

# The Friona Star

OFFICIAL NEWSPAPER OF FARMER COUNTY, TEXAS

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FRIONA, FARMER COUNTY TEXAS, FRIDAY, NOVEMBER 6, 1936.

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## Cogitations & Aphorisms of Jodok

My cogitations lead me to the conclusion that a "mercenary" individual is almost if not quite, universally "mercy-nary."

I can easily perceive how a man may be right on the wrong side; but I can hardly understand how he may be "wrong on the right side."

Well—this is Saturday afternoon, again, and I have just been out on the street corner, seeing lots of people and hearing their good-natured conversation, jest and banter, and they all seemed to be having one good time, and I like to join them in it.

I was going into a store to buy some matches with which to kindle a fire in my pipe, and I was swinging onto my last nickel with a vengeance, when I came upon Shehan Abdulla in front of his store with that big corn popper, and the popcorn smelled so good that I could scarcely resist buying some of it, but I just had to have the matches, and with that last nickel between my thumb and finger—

I told Shehan how the land lay and he added—"You buy the matches with the nickel and I will throw in a bag of popcorn," and that started "my clock tickin'" all right again. And say! Folk, that popcorn was sure good, and Shehan knows just exactly how to season it for the best results. He has a cup of melted butter and he pours some of that on the corn and then sifts some salt over it and it sure brings out all that delicious flavor and it sure is good, but do not take my word for it—just go around to Shehan's and buy some of it for your own satisfaction.

If I had a wife who would pop such corn, I'd get her up early every morn. Start her to work with the sun's first ray, And let her pop corn the live-long day.

Ha, ha, ha! 'Tis you and me, Little bag of popcorn, I love thee. Ha, ha, ha, ha! You and me— Little bag of popcorn I love thee.

On November the eleventh the annual Red Cross Membership drive will begin for this year and will continue until Thanksgiving Day, is the information given by Mrs. R. H. Kinsley, County Chairwoman for the Farmer County Chapter of the organization and she hopes, during that time, to give every person in Farmer county an opportunity to become a member of the Red Cross for the coming year.

I have heard and read very much about the Red Cross organization, and the information I have thus gained concerning it leads me to the conclusion that there is, perhaps, no other benevolence more deserving or to which one can better afford to give a dollar each year, than to the Red Cross.

I wonder how many readers of the Friona Star noticed that nice picture on the front page. If you did not do so, I commend that you hunt up a copy of the issue and read it.

Some of the ladies who are in charge of the Girl Scout work here, have told me that some boys have been using their sling-shots on the windows of the scout hut, which is located in the park.

These slugs that the boys shoot out of their sling-shots, or "flipper" as they are sometimes called, are heavy enough that they break that glass in the windows, and, naturally the ladies and the girls do not appreciate such behavior.

Now, boys, I do not know who of you do this bad work, but if I were you I think I would not do anything like that, at least I never did, and I think that very few boys ever had any more fun out of life than I did, when I was a boy, although that has been many, many years ago.

Such pranks as that seldom win for you the esteem and respect of any of your friends or neighbors and they are not necessary to make a great and good man of you.

I have lived a long time and have come in contact with a great many boys and seen them grow into manhood, and, with few exceptions, the boys who made men that amounted to anything were not the boys who were always playing pranks on their neighbors and destroying their neighbors' property.

I have heard many people say that a boy who was not mischievous would never amount to anything in life. That is not necessarily true for, while

## FARMERS GET BIG INTEREST SAVING

Texas farmers who have refinanced their debts through the Federal Land Bank of Houston will profit by a gross interest saving of more than \$7,259,000 for the year 1936, as revealed by a statement by A. C. Williams, president of the bank. This benefit will be divided among the owners of 83,975 farms.

Because congress has temporarily lowered the interest rate to 3½ per cent, to remain in effect until July 1, 1937, an additional saving this year of more than \$3,500,000 goes to borrowers in Texas.

## TEXAS HISTORY AND HEROES

The Star has recently received a copy of a very neat booklet from Missouri-Kansas-Texas Lines' News Bureau, Railway Exchange Building, St. Louis, Missouri.

The booklet is well printed and prettily bound and contains a vast amount of historical information concerning the great state of Texas, which will be useful on many occasions as a source of ready information concerning Texas, and a very useful work for any office or home. The Star appreciates the compliment from the M. K. & T. Lines in putting it on their mailing list to receive this useful booklet.

## HERE COMES CHARLIE

The play, entitled "Here Comes Charlie," which was advertised some time ago, but was postponed, will be presented on Thursday night of this week at the grade school auditorium by the young people of the Congregational church beginning at eight o'clock.

This is a play with lots of action, sparkling wit and filled with good moral sentiment; and is one that will be appreciated and long remembered by the audience. The proceeds will be devoted to church benefits, and the public is cordially invited to attend.

## HAS OFFICE IN COURT HOUSE

A letter received by the Star from our good friend, A. D. Smith, County Attorney elect, of Farmer County, states that he and Mrs. Smith are very agreeably located at the county seat, and that he has opened his law office in the court house.

## F. L. MAYTAG MAKES ANNUAL TEXAS TRIP

F. L. Maytag, founder and chairman of the board, The Maytag Company, Newton, Ia., will make his annual visit to Texas during the first week of November. Mr. Maytag, age 79, comes to Texas each year to see "his boys and girls" as he calls all members of The Maytag organization.

Mr. Maytag founded The Maytag Company in 1893, starting with a capital of \$2400 and has seen the plant grow to the largest washing machine company in the industry. More than 2,000 people are employed at the factory at Newton, Iowa, and it is estimated that more than 50,000 people are directly or indirectly dependent upon Maytag for their livelihood.

