tire development and construction.

Drive in today and replace your thin, smooth, worn tires with a new set of the Safest—Longest Wearing—and Most Dependable Tires Firestone has ever made



Deeper Non-Skid  
Greater Thickness  
Flatter and Wider Tread  
More and Tougher Rubber

The Masterpiece of Tire Construction

Firestone HIGH SPEED TYPE			
SIZE	PRICE	SIZE	PRICE
4.50-20	\$7.85	5.50-19(1H)	\$14.45
4.50-21	8.15	6.00-17(1H)	15.10
4.75-19	8.65	6.00-18(1H)	15.55
5.25-18	10.30	6.00-20(1H)	16.40
5.50-17	11.30	6.50-17(1H)	17.50

Other Sizes Proportionately Low

Listen to Lawrence Tibbett or Richard Crooks and Harvey Firestone, Jr., every Monday night—N. B. C. Network

# THE NEW Firestone AIR BALLOON FOR 1934

The new Firestone Air Balloon for 1934 embodies all the improvements in the new Firestone High Speed Tire. The lower air pressure provides maximum traction and riding comfort. Gum-Dipping Safe-T-Locks the cords, provides 30 to 40% greater deflection and blowout protection.

Get 1935 low swing style by equipping your car today with these new tires and wheels in colors to match your car.

FREE TRIAL ON YOUR CAR

See these New Firestone High Speed Tires made at the Firestone Factory and Exhibition Building at "A Century of Progress"—Opening May 26

# Jones Motor Co. DODGE AND PLYMOUTH DEALER Service On All Makes of Cars Tires, Batteries & Accessories

## AUTHORIZED FORD DEALER

**Now Open For Business**

New 1934 Model V-8 Automobiles now on display and in stock for immediate delivery. Come in and ask for a ride in the car without a price class.

Service Department in charge of Mr. Roy Meador

# FOUST MOTOR CO.

HICO, TEXAS

COMPARE THE DELIVERED PRICE

Next Door to Texas-Louisiana Power Co.

Fairy By FAIRY CORRESPONDENTS

This community has been visited by another Fairy. We'll not say "good rain" this time as we heard a party remark recently that they had got to where they wasn't good.

Grain is almost in full head and it will only be only a short time until harvest will be in full sway. Grain is fine in this section.

Rev. Giesecke filled an appointment at the Church of Christ last Sunday morning. We are sorry we overlooked announcing this in last week's news.

Rev. G. E. McCaleb of Clifton will fill an appointment at the Church of Christ Sunday.

A very good crowd was present last Friday night to enjoy the program presented by the Rippeotee Others and several other characters.

W. F. Clayton and family attended singing at Liberty last Sunday.

Mr. and Mrs. J. O. Richardson and Mesdames A. L. Newman and B. A. Grimes attended the Erath County singing convention at Duffau last Sunday afternoon. They report a large number present and some fine singing.

Mr. and Mrs. Lawrence Adams and little daughter, Marilee spent Saturday night in the home of her sister, Mr. and Mrs. Hersal Richardson. Mrs. Adams and baby spent Sunday there also while Mr. Adams went to Dublin.

Mrs. Charlie Hackett and daughter, Miss Dorothy, and Mrs. W. L. Jones and son, Merriam, went to Fort Worth Sunday, returning Monday night. Miss Dorothy remained to take up nursing there.

One of the largest crowds in years was present last Friday for the cemetery working and the work was finished by eleven o'clock. A bountiful dinner was spread near the Methodist Church. Will Leeth of Hico gave us a pleasant surprise when he phoned out late Thursday afternoon that he was donating a beef for the occasion.

He came out early Friday morning and assisted in barbecuing the beef, and we have heard several remarks that it was the best they ever ate. We surely thank Mr. Leeth for the donation and also the assistance rendered in the preparation of the meat.

Mr. and Mrs. Alva Poteet of Hico spent Sunday in the home of her sister, Mr. and Mrs. Hersal Richardson.

Miss Roby Lee Allison returned home Sunday after spending three weeks in Texas City as guest of her brother and wife, Mr. and Mrs. Durward Allison.

Miss Wilma Carraway spent the week end with homefolks. Miss Carraway whose home is in Clair-ette, is one of our faculty members. We have been well pleased with her work.

