

THE FRIONA STAR

but one ISM in America... and that's AMERICANISM

FRIONA, PARMER COUNTY, TEXAS, FRIDAY, JANUARY 6, 1950

VOLUME 24 NUMBER 25



COGITATIONS and APHORISMS of Jodok

The year 1949 has passed into history, but probably not into oblivion, as there are many things that have occurred during its duration, that are of sufficient import to cause it to be well remembered. Personally, I can recall no particular incident that should make the old stand out any more prominently than most of the other years of my life. I have no "kicks" to register, no grouches to appease, while, on the other hand I have no special elations to which I may point with pride or unearned modesty.

I have never, more than a half dozen times, made any New Year resolutions but when I did so I kept it to myself throughout the year. I am not making any new resolutions this year. I shall try, as I have always done, to deal honestly with my neighbors, and to walk humbly with my God. As I understand it, that is all that the All Wise God demands of His creatures, therefore, for what more should human beings strive?

I have always been justly proud of my friends, as this column has bore evidence on many previous occasions. True, one cannot always tell just who his friends are. Jesus said it was not only those who said unto Him: "Lord, Lord, that were his friends, but he that did the will of His Father in Heaven," or words to that effect, for I am not now claiming to be quoting scripture, but merely stating what I think the scripture says and means. So it is as I see it now. Not everyone that puts up a pretty speech or salutation to me that is really and truly my friend, but it is the fellow that stands by me when the going is rough and enemies are trying to pick my poor old bones. The one backs me with all the strength of his word and actions, and with all the honor of which a man can be possessed. And I know I have a few such friends. So far as I know, I may have a host of friends among those whom I know, that have not been out to the acid test. And, so far as I know, I have no real enemies. There are those who would take from me the little I have of this world's goods if occasion presented itself, but would probably do me no bodily injury.

I stated some two or three weeks ago that I admire the American custom of sending Christmas cards, and I received a goodly number of them, and among them were cards from some of those tried and tested friends.

One of those cards was from a man, whom I have every reason to believe is one of those REAL friends. He did not leave his expression of good will up to the Christmas cards, but penned the words out with his pen and by his own hand. There was no possible mistaking his meaning.



SWISS PRESIDENT — Dr. E. Pettipiece has been elected to succeed Ernest Nobe at the head of the Swiss Confederation. The new president, pictured in his office in Berne, has the formal status of prime minister and his period of office is one year. Dr. Pettipiece is a member of the Radical-Democratic Party.

and a man who could doubt the sincerity of such a message, could hardly be classed as being mentally a member of the great human brotherhood. For he would be, it occurs to me, totally devoid of the sentiment or quality known as confidence.

I am not saying that he is the only such friend I have, but I do say that I KNOW HE IS ONE OF THEM. If he reads the lines of this effusion—and I doubt not that he will—he will know to whom I am referring, and he will know that I know that the sentiments he expressed and the statements he made are the sentiments that I shall strive with all my might to practice in my daily life, and that is my only New Year's resolution.

I have used the pronoun, first person, singular, "I" in what I have said above, but I lay not the least claim whatsoever to being the only person in this broad land who can heartily say "Amen" to such sentiments.

This thing called "FRIENDSHIP" it cannot be measured in value by all the gold this old earth contains. The highest compliment Jesus paid to his disciples and the highest compliment he could pay to any human being was when He said: "Ye are My friends." And the same meaning still applies.

Among the many lovely Christmas cards that I received there was, perhaps, not one that did not convey a message of "friendship," either expressed or understood, and I truly appreciated each and every one of them, and my greatest ambition is to be worthy of such expressions.

Many of them came from friends from whom I had not heard for many years and they brought back to me many happy remembrances of days long gone by. Of friends many of whom whose names have been carved for many a year on the tomb.

Several years ago I made some such dissertation as that which I have made above, and I mentioned the fact that there are so few things written or said about the greatest wealth that one can amass—"Friendship," and I was truly surprised at the number of expressions that came to me, proving that I was wrong in my surmise regarding the sentiment held by the people of the world at large. Clippings and booklets and even books, dealing with this sentiment alone.

I was glad I had made the statement. First, that I had been mistaken in my surmise, and second, that there were so many people who had taken the time to read my effusion. Thus, I may never know who or how many are taking note of my thoughts, words and actions, thus bringing to the attention that I should be more than ever careful of what they may be, and as to how I may express them. Therefore, for the future: Let me be a little braver. When temptation bids me waver; Let me try a little harder To be all that I should be. Let me be a little meeker With the brother that is weaker. Let me think more of my neighbor, And a little less of me.

It is my joy in life to find, At every turning of the road, The strong arm of a comrade, kind To help me onward with my load. And since I have no gold to give, And love alone must make amends, My only prayer is, while I live—God, make me worthy of my friends.

—Frank Dempster Sherman
Mr. and Mrs. Jim Head and daughters, Jennie, Emma Mae and Pollyray, Abdulla, and Mr. and Mrs. Joe Allen, all of Amarillo, visited in the D. E. Habbinga home Sunday.

Dr. McElroy Changes Address To Ft. Worth

A card has been received at the Star office from Mrs. Juanita McElroy, wife of Raymond McElroy, who is a grandson of Dr. A. P. McElroy, formerly of Friona, and who still has many friends in Friona and surrounding communities. The message as conveyed by the card is as follows:

"Dear Sir: Please note change of address: Dr. A. P. McElroy, 1600 Fort View Road, Austin, Texas. Grandfather is in good health and continues to enjoy your paper. He still reads a great deal. He has enjoyed hearing from several old friends who learned his address from your mention of him in the 'Star'. He wishes you a 'Happy Year Year'."

Sincerely,
Juanita McElroy
Since leaving Friona, Dr. McElroy has made his residence in many places, including points in California and Texas, but has always arranged to have the Star kept up with him. He is one of the Star's most sincere friends.

New Years Day Dinner Guests At Anderson's

Dinner guests in the home of Mrs. Rosa Anderson on New Year's Day, were her children and grand children. Those there were:

Mr. and Mrs. Brit Terry and son, Amarillo; Mr. and Mrs. Pat Terry and son, Hereford; Mr. and Mrs. Ross Terry and son, Mr. and Mrs. John Terry and Mr. and Mrs. Kenneth Houlette, and two children, all of Friona. Other guests who called at Mrs. Anderson's home during the afternoon were: Mr. and Mrs. David Anderson and two children of Muleshoe; Mr. and Mrs. Henry Edmond and son of Littlefield, Mrs. Edmonds being Mrs. Anderson's daughter.

Babies...

Born To: Mr. and Mrs. William Mabry, a daughter, Bellinda Ann, January 1, at 4:00 p.m. This little lady received from Allen's Jewelry an 1847 Rogers Silver feeding set, in honor of being the first baby born at the Parmer County hospital in 1950.