## WILL PRESENT PLAY

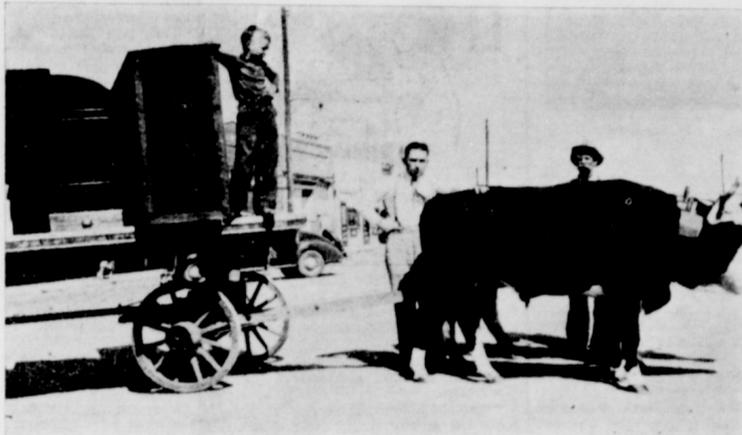
The ladies of the Legion Auxiliary will present the play—"The Tillie Mac Wedding" at the grade school auditorium on Tuesday night, November 10th.

This is an all-comedy play and all the favorite "comic" characters will be represented by local players. For an evening's entertainment of good clean fun, do not miss this play.

a mischievous boy may grow into a truly good man, the chances are greatly against him.

Then there are two kinds of "mischievous." One which produces some amusement and does nobody any harm, and the other which always does harm to someone and produces no real amusement or fun for anyone, and is known as "malicious mischief," and is punishable by law. I have served several captives on people for just such pranks. So do not do such things, boys, and you will always feel better over it. This old world is just full of good, clean, innocent fun, that will be fun for you and for other folk too so why make use of this bad fun, that interferes with other people's pleasure and comfort.

Let me be a little kinder, Let me be a little blinder, To the faults of those about, Let me praise a little more, Let me be, when I am weary, Just a little bit more cherry; Let me serve a little better, Those that I am striving for, Let me be a little braver, When temptation bids me waver, Let me strive a little harder To be all that I should be, Let me be a little meeker, With the brother that is weaker— Let me think more of my neighbor, And a little less of me.



The above picture is not a scene of the "horse and buggy" days, nor is it that of the still more remote period of the old "ox cart" days, but a really up-to-the-minute activity to be seen on the streets of Friona, Texas, and the picture was taken about the middle of September, 1936. The scene represents Mr. Dan Ethridge, Friona's only exclusive INSURANCE agent, with his dray load of office furniture and fixtures, loaded on the ox-drawn vehicle of T. N. Jasper, one of Friona's leading draymen.

Mr. Ethridge is seen standing near the heels of the oxen, while Mr. Jasper is shown standing on the farther side of the oxen, near their withers. The dray load of furniture has just been removed from Mr. Ethridge's former office in the Lunsford Chevrolet building on Fifth street, and is now shown as standing on Main street in front of the room in the T. J. Crawford building where Mr. Ethridge now has his office just one door north of the post office. The oxen, that have drawn the load of office equipment, and which may be seen now any day on Friona streets,

were bred, reared and broken to the yoke here at Friona by Mr. Jasper, their owner and driver. The boy seen standing on the wagon is Mr. Jasper's grandson, Charles Preston.

While Mr. Ethridge has chosen, what might be termed an "old-fashioned" method for moving, it does not, by any means, signify that he is to the least extend "old-fashioned" in his business methods or office equipment, as he has one of the most up-to-date insurance offices to be found in the Panhandle of Texas.

## McGRAW-COLE WEDDING

Gerald Cole and Mrs. Lucille McGraw, both of this city, surprised their friends here when they drove over to Farwell and were quietly married on Monday evening of last week, Oct. 26.

The bride on this occasion, has lived in or near Friona for the past few years and for several months past has been employed as assistant in the Minute Inn Cafe here on Main street, and is therefore well known and esteemed by the people of Friona.

The groom is the son of Mr. A. C. Cole, whose home is one mile west of town. He lived in this community since he was a small lad, and for the past few years has been assistant barber in Jack Anderson's barber shop. He too, is therefore well known and well liked by the people of Friona.

Mr. and Mrs. Cole have gone to housekeeping in the V. E. Weir house in the west part of town, where he has been batching for some time past, and are retaining their respective places of employment.

The Star joins the other many friends of these happy young people in wishing for them many, many years of happy and prosperous wedded life.

## DINNER WELL PATRONIZED

The annual Election Day dinner and bazaar, given by the ladies of the Congregational church in the church basement Tuesday, was well patronized by the public, and the ladies were gratified with the results.

## SENIOR CLASS REPORT

The Seniors had a class meeting on Thursday of last week to make various arrangements for the Halloween carnival. We selected Mrs. Settle as our room mother, as Mrs. Reeve asked to resign.

A representative from the Star Engraving Company was present and presented some invitations and cards and we selected one from the group. We also gave an order for our class rings.

The Senior King, Kenneth Houlette and the Queen, Othella Hart, won the Halloween Carnival race. The Seniors netted \$21.25 for the PTA.

J. O'B. Reporter.

## GIRL SCOUT NEWS

The Girl Scouts met at the church basement on Thursday afternoon of last week, Oct. 29.

We collected leaves and made smoke prints. Some of the prints were very good. We will sell Christmas cards to help fix our hut. We will paint the inside of the hut this Saturday.

The next meeting will be on November 5, 1936.

Scribe—Nancy Shackelford.

## FOOTBALL

On Thursday night of last week the Friona Chiefs met the valiant team from Melrose, New Mexico, on their own grid, and came out with their first victory of the season by a score of 37 to 0.

