

# The Friona Star

OFFICIAL NEWSPAPER OF FARMER COUNTY, TEXAS

Vol. 9—No. 39

FRIONA FARMER COUNTY, TEXAS, FRIDAY, APRIL 19, 1935

Published Every Friday

## Cogitations & Aphorisms of Jodok

In regard to these dust storms, the are becoming entirely too persistent, too dense and too frequent to be any longer the source of flippant jest or rude joke, and I have ceased to consider them in such alight, and neither do I hear any of my friends making them the butt of their jokes. Apparently, they are no longer a joking matter, but have become intensely serious.

In all my more than twenty years experience on the plains country I have never seen any such manifestations of intimacy between the air and the earth, as has been demonstrated during the past several weeks.

True, we have had many windy and dirty days almost every year, and the drer the season the more dirt-bearing winds we have had, and on most of these occasions it has appeared rather that the wind had a spite at the dirt than was seeking its vengeance b violently whipping it along and chasing it from place to place.

But in these ominous storms that we have been having this present season, it appears rather that the wind, as he goes rolling along, just stoops down and gathers the dust up in his arms and goes dinging aloft and onward for a great big romping frolic—a kind of excursion, so to speak—but woe unto those who have failed to get under cover before he arrives.

So completely did he annihilate visibility during his escapades here Sunday night that all car lights, street lights and house lights were completely obscured and could not be seen for a distance of only a few feet.

I heard a man say the other day he has an automatic milker at his place. In other words he has a cow that milks herself, and he said he was going to quit feeding her, for, in his opinion, any cow that could not give milk enough to feel herself, ought to starve.

Then I heard another man telling the editor how to cure fistula on horses. That was to cut about three inches off the end of the tail. That does not mean three inches of the hair, but three inches of the tail bone; and that will effect a cure when all other remedies have failed.

Another plan that is sometimes successful is to cut a gash across the animal's nose, but that remedy had failed in this particular instance, but the cutting off of the tail accomplished the job and cured the nag.

It is a well known fact that there is a "leader" running from the end of a horse's nose right along its spinal column to the tip of its tail, and the cutting of this "leader" at either end will allow a disease, that can be located anywhere along its length, to drain out and thus remove the disease, and so it is with fistula, so I did hear.

Now I am not posing as a veterinarian, as I know as little about that business as I know about everything else; but that is the way I heard it and if anyone wishes to try it, it is their privilege, but I am neither guaranteeing it nor advising it, although it was one of the best men I know, whom I heard telling it, and he had tried it and had found it successful.

I hear lots being said these days again about "inflation" of the currency and some are in favor of it while others say it will never do for the government to inflate its currency. May be they are all right.

Anyway, as far as I am individually concerned, the currency is already too much inflated, if my dictionary is right in its definition of the word "inflate" for it says inflate means to "puff up," and that means to "blow up," and m currency has been "blow up" for a long time already.

Evidences of approaching "age" are continually presenting themselves to me and proving that time is rapidly slipping away, and as it passes is continually bringing changes in conditions and social relations.

For instance, about three and a half years ago, my good friend, Rev. J. L. Beattie, who with Dr. McElroy, had for about four years been an almost daily visitor at my sanctum, took his departure across the plains and valleys to the east of me and located somewhere near the "Blue Ridge Mountains in Virginia," then my good friend Dr. McElroy, who

(Continued on next page.)

## FRIONA AND BOVINA TO HEAR REV. F. J. LEDWIG, NATIVE TEXAS, PIONEER LECTURER

The Rev. F. J. Ledwig, a native Texan, pioneer open air preacher and lecturer, is to appear at Bovina beginning Easter Sunday evening at 8:15. His appearance at the Herford Court House last fall gave some of Friona and Bovina's residents an opportunity to hear him, and he is still well remembered. Previous engagements at the time prevented his accepting an invitation to speak at Bovina then.

A speaker with a national reputation, reputedly eloquent and erudite, former Chaplain of the Legion, Professor of Psychology and Education at Marquette University, local residents are assured of a rare treat if they will attend the lectures.

Everybody is invited, everybody is welcome, and there will be no collections.

Any question pertaining to religion will be gladly answered. A question box will be available. No church, society, or organization will be criticized or attacked.

