

The Friona Star

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

Vol. 8—No. 28

FRIONA, PARMER COUNTY, TEXAS, FRIDAY, FEBRUARY 2, 1934

Dairy Show Asks Parmer County To Cooperate

Directors of the Panhandle Dairy Association met in Plainview on January 25th and extended an invitation to Parmer County dairymen to bring some dairy animals, and also to visit the show. They anticipated one of the best shows in the history of the organization. They voted to include poultry judging for vocational students and 4-H club members. Premium lists include Jersey, Guernsey and Holstein. The dates are April 16 to 19 inclusive. This permits breeders to get their cattle in Plainview on Sunday and allows time to get them in condition to go in the show ring.

I sincerely hope that Parmer county will have a big delegation at the show at least one of the days. Parmer will have one day there, but at this time no definite day has been set.

I want to urge all dairymen who have high producing cows to start now in getting them ready to compete. I feel sure that we have some high producers in our county. Information will be in the press from time to time for all Parmer county farmers.

ALEX. R. BATEMAN, County Agent.

HANSON-JOHNSON

The many friends of Miss Janet Hanson and Elvin Johnson, of this city and vicinity, were considerably surprised when the news of their marriage reached here the latter part of last week.

The bride is the daughter of Mr. and Mrs. D. W. Hanson, of Friona, and the groom is the son of Mr. and Mrs. Ervin Johnson, who live a few miles northwest of town, both highly respected and esteemed families of the town and community.

Th bride has been a student in the Junior College at Amarillo during the present term, where she was at the time of their marriage. The groom is employed with an oil distributing company at Pampa, where they will make their home.

Both are graduates of the Friona high school, having graduated here with distinguished honors, and both were social favorites amid the group of their young associates.

The Star joins their many other Friona friends in wishing for them a long, happy and prosperous wedded life.

MULKEY WRITES THE STAR

We, of the Star are in receipt of a card from our good friend Mulkey Erell, of Bovina, and we are sure Mulkey's Friona friends will want to share in what he has to say, so we are quoting him as follows:

Dear Mr. White: I received the copies of the Star and I enjoyed them very much. I appreciate very much the way all my friends are helping and pulling for me in this, the greatest battle of my life. Best wishes, Sincerely, Mulkey Erell.

LAKEVIEW YOUNG PEOPLE'S ENDEAVOR MEETING

The Lakeview Christian Endeavor met Sunday evening at 7:30. The title of the lesson was "Queer People," with Mrs. Manderscheid as leader.

After the lesson had been discussed, Mr. Alexander led the singing. We hold a hearty welcome for visitors.—Reporter.

RETURNED FROM VACATION

Mr. and Mrs. Buford Taylor and small daughter returned Sunday from a six-weeks vacation, spent in hunting and fishing and visiting with relatives and friends in Kaufman county and Dallas.

Mr. Taylor stated also that his of the most enjoyable times of his life and met many of his boyhood friends whom he had not seen for a long time. He was also successful in bagging more squirrels and catching more fish.

Mr. Taylor state also that his vacation and good time had a vein of sadness caused by the death of two of his most intimate friends with whom he had spent a goodly portion of his time while there. It appears that just before his departure for his home in Friona, one of the friends accidentally shot himself while storing his gun in a car with other hunting equipment and died instantly. The other dropped dead only a very short time after Mr. Taylor had bidden him good bye. On their return home they were accompanied by Mr. Taylor's sister, Mrs. H. L. Russell.

Mr. Schmitz of near Muleshoe, has moved with his family to the Mrs. Maude Towry farm northwest of town.

WOULD farm on shares or not some land on crop rent. Have teams and implements. Would trade teams and implements for house and lots. Irvin Reeves, Hereford, Texas.

Cogitations & Aphorisms of Jodok

In my cogitations last week I mentioned and rather emphasized the desirability of doing one's trading with their home dealers and felt that my disposal of the matter was rather conclusive in my favor.

However I have always contended that there are two sides to every question and it has been brought to my attention that this question is no exception. There surely are two sides to it.

One citizen informed of the fact that he had tried at every store in Friona, that handles men's hats, to get a hat that would fit him, and without success. He had then worn his old worn out hat several weeks longer to give the dealers a chance to replenish their stock and had finally been obliged to go to a neighboring town to supply his needs.

Another said he needed a new shirt very badly and had visited the shirt dealers of Friona in quest of one only to find that their stock of shirts did not contain his size in any quality or style. After a few weeks waiting he again tried only to find the remnants of the former stocks of shirts. Then it was go to another town, send out a mail order or go shirtless and he did not propose to do the last.

Another man wanted a pair of garters for his wife. One dry goods and notion store had no such article in stock. Another store had a few of only one style and quality, neither of which were satisfactory to the customer, who, in trying the quality of one of them broke it or the card it was stretched over, and then felt obligated to buy it whether he liked it or not.

It thus appears that part of this buy-at-home business is up to Mr. merchant, for he surely cannot expect his customers to buy articles of inferior quality or of a style they do not like, simply in order to trade at home, although it appears that this is often done.

Well, I am pleased that I do not have to settle such perplexing questions, although, as I stand on the street corners I hear plenty of suggestions for their settlement.