The Chiefs were greatly encouraged by this victory and truly expect to be victors during the remainder of the season. They will meet the Happy team on the Happy field Friday night this week.

See the Tillie Mac Wedding, all comedy play, Tuesday night, November 10th. Admission, 10 and 25c.

## PARMER COUNTY COTTON REPORT

To date the Cotton Census report shows that there were 349 bales of cotton ginned in Parmer County from the crop of 1936 prior to October 18th as compared with 213 bales ginned to October 18, from the crop of 1935.

The above report was furnished by Curtis Taylor, Special Agent, at Muleshoe.

## FRIONA WEATHER

The weather at Friona during the past week has, for the most part been ideal fall weather, with no chilling winds and bright sunshine practically every day, and no falling weather either in the form of snow or rain.

But the mild, pleasant weather was cut out on Monday when the wind began blowing a gale from the southwest and carrying with it all light objects that were loose at both ends, such as wash tubs, buckets and the like, but doing no serious injury or property damage.

As the day passed away, the wind moved gradually to the north and grew gradually colder until near sunset when it had fixed itself in the northeast and was stinging cold, so that during the night quite a thick ice was formed and a crust was frozen on the ground. Tuesday was clear and the sun shone brightly but the atmosphere was still quite cold.

## LET'S TALK ABOUT CLOTHES

DENTON, Nov. 5.—Sweaters are the best fashion finds for the younger shoppers. Stunning suits are often built up from a sweater foundation with odd skirts under the popular separate jackets. The sweaters have short or long sleeves, interesting necklines, lots of pockets on the chest, and hiplines, and they come in every color you can ask for, with old gold leading in popularity.

Brushed wool sweaters have come into their own. We find anything from short sleeveless jockey coats, to the elaborate twins. Both sweaters are the same material, but the short sleeve "first" one is often of a different shade. Robin Hood green sweaters, boast a twin of old gold, chocolate brown ones choose mates of rust. When both sweaters are the same color, each is trimmed with narrow brilliant bandings and matching leather buttons.

Jersey is especially popular with girls at Texas State College for Women (CIA). These sweaters are very tailored shirtwaist models, and they are trimmed with self-stitching or small bone buttons. Some of them are overblouses, but the majority have a slender waist band that fastens in the front with a covered buckle.

Pancy sweaters are distantly related to the twin outfits. These giddy imports are ablaze with cut-out hearts, with Alpine flowers, and oak leaves. Sleeveless felt vests, likewise adorned with sentimental trifles of hearts and flowers, are grand after months of being practical. The sweaters are all short perky little things of vivid colors, and even brighter trimmings.

Kirb Cloe, of Clovis, New Mexico, spent Monday here with relatives and friends.

Miss Dorothy Crawford, who has been attending college at Lubbock came home on Tuesday of last week.

C. B. Price, of Portales, New Mexico, was a Friona visitor last week.

## P-T. A. CARNIVAL SUCCESS

The annual Halloween Carnival held by the local Parent-Teachers Association at the two school buildings last Friday night, is pronounced as perhaps the best program of its kind that has yet been held.

The general program which included the coronation of the King and Queen of the occasion, was interesting and entertaining throughout, and each of the great variety of things that followed and were presented by the various classes in the rooms of the two large buildings, provided mirth and jollity for all who were present, thus making the event a success as to entertainment.

The proceeds, received from the sale of popcorn and other confections and as admission fees, reached a total of more than \$140.00, which made the carnival a financial success also.

## POPPY DAY

Saturday, November 7th, is "Poppy Day" and the ladies of the Friona American Legion Auxiliary will be selling poppies on the streets on that day.

Be sure to buy a poppy, for every cent received by the ladies, for these poppies will be spent to relieve distress or suffering, and the greater part of it will be spent here at Friona.

## AMERICAN LEGION MEMBERSHIP ENROLLMENT

The Friona unit of the American Legion Auxiliary is now opening its ranks to new members.

The re-enrollment of old members indicates that practically all will be enrolled for 1937 in advance of the first of the year. The success of the Auxiliary this year and the enjoyment the members have found in its activities, have made them eager to continue in its work.

Now is the best time for new members to get into the activities of the Auxiliary. The new organization year is just starting, new programs are being formulated and new undertakings launched. The whole new year is ahead with all of its interesting events open to those who come into the Auxiliary at this time.

## THIS WEEK IN TEXAS HISTORY

Week of November 1  
1806—The territory between the Sabine River and the Arroyo Hondo was named neutral ground on Nov. 6 until the boundary between the United States and Texas could be more clearly established.

1835—A meeting of the colonists was held at San Felipe on Nov. 3 at which time the provisional government was formed. Sam Houston elected commander of the army, and a delegation selected, headed by Stephen F. Austin, to seek aid from the United States.

1841—The sixth Congress assembled at Austin on Nov. 1.

1878—A former chief justice of the Supreme Court, Oran M. Roberts, as elected governor of Texas on Nov. 5.—Texas State College for Women(CIA).

Mothers, wives, sisters and daughters of American Legion members and of deceased veterans are eligible for membership in the Auxiliary, and also women who were enlisted in the armed forces during the World War. Applications for membership are being received by Mrs. S. F. Warren and her committee, or by any present member of the Auxiliary.

## LETTER TO THOMPSON

Farwell, Texas  
October 27, 1936

Hon. Ernest O. Thompson  
State Railroad Commissioner  
Austin, Texas

Dear Sir:  
The Parmer County Agricultural Association, in regular meeting at Bovina, Texas, voted unanimously protesting the recent raise in freight rates on grain from this immediate territory, covered by Texas Lines Tariff, 61-B supplement A, and appointed the undersigned Committee to draft a letter to you explaining our position.

