

The Friona Star

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

Vol. 9—No. 28

FRIONA PARMER COUNTY, TEXAS, FRIDAY, FEBRUARY 1, 1935

Sherman Visits City Officials Regarding Bonds

Eric Sherman, of the Sherman Machine and Iron Works, Oklahoma City, was a business visitor in Friona on Thursday of last week.

The Sherman Machine and Iron Works is the company that built the city water works system for Friona, and now holds the refunding bonds given in payment for that work. Mr. Sherman was not here to annoy the city officials by demanding immediate payment of all past due obligations, but merely to acquaint them of their exact financial standing and pending obligations. He also expressed the willingness of his company to "walk along" with these officials and deal just as leniently with them and the city as they possibly can do, just so long as the city is making an honest effort to meet these obligations.

Mr. Sherman said that of all the towns and cities with which his company has business relations, there is no place where he would rather go in connection with these business relations than to Friona, owing to the frank and honest disposition of officials in talking over the city's obligations and in planning to meet them.

Mr. Sherman further stated that no small city had a better equipment for the convenience of its people than Friona, and that, consequently, no people should be more willing to pay the city tax assessed against the main order that the city might meet its financial obligations in paying for these conveniences and necessities.

Those who know Mr. Sherman know he was not talking merely to please the fancy of city officials, for they know he speaks just as frankly and honestly as they.

EUBANKS IS HONORED AT NORTHWESTERN

A personal interview with Prof. Eubanks subsequent to the writing of another article in this issue of the Star show that that article was in error as to the fact that Mr. Eubanks has not resigned his position in the local schools was stated therein, but he merely secured from the Board of Education a "leave of absence."

During the interview Mr. Eubanks asked the Star to express his sincere appreciation of the action of the board in granting the leave of absence and to the entire community for the kind consideration and genial treatment he has received from the patrons of the school and the entire citizenry.

He further stated that he will complete his term at the Northwestern University and receive his Master's Degree from that institution about the middle of June, and plans to be back in Friona ready to begin his work here in the next term of school much better prepared and just as willingly to serve the community faithfully and to the best that he has.

Mr. Eubanks gives as his chief incentive or reason for going at this time, a letter received by him from Dean Ralph Dennis of the University, which was dated Nov. 30, 1934 and reads as follows:

Dear Eubanks: This is to tell you that Northwestern can and will grant you a scholarship for the second semester, beginning February 6th. Please let me know if you plan to come, as other are wanting scholarships, but you head the list.

Sincerely,
Ralph Dennis

Mr. Eubanks gives as further incentive for accepting this scholarship the fact that at this time he will be privileged to receive instruction from Dr. Sarett, who is, perhaps, the world's most outstanding instructor along the lines Mr. Eubanks is pursuing, and this privilege could not be secured at any other time.

Since coming to Friona as an instructor four years ago, he has proven himself to be an instructor and a student of far more than ordinary ability and with the educational advantages which he will enjoy during the coming five or six months he confidently expects to be able to return to Friona fully prepared to render to our people a far greater service than he has ever been able to render in the past. He says the people of Friona and community are entitled to the best that can be secured in educational facilities and it shall be his pleasure to assist them in such matter to extent of his acquired ability.

DO NOT FAIL to see "The BLUE EAG", a three-act comedy, to be given by The Messenger Literary Society, Saturday Night, February 2nd, beginning at 7:30 o'clock. Sponsored by the Junior Woman's Club. Admission 10c and 15c. Grade School Auditorium.

MRS. E. D. WILLIAMS

A spirit deep sadness was again cast over the Friona community on Sunday morning when it was learned that Mrs. E. D. Williams, whose home was one mile north of the Syndicate Hotel, had passed away early Saturday night.

She has been sick just three weeks, being taken first with an attack of influenza, which later developed into pneumonia, from which she was unable to recover regardless of all that medical aid and loving hands could do for her.

Her maiden name was Mary Johnson and she was born in Tennessee on February 14th, 1887, at the age of fourteen she was converted and united with the Church of Christ and remained a consistent member of that church throughout the remainder of her life. Twentyseven years ago she was united in marriage to Mr. E. D. Williams and to them were born three sons, Sam, Glenn and Jack, all of whom, with her husband survive her, and were with her at the time of her passing away. One brother, Quentin Johnson, and his wife, of Dalhart were also present at her death.

