

The Friona

OFFICIAL NEWSPAPER OF PARAMER COUNTY, TEXA

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FRIONA PARAMER COUNTY, TEXAS, FRIDAY, NOVEMBER 23, 1934

Cogitations & Aphorisms of Jodok

"Uncle Andy Wentworth" told the election officials that this was his 84th vote he had cast. He says he did not intend to lie to them, as he did not vote until he was of age, but he has voted at each regular election since that time.

"Uncle Andy" is one of Friona's oldest pioneer citizens, and has confined to his home the greater part of the time for the past two years as the result of an injury he received to one of his hips.

He has been improving gradually for the past few months and is able to get about on crutches and usually gets down town on every pleasant day, to the great joy of his friends, whom he always meets with a cheery greeting.

I have just been wondering how many of the rest of us, who are able to get about with ease and free from pain, would be as cheerful as is "Uncle Andy" when he is forced to finish his long and eventful life on crutches. Small of stature though he is, and having been many times broken in body and limb from various mishaps, he has proven himself to be a bundle of pluck and energy by continually staying on the job and being everlastingly "doing something" whenever able to be about at all.

Such men as he are calculated as an example to make us spineless, nervous, easy-quitters ashamed of ourselves, and I sometimes think I will "brace up" and emulate "Uncle Andy's" example, but when the opportunity comes I always find it so much easier to do otherwise.

My good friend, Harry Hughes, told me Saturday just after the rain that he intended to begin sowing his wheat just as soon as his ground was dry enough, as he had not been able to sow earlier for lack of moisture. But when I saw him again Monday morning he told me that he had examined his ground and that it had been wetted only so deep as the soil had been stirred and that the seed would just go down on hard and dry ground and unless more moisture should follow, it would not come up.

Harry further said that he is not crazy about this wheat growing business any way, as he has always been able to make more money growing row-crops, and believe me, he always raises the row crops if there are any raised in this locality.

I used to shock Harry's crop for him 19 and 20 years ago, and some of the sorghum he grew was so tall that after being cut 18 inches from the ground, the bundles were still long enough to make shocks three feet above my head, and as big around as a sycamore tree; and I am not one of those fellows that was bent off too short, either.

Harry was the first man I did any work for after coming to the Panhandle many years ago. He had a stack of wheat straw that he had grown that year from about 20 acres of land; and believe me, that was a whopping big wheat crop for this country in those days; and I helped put the straw into bales, and we had fried chicken every day for dinner and it was sure fine.

There was plenty of exercise about the straw baling to give me a rousing appetite and the way I did punish that fried chicken and gravy was, Mrs. Hughes made, was astonishing. I never ate so much fried chicken in the same amount of time before nor since.

I am one of those fellows who like all their fellowmen and like some of them a lot more than I do others, but even the ones who appeal to me the least, I am sure are a "nuff slight" better than I be. Never-the-less with all my love for my neighbors I got all "fed up" on the words, Christian and Christianity, mostly, I suppose, because there are so mighty few of the first, and so mighty little of the second, or perhaps more so, because those words have become so perverted in meaning. I very much prefer the word "Christ-like", for any one can be that if he wants to bad enough.

And some people do so. I could name several of them right here in Friona. For instance, here is "Uncle Jerry" Blackwell, a good old soul, whose chief diversion in life is to help some poor fellow-being, and make life brighter for all whom he meets. Then there is good old Doctor McElroy, and Father Samuel Pearson and Grand Daddy Weir and several others but I can not mention them all, so why try? And there are

(Continued on last page)

SCHOOL NEWS

There were approximately sixty-five teachers from Paramer county present at the Lyceum and teachers meeting Friday night. The deputy state supervisor, Bryan Dixon, who has been visiting the county schools and revision of the curriculum, after the Lyceum number.

Schools of the county are in excellent condition, and the plan for transportation of high school students is almost unique in Texas, according to Mr. Dixon. The revision of the curriculum is being made in order to meet the needs of each child in everyday living and to teach him in more natural situations.

Plans were made for the teachers of the county to meet twice each month for study and discussion of the introduction of the change into local schools.

After the meeting teachers were invited to the cafeteria where they were served coffee, sandwiches, and cake by the Friona P. T. A.

Monday evening the P. T. A. is to meet in Grade School auditorium.

The program to be presented is as follows:

Room program—Miss Collins.

Business—
The School of Tomorrow—Mrs. Claude Osborne.

Piano Solo—Mrs. Fleet.

A picture is to be presented to the room that has the most parents present at the meeting. At the end of the year the room is to be given the picture permanently which has kept it the longest time.

On the last game of the season Friona ran up a 81 to 0 score against her time-honored rival Farwell.

The game was well-played. Blocking and the passing attack displayed by the Chiefs were outstanding features of the game. Scoring at will the Chiefs played the entire game without using a punt.

Garrett serving as the year's captain played a good game. Several boys in Friday's game were playing their last game. They were: Frost, Mitchell, Taylor, Richardson, Shakelord, and Chapin, each of whom played an excellent game.