Our understanding of the matter is that a few eastern New Mexico grain buyers and the Clovis Chamber of Commerce have been fighting for several years for a reduction in rates on grain out of Clovis which would put them on an equal rate with points in Parmer County, Bailey, Lamb, and Deaf Smith, and our version of the matter is that the Santa Fe Railway Company, in order to satisfy this New Mexico interest raised our rates instead of reducing the Clovis, New Mexico rate, and in so doing they charged the expense, which will amount to thousands of dollars per year, to the farmers of this vicinity.

We are unable to see where anyone except the Railway Company can possibly benefit by this raise and it will add a further burden to the farmers of this vicinity who are endeavoring to overcome several years of low prices for their grain, as well as short crop years, in that it will reduce the price paid the farmers for their main thousands of dollars yearly.

The Railway Companies have handled our grain at the old rate, and less than the old rate, ever since they have been operating in this territory and we cannot see where they are justified in raising our rates at this time, and we feel that this action was prompted solely, in order to try and satisfy the interest referred to above.

It is the intention of this organization to protest this action, in the interest of the farmers of our county from every possible angle, in that it will cost the farmers of Parmer County alone, based on a very conservative estimate of from sixty to seventy-five thousand dollars yearly, and due to the fact that we farmers of this vicinity have been practically unanimous in supporting you, and the things that you have stood for in the past, we feel free to solicit your assistance in this matter.

Very truly yours,  
Parmer County Agricultural Ass'n  
By Committee

D. K. Roberts, Farwell, Texas  
W. C. Williams, Friona, Texas  
Orho Whitefield, Friona, Texas  
West Texas Chamber of Commerce  
Bailey County Agricultural Ass'n  
Amarillo News Globe  
State Line Tribune  
Friona Star  
Rhea Agricultural Ass'n  
Lazbuddy Agricultural Ass'n  
Black Agricultural Ass'n  
Lakeview Agricultural Ass'n  
Oklahoma Lane Agricultural Ass'n  
Farwell Agricultural Ass'n  
Friona Chamber of Commerce  
Capitol Freehold Land Trust Co.

## VOTES STILL COMING IN

As this last bit of copy for this week's issue of the Star is being handed to the printer, the ballots of this election are still dropping into the ballot boxes at Friona.

The Star will not be able to give any of the election returns this week, but hopes to be able to furnish its readers with complete tabulated returns in next week's issue. So far as our own state and county are concerned there is really no contest on, but returns by states for the entire country, we hope to have next week.

## AMERICAN LEGION AUXILIARY

The American Legion Auxiliary held a special meeting on Tuesday night of last week, at which time a short business session was held.

The Auxiliary voted to sponsor the local Boy Scouts as part of its Americanism and community work.

The members are practicing on a play, which they hope to present in the near future.

## BITS OF PHILOSOPHY

Dean E. V. White  
Texas State College for Women  
Flattering another is a sure way to insult yourself.  
One seldom learns while he is talking.

There are no hitch-hikers on the road to success.

Refusing to tell why you laugh is not funny to the other fellow.

Trying to find out the contents of a private letter is no worse than prying into the affairs of anything else. It is all social treason.

He is not mean if he acts alone as he would in company.  
Mr. and Mrs. Roscoe Parr, of Lubbock, visited in the home of his parents, Mr. and Mrs. J. W. Parr, this week.

# HELGOLAND



Fishermen of Helgoland.

Prepared by the National Geographic Society, Washington, D. C.—WNU Service.

HELGOLAND is falling down" may be sung sadly to the tune of "London Bridge" if there is truth in reports that Germany is fortifying this pinhead stronghold in the North sea. Firing great guns menaces the island more than any enemy, for at every big shot sections of its vertical sandstone sides plunk into the surrounding sea.

Like a triangular blue of raspberry ice on a vast blue-green platter, Helgoland is melting away into the North sea. The island is literally crumbling away around its population of 2,500—mainly pilots, fisherfolk, or boarding-house-keepers. Here the Helgolandians try to hold together their island, their flourishing summer resort business, and their traditions on a small bare rock upon which would fit the Federal Triangle buildings along Pennsylvania avenue in Washington, without too much margin.

This sea-bitten morsel is the remotest of the Frisian islands, which water has gouged out from the northern coastline of Europe, and, within historic times, scrubbed down until reduced in size, or in some cases washed away altogether.

Broad submarine rocky ledges in the shoal area around Helgoland are submerged souvenirs of its former extent, estimated to be five times its present size, which is about one-fifth of a square mile. The island lost ground to the extent of about 250 square yards a year until 1892. Then the wave-worn western side was ringed around with a girdle of granite brought from the Danish island of Bornholm. Even thus protected, it is doomed within eight centuries, say the pessimists. More generous geologists give it about forty to go, but they all agree it will.

After ages of erosion, what remains of Helgoland? A slice-of-pie-shaped wedge of red sandstone streaked with layers of chalk, swept by chill salt winds and incessantly gnawed by the North sea. Its dimensions are notable for their smallness, except the height; the sides rise sheer and dripping from the water to a flat top of 200 feet above sea level. Its importance lies in its position; as Germany's "Eye of the Empire", it watches over the equidistant mouths of the Weser, Jade, Elbe, and Eider rivers, commanding the harbors of Hamburg, Bremen, and Cuxhaven from a vantage point 23 miles from the nearest point of mainland.

Shattered by the World War. Yet Helgoland, with history practically in its hands, had been reported by astute observers as reluctant to make history and more concerned about making a living. Its experience during the World War proved that history is easy to make but hard to survive. Its scant pasture land was confiscated to build forts. Its rocky cliffs, of which there was already precious little, crumbled off and plunged seaward during artillery fire. The entire population was forced into four years of exile to make room for the military in 1914. When the living remnants returned in 1918, their peace was shattered by three years of blasting down fortifications in accordance with the Versailles treaty, and the further trimming down of the island's slim sides. In 1922 and in desperation, Helgoland petitioned the League of Nations for neutrality. Scheduled for a perpetual bout with the sea, it finds any other country's fight just one too many.