The family located near Lazbudday in 1929 and a year later moved to the place where they now reside. Ever since its organization, she has been a faithful member of the Home-land Demonstration club, having served the club in various capacities and was always willing and efficient worker. Her neighbors say of her "She as a real neighbor and a real Christian, and her death will leave a vacancy that cannot be filled either at her club life or her home life."

The funeral services were conducted Monday afternoon from the Church of Christ in Friona, conducted by Minister L. D. Cummings, attended by a large gathering of her friends and neighbors, who expressed their sincere appreciation of her worth by the profusion of beautiful floral offerings. Interment was made in the Friona Cemetery.

Mrs. W. H. Ahlers Passes Away In Durango, Colo.

On Thursday of last week, Clyde Seamands, a prominent stockman and farmer of this locality and a pioneer cattle man, received word of the death of his daughter, Mrs. W. H. Ahlers, of Durango, Colorado. She was the wife of Dr. W. H. Ahlers and the young couple had been living at Durango for the past three months.

Mrs. Ahlers was taken with a severe attack of appendicitis and was unable to bear the operation of removing the appendix and passed away while undergoing the operation. Mr. Seamands had not heard of his daughter's illness until the message came telling of her death.

He departed immediately in his car and intercepted the train bearing the remains at a point in Kansas, from which place he accompanied the son-in-law to Maquoketa, Iowa, his former home, where the funeral services and burial was held on Monday.

Mr. Seamands has the sincere sympathy of his many friends at Friona in his hours of bereavement.

ANOTHER TRADES DAY

The Trades Day held here on Thursday of last week was pronounced a decided success both as to attendance and the satisfaction of both merchants and customers, and 22 valuable gifts were given away, being well scattered over the Friona trade territory.

So pleased was the committee with the results of the day that the members of the committee have decided to hold another Trades Day on the 10th day of March. Patrons of the various business concerns of the city are requested to continue to call for and save their tickets for this coming trades day date, when another list of worthwhile presents will be distributed to the people in attendance.

CALLED TO OKLAHOMA

Mr. and Mrs. F. S. Truitt were called to Elk City, Okla. on Thursday of last week on account of the severe illness of their baby granddaughter, daughter of Mr. and Mrs. Charles Baxter, of that City.

The little one was suffering from an attack of pneumonia, but the grandparents stated that she was very much improved when they left Elk City for their return home Sunday. It was thought the disease was broken up and only careful nursing was necessary to restore to normal health again.

Mr. and Mrs. Homer Johnston were in Clovis, New Mexico Saturday.

Eubanks Resigns For Scholarship at Northwestern

Patrons of the Friona public schools and friends of Prof. Wayne C. Eubanks will receive with deep regrets the information that he has resigned his position, which he has held so satisfactorily during the past four terms. The resignation will take effect on Friday of this week.

Mr. Eubanks gave his reason for resigning at this time instead of completing the term, is that he has won a scholarship at the Northwestern University at Evanston, Illinois, which must be accepted now or lost, and he feels that in justice to himself he cannot afford to lose this splendid offer that has come to him and which he won through trial merit and service.

While his Friona friends all regret his going away, they at the same time rejoice with him at his unusual opportunity for his own improvement and their best wishes for his future success go with him to his new sphere of opportunity.

Mr. Eubanks will be succeeded in the school by O. M. Stuart, of Lubbock, who will take up the line of work that has been carried by Mr. Eubanks immediately upon the retirement of Mr. Eubanks.

Mr. Stuart is by no means a stranger at Friona, he having taught the greater part of a term here two years ago, resigning at that time to take over other duties that seemed to demand his attention, and he has many warm friends here who will welcome him back again as a member of the school faculty.

COUNTY ON RABBITS

At the regular meeting of the County Commissioners Court at Farwell Monday, one of the items of business attended to was the provision of the Court to pay a bounty of two cents a head for all jackrabbits killed within the county limits during the period of February 1st to February 15th 1935.