The P. T. A. is presenting a 2-act comedy drama entitled "Jonathan Scraggins form Pumpkin Ridge," also a one act comedy entitled "A Photographer's Troubles." Music will be furnished by Crow Bros., Barnett and Patterson. We also expect to have some "darkie" specialties between acts. Don't fail to see this program as it will be well worth the small admission which is only 5c and 10c. The proceeds of this play will be used for playground equipment. The cast of characters are as follows: Jonathan Scraggins, Clancy Blue; His Sweetheart, Mrs. Clancy Blue; Squire Brown, Frank Graves; His niece, Elizabeth Brown, an old maid, E. C. Allison Jr.; Augustus Simroy, suitor of Miss Elizabeth; Roy Davis, Harry Clifton; Haskell Lambert; Annie Brown, Mrs. Haskell Lambert; A detective, Elbert Lambert; Cast in "Photographer's Troubles" is as follows: Mr. Thaxter, Thurman Wright; Mrs. Jones, Mrs. Elbert Lambert; A Dutch woman, Mrs. Clancy Blue.

Don't forget the singing Sunday afternoon from 2 until 4 o'clock. All are invited to attend.

WANT ADS

WOOL BAGS and twine at Carlton's. Buy while they are here. FOR SALE OR TRADE—Cheap Meat Market fixtures.—S. A. Joiner, Hico. 49-1fc. FOR SALE—Qualla cotton seed, grown from pure seed last year. 75c per bushel.—H. O. Richardson, Route 3, Hico, Texas. 47-2c. FOR SALE—Good refrigerator \$19; bed springs \$1.50. Phone 152. 49-1fc. Good second-hand refrigerator for sale cheap at Carlton's. FOR SALE—Genuine Lankart Cotton Seed, gin roll run.—Will Petty. 45-4fc. Plenty of second-hand cultivators. Prices right at Carlton's. If you have any books to sell, write to me. I pay cash.—Frank Caldwell, 108 E. 17th. Austin, Tex. 48-1p. MEN WANTED for Rawleigh Routes in South Comanche, North Bosque, Somervell Counties, Hico. Write immediately. Rawleigh Co. Dept. TX-467-8D, Memphis, Tenn.

E. H. Persons ATTORNEY-AT-LAW HICO, TEXAS

AUTO ODDITIES



To closely follow and broadcast news from the scene of action, a complete radio station has been installed in an automobile. (1) Japan claims to have developed a gasoline driven machine gun capable of firing 9,000 shots per minute. This gun is thought to be similar to one developed by an American inventor some years ago, in which the shots were fired from a disk whirled rapidly by a gasoline motor. (2) A Pennsylvania fish distributor uses this novel method of delivering and displaying fish with a glass sided tank truck. (3) This new streamlined car which will be shortly placed in service by the National Broadcasting System contains a complete broadcasting station.

Watch for Auto Oddities in this paper next week.

THIS WEEK IN WASHINGTON

Washington, April 30.—Adjournment of Congress by May 15th is the definite program, agreed upon by House leaders and the President. But there is still a fair chance that the Senate may upset this, unless some of the things upon which a number of Senators have set their hearts are agreed on before that date. Most important of the items which the President insists upon in his conferences with Congressional leaders on his return from his fishing trip is an appropriation of a billion and half dollars to continue Federal relief work. More unemployed are now on the Government relief roll than at any previous time; nearly twelve million persons in all. The expected new funds will be added to those already available for public works, direct Federal relief and aid to state and municipalities. Next on the President's program of essential legislation is the Stock Exchange regulation bill. This had been amended so that it will not put the stock exchanges out of business, as the original measure was calculated to do. The vital importance of maintaining an open market in which anyone who wants to buy or sell stocks and bonds can always do so, at a price, is assured by the bill as it stands, and the drastic provisions which would compel the liquidation of billions in outstanding bank loans have been modified. There are still plenty of teeth in the bill, however, to discourage wild speculation, which is its main purpose. Congress and the Administration still believe that all of our present troubles started in Wall Street. The Security Act The President is also insistent upon the passage of amendments to the Securities Act of last year. It has been learned from nearly a year's experience, that it is impossible to get honest men to take the risk of offering new securities for sale, when under that law they might be sent to jail because some salesman of whom they had never heard, long after the securities had passed out of their hands, did not tell the whole truth about them, and any time within ten years anyone who bought them and saw sick or his bargain could claim his money back from the original issuers. Since there is only one way whereby private capital can invest in business and industry, and that is by the purchase of bonds and shares of a business corporation, and nearly every industry is constantly in need of fresh capital, particularly so at the present time, the idea is to make it safe for the industries to float new bond and share issues, and so put private capital at work as well as Government funds. The understanding here is that the President would be satisfied to have Congress pass those three major pieces of legislation and then go home. But the indications are that Congress is going to take matters into its own hands, and pass another inflation measure. This will be the Dies silver bill, as modified by amendments drafted by Senator Thomas of Oklahoma, and on which the "farm bloc" and the "silver bloc" are in agreement and are certain they can get enough votes to pass the bill. This would raise the price of silver, put \$50,000,000 a month of new silver certificates into circulation, and put a premium on silver used

"CRASHING THRU"

(Continued from Page 1)

of a field of forty contestants and covering an area of eight States. The announcement was made through the weekly bulletin of the National Producing Company, and was surprising in view of the fact that some of the towns entered in this contest, such as Spur, Texas, and Jacksonville, Texas, sold over a hundred dollars worth of ads and had full pages.