Green, Red and White Within its diminishing boundaries, it has three parts: the massive rock table of Oberland with its cornered tuft of town, the shoreline shelf projecting below like cap's visor with a second edition of town called Unterland, and the wisp of sandy Dune in tow a mile to the east. A thin green felt of pasture across the island's top completes the color triad which inspired the flag: "Green the land, red the rock, white the sand: These colors make the flag of Helgoland."

Like a toy village on the corner of a table, at Oberland's southeast point huddle blocklike houses, square and solid against the recurrent 80-mile gales. The flat skyline is broken by nothing more wind-catching than the pretentious little German postoffice of glazed brick and the spire added during Queen Victoria's reign to the Church of St. Nicholas, already centuries old. Around the cliff's edge stands a

row of boarding houses and hotels, offering to resorters the first sniff of salt breeze before it reaches natives on back streets. Through the town runs Kartoffalallee, or Potato Lane, bisecting the island through garden patches of potatoes and cabbage, through pasture spots where graze a few sheep and goats, past the red and white cone of the lighthouse, to the little cafe on the northern point where the "Fog Cow" bellows warning every two minutes when the mists swirl low.

The lower town, lacking horses and vehicles of any sort, is not without its own method of rapid transit—namely, sliding down banisters. Men of Helgoland have been known to scorn the elevator operating between the cliff top and the "down-town" level of the two-story town; they mount the iron hand railing of the stairway along the cliff's face and nonchalantly skid down to the foot of the precipice. Here in the shelter of the cliff, houses and shops cluster about a knot of six-foot-wide concrete streets.

Sun tan is the money crop of Helgoland. This is raised chiefly at the expense of summer visitors basking on the frail half-moon of barren beach of the Dune or Sand island, apparently melting into the North sea a mile southeast of the main rock. Here has been located a tiny graveyard for nameless bodies washed up by the waves. Amputated by a seaquake in 1720, the Dune was previously joined to its rocky home base by the tall White Cliff of fine quality chalk, now visible as a reef at low tide. Chalk export, which occasionally attracted as many as a hundred ships to Helgoland's harbor at one time, grew so great that it killed the chalk that laid the golden egg; the White Cliff caved in during a storm and tumbled into the sea.

Its People Are Frisians. Inhabited by Frisians, a rugged race whom the Romans were proud to call allies, Helgoland remained independent of Europe's great kingdoms for centuries, resisting invasions even of Christianity. In fact, its lasting consecration to old Norse god, especially Forseti, god of justice, may mean that its name developed from Helige-Land, of Holy Land. Natives, however, call their island simply det Lunn, The Land. Although German is the official language, they speak a dialect of Frisian, which resembles ancient Anglo-Saxon.

During the Middle Ages it was theoretically controlled from the duchy of Schleswig, the duke even pawning it to a Hamburg merchant, but actually it was the irrespressible stronghold of those medieval maritime raketters—pirates, brigands, and beachcombers. The Danes once got possession by threatening to hang all the men, whom they had kidnapped while out fishing, so that the women overthrew the small Schleswig garrison and proclaimed Danish allegiance. Thereafter, when improved water transportation gave it greater convenience, it has been constantly in demand and in use as a stepping stone for larger countries.

It was a valuable smuggling headquarters during the blockades of the Napoleonic wars. Then England sent seven ships to capture it, in September, 1807, like "plucking an apple hanging over a neighbor's wall"; Denmark finally relinquished claims to it after seven years.

Helgoland was traded in 1890 to Germany for Zanzibar, 3,000 times as large, and the exchange was compared to an entire suit of clothes swapped for a trouser button. But the trouser button demonstrated that it could serve a purpose of vital importance when it became one of the world's strongest fortresses during the World War. Not far away, on a misty morning in August, 1914, occurred the first serious naval clash of the war, when British victory littered the glassy smooth sea with wreckage.

Helgolandians acquired the habit of considering themselves fishermen at the start of the Fifteenth century, when a strange migration of herring brought them great harvests of fish for 200 years. An equally strange emigration of their source of income left them catching only a few lobsters.

JOKE ON THEM  
Four good fellows, old friends, met after long years in an Irish provincial town. They visited an inn and had several drinks. Then all four left for the railway station. On arrival at the train, three of the four got in and the train pulled out leaving the fourth fellow standing on the platform, laughing until he was weak.  
Station Master—What the devil are you laughing at?  
Fourth Fellow—Shure, they were supposed to be seeing me off.—Vancouver Province.



WARNING ENOUGH  
Paul—Have my photograph taken before I see your father? What's the idea?  
Joan—You may never look yourself again.  
How It Was Done  
A Scots family lived in the flat above. Many friends called and dances were held nearly every night.  
"Doesn't all that dancing disturb you?" asked a friend of the man below.  
"No," the man replied, "when we want to stop their dancing all we do is turn off our radio."—Judge.

Poser  
It was visiting day at an asylum and a patient sat with his wife. Finally the wife glanced at the clock. "How late it is," she said. "I must be going."  
The patient turned to an attendant. "Is that clock right?" he asked.  
"Quite right."  
"Then what's it doing here?"—Philadelphia Bulletin.

Got a Good Start  
"To what do you attribute your remarkable health?" asked the interviewer.  
"Well," replied the very old gentleman, "I reckon I got a good start by bein' born before germs were discovered, thereby havin' less to worry about."—Vancouver Province.

Strategy  
When the company went over the top Pat climbed over the back of the trench and started running away. His captain saw him and shouted: "Stop! Are you a coward?"  
"Pat—Sure, and Oi'm no coward. The world's round—and I'm attacking from the rear."