The only limitation on the paying of the bounty is that the slayer shall make oath that they were killed within Parmer County. This action of the Court was taken in an effort to so decrease the number of rabbits in the county that they will cease to be a menace to the growing crops.

It is reported that in many parts of the county the rabbits are not only eating the top off the wheat, but are digging it out by roots and eating it. The Commissioners Court had made an effort some time ago to rid the county of rabbits by providing poison to be given out free to the farmers for killing the rabbits with poison, but this has been found very ineffective in destroying the bunnies and besides the placing of poison is a great menace to live stock when placed within the pastures.

In adopting this method of rabbit extermination, Parmer County enters a pact with three other counties to adopt the same procedure, feeling that it would be practically useless to undertake the job in so small a territory on one county alone. The other three counties are Oldham, Deaf Smith and Castro.

LITTLE BILLY RAY RULE

Billy Ray Rule, infant son of Mr. and Mrs. Buford Rule, was born Nov. 14th, 1934. He brought a bright ray of sunshine into his parents' home for two short months and nine days. He was never sick and seemed to be healthy and happy and seems to have passed away without pain. He departed this life early Wednesday morning, January 23rd, 1935.

He leaves his grief-stricken parents; also his grandparents, Mr. and Mrs. R. L. Rule and Mr. and Mrs. C. C. Boren and a number of aunts and uncles besides many other relatives and friends to mourn his death. Our heart-felt sympathy goes out to parents and relatives in this sad hour. There were many floral offerings covering the entire grave. Funeral services were held by Rev. Cummings at the Church of Christ in Friona, with music and prayers by Brother and Sister James, of Hub, and he was laid to rest at the Friona Cemetery, attended by a large crowd of relatives and friends of the family.

The flower girls were Misses Joyce Landrum, Mattie Faye Coldiron, Lola Adams and Pearl Houlette. Pallbearers were: Ivan Ames, Leroy Collier, James Owens and Russell Loflin.

Miss Peggy Ridgeway who has been employed at the local telephone exchange for the past several months left Sunday for her home at Tahoka, Texas.

Mr. and Mrs. A. W. Jones of Lubbock, Texas were guests in the Nat Jones home Saturday.

SCHOOL NEWS

Tonight at 7:30 o'clock both boys and girls teams from Vega play return games with the local teams here.

Tomorrow night the Friona teams are to play Farwell. These games were originally scheduled to be played here, but due to a conflict they are to be played at Farwell.

The games at Hereford last Friday night fulfilled the prediction that they would be two of the most interesting of the season. There was not a slack minute during either the boys' or girls' games.

With four minutes left to play the girls' game was tied and at the end, the score stood at 25-27 in favor of Hereford. Arlesia Boren was high scorer, ringing up 17 points.

The score, in the boys game, stood at 3-3 at the first quarter; at the half, 7-8; at the third quarter, 11-11; and at the end of the game, 13-13. They were given an additional three minutes in which to play the tie off. The first point was made when Friona made a free throw count. Hereford got the ball and scored a field goal putting them one point ahead of the Chiefs. Friona was unable to make the free pitch she was awarded, and the game ended at 14-15 in Hereford's favor.

Cummings was high point man with five counters; Benger and Richardson tied for second with three points each; Dixon scored 2 points and Brannon was responsible for one point.

The Chiefs left here Saturday at 1:00 o'clock for Canyon where they returned a game with the West Texas Teacher's College Freshmen. The Chiefs lost the game but held the Fish to even a closer score than in their first encounter. The score for the first game, played here, was 23-20, while the score of the Saturday night game was 11-15. This is the first time that a high school team has held the Freshmen to as close a score.

Grade school assembly was held last Wednesday afternoon. The English Department was in charge of the program. A short original play "The Pappoose News Office" was presented with students in the fifth, and seventh grades taking parts. The writing and printing of the Grade School paper, "Pappoose News," issued Thanksgiving, was used as a basis for the play.

Charlene McFarland played a piano solo. Miss Sheely sponsored the program.

The Friona P. T. A. met in Grade School Auditorium Monday night.