Thus it may be seen that as well as reflecting credit on those handling the selling of this advertising, the compliments were flattering to Hico's home paper. Let's take another look at last week's newspaper, folks.

"Crashing Thru" Itself is the Real Thing. "Crashing Thru" is a three-act epic drama written especially for home talent production. It has never been produced by any other company or producers in its present form.

And it certainly does give the town's — shall we say — "big shots" a chance to "strut their stuff." According to the latest reports, Mae West is having to revise her entire technique owing to the perfection of Mrs. Masterston's "Come up and see me some time."

Then too there have been complaints from Jimmy "Snozzel" Durante; it seems that some of his friends have been asking him if he didn't have a twin brother down in Hico, Texas, teaching school under the assumed name of Verdie Miles.

Then not to be left out by any means are the sweet young things that go to make life worth while in Hico. Singing the sweetest and dancing the neatest of any group of girls this side of the Canadian border, they play their audience like a well-trained group of veterans.

One of the biggest things that makes the show a real success is the strength of the plot. One of the most outstanding groups, and the one feature above the others, is the inspectors' group, made up of some of our most prominent business men. These men such as E. H. Persons, H. N. Wolfe, J. T. Dix, H. F. Sellers, C. G. Masterston, E. G. Hygton, H. Boone and a number of others are costumed as inspectors and wear the costumes of 1928. What are they? What do they do? Come and see.

It seems as though the National Producing Co. has at last realized the need of good drama in amateur work. "Crashing Thru" is a production that little theatre groups are sponsoring and proudly proclaiming that they produced the show. It has all the elements necessary to a masterpiece of entertainment. And with the present splendid cast it assures one and all of the best entertainment produced up to the present or even in the future time to come.

POLITICAL ANNOUNCEMENTS

The News Review is authorized to announce the following candidates for office, subject to the action of the Democratic primaries in July, 1934:

Hamilton County

- For Representative, 94th Dist.: EARL HUDDLESTON (Second Term) DR. A. G. LIVINGSTON
For District Judge, 52nd Judicial District of Texas: R. B. CROSS TOM L. ROBINSON
For District Attorney, 52nd Judicial District of Texas: HARRY FLENTGE
For District Clerk: L. A. MORRIS (Re-Election)
For County Judge: J. C. BARROW (Re-Election)
For County Treasurer: DOLL ADAMS (Re-Election)
For Sheriff: HOUSTON WHITE MACK MORGAN (Re-Election) O. F. (BILL) JONES
For County Clerk: J. T. DEMPSTER (Re-Election)
For Tax Assessor-Collector: R. J. RILEY
For County Superintendent: EARL S. HUFFMAN WINNIE HAMPTON BERT C. PATTERSON
For Commissioner, Precinct 1: A. C. STANFORD S. A. CLARK (Re-Election)
For Justice of the Peace, Prec. 3: J. C. RODGERS JOHN M. AITON
For Public Weigher, Precinct 3: CECIL H. SEGRETT

Erath County

- For District Clerk: CHARLIE M. BARHAM
For County Judge: G. H. (Wad) WILLIAMSON
For County Clerk: IRA P. FORSYTH

MISS DEFFIE LACKEY WEDS SAN DIEGO, TEXAS, MAN

Word came to Hico this week announcing the marriage of Miss Deffie Lackey of Conway, Arkansas, to Mr. T. M. Nix of San Diego, Texas, which occurred last Thursday, April 26th, at Alice, Texas, where Miss Lackey was met by her future husband.

The romance started about twenty-five years ago in Duffau community when the parents of the two were close neighbors. Years passed and they kept in close contact with each other although they were separated by numbers of miles.

The bride was a daughter of Mr. and Mrs. A. Lackey, old settlers of the Duffau community, who are now deceased. She made her home for a number of years with her brother, John Lackey, in this city after the death of her parents. For the past four years she has resided with her brother, Dr. O. N. Lackey, in Conway, Ark. She has an art for housekeeping, and will indeed make a wonderful wife. She has hosts of friends in Hico as it has always been easy for her to acquire them.

The groom is known in the Duffau community but has been away from this section for a number of years. He is in the ice business in San Diego, where they will make their home.