First Mouse—You say your wife is musical?  
Second Mouse—Sure, we live in a mandolin!

Not Quite All  
The mistress of the house was going out of her way to find extra work for her maid. In the end the poor girl began to get fed up. Just then the mistress entered the kitchen.  
"Mary," she said, "have you finished polishing the brass ornaments yet?"  
"Yes, madam," she replied, "all except your rings and bracelets."

Delayed Transmission  
"They are trying to talk to us from space!" said the radio-astronomical reporter.  
"Never mind," answered the news editor. "It's probably from one of those old worlds whose light requires thousands of years to reach us. Anything they tried to tell us would only be old stuff."

Guidance  
"You think youth should be active in politics."  
"Certainly," said Senator Sorghum. "But the hope of the future is to keep the boys and girls pleasantly interested so that they will entrust themselves to the guidance of some wise and experienced old party like myself."

Bread, Cheese and Kisses  
Wiley—The larder is about empty. We'll have to make our luncheon on bread and cheese and kisses.  
Her Hubby—All right! If there isn't enough I'll run out to the Widow Sweetleigh's delicatessen and get some more.

Service Poor  
"Jackie," said his mother, "you're a bad boy!"  
"Don't blame me, Mama," said Jackie. "Last night in my prayers I asked the Lord to make me a good boy—and he didn't do it!"

Underground Name  
"You call your house 'By the Still Waters' but there is no lake or river near it."  
"No, but come into the cellar."

## International Sunday School Lesson

By DR. J. E. NUNN

General Theme: The Christian Warfare.  
Scripture Lesson: Acts 19:8-12; 18-20. Ephesians 6:13-20. Acts 19:

8. And he went into the synagogue, and spake boldly for the space of three months, disputing and persuading the things concerning the kingdom of God.  
9. But when divers were hardened, and believed not, but spake evil of that way before the multitude, he departed from them, and separated the disciples, disputing daily in the school of one Tyrannus.  
10. And this continued by the space of two years; so that all they which dwelt in Asia heard the word of the Lord Jesus, both Jews and Greeks.

11. And God wrought special miracles by the hands of Paul:  
12. So that from his body were brought out the sick handkerchiefs or aprons, and the disease departed from them, and the evil spirits went out of them.  
13. And many that believed came, and confessed, and shewed their deeds.  
14. Many of them also which used curious arts brought their books together, and burned them before all men; and they counted the price of them, and found it fifty thousand pieces of silver.

15. So mightily grew the word of God and prevailed.  
16. Wherefore take unto you the whole armour of God, that ye may be able to withstand in the evil day, and having done all, to stand.  
17. Stand therefore, having your loins girt about with truth, and having on the breastplate of righteousness;  
18. And your feet shod with the preparation of the gospel of peace;  
19. Above all, taking the shield of faith, wherewith ye shall be able to quench all the fiery darts of the wicked.  
20. And take the helmet of salvation, and the sword of the Spirit, which is the word of God:

21. Praying always with all prayer and supplication in the Spirit, and watching thereunto with all perseverance and supplication for all saints;  
22. And for me, that utterance may be given unto me, that I may open my mouth boldly, to make known the mystery of the gospel.  
23. For which I am an ambassador in bonds; that herein I may speak boldly, as I ought to speak.  
Golden Text: Be strong in the Lord, and in the power of his might. Ephesians 6:10.

The City of Ephesus—Acts 19:1  
Ephesus was a city of the Roman province of Asia, near the mouth of Cayster River, three miles from the western coast of Asia Minor. Ephesus not only had a famous harbor, but was connected with the chief cities of the province by a vast network of highways, and was, consequently, the most easily accessible city in Asia. Its world-famous temple erected to Diana, excavated some years ago by Mr. Woods, measured 418 by 239 feet. Paul had visited the city on his second missionary journey (Acts 18:19-21), and now returns to it on his third missionary journey, for the longest residence in any one city that he made in all his many years of travel, approximately three years.

Paul Preaches in Ephesus Acts 19:8-10  
Luke tells us that Paul began an active campaign of preaching in the synagogue of Ephesus. From the first there was opposition and debate. Plenty of objectors were found. For three months he continued his courageous work of persuading men to accept the principles of the Kingdom. As might have been expected the hearts finally became "hard" or "rough" and the inevitable storm broke. Paul quietly gathered his congregation about him and moved over to the school of Tyrannus. For about two years he continued to preach in this building, and Luke tells us that "all they which dwell in Asia heard the word of the Lord Jesus, both Jews and Greeks."

Special Miracles—Acts 19:11-12  
In the days of stress and strain Paul began doing some extraordinary miracles. God was granting to him power to bring about marvelous works among the people. We do not know in detail just how he did them but we may rest assured that it was a special gift from God for the particular emergency. Some came to him bringing handkerchiefs and aprons that the power of Paul might be taken back to the afflicted ones.  
Demetrius, A Silversmith—Acts 19:23-41  
Demetrius a keen business man a powerful speaker, an ardent worshiper of Diana, and a bold adventurer, dared face the triumphal march of Christianity. He saw that Paul's preaching would soon spell ruin for his business. His speech was a masterpiece. Skillfully he appealed to prejudices, religious fervor, selfishness and patriotic zeal. The result was a riot which threw the whole city in an uproar. The anger, the foaming at the mouth, the noise, the clamor, the "orgiastic exercises" were only a small part of the riot that followed. It was a wild scene when the howlers had practically exhausted themselves the most influential citizen of the city took the stand to put a stop to the insane behavior. With telling effect he showed them how foolish and senseless they had been. Demetrius and his followers had been fools. The courts were open and the judges were ready to settle such matters. It would be much better to come to the proper place where mob psychology would not play such a part in determining the fate of innocent prisoners. It was a great speech and a timely deed.