Remaining players, sharing in scoring honors, will be the nucleus of next year's team.

Downtown business firms closed their doors for the game Friday.

The coaching faculty of the Friona schools wish to thank each firm that closed for its cooperation.

In the future the boys will turn their attention to basketball.

Friday night the Home Economics girls of High School served dinner to the West Texas State Teachers College orchestra. This was a class problem, worked out by the girls, who have been studying guest dinners. There were thirty-two persons present.

They assisted the P. T. A. in serving the Chamber of Commerce banquet also.

Girls in the first year class have been selecting patterns and materials for a wash dress. This is the first dress that they have planned.

General assembly was held last Thursday in Grade school auditorium. The High School Physical Education department had charge of the program.

The boys put on an interesting pantomime, while the girls did many tumbling and acrobatic stunts. Talks on the value of Physical Education were given by Wilbur Meade, Joe Hub Collier, and Paul Parr.

Several visitors were present.

Following is the schedule of the remaining programs for both High and Grade school to which everyone is invited.

Thanksgiving—Nov. 22.

Agriculture Department—Nov. 28.

High School Speech Department—Dec. 12.

Christmas Operetta—Dec. 21.

English—Jan. 19.

Grade School Music Department—Jan. 17.

Physical Education (Grade School)—Jan. 31.

English and Math Department—Jan. 31.

High School Music Department—Feb. 14.

Miss Meyer—Feb. 28.

High School Speech Department—Mar. 7.

Home Economics Department—Mar. 21.

Miss Hart—Mar. 28.

High School Chorus—Apr. 4.

History Department—Apr. 13.

Mrs. Whitley—Apr. 25.

Mr. Wallace R. Clark, with his thirty piece orchestra presented to Friona her third Lyceum number last Friday evening.

This number was one of the most enjoyable and well liked that has ever been presented at Friona. It was also the most unusual in type. Music ranging from classic to popular was played.

Outstanding among the selections was the medley of old songs which was thoroughly enjoyed by the audience.

Mr. Clark expressed his apprecia-



Let Us Give & Thanks

REV. THURSTON RE-MAINS AT FRIONA

The Star joins with the congregation of the Methodist church in welcoming Rev. H. L. Thurston's appointment for a second year of service in this community.

During his first year among us Rev. Thurston has won the confidence and esteem of our people as a friendly, helpful and earnest minister of the gospel. We feel sure that his continued ministry among us will be fruitful in promoting the kingdom of God and increasing the closer fellowship of our other local churches, and the general welfare of all who reside in Friona and surrounding territory.

THANKSGIVING SERVICE

The annual Thanksgiving service in which all our Friona churches unite, will be held next Thursday night at seven o'clock in the First Baptist church building.

The address will be given by the Rev. H. L. Thurston, pastor of the local Methodist Church. All other ministers in the city will share in the services and appropriate music will be provided. The public is cordially invited to attend and take part in this patriotic observance.

J. F. VANLANDINGHAM PASSES AWAY

Mr. and Mrs. R. F. Fleet received word late Saturday of the death of Mr. Fleet's uncle, J. F. Vanlandingham, which occurred at his home at Albuquerque, New Mexico, on that day, and left Saturday night to attend the funeral there.

Accompanying team from here were two cars of relatives from Shawnee and Ada, Oklahoma, among them being Mr. Fleet's father and mother, Mr. and Mrs. W. L. Fleet.

Mr. Vanlandingham had been a sufferer for many years. The funeral was held Monday morning after which Mr. and Mrs. Fleet returned to Friona.

MOVED TO DEL RIO

Mr. and Mrs. R. T. Gishler departed Sunday morning for Del Rio, where Mr. Gishler has some business matters to attend to, which will detain them for several days.

They let it be known that they will probably remain in that locality for the winter should Mr. Gishler secure employment which he is expecting and should it and the conditions there prove congenial.

Then and that of his orchestra for the opportunity of appearing as a part of the Lyceum course. He also offered his services at any time the community need assistance.

The High School speech department was essential in bringing Mr. Clark and his orchestra to Friona. The entire community is looking forward to a return appearance of the orchestra in the spring.

This evening the football boys will hold their annual banquet in the High School.

The Home Economics girls are to serve the banquet under the supervision of Miss Marie Gardner.

All members of the faculty are being invited as special guests.

FARMER COUNTY INTERSCHOLASTIC LEAGUE

The Interscholastic League of this county offers the schools this year a wide variety of contests according to Wayne C. Eubanks, recently elected Director General of the organization for the current school year.

"No other extra-curricular activity," he said, "engages the interest and stimulates endeavor along helpful lines more than the contests which are scheduled for the county meets. Here we have an activity for practically every child. There is opportunity for participation in fifteen different fields, both athletic and literary, ranging from the third grade on up to the last year in high school."