Topics follow: Sunday, April 14, "Who Is a Loyal American?"; Mon., April 15, "Am I My Brother's Keeper?"; Tues., April 16, "The Church and the Bible"; Wed., April 17, "The Truth About Confession"; Thur., April 18, "The Real Presence"; Fri., April 19, "The Sacraments"; Sat., April 20, "Which Is the True Church?"

The place of the lectures is the Methodist Church of Bovina.

## STREET IMPROVEMENT PROGRESSING

There has been considerable worthwhile work done on Main street during the last two or three weeks in the way of surfacing a portion of the street with caliche, thus making it much smoother for traffic.

In addition to this a nice concrete curb has been built along the west side of Main street across Block 49 which greatly improves the street and enhances the appearance and value of adjoining property.

The work is costing no one very much, as the sand is furnished free by W. H. Warren and the teams and trucks for the hauling are furnished by various citizens, the cement is furnished by the property owners whose property it touches, and the labor is furnished free by the men who are on the relief rolls.

## THE WORST DUST STORM

The worst dirt storm that has ever visited this locality, that there is any record of, struck Friona about 8:30 Sunday evening and continued in its intensity for a period of two hours or more.

Many of our people had been made aware of the approach of the storm by radio report from Amarillo and were on the look-out for it and prepared for it when it arrived, but by far the greater part of our citizens know nothing of it until the heavy bank of dirt became visible or until it had surrounded them with its inky darkness.

By those who were expecting it, it was seen moving rapidly down from the north as a murky and ominous dark cloud reaching miles up into the air and apparently rolling and boiling within itself as it came and as rapid was its progress that only a few minutes elapsed between the time of its first appearance along the northern horizon until it had struck us in all its fury.

So dense was the cloud of fine dry dirt that visibility almost instantly became zero or lower, and those who were unaware of its approach and were caught out in it, found themselves suddenly enveloped in Etygian darkness so dense that the lights on their cars would not pierce it more than just a few feet, barely enough to enable them to discern the ditch at the side of the road or street.

The fine powdery dust forced its way into the most tightly closed room and within a remarkably short time everything therein was covered with a heavy layer of it and the floors were soon so deeply covered with it that no sound was heard as one walked across a room, and by the light of the moon was seen a heavy, chocolate colored covering over everything.

Many have expressed the wish that, since it had to come, it might have arrived in day time, so that its grandeur may have been seen more clearly.

## VOLLEY BALL

Every Thursday night at the high school gym.

Last week the Fords took the Drakes under by four games out of six played.

Score by games:

	FORDS	DRAKES
1st game	15	12
2nd game	13	15
3rd game	10	15
4th game	16	14
5th game	15	9
6th game	16	14

Friona has some fine volley ball players. Come out and play with us, or watch us, as you wish. All are invited. It's free to all.

## Congress Keeps the Printing Presses Busy



OUR congressmen are a loquacious lot, and their speeches, delivered on the floor and "extended" in the Record, together with the thousands of bills they introduce, keep the great government printing office exceedingly busy. The men in this picture are working on the Congressional Record, and as the session proceeds their labor grows heavier.

## FRIONA WOMAN'S CLUB REPORT

The Friona Woman's Club met at the home of Mrs. J. C. Wilkinson on April 3rd, with Mrs. S. F. Warren as assistant hostess. There were thirty members present.

Subject—"Federation Day." Quotation: "The whole scheme of the Federation is built on the individual line."—Mrs. John D. Sherman, President of the General Federation, 1924.

Review: "The Light of the Mountains," Mrs. F. W. Reeve. Victrola Music.

Delegates' Report.—Mrs. O. F. Lange.

After the above program the hostesses, Meses. Wilkinson and Warren, served delicious refreshments. The Friona Woman's Club met also, on April 10th, at the home of Mrs. W. B. Stark, with Meses. J. A. Blackwell and V. B. Whitley as assistant hostesses. At this meeting there were sixteen members and one visitor present, the visitor being Mrs. A. D. Smith.

Subject: "Our Country." Quotation: "America is only another name for Opportunity."—Emerson.

Subject: "Our Country." Review: "My Country 'tis of Thee"—Mrs. Bert Shackelford.

Reading—"Selected"—Mrs. L. G. Simpson.

Following the rendition of the program the club adjourned to enjoy the delicious refreshments, which was served by the hostesses, Meses. Stark, Blackwell and Whitley, carrying out the Easter idea.

The next meeting of the club will be on May 1st, at the home of Mrs. R. T. Slagle.