Under the direction of Mr. Davis the High School Octette sang "Shadows of the Evening Hour" and the boys quartette sang "When Song is Sweet" and "Let's Talk About Jerusalem Mornings".

Mrs. Clark talked on "Library Service for Everybody".

The room count was taken with the sixth grade winning the picture for January.

The Fifth Lyceum was presented on Tuesday night. The T-Ancor Cowboys of Canyon were the guest artists.

The program was especially entertaining to the audience as it consisted of old cowboy ballads and songs. Jokes and familiar scenes were given that were typical of the old cowboy of this section.

These young men help to pay their tuition through West Texas State Teachers College by furnishing programs for lyceums and banquets.

One number of the program was made up of requests handed in by the audience.

WILL TRY THE CURE

The Star man is in receipt of a most welcome letter from our friend Hadley Reeve, who is teaching school at Snyder. Among other Hadley has to say—"I have no bolts now, but in the future they do come back I most certainly will try the 'root cure'."

In the school at Snyder Hadley says they have 300 enrolled in high school and a total of 1,200 enrolled in both the grammar school and high school and they are well into their second semester. He also says "I enjoy the STAR and read its contents from cover to cover. The Whaley experience seems to have made quite a story," and signs himself, "Your Star Child."

We are always glad to hear from you Hadley. Come again.

CARD OF THANKS

We wish to take this means of thanking each and every one of our many friends, who were kind and helpful to us during the illness and death of our wife, mother and sister.

E. D. Williams
Sam Williams
Glenn Williams
Jack Williams
Mr. and Mrs. Quinton Johnston.

Cogitations & Aphorisms of Jodok

The Star is in receipt of quite a number of "telepathic" messages from Jodok this week, but the great rush of other duties has prevented the compositor from getting them in proper form for publication.

Many people do not know the care that must be taken in properly deciphering "telepathic" messages before they can be correctly presented to the reading public, but it really requires much time and care to do so.

We are really sorry that such a circumstance has intervened, and we hope to avert it next week, and Jodok expects to be on hand next week with many things and ideas that he believes are really worth while.

MORE SKY

(A number of students have asked me to write in their memory books. I suggest that they clip this out of the "Star" and paste it in.)

As we come in contact with hundreds of students of students, some stand out above the throng. They are like houses with many windows—through which shine joy, earnestness, honor, friendship, and vision. We are happy when such a student touches shoulders with us. For we set beyond the small intricate world in which they now work and strive to a larger one in which their endless efforts will finally open to them. To the student who has vision; who can see beyond the day; who can realize and choose the thing that is lasting; who is willing to be undisturbed by the momentarily brilliant skies of youth—to that student tomorrow yields a precious gift—"More Sky"

"The sky is no higher than the soul is high.

The world is no wider than the heart is wide.

He whose soul is small the sky will crush in by and by.

But he whose heart is large and true

Can press the skies apart

And let the face of God shine through."

You can finish high school and emerge into a weary world—a world in which true values have all but been swept away. To steer a true course is a real captain's job.

To shamble across the stage is to dwell in darkness—to seek and find "more sky" demands a grim and relentless warfare. The best equipment a student can have is an unwavering faith in his own manhood and in the goodness and justice of Right. Then let life's battles break, heap odds against him, bar his way with Hell itself—his soul shall find "more sky" and in the end about the supreme note of triumphant manhood.

Offer have I listened to the man on the street discuss the question of success. His usual answer is that it is due to genius or talent. I am beginning to shun the words "genius" and "talent." They carry a little truth in their handbags it is true. "Genius" and "talent" are usually the lazy man's excuse for non-attainment. I have known a few great men and women. Not one of these has mistaken "perspiration" for "inspiration." I had thought of Paderewski as a musical genius; but when I learned that his so-called genius manifested itself after practically eight hours a day for twenty years, I came to the conclusion that most any one of us could be the recipient of "more sky" if we were willing to pay the price demanded.

My heart goes out to the student who has philosophy on his lips, ideas in his thinking, vision in his intellect, and a will that shall never accept defeat. This student is engaged in life's greatest task, "searching for 'more sky'." It is my faith in this type of student that inspires me to pen this last line: "I tell my heart that in him the shattered fragments of my song will come at last to finer melody."