"We are advised from the State Office that the Constitution and Rules is ready for distribution and that applications for membership are coming in from schools in all parts of the state. The schools in this county should get in on the ground floor and begin preparation early. Each school that joins is given a copy of the Constitution and Rules, a copy of the current spelling list and is entered for a year's subscription to the Interscholastic Leaguer. Last year nearly six thousand schools joined the League and participated in its work in 220 different counties.

There are contests arranged for every class of public school, including rural, ward, and both small and large high schools, and all-round championships are decided in each of the division at the county meet."

R. T. SLAGLE'S FATHER HURT

Mr. and Mrs. Roy T. Slagle, whose home is several miles west of town, received word last Saturday evening of an accident that occurred to Mr. Slagle's father, resulting in a serious and painful injury to his back.

It appears that the elder Mr. Slagle was standing upon a high load of baled hay, while it was moving and a sudden stopping of the truck that was carrying it, caused him to lose his balance and he fell to the ground, a distance of about fifteen feet, alighting upon his back and causing the severe pain and injury.

The injured man was taken to a hospital for treatment and the Star has not learned any later details from him.

"HUB" NEWS

Messrs. Elmer and George Green, of this community, left Saturday forenoon by automobile for Stephens County, Oklahoma, where they will spend the next two or three weeks visiting relatives and friends.

Church News:—For the past week we have been striving to stage a war against sin and have a real revival meeting. God has rewarded our efforts by touching a few souls and we trust there will yet be more that are interested in their soul and refrain from sin.

We are expecting workers from Amarillo and other parts of the county this week. Everyone is invited to attend the services each evening at seven o'clock. Come and bring someone. You are welcome.

Trad. in Friona

GONGREGATIONAL CHURCH

Sunday school—10:00 a. m.
Public worship—11:00 a. m.
Men's Study Class at parsonage, at 10:00. The subject for discussion for next Sunday will be, "Why Thanksgiving?"

The pastor's subject at the 11:00 o'clock service will be—"The Grace of Thanksgiving."

The visit of the Institute team last Sunday proved the wisdom and value of this kind of contact. Dr. Denison, of Dayton, Ohio, while assistant secretary of the National Council, gave freely of his time counsel and rich experience in four group meetings. Not as an official servant, to the edification of all.

The ladies of the congregation served a bounteous lunch at the noon hour. Superintendent, Louis J. Marsh, and Mrs. McClintock, both of Oklahoma City, shared in the day's services. The team left for a similar visit with the church at Spring Lake on Monday.

CANYON COLLEGE ORCHESTRA

The third number of the High School Lyceum course, last Friday night, proved unusually attractive. First, because the popular College Orchestra, of the W. T. S. T. C. of Canyon, consisting of some thirty pieces, presented a rich and varied program, covering a wide range of composition from the classics to the better and lighter selections of modern music.

Conductor W. R. Clarke, wielded his baton with compelling response and intimated thereby the affectionate regard he has earned from pupils and public alike.

It was one of the best musical programs ever rendered at Friona, and is one of the best advertising exhibits the college has of its cultural services in the Panhandle.

FRIONA'S GREATEST TRADES DAY

The Trades Day committee has been working faithfully and now has its arrangements almost complete for the biggest Trades Days that the city has ever known.

Over seven hundred dollars worth of prizes have been purchased and may be seen at the various stores in town. These prizes are all articles of use and beauty and of the highest class in their line. One of them will be given away on Wednesday before Christmas, on to Friday, one on Saturday and seven on Monday before Christmas. Not an article in the lot that anyone would not be pleased to receive as a present.

GUESTS AT LILLARD HOME

During last week Mr. and Mrs. C. C. Lillard and their son and his wife, Mr. and Mrs. Harry Lillard, of Richmond, Missouri, were guests of their nephew and cousin, L. F. Lillard and family, at "Pure Bred Farm" northwest of town.

Mr. Lillard and his son have been in the wholesale sugar business until the father retired, turning the entire business to his son. They departed for their home Sunday, feeling that they could not longer be away from their business.

POULTRY SHOW DATE IS DECEMBER 6 TO 8

HEREFORD.—Annual show of the Tri-County Poultry Association will be held here December 6, 7 and 8, announces the president, N. C. Vogle. Building in which the show will be held has not been determined.

Always one of the leading shows of West Texas, this year's exposition will be no exception. It will be affiliated with and meet all standards of the American Poultry Association. W. C. Tallant of Oklahoma City, a director of the association and an outstanding poultry expert, will act as judge. He judged last year's event. Ribbons, cups, cash premiums and merchandise will be awarded. The complete premium list is to be announced shortly, officials say.

In the Tri-County Poultry Association are growers of Castro, Randall, Parmer and Deaf Smith, counties. Vogle is president. B. H. Hopkins secretary, Jack Wright, Mrs. Grace Hughes, Ralph Smith, Ray Conaway, W. T. Kucker and Bob Bailey, directors.

The show is open to poultry raisers of Texas, New Mexico and Oklahoma. Leading breeders of the entire area are expected to have displays.

