

The Friona Star

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

Vol. 8—No. 27

FRIONA PARMER COUNTY, TEXAS, FRIDAY, JANUARY 26, 1934

City Commission Met Tuesday For Call Session

The City Commission held a called meeting in the office of the secretary Tuesday morning and among other things adopted a resolution asking for the installation of another street lamp on Sixth street, midway between Main and Washington.

A certain monthly amount was also guaranteed by the city as a supplement to the marshal's salary. City Tax Assessor and Collector was also appointed for the year 1934, with instructions to begin the 1934 assessment at an early date.

It appears that during the days the rodeo was in the city, all the bedding from the city jail disappeared, and Marshall Jones asked that more be provided. He was therefore instructed to make a list of what is needed and to appoint a committee of two ladies to solicit such articles as he needs.

MEASLES STILL RAGING

The epidemic of measles which broke out in the local school about two weeks ago, seems to be holding its own so far as the number of its victims is concerned.

Those who first contracted the disease from exposure by two cases breaking out in two of the rooms at school, are, for the most part, recovering, but those who contracted the disease from exposure in their homes are just now beginning to get down with it.

No severe cases have been reported and no serious results have thus far been experienced, and with the continuation of mild weather, it is hoped no serious results will appear.

VISITED IN KENTUCKY

Shelby Jersig, who has been visiting with relatives at Newport, Kentucky, returned home Tuesday.

Mrs. Jersig and their small daughter, with her parents, Mr. and Mrs. V. E. Weir and son, Virgil, who have been there for the past two weeks, did not return with Mr. Jersig, but will remain for a more extended visit.

SHIPPED MANY SHEEP

O. G. Turner, who has been feeding a large herd of sheep during the winter, sold three car loads Saturday and made delivery of them at the Friona stock pens Saturday evening.

This is the second shipment Mr. Turner has sold from his original herd, which leaves him now with only about three hundred head.

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 14th day of January, 1934.

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

B. Y. P. U. REPORT

The B. Y. P. U. met at seven o'clock, but due to the fact that the high school glee club presented a program at Farwell, there was no B. Y. P. U. at the local church.

JUNIOR WOMAN'S CLUB HAS BRIDGE PARTY

The Friona Junior Woman's Club was delightfully entertained Wednesday evening at the home of Miss Orma White, each member inviting a guest. Earthquake bridge was the diversion, and prizes were awarded at the close of each game.

At a late hour enjoyable refreshments were served to Messrs and Mesdames S. H. Osborn, E. B. Wills, W. Williams, R. R. Wills, B. Stevens, A. C. Echols, G. McFarland, Mesdames J. W. Burney Jr., F. White, F. B. Raybon; Misses Estella Welch, Lola Goodwine, Alice Guyer, Frances Lacy, Wanda Walker, Thelma Osborn, Orma White; Messrs. Otho Whitefield, R. Johnson, G. Bell, H. Whitefield, Drake, N. Welch.

VALENTINE SERVICE

"Hearts and Love," the theme of Valentine, will be the subject of the Sunday evening service, February eleventh at the Methodist church. A dramatic reading by Prof. Wayne C. Eubanks, will be supported by special music.

THIRD WEEK OF COURT

Differing from the usual custom of Parmer District Court for only a two weeks term, its activities have run this time well into a third week. Owing to this fact an entirely new panel of petit jurors were drawn for this week, and quite a number of jury cases have been tried. The grand jury was discharged for the term last Saturday night.

Davis Will Speak Saturday, Feb. 3 For Better Cream

At 3:30 o'clock on the afternoon of February 3, in the Friona School Cafeteria, Mr. Roy B. Davis, Manager of the Plains Cooperative Incorporated, Plainview, Texas, will speak upon the subject of Improving Quality of Market Cream.

Mr. Davis states, "There is need for cream improvement. Too many farm women think that any kind of cream is good enough to sell and that the creameries have a magic way of making good butter out of poor cream."

Farmers in Hale county have improved the quality of the cream they bring to the creamery so that it brings a better market price. Similar improvement in quality and advance in prices are possible for Parmer County farmers who wish to follow Mr. Davis' suggestions.

Everyone is invited to hear Mr. Davis speak.

The regular meeting of the Parmer county Home Demonstration Council will be held in the Cafeteria at 2:30 on February 3rd.

THE BASKET BALL GAME

The doubleheader basket ball game here Tuesday night was well attended, all seats being filled and much standing room taken.

The game was between the Amarillo Sandies and the Friona Chiefs, and the girls of Amarillo against the Friona Squaws. Both games were well played and afforded an abundance of amusement for the spectators, the Friona girls winning over the Amarillo girls by a good margin and the Chiefs losing to the Sandies by a score of about two to one.

Another amusing feature of the evening was the playing between the halves of the little fellows of the Friona grade school, and some of them sure were little but they proved to their audience that they knew their basketball and were sure enough able to get about over the floor.

MORE ABOUT THE DEAD MAN

For some time there has been no new developments concerning the identity of the man whose dead body was found just east of Friona last September, and a few weeks ago the remains were taken by Sheriff W. W. Hall to Clovis to await possible developments as to his identity.

Nothing further was learned, however, until recently J. L. Landrum drove to San Angelo with a truck load of wool, and the San Angelo paper gave him a writeup on the occasion. A lady living there read the story and noting that he was from Friona, asked the wool buyer to let her know if Mr. Landrum returned again, which he did one day last week.

It appears that the lady's husband had disappeared sometime in August and nothing had been heard from him since, and the description of this dead man somewhat corresponded that of her husband.

Minute particulars of the missing man were given Mr. Landrum and he was asked to learn whether or not these particular descriptions compared in any way to that of the dead man.

Accordingly Mr. Landrum accompanied by Marshall Jones drove over to Clovis where comparisons were made with the result that they considered them enough alike to justify calling the lady at San Angelo, who accompanied by her brother drove to Clovis to make comparisons themselves. They were so much impressed, it is reported, with the similarity to that of the missing man, that they took the skull with them to San Angelo to be inspected by the dentist who did some dental work for him, to see if he could identify the work as his own.

