

You Can't Go Wrong!

We know these cars listed below are good. They have all been thoroughly re-conditioned—and we do not hesitate to recommend them.

A No Trade Special! 1934 Ford DeLuxe Tudor Sedan

Original Beige Finish Perfect—Practically New Tires.

No Trade Accepted On This

For Only **\$425.00**

1932 FORD B TUDOR SEDAN	\$325
This car is a real buy, and a good car—New Paint.	
1930 FORD A TUDOR SEDAN	\$275
New Green Finish—Seat Covers.	
1932 FORD V-8 DeLuxe FORDOR SEDAN	\$365
Safety Glass—New Motor and Tires.	
1930 FORD TOWN SEDAN	\$285
Six Wheels—Trunk—New Black Finish.	
1930 FORD TOWN SEDAN	\$285
Beautiful New Finish and Seat Covers.	
1930 CHEVROLET COUPE	\$175
A Dandy Little Car.	
1929 CHEVROLET COACH	\$125
In Very Good Condition.	
1931 BUICK 8, 4-DOOR SEDAN	\$365
The Very Best of Condition.	
1931 FORD COUPE	\$250
Completely Overhauled—With New Paint.	
CHEVROLET 1-TON TRUCK	\$90
Rice Bed—Farm License.	
1929 FORD AA TRUCK	\$150
An Excellent Buy.	

We guarantee these cars exactly as we represent them to you. They are all good buys and well worth the money. We have priced them at lowest possible figures, at prices that will move them. If you are at all interested in a used car we cordially invite you to come in and take a look at these cars.

Universal Motor Co.

Phone 6. B. H. McElhinney, Mgr. Eagle Lake, Texas

COLES THEATRES

AVALLON
EAGLE LAKE, TEXAS

"Paris In Spring"

—with—

Mary Ellis, Tullio Carminath, Ida Lupino

Also Comedy.

Saturday

GEORGE O'BRIEN

"HARD ROCK HARRINGTON"

Also Comedy and Chapter 8 "Rustlers of Red Dog"

Preview 11:00 "Dante's Inferno."

Sunday-Monday

Continuous Show Every Sunday
Begins at 2:30 P. M.

"Dante's Inferno"

—with—

Glenn Frevors, Spencer Tracy, Henry B. Walthall, Alan Dinehart

Also Comedy "Love In A Hurry"

Tuesday-Wednesday

Chas. Ruggles, Mary Boland, Lelita Hyams

"People Will Talk"

Also Comedies

Thursday-Friday

JOHN BOLES

"REDHEADS ON PARADE"

—with—

Dixie Lee, Jack Haley, Alan Dinehart

Also Thelma Todd, Patsy Kelly in "The Miss Es Stooze"

Coming soon: Curly Top, Becky Sharp, Farmer Takes A Wife, China Seas.

EVERY LINE IN NEWSPAPER COSTS ONE TO TWO CENTS

The 12,000 weekly newspapers in the U. S. have figured out the actual cost in cash per line of every line of editorial, local and news matter that goes into a newspaper, no matter how large or small the paper, the cost varies from 1¢ to 2¢ per line per line. So when you feel like cussing the editor for not publishing your spring poetry, just stop and think that it is going to cost him 2 cents per line in cash to put it in type, make it up in the newspaper forms, run the papers through the press and distribute the article or poem back in the case again.

And it has happened many times that the author of the poem became quite peeved when the editor hesitated on handing out a dozen free copies of the paper. This newspaper game is a great game—yet there are scads of both men and women who were never in a print shop in their lives, and wouldn't know a newspaper press when they saw it who could, or think they could—run the newspapers better than they are being run.—Tribune, Bowie, Arizona.

Mrs. Amanda Gerlach of Griswold, Iowa, was in attendance at the funeral services for Mr. Walter Adams, and will remain here for an indefinite visit to her sister, Mrs. Adams.

Watch this paper for JOE LUNA's ad on school supplies next week.

BOOKS STAYS IN NEW COMEDY OF HOME LIFE

The ever popular team of Charlie Ruggles and Mary Boland, stars in the new Paramount comedy of domestic manners, "People Will Talk," which shows at the Avalon Theatre Tuesday and Wednesday.

The two stars who have been cast as husband and wife in eight previous comedy hits—among them "Ruggles of Red Gap," "The Pursuit of Happiness"—cut new marital capers in "People Will Talk," which is set in a suburb where anyone's business is everybody else's. And the results are terrific.

It all starts when Lelita Hyams and Dean Jagger, playing the roles of daughter and son-in-law, engage in a bit of domestic squabbling themselves. To show them the evils of bickering, Mary and Charlie stage a bout themselves.

Unfortunately, the staged bout develops into a real one. The climax of the picture, in which everything is finally ironed out, is one steady barrage of laughs.