In reading over the Texas Weekly I notice where some other publisher has apparently taken Mr. Molyneux to task on account of views opposing the regulation of cotton production, while he advocates the regulation of the oil industry. He, with some irony, represents Mr. Molyneux as classing the oil producers as "big oil barons" who are amenable to regulation whether right or wrong, while the cotton growers are "just the people."

In cogitating over this matter I really wonder just whom we should consider as the people—the farmer, the cotton farmer, the wheat farmer, the hog farmer, the small merchant, the wood-chopper, the coal miner, the oil-producer, the banker, the professional man or just the plain CWA worker.

The editor above mentioned said maybe Molyneux would give him an answer next week, and Mr. Molyneux did that.

I endorse fully, so far as I am able to understand, Mr. Molyneux's editorial in the Texas Weekly of the January 27th issue regarding the Dean Law and the Prohibition Amendment to the Texas constitution, wherein he reviews many suggestions that have been presented for modifying and partially nullifying the law and the amendment and concludes with these words: "The trouble with all such proposals is that they do not satisfy those, who like ourselves, are more concerned about having the liquor traffic placed under strict regulations and compelled to pay adequate taxes to the state, than about getting better and cheaper liquor." "We have an older-fashioned prejudice against circumventing the law, and we are inclined to think our courts will share this prejudice. However events may prepare us to be mistaken. We are not prepared to say what may happen in these "progressive" days."

I am of the opinion that when a law is passed or an amendment adopted, that it should be obeyed as a part of the laws of our land and whether I agree as to the absolute justice of the law or not, I deem it the duty of a good patriotic citizen to obey that law, and this I have always tried to do.

When the Eighteenth Amendment was adopted and the Volstead law enacted, I drank no more liquor, because, had I done so, I would have encouraged the violation of that law.

SCHOOL AND CITY TAXES

According to the school and city tax collector, quite a few people are paying their school and city taxes, but not nearly so many as there should be.

It seems a strange thing that the people and political division seem to think that they are entitled to the benefits, privileges and protection of these political subdivisions of our country and yet, not be required to contribute to the support of the organizations.

You are receiving the benefits of your local school and of your city government, either directly or indirectly, and you would be at great inconvenience in many ways if it were not for the fact that they are assured to you by these organizations. The only way the city or the school has of meeting the running expenses is through taxation of the citizens living within their boundaries. If you do not pay your portion of these taxes you are throwing the entire burden of support upon those of your neighbors who do pay. Do you want to be considered a leech? Certainly not. Then step up and pay your share of the tax burden.

Sanitation Project Work Begins Soon

Mr. Frederick Dodson, Supervisor of the County-wide sanitation project, accompanied by Miss West, County Nurse, attended to business in line with his work at Friona Wednesday. This project is to be handled in connection with the CWA and CWA labor will be used. Detailed information will be furnished in next issue of the Star and all citizens are urged to get themselves informed on this subject as quickly as possible by getting in touch with Mr. D. W. Hanson, who is in charge of the Friona district.

an amendment on the part of some other citizen. And since the amendment has been annulled, I will still probably drink no liquor, since, so far as I know, there is no law requiring me to do so. I know I could not be any better citizen by drinking liquor.

The celebrated humorist, Will Rogers, often prefaces his addresses with the remark that he knows nothing but what he reads in the papers. I am different in my attitude and source of knowledge. One cannot read a paper very well on the street corner, and if I were to go inside, there is not knowing how much I would miss hearing. Therefore I do not know much except what I hear on the streets.

And believe me, for gathering information, there are very few places that will beat the street corners. There is information to be gathered there that could not be gleaned from the most complete and up-to-date encyclopedia in the world.

For instance if one wants to learn all angles of the cotton plough-up plan, the wheat acreage allotment plan, the corn-hog plan, or all the merits and demerits of the CWA and PWA, right there he can get the whole thing from "A to ZZARD."

I am inclined to agree with some of my good friends that the CWA, which is now giving employment to so many of our people, is about the best plan that has been started for the relief of unemployed.

The fact that this money is all being expended on some kind of public improvement is one argument in its favor. True, it is said the public will have to pay for all this, but that is all right if the public gets the benefit of the work. Coming generations will have it to pay. All right again, for coming generations will be those who will get the benefit of it, if the work is made permanent.

Then, again, all our unemployed can not get work on these public improvements under the CWA. All right again, for those who are working there are all the time wearing out shoes, overalls, gloves, caps and all articles of clothing. They are also consuming large quantities of bacon, bread, sugar and all manner of food stuffs.

In this manner they are giving employment to factory workers, process workers, refiners and many other lines of labor, thus passing the good things on to those who are not so situated as to secure employment directly from the CWA. Why not, therefore, let it continue, at least until something better develops.

Anyway, I am not going to do anything to clog the wheels of any movement that has the appearance of doing any good for the people, but I am going to thrust in my own and do all I can to help pull the old "Ship of State" along.

Friona Contributes To President's Birthday Cause

Instead of having a ball, Friona placed boxes in the City Drug Store and the Friona Bank, thus giving those who wished to have a share in the national tribute to make the celebration answer a practical service a chance to contribute.

A number of our citizens who were able to do so, joined with the larger nearby cities in the festivities provided.

As it is, our voluntary contributions expressed what all our community feels, a grateful interest in the humane nation wide hope that the hospital in Warm Springs, Ga., will be enriched with sufficient funds to place it beyond the danger of ever closing for lack of financial resources.