It is reported that the dentist has identified the work on the dead man's teeth as that done by him on the teeth of the lady's missing husband, however, this may be purely rumor. Even though the skull may be positively identified as that of the missing man, there seems to be no clue as to who is responsible for his death.

Sheriff and Mrs. W. W. Hall of Farwell, attended the ball game here Tuesday night.

Jack Lust of Lazbuddy is visiting here in the home of Mr. and Mrs. A. C. Echols while his mother visits relatives in Phoenix, Arizona.

Friona Faculty Will Present Play As Lyceum Number

Friday evening, February 2nd, the fourth Lyceum Course number will be given. This number consists of a Three-Act farce presented by the Friona School faculty. The play runs a full evening and intermissions will be filled with music by Mr. Davis. Those of you who saw "The Whole Town's Talking" last Spring will see a play of similar type Friday evening. If you don't want to laugh your sides sore be sure and stay at home. There are at least 400 laughs in the last two Acts. Follow everybody to the Auditorium Friday evening, February 2, and get ready to laugh those blues away.

You can't afford to miss Mr. Davis, "that terrible cop who hasn't had a good fight in a long time but is just rearing to go." There are a dozen other characters equally as good. We will meet you in the auditorium February 2 and see how everybody "Dies to Live."

TO FRIONA TAX PAYERS

January 23, 1934
We do not want this letter to seem presumptuous, indicating that some Friona citizens might shirk their tax obligations. Neither do I want it to be taken as a threat to those citizens who simply cannot pay their taxes on their homes and personal necessities.

Their seems to be a breaking down in the minds of many people of the importance and absolute necessity of meeting our public obligations. On account of the general distressed conditions the past two or three years, authorities have deemed it wise to ease the pressure for keeping up the normal taxation. It looked like that was the only attitude. On account of that attitude, and various other influences, too many people have come to the conclusion that taxes do not have to be paid.

At a meeting of your city commission this morning, it was decided that the best interests of all was that the city commission make strenuous efforts to collect all the current taxes possible. Up to now the commission has been very lenient, possibly have overreached their authority in leniency, the intention was to be very considerate of the man who could not pay his taxes, even to the extent of endangering the credit and good financial standing of the city.

That policy on the part of the city commission may have looked like an injustice toward the men who did pay their taxes, for bear in mind that two years taxes without a real unselfish sacrifice. We, as Friona citizens, feel that the time has come when we must try to pull ourselves together and get on a fairer and more businesslike basis. It is probable the commission will be compelled to use legal authority to collect all taxes possible. We feel that all good citizens would wish that the commission should use all its power to protect the honor of our little city.

Signed,
F. W. REEVE, Mayor,
F. L. SPRING, Commissioner,
O. C. JONES, Commissioner.

OUR EXPRESSION OF THANKS

We take this opportunity to express our fullest and deepest appreciation for the beautiful spirit of helpfulness and sympathy extended to us upon the death and burial of our loved one, Jonathan Junior Jasper.

Mr. and Mrs. J. J. Jasper,
Mr. and Mrs. T. N. Jasper.

GAS COMPANY EXTENDS MAINS

The West Texas Gas Company has had a force of men employed this week making some extensions to its gas mains in the city.

One extension was made across Eleventh street between summit and prospect avenues. The other was made in the northeast part of town so as to extend the service to the homes of C. C. Wels and O. C. Jones.

Mrs. M. E. Buchanan underwent a tonsillectomy at Clovis last week and is recovering rapidly.

Mr. and Mrs. Geo. Treider returned from Albuquerque, N. Mex., Saturday and spent Saturday night and Sunday with relatives in Friona. Mrs. Treider had been in the Lovell's Clinic at Albuquerque for observation.

Mr. and Mrs. Fred Rogers and Mr. and Mrs. Wright Williams motored to Pampa Monday while accompanying her brother to Comanche for a visit with relatives and Mrs. Williams will visit her sister.

Ladies Aid will serve their regular quarterly tea in basement of the Congregational church Thursday, February 1, from five thirty to seven thirty p. m. Members of the society will quit during the afternoon.

HIGH SCHOOL CHORUS TO PRESENT PROGRAM

Prof. Glenn F. Davis, director of school music, and the high school chorus will present a sacred concert, February 4th at the Methodist church. This concert was presented last Sunday evening at the Farwell Methodist church and the chorus was invited to return at a later date to present an Easter cantata. Complete details of the program will follow next week.

Jonathan Jasper Funeral Services Held at Silvertown

Jonathan Junior Jasper, the only son of James J. and Vina Jasper, was born February 16, 1928, at Friona, at which place he lived out the brief span of his earthly life.

He was an obedient and manly little fellow, "That Little Boy of Mine," the joy of his young parents, the pride of his grandparents and a jolly playfellow with every member of the household. He always took a lively interest in everybody and in everything that was going on near him, and this interest in things was responsible for the sad accident that led to his untimely death at the Baptist Hospital in Clovis, N. Mexico, where he departed this life on January 17, being five years, eleven months and one day old.

He leaves to mourn his loss the broken-hearted father and mother, grandparents and a host of other relatives and friends. The little body was laid to rest in the family burying ground near Silvertown. The funeral services were conducted from the Silvertown Baptist church by an old time friend of the family, Rev. J. E. Anderson.

FORMER HOMELAND RESIDENT HERE

A. J. Elliott, former resident and merchant of Homeland community, is visiting friends and former neighbors here this week.

Mr. Elliott is now located at Dolores, Colorado, where he is engaged in farming and well pleased with his new home.

He states that the principal products there are potatoes and alfalfa, and that business conditions there are in fine shape. In order to keep in touch with local affairs at Friona and vicinity, Mr. Elliott subscribed for the Friona Star.

CALLED TO OKLAHOMA

Mr. Leathers, who lives eight miles north of Friona, received a message Sunday evening bearing the sad news of the critical illness of his father at Hollis, Oklahoma. The message read that if he wished to see his father alive he should come at once and Warren Ware departed with him in his car at once.

METHODIST CHURCH

After Sunday school the congregation sang, "There is a Fountain" to open the morning service.