## PRACTICAL COOKERY

Dept. of Home Economics Texas State College for Women

DENTON, Oct. 5.—Dried Fruits are within the reach of everyone the year round, but especially are they valuable during late fall and winter when fresh fruit is so scarce. They may be combined with cereals, and the juices may be used in puddings, sauces, gelatin desserts, sherbets, ices, cold beverages or fruit salads. Dried fruits should be washed thoroughly and then soaked for an hour. The fruit should be cooked in the same water in which it is soaked and be kept at a simmering temperature until it is done. If sugar is to be added it should be added just before removing from the fire.

Sliced Ham Baked in Raisin Sauce: 2 slices of ham (half to three quarter inches thick), 1 cup boiling water, two-thirds cup raisins, one fourth cup brown sugar, 1 tablespoon mustard, 1 tablespoon butter. Place the slices of ham in a baking dish or pan and cover with half cup water. Dot with bits of butter and bake about 20 minutes, basting frequently. If the water cooks away, add more. Pour over it a sauce made of the remaining half cup water, brown sugar, mustard and raisins. Cook until tender and brown.

Apricot Whip: 1 lb. dried apricots, 2 egg whites; sweeten to taste. Soak apricots until they are plump. Cook slowly for twenty minutes. Remove from the fire and press through a sieve. Sweeten to taste, mix before serving, fold in the stiffly beaten whites of two eggs. Serve six.

Apple Sauce: 1 lb. dried apples, 1 1/2 tablespoon lemon juice, half cup sugar, 5 whole cloves, cinnamon or nutmeg. Soak the apples until plump and then cook until tender. Add half cup sugar and 1 tablespoon lemon juice, or nutmeg, and cloves. Cook to a mush. Stir constantly.

FOUND—In Friona a gold ring, which the owner may recover by describing and paying for this advertisement. Apply at Star office or Texas Utilities in Friona. (1p)

802 POSITIONS  
802 calls for graduates and 238 unfilled positions this year. New catalogue describes training cost, and proved methods of securing positions. A few students may now earn part of expenses. Write nearest Draughan's College today. Box R, Lubbock, Wichita Falls, Abilene, or Dallas for full particulars.

## PENNIES!

No sense denying yourself the COMFORT of CONSTANT hot water

when a few cents daily is all it COSTS

to operate a SELF-ACTION GAS WATER HEATER

and have plenty of hot water always on tap!

**West Texas Gas Co.**  
Good Gas With Dependable Service

THE STATE OF TEXAS  
To the Sheriff or any Constable of Parmer County, Greeting:  
You are Heresby Comanded to summon Mary Florence Hobert, and the heirs and legal representatives of the said Mary Florence Hobert, whose names and residences are alleged to be unknown by making publication of this Citation one in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the District Court of Parmer County to be holden at the Court House thereof, in Farwell, on the Second Monday in January, A. D. 1937, the same being the 11th day of January, A. D. 1937, then and there to answer a petition filed in said Court on the 20th day of October, A. D. 1936, in a suit, numbered on the docket of said Court as No. 1059, wherein Maple Wilson is Plaintiff and Mary Florence Hobert and the heirs and legal representatives of the said Mary Florence Hobert, whose names and residences are alleged to be unknown, Defendants, and said petition alleging that on October 14, 1936, plaintiff was seized and possessed of and owning in fee simple that tract of land in Parmer County, Texas, being EAST half of section 4, TSP 10 South, Range 2 EAST, a part of Capitol League 528, 320 acres; That on the said date, defendants illegally entered onto said lands and dispossessed the plaintiff and continue to withhold from him unlawfully the said premises.  
Herein Fall Not, and have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.  
Given Under My Hand and the Seal of said Court, at office in Farwell this 20th day of October, A. D. 1936.  
(SEAL) E. V. RUSHING, Clerk, District Court, Parmer County.  
By DEALVA WHITE, Deputy.  
4-T)

**FIRST CLASS TAILORING**  
Cleaning, Pressing, Altering  
Our Business is to Please YOU  
We want YOUR Business  
**CLEMENTS TAILOR SHOP**

1901 1936  
**E. B. Black Co.**  
We have Served You For 36 Years  
Hereford, Texas

# The Friona Star

Published By  
SOUTHWESTERN PUBLISHING COMPANY  
JOHN W. WHITE, EDITOR

**SUBSCRIPTION RATES:**  
One year, Zone 1 \$1.50  
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Six Months, Outside Zone 1 \$1.25

Entered as second-class mail matter, July 31, 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.

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

## HEALTH SERVICE

Though progressive in many directions, Texas has been backward in protecting its citizens' health. The Texas Planning Board emphasizes that fact in reporting on its recent State-wide survey. Planners found that 17,000 persons died prematurely and needlessly during 1934—the year for which statistics have been compiled. That number included 10,000 victims of preventable diseases, and 7,000 succumbed to pellagra—a disease of nutrition.

Organized public health service reaching all Texas' 6 million people could have saved those lives. Epidemic control involving quarantine, measures, public sanitation and education—would reduce, if not eliminate, the death-toll of tuberculosis, typhoid fever, malaria, diphtheria, and other germ diseases.

As for pellagra, that malady never attacks a person who lives on a balanced diet. In one sense the pellagra victim has starved to death; frequently he has starved in the midst of plenty. An ironic aspect of the record is that the heaviest death-toll is not in the cities' blighted areas, but on farms which easily might produce a balanced diet. Thus, the kitchen garden and the home cannery offer the most hopeful line of attack on that plague.

Texas' first need is to support its State Health Department adequately, that it may set up full-time service a county health unit or equivalent—in every community. A modest annual investment in such service would save the people millions.—San Antonio News.