To Mr. and Mrs. Jack Spink, of Bovina, a daughter, Kay Ellen, Born December 30th, 1949.
To Mr. and Mrs. J. G. (Granville) McFarland at Parmer County Community Hospital a son, John Bill, January 2 at 2:45 A. M. This is the first son born to this worthy couple, and these cigars Granville had were truly all right.

ENGAGEMENT ANNOUNCED
Mr. and Mrs. Tom Foster, of Bovina, announced the engagement and approaching marriage of their daughter, Bonnie, to A. V. Warren, son of Mr. and Mrs. C. P. Warren, also of Bovina. The marriage rites will be solemnized at 3:45 p. m., January 6, in the Oklahoma Lane Methodist Church.

Mr. and Mrs. T. H. Haney of Lakeview community, visited Mr. and Mrs. E. B. Whitefield Sunday.

Dr. Cooke Resigns At Parmer Hospital

Dr. H. H. Cooke, who has been head physician and surgeon at the Parmer County Community Hospital at Friona has resigned his position with the hospital, and he and Mrs. Cooke and their small daughter departed for California Sunday morning. So far as the Star has been able to learn, Dr. Cooke gave no special reason for his resignation. In conversation with a representative of the Star, Dr. Cooke stated that his dealings with the officials of the hospital had been the most pleasant and agreeable, and that he had never dealt with a group of men whose dealings were more pleasant and mutually agreeable. He further stated that he liked the country and Friona as a city. Dr. Cooke also stated that the local hospital is as well equipped as any he has ever seen outside large cities, and his recommendation of Dr. Spring was of the highest type.

Dr. Cooke's only criticism was that too many of the people of the city and county are going elsewhere for their hospital services and that the local hospital is deserving of and should have this patronage if it allowed to exist economically.

V. R. Jordan, who has purchased a farm south of town, has moved in the Congressional parsonage for a week or two, while he is getting his new residence in readiness for occupation.

Farm Bureau Insurance



NO HAS-BEEN — Admirers of Rosemary La Plante, who was elected Miss America in 1941, are of the opinion that she has lost none of her charms since then and could still win anybody's beauty contest at the age of 26. Standing at poolside in Las Vegas, Rosemary dashes her winning smile.

Farm Bureau Insurance



WATER FOR NEW YORK — A toast with water starts a 3,000 gallon tankload via truck to the thirsty metropolis. Left to right are former Senator James Taylor, Driver Douglas "Red" Tipton, railroad commissioner Ernest Thompson, LCRA development supervisor John Babcock, Bob Swanson, Mayor Taylor Glass and C. B. Smith. (AP Photo)



Mr. Roy Prescott, Secretary Treasurer of Production Credit Corporation, Houston, Texas, looking over the checks from the last 21 of the 36 Production Credit Associations in Texas to fully repay the Government for money loaned to the Associations. Now all Associations in Texas are fully owned by their members.

Production Credit Association Complete Paying Government

It is rare indeed when a group of people voluntarily return money to the United States Treasury, particularly in these days when there is such widespread dependence on the Federal Government for financial support. Nevertheless, this is what the 36 production credit associations in Texas have been doing since 1944. Starting with approximately \$8,000,000 of government-owned capital stock in 1944, the associations completed the job of paying off the last dollar at the end of 1949.

A remarkable feature of this performance is the fact that the government had not set a definite time limit in which the capital was to be returned to the Treasury. Also, in paying off the government capital the associations became subject to Federal income and other taxes. In returning the last of the government stock, the production credit associations in Texas are well in the lead of the rest of the country. Of the 467 associations outside of Texas, around 75 have paid off in full and about two-thirds of the total original capital stock investment by the government has been returned to the Treasury.

During the sixteen years since the associations were organized it has been necessary for Texas farmers and ranchers not only to raise about \$8,000,000 to replace the government's investment but also another \$7,000,000 to get the capital and surplus needed to support the volume of loans they are now handling. This \$15,000,000 of capital and surplus now in the Texas associations only about \$3,000,000 represents capital stock that members are legally required to purchase in connection with their loans. The balance was raised (1) by members voluntarily keeping about \$3,000,000 of stock not now needed in their operations, (2) by members voluntarily purchasing an additional \$3,000,000 of stock, and (3) by accumulating about \$5,800,000 in surplus from earnings over the sixteen years. Many of the associations in recent years have greatly increased their earnings through a small increase in interest rate on loans.

Each production credit association is a separate business corporation operated under the direction of a board of farmer-rancher directors elected by the stockholders. Two members of the board and the manager pass on all loans. The associations make loans for anything a farmer or rancher needs in the operation of his farm or ranch except long-term loans on his land. In passing on loans, emphasis is placed on the applicant's ability to repay the obligation from income from his operation. A great deal of care is exercised in signing up the man himself and a strong effort is made not to make loans which it might be necessary to collect through the sale of his collateral.

The associations obtain their loan funds by selling their notes to the Federal Intermediate Credit Bank of Houston, which in turn gets its funds by selling short-term bonds to private investors in all parts of the country. The associations do not and never have loaned government money.

The production credit associations in Texas are a part of the nationwide production credit system for American agriculture. There are 503 associations in the country. Congress supplied approximately \$50,000,000 in capital stock for these associations to get started on back in 1933-1934. About \$55,000,000 of this investment has been paid back, and rapid strides are being made to finish the job in the next few years.

Although the organization of production credit associations was provided for in the Farm Credit Act passed by Congress in the dark days of 1933, the idea of having a special and permanent system of agricultural credit in this country has been developing since as far back as 1912, when the Congress sent a commission to Europe to study their farm credit system. Out of this study grew the Federal land banks established in 1917 and the Federal Intermediate credit banks set up in 1923. The organization of production credit associations was only the next logical step in the process of building a complete credit system for American farmers and ranchers. They are merely the retailers of the wholesale credit which was already available through the Federal Intermediate credit banks. Provision was made for the farmers and ranchers themselves to acquire full ownership of the associations and along with it the responsibility for their success. This plan was adopted on the ago-old theory that people tend to take care of what belongs to them and the idea that only local farmers and ranchers have the intimate knowledge of the people and their operations that is necessary in making loans which are both safe to the lender and profitable to the borrower.

The Plainview Production Credit Association, with a member-owned Capital Structure of over \$400,000, retired all the Government Capital on December 31, 1947 and was one of the first nine associations in Texas to pay back all the Government capital it had borrowed.

Which Holidays Shall Friona Merchants Observe In 1950

During the year that is past and gone, the business people and business concerns of Friona have had no definite understanding as to which or how many of the national holidays shall be observed in Friona by a complete cessation of business during such days.