Brother Thurston brought a very interesting sermon on "The Character of Thomas." First he presented him as "doubting Thomas," using the scripture when Jesus said "Follow Me and I will make you fishers of men," Thomas said, "How can we know whether Thou goest?" Then when Jesus told them he was called to Jerusalem, Thomas said: "Let's all go and die with Him," he made change then and was faithful unto death.

"Trifles" was the subject for the evening service. It was begun by singing, "Count Your Blessings," and "If Jesus Goes with Me." The scripture was taken from Luke 19 and James 3.

"HER SWEETHEART" WILL BE SHOWN NEXT WEEK AT LYCEUM THEATRE, CLOVIS

There's real joy awaiting you—laughs, thrills, heart-throbs—in "Her Sweetheart"—the feature attraction at the Lyceum Theatre, Clovis, starting at Midnight Preview Saturday and continuing through Sunday, Monday and Tuesday.

Co-starred for the first time on the screen, Marie Dressler and Lionel Barrymore bring comedy, heart interest and gripping drama to their fans in an irresistible blend in "Her Sweetheart."

The two beloved figures who received Academy awards together provide vivid personalities in a vigorous story which is replete with laughs as well as dramatic interest. As Abby, the faithful old servant who finds herself suddenly in possession of a priceless painting and consequently becomes the center of intrigue and plotting, Miss Dressler gives another of her forceful and intensely human portrayals. Barrymore as the kindly old Dr. Haggzett who becomes obsessed at the thought of riches almost in his grasp, gives an equally brilliant performance.

Jack Pipkin of Amarillo was in Friona Saturday.

PROF. MONROE GOES TO PAMPA

Prof. Frank Monroe, who has been a member of our high school faculty during a part of last term and the present term, resigned his position here to accept a better position offered him in the schools at Pampa.

Mr. Monroe, since coming to Friona has proven himself a very efficient teacher and has won the respect and esteem of our school patrons too the extent that all will deeply regret his leaving us. However, the best wishes of the Friona people go with him to his new location.

A Mr. Hendricks, of Canyon has been chosen to succeed Mr. Monroe in the local school. He began his work here Monday.

FRIONA BOY HONORED

Glenn Reeve, son of Mayor and Mrs. Reeve, who is attending college in Canyon, has been signally honored by the students and faculty of that college by being chosen as "business manager" of the college paper, "The Prairie." This is a position of honor and trust and Friona has just cause to be proud of the fact that one of her estimable young men has been so honored.

Glenn has also been chosen as one of the editors of the College Year Book, "The La Mirage," and will be required to give quite a bit of his time to compiling the material with which it will be filled.

Corn-Hog Project Discussed Before Many Farmers

There was a goodly number of farmers and other interested, gathered in the music room of the grade school building on Thursday night of last week to hear county agent A. H. Bateman discuss the corn-hog project.

It is estimated there were about 200 present and that the closest attention was paid to what the speaker had to say on this subject, which is of vital financial interest to many of our hog growing farmers.

While there appears to be a little confusion in the minds of some as to actual working plan of the project, it is quite apparent that those who heard Mr. Bateman are well enough conversant with the plan to be able to go ahead with their part of the program, which is looked upon generally as a great boon to those farmers and others who are giving their attention to hog raising.

A UNIQUE LECTURE

Friona people who enjoy good lectures are soon to have the pleasure of hearing one of that class sometime within the near future without any cost to themselves save the exercise required to be present at the grade school auditorium on the date which will be announced later.

This promises to be, not only one of the most interesting, but, at the same time one of the most unique lectures our people have ever had the pleasure of hearing.

Prof. Eubank has this lecture under preparation and he asks any citizen of Friona or vicinity, who may have some favorite selection of poetry or prose writing, to hand same in for use in this lecture. Mr. Eubank will give a short interpretation of the selection and will then read it to the audience, and at the same time weave the sentiments of the various contributions into the theme of his lecture.

Mr. Eubank asks that all contributions of prose or poetry be left at the Star office where he will call for them and weave them into his lecture as well as rendering them as readings. Please hand in your selections as soon as possible so that they may be in time to be used in this interesting lecture which Mr. Eubank will deliver in his very able manner.

Mr. Eubank says there will be no admission charge whatever for this lecture, but it will be given entirely for the instruction and entertainment of the general public.

FRIONA CITIZENS WOULD ESTABLISH NEW MAIL ROUTE

Mr. Arthur S. Curry is promoting a new Northeast mail route out of Friona and it is believed that same may be secured if Mr. Curry gets proper cooperation and the proposition properly presented to the Postal Department, Commissioner Alexander states that roads will be put in shape to comply with Department requirements and there appears to be no reason why this commendable undertaking should not be accomplished.

C. G. Layton and family and Pearl Taylor and family removed from Friona to Fort Worth for future residence last week.

H. G. Morris of the Buchanan & Rosson, last week sold a new International truck to the Texas Company as delivery truck.

Friona Star Is Making Campaign for Subscribers

The regular subscription price of the Friona Star is and has always been one dollar and fifty cents a year, but during the past two years or more it has not made enough money to meet actual running expenses, owing to a lack of patronage in its advertising columns.

Notwithstanding this fact, it has during the past year and perhaps a little more than that, been doing its part toward stemming the tide of "depression" by selling its subscriptions at \$1.00 per year, which represents a discount of thirty-three and a third per cent, and even at that price many have said they could not afford the dollar but would like to have the paper and we have been favoring them by carrying them a few months over their expiration date.

It appears, however that "good or better times" are now in the offing, and will probably soon make the landing, and although most people will not have much more they will consider necessary for their actual comfortable living expenses; there is a probability that there will be more money in circulation than has been for some time past.

In consideration of this fact the Friona Star has begun a renewing and recruiting campaign for the benefit of its subscription list, and all its present list of readers will be visited and given a polite invitation to renew their subscription at the present rate of One dollar per year, and the management will endeavor to keep its subscription list fully up-to-date in future.

D. W. Hanson, who is building up a newspaper and magazine subscription agency here, has the work for the Star in charge and will make an effort to see each of you in the near future, concerning your subscription. If you feel that you can get your money's worth from the paper, or that it is worth your dollar to the community to have the paper survive, your renewal will be highly appreciated.