Subsidies On Cotton Put At 2-Cent Limit

If Price Goes Below Ten Cents a Pound, The Growers Must Get Loan And Hold Cotton For Twelve Cents.

The AAA announced from Washington Tuesday that subsidies to be paid farmers under the new loan and payment plan would be limited to 2 cents a pound.

The government agreed yesterday to lend 10 cents a pound on cotton produced this year under the control program, and to guarantee producers a total return of 12 cents a pound. This was a compromise with Southern senators who wanted a 12-cent loan.

Chester C. Davis, the farm administrator, explained today that "adjustment payments" to farmers under the plan will be limited to 2 cents.

An AAA statement said: "This explanation was made to clarify any erroneous impression that might have been drawn from the announcement of the new policy yesterday and in response to inquiries as to whether the producers would receive the difference between the average price and 12 cents in the event the average price declined below the 10-cent level."

"The government's commitment to pay producers the difference between the average price and 12 cents is limited to 2 cents per pound," Mr. Davis stated, and if it should develop that prices drop below 10 cents—a highly improbable contingency—producers would be expected to put their cotton in the loan and wait for prices to recover.

In other words, should the price go below 10 cents farmers would be expected to apply for the 10-cent pound loan offered by the government and hold their cotton until the market quotations reached that level.

Further announcements were predicted as fast as additional details are worked out by the farm administration.

Signers also will receive a subsidy to equal the difference between the average price of cotton on 10 spot markets the day the signers sell their cotton, and 12 cents.

Loans will be made only on cotton grading 7-8-inch low middling, or better. The change was said to have eliminated about 200,000 bales from loan eligibility.

Loan forms, the AAA said, will be made available to producers next week and the subsidy payments will be made on all sales of 1935 Bank-

head allotment cotton, including those already made.

The guarantee of a final return of 12 cents, officials said, would not mean any increase over the guarantee assured in the previous plan. But the increase of a cent in the amount of the loan was said to have made available approximately \$50,000,000 more than could have been lent.

Under the previous plan, the AAA planned to take the average price of cotton on 10 spot markets from September 1 to January 1, and pay producers a subsidy equal to the difference between that one figure and 12 cents. In other words, if the average were found to be 11 cents a pound, each producer would receive a check for a cent for each pound of cotton he produces under the Bankhead allotment.

Under the "modified" plan, an average will be taken for each day. Then every producer who sells cotton on any one day will receive a check for the difference between that day's price and 12 cents.

Officials, declining flatly to discuss the new proposal, admitted that the amount of bookkeeping would be enormous.

The AAA's announcement said: "The objective of the Agricultural Adjustment Administration has been to get an average return of at least 12 cents for the producers of seven-eighths inch middling cotton."

"The plan announced last week would have obtained this result but further study shows that certain modifications of this plan will make it simpler to understand and more equitable to individual growers and will make clear to each producer when he markets his cotton the exact amount he will receive for it."

"Under the previous plan it would have been possible for growers of seven-eighths inch middling cotton to receive, because government aid, more than 12 cents per pound for their crop, and also for some to receive less than 12 cents per pound."

The new plan proposes a loan of 10 cents per pound for seven-eighths inch middling cotton and the total received by growers of such cotton can not exceed 12 cents per pound.

"Instead of making the adjustment payment on the basis of the four months average of the 10-point markets, this adjustment agree-

ment will now be based on the daily average of the 10-point spot markets. In other words the adjustment payment will be made on the basis of the 10-point spot market average on the actual day the cotton is sold by the producer."

"These adjustment payments will be made through the cotton year up to August 1, 1936. As before stated they will be made to those producers who have cooperated in the adjustment program and who agree to participate in the 1936 crop program."

"This program of loans and adjustment on the 1936 crop will go into effect as soon as it is physically possible to set up the new machinery. The loan forms will be available for the 10 cents loan during the week of September 2. This will be restricted to actual production not in excess of the Bankhead allotments."

Chesterville News

This community extends to Mrs. Walter Adams and son, Jesse and family, their deep and sincere sympathy in the death of Mr. Adams.

Mr. and Mrs. Wills were guests during the week-end of their parents, Mr. and Mrs. J. H. Wills.

Mrs. Chas. P. Balladaye received word last week that her niece, Mrs. Friedrich Ham of Rosesser, N. Y., had died very suddenly a week ago last Saturday. Mrs. Ham leaves to mourn her death, her husband and one little girl, four years old and her parents, Mr. and Mrs. N. B. Atcheson of Greensboro, N. Y., and three sisters of Freeport, N. Y.

METHODIST W. M. S.