This condition has led to considerable uneasiness on the part of those business concerns, that like to take a day off occasionally from business cares, but do not wish to close their places of business unless the other concerns of the city do the same, and in order to decide such mat-

Messenger News The Old Year Done

By J. N. MESSENGER
Stephen and Lloyd Messenger came home on Wednesday before Christmas from West Texas College.

Friday before Christmas, Elsie Messenger came down from Amarillo and on Saturday Mr. and Mrs. Leroy Carter, also of Amarillo, arrived, and Saturday evening they had their Christmas tree. Of course everyone received lovely presents.

On Christmas Day all of the Messenger children were home for dinner, with the exception of Floyd, who is in the navy, and on Monday Mr. and Mrs. E. P. Houlette and daughter Julia came up from Clovis to Grandma Messenger's and George invited all of us up there for dinner. In the afternoon P. B. Abbott came out from Bovina, and Mrs. Houlette has brought her accordion and played and we all sang songs which all enjoyed very much. Some played games of different kinds and all-together we all had a merry time.

Mr. and Mrs. Cecil Bass have their new home about ready to move into. It is a lovely brick and all modern.

Three Weddings During Holidays

Reports of three weddings of Friona people that occurred during or near the holiday season, have reached the Star office, but all coming on good authority, but very few details and no special write-ups have been received. They are:

Mrs. D. H. Coldiron and J. M. Bradley, both long time residents of Friona and among our most highly respected citizens.

Miss Mildred Taylor, daughter of Mr. and Mrs. A. E. Taylor, and D. R. Rule, both of Friona. This wedding occurred on Christmas Eve. The bride is and has been the proprietress of the Vogue Beauty Parlor and has grown up at Friona. The groom also has spent most of his life in or near Friona and is a member of the Navy, home on furlough. He plans to return to his station at an early date. The bride will continue her work at her beauty shoppe. They are two popular members of Friona's group of young people.

The other reported wedding was Miss Carol Riarson, whose home is at Caney, Kansas, and Joe Fallwell, son of Mrs. Pat Fallwell of Friona. The bride has for sometime been employed as a nurse at the local hospital and will continue her work there for the present. They will make their home at Friona.

ENTERTAINED AT NEW YEAR'S EVE

The members of the local square dance club, "The Chase The Squirrel Club" entertained with a New Year's Eve dance party at Legion Hall and we all had a very good time.

Members of the square dance club at Hereford, Bovina, Farwell, Clovis and Muleshoe were invited and all clubs were represented at the party excepting Clovis and Muleshoe Clubs.

Just in order to come at a more definite understanding about the matter, and so that all will know the will of the others, the Star has prepared a sort of statement of decision on the matter, and has included the names of the more popular holidays for the year 1950, on which the business concerns of the city will be closed during these special days.

Following is a copy of the statement that has been prepared and which will be found at the Star office, for all who care to sign:

Friona, Texas
January 4, 1950
The undersigned business men and business firms of Friona state that they will close their places of business during the following holidays of the year A. D. 1950.

These days are: Memorial Day, Armistice Day, Thanksgiving Day, Christmas Day, and New Year's Day, 1951. If what is thought to be a sufficient number of the business concerns of the city subscribe to the foregoing statement, it is so decided that on such days business will be suspended in Friona for those particular days, and placards will be printed, in sufficient number that one may be supplied to each business concern in Friona, and these placards may be displayed in the windows of all such business houses as have subscribed to the foregoing statement.

A small fee will be asked of all signers to pay for the material used in the placards. The Star office will donate the work of printing.

Corner Grocery Changes Owners

A deal was completed last week whereby the Corner Grocery Store changed ownership when L. M. and W. S. Caow sold the business to Messrs. W. E. McEllothlin and DeWayne Cleveland.

The past few days were spent in taking inventory and the new proprietors took charge of the business Tuesday morning. Mr. Cleveland is a son-in-law of Mr. McEllothlin, and will be chief manager of the business. Mr. McEllothlin, (Bill) is also proprietor of the Regal Theatre, and will do only such work about the store as the manager can get him to do.

The senior Mr. Crow (L. M.) owns a large farm southeast of Friona and will devote all his attention to the management of the farm. W. S. Crow will continue to assist in the work at the store for a while, when he will then move to the farm and take up farming operations with his father.

Mr. and Mrs. Merlin Kaul and boys of Westway spent the day last Thursday with Mr. and Mrs. Ralph Durstine.



"SUCKER-TREE" — This "piproot" vendor carries a ham-bone stick which holds the Carib bean version of a lollypop on the grounds of Haiti's Biennennial Exposition. Fifty thousand persons from the island, the U. S. and South America took part in show commemorating the 200th anniversary of the founding of Haiti's capital, Port-au-Prince.

Mr. Lambert is a native of Latvia. The public is cordially invited to attend this service.

WAYLAND COLLEGE STUDENT WILL PREACH SUNDAY AT CONGREGATIONAL CHURCH
The Star is authorized to announce that Andrif Lambert, a student at Wayland College, will preach at the eleven o'clock hour Sunday morning at the Congregational Church.

FOX NOT SO FOXY — This fox apparently hanged himself in "ere, Uncle Remus once said, "ole breer fox done clumb a tree and hung himself with his tail." Folks around Winters, Texas, wonder if that happened to this fox. Homer Bailey found the fox hanging by his tail from a mesquite tree on his farm. The fox's tail was twisted and knotted in the fork of the tree. (AP Photo)

The Friona Star

Publisher
JAMES M. GILLENTE, JR.
Friona, Texas

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JOHN W. WHITE, Editor
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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Friona Star will be gladly corrected upon its being brought to the attention of the publisher. Local reading notices, 2 cents per word per insertion.

Farm records are an aid to better farm planning. They are the "eyes and ears" of the farm business.

Classified Ads

23-1fc
For Sale — House, 5 rooms and bath. Two 50-foot lots. See W. B. Stark.

22-2fd
For Sale:
Modern Tourist Court.
Grocery Stock. Good location.
Modern Locker Plant.
4-room house and bath.
5-room house and bath.
6-room house and bath.
240 acres—highly improved.
240 acres, with 180 acres wheat.
One half section of wheat land.
L. F. LILLARD 17-3tc

For Rent—Ben Galloway Hard ware building for rent. Brick Filling Stations suitable for Friona Star.

See Glenn Weir Hereford. Phone 200 office. Formerly occupied by Reg. Phone 452-W

20-1fc
NURSERY — Plant now. Fruit trees, hedge, roses, bulbs, flowering shrubs and other nursery. Mrs. J. F. Ward, North Main, Hereford, Texas.