Accompanying our small offering, the people add their greetings to the President on his birthday.

METHODIST CHURCH NEWS

Scripture for the morning service was taken from Leviticus, 14:21. "And if he be poor, etc."

Gods plan recognized the poor; he favored the poor but did not except him from service nor paying his dues. Poverty is not a virtue in itself. There will be poor as well as rich who will meet heaven.

"To Satisfied Ranchers" was the subject for the evening service. Scripture was taken from Numbers 32:1-2-3. "This is a land for cattle, and thy servants have cattle . . . bring us not over Jordan."

Point one: "Individualism is the temptation of all men."

Point two: "The danger of individualism."

Conclusion: "Our duty is to our fellowmen. To encourage them by standing with and fighting for them." The subject for Epworth League discussion was "Present day values in my work. Thelma Osborn led in presenting the following program: Song—Work for the Night is Coming. Scripture—Leader.

Song, Land of Beyond, Forrest Osborn.

Prayer—Rev. Thurston. Talk, "What can I get out of my work"—Mr. Eubanks.

Quartet, "Harbor Bells"—Osborn, Routh, Parr, Thurston. League benediction.

The Y. W. C. Frances Van Pelt Circle, met at the home of Mrs. Wright Williams Monday evening, and three new members were added to the roll. The Fellowship meeting for Thursday, February 1, and "Our Pledge For the Year" was discussed. All were urged to attend the Zone meeting at Hereford, Wednesday, January 31. Next meeting will be at the home of Mrs. O. C. Jones, February 5.

LAZBUDDY FARM CLUB

By Mrs. Leonard Kimbrough. The Lazbuddy Farm Club met with Mr. and Mrs. Ray Daniels, January 22 and 23. The project was killing, cutting, curing and canning beef and pork.

The demonstration was under the direction of A. R. Bateman and Miss Rozelle McKennie. It was very interesting and well attended. The next meeting will be with Mrs. Roy Daniels, February 12th. The project will be "making and laying tile; also pruning grape and berry vines."

All who are interested in making hooked rugs should meet at Mrs. O. N. Jennings, Tuesday, January 26. Bring a covered dish.

MRS. RUSHING HERE

Mrs. E. V. Rushing and son Eric, were over from Farwell Tuesday afternoon looking after a few business matters and visiting and shaking hands with as many as possible of their good Friona friends. Mrs. Rushing stated that Mr. Rushing has been confined to his bed the past several days with severe cold or influenza, but was then able to be about in the house. One of the daughters was also ill.

WEATHER AT FRIONA

There has been very little change of any kind in the local weather during the past two weeks. Some days are colder than others and some are warmer than others, but all have been fair and bright.

A few days have been a little windy but no moisture of any kind has fallen in the immediate vicinity of Friona, although there was a light shower reported at the Homeland community Saturday morning early when a lot of lightning was seen and some heavy thunder heard with heavy clouds in several directions prior to sunrise, but nothing developed worthy of account.

Mr. W. C. Wilkerson, prominent Hub farmer, left Monday for an extensive trip thru Oklahoma and Texas with Corpus Christi, Texas as his final destination. It was not learned when he expects to return.

CWA WORK SLACKENING

Local director of the CWA work, J. C. Wilkinson has been compelled to gradually reduce his force of workmen and also the number of hours.

Where a man was formerly allowed to put in 30 hours each week, he is now allowed only 15 hours. In addition to this curtailment of hours all teams and trucks have been entirely eliminated, which fact makes it very inconvenient for completing the project of street work begun in Friona, since the deposit of caliche from whence the material comes is nearly four miles from town.

At present the only means of transportation available for the work is that furnished by the city. It is hoped by Mr. Wilkinson that he will be allowed to put on teams and trucks for the work again in the near future.

HEREFORD BALL GAME A DRAW

The basketball game played at Hereford last Saturday night between the Friona Chiefs and Squaws and the Hereford teams, was a draw in one sense of the word, the Chiefs winning over the Whitefaces, while the Squaws lost to the Hereford girls.

This result was just the reverse of the games played here a few weeks ago when the Chiefs lost to the Whitefaces and the Squaws won.

The games played here Friday night between the Friona teams and the boys and girls teams from Vega, was a victory for the Squaws and a defeat for the Chiefs.

FARM PRODUCTION LOAN ASSOCIATION

A Federal Farm Production Loan Association was organized over at Mulshoe Tuesday afternoon. The organization will include the counties of Parmer, Bailey and Lamb, with head office at Mulshoe.

Mr. Elliott of Bovina, was elected secretary-treasurer and M. K. Smith, of the central part of Parmer county was selected as "loan appraiser."

Identity Held Uncertain Yet For Dead Man

Last week's issue of The Star contained an article relative to the man whose dead body was discovered just east of Friona a few months ago.

On Saturday of last week, Mr. Landrum received a letter from the lady at San Angelo, whose husband had mysteriously disappeared, and who thinks that possibly the dead body found here may be that of her husband.

As was stated in last week's article, people from San Angelo had visited Clovis, where the head of the man was being held and had taken the skull home with them for further possible identification.