The ladies of the Methodist W. M. S. met at the church on Tuesday in their regular monthly Bible study, with Mrs. J. M. Chumney, leader. A large number of members were present. The next meeting will be held on Tuesday at the church beginning at four o'clock.

CARD OF THANKS

With sincere appreciation, we thank our friends and neighbors for the kindness and favors shown us during the funeral hours of our loved one. We want you to know that we do appreciate deeply the many acts of kindness you have shown us.

Mrs. Walter Adams,
Mr. and Mrs. Jesse Adams
and Pearl Lee.

Mrs. L. D. Roberts has been in El Campo all week with her mother, Mrs. W. H. Korthauer, who is seriously ill at the home of another daughter, Mrs. W. C. Sanders. Many friends of Mrs. Korthauer, one of the old citizens of Eagle Lake, deeply regret to learn of her illness.

Don't forget JOE LUNA's when you need school supplies.

AMENDMENT ELECTION

(from first page)

peal for 104, against 10; amends, for 13, against 89; sentences, for 15, against 89; fees, for 11, against 95; textbooks, for 43, against 73.

Alleyton, pensions, for 27, against 13; insanity, for 22, against 16; repeal, for 25, against 15; amends, for 10, against 27; sentences, for 16, against 23; fees, for 19, against 14; textbooks, for 1, against 30.

Eagle Lake, pensions, for 177, against 57; insanity, for 155, against 63; repeal, for 130, against 94; amends, for 109, against 91; sentences, for 130, against 77; fees, for 117, against 83; textbooks, for 74, against 143.

Elbridge, pensions, for 25, against 13; insanity, for 24, against 4; repeal, for 25, against 4; amends, for 16, against 14; sentences, for 14, against 15; fees, for 34, against 4; textbooks, for 24, against 6.

Santa Anna, pensions, for 34, against 3; insanity, for 27, against 10; repeal, for 35, against 2; amends, for 18, against 17; sentences, for 22, against 2; fees, for 23, against 4; textbooks, for 33, against 3.

Total vote in county: Pensions, for 1426, against 775; insanity, for 1140, against 672; repeal, for 1545, against 648; amends, for 783, against 1108; sentences, for 882, against 931; fees, for 889, against 1033; textbooks, for 1140, against 986.

The total vote in Eagle Lake was only 256, not half of the precinct's voting strength. The people of this precinct were either not interested in the amendment election or they did not pay their poll taxes.

Next year will be a Presidential election year, state election year, county election year, and no telling what other kind of voting we are going to be called on to do. The Headlight is beginning right now to urge the people of this precinct to pay their poll taxes.

Come and see our New Fall Goods and Low Prices. It pays to buy at Land's.

MRS. LAUGHLIN HONORED

AT FRIDAY NIGHT HONOR

Mrs. J. R. Laughlin was the honoree at a delightful four table bridge shower given by Miss Ethel Barker on last Friday night at the Barker home. Mrs. Harold Thomas won high score prize, which she presented to the honoree.

A large number of beautiful gifts were presented to the bride. She was given the end of a string and when she had wound it up, she found the gifts at the other end. Delicious refreshments of brick tea and cake were served at the conclusion of an enjoyable evening.

Roy Jr. and Billy Towell of Houston are here for a visit to their parents, Mr. and Mrs. R. H. Towell, Sr.

CONTINUOUS SHOW AT

AVALLON THEATRE SUNDAY

The management of the Avalon Theatre announces that they will run a continuous show every Sunday for the benefit of their patrons. The first show begins at 2:30. You may come at any time from 2:30 until 9:30 and see a complete show.

200 Pairs of High Top Shoes to close out at 15 Cents Pair, at Land's.

WHY COLD SHOWER BATH MAKES ONE MUCH HOTTER

(Kerrville Mountain Sun.)—Keeping cool during the hot days of summer is the season's greatest problem, but if you wish to solve it, do not take cold showerbaths. If you do, you will be all the hotter.

Although a cold shower makes you feel refreshed and cooler for the time being, it actually makes you hotter because, as physicians explain, your body is challenged to produce heat, in the same way that an icy winter wind challenges it to produce more heat.

Your body has a sort of thermostat control of temperature, an automatic cooling system, which functions through the sweat glands. In the process of evaporation, water absorbs heat. This perspiration acts to "cool your" body. You can make the natural cooling process more effective by keeping the air in circulation. The cooling effects of a warm bath are heightened by letting the water on the skin evaporate instead of wiping it off with a towel, which calls for more exertion with a corresponding increase of bodily heat.

Your body's cooling system operates to maintain a bodily temperature of normal, which is 98.6 degrees Fahrenheit. Because of this, food or drink, or the water in which you bathe, should be near that temperature, since extremes either of heat or cold, set that regulatory mechanism working. The fundamental hot weather rule is to work with this rule and not against it.