25-2fd
For Sale — 1 Easy wash machine. Priced reasonable. Mrs. Chas. Gray.

Hail the Littlefield Wildcats and their Coaches



Family Of Five Barely Escapes Death Wednesday

Early Wednesday morning at about five o'clock five persons in the home of Fred Barker, southeast of Friona, were attacked by a serious and what would soon have proved a fatal ailment. The afflicted persons were Mr. and Mrs. Barker and Mrs. Weedy Coffman and her two children who were visiting in her parent's home.

Mr. Barker awoke feeling very ill, suffering with a severe headache and otherwise ill, and he soon learned that Mrs. Barker

and their daughter and two grandchildren were suffering with the same ailment. Mr. Barker forced himself to go to the car and drive to a nearby neighbor who immediately drove to Friona and called Dr. Spring, who made his way promptly and speedily to the Barker home, where he found all five of the inmates had already fainted away and were totally unconscious. Emergency treatment was administered, and the five sufferers were loaded into cars and hurried to the local hospital, where reviving remedies were administered, and after a reasonable period all the stricken ones began to revive.

As soon as consciousness returned they all complained of severe headache and some with

nausea, and Mr. Barker attributed the attack as a result of having eaten some pork sausage for supper, and the ailment was attributed to ptomaine poisoning. But later development of the symptoms and further information seemed to prove that the attack had been from the effect of butane gas.

At latest reports, Wednesday evening, all five patients were reported as getting along nicely and an early recovery was hoped for.

Watermelons are white inside until they are cut and air oxidizes the meat, turning it red.

Rice is the principal food for one-third of the world.

Modern Study Club Gives Short Play

The members of the Modern Study Club were entertained Tuesday night by several members of the Friona Womens Club. The program consisted of a short play entitled "How the Story Grew," which kept the audience in laughter during the presentation. The characters in the play were Mesdames R. N. Gore, Jake Lamb, J. C. Wilkison, Bert Shackelford, J. D. Sanders, Lucille Foster, L. F. Lillard, Wesley Hardesty, with Mrs. L. R. Dilger as director. The members of the cast also "harmonized" on the song "My Darling Clementine," but requests for an encore on this rendition did not get results.

At the close of the program refreshments of dessert and coffee were served by the hostesses, Maurine Dunn and Estelle Caffey.

Survey Says College Costs Texans Less

Texans studying at Texas Tech spend \$177 less for a year's college work than the average American student, a recent survey of the New York Times has revealed.

The New York newspaper poll, showed that national average expenses for college tuition, board and room are \$756 per school year. Total expenses at Tech are \$579 per school year, conducted by Dr. Benjamin Fine, and include housing in the recently constructed dormitories on the Lubbock campus.

The nation-wide survey was made through reports from 630 American colleges and universities, the Times reported.

When it's summer in California it's also summer in China. Norwegian miles are seven times as long as the American mile.

Clifford H. Holland engineered the Holland tunnel.

Careful Home Color Styling Urged

Color styling of homes should be undertaken with the same amount of care given to design, site planning, landscaping, production and financing.

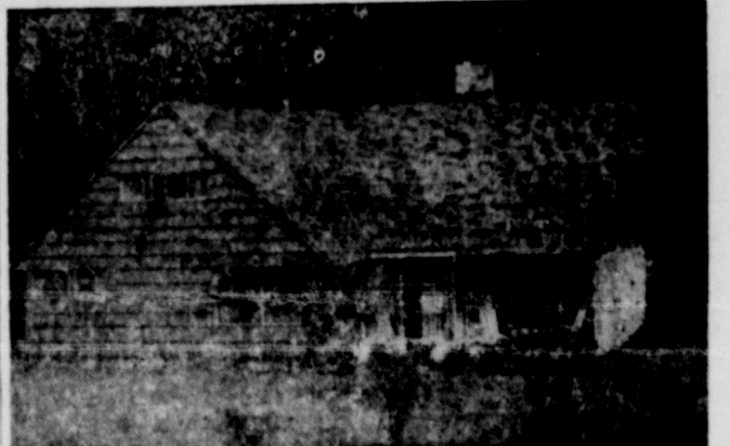
That is the belief of Beatrice West, professional color consultant, as quoted in American Builder, the magazine of the building industry. Miss West has done the color planning of more than 25,000 houses for 108 builders in 19 states.

"Color is a paramount consideration in architecture and frequently makes the difference between success and failure in planning a home," Miss West says. "To be successful in this respect, a home must have a distinctive appearance."

"Quite naturally, color planning should begin with the roof and work down. Because the roof is the largest unbroken area normally visible, the entire color scheme of a house will fail if the roof color is not right."

"The blended colors in asphalt shingles offer the widest latitude in selecting colors for sidewalks and trim material. A blended color is exactly what the word 'blend' implies—a mixture of colors which readily harmonizes with a wide range of other hues."

Miss West, who is director of interior design and color coordination for the Rahr Color Clinic, New York, advises taking particular care to avoid monotony



In styling this home Beatrice West began with gray-blended asphalt shingles and then used gray-stained red cedar shingles for the side-walls. For color harmony, the trim is a matching gray. Banana yellow makes a contrasting accent color on the doorway and window frame. White brick on an end wall adds charm to the dwelling.

and to use colors which combine pleasingly with those of adjacent homes. Miss West's work consists principally of color design for builders of large residential projects. American Builder says she considers the orientation of each house, the exposure of each room, regional color preferences, color trends, human reactions to color and other factors which influence color acceptance.

She suggests a minimum number of different colors but advises combining these colors in a maximum number of ways to provide diversity of appearance without increasing the price which the home buyer must pay.

BUY IN FRIONA

LOOKING TO THE FUTURE

With Fond Anticipations, Mutual Good Will and PLEASANT BUSINESS RELATIONS, AND AN APPRECIATION FOR PAST FAVORS, WE ARE STRIVING FOR A CONTINUANCE OF SUCH CONDITIONS THAT SHALL BE MUTUALLY

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EDUCATION ADVANCED IN 1949—BUT

One Of Every Nine School Ager Doesn't Attend

By BO MYERS
Austin, Texas (AP)—Better teachers, expanded programs of study, and new schools are in sight for many Texas children as 1950 arrives.

Whether this bright outlook will lead to a greater number of better educated, good citizens is an unanswerable question, but at least the opportunity is being created.

More zealous teachers can be anticipated for several reasons:

1. The Legislature of 1949 raised teachers' salaries to a level high enough to attract and hold well-trained men and women.

2. Incentive for teachers to remain in the profession and to improve their educational qualifications was created. Pay raises were put on a basis of teaching experience and graduate university work.

3. The president of the Texas State Teachers Association issued a year-end statement promising the group's concentrated effort to improve professional services of the teachers of Texas.