As the letter received Saturday contains incidents that will be of interest to our readers, we are giving it as the lady wrote it: Mrs. J. L. Landrum, Friona, Texas. Dear Sir:

Four men went to Clovis, New Mexico, to try to identify the body. The police at Clovis said it was useless to go to Friona if the skull could not be identified. The skull was brought back and viewed by Dr. W. N. Jones, but this was done from memory, not record, and he is very old. A woman who knows O. D. well, talked to him the last of July on the Robert Lee road on his way to Big Spring, Texas. He had on a new pair of blue and white striped coveralls, a bundle under his arm, a light colored Italian make hat in his hand and his tool kit in hand. He was hitch-hiking to Big Spring. I judge the coveralls must have been 42 bust as that is the size of his coat. A tool kit was seen by Mr. Patty, who works that country. It was in a draw, Bovina, a draw two or 3 miles S. on highway. We are not satisfied with Dr. Jones' decision. Thanks to you, I am writing to R. V. Miller, Clovis, N. M. Respectfully, MRS. O. D. SANBORN.

NOTICE OF INTENTION TO INCORPORATE A PARTNERSHIP

Friona, Texas. To Whom It May Concern:

Notice is hereby given that J. A. Blackwell and J. M. Blackwell, composing the partnership known as "Blackwell's Hardware & Furniture," located at Friona, Texas, intend to incorporate without change of the firm name with the exception that the word "Company" is to be added, making the name of the corporation to be "Blackwell's Hardware & Furniture Company," after the expiration of thirty days from this the 10th day of January, 1934.

J. A. BLACKWELL, J. M. BLACKWELL, (Partners)

Friona Chiefs Win Over Canyon And Hereford Teams

The Friona Chiefs annexed two victories the past week and have the scalp-locks of the Hereford Whitefaces and the Canyon Eagles in the trophy room. In a complete reversal of form the local boys trounced Hereford 21-15 at Hereford Saturday night and on the following Tuesday defeated Canyon 15-14 in one of the hottest games seen on the local court in the memory of the oldest squaw. "Rusty" was hotter than a depot stove and his team mates were equally torrid. To date the boys have won nine and lost five games in high school competition.

During the week the Squaws dropped a closely contested game to the Hereford girls and won an easy victory over the Canyon girls Tuesday night 21-12.

BEN. P. RIDGE WRITES STAR

The Star is in receipt of a highly appreciated letter from Mr. Ben F. Ridge of Duncan, Oklahoma. Mr. Ridge is senior owner of the Friona GIn, and has many a warm friend in Friona, whom he has won during his occasional visits here, when looking after his business affairs.

Since we are sure these friends will be interested in what he has to say, we are giving his letter, which is as follows:

Dear Mr. White: That was a fine tribute you paid to some elderly couples of Friona. In last week's issue of the Star, and my casual acquaintance with most of them, leads me to believe that what you say of them is true and fully deserved.

No doubt, the little boat in which these couples are voyaging down life's stream, has bumped against a rock occasionally, but evidently no snags have been encountered to tear it asunder.

Let us all hope, that as they enjoy the fruits of their labors, and the love of their children, and the contemplation of the beautiful thoughts of their "yesterdays" their declining years may be filled with happiness and contentment, and that their boat may make Life's Harbor in safety.

After reading your "cogitations" on this subject, there came the impulse to say a word myself, and so this is it.

Yours Sincerely, BEN. P. RIDGE.

CONGREGATIONAL CHURCH

Sunday school—10:00. Morning Worship—11:00. Evening Service—7:30.

The pastor will speak next Sunday morning on the theme, "Uncovering Harvest and Fields," and in the evening, "Living in the Past." A cordial welcome is extended to all to worship and hear the discussion of these live topics.

Bovina Will Be Host City For County Singers

There will be a meeting of the Parmer County Singing Convention on Sunday afternoon, February 4, at Bovina.

All lovers of good singing should attend this meeting as there will be an unusually good program for the afternoon.

Some time later there will be a union meeting of the Parmer County and Curry County, New Mexico, singing convention, held at Farwell. A more definite notice of that meeting will be given later.

ODD QUESTIONS

A customer looked at the "mister" in Crawford's store for a while then asked Mr. Crawford if he did not have to burn a lot of gas of keep that thing hot all the time?

A business man went to the Friona State Bank and asked what he would have to do to get a draft, and what he should do with it after he got it.

George Baker was carrying a large bottle, which, according to the label, contained shampoo. A friend said "If that is 'sham poo' what does real 'poo' look like?"

Some one gave Dr. McElroy a new pipe. Another friend asked him what kind of a pipe he liked and he said "Any given kind."

Hal Bruner of Amarillo was in Friona Monday. He stated he was in the market for a few cars of short fed cattle.

F. W. Reeve, F. A. Spring and Clyde Goodwine attended a business meeting of the Farm Crop Production Loan Association held at Mulshoe Tuesday.

Glen and Charles Reeve returned to WTSTC at Canyon after a short between semester vacation.

The Friona Star

PUBLISHED EVERY FRIDAY

Published By
NORTHWESTERN PUBLISHING
COMPANY

JOHN W. WHITE, EDITOR



SUBSCRIPTION RATES:
One year, Zone 1 \$1.50
Six Months, Zone 1 \$.80
One Year, Outside Zone 1 \$2.00
Six Months, Outside Zone 1 \$1.25

Entered as second-class mail matter, July 21, 1925, at the post office at Friona, Texas under the Act of March 3, 1879.