Your body is coolest in the morning before you arise. Then, the effects of food and physical activity are at low ebb. If you have to do heavy physical work, it should be performed in the cool of the morning.

In the problem of keeping cool in hot weather food also enters into the question of temperature, just as bathing does. Food and drinks produce more bodily heat than watery ones do, because for the time being they stop perspiration and so keep the heat in the body.

What is the coolest clothing? Well, shirtwaists cooler than trousers. Panama hats are cooler than stiff straw hats and cotton and linen are cooler materials than silk.

\$1.25 Work Pants and \$1.25 Work Shirts, for Saturday and Monday at 50c each, at LAND'S.

A TEXAS TOWN FOR

YOUR EVERY THOUGHT

Using the names of Texas towns as a standard, the Lone Star state is equipped for almost everything, the postal directory reveals.

For lovers of ease there is "Elysian Fields," "Comfort," and "Paradise," while for those who prefer a more rigorous life there is "Boarding House," "Bald Prairie," "Frost," and "Mud."

Bee lovers are particularly well remembered. There is "Bee House," "Beeville," "Honey Grove" and "Honey Island."

Card fans will find an "Ace" and a "King" but no Queen. Literary minded persons will find many characters they have known in fiction. Shakespeare's Othello must have made a big impression in the early days, for there is both "Desdemona" and an "Iago."

Sir Walter Scott, also, it appears was well read by the early settlers. There is a "Midlothian," and an "Ivanhoe."

Lovers of gaiety would do well to visit "Jolly," or "Joy" or "Follie." Visitors should find a big welcome at "Wink."

Star gazers might do well to visit "Venus," "Vega," or "Etoile." Texans, too, can have all of the advantages of travel along with the comforts of home. They can visit "Albion" or see the "Alhambra," go to "Dublin," "Jericho," "London," "Moscow," "Naples," "New Ulm," "Nordheim," "Paris," "China," "Tokio," or "Rhine"—all without leaving the borders of the state.

Or they can go to "Telephone" and "Call" "Louise" or "Fred" or "Katy" or "Margaret" or "May" or "Edna" or "Alice."

Cowboys will particularly like "Lariat," "Bronco," "Snipe" or "Spir." Barbers ought to, be at home at "Razor" and farmers at "Pumpkinville" or "Bismark."

For soldiers there is a "Pike" and a "Flagg" and for sailors an "Admiral."

Business men should find "Acme," "Progress" or "Prosper" attractive. There is almost no end of "trick" names in the Lone Star state. The last town in the directory is "Zyback," but a more appropriate one to end the list is "Goodnight."

Miss Madeleine McCarty left Wednesday for a few days visit to Mrs. B. H. Settle in Houston.

Mrs. W. E. Rauh of El Campo spent several days here this week visiting her mother, Mrs. B. H. Daily.

Watch this paper for JOE LUNA's ad on school supplies next week.

Mrs. C. C. Leedy returned Wednesday from Navasota, where she had been to visit her daughter, Mrs. Walter Koehn, who is ill at her home in that city.

We Offer To Citizens Of Colorado County!

A RECORD OF

TO YOU

Nearly 15 Years Successful Operation;

Prompt settlement of more than one million dollars in Claims;

20 Million Dollars Insurance in Force;

Large Reserve to Policyholders, increasing each year, now approximately Quarter Million Dollars.

Careful, Conservative Management.

Full Protection from the day your Policy is issued;

The Lowest Cost for DEPENDABLE Insurance;

Convenience of Payment of premium assessment in a local institution;

A DEFINITE plan of providing funds for your family or other worthy purposes.

Amounts Considered From \$500.00 to 3,500.00 According to Age.

MONTHLY RATE PER \$1000, AGE 35 ONLY, \$1.35,

ANNUAL RATE THIS AGE \$15.05

We Appreciate

The citizens of Colorado County and we are glad that by an act of the last Legislature in which Colorado County was included in our territory that we are now in a position to invite all healthy white persons between the ages of 2 and 60 years inclusive to make application for membership in our wonderful Company, organized for the purpose of extending protection on a cost basis to those privileged to membership. We appreciate the Eagle Lake Headlight for its cooperation in carrying this message of opportunity to its thousands of readers. We appreciate the First National Bank of Eagle Lake for its offer to permit our members to pay their premiums at that bank, which has been named as one of the Depositories of this Company.

FOR INFORMATION WRITE THE HOME OFFICE

Austin Mutual Life Insurance Co.

324-330 LITTLEFIELD BUILDING, AUSTIN, TEXAS
DR. J. S. KOENIG, President

F. W. WOOLSEY,
Vice Pres. & Secretary

J. E. ROBERTS,
Vice-President

AGENTS WANTED FOR EAGLE LAKE TERRITORY