But while more money is being spent for education and more teachers are being put on the job, an estimated 175,000 boys and girls will get into the classrooms only a few days, or not at all, in 1950.

That means about one of every nine children is not receiving the free education offered by the people of Texas.

Poverty is the main reason that this vast group of youngsters is destined to grow up without the benefit of formal education.

Children of migratory laborers, poor farm families, and low-income city dwellers account for most of the number absent from school.

Thus, one of the big jobs facing the Texas Public School System in 1950—midway mark of the so-called progressive 20th century—is to bring 175,000

school-age children in contact with books and blackboard.

"That is one of education's unsolved and grossly intangible problems—one that has existed since the first public schools were opened," commented Charles Tennyson, public relations director for TSTA.

He quoted a school superintendent as saying: "We can't go out and rope kids to get them in school. If we did bring them all in, it would cost us another quarter of a million to two million dollars—depending on the size of the city—to provide new schoolroom space and to hire the extra teachers to take care of them."

Looking to the new year, the president of the state teachers association, Miss Waurine (q) Walker of Waco, sketched the following objectives for her organization.

"Recommendations for higher standard and more specific requirements for the certification of teachers, supervisors, and administrators will be made in order that the schools of Texas may have better qualified teachers."

Addition of new members to the TSTA's staff will bring better coordination of local, district and state programs in studying professional problems that will improve services to the school children, Miss Walker continued.

"In response to the increased support that has been given to the schools of Texas, teachers will concentrate upon improved programs of education, expanded school services, broadened curricula and better administration and operation of the schools," she said.

Increased financial support is the result of the congressional Gilmer-Aiken (q) law passed by the 51st legislature to give the state a first-class public school system.

State and local expenditures for the so-called minimum foundation system of education

will total about \$181,000,000 (m) for the 1949-50 school year. That is some \$30,000,000 more than was spent last year.

Additional local outlays for expansion of programs beyond the minimum state requirements for capital outlay, and for debt service will add another \$3 to \$5 million dollars, Director L. P. Sturgeon of the minimum foundation office estimated.

"While an educational program can not be evaluated in terms of money alone, we all ways turn to the financial yardstick in measuring the degree in which this fundamental conception of state responsibility has been realized," Gov. Allan Shivers told the teachers association in November.

He also observed that adequate financial support is not the state's sole obligation to the school children. It must also provide equal educational opportunities.

This, said the governor, involves special problems: "The vast physical space of Texas, the great variations in population density, the equally striking variations in local per capita wealth, and the presence in Texas of racial factors and language barriers that have complicated the situation."

Shivers viewed the Gilmer-Aiken program as the most ambitious attempt in Texas history to equalize educational opportunities.

Responsible for the schooling of approximately 1,113,000 (m) children the past year were 45,961 teachers, supervisors and principals. An estimated 2,000 educators have been added for the current year.

The "average" teacher holds a bachelor's degree, has been teaching 14 years, and now—as a result of the Gilmer-Aiken law—earns close to \$3,000 for nine months of teaching each year. These averages are based on information from the state's minimum foundation office and the TSTA.

To improve the welfare of teachers still further, the TSTA will make plans this year to provide sick leave benefits, group insurance, continuing contracts, and improvements in retirement benefits, Miss Walker reported.

"A code of ethics will be adopted by the teachers and enforced against unprofessional members," she predicted.

Rapid consolidation of school districts was reported by the state director of the minimum foundation office. The consolidation, said Sturgeon, is evidence of "interest on the part of local patrons to become a part of a larger administrative unit in order that a better school program may be available to the children."

However, Texas will always have its one-teacher schools, he believes. The wide open, sparsely populated spaces make it impossible to eliminate all the little one-room red schoolhouses.

Consolidation, accelerated by the Gilmer-Aiken law, has cut the number of school districts from 4,400 to 2,400, in which there are 3,300 operating schools.

Of these schools, 40 employ 100 or more teachers; 82 employ from 50 to 100; 2,115 employ from 1 to 6; 420 employ 7 to 10; 340 employ 11 to 20; and the remainder employ 20 to 30.

Thus it is seen that the vast majority of Texas schools are small ones relying on one to six teachers each to educate the children of the community.

Further consolidation is expected to cut the number of school districts to 2,000 in the next school year, 1950-51.

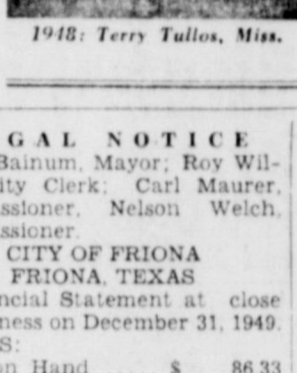
The 1948-49 school census totaled 1,524,671. More than one-fourth of this number, or approximately 411,661 children, did not attend public schools. Some of these were in private or parochial schools. Others had finished high school before they were 18, all children up to that age being counted in the census.

But that still left an estimated 200,000 who received little or no classroom instruction.

Col Stokes Gets Transfer Alaska From El Paso Post
A card was received from Lt. Col. and Mrs. R. C. Stokes, stating that Col. Stokes, who has been stationed at Fort Bliss, El Paso, has been transferred to Alaska, and that they were to leave Fort Bliss on January 5th, for their new location.

Polio Poster Children Form March of Dimes Honor Guard

1950 drive, following nation's worst epidemic, will be led by Wanda Wiley, escorted by poster children of past four years.



1950: Wanda Wiley, Texas

MARCH OF DIMES poster children whose plight and progress depict the fight against polio will tour seven cities in the 1950 drive, January 16-31. They will make a concerted appeal for greater contributions to provide effective continuation of patient care, research, and educational programs sponsored since 1918 by the National Foundation for Infantile Paralysis.

Cinder Block Gains in Use As Home Building Material

Cinder block is proving to be a highly satisfactory material for residential construction in northern climates, says American Builder magazine.

Cinder block is a type of concrete block in which the aggregate is cinders instead of sand and gravel. Its use as a major material in home building has been made possible by progress in manufacturing techniques and by many developments in waterproofing compounds, American Builder explains.

As an example of modern cinder block construction, the building industry magazine describes a house built in New York state.

American Builder says the dwelling is "practically fireproof" because of its cinder block siding. Fire-resistant asphalt shingles, which cannot readily be kindled into flame by flying sparks, are used for the roof.

The cinder block siding was given a cement stucco finish. Then the walls were painted with a waterproofing compound to prevent harmful condensation of water.

On the interior, floors are supported by steel beams instead of conventional wood joists. The steel adds to the fireproofing. Floors are of concrete covered with asphalt tile, except for the living room in which the top flooring is oak.