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 publishers.

Display rates quoted on application to the publisher.
Local reading notices, 2 cents per word per insertion.

FIRE LOSSES ON FARMS

Confronted by a steadily growing annual farm fire loss, American agriculturists, who comprise 24 per cent of the country's population, should remind themselves that the very word "farm" means "firm" or "secure," and should set about making their property exactly that—as regards fire dangers.

From Wisconsin comes the answer to the question, "Why are fire losses increasing on farms?" Survey revealed that losses in rural areas of the state increased from \$33,500,000 in 1929 to \$4,900,000 in 1932. These sections lacked proper fire protection. Fire prevention activities were almost unknown. On the other hand, in towns and cities maintaining good fire department facilities and engaging in fire prevention work, losses were reduced from \$6,200,000 to \$4,900,000 during the same period.

In Maine, fire losses to farm property, including livestock, growing crops and hay and grain in stacks in the field, have increased 50 per cent in last five years.

There are a few simple steps in the interest of prevention that farmers can take without difficulty. They can dispose of all paper and rubbish—a spick and span building seldom burns. They can clean and repair chimneys and stoves. They can exercise common sense in the use of matches, smoking materials, kerosene and gasoline. They can prevent spontaneous ignition of oily rags, hay and grain. They can have their buildings and fences rod ded as protection against lightning. They can keep simple equipment on hand which is adequate to quench or subdue most fires in their early stages.

Farmers who are striving to work their way back to prosperity suffer a dire calamity when fire destroys their property. They should, accordingly, give special attention to the reduction of fire hazards and the adoption of protective methods.

WHO PAYS FOR INFLATION

In an exceptionally interesting address, James P. Warburg, vice-chairman of the Bank of the Manhattan Company, raises his voice against monetary inflation, and answers the charge that opposition to such a policy is simply indicative of selfishness on the part of "big business"

"Is it to the self-interest of Wall Street to oppose the present policy?" Mr. Warburg asks. "In a general way, yes. It is to Wall Street's self-interest to oppose any policy that contains the seeds of danger. But if you take Wall Street—that is, bankers, as a class—it is quite evident from the study of inflation in other countries that they are perhaps the class which suffers least from inflation. Bankers are dealers in money. They are, therefore, more likely to protect themselves, and have better means of protecting themselves than

any other single group. In the German inflation, when the entire middle class was wiped out, all savings destroyed, and life insurance policies nullified, there was not a single important bank that failed. Why, then, should Wall Street bankers have any particular self-interest in opposing a policy which contains at least the danger of uncontrolled inflation, when the danger affects them less than the wage-earner, less than the farmer, and less than practically every man, woman and child in the country?"

It is not accidental that a number of groups which are representative of the average citizen—such as the American Federation of Labor and the American Legion—have gone on record against inflation. It is of the utmost importance to the safety of the nation that both sides of the money issue be clearly thrashed out before the public eye.

DEATH ON HIGHWAYS

Early in 1933, there were fewer automobile accidents than during same period in 1932.

During the last half of 1933, however, the trend changed. In the year, 30,500 persons were killed—a 3 1-2 per cent advance over 1932.

The automobile accident toll follows the amount of gasoline used in the country with almost loving exactitude. During the first half of 1933, for example, when gas consumption was 3 per cent below the same period in 1932, there were fewer accidents. During the last half gas use was 2.5 per cent above—and the accident record soared accordingly. The dangerous driver seems to have learned little from the ghastly experience of the past. He still exaggerates the safety factors of better cars and roads. He still cuts in and out of traffic, still passes on blind curves and hills, still takes a chance to save a second. And he leaves behind him a shambles of deaths and injuries and needlessly ruined property.

Everything that mechanical and road engineers can do to make motoring safer, is being done—an extremely small

Political Announcements

Those whose names appear below have authorized the Friona Star to announce their candidacy for the nomination for the office under which their names appear, subject to the action of the Democratic primary election of July 28, 1934. Charges for political announcements cover the insertion of announcements in every issue of The Star up to and including the dates of the first and second primaries.

For County Judge:
WALTER LANDER

For Sheriff, Tax Collector and Tax Assessor:
EARL BOOTH

For County and District Clerk:
E. V. RUSHING

For County Treasurer:
MRS. E. G. WILLIAMS
ROY B. EZELL

J. C. Wilkison and F. W. Reeva were in Farwell Thursday attending to business in connection with CWA activities.

percentage of accidents can be blamed on car failure or poor roads. The accident problem is purely an individual one—resting with each auto owner, and with the authorities who make and enforce traffic ordinances.

In 1933 four states, whose names deserve being recorded on an "Honor Roll," achieved declines in their auto death rate—Illinois, Michigan, Virginia and Wisconsin. Other states should strive to follow them.

RECOVERY AND CONSTRUCTION

"Conviction grows," says the Christian Science Monitor, that there can be no thorough-going recovery in the United States unless and until a healthy volume of ordinary construction shall have been started.

There are definite signs on the horizon that the start is not far away. Public works activities have provided great impetus. Various proposals now being considered to make small home building easier, have created justified hopes for achievements in the near future. And, most important of all is the fact that the wage earner finds himself with steadier work at better pay—and is in need of more and better housing.