Sincerely,
Mr. Eubanks.

CONGREGATIONAL CHURCH

Sunday school 10 a. m.; public worship, 11 a. m.

The pastor will speak on The Challenge of Youth today" at the morning service.

The Men's Study Class will meet at 10:00 in the parsonage and discuss "Newspaper Brutality".

The more or less serious effects of the pesky flu has affected attendance at all the Churches, Schools, and other gatherings the past month. We would trade it for rain or snow, if we could.

Terracing Land Held Important To Stop Blowing

Landowners and tenants have some to the realization that something must be done to preserve the soil, moisture and eliminate blowing.

In the past we have had rains that fall very rapidly and due to the character of soil particles they have a tendency to run together thereby not permitting moisture to enter.

With either contouring or terracing the water has time to go down in the soil. On land that is only used for row crops some producers prefer to contour, others would rather have terraces which is better where small grains are used in a rotation system.

The running of fence lines isn't at all difficult to learn, neither are terraces hard to make or expensive. Cost is comparatively small in consideration of returns; those that have been run to date run from 19 to 35 cents per acre.

We are fortunate in that the Commissioner's are anxious to loan their small graders to those desiring terraces. Mr. Lee Thompson has purchased a small grader for farmers in his precinct. These graders can be handled either with horses or tractor.

After the work was started we concluded that we would run lines on at least 10,000 acres in 1935. At present we have appointments for 15,000 acres.

Anyone desiring information on terracing, call at the office and we will gladly serve you. A. R. Bateman, county agent.

BLACK COMMUNITY

(Never in the Red)
By G. E. McCrate.

During the past week we have enjoyed seven nice, sunny days, mostly warm, fine climate, welcome extended to weaklings and an over abundance of fresh air (slightly dusty at times). Rain is expected daily by farmers, and roads in first class condition. (How's your gasoline?)

Mrs. Denton and son have purchased seven-acre plot of ground and are improving same with home and other accessories.

H. W. Warren, of Friona, called here and purchased five good miles from our community, (and we understand, one other) and Lesslie Denton is now in possession of a slightly used Case tractor.

Farmers are optimistic over crop hopes and in anticipation of much needed government checks, which are certainly nice during the slightly dry times. However, we've always received rain before, and optimistic as ever. There are certainly nearby communities not so justly proud.

Henry McLean, solicitor for W. O. W. is very busy in Friona and vicinity inviting new members and incidentally telling about the fine shape his son, James, has their land in for spring planting.

Mr. Harper, from south of Black, is learning to wash, since his wife has new washing machine, but still not sorry he did not learn before, so he tells me today.

Folks, we need more jackrabbit drives. How about planning a one? See correspondent and let us get a crowd out of Amarillo, they like it. We don't like the Hoover hams, so long as we have Roosevelt canned beef—it has some vitamins. How about some Sunday afternoon so tired business men and office men can recreate and help us save our grain. Advise.

CARD OF THANKS

We wish to thank our many friends and neighbors for their many kind offerings, words and help during our great sorrow in the loss of our darling baby, Billy Ray Rule. Also the flower girls and pall bearers and those who donated the flowers. May God spare you in this great sad hour and bless you all. We also thank Brother Cummings and Brother and Sister James for their kind words and services.

Mr. and Mrs. Buford Rule,
Mr. and Mrs. R. L. Rule
Mr. and Mrs. C. C. Boren,
Mr. and Mrs. Billie Wilkerson,
Mr. and Mrs. Verlin Isham,
Mr. and Mrs. Fred Manns,
Mr. and Mrs. S. R. Rule,
Mr. B. Neice an ddaughters,
Misses Zay Dee and Myrtle Ruic and Arlesia Boren,
Messrs. Robert, Dale and James Rule and Bennie Rawleigh.

Mr. Smith of Lazbudday, Texas was in Friona Saturday.

Miss Wanda Walker who spent last week visiting relatives and friends in Roy, New Mexico returned home Thursday.

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

The Friona Star
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 JOHN W. WHITE, EDITOR

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 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.