Inefficient Kitchen Plan Doubles Housewife's Work

Inefficient arrangement of range, refrigerator, sink, cabinets and counters can cause a housewife to spend twice as much time and effort in the kitchen as would be necessary otherwise, says American Builder magazine.

The refrigerator and storage cabinets and bins should be near the outside door where supplies can be brought in conveniently. Near the refrigerator, there should be counter space for mixing foods.

American Builder recommends placing the sink under a window.

There should be ample work space on both sides of the sink.

The range should be near the dining room. Counter space and a cabinet for utensils should be within easy reach.

The magazine advises allowing kitchen space for a large refrigerator, although a small refrigerator might be installed originally. There is a growing preference for large refrigerators, many of which have frozen food compartments. As a family increases in size, more refrigerator space is needed.

Buy It In Friona

ROOFING

BUILT UP—NEW OR REPAIRED
ASBESTOS—COMPOSITION
SHINGLES

Your Building Is No Better Than the Roof
SHEET METAL WORK
Of All Kinds. Specializing in Mill and Gin Work
AIR CONDITIONING, Warm and Cold

ALL WORK GUARANTEED

CLARY'S SHEET METAL & ROOFING

Clovis, New Mexico Littlefield, Texas 25-3rd

OPENING NEW BUSINESS

I Am Announcing The Opening OF A GENERAL REPAIR SHOP

On Sixth Street In the West Part of Friona, At

My Home Place

WHERE I WILL DO ALL KINDS OF GENERAL

REPAIR WORK, PROMPTLY And

SATISFACTORILY

I HEREBY SOLICIT YOUR BUSINESS

P. W. HUGHES

THE OLD YEAR DONE

By HERB SWINNEY
Minister of the Sixth Street Church of Christ

Many are the people in Friona who have turned their backs on God Nineteen hundred and forty-nine was nothing more than a testing ground of your faith. Like a tree that bends and breaks in the night, you have quietly and secretly fallen away from the giver of life. But God be thanked that time still lasts and that a new year is given for you to repent of those wrongs.

"I came to my teacher with a quivering lip,
my task undone;
Master, hast thou another sheet for me?
I've spoiled this one.
In place of the old sheet stained and blotted
He gave me a new one, clean, unspotted.
And into my glad face smiled,
Do better next time, my child,
I went to the throne with a broken heart,
The old year done,
Father, hast thou another another chance for me?
I've spoiled this one
He took the old year, stained and blotted,
And gave me a new one, clean, unspotted,
Then down into my glad heart

smiled,
Do better next time, my darling child.
—(Selected)

HYDE FAMILY HAD REUNION

Mr. and Mrs. H. A. Hyde were happy to have all four of their children home with them for the Christmas holidays.

They were: Rev. Omar Hyde, and family of Blair, Oklahoma; Truell Hyde and wife of Loran, where they are teaching; Rev. and Mrs. Donald Kimbrough of Fort Worth, where he is attending the Southwestern Seminary; and Maxine Hyde, also of Fort Worth. She is attending the Baptist Bible Seminary of Fort Worth. Also three grandchildren.

Farm Bureau Insurance

STRICTLY FRESH

MORE and more butchers are working in the back room now that customers prefer pre-packaged meats. This way, customers are spared their cutting remarks.

Farm Bureau Insurance

LEGAL NOTICE

Mack Bainum, Mayor; Roy Wilson, City Clerk; Carl Maurer, Commissioner; Nelson Welch, Commissioner.

CITY OF FRIONA FRIONA, TEXAS

Financial Statement at close of business on December 31, 1949.

ASSETS:

Cash on Hand	\$ 86.33
General Fund	884.41
Construction Fund	23,451.22
Tax Fund	7,809.70
Int. & Sinking	1,499.80
Maint. & Oper.	269.51
Rev. Bonds, 1949	7,475.05
Reserve Fund	760.50
Sewer Bonds, 1949	3,087.50
Water & Sewer Rev.	681.69

Total Bank Balance \$ 45,466.69

FIXED ASSETS:

Fire Dept. Equip.	\$ 5,340.35
Street Improve.	11,152.68
Police Equip.	89.94
Office Furn. & Fix.	586.56
Real Estate	1,140.00
Curb & Gutter	3,253.28
St. Maint. Equip.	3,599.60
Small Tools	100.99
Water Works System	79,586.97
Sewer System	93,825.68

Total \$198,466.45

CURRENT ASSETS:

Delinquent Tax	\$ 2,699.56
Curb & Gutter Rec.	626.00
Water Rents Rec.	1,094.25
Del. Water Rent	122.00
Notes Receivable	117.48

Total \$ 4,629.29

TOTAL ASSETS \$243,562.43

LIABILITIES:

Meter Deposits	\$ 1,765.00
Bonds Payable	181,949.00
Cap. & Rev. Sur.	62,836.49
Withholding Tax	62.40
Revenue over Exp.	21,958.54

TOTAL LIABILITIES \$248,562.43

Executed under my Hand and the Seal of Said City of Friona, Texas, this 2d day of January, 1950.

(s) ROY WILSON
City Clerk

(SEAL) 25-11

Farm Bureau Insurance

Col Stokes is better known at Friona as Dr. Stokes, he having served for more than a year as head of the medical and surgical staff at the local hospital.

Col. and Mrs. Stokes have a host of friends at Friona, who deeply regretted their leaving Friona and further regret their being sent so far away.

Farm Bureau Insurance

WE ARE ON THE LINE FOR A GOOD LONG CALL

Calling All People's Attention to the Fact That WE ARE HERE TO SERVE YOU

For Another Whole Year, Promptly, Courteously Efficiently and SATISFACTORILY

Fuel Oils, Lube Oils, Greases, Part, Tools and WE FIX FLATS and

HOPING TO SEE YOU EVERY DAY

FRIONA CONSUMERS CO., Inc.

HENRY LEWIS, Manager

Front View of New Dodge



Beauty and serviceability are combined in the front end design of the new Dodge cars. Bumper guards are larger, and of special design to provide maximum protection to parking lights, hood and grille. The grille is made of gleaming stainless steel members, replaceable separately to minimize replacement costs.

THIS IS THE SEASON

When, If we are to Have any Severe Cold Weather, We May Expect it ANY DAY

Keep Those Dairy Cows and Laying Hens ON THE PRODUCTION LINE By Giving them PLENTY of Our Celebrated P. G. C. BALANCED RATION

Dairy Ration and Laying Mash and Protection From the Cold

STORAGE SPACE FOR YOUR GRAIN

Friona Wheat Growers, Inc.