If, on the other hand, you feel that the paper is not worth your dollar to yourself nor the community, be frank to say so and that you wish your name removed from the mailing list and it will be done cheerfully. The Star does not and never has posed as an object of charity and does not want your money from a charitable point of view.

Constructive criticism of the paper and its management will be appreciated and wherever possible such criticism will be put into practice for the betterment of the paper as a community servant, for, if a local paper is not that, it cannot hope to be much of anything, therefore lend us your constructive suggestions. On the other hand, slighting, slurring and scathing remarks are not calculated to do any good anywhere, and to any such may be offered the management will turn a deaf ear. While complimentary remarks sound pleasing and we appreciate them, and they often help one to bear up under many discouragements rather than to submit to them but they are more likely to have a soothing or narcotic effect rather than an arousing or stimulating effect.

The Star management is not "kidding" itself into the idea that it can force the payment of past due subscriptions of a few months, and it would not attempt to do so even were it possible; but if you find your subscription somewhat in arrears and feel that the paper has been worth its price during that period and you have the funds to meet it, we will appreciate it; but if you feel that you cannot now bear that expense financially, just hand us your dollar for a renewal subscription and all will be well.

As soon as this census is completed the names of all those who do not wish the paper sent to them will be removed from our mailing list and all will be well. The price will remain at one dollar for a while longer but this opportunity will be withdrawn at no distant future.

During the past few years the owner and publisher as well as the local management have had their full share of trials, tribulations and handicaps the same as you have had, and many of the scurrilous charges you may feel prone to hurl at them are, perhaps, utterly unwarranted and unfounded if you were thoroughly acquainted with the situation, and would have been widely avoided had it been possible to do so, and they will at least think better of you if you withhold such expressions. Therefore, help us to help you and let us all throw in together for a bigger, brighter and better Friona than has, perhaps, ever been dreamed of.

O. E. Stevick, who has been confined to his home for some time with an attack of appendicitis, is again able to be at his place of business as cream buyer for Armour & Company.

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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 publishers.

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

FACTS—NOT THEORIES

Here are some facts concerning the legal reserve life insurance companies of the United States:

The amount of insurance they have in force totals more than \$100,000,000,000.

They have about \$20,000,000 of invested assets.

They have a surplus, over and above the reserve necessary for taking care of policies as they mature, of \$1,000,000,000 maintained to protect the policyholder against any potential economic change or catastrophe.

Figures as large as these serve to illustrate the permanence and the stability life insurance has attained, and indicate why the industry, as a whole, has weathered depression with its colors flying, and met its obligations without wavering.

In a recent address, the tax expert for a large insurance company gave the life insurance industry credit for saving the political structure of this nation, saying he shuddered "to think what would have happened if this industry had not poured billions of dollars in cash into the breach of our economic life. You cannot argue with hungry men, women and children. They must have food. These billions bought food, clothing and shelter for people that would otherwise would have broken down our welfare agencies."

Life insurance has been a great and stable force during a time of unprecedented stress and uncertainty. Nothing did more to prevent want, misery, revolt. Nothing has been more vital in helping the country in the darkest days in living memory. And no industry has done more to earn the extraordinarily high esteem in which it is held by the thinking American.

HOMES FOR RECOVERY

There is a growing feeling that, in the course of governmental efforts to stimulate employment and increase purchasing power, greater stress should be laid upon small home building. That view was recently endorsed by Dr. O. M. Sprague, formerly advisor to the Bank of England and to the United States Treasury.

In this country at present there is a definite shortage of homes—due to population changes, to obsolescence and destruction, and to the almost complete lack of building of this character during the past few years. "Doubling up" of families has become a commonplace. Thousands of structures, which are little more than unhealthy and unsightly fire-traps, are in use and should be eliminated. Thousands of others are going down hill rapidly because of inattention.

A federally sponsored, aggressive home building drive would thus serve a double purpose. It would provide tremendous amounts of employment, both in building homes themselves and in industries supply-

TO ORGANIZE FOR GREATER BUYING POWER



THROUGH their county corn-hog control associations, American farmers can follow the pathway to increased purchasing power for corn and hogs. Under the corn-hog reduction plan, they can organize to control production and they will receive the full benefits for their efforts.

Although the Agricultural Adjustment Administration is charged by

law with the responsibility of directing the corn-hog reduction program, the actual sign-up of contracts and the local administration will be in the hands of the corn-hog control associations which will be organized in major corn-producing counties by contract signers. Each farmer who signs a reduction contract becomes a member of the association and

is entitled to a vote in its affairs. The Board of Directors of the County Corn-Hog Control Association will be composed of representatives from the various communities within the county, elected by contracting producers, themselves, each community a permanent committee of three to five members will be elected by farmers.

Cogitations & Aphorisms of Jodok

The fact has been called to my mind that I omitted in my list last week one of the couples who had celebrated their "golden wedding" anniversary in Friona during the past few months, the names of my good friends and neighbors, Mr. and Mrs. W. H. Foster.

I am sure it was not done intentionally, and it was only one of the short-comings of my poor finite mind, for there are no people for whom I have a deeper respect and esteem than I have for these two good elderly people, who, as they have long been, are a source of inspiration to all who know them. It would be a stimulus to the paint, cement, transport steel, lumber and other basic industries. It would put money in the hands of local merchants and bring the breath of recovery to every town. And it would be providing something essential and permanently valuable.

Build now—and recovery will come sooner. Statistics demonstrate the truth of that.

GASOLINE TAXATION

Gasoline, by comparison with 1913 price levels, is one of the cheapest commodities on the American market, even in this time of bankrupt prices.

A good many motorists may give that statement a Bronx cheer, but it's a fact, as the commodity cost indices will prove. When we attack the high cost of gasoline, we are misnaming it—it should be called the high cost of gasoline taxation.

In the average state, at the moment, the gas tax accounts for 5 to 8 cents of the cost of each gallon. In some states it comes to appreciably more than that. And the gas sales tax isn't the end of the matter by a long shot. Every operation and product of the oil industry is taxed in one way or another. The industry pays two taxes to the Federal government, 68 to state governments, and 19 to municipalities.