In addition to the regular classes of competition vocational agricultural groups have been added for this year. There will be special awards for this class.

WELCH - JOHNSON WEDDING

A very pretty and quiet wedding ceremony was performed Sunday forenoon at ten o'clock at the home of Mr. and Mrs. F. N. Welch, seven miles northeast of Friona, when their beautiful and accomplished daughter, Miss Estella, was united in marriage with Mr. Rex Johnston, of Denton, with Minister, L. D. Cummings, of the Church of Christ at Friona, officiating.

The bride was clad in a navy blue street costume and was attended by her sister, Miss Eva Welch, and the bride's mother, Nelson Welch, acted as best man.

Immediately preceding the ceremony Mr. Glenn F. Dink sang "I Love You Truly" and immediately following the ceremony a delicious and beautiful wedding breakfast was served to all present.

The bride in this wedding, having Gilford Welch of Slaton; Mr. and Mrs. Enry Welch, of Friona; Mr. and Mrs. L. F. Lillard, of Friona; and Misses Alice Guyer, Gwendolyn Cowgill, and Louise Hoigate, of Friona, and Messrs. Johnston, of Denton, Glenn F. Davis, Carl Welch, Lewis Welch and Willie Howell Welch, of Friona.

The bride in this wedding, having grown up near Friona, is well known here where she graduated from the Friona High School and has been quite popular in society affairs and has won a large circle of friends and admirers.

The groom is also well known in Friona and the vicinity, he having been a member of the school faculty for the past two terms and was chosen again for this present term but resigned several weeks ago to accept a more lucrative position and one more to his liking in the schools at Borger, where he is now engaged in teaching. He became a popular member of Friona society while located here.

Immediately after the wedding breakfast the bride and groom departed for Borger where they will make their home, attended by the best wishes of their many Friona friends.

CLUB ENTERTAINS

The Friona Junior Womens Club entertained the recently organized Farwell-Texico Junior Womens Club at the last meeting at the home of Miss Orna White on Tuesday, November 20.

Special guests who motored down from Farwell for the program included Misses Rozelle McKenney, Alice Guyer, Ellen Thomas, Mary Lucy Montgomery, Edith Doose, Stella, and Mesdames John Porter and Leroy Faville.

After club roll call and a short business session, Mrs. A. C. Echols gave an interesting talk on What Federation Has Done For Our Club. After the club song "Texas Our Texas" a social hour of games led by Mrs. H. T. Magnus was enjoyed.

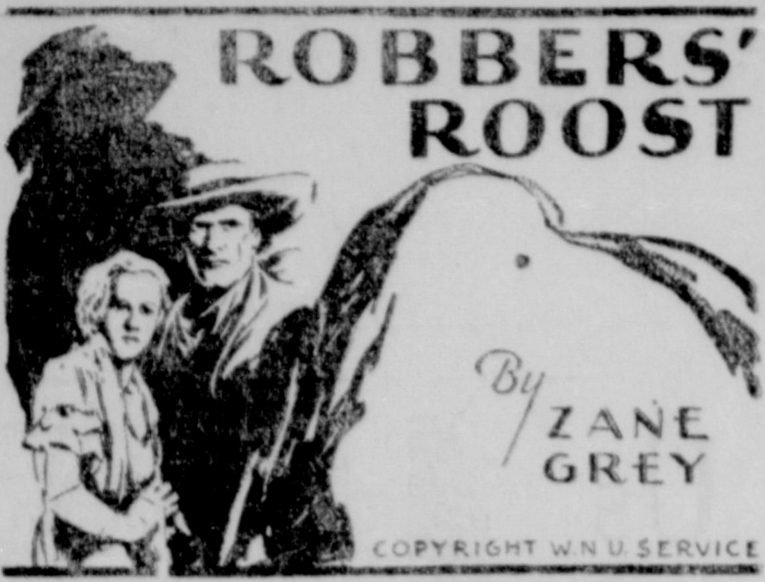
Chicken salad, buttered rolls, cookies, and coffee were served the Purcell guests, club members, and guest, Mary K. Crawford.

THANKSGIVING BAZAAR AND BAKE SALE

The Frances Van Belt Circle and the Adult Circle of the W. M. S. of the Methodist Church will have a bazaar and bake sale, Wednesday, November 28th, at Fleet's store. Everyone is invited to call.

The ladies will have many nice articles for sale and will also help you in preparing your Thanksgiving dinner by patronizing their bake sale.

Gieburn Stagg, of Ropesville, spent a part of last week here visiting his sister, Miss Ruth, who is central operator at the telephone station here.



ROBBERS' ROOST
By ZANE GREY
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"Flesh Wound, Nothin' to Fuss Over This Minnit."

Why, for Gawd's sake—when I'm givin' you all the best of the cow?"

"Because I want the girl," thundered Jim.

A great astonishment held Hays stricken. Through it realization filtered.