Mrs. Fred White, Reporter

## FRIONA LIGHTLY TOUCHED

E. R. New, whose farm home is on the north side of Friona, has just recently returned from a trip down in Lynn and Dawson counties, three rows of counties to the south of us, and states that Farmer county has been very lightly touched by the wind and sand storms in comparison with what he saw there.

Mr. New stated that he spent the night with one farmer whose dairy barn had wind blown dirt piled up on one side of it to within eight inches of the eaves of the building. The sand had piled up on the side where the windows and doors were, thus preventing their use, and the owner was obliged to cut openings on the opposite side in order that his cows might pass to and from their stalls.

The scene just described was in Lynn county, and Mr. New said there were many other places just as bad in that county and that conditions seemed even worse over in Dawson county to the south. Though conditions seem to be and are deplorable here with us in the Friona territory, we have reasons to be grateful that we are in more favored locality than many of our neighboring counties.

## JUNIOR WOMAN'S CLUB

The Junior Woman's Club met Tuesday evening, April 16, at the home of Miss Gladys Settle. After a short business session an interesting program on "Music" was given.

Miss Mary Catherine Crawford reported that she had won second place in a district contest by writing an article on pioneer life in the Panhandle and as a result was a guest at the Panhandle-Plains Historical Banquet at Canyon last week. After the program refreshments were served to the eleven members on a guest present.

## FATHER AND MOTHER PEARSON ARE GONE

Father and Mother Pearson, who have been residents of Friona for the past two years, during which time he was pastor of the local Congregational Church, have moved to Houston, he having voluntarily severed his pastoral relations with the church.

Following the delivery of his farewell sermon Sunday morning, he presided at a short business meeting of the congregation and almost immediately afterward they boarded their car and started on their drive to Houston and their departure has left sadness in the hearts of all their parishioners, and all others who knew them at Friona.

While here it may be truly said of them, like the Master, whose gospel they so faithfully preached, that "They went about doing good."

Mrs. Goodwine Home

Mrs. Minnie Goodwine arrived at home Tuesday evening from Vernon, where she had been for the past ten days attending upon her daughter, Miss Margaret, who was in a hospital there recovering from an operation for appendicitis.

Mrs. Goodwine reports that Miss Margaret is getting along very nicely, and recovering rapidly, but the physician thought it necessary for her to remain in the hospital for a few days longer before returning home.

Mrs. Goodwine reports that Miss Margaret is getting along very nicely, and recovering rapidly, but the physician thought it necessary for her to remain in the hospital for a few days longer before returning home.

## AN IMPRESSION

A Local Scene by a Local Writer

On a Sunday morning early in spring I tipped into a little country town church. The crowd was meager for a city gathering, but about an average one for this church. Absolute quiet reigned supreme with the exception of the dark suited, gray-haired figure behind the speaker's stand on the rostrum; his tone came low and full of solemnity as he read the story of "The Good Samaritan."

Although the usual amount of sand had been drifting with the restless wind earlier in the morning, Nature now held an indescribable sweetness as if there were a benediction hovering over the town. The breezes were shorn of their trickery and gave forth a freshness ever though passing over earthy window ledges that let trail thin streams of beaten sand.

Late arrivals slipped in quietly; their movement scarcely being heard above the stillness. The pianist rather breathed than played devout music. It was soul-satisfying, and this was verified by the long rapid look of the divine servant of the pulpit as the offertory was rendered. Not for an instant did he move or seem to breathe until the usher stopped near the altar with the morning's offering for thanks.

A youth sang a solo. The wind sifted a few more bits of sand. The patriarchal head raised. The voice spoke:

"Usually one takes a text. However, I shall undertake to tell you what I think about God. To me, God is supreme. He is found everywhere. The disturbing volcano, the raging flood, the terrific winds, the devastating sand storms are not signs of a displeased God—they are manifestations of his creation. God is seen in the growing forms of Nature about you. God is known in and through man.

## EASTER PROGRAM

The members of the Congregational church and Sunday school, will render their annual Easter program at the church Sunday morning beginning at 10:00 o'clock.

A cordial invitation and welcome is extended to all who may care to come and enjoy the program. Following is a copy of the program as arranged by the committee:

Opening song by school, Hymnal No. 185.  
Responsive Reading: Hymnal No. 611.  
Prayer: Mrs. Goodwine.  
Scripture Reading: June Maurer.  
Welcome Recitation: Carolyn Lange.