When the motorist buys a dollar's worth of gasoline he gets perhaps half or two-thirds as much as he would if the tax collector was not so busy bailing out the bank. Once, to be sure, gas tax revenue was spent on roads, but that day is past. The motorist now pays for roads and he pays for fisheries and schools and a lot of other things—things which should be paid for by all taxpayers, and not one class.

The oil industry is offering cheap gasoline. The tax boosters are making it extremely expensive gasoline. That's where matters stand—and where they will continue to stand until the motorist rebels at paying an exorbitant tax tribute.

quietly passed down the river of life, have spent their time in securing for themselves and their loved ones, the comforts and necessities of life and at the same time with their kindly ministrations have done all they could to help lift the burdens of life that have fallen too heavily upon their less fortunate fellow creatures, desiring and expecting no other recompense than the mental satisfaction of having done what they could to make the world a better place for mankind to live in. They are just a further enumeration of Friona's heritage of dear, good elderly people, and there may be others still whom I have not remembered in my cogitations.

I have been cogitating the lamentable fact that our school has been called upon to give up so many of its excellent teachers to go and give their valuable services to other schools, when Friona school is a much entitled to their services as any other school, but, the circumstance coming in the way it has, one is forced to admit that it is highly complimentary after all.

Superintendent Heath is deserving of compliment for his very desirable faculty for discerning good teaching material when he sees it, and to his excellent judgment along this line is due the fact that Friona has a faculty of all-star teachers, and our misfortune in losing some of them comes from that very fact.

As I see it, the whole matter has come about through the report of the State Inspector of high schools, who has given Friona school a place in the very front rank of schools of the state, accompanied by highly complimentary remarks as to its merits and efficiency and suggestions as to their adoption by other schools.

Superintendents of other schools realize that if Friona school is an A-1 school it is because of the ability of its teachers, and when in need of additional teachers or to supply occasional vacancies in their schools, they just naturally turn to such schools as Friona to secure these teachers, and by their offer of greatly increased salaries they usually succeed. In other words, "They bag their game."

Thus, while I regret the loss of these splendid young men as teachers in our school, I am forced to admit that the loss is at the same time highly complimentary to our school. Seems like a paradox but probably it is not.

There is going to be an opportunity for a lot of good voting to be done in this state during the coming summer and fall, and if you are not over sixty years old and want to help do some of this voting, you had better get busy and pay your poll tax if you have not already done so. There now remains only a few more days in which to do this. Wednesday of next week is the dead line for paying them. Only five more days and one of them is Sunday. Better not forget it.

I have not heard of any perceptible drop in the price of sausage here yet, so Marshall Charley Jones surely has not begun his slaughter of unlicensed dogs.

I often cogitate on the fact that so many good people cannot see the advantage, if not the necessity, to themselves of buying their necessities of life from their home dealers, but such seems to be the case and in nine cases out of ten, these same people excuse themselves with a sort of blind or false logic.

I heard one good man say that he was getting so little work to do that he just had to make his shortened wages go as far as they would and when he could buy articles of clothing from a distant city a few cents cheaper than he could at home, he felt that it was his duty to do so.

He thus took refuge for his act of buying away from home, behind the excuse of saving a few cents, forgetting that every dollar he sends away from his home town lessens the ability of his home town to hire his labor, and thus defeats his own purpose of saving by having less to save.

I overheard another good man talking to a local dealer about some merchandise which circumstances had forced him to use, and the local dealer knew just about how much and what variety of the merchandise the man would need and was quoting him some very good prices.

The man said he would buy only so much and would not need the other. The local dealer knew better, but sold him the amount he asked for which amounted to probably two dollars, and the man went away, but the local dealer knew time would tell.

In a very few days the dealer saw some of the goods on the streets and knew by the brand that they had come from a neighboring town, but asked no questions and made no comments.

The purchaser in this instance would probably defend his action with the excuse that he got the merchandise cheaper at the other town, which in all probability would be true, due to the fact that the keen business foresight of the dealer in the neighboring town would willingly offer him a little reduction, well knowing that every dollar he received from him would increase the stock of circulating medium in his own town and at the same time make the buyer's local town that much poorer, while the poor buyer would have no more chance of ever coming into contact with it again either for his labor or his wares or produce.

I have not mentioned the line of merchandise referred to in the above paragraphs, simply because it makes no difference, for no matter in what line of merchandise such a transaction occurs, the result is the same. Every dollar a local citizen spends away from his home town decreases its ability to hire his service or to

buy his product or wares, and this theory applies to the merchants and other lines of business in their dealings with each other just the same as it does to the wage earner or the salaried employee.

A young local business man said to me in substance not long ago, that the business men of Friona should show more consideration of their neighbors' line of business and methods of work.

What he meant, as I understood him, was that each Friona business man or firm should be more careful to turn any business he might have in his neighbor's line, to that neighbor rather than turning it to some peddling or transient dealer. I heartily agree with him on that point, for it would simply be practicing: "Whatsoever ye would that men should do to you, do ye even so to them."

I heartily enjoy attending the basketball games that are played here, but have not had the opportunity of witnessing many of them this season. Although well up in years, I am still deeply interested in the sports and other activities of our young people. I relish the keen zest with which they enter and pursue their games to the very end. I also appreciate and enjoy their physical buoyancy and agility as well as the mental life that continually draws them on until their goal is won.

Circumstances did not permit me to attend either the game with Muleshoe or the game with Hereford but I have heard that both were good games and well played on both sides. I was fortunate, however, in being able to attend the Bovina game here on Tuesday night of last week and heartily enjoyed them. The home team won in each game, although the visitors did good and skillful playing.

I have been informed of a rather unique literary program that will be given here in the near future in the form of a lecture, in which the lecturer will present his theme in the form of favorite selections of either prose or poetry that shall be handed to him by any citizen who chooses to make such an offering. In all probability this will be treated or explained more fully in another column of the Star, so I will not go further with it now, but should it not appear elsewhere in the Star, look out for me to give it a complete explanation next week.