During depression there was a minimum of new residential building. Doubling up of families in small homes was common. Thousands of homes were allowed to fall into disrepair, because of lack of funds, and depreciation has been abnormally high. In addition, population changes, fires, tornadoes, floods and other elements have destroyed multitudes of homes or rendered them useless.

Any national movement starts slowly, but accelerates with amazing speed. That will be true of new construction. The builders and material makers will be called upon to meet increased demand. Labor

Vivid New Colors and Light Effects



The millions of visitors who saw the 1933 Century of Progress Exposition at Chicago, and who return to see the 1934 Fair will find radical differences in coloring and lighting effects. New buildings, new color and lighting schemes and many new exhibits will make practically a new Fair. The above picture shows a bit of the color and lighting effects along the basin leading to the Planetarium where myriad colored lights playing downward to the clear waters of the basin and on to the brilliantly colored patterns over which the waters now create a new effect.

FARMERS NOT ABLE TO WORK FOR PLEASURE

Corn and Hog Facts Show Unprofitable Years

By Dr. WITT C. KING
U. S. D. A. Extension Service
Farmers are no longer able to pay for the privilege of working for nothing.

Farm prices for corn and hogs have been at unprofitable levels for two-thirds of the time for 23 years, while, on the average, prices for things that it was necessary for producers to buy have declined but little from those that they paid for the same things when times were called good.

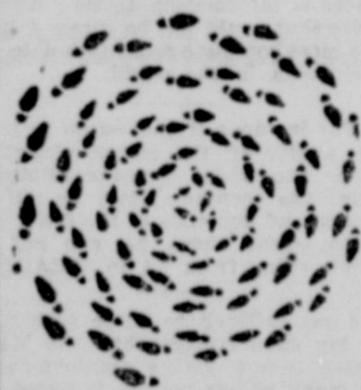
Under these topsy-turvy conditions, farmers felt compelled to produce more and more at progressively greater losses in order to obtain cash. In their desperate efforts to get cash they lost millions of dollars in terms of labor, soil fertility and wear and tear on equipment. Due to these unbalanced conditions, surpluses of basic farm commodities grew and piled up, steadily forcing prices lower. At the same time, our exports of hog products dwindled to the lowest totals in 50 years, and the purchasing power of American consumers grew so weak that they could not absorb hog products except at an enormous loss to farmers.

We are still growing corn for 10 to 11 million horses and mules that don't exist. It takes about 15 million acres to produce this corn. Machinery and gasoline have taken the place of these millions of animals. We are still growing corn for the production of one billion pounds of pork and lard that we can't export or sell at home at a profit to producers. We exported two billion pounds of these commodities in 1923, equivalent to 13 million market weight hogs, and to the product of 8 to 10 million acres of corn.

These primary facts prove conclusively that the plan now proposed for the adjustment of corn hog production to the actual demand is essential to the restoration of fair exchange values for corn and hogs. At the heart of the plan lives an old truth of human experience on our planet. It is that every man is in some definite measure his brother's keeper. If he thinks, plans, and works alone, the logic of his behavior is expressed by the old saying, "Everybody for himself and the devil take the hindmost." History

and technical supervision may be at a premium. Price rises are unavoidable. The moral is, do your building and repairing now.

578,434 Steps to Nowhere!



Authorities estimate that the average housewife, in preparing three meals a day, takes 578,434 unnecessary steps every year. Just think of it! . . . over half a million steps that lead to nowhere! Is it any wonder that some women are always "worn out" at the end of the day? . . . that, try as they will, they are never able to find time for the things they'd like to do?

The biggest step you can take to save steps is to install a Modern Gas Range in your kitchen. You'll be literally amazed at the difference it will make . . . in steps . . . in time . . . in actual money savings. If you're the least bit inclined to doubt, call on your gas appliance dealer today, and see the new 1934 Gas Ranges. You'll need no further proof.



proves that under conditions of life and business governed by this kind of barbaric individualism, the devil takes possession of everybody. What inevitably follows is that every man, consciously, or unintentionally, becomes his brother's enemy.

Like each of the 4 principal production adjustment plans under the Agricultural Adjustment Act, the corn-hog plan offers cash benefits to those who accept and fulfill it. Under the plan, the producer agrees to do four things: First to cut his 1934 corn acreage 20 percent below the average number of acres to corn on his farm in 1932 and 1933. Second, to reduce his brood-sow herd so that not more than three-fourths as many litters will be farrowed in 1934 as were farrowed, on the average, by his sows in 1932 and 1933. Third, to market from these litters not more than three-

fourth of the average number of pigs farrowed and marketed (or to be marketed this winter) from his own sows in 1932 and 1933. Fourth, not to increase in 1934 the number of hogs bought and fed for market above the average number bought and fed by him during the two year base period (1932 and 1933).

For making these adjustments, the producer will receive a corn reduction payment at the rate of 30 cents a bushel on the estimated production of corn, in the past five years, on the contracted acreage. The producer who fulfills his contract will receive \$5 a head on the number of hogs that he produced for market from litters farrowed by his sows.

Dr. R. R. Wills left Sunday on a business trip to Waco and his old home. He is expected back this Saturday.

Save, OH SAVE, That Cream

The De Laval does the job better and for more years. Payments as low as \$1.00 per week.

John Deere farm machinery and tractors are among the best. There's one to meet your needs with longer life and greater economy.