UNIFORMITY OF CREAM TESTS BADLY NEEDED

Proper Operation of Separator Is Important

Constant uniformity of cream tests would undoubtedly be one of the major blessings of a "creameryman's heaven." For that reason the following factors which cause variations in cream tests and how to present them are given:

Factors Which Cause Variations in Cream Tests

1. Changing cream screw on separator.
2. The adding to or taking out of a herd, cows which produce either high or low testing milk. May also be due to cows drying up and fresh ones coming in.
3. Not operating the separator at a uniform speed.
4. Not having the temperature of the milk uniform at each separation, or of the proper temperature.
5. Flushing the bowl with too much water or skim milk.
6. Not having the correct rate of inflow of milk into the bowl.
7. Keeping cream at a high temperature in an open can or vessel. This causes evaporation, resulting in fewer pounds of cream and a higher butterfat test.

How to Prevent Variations in Cream Tests

1. Set cream screw so as to skim cream testing from 35 per cent to 40 per cent fat. Then leave it at that adjustment.
2. Run the separator at uniform speed at each skimming and watch to see that the proper amount of milk is flowing into the bowl.
3. Have the temperature of the milk as near 90 to 95 degrees as possible when separating. High speed, a small milk flow in to the bowl and cream at a lower temperature than 90 degrees increases the fat test but produces fewer pounds of cream. Vice versa, low speed, large milk flow and high temperature, decreases the test and increases the pounds of cream.
4. Flush the bowl with just enough water to make the discharge appear watery.
5. Cool the cream and keep it in a cool place. The souring of cream does not increase the actual pounds of fat.
6. Cleanse all utensils thoroughly. It is especially important to keep off slime, as the slime lowers the separation bowl and parts free skimming efficiency, causing excessive loss of fat.

Bork's Cleanser is the ideal for your patrons to use in observing the last rule. It cuts the dirt and grease off "clean as a whistle" in short order. Let us hear from you if you are short of Neutralene or Bork's Cleanser.

Yours very truly,
 Dairy Chemical Company
 J. J. Bork

HEREFORD VS FRIONA BASKET BALL

Next Friday evening, February 8, at 7:30 o'clock, Friona is to be host to teams from Hereford.

Both boys and girls teams are to play.

These are to be the outstanding games of the season to be played on the home court. Interest among basketball fans should be at its peak for these two encounters, as the games played at Hereford a week ago were so closely contested.

Coaches of both teams have been pointing their teams to these games for the last two weeks, giving stiff workouts and practices.

THE LAKEVIEW DEMONSTRATION CLUB

The Lakeview Home Demonstration Club met Friday afternoon, January 25 with Mrs. Pearl Hand with thirteen members, two new members, three visitors present. The president appointed four committees to serve through the year.

Mmes. Parker, Guinn and Chandler gave demonstrations of making and laundering tufted bedspreads. The next meeting will be with Mrs. G. Parker on Friday afternoon, February 8th. This will be on "Clothing Storage" and Miss McKinney will ved at the close of the meeting.

COUNTY SINGING CONVENTION

The Parmer County Singing Convention will hold its regular meeting at Bovina the coming Sunday, February 2nd.

There will be plenty of good singing talent present and a good time is assured to all lovers of song who may attend and everybody is invited.

WASHING MACHINES, WINDMILLS, RADIOS, LIGHT PLANTS, HARDWARE, REASONABLE PRICES, also HARNESS at right prices and liberal allowances for trade-ins. Efficient services on all times and conservative labor charges. Specials in PARTS and PDQ service. You won't wait and worry. STANDARD BRANDS EXCLUSIVELY. —Black Mercantile Co., Black, Texas; where Quality and Service is paramount—Always.

FIFTH LYCEUM NUMBER

The fifth number of the local lyceum courses, consisting of cowboy music and a camp fire pantomime, by the T-Anchor Ranch boys from the W. T. S. C. at Canyon, was rendered here Tuesday night at the grade school auditorium.

The program presented many features of cow-boy life in camp with some excellent old-time music on violin, mandolin, guitar and banjo. The group of young men played to a well filled room and all present expressed themselves as well pleased with all the features of the program.