"That! That was it—all the time!" he gasped.

"All the time, Hank Hays," replied Jim, steadily, and it was the robber's eyes, pale fires no longer, that he watched for thought and will.

Still he saw the violent muscular quivering which slowly diminished to freeze into rigidity. He had struck the right chord. In whatever way possible, Hank Hays loved this woman. However it had begun, the sordid, brutal thing had ended in Hays' worship of the golden-haired sister of Herrick. Jim read this in the extraordinary betraying eyes; and read more—that it had been Helen the robber had fought for, not his lost caste with his men, not the honor of thievery. It was this that accounted for the infernal blaze of unquenchable hate, of courage that death itself could scarcely have stilled.

All this immediately coalesced into the conscious resolve to act and kill!

As the robber sprang up Jim's first shot took him somewhere in the breast. It whirled him half around. His gun, spouting flame, tore up the gravel at Jim's feet. A terrible wound with its agony, a consciousness of its mortality, added to the overwhelming ferocity of jealous hate, gave the man superhuman physical activity. He whirled, bounding the other way, and so swiftly that Jim's second shot missed him altogether. Hays' gun was booming, but it was also describing the same curves and jerks as his body. Then as passion gave place to desperate need and the gun aligned itself with Jim, Jim's third shot destroyed aim, force and consciousness.

Hays' demonic face set woodenly. The gun, with hammer up, dropped to explode. And the robber lodged against the slant of wall, dead, with the awfulness of his mortal passion stamped upon his features.

It was over. Jim breathed. The hand which held his gun was so wet that he thought his blood was flowing. But it was sweat.

"I wish—Smoky could—know," muttered Jim, over a convulsive jaw. He shoved Hays off the wall.

Wiping his face, Jim staggered to the rock and sat down. Spent and heaving he sat there, his will operating on a whirling mind. It was over—the thing that had had to come. All dead! Loyal and faithless robbers alike. What to do now? The girl! Escape from that hellhole, soon to be besieged again! He must pack that very hour and ride—ride away with her.

"Jim—oh, Jim!" came a cry from the back of the cave.

"Helen—it's all—over," he called, hoarsely.

She appeared in the opening. "Gone?" she whispered.

"Yes, gone—and dead."

"I—saw—you—is he—dead?"

"You bet your life," burst out Jim, his breast oppressed.

"Oh, help me out!"

He ran to assist her. She came sliding out, to fall on her knees, clasping Jim with fierce arms. Her head fell against him.

"Get up," he ordered, sharply, trying to lift her. But she was more than a dead weight.

"God bless you! Oh, God bless you!" she cried. The voice was husky, strange, yet carried the richness and contralto melody that had been one of Helen's charms.

"Don't say that!" he exclaimed, aghast.

"Jim, you've saved me," she whispered. Jim's hands plucked at her arms, caught them.

She loosened her hold and raised her head to look up at him. He saw only her eyes, tearless, strained in overwhelming gratitude.

"No—not you!" he blurted out. "We must hurry out of this."

She arose, still clinging to him.

"Forgive me, I am selfish. We can talk some other time. I should have realized you would want to leave here at once. Tell me what to do, I will obey."

Jim stepped back and shook himself.

"You kept me from thinking," he began, ponderingly. "Yes, we must leave here. Put on your riding clothes. Pack this dress you have on—and all you have. Take your time. We're safe for the present. And don't look out. I've got to bury Hays and the men."

"My spirit wouldn't faint at that," she replied. "I saw you kill the wretch—and I could help you bury him."

CONTINUED NEXT WEEK

Trade in Friona

FRIONA WOMAN'S CLUB

The Friona Woman's Club met with Mrs. D. W. Hanson on November 14th with thirty-four members present. —Quotation: "A worthy woman who can find, for her price is far above rubies."—The Bible.

Music—Mrs. L. R. Dilger.

Review—Leading Women of Today.—Mrs. George Miller and Mrs. S. Mitchell.

Reading—Mrs. L. G. Simpson.

After the program the hostesses, Mrs. M. Lacy and Mrs. D. W. Hanson, served delicious refreshments. The club then adjourned to meet again on December 5th for Guest Day. Reporter.

RAY LANDRUM OUT

The many friends of Ray Landrum are rejoiced to see him able to be out and around again, he being able to be over in town Monday afternoon, the first time in many weeks.

During these several weeks Ray has been confined to his bed either at home or in the hospital suffering from a most serious attack of appendicitis, from which at times his recovery seemed doubtful, and it is hoped his gradual regaining of strength will continue until he is again in normal health.

BEST RAIN OF SEASON

What is generally conceded to be the best rain of the season for this territory, fell last Friday night and Saturday morning, when at least an inch of moisture was poured out upon the thirsty soil in a steady soaking rain fall.

The rain came as a god-send to the growing wheat crops and as means of preparing the soil for many of our farmers who had not completed their wheat planting, and these have been busy this week getting their seed in to the ground.