Maytag washers—the world's standard—are now available thru us. Buy at home where service and adjustments are available. They are just as low priced—\$40.00 reduction just made on new models. See them today!

BLACKWELLS HDW. AND FURN.

If You Don't Buy

Your Building Material From Us—

IT'S OUR FAULT!

If Fair Prices and Quality Materials will turn the trick.

TRY US!

Rockwell Bros. & Co.

"LUMBER"

O. F. Lange,

Manager

Dry Weather Now

DRY MATERIALS IGNITE AND BURN EASILY
WIND FANS A FIRE

AND THE WINDY SEASON WILL SOON BE WITH US AGAIN

See us about your FIRE INSURANCE on your home and other buildings.

WINDSTORM, AUTOBOLIE, PLATE GLASS, BONDS.

J. W. WHITE, Insurance

We Have Served You For 30 Years!

E. B. Black Co.

Furniture - Undertaking

Ambulance Service—Day or Night

Hereford, Texas

Why You Should . . .

Buy and Bank Here

MONEY that is banked and spent here means more prosperity for all of us. It means more employment of local labor—better prices for local farm products—more business for local merchants. Whatever will increase the flow of money here will also increase the welfare and prosperity of people here.

LOTS of local money in this bank means lots of local prosperity. Every dollar that is hidden—is kept out of your local bank—or spent far away—makes all of us here that much the poorer.

SERVICE AND COURTESY OUR MOTTO

FRIONA STATE BANK

Member of Federal Deposit Insurance Corporation

No More Customers Wanted

"Why not place a sign on our door 'No more customers wanted'," suggested the manager of the store smilingly to one of its owners, after he had been warned "to keep down advertising expense."

"Or, we might stand out in front and direct our customers across the street to our competitors, Dow & Dow." An absurd suggestion, wasn't it? But it changed the policy of that establishment from fear into courage. The owners saw the point immediately. It brought forth startlingly the fact that in relaxing advertising efforts they were, in fact actually turning customers away.

Think this over: There never has been a time when you have had better values to offer; there never has been a time when you had more compelling news to put into your copy. Customers are beginning now to buy the things they have denied themselves for the past year: necessities, luxuries, everything that has worn out or depreciated during the year 1933. Buying habits of long standing will be changed during this period; Patronage will be diverted to new channels. The alert, the courageous see the opportunity and will take advantage of it.

Advertising is the greatest single influence in keeping old customers and making new ones. Its power never has been greater than at the present moment.

In Friona, advertisers have a medium which at a reasonable rate will carry your message to practically all your present customers and to practically anyone else you might hope to attract as a customer. The FRIONA STAR is that medium. Remember, it is easier to strengthen your position than to regain lost ground. Place your dependence in Star advertising and you will immediately strengthen your position.

The Friona Star

International Sunday School Lesson

By DR. J. E. NUNN

FOR FEBRUARY 4

General Topic—Putting God's Kingdom First.

Scripture Lesson:—Matt. 6:19-33.

19. Lay not up for yourselves treasures upon the earth, where moth and rust consume, and where thieves break through and steal:

20. But lay up for yourselves treasures in heaven, where neither moth nor rust doth consume, and where thieves do not break through nor steal:

21. For where thy treasure is, there will thy heart be also.

22. The lamp of the body is the eye: if therefore thine eye be single, thy whole body shall be full of light.

23. But if thine eye be evil, thy whole body shall be full of darkness. If therefore the light that is in darkness, how great is the darkness!

24. No man can serve two masters: for either he will hate the one, and love the other; or else he will hold to one and despise the other. Ye cannot serve God and mammon.

25. Therefore I say unto you, Be not anxious for your life, what ye shall eat, or what ye shall drink; nor yet for your body, what ye shall put on. Is not the life more than the food, and the body than the raiment?

26. Behold the birds of the heaven, that they sow not, neither do they reap, nor gather into barns; and your heavenly Father feedeth them. Are not ye of much more value than they?

27. And which of you by being anxious can add one cubit unto the measure of his life?

28. And why are ye anxious concerning raiment? Consider the lilies of the field, how they grow; they toil not, neither do they spin:

29. Yet I say unto you, that even Solomon in all his glory was not arrayed like one of these.

30. But if God doth so clothe the grass of the field, which today is, and tomorrow is cast into the oven, shall he not much more clothe you, O ye of little faith?

31. Be not therefore anxious, saying, what shall we eat? or, what shall we drink? or, wherewithal shall we be clothed?

32. For after all these things do the Gentiles seek; for your heavenly Father knoweth that ye have need of all these things.

33. But seek ye first his kingdom, and his righteousness; and all these things shall be added unto you. Golden Text—Seek ye first his kingdom and his righteousness, and all these things shall be added unto you.—Matt. 6:33.

Time:—Midsummer of A. D. 28, the second year of Christ's ministry. Place:—The Horns of Hattin, a hill west of the Sea of Galilee.

Parallel Passages—The "Sermon on the Plain," Luke 6:20-49.

The Plan of the Lesson

Subject: Putting First Things First. I.—Christian Humility and Sincerity, vs. 1-18. Secret charity. Secret Prayer. Secret Fasting.

II.—Treasures in Heaven, vs. 19-24. Riches that last. The inner light. God or mammon.