Class Song: "To Welcome Easter Tide."

Recitation—Marylin Warren.  
Exercise—Carmen and Helen Hughes and Doris Ann Lange.  
Primary Song—"Easter Day"

Recitation—Janje Ann Warren.  
Duet—Evelyn Strate and Marretta Gischler.  
Reading—John Hart.

Song—Four Junior Girls: Martha Hanson, Jacquelin Wilkinson, Eunice May Weir and Nancy Ruth Shackelford.  
Piano Solo: Bobby Blackwell.  
Recitation: Jeanne Crawford.  
Piano Solo: Shirley Maurer.

Duet: Lucile Ne wand Ruth Reeve.  
Talk: "The Passion Play" Mrs. A. D. Smith.  
Violin Solo: Virginia Guyer.  
Closing Remarks: John White.

## DIAMOND SPARKLES

Friona takes the Farwell team in on the local diamond by a score of 14 to 9. However, Farwell held the lead all the way until in the eighth inning, when Friona scored six runs, due to the heavy hitting of Lewis, Bellew and J. Minaryard, which enabled them to take the lead. And E. Minaryard held Farwell to one run during the last four innings.

Four of Friona's star players were gone Sunday, however, two more broke into the line-up that will be hard to keep out. They are Bellew, on first base and Williams, right field, although he played left field last Sunday in place of Vassey. Friona has long needed a good right-fielder, and it seems that they now have one in this man, Jie Williams.

Friona now has a star team with two mighty fine pitchers in those Minaryard brothers, and it now seems that they will be hard to beat. They will meet the strong Muleshoe team here on Whiteway park this coming Sunday, and we hope to see a large number of "fans" out to see the game and to see those Minaryard brothers throw them past these strong Muleshoe batters. Muleshoe also has two good pitchers and they have beaten our boys the past season, and they will be trying to do the same in this game.

Come out and "holler" for our boys, the strongest team Friona has ever had, and see some of the best baseball you have ever seen. May be we will not have a dust storm—at least we hope not. Next Sunday will be the last game to be played upon the local diamond until May 19th, as all other games preceding that date will be return games to be played on other diamonds. Come and see this game.

Following is the box score by innings, of the game played last Sunday:

FRIONA.	AB	R	H	PO	A	E
Meeks, cf	5	1	2	2	0	1
Wilson, ss and c	6	1	3	7	2	1
Lewis, 3b	5	1	3	0	3	1
Bellew, 1b	5	2	7	0	1	1
Leach, 2b,	4	1	2	4	2	1
J. Minaryard, c, ss, p	4	3	5	1	0	1
Williams, lf	4	2	2	0	1	1
Williams, rf	6	1	1	0	0	0
E. Minaryard, p-ss	5	2	1	0	1	2
TOTALS	44	14	19	27	9	8

FAREWELL	AB	R	H	PO	A	E
Billington, 2b	4	2	3	1	0	0
Hoover, cf	5	1	2	3	0	0
Rundell, c-p	5	2	1	9	1	0
Corbin, ss	5	0	0	1	1	4
Ferton, p-c	1	0	0	0	0	0
Banks, p	4	1	0	1	1	0
Osborne, 3b	4	2	0	5	0	1
Gast, rf	3	1	1	1	0	0
Smith, lf	3	0	1	2	0	0
McCuan, 3b	4	0	0	0	3	1
TOTALS	39	8	24	7	4	5

Summary: Two-base hits—Billington, Meeks, Lewis, and J. Minaryard. Three-base hits—Wilson, Bellew, Williams and E. Minaryard. Home runs, Rundell. Stolen bases—Williams, Leach and Bellew. Sacrifice hits—J. Minaryard and Leach. Base on balls by Rundell, 1; by E. Minaryard, 3. Wild Pitch—Banks, 1; Porter, 1 and E. Minaryard, 2. Struck out—Banks, 5; E. Minaryard, 8; J. Minaryard, 4. Winning pitcher, E. Minaryard. Passed ball—Wilson, 1; Rundell, 1. Hit by pitcher, E. Minaryard. Left on bases—Farwell, four; Friona, 9. First on errors—Farwell, 6; Friona, 6. Time of Game 2 hrs., 20 minutes.

Score by Innings: 1 2 3 4 5 6 7 8 9  
Friona ——— 0 2 0 5 0 0 6 X  
Farwell ——— 1 2 1 0 4 1 0 0 0  
Friona ——— R H E  
Farwell ——— 14 19 8  
Ed White, Score-keeper and Reporter.