MRS. HOMER JOHNSTON COMPLIMENTED AT SURPRISE

Honoring Mrs. Homer Johnston, formerly Miss Ruth Staggs, a surprise miscellaneous shower was given at the home of Mrs. Fred Rogers with Misses Mert HHecks joint hostesses.

After several games of bridge the honoree was presented with a large basket filled with gifts.

Refreshments were served to Misses: Edith Galloway, Peggy Ridgeway, Lillian Rainey, Berniece Rogers, Mesdames Homer Johnston R. Smith, A. G. Echols, M. S. Weir, J. C. Wilkerson, J. Raybon, W. Williams, and F. M. Hughes.

WEATHER AT FRIONA

During the past week the weather has been mostly fair and balmy, just cold enough to freeze a very thin ice at night and some night no ice at all. We have had no severe wind and no dirt storms for several days. Wednesday morning came up quite foggy amounting to almost a mist or drizzle but no rain and not giving any appreciable amount of moisture so far as wetting the ground is concerned. Wheta still need rain.

Mrs. Lucille McGraw and small son Bobbie Gene, left for Dimmitt, Texas Thursday where they will make their home.

DEMAND HEAVY FOR FARMS OF FEDERAL BANK

Prices Better Also, Says F C A Houston Agent

Texas farmers and stockmen are in better spirits now than they were a year ago, notwithstanding the drought, A. C. Williams, general agent of the Farm Credit Administration of Houston, said.

Texas agriculture obtained more than \$161,000,000 in credit during 1934 from the Farm Credit Administration at Houston, according to Mr. Williams. "The refinancing program has played an important part in helping the farmers and stockmen to get their business financed on a sound basis in the year just closed," he said.

"There is a stronger demand for farms owned by the Federal Land Bank of Houston than there has been for the last few years. Farms are going at better prices.

"Texas farmers and stockmen appreciate the assistance they have been given under the refinancing program of the Farm Credit Administration and are putting forth their best efforts to pay the interest on their loans as they mature," he said.

"During the year the Federal Land Bank of Houston acting for itself and as agent for Land Bank commissioner closed 31,361 loans totaling \$94,551,200 to Texas farmers and ranchmen, consisting of 11,320 land bank loans amounting to \$56,848,360 and 20,041 Commissioner's loans aggregating \$37,702,840. As of December 31, 1934, there were outstanding in Texas 94,393 Federal land bank and Commissioner's loans totaling \$262,986,845.

"The Federal Intermediate Credit Bank of Houston discounted farmers' and stockmen's notes amounting to more than \$66,000,000 and at the close of business December 31, 1934,

HONORED ON SEVENTIETH BIRTHDAY

Honoring Mrs. Fitzgerald on her seventieth birthday, a surprise birthday party was given at the home of Mrs. Jim Fitzgerald on Saturday afternoon January 19.

Games and contests were introduced for entertainment. The honoree received many nice and useful gifts. The hostess presented her with a lovely crepe jacket, and each guest wrote her name on it ready to be embroidered.

At a late hour delicious refreshments of cake and coffee were served to: Misses Eula Moe Cole, Wanda Lee Lunsford; Mesdames Fitzgerald, C. S. Raynum, J. T. Burton, F. Brownlee, A. N. Wentworth, Nat

the bank held loans and discounts totaling more than \$23,700,000.

"Production credit associations operating under the supervision of the Production Credit Corporation of Houston made loans to farmers and stockmen aggregating more than \$4,000,000. The business of the associations has been increasing rapidly and there is every indication that these cooperative credit units will have an important part in furnishing production credit to the farmers of Texas during 1935.

"The Houston Bank for Cooperatives made loans and commitments amounting to \$1,939,115 to farmer-owned cooperative associations," he concluded.

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
 RAVENWOOD-NIGGERHEAD CHANDLER-LAND CITY SUNSHINE-MAITLAND
 Best Colorado Coal Sold by Your Coal Dealer

FRIONA HOME DEMONSTRATION CLUB

The Friona Home Demonstration Club met January 16th at the High School Cafeteria. Miss McKinney met with the club and demonstrated the tufting, laundering and fluffing of Candlewick Bedspreads.