Referring to the above paragraphs about trading at home, I was sincere, in all I have said, but, at the same time I realize that there are two sides to the question and that in

ADULT CIRCLE REPORT

The Adult Circle of the W. M. S. met Monday, January 22, with Mrs. Crow. The subject of the program was, "Women who were friends of Jesus."

Mrs. Crow had charge of the following program: Devotional, Luke, 8:13—Mrs. Crow. Luke 23:55-56—Mrs. Shaffer. Luke 24:1-10—Mrs. Osborn. Mark 15:40-41—Mrs. Parr. Song—"What a Friend We Have in Jesus."

Scripture Prayers. Mother of Jesus—Mrs. Shaffer. "Some Women"—Mrs. Brookfield. The Home in Bethany—Mrs. McElroy.

After the Crucifixion and Burial—Mrs. Parr. Numberless Followers—Mrs. Osborn Prayer.

In the absence of our president, Mrs. Shaffer, the vice-president, Mrs. Osborn, had charge of the business. Quite a bit of business was disposed of and it was voted to have a social for the Adult Circle every fifth Monday. Everyone interested in our work is invited to attend. The first social of the year will be held at Mrs. Parr's Monday, January 29th at two o'clock.

This interesting meeting was closed with prayer by Mrs. Crow.

CONGREGATIONAL CHURCH

Sunday School 10.00
 Public Worship 11.00
 Morning Service 7.00
 The morning address will be on "The Master Teacher"—and the evening—The Master Preacher—All are welcome to these Services.

HOME DEMONSTRATION CLUB

The Friona Home Demonstration Club met at the school cafeteria, Wednesday, January 17th.

Miss Rozelle McKenney, county home demonstrator, gave some interesting facts on the work of "home demonstration" clubs and the County Council. The "meat canning" demonstration at the home of L. F. Lillard was postponed one week. Seven members were present.

Many cases a local citizen is fully justified in doing a part of his trading away from home, but that does not break down the stability of the plea for trading at home, even though there are cases when it can not be reasonably avoided. I know no valid instances of this and can quote evidence for same, and may do so later. I verily believe there is no better place than the street corner for gathering local information.

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

We Have Served You For 30 Years!

E. B. Black Co.
 Furniture - Undertaking

Ambulance Service—Day or Night

Hereford, Texas

To Our Farmer Friends

We are truly pleased with the fact that so many of you have received your Wheat Allotment Checks from the government and we extend to you our

Heartiest Congratulations
 And Best Wishes

We feel assured you will use these checks for your best interests and for the good of your community at large.

Sincerely yours,

Rockwell Bros. & Co.

"LUMBER"

O. F. Lange,

Manager

AUTOMOBILE INSURANCE

While buying that 1934 License for your Car, did you ever stop to think that it may BURN or be STOLEN?

SEE US FOR BEST FIRE, THEFT AND COLLISION

PROTECTION!

J. W. WHITE, Insurance

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 JANUARY 28, 1934

General Topic:—Standards of the Kingdom.
Scripture Lesson:—Matt. 5:1-12, 43-48.

1. And seeing the multitudes, he went up into the mountain; and when he had sat down, his disciples came unto him:

2. And he opened his mouth and taught them, saying,

3. Blessed are the poor in spirit: for theirs is the kingdom of heaven.

4. Blessed are they that mourn: for they shall be comforted.

5. Blessed are the meek: for they shall inherit the earth.

6. Blessed are they that hunger and thirst after righteousness: for they shall be filled.

7. Blessed are the merciful: for they shall obtain mercy.

8. Blessed are the pure in heart: for they shall see God.

9. Blessed are the peacemakers: for they shall be called sons of God.

10. Blessed are they that have been persecuted for righteousness' sake: for theirs is the kingdom of heaven.

11. Blessed are ye when men shall reproach you, and persecute you, and say all manner of evil against you falsely, for my sake.

12. Rejoice, and be exceeding glad: for great is your reward in heaven, for so persecuted they the prophets that were before you.

43. Ye have heard that it was said, Thou shalt love thy neighbor and hate thine enemy:

44. But I say unto you, Love your enemies, and pray for them that persecute you;

45. That ye may be sons of your Father who is in heaven: for he maketh his sun to rise on the evil and the good, and sendeth rain on the just and the unjust.

46. For if ye love them that love you, what reward have ye? do not even the publicans the same?

47. And if ye salute your brethren only, what do ye more than others? do not even the Gentiles the same?

48. Ye therefore shall be perfect, as your heavenly Father is perfect.

Golden Text:—Blessed are the pure in heart: for they shall see God.—Matt. 5:8.

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.

Introduction
The Sermon on the Mount is the moral law of the kingdom of Christ; or in other words it occupies in the New Testament the place which in the Old Testament is occupied by the Ten Commandments.—Bishop Charles Gore. This great discourse occupies three chapters of Matthew, and we are to study the chapters on three successive Sundays. St. Augustine first gave it the name of "The Sermon on the Mount." Genung called it "The Magna Charta of the Kingdom of God."

Dykes named it "The Manifesto of the King." Jesus may well have delivered the entire discourse at this time, and portions of it at other times. Every sermon worth preaching once is worth preaching often and in many forms. The Sermon on the Mount is logically constructed and forms as it stands a unified and powerful discourse. "Chesteron says somewhere that on the first reading of the Sermon on the Mount you feel that it turns everything upside down, but the second time you read it you discover that it turns everything right-side up."

"The main moral content in the word 'Christian' must be the Sermon on the Mount."—E. Stanley Jones, in the "Christ of the Mount."

Mount of the Beatitudes
The traditional "Mount of the Beatitudes" is Kurn Hattin, or "Horns of Hattin," a two-peaked hill about sixty feet high near the center of the west coast of the Sea of Galilee, two or three miles from the sea and seven miles southwest of Capernaum. Between the two peaks is a level place large enough for a considerable audience, Luke's plain. We are to think of Jesus as going up on a slight eminence to one side, and from that vantage point addressing the throng. Luke 6:12 tells us that Christ had spent the preceding night in solitary prayer, doubtless that he might be divinely led in the selection of his twelve disciples, which immediately preceded the Sermon on the Mount. The sermon was addressed particularly to the Twelve, and then to all the assembly.