## ANOTHER DUSTER TUESDAY

During the fact the Sunday's dust storm which swooped down upon us from the north, as described elsewhere in this issue of the Star, our town and surrounding country was visited by another on Tuesday afternoon, which came upon us from the south.

Though this storm was not so severe nor of such long duration, there was about a minute or perhaps longer that visibility was practically shut out, and while the densest portion of it soon passed on, the air was filled with dust until far into the night.

There was some supposition that this may have been the dust that was swept over us on Sunday night and before being allowed to settle, had been met with a south wind, that started it scurrying back toward the place where it originally came from.

## EXPRESSION OF THANKS

We take this method of expressing to our many good neighbors and many other friends, our most sincere thanks and gratitude for the untold kindness in words and deeds, that was shown us during the illness, death and burial of our beloved Mother. Words are inadequate to express our appreciation but our hearts are overflowing with deepest gratitude for such unsurpassed neighborly kindness.

W. C. FALLWELL & FAMILY.  
C. H. FALLWELL & FAMILY.



# 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.

# FRIONA STAR



# The Friona Star

Published By  
**NORTHWESTERN PUBLISHING COMPANY**  
JOHN W. WHITE, EDITOR

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

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

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Friona Star will be gladly corrected upon its being brought to the attention of the publishers.

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

## JODOK—

(Continued from Page 1)

was a daily visitor at my sanctum, filled his pipe and followed it across the plains to the west of me some time last fall and located among the mountains of New Mexico, each of them leaving an itnely void in my heart.

Then, two years ago, dear old Father Pearson came into my life and almost daily hallowed (and I use the word reverently) my sanctum with his presence for a few minutes, and now is gone, and it is likely none of them will ever again favor me with another visit. Well, such is life. And after this life—what?

Well, I have cogitated over that question quite a lot and have my mind pretty well made up regarding it, and have arrived at this conclusion—that whether I am right or wrong about it, there is little I can do to change it.

While it is of little concern to me, still I am well pleased with the improvements being made along Main Street, and I admire the spirit of the men who are doing the work, for it is just such a spirit on the part of its citizens that will make or build any city. Each individual should look upon his home town as belonging in a large measure to him, and it being his property, should take a greater interest in making it nicer, more convenient and a better place in which to live.

I have nit heard much about it lately, but I suppose Texas will have a great Centennial celebration some time in 1936, and man citizens of the state are advertising the fact to their citizens b holding what the call "pre-centennial" celebrations.

Now, knkowing the Friona people as I do—that they always ac-

## SCHOOL NEWS

Friona won first place in boys Junior Ward School Declamation and boys Junior High School Declamation at the District Meet held in Amarillo last Saturday. Winners in these contests were Tel Houlette and Joe Hub Collier.

The girls debate lost in the second round to Amarillo. The boys team lost to Canyon High Schiol.

Inez Miller won second in the extemporaneous speech contest. John Lansdown won first place in the mile track events held in Canyon at the same time. Bruce Parr won third in the same event. Eugene Coffman won fourth place in the half mile. These boys are to compete in the regional Meet which is to be held in Canyon Saturday.

The P. T. A. program announced for last Monday night has been postponed until Monday night, April 22.

Practice has begun on the Senior play "Huckleberry Finn", by Roy F. Lewis.

Characters selected are: Martha Slagle, Moldrel Hughes, Virginia Short, Paul Parr, Geraldine McFarland, Ruby Newman, Bernice Rogers, Claude Miller, Forrest Osborne and Lee Spring.

Mr. O. M. Stewart is to be director of the play assisted by Miss Louise Holgate and Miss Mary Beth Sheely.

### MRS. MICHELL IMPROVING

Mrs. S. Cichell, who suffered a nervous collapse while enroute to visit her parent near Dallas two weeks ago, is reported slowly improving.

Mrs. Michell was taken from the train to a hospital, where she has been under the care of physician and nurse during her illness. Her many friends here wish for her an early recovery and a safe return home after her visit with her parents.