The rain, aside from providing the greatest amount of moisture was also the most general in its extent of any we have had for many months and our farmers are feeling quite grateful for it.

Miss Rosella Dixon, freshman in the Texas Tech. College, at Lubbock spent the week end with her parents, Mr. and Mrs. C. W. Dixon at their ranch home in Rhea community.

RAVENWOOD-NIGGERHEAD CHANDLER-CANON-CITY SUNSHINE-HAITLAND BEST COLORADO COAL Sold by Your Coal Dealer

DEER HEADS MOUNTED

I want to Mount Your Deer Heads. My Work is Guaranteed, My prices Reasonable.

TAXIDERMIST MERLE HARRY
Friona, Texas

O. C. JONES GARAGE

See me for new and used parts.

1901 1934

E. B. Black Co.

We have Served You For 33 Years

Hereford, Texas

WE ARE THANKFUL

For the Splendid Rains Which Have Visited Our Land Within The Past Week.

MAY IT MAKE A REAL THANKSGIVING FOR ALL OUR PEOPLE AND PATRONS AND BRING TO EACH TABLE A REAL THANKSGIVING DINNER

Rockwell Bros. & Co.
"LUMBER"

O. F. LANGE, Manager FRIONA, TEXAS

NUP-TIALS ANNOUNCED

The following announcement, which will be of interest to the readers of the Friona Star, was taken from the Oklahoma City Times, of its Friday November 2 issue.

"Tea Guests informed of engagement."

"Miss Roma Wilson will be married soon to A. Douglas Smith, of New Mexico.

One hundred and twenty guests were entertained Friday afternoon at the tea given by Mrs. Charles W. Clift 1205 Northwest Thirtysixth street, when she and her mother, Mrs. J. P. Wilson, of the same address, announced the engagement and approaching marriage of the latter's daughter, Miss Roma Wilson, to A. Douglas Smith, Fort Sumner, New Mexico.

The wedding which will be of state interest, has been set for Thanksgiving Day, in Fort Sumner. Miss Wilson and her family, who came to this

MAYTAG Quality MAKES THE MAYTAG Price SENSATIONALLY LOW

You must see the genuine quality in Maytag before you can appreciate how much you get for your money.

This is only one of the reasons why housewives bought more Maytags in half of 1934 than in all of 1933.

Ask your Maytag dealer for a demonstration in your home. It is free.

For homes without electricity, any Maytag may be had equipped with gasoline multi-motor.

BLACKWELLS HARDWARE & FURNITURE CO.
10-13-S-34

MAYTAG
THE MAYTAG COMPANY MANUFACTURERS
Founded 1892, Maytag, Oregon, U.S.A.

BLACKWELLS HARDWARE & FURNITURE CO.

city about five years ago are former residents of Marlow. She was graduated from Baylor University, Waco, Texas, and received her Masters degree from University of Oklahoma. Later she attended the Sorbonne, Paris, France, and Oxford University, England.

The groom in this announced wedding is none other than our Friona attorney, Hon. A. D. Smith.

J. R. Roden, proprietor of the City Drug Store here spent Monday at Lubbock where he witnessed the football game between the Amarillo Sand Storms and the Lubbock Westerners. The game resulted in a score of 25 to 0 in favor of the Sandies.

REWARD:—Child's Glasses, yellow Gold with Double Nose Braces. Lost in Friona recently. Bring to Blackwell Hdw. & Furn. Co., for reward.

The closing date of the National Cotton Pool has been extended from November 10th to November 22nd. Farmers wishing to pool their surplus certificates should do so at once.

These certificates may be sold locally, at the government price of 4 cents per pound, at a time; but if producers desire to enter them into the National Cotton Pool they should bring them to the County Agents' office no later than November 22.

A. R. Bateman
County Agent

Stomach Gas

One dose of ADLERIKA quickly relieves gas bloating, cleans out BOTH upper and lower bowels, allows you to eat and sleep good. Quick, thorough action yet gentle and entirely safe.

ADLERIKA

CITY DRUG STORE

THANKSGIVING

Is a Day of Reminiscence of the Year's Good Fortune. We are Thankful for Many Things, and one of the greatest of these is for YOUR LIBERAL PATRONAGE. Call whenever you are down town. We enjoy Your Social Visits as well as Your Business Visits.

LOOK OVER OUR XMAS DISPLAY

BLACKWELL HDW. & FURN.

WHAT'S NEW IN IRONS?

Heating Element under perfect automatic control.

Convenient beveled edges to slide under buttons gently—all way round.

Slender, tapered point fitting perfectly into tucks and gathers.

Don't overlook the improved cords that add materially to the economy.

Many other features which can be shown you at your dealer's.

TEXAS UTILITIES COMPANY

WE ARE THANKFUL

That we can supply our patrons With Good Dependable Protection for their Property in the way of Fire, Tornado, Hail, and Automobile Insurance and BONDS.