Keep The Year Going Right

By Serving From Your Table the Most Wholesome of

FOOD PRODUCTS

For Your Daily Menus, For Each Meal of the Day

We are Always Happy to Serve You With

THE BEST THERE IS IN FOODS

WHITE'S CASH GROCERY

FREE DELIVERY

PHONE 2442 FRIONA, TEXAS

We Are Starting On An EXTENDED JOURNEY

Which will require at least ONE YEAR and, perhaps, longer And WE MOST CORDIALLY INVITE YOU TO ACCOMPANY US WITH YOUR PATRONAGE AND GOOD WILL

And We Shall Do All in Our Power to make the Journey Mutually PLEASANT AND PROFITABLE

SERVING YOU WITH PHILLIPS "66" Gasoline and other PHILLIPS Products ALSO: Tires, Tubes, and Auto Accessories, Oils and Grease

Right on Highway "60" - Right on Prices Right on the Job

SMITH'S "66" SERVICE STATION

Ask For Your "S & H" Green Trading Stamps

This Is Not The FISHING SEASON BUT

It is a good time to get ready for it. Have us build you a Boat

ANY SIZE OR CLASS

LOUIE LONGMEYER

Regal Theatre
FRIONA, TEXAS

Good Order — Our Job
Good Shows — Your Pleasure

Fri. - Sat. Jan. 6 - 7
Tim Holt

In
"STAGECOACH KID"

Sun. - Mon. Jan. 8 - 9
Frank Sinatra, Ester Williams

Gene Kelly
in
"TAKE ME OUT TO THE
BALL GAME"

In Technicolor
News

Wed. - Thurs. Jan. 11 - 12
"MAKE MINE LAUGHS"

A New Musical Review
Including High Lights

Starring
Ray Bolger, Ann Shirley,
Joan Davis, etc.

**More And Better
Planning Needed**

Farmers and farm families are faced with a challenge that can be met most successfully through planning and efficient production. The level of farm prices is edging downward and acreage allotments are being made and these conditions will make necessary changes in farm operations.

Farm living standards have improved during the last 10 years and good management will be necessary to maintain them, says C. H. Bates, extension farm management specialist of Texas A&M College.

He reports that county extension agents are assisting farm families in setting up plans for further improvement of farm production practices and suggests that the following management phases of crop production be considered when you start on your future plans.

Select and use the highest yielding adaptable crop varieties and don't forget the new corn hybrids. The most productive parts of the farm should be planted to cash crops. If you are in an area of the state where commercial fertilizers can be successfully used, get your fertilizers early and apply them generously, says Bates. Use the best known cultural practices and these should include soil-building and moisture conserving measures. Be on the alert for insects and disease hazards and if they show up use control measures for control pay-offs in



SQUAW'S "NEW LOOK"
Inspired by the gaily-colored costumes of the American Indian, this creation is done in gentian purple and crisp white cotton. The many-striped skirt, matched by modified leg of mutton sleeves, is topped by a neatly-buttoned bodice with a little round collar.



THE LAST OF \$8 MILLION—L. Roy Prescott of the Production Credit Corporation of Houston (standing) shows 21 checks totaling \$105,000 to Dr. Virgil P. Lee, president of the corporation. The money is being returned to the U. S. Treasury as the last installment of \$8 million advanced to 36 Texas production associations in 1933-34. Texas is the first district to repay the loan. The Texas Associations are owned by 33,000 farmers and ranchers and will assume tax liability, paying an estimated one quarter million dollars in taxes annually. (AP Photo.)

**Health Hazards
Great In Winter**

Seasonal health hazards for young children are to be guarded against in the wintertime just as carefully as they are in

the summertime in the opinion of Dr. George W. Cox, State Health Officer.

"Every mother is familiar with so-called summer complaints which affect small children but certain winter diseases can be just as harmful and are just as likely to make their appearance

He who Ceases to Advance, Falls Back.

He who Ceases to Grow Greater, Becomes Smaller -- Amiel

IT IS OUR MOST ARDENT DESIRE TO ADVANCE WITH FRIONA AND TO GROW GREATER WITH FRIONA AND HER TRADE TERRITORY CONSTANTLY

DURING THE COMING YEAR

1950

Santa Fe Grain Company

unless proper precautions are used," Dr. Cox said.

In the group of winter diseases Dr. Cox included influenza, tonsillitis, pneumonia, bronchitis, asthma, and even diphtheria when a child has not been immunized. Any such disease affecting a child's respiratory or breathing system is apt to be very serious and only too often fatal. Pneumonia often develops from a neglected cold or may follow a severe case of measles or whooping cough. Bronchitis condition may also prove to be an after effect of these diseases and these respiratory ailments are much more difficult to combat successfully than the digestive ailments which are prevalent in the summertime and known as summer complaints.

"These winter diseases are especially dangerous to babies and very young children," Dr. Cox

stated. "Nearly all of them are spread from the secretions of the nose and mouth. Children not in vigorous health are naturally more susceptible to these complaints and the first line of defense against them is to strengthen the child's power of resistance against disease." Dr. Cox advised. "The second step is to keep them under medical supervision and the third is to make sure that they avoid contact with those who have coughs, colds, or fevers."

Mr. and Mrs. George A. Jones of Lakeview community returned Saturday from a week's visit with relatives and other friends at Eddy, Dallas and Fort Worth.

Ray Smith and Glenn Mingus made a business trip to Odessa Sunday, returning Monday. Farm Bureau Insurance

STRICTLY FRESH

RUSSIA is reported to be building a thousand submarines. Maybe it's about time we quit worrying about the Red underground and started worrying about the Reds underwater.

In cities where the water shortage is really bad, cleanliness is no longer next to Godliness; it's next to impossible.



Success or failure in Business,
Is caused more by Mental Attitude
Even than by Mental Capacities.

—Walter Dill Scott.

One Proper Attitude is Manifest in Maintaining

A DEPENDABLE CHECKING ACCOUNT

In

THE FRIONA STATE BANK

greater production and better quality in the crops. Then store or market your produce to get the highest market prices—generally quality merchandise faces the least competition.

Bates says another item you'll not want to overlook is to do the necessary work at the time when it will be most beneficial and time-saving. The use of proper sized tractors and equipment with well trained operators may eliminate costly hand labor by permitting early cultivation of crops.

Finally, he says the use of good business methods in farming areas essential to the farmer as they are to a modern factory operation. Competition will "weed out" the inefficient producer. Farm records, he points out, are an aid to better farm planning for they are the "eyes and ears" of your farming business and can help you make the kind of plans that will increase farm profits and maintain the present high standards of living.

Mr. and Mrs. George Baker, who spent the Christmas holidays visiting their sons and daughters in various parts of the state, returned the latter part of the week, reporting a very nice trip and visits.