### REUBEN KINSLEY ILL.

R. H. Kinsley suffered a severe attack of kidney affection Sunday morning from which he suffered intense pain for several hours. A physician was called and the pain relieved, but was followed by another attack in the evening. He was reported as much better and able to sit up on Tuesday, and his many friends hope for his speedy recovery.

complish anything in a local way that they attempt—I have just been hoping that someone with influence will lpropose something of the kind for Friona, for I know lots of people within the community, either in town or in the nearby vicinity, whose suggestion along this line would receive favorable attention, and such an affair should do the community much more good than the effort would cost. Anyway, there is one thing that we have as much of as any of the rest of the world and that is "future", soo someone has said.

## Federal Land Bank Reduces Interest Rates

A. C. Williams, president of the Federal Land Bank of Houston, announced today that new loans made by the Federal Land Bank on and after April 10, 1935, through National Farm Loan Associations will bear interest at the rate of four and one-quarter per cent per annum. Mr. Williams pointed out that this is the lowest rate at which the Federal Land Bank has ever made loans.

For about two years, the bank has been making loans through National Farm Loan Associations at five per cent with a temporary reduction to four and one half per cent until July 12, 1933, as provided by the Emergency Farm Mortgage Act of 1933. After July 12, 1933, such loans again will bear interest at the rate of five per cent. The four and one quarter per cent rate on new loans made on or after April 10, 1935, will be effective for the entire period of the loans, which will be made on an amortization basis ranging from 20 to 30 odd years, as in the past. Federal land bank loans are made on the basis of first mortgage security on farms and ranches for amounts that may not exceed 50 per cent of the appraised normal value of the land mortgaged and twenty per cent of the appraised value of the permanent, insured improvements thereon.

No change has been made, Mr. Williams said, in the interest rate on new loans by the Land Bank Commissioner, which rate is five per cent per annum.

## Goodyear Reports Many Tractors Use Pneumatic Tires

AKRON, OHIO, April 15.—More farm tractors and implements have been mounted on pneumatic tires this year than ever before, according to the Goodyear Tire & Rubber Co. Agricultural processes are being revolutionized by the Farm Implement tire, Goodyear engineers believe. The tire has proven to farmers in all sections of the country that it offers considerable savings in fuel, greater speed of operation, far more comfort for the operator and allows more power to be devoted to useful work.

That farmers like the tires is borne out by a survey recently completed by the Agricultural Wheel Equipment Committee of the American Society of Agricultural Engineers in which nearly 800 replies from tractor owners were received. Nearly 100 per cent of those replies reported a fuel saving, ranking up to 50 per cent, with the average saving being 25 per cent.

An average of 25 more work is possible in the same length of time with rubber tires as compared with steel wheels, the answers show, while a majority declared the tires had reduced breakage and repair costs on an average of 29 per cent. The tires give satisfactory traction, nearly 100 per cent of the farmers declared, and most of them said if buying a new tractor they would want it equipped with rubber tires.

"Just as the pneumatic truck tire also pioneered by Goodyear, changed the trucking picture completely, so the Farm Implement tire is changing farm work," it was declared by the Goodyear men. "The farmer of today is finding he can get far more work accomplished than before and at a considerable saving. The great rolling cushions of rubber not only lessen rolling resistance and thereby allow more power to be devoted to useful work than was possible with steel wheels, but also absorb shocks and vibration, enabling the operator to work in comfort. Neither do they churn up the choking clouds of dust experienced with steel wheels."

One factor of great importance to many farmers is the ability of the rubber-equipped tractor to operate at high speed on highways where steel wheels with lugs are prohibitive, pulling loads to market or in going from one farm to another.

## CITY HAS FIRE ZONE ORDINANCE

In June, 1931, the City Commission passed what is known as a Fire Zone Ordinance, giving the boundary limits and the kind of construction necessary for any buildings to be erected within such limits, but only a comparatively few of our citizens had acquainted themselves with the provisions of the ordinance. This disinterestedness has caused some to unknowingly violate the ordinance and this fact led to a meeting of the city commission, Tuesday afternoon, in order to explain the situation to the interested parties.

On hearing the explanation all concerned very gladly consented to make their buildings come in conformity with the provisions of the city's ordinance, and each expressed themselves as glad to comply with any ordinance that has been passed with the safety and security of our citizens and their property in view.

## HIGH SCHOOL SINGERS WIN HONORS

The Friona High School Chorus and Quartets made splendid showings in Tri-State Music Festival held at Carlsbad Friday and Saturday of last week.

The Boys Quartet won first place; Girls Quartet won second; the Chorus won second; and the Mixed Quartet had no competition.