NOTARY PUBLIC BUSINESS FORMS

J. W. WHITE, Insurance

Winter Proof? OKAY! It saved me a lot of grief last year

Guard against the hazards of Cold Weather Driving

With a Magnolia Winter-Proof Job you are protected against sudden changes in temperature. Your motor will start instantly. Gears will shift easily. Driving will be a pleasure instead of a worrisome task.

Mobilize For Winter At

MAGNOLIA STATIONS AND DEALERS

POINT SERVICE

Magnolia's Winter-Proof Service covers the crucial vital parts of your car most easily affected by cold weather. Drive in and ask about it.

BRIDAL SHOWER

Miss Mary Spring entertained at her home with a bridge party and shower in honor of Miss Estella Welch on Thursday evening, November 15.

Five games of bridge were played, after which high score prize was awarded Mrs. A. C. Echols, who immediately presented it to the honoree. Low score was given Miss Lillian Rainey, who also gave it to the guest of honor.

Next the bride-to-be was handed a chart directing her to the spot where treasure might be found. Going through a door adjoining the living room, she was greeted by a host of gifts stacked together. She graciously unwrapped the gifts and passed them around for all present to admire.

After this, delicious refreshments were served to Mesdames A. C. Echols, Sloan Osborn, Johnnie Rayborn, E. C. Spring, Granville McFarland, E. B. Wills, R. R. Wills, James Bragg, and Wright Williams, and Misses Rozelle McKenney, Ethel Ruth Collins, Mary Beth Shealey, Thelma Osborn, Martha McFarland, Juanita Crow, Lillian Rainey, Mary K. Crawford, Louise Holgate, Orma White, and the honoree.

LAKEVIEW NEWS

Prof. and Mrs. Van Boston spent Sunday with his mother at Kress.

Lex Alexander spent the week end with his parents, returning to his school work at Canyon Monday.

Mr. and Mrs. W. P. Maples and family, Mr. and Mrs. R. T. Parker, Mr. and Mrs. Gopel Parker spent Sunday in the E. R. Maggard home.

Miss Louise Wilson and mother, Mrs. Elrod, who have been visiting their relatives in Colorado, returned home one day last week.

Mr. and Mrs. Z. M. Holley and children have moved to the Black community and Mr. and Mrs. Jim Meyers have bought and moved on to the place formerly occupied by the Holley family.

Misses Mary Kate and Bill James have returned home after several weeks spent with relatives at Portales, New Mexico.

Mr. and Mrs. R. T. Parker were entertained in the home of Mr. and Mrs. Gopel Parker last Wednesday evening with a party and shower. They received quite a lot of nice gifts, and after an evening spent in playing games etc. the crowd was treated to cigars, candy and apples.



THANKSGIVING is a day of glory and substance. Such a day it was in the beginning and it is hoped it ever shall be. Its glory is the spirit of thankfulness that pervades the hearts of us all. The substance is the beautiful supply of food that is ours.

Perhaps these are the reasons that Thanksgiving is particularly a family day, a day in which all of the family are thankful to be gathered under one roof once more. Thanksgiving day, observes a writer in the Kansas City Star, was born in that spirit as the Pilgrims went to church over snowy trails and returned to eat dinner of wild turkey from the forest and cranberries from the nearby marshes.

One may follow the traditional menu for that day or one may improvise, us-



For the Formal Dinner the Bird is Carved in the Kitchen.

ing the turkey for the main theme, building such variations of flavors about it that you may have your own gastronomic symphony so perfectly planned that your guests will remember your Thanksgiving dinner, for the particular harmonies of color and table need not follow too closely the spirit of the day. Your decorations may be thoroughly modern or traditional, as you please. The bowl of fruits as centerpiece is the latter. It may be flanked by such decorations as glass blown herons or silver pheasants.

- An Early American Thanksgiving Dinner.**
- Roast Turkey Stuffed
 - A Pair of Chickens Stuffed and Baked With Cabbage and a Piece of Lean Pork
 - A Chicken Pie
 - Potatoes, Turnips, Squash, Onions,
 - Gravy and Gravy Sauce, Apple and Cranberry Sauce, Oyster Sauce, Brown and White Bread
 - Plum and Plain Pudding
 - With Sweet Sauce Mince,
 - Pumpkin and Apple Pie
 - Cheese

HOW MUCH DO YOU SPEND FOR ADVERTISING

The Harvard Bureau of Business Research and the Northwestern University Bureau of Business Research compile the following percentage of gross sales as usual and correct for advertising expenditures of successful retail stores:

Department Stores	1.9 to 3.1%
Grocery Stores	1.0%
Haberdashers	3.3%
Women's Wear Shops	3.1%
Furniture	6.3%
General Merchandise	1.5%
Drug Stores	1.0%
Shoe Stores	2.9%
Electrical Shops	2.7%
Hardware	1.0%
Cleaning and Dyeing	3.3%
Jewelry	3.1%
Meat Markets	1.0%
Florists	5.0%
Millinery	2.2%
Music Stores	3.3%
Restaurants	3.1%
Specialty Shops	3.8%

Does your advertising investment compare with the average? Perhaps your budget needs revising. According to Bradstreet's report, 95 per cent of all businesses that fail are non-advertiser.