III.—Trusting God, vs. 25-34. Be not anxious. Birds and lilies. Seek first the kingdom.

Secret Charity vs. 1-4

Our Lord came to earth to establish the kingdom of heaven, the divine way of living. One illustration was the vital matter of charity. The Pharisees, the holier-than-thou sect of the Jews, ostentatiously placed their alms in the trumpet-shaped boxes in the temple, and the louder clatter they made as they fell, the more pleased were the Pharisees. They were, in all their religious deeds, hypocrites, a word which originally means "play-actors." They sought to make a goodly show before men, whereas the Christian was taught to refer his life constantly to God alone. If we perform our loving deeds in the eyes of God alone, he will reward us—how and when we are not told.

Secret Prayer, vs. 5-13

In these verses "our Lord warns his followers against three very common errors into which in their prayers men are apt to fall. We have a warning against ostentations, against formal, and against mistrustful prayer. Prayer in its essence is the drawing near of the human heart to God, the intercourse of our spirits with his Spirit, the talking with God as a man talks with his friend. The man in the boat who with his hook takes hold of the shore, does not thereby pull the shore to the boat, but the boat to the shore. And so in prayer we do not draw the mercy to ourselves, but ourselves to the mercy."—Rev. George Milligan.

"Treasures in Heaven," vs. 19-24

"But lay up for yourselves treasures in heaven." "If you wish to express some of your money from earth to heaven, give it to those who need. Those who give their money get most pleasure out of it."—Rev. A. C. Dixon, D. D. And if you have no money to give, you can give friendship and loving sympathy and wise praise and tender admonition and inspiring counsels and sweet comfort. These are the best heavenly investments. "Where neither moth nor rust doth consume, and where thieves do not break through nor steal." "We should exchange earthly for heavenly currency. The Bank of Exchange is the Church of God. We deposit material wealth—prosperity, service, thought, love; we draw eternal riches—life, joy, association. The stock is high; it beggars the riches of time; the dividends are endless; they yield the fulness of eternity."—Rev. Isaac C. Jenkins, D. D.

God or Mammon, v. 24

"No man can serve two masters." In Judas we have an example of a divided heart that remained divided

to the end. And what was his end? We see him at last hanging between his two masters, suspended by his own hands, between heaven and earth."—Rev. Sabine Baring-Gould. "For either he will hate the one and love the other; or else he will hold to one, and despise the other." And all the while, he will very likely be fooling himself into the belief that he can have both and that he is serving both impartially. Ye cannot serve God and mammon." "Mammon" may be derived from a Phoenician word for "gain." Our English equivalent would be "worldliness," reliance on the temporal rather than the eternal, on the earth rather than the Creator of the earth.


"Be Not Anxious," v. 31

"Be not therefore anxious, saying, What shall we eat? or, what shall we drink? or, wherewithal shall we be clothed?" "All the worry that ever got itself accomplished in this weary, worrying world; all the sleepless nights, all the burdened days, all the joyless, mirthless, peace-destroying happiness-destroying, love-destroying hours that men and women have ever in all earth's centuries given to worry, never wrought one good thing. It was all evil and only evil."—Rev. C. I. Scofield, D. D.

Seek First the Kingdom, v. 33

"But seek ye first his kingdom, and his righteousness." "Put first things first, and life is likely a melody. Put secondary things in the first place, and life goes down into the glen of weeping."—Rev. George H. Morrison, D. D. "We usually invert the order of the text; the world first, and then for God what we can spare from the world."—Rev. Charles Beard, L. L. D. "This verse is in a sense the summing up of the whole lesson of the Sermon on the Mount up to this point."—Prof. Benjamin B. Warfield. "In one word, first things first—then and then only, may we expect the 'Well done' of the Master."—Rev. Robert F. Coyle, D. D.


ALMANAC



"He who would climb a ladder must begin at the bottom."

JANUARY

- 15—First U. S. built steam locomotive runs, 1831.
- 16—18th (prohibition) Amendment goes in force, 1920.
- 17—Benjamin Franklin, noted U. S. statesman, born 1706.
- 18—The German Empire is formally established, 1871.
- 19—Miller and Wilkes discover Antarctic Continent, 1840.
- 20—French start their work on Panama Canal, 1882.
- 21—Henry Miller starts in "The Great Divide," 1906.




"An angry man opens his mouth and shuts his eyes."

JANUARY

- 22—First all-steel Pullman Car put in service, 1907.
- 23—Radio SOS saves first life in sea disaster, 1909.
- 24—Marshall discovers gold in California, 1845.
- 25—Nellie Bly rounds world in 72 days 6 hours, 1890.
- 26—First bicycle is shown in the United States, 1876.
- 27—Edison patents incandescent electric light, 1879.
- 28—Chicago introduces the first cable car, 1842.

ALMANAC



"Disputing and borrowing cause grief—arguing."

JANUARY

- 29—William McKinley, 7th President, born 1843.
- 30—France recognizes United States' independence, 1778.
- 31—Canada's War Time Prohibition Act in force, 1914.

FEBRUARY

- 1—Watch for the grounding and his shadow tomorrow.
- 2—U. S. ends its war with Mexico victoriously, 1848.
- 3—Woodrow Wilson, wartime President, dies 1914.
- 4—Charles Lindbergh's error: Lone Eagle, born 1902.

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