The Tri-State Music Association is made up of the following organizations: South Plains Music Teachers Association; New Mexico Music Teachers Association; Wadland College; West Texas State Teachers College; Eastern New Mexico Junior College of Portales, New Mexico; and the Panhandle Music Teachers Association, if which Mr. Davis is a member.

The judge of the contest was Robert Hopkins, professor of voice at Baylor University. Mr. Hopkins studied in Wales with Norman McLeod, and has been a student of Thtmas-Thomas University of Wales at Cardiff.

"I appreciate the work done with the Friona students, and I particularly like the style carried out in the interpretations," stated Mr. Hopkins.

The Friona Chorus received a special invitation to sing in the Cavern.

Students making the trip were: Gilbert Blatman, Maxine McLean, Virginia Short, George Taylor, Lucille Routh, Lora Perry, Clyde Sherrif, Paul Parr, Clara Mae Perry, Freida Johnson, Martha Slagle, Thelma Cronnister, Bessie Richardson, Ira Bengler, John Blackburn, Winifred Perry, Claude Miller, Goldina Highfill, Marjorie York, Lora Adams, Ruth Rrtwan, Harold Lillard, Hinds McFarland.

Nobel McLean was accompanist for the group.

Mrs. Oscar Lange, Mrs. Roy Slagle, served as chaperones, and Mr. Davis director.

## Plan to Continue Children's School Lunch Program

AUSTIN, April 15.—The school lunch program being carried on in 640 Texas schools by the Texas Relief Commission for children of relief roll families has done so much to correct dietary deficiency of some 42,000 boys and girls that plans are already under way to continue the program next fall.

During April, \$115,333 of general relief funds will be expended over the state at school lunch rooms to provide these children with adequate food. Results of the program are indicated by the benefits enumerated in a report from a school official in Bowie county.

"On health charts... the average in weight of students... who have been given this service is three pounds or more above the average increase of the school."

"The percentage of attendance in this group is far above the average for the entire school and above that of these same students before

## WE WILL BE WRITING HAIL INSURANCE

On Wheat Crops This Spring. The Best on the Market.

And we will always save some for YOU. But do not be too late Getting it.

J. W. WHITE, Insurance

ALL KINDS OF DEPENDABLE INSURANCE AND BONDS

1901

1934

## E. B. Black Co.

We have Served You For 33 Years Hereford, Texas

## STEWART IS SUPERINTENDENT

At a meeting of the Board of Trustees of the Friona Independent School at the high school building on Thursday night of last weedy by a unanimous vote of all the trustees present, Mr. O. M. Stewart was elected as superintendent for the coming year, to succeed Prof. George A. Heath, who has resigned to take a similar position with the White Deer school.

Mr. Stewart taught here two ears ago and has been teaching in the school this term, having taken the position formerly held by Prof. Wayne C. Eubanks, who resigned several weeks ago to accept a scholarship he had won in the Northwestern University at Evanston, Illinois.

During his work here Mr. Stewart has made friends to all whom he has made his acquaintance, and his election to the position of superintendent apparently meets with the unanimous approval of all the patrons of the school.

## THE PASSION PLAY

Mrs. A. D. Smith will give a description of the "Passion Play," on Easter morning at the Congregational Church at 11:00 o'clock. The talk being given as a feature of the Easter program to be rendered there.

During her extensive travels in Europe, Mrs. Smith had the opportunity and unusual pleasure of witnessing the rendition of the "Passion Play" in its native and original setting at Oberammergau, and her talk on Easter morning will be a vivid picture of the play and the impressions she received from it.

The public will be welcomed at this program to hear Mrs. Smith speak.

Judge and Mrs. A. D. Smith drove over to Fort Sumner Monday and spent the greater part of the week there, returning to Friona Saturday.

Mrs. Geo. Maurer, who has been ill for the past three weeks, is reported as gradually improving.

Elwin Gischler, who has been working insurance in Amarillo for the past few months, was circulating among his Friona friends during a part of last week.

the lunches were provided. "From all indications, the average grade for these children has improved four or five per cent since the service was instituted."

In the problem of discipline, "at least three-fourths of our problem cases have been eliminated since this service started. Well fed children are easily pleased."

Mrs. Helen Swanson, consultant dietitian of the Commission, estimates the cost of these hot lunches at approximately 12 1-2 cents per plate.