Immediately following the marriage, the newlyweds went to their new home, recently erected by Mr. Nix.

The many friends of both the bride and groom join in extending congratulations and good wishes.

Married Saturday Night.

Miss Ellen Ray and Mr. Lawrence Birdsong, both of Carlton, were married at Hico Saturday night at 9 o'clock at the Baptist parsonage by Rev. L. P. Thomas, pastor of the Hico Baptist Church. They were accompanied here by the groom's brother, B. R. Birdsong, and wife, also of Carlton, who witnessed the ceremony.

The bride is a daughter of Mr. and Mrs. E. J. Ray, and the groom a son of Mrs. Rosa Birdsong. They will make their home near Carlton where the groom is engaged in farming.

FAIRY DEFEATS WHITNEY NINE-BEHIND STELLAR PITCHING OF WELBORN

By GULLIVER

Skipper Goynne's judgment was viewed with much foreboding last Sunday by the baseball fans when he sent Welborn to the box to toss 'em over to the fast-stepping nine from Whitney, but after watching this unknown quantity zip 'em in there and pull himself out of several bad holes, and finally emerging with a 1 to 0 victory, the tension was eased, Welborn was somewhat of an idol, and the Skipper's judgment was okehed, even if he did keep Miller warming up in the bull pen.

It was quite a pitcher's battle, Welborn and Maier allowing only two clean hits, and three scratch hits each. The only score of the game came in the last half of the sixth inning, Gaston singled to right, Hutton sacrificed, Gaston went to third on Licett's out, and scored on the mighty Herrick's

long fly to center field. This puts Fairy in the first division of the league standing.

Tri-County League

Last Sunday's results: Fairy 1, Whitney 0. Cranfill's Gap 8, Meridian 0. Clifton 18, Iredell 5. Next Sunday's schedule: Iredell at Cranfill's Gap, Fairy at Whitney, Clifton at Meridian.

Table with columns: Team, P, W, L, Pct. Fairy 3 2 1 .666, Meridian 3 2 1 .666, Clifton 3 2 1 .666, Cran. Gap 3 1 2 .333, Whitney 3 1 2 .333, Iredell 3 1 2 .333.

Cranfill's Gap will be at Fairy May the 13th. This will be one of the feature games of the season.

To Preach at Hog Jaw Elder Willie Barrett of Dallas will preach at the Bosque Church at Hog Jaw Sunday, May 6th, at 11 o'clock a. m. All are invited to hear him.

NOTICE!

We have taken over the filling station, two blocks east of the Post Office (formerly the Aubrey Cole station) and will be glad to serve you with

SINCLAIR PRODUCTS

Whether you need gas, oil, air or water—or just want to come to see us—feel welcome at all hours. We want to serve you.

Hollis & Little

Hector Hollis F. S. Little

Hudson's Grocery-Market

Table with columns: Product, Price. AVIATION FLOUR \$1.70, WHOLE WHEAT FLOUR lb. 5c, CRACKERS Salted 2 lb. box 23c, POST TOASTIES large box 12c, POST BRAN large box 10c, RIPPLED WHEAT box 10c, PUFFED WHEAT box 10c.

Cream Meal High Test 20 lbs. 40c

Table with columns: Product, Price. APPLE BUTTER Pure 2 lb 6 oz 22c, REX JELLY 5 lb pail 29c, PEACH PRESERVES jar 22c, VANILLA EXTRACT 8 oz. bottle 10c, CATSUP full 14 oz bottle 12c, QUART MUSTARD 12c shaker size 5c, BAKING POWDER K. C. 25 oz. 15c, 50 oz. 29c, 5 Pounds 55c.

SNUFF Any Brand 6 oz. 31c 5 oz. 25c

Table with columns: Product, Price. PEACHES Prunes, 50-60 size, lb. 10c, PEARS Dried Pears, bright, lb. 15c, APRICOTS Apples, school size, dozen 12c, COTS Bananas, Golden, lb. 5c, In Pound Cans Oranges, nice size, dozen 12c, Lemons, thin rind, dozen 15c, Grapefruit, Texas, each 5c, Strawberries, Box 10c, Q-Jel A delicious dessert in any flavor at 5c Pkg.

10c SPUDS 10 lbs. 21c

QUALITY MEATS The Primest Cut is only 17c Pound

Table with columns: Product, Price. RIB STEW lb. 8c, CHUCK ROAST lb. 10c, BRISKET ROAST lb. 7c, HAMBURGER lb. 9c, CHILI Fat, lb. 10c, SEVEN STEAK lb. 10c, SHOULDER ROAST Fat or Lean 12 1/2c lb.