The next meeting will be on February 16th at the School Cafeteria, at 2:30 o'clock. Each member is to

Jones, A. A. Crow, S. N. Lunsford, W. F. Frost, J. B. Fuiks and children, and the hostess and children.

bring the following:
 1 dish prepared with the recipe for same.
 Have this on a 2 x 3 card.
 Bring file box cards, scissors and old magazine for clipping.
 Bring 3 of your favorite tested recipes

Club Reporter
 Mrs. Alice Guyer who is working in Farwell, Texas spent the first of the week here with home folks.

Trade in Friona

HENHOUSE SANITATION

is important to the poultryman. Toxite is the outstanding spray disinfectant. Let us supply you at \$1.50 per gallon and rid your flock of Coccidiosis and other germ and parasitic infections.

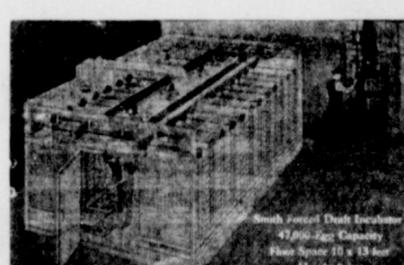
CREAM IS 30c or \$600.00 per ton butterfat—too high for hog and chicken feed. Your cows are a precious asset—SAVE THAT CREAM. There is no better way of doing it than with a good dependable De Laval cream separator. It skims cleaner and lasts longer and every day's use delights with a pride of ownership in its beauty and marvelous performance. See them to-day. Priced from \$32.50 up.

Blackwell's Hdw. & Furn.

1901 1934
E. B. Black Co.
 We have Served You For 33 Years
 Hereford, Texas

"Safety First"
 Is a worthwhile Motto at all times and under any conditions, but it is especially so when considering the FIRE HAZARD in regard to one's home.
FIRE INSURANCE IN A DEPENDABLE COMPANY IS THE ONLY DEPENDABLE AVAILABLE PROTECTION
 We can write your INSURANCE in one of more than SEVEN good old line Companies.
J. W. WHITE, Insurance

HATCHERY OPENS SATURDAY FEB. 2nd



EARLY CHICK FACTS

For years we have advised our customers to get their chicks EARLY.

1st, because pullets from the EARLY CHICKS, LAY IN FALL AND WINTER WHEN EGGS ARE HIGH.

2nd, because early chicks grow faster, lay larger eggs and develop into larger hens.

3rd, and best of all the cockerels from early chicks will sell for enough as broilers, to PAY FOR THE CHICKS, THE FEED AND ALL COST TO MARKET AGE. Your 8 to 10 weeks old PULLETS ARE CLEAR.

We practice what we preach, by brooding 10,000 early chicks for our own use. ASK OUR PRICES ON EARLY CHICKS.

BRING YOUR EGGS FOR CUSTOM HATCHING ANY TUESDAY OR SATURDAY.

Wicks' Modern Hatcheries
 "Your Big Home Hatcheries"

PROPER LIGHTING IS IMPORTANT TO GOOD HEALTH!

Weakened or strained eyes can cause a number of general health troubles.

Proper lighting is really one of the major home problems today. For the young student nothing is more important than proper lighting for reading or study.

One of the major advancements in proper student lighting is the new "student lamp" that is on display in our showroom. Come in today and let us explain just how this light is better.

Texas Utilities Co.

THRIFTY GAS HEAT



For Stores And Offices

The Gas Steam Radiator brings all the advantages of automatic gas steam heat without the expense of operating a boiler. Each radiator burns its own gas in a burner concealed in the base.

See your Gas Appliance Dealer or your Gas Company
WEST TEXAS GAS COMPANY
 Good Gas With Dependable Service

"FRIENDLY BUILDERS"

Tune in Each Friday evening at 9:30, and listen until 10:00 o'clock to the splendid program of music, humor and repartee presented by The Friendly Builders, of which OUR Local Company is a MEMBER.

CALL AT OUR OFFICE

For one of the Beautiful Roto-gravure Pictures.

"TREES." Tell us How you like the program.

ROCKWELL BRO. & COMPANY
 O. F. LANGE, Manager

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%
Musk 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