Third of a Series of Statements on the New "Ultimate" Rate For Residential Service

## REVIVAL SERVICES

Revival services which began on Thursday night of last week at the Methodist church and on Friday night at the Church of Christ, have continued nightly since and will hold through the Easter-tide of the coming Sunday.

Good attendance and interest are reported at each place.

### MRS. C. C. MAURER TO CALIF.

Mrs. C. Maurer departed last Saturday for points in California, to be gone for an indefinite period, probably several weeks, owing to failing health.

Mrs. Maurer has been in delicate health for several weeks and her physician recommended a change of climate as beneficial and she will probably be gone until a change in weather conditions take place here.

She will go first to San Bernardino, California, where she will visit for a short time with her sister, Mrs. Grant Musick, stopping on the way out there, at Albuquerque, New Mexico, to visit another sister, Mrs. George Treider, of Lazbuddy, who is now in a sanatorium at that city.

She expects to eventually go on to San Diego, where she will spend the greater part of her time while away.

Mr. and Mrs. F. W. Reeve and Mr. and Mrs. J. A. Guyer were Plain-view visitors Wednesday, and while there took occasion to attend the Panhandle-Plains Dairy Show.

The next Friona trade's day will be held on Thursday, May 2.

FOR SALE: One DeLaval Cream Separator; 100 good used posts; 5 Jersey milk cows, and two springing Heifers, and a lot of scrap lumber. —Mrs. T. H. Murray, Friona, Tex.

FOR SALE: One young Spotted Point and China Boar.—J. G. McFarland, 7 miles northwest of Friona. 2t.

## RHEUMATIC CURE

DISCOVERED BY PHYSICIAN OF OLD SOLDIERS HOME

Where he had plenty of rheumatic patients under his direct control to experiment on. This remedy can now be obtained.

### FREE TRAL BOTTLE SENT ON REQUEST

Give history of your case.

JONES REMED CO., 105 N. 7th St. St. Louis, Mo.

FOR RENT—Furnished Apartment Inquire at Friona Drug Co.

## Trade in your old-fashioned Kitchen Range during ...



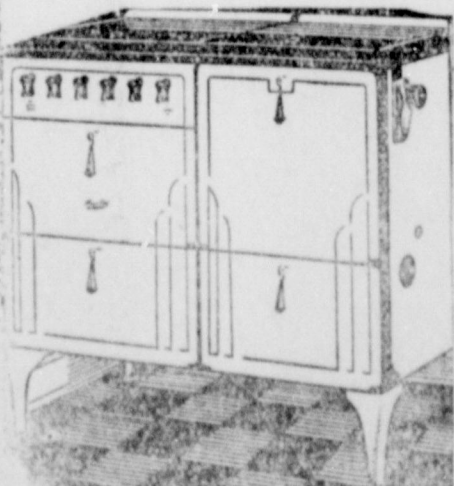
DEALERS OFFER

## LIBERAL ALLOWANCES

During OLD STOVE ROUND-UP, April 1 through May 31, gas appliance dealers will allow you

At Least \$10.00 On Your Old Range

regardless of its condition. And you can buy one of the beautiful modern gas ranges on easy terms with a small down payment.



Modern Gas Ranges Are Priced As Low As

\$69.50

See your gas appliance dealer or your gas company

## West Texas Gas Co.

"Good Gas With Dependable Service"

## Larger Use of Electricity

(In Kilowatt Hours)

at NO INCREASED COST

(In Your Monthly Service Bill)



The new "ultimate" rate for residential users and its application enables small users of electric current to enjoy additional benefits at no extra cost, depending entirely on your use of the service. Get what's coming to you. Like benefits are available to larger users. Our suggestion is that you get in touch with our local representative and find out for yourself how you can increase your home lighting and other uses. There's plenty in store for you.

The present trend in the country is to bring about the wider use of electricity. It is our candid opinion that every room in the average home has noticeable opportunities for freer use of the present appliances. One of the most outstanding opportunities is in lighting—so often ignored. We cannot emphasize too strongly the values possible under rates now applicable.

## TEXAS UTILITIES COMPANY



# HOW MUCH DO YOU SPEND FOR ADVERTISING

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

The Harvard Bureau of Business Research  
and the Northwestern University Bureau  
of Business Research compile the follow-  
ing 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 .....	3.3%

Does your advertising investment com-  
pare with the average? Perhaps your  
budget needs revising. According to Brad-  
street's report, 95 per cent of all business-  
es that fail are non-advertiser.

# The Friona Star