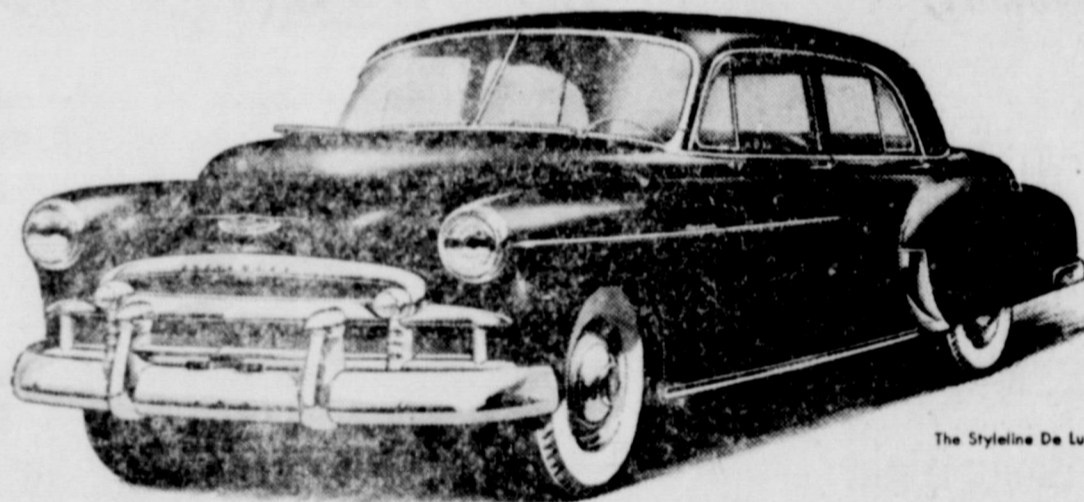
Farm Bureau Insurance

On display Saturday—

1950 CHEVROLET

introducing **POWERGLIDE** automatic transmission

Optional on De Luxe Models at Extra Cost



The Styleline De Luxe 4-Door Sedan

FIRST...and Finest...at Lowest Cost!

Chevrolet for '50 brings you the best of everything at lowest cost . . . greater beauty . . . finer performance with economy . . . outstanding driving ease, comfort and safety!

Here, in Chevrolet for '50, are the finest values the leader has ever offered to the motoring public.

These thrilling new Chevrolets are available in 14 surpassingly beautiful Styleline and Fleetline body-types. They bring you a choice of two great engines and two great drives—the Automatic Power-Team® and the Standard Power-Team—described

in detail below. And they also bring you quality feature after quality feature of styling, riding comfort, safety and dependability ordinarily associated with higher-priced cars, but found only in Chevrolet at such low prices and with such low cost of operation and upkeep.

Come in. See these superb new Chevrolets for 1950—the smartest, liveliest, most powerful cars in all Chevrolet history—and we believe you'll agree they're FIRST AND FINEST AT LOWEST COST!

ONLY LOW-PRICED CAR TO OFFER A CHOICE OF STANDARD OR AUTOMATIC DRIVING

THE AUTOMATIC POWER-TEAM®

(Built by Chevrolet—Proved by Chevrolet—Exclusive to Chevrolet)

NEW POWERGLIDE AUTOMATIC TRANSMISSION—for finest Automatic Driving (with no clutch pedal—no clutch pushing—no gearshifting). It combines with Chevrolet's new Economy High-Reduction Axle to bring you an entirely new kind of driving . . . low-cost automatic driving that is almost 100% effortless . . . it's the simple, smooth and thrifty automatic transmission. NEW 105-H.P. VALVE-IN-HEAD ENGINE (with Power-Jet carburetor and Hydraulic valve-lifters). Here's the most powerful, as well as the most thoroughly proved engine, in the low-price field . . . giving performance extraordinary . . . together with traditional Chevrolet economy in over-all driving.

*Optional on De Luxe Models at Extra Cost

THE STANDARD POWER-TEAM

(Outstanding for Standard Driving Ease . . . Performance . . . and Economy)

HIGHLY IMPROVED, MORE POWERFUL VALVE-IN-HEAD ENGINE (with Power-Jet carburetor and larger exhaust valves). The fine standard Chevrolet engine now made even finer . . . giving you more power, more responsive pickup, greater over-all performance . . . plus the outstanding economy for which Chevrolet has always been noted. THE FAMOUS SILENT SYNCHRO-MESH TRANSMISSION (with Extra-Easy Hand-E-Gearshift). Long recognized, by automotive engineers and the motoring public alike, as the pattern of smooth, quiet gear transmissions . . . assuring extremely simple and easy gearshifting . . . in fact, owners say easiest car operation, next to automatic driving itself.

America's Best Seller **CHEVROLET** America's Best Buy

Reeve Chevrolet Company

FRIONA, TEXAS
DIAL 2022

Here...Now!

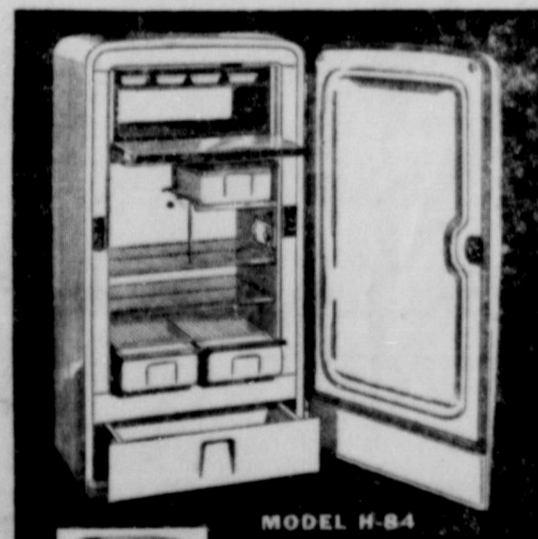
**INTERNATIONAL
HARVESTER**



**NEW... Entirely New
1950
REFRIGERATORS**
They're Feminized!

They're here! They're beautiful! Four sizes . . . four big-value price-tags . . . four great new refrigerators, that women dreamed and home economists planned for you! Come in today and see them. See the big freezer lockers, the spacious shelves, the extra-roomy meat trays and vegetable crispers.

See the new, exciting, "shadowline" styling—no ledges, no crevices to catch dust and make work. See the Egg-O-Mat, clever new egg-dispenser. See the new Diffus-O-Lite for shadowless interiors. Don't miss the exclusive, built-in bottle-opener. And let us show you how "Every Feature Has a Function" in these great new International Harvester refrigerators. Buy on convenient terms.



MODEL H-84

Prices start at
\$214⁹⁵

Big 7.4 cu. ft., Model H-74

Other models 8.4 to 9.5 cu. ft.,
\$239.95 to \$299.95

Come In Today!

Parmer County Implement Co.