"Blessed are they that mourn," v. 4
Everyone shrinks from sorrow at first, and needs to learn its blessedness in the school of Christ. "It is not only a great Christian truth, but it is a practical, common-sense truth, that sorrow is necessary for the making of character and the perfecting of life."—Rev. T. Arthur Bailey. "For they shall be comforted."

"Comfort" is from two Latin words, "fortis," strong, and "con," together, "made strong together." The Christian comfort means the strength that comes from fellowship with Christ. "The promise in the first Beatitude involves coming to Christ, that in the second Beatitude involves abiding in Christ."—Rev. Howard Agnew Johnston, D. D.

"Hunger and Thirst After Righteousness," v. 6
"Blessed are they that hunger and thirst after righteousness: for they shall be filled." This Beatitude shows us a man ravenous with hunger, parched and panting for food and drink, then we are among the blessed of the Lord.—Principal W. H. Selbie. "Always pursuing, yet always attaining; always hungry, yet always fed; always thirsting, yet always drinking—that is God's im-

mortal programme for immortal souls."—Rev. Frederick F. Shannon, D. D. "To hunger and thirst after a thing is to feel that you need it, you desire it, you must have it. That is the 'I want' of life. But if we are to be happy, and if life is to be satisfied, Jesus tells us that we must hunger and thirst after righteousness. Desire and duty must blend. Blessed are they in whose heart the two voices say the same thing."—Rev. Percy C. Ainsworth.

"Blessed Are The Merciful," v. 7
"Christ did not mean that a man was to be merciful for the sake of obtaining mercy from God, but that if he were merciful, he would, as a necessary result, obtain mercy. Mercy is the reward of mercy. Those who give mercy become more and more merciful. 'Serene and happy lives the man who has learned to think well of his friends and of the world he lives in, who is not looking for faults or delighting in the mistakes or offenses of his fellows, whose mind instinctively takes a generous and a gentle view, and whose heart is forever overflowing in the little tenderness which make life gracious and beautiful. The source of happiness to others, that man is happy himself.'—Rev. R. H. Fisher, D. D.

"The Peacemakers . . . Sons of God"
"Blessed are the Peacemakers; for they shall be called sons of God." Let us remember how the "herald angels" at Bethlehem sang of "peace on earth." These sons of God "were not, it must be noticed, the Peace-overs or the Peace-Talkers; they were the Peace-Makers, the constructive agents of tranquillity, the efficient contributors to security, the 'mediators of peace.' The Peace Makers are not merely peaceable; they are committed to a continuous and creative task."—Prof. Francis G. Peabody. "The Adder of the Sons of God! Some of the titles which people invent for themselves are very high-sounding, but they are not necessarily true. But if God calls us sons, we may be sure that it is neither fancy nor flattery, but that there is good reason for it. That reason is that those who are so called are really like himself."—Rev. Will Reason.

"Reproaches 'For Christ's Sake'"
"Reproaches are no blessing, of course, unless they are spoken falsely; and persecution itself brings no beatitude, but only when it is incurred in the service of Christ. 'This is the key-phrase which locks up the whole list of Beatitudes: 'For Christ's sake.' It is this that transmutes poverty of spirit into heavenly humility, that brings comfort to the mourning and glorious riches to the meek, and plenty to those that hunger and thirst after righteousness. It is this that has been the spring of mercy in the merciful, of purity in the pure in heart, of peace in the peacemakers, and it is this and this only that makes it a glory to endure the scoffs and revilings and persecutions of men."—Prof. Benjamin B. Warfield.

"Ye Are The Light of The World" vs. 14-16
Having set before his hearers a portrait of the Christian, our Lord bade them not to conceal it, but to illustrate it before all men, not for their own glory, but for God's. They are to be "the light of the world," but a light lit from above.

Aim at Perfection, v. 48
"Ye therefore shall be perfect, as your heavenly Father is perfect." "The Authorized Version had the imperative, 'Be ye perfect'; but this is the future (compare Matt. 1:21), with the force of command. The absolute perfection of God is not attainable, but love which is perfect—relatively to man's capacity and condition—is." Prof. W. F. Slater. "In these hopeful words of the Master we hear sounded the keynote of that harmonious anthem which shall usher in the dawn of the second creation. The end of his royal law is man's perfection, completeness, and entirety."

Mr. and Mrs. J. B. Jennings and children Wanda and Jack and Quincy Jennings of Clovis, New Mexico spent Saturday with friends here.

Guy Bell of Bovina, visited friends here Wednesday.

Trade, in Friona

M. E. BISHOP M'MURRY DIES IN ST. LOUIS

Had Served As Head of Northwest Texas Conference

Bishop William Fletcher M'Murphy, 69, of the Methodist Episcopal Church, South, died in Barnes Hospital, St. Louis, Mo., Wednesday of last week of heart disease resulting from an attack of influenza.

After being made bishop in 1918 at the General Conference, he was assigned a territory, which included the Northwest Texas Conference. During his work in this conference the movement was begun to establish a new Methodist college, which eventually was located at Abilene and named M'Murphy college in his honor. Scores of people in this conference knew Bishop M'Murphy.

Bishop M'Murphy lived at Fayette, Mo., seat of Central College, which he served as president until two years ago. He was president of the church's board of finance with headquarters here.

Dr. M'Murphy was recognized as one of the foremost preachers and organizers of Methodism. He had served as secretary of the church board of extension and helped organize the board of finance of which he was the only president. He built many churches and dedicated more than 500 buildings.

His wife, formerly Miss Frances Byrd Davis of St. Joseph, Mo.; a son William F. M'Murphy Jr., Paducah, Ky., and two daughters, Miss Claudia M'Murphy and Mrs. Frances Blume, both living at Fayette, Mo., are the survivors.

The bishop left the first of the year for a tour of inspection of his episcopal territory, which comprised Kentucky, eastern Virginia and the Baltimore District. Upon his return he was taken to the hospital.

Bishop M'Murphy was colorful figure, with abundant white hair, heavy eyebrows, long frock coat and broad-brimmed hat.