If you want to cover Friona's trade territory, advertise in

THE FRIONA STAR

JODOK

(Continued from Page 1)

just as many among the ladies and perhaps more, but I am just a little ticklish when it comes to mentioning them by name.

I can imagine some would-be critic saying "Y-e-a-h, the old man is growing doty and sentimental in his old days." And just because I have allowed my cogitations to wander back these many years, and to think of and mention some of the good things I have seen in many of my neighbors; but say, Mr. Man, if you are unable to allow your memory to unfold to you the scenes of the past and the good of the present you are to be pitied, and if you just simply refrain from such a mental attitude, you are missing one of the greatest pleasures your life has in store for you. Sure, it will depend somewhat upon just what your past life has been, as to the joy you will get from such a diversion.

But as for myself—
If I were not allowed to prate
And cogitate and ruminare,
And contemplate and arrogate;
Kind words and thoughts disseminate,
Cause someone else to emulate
The means I choose to extricate
The thoughts I would perpetuate
I might be led to dissipate,
Prevaricate, and castigate;
My little worth to home and state,
And sometimes overstimulate
And mentally disintegrate.

I was so unfortunate as not to attend the third lyceum number that was presented at the school house last Friday night and I am truly sorry for myself that it was thus, for I do surely enjoy listening to GOOD music, and according to all reports, that is just what they had there that night, and it was rendered by the College Orchestra of the W. T. S. T. C. at Canyon.

And I am willing to take the judgment of those of my friends who attended as to the merits of the program. Even though I did not have their testimony as to its merits, I would be still firmly convinced that it was, one of the best, if not the BEST musical program that has ever been presented in our city. And I base this statement on the fact that that man, Eubanks, who is in charge of his lyceum course, KNOWS a good and worthwhile program, be it either of musical or literary merit, and that he will stop at nothing short of such worthwhile programs when making his selections for this lyceum course.

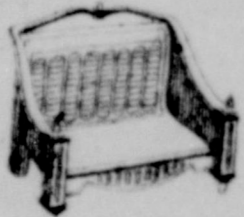
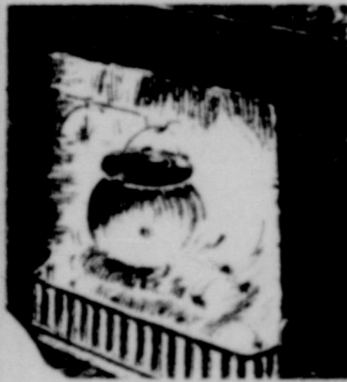
It is my honest opinion that our people are aving brought to them in the form of these lyceum numbers some of the best opportunities for educating themselves along the lines of culture or refinement, and we are just simply cheating ourselves out of this much if we do not attend these lyceum numbers.

Fitness comes in haste and goes at leisure.

A wild oats crop is the least worth harvesting.

Trying to understand the universe is a career.

Modern Successor
To The
Blazing Log!



Since man first discovered how to make fire, the blazing log has been a symbol of warmth and good cheer. In the circle of its glowing flame, mankind has found protection and comfort.

Today its modern counterpart—the Gas Radiant Heater—is providing warmth, comfort, and good cheer in thousands of homes. At mid-day or mid-night it's always ready to warm hands and hearts. Just the touch of a match and it's "on"—just the turn of a valve and it's "off."

They're beautifully styled for every mantel or fireplace and priced for every purse.

See Your Gas Appliance Dealer

West Texas Gas Co.

THE ROMANS

had a phrase for it—

"CAVEAT EMPTOR." meaning "Let the buyer beware." This was not used as a bit of balm to ease the ancient conscience nor, yet, was it placarded in the booths and stalls of the market-place. It was a piece of every-day knowledge, born of dear-bought experience.

A shopkeeper knew little about the source of his merchandise. This tunic he bought from a trader, who said it came from Byzantium. So he sold it as the latest Byzantian style. The trader told him the dye was pure Tyrian—it wouldn't fade. So he sold it as Tyrian dyed. But the buyer knew the responsibility was his own. If he guessed wrongly, or his judgment was poor, it was HIS hard luck.

Today, fortunately, there are safer guides than the blanket-warning to "let your eyes be your market."

These guides are the newspaper advertisements. In this newspaper, they are a catalog of the best values in town—signed by responsible firms. If the goods are not all that is claimed for them, their sponsors would need to "beware." For no business can thrive on a one-time sale, or on dissatisfied customers.

A signed advertisement is, in a way, like a promissory note. The advertiser has made a statement, and affixed his signature as a sign of good faith.

So, read the advertisements before you start out on a buying trip. Make this habit, and see how much you save . . . in time, in temper, in money, in shoe-leather.

The Friona Star