In his earliest executive post, that of presiding elder in Central Missouri, he made a new record in church financial matters, meeting all quotas for benevolences in Oklahoma, while a member of the extension board, he bought up a collection of town lots in communities which gave promise of growth, and church edifices now stand on most of these lots.

In the 1928 presidential campaign Bishop M'Murphy, then presiding over the Missouri Conferences, denied a published report that he had told preachers of the Methodist Church, South, in this State not to discuss politics and candidates from their pulpits.

"I have given no such instruction," the bishop said. "The Methodist Episcopal Church, South, is not a political organization. But when a candidate abandons the platform of his party and launches a campaign on a moral issue, then the public may expect to hear from the Methodist ministers."

The reference was to the prohibition issue, and the Democratic candidate, Alfred E. Smith.

Funeral services for the late Bishop William F. M'Murphy, 69, of the Methodist Episcopal Church, South, were conducted in Centenary Methodist Church, St. Louis, Jan. 19, by four fellow bishops and a minister.

The opening passages of Scripture were read by Rev. Charles W. Tadlock, pastor of Centenary Church. Prayer was offered by Bishop A. Frank Smith of Houston, Texas.

After a Scripture reading by Bishop John M. Moore of Dallas, Texas, talks on Bishop M'Murphy's life and work were made by Bishops Sam R. Hay of Fort Worth, Texas, and U. V. W. Darlington of Huntington, W. Va.

The bishop's body, accompanied by his widow, son, two daughters and a ministerial group, was taken to Shelby for burial Friday afternoon.

Active pall bearers included Rev. C. C. Sealeman, president of Southern Methodist University at Dallas, Texas.

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

STAR THEATRE

HEREFORD
Jan. 28, 29, 30
SUN., MONDAY, TUES.
Preview Sat. Night

LET'S ALL GO



with the beauty armada . . . in the world's first music show staged in the clouds!

With Dolores Del Rio

GENE RAYMOND
RAUL ROULIEN
GINGER ROGERS
FRED ASTAIRE

Musical by VINCENT YOUYANAS
Lyrics by Edward Elmer
and Gus Kahn. Directed
by Thornton Freeland.
MERIAN C. COOPER,
executive producer. Louis
Brock, associate producer.

This is the first showing in West Texas of this Big Special.

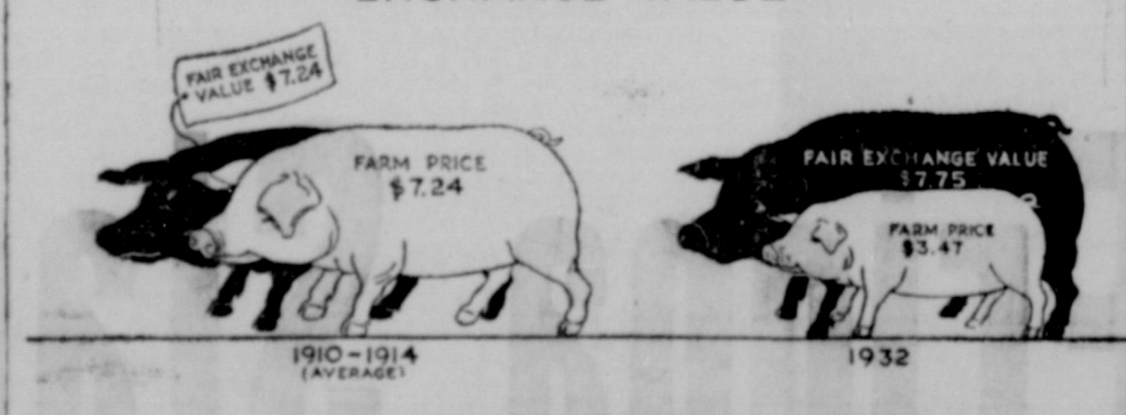
Special Short Subject
WALT DISNEY'S
"3 LITTLE PIGS"

ADMISSION: 10c and 35c
4 Big Showings

Chester Vaughn, who has been at Hot Springs, New Mexico, for the past few weeks taking baths for recovery from rheumatism, returned this week feeling fully recovered.

C. L. Sullivan and son Bruce departed for Denver Monday and a business mission. Glenn Sullivan is in charge of the local office while they are away.

FARM PRICE OF HOGS AND FAIR EXCHANGE VALUE



In the pre-war period (1910-14) the farm price of \$7.24 per hundredweight and the fair exchange value were one and the same. When prices at the farm are again high enough to give live hogs the same purchasing power they had in the pre-war period, then they will be equal to the fair exchange value of hogs. Fair exchange value at any given time is the amount (represented in the cartoon by black pigs) which repre-

sents what hogs have to bring in order to give them the pre-war purchasing power with respect to prices of commodities farmers buy.

Largely because of a lack of balance between supply and demand, hog prices since the World War have averaged the fair exchange value only in one year (1926) when it happened that the size of the hog crop was considerably decreased. In 1932 the farm price of hogs averaged only \$3.47 per hundredweight, but

as the prices of commodities farmers buy averaged a little higher than their pre-war level, the fair exchange value in 1932 was proportionately higher, or \$7.75 per hundredweight. The disparity, therefore, was \$4.28 per hundredweight.

Adjustment of hog production under the Agricultural Adjustment Act in 1934 will help wipe out this disparity and a substantial hog price to the fair exchange value.

LYCEUM

CLOVIS
SUN. - MON. - TUE.
PREVIEW SAT. NIGHT

TOGETHER
AT LAST!

—THE TWO BEST-LOVED CHARACTERS ON THE SCREEN!

MARIE
DRESSLER
AND
LIONEL
BARRYMORE

in "HER
SWEETHEART"

(CHRISTOPHER BEAN)



By a Joint Resolution of the 43rd Legislature Texas has honored all its military veterans who have served the nation's armed forces during time of war. Above is shown the attractive new medal authorized by the 43rd Legislature for all residents of Texas who have honorably served in the United States Army, Navy or Marine Corps during the Spanish War, Mexican Border, Mexican Expeditionary or World War. Veterans may secure the necessary application blanks by writing The Adjutant General, Austin, Texas.

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For

The

Friona

STAR