## DELAWARE'S EXAMPLE

Delaware is a small state—but it has big and worthwhile ideas.

One of these ideas is its annual motor vehicle inspection campaign conducted under complete state control. Delaware pioneered this idea.

During two recent weeks 24,000 cars were examined and approved. Thousands of other cars were found defective and orders to correct mechanical hazards were issued. Defective foot brakes proved the most serious cause for rejection, with bad lights second.

In addition during last year alone the state removed 580 antiquated vehicles and sent them to a well-deserved rest on the junkpile.

It is of great interest that, according to Delaware's Secretary of State, there has been an almost complete "right about face" in the public attitude toward these inspection campaigns. At first, drivers were antagonistic—now the great bulk of them appreciate the value and necessity of inspections and are eager to cooperate.

Every state should adopt the Delaware plan—and keep it up year in and year out. Some states have carried on sporadic, badly organized inspection campaigns, with inadequate facilities, and little good has resulted. Other states have conducted campaigns in which drivers could have their cars inspected or not, as they chose. Such campaigns are a waste of time—the drivers with defective machines stay away from the inspection stations.

The mechanically dangerous car is directly responsible for hundreds of deaths and thousands of injuries annually. Its elimination is essential if we are to reduce the ghastly automobile accident toll.

## CLAMBAKE IS RITE IN RHODE ISLAND

The Rhode Island clambake is a traditional rite in the land of Roger Williams, according to an authority. The secret of its preparation has been handed down from the Narragansett Indians through successive generations to the present.

The entire meal is prepared in the open. The first step in the process of its preparation consists of building a roaring fire to bring the cobble stones to a white heat. These stones are carefully removed to a shallow pit and over them rockweed is laid to form a foundation. The second step consists in placing a layer of soft-shelled clams over the steaming rockweed. Then follows in successive layers, sweet and white potatoes in their jackets, sweet corn still in its husk, bluefish in paper bags, and lastly small sausages wrapped in cheesecloth.

Over this huge pile of delicious foods is placed a thick tarpaulin to confine the heat and assist the steam in penetrating every delectable morsel of the bake. The ensuing aroma will whet the most jaded appetite.

## Free Home Paper Service

### (Muleshoe Journal)

Citizens of small towns usually have considerable to learn in the matter of successfully "putting over" any worth while project in a successful and satisfactory manner. Citizens of such towns often want to put off something big yet do it in a little way as possible, frequently expecting some one else to "be the goat" in the venture, while not infrequently the local newspaper is that victim.

Many citizens, and most of them business men, who really should know better, never stop to consider the various phased service rendered a given community by its local newspaper. While newspapers are privately owned, yet they are public institutions and operated for public benefit. Of course the editor and his associates expect a living and are entitled to such for their labor but fundamentally every newspaper worthy the name operated for a much larger public benefit than that of private.

Its only source of revenue is that of advertising. It costs much more to set in type and publish the news reading portion of a newspaper than it does that of advertising; yet such is the necessary function and portion of a newspaper. Just so much news reading is necessary to constitute a newspaper, whether there is any advertising in it or not. However, advertising is also a vital part of news and is read and participated in by a large percentage of subscribers at a considerable saving of money because business concerns quote saving prices on certain commodities.

Every week the local newspaper gives to its subscribers (and borrowers) a free information service that money cannot buy—a something for nothing that no self-respecting editor would ever think of selling as paid advertising. Sometimes, even in important matters, the newspaper may be given an advertisement of such matters, yet the free publicity he carries costs the paper producer much more and is of far greater value to the project per se than is the advertisement. Little if any appreciation is extended the newspaper for such publicity, and, often the local paper is expected to carry a big publicity story of some community even at its own expense entirely.

Every week the local newspaper records history of that given community of present and future interest, some of it business history worth untold dollars to buyers and sellers, some of it social history which in many instances would have been a total failure but for the publicity given it by the local newspaper. Each year the local newspaper binds in annual volumes community history of that particular town and surrounding territory, much of which is of a vital and priceless nature to many of its readers.

In our personal years of experience we have had numerous instances, running up into repeated hundreds, where citizens have asked for extra copies because of some particular item published therein. Numerous items of an incalculable nature value, often written in a positive and commendatory vein, have been published in local newspapers which have meant more to persons connected with such events than dollars and cents could possibly convey. They have been appreciated as such and from a half dozen to 50 or more copies of the paper containing such item have been purchased at the regular copy price.

Dozens of people have kept files and scrap books of the newspaper published by this editor because of the quality of newspaper production, high character of the composition contained therein, literary excellence, news, historic or biographical content, free publicity boost, etc..

### A "PERFECT WHITE" HELD UNATTAINABLE

Perfect white is only an ideal. It is an unattainable scientific standard. Laymen, thinking in terms of color, and calling something "white," are merely putting a word to something that inevitably has a tinge of darkness.

Research workers have come to this conclusion after long experimentation in the Massachusetts Institute of Technology color laboratory.

The colors nearest to perfect white are those of the purest chalk or a thick layer of new-fallen snow.

All substances which are ordinarily called white, according to Dr. David L. MacAdams, of M. I. T., differ from perfect white in one of two ways. All are darker, grayer than the perfect white. Some may show no other difference, and these are scientifically regarded as grays of differing degrees of brightness. They are commonly called whites, however, the brighter substances being regarded as whiter than the others.

Using instruments, he explains, it is possible to measure relative grayness and identify this scale with the scale of whiteness as understood commercially.

**Skin Helps 'Sense' Things**  
Scientific support for that so-called "sixth sense" whereby the presence of another person in a dark room frequently is detected has been offered by the American Physical Society. The human skin, reports Drs. J. D. Hardy and T. W. Opper, of Russell Sage Institute of Pathology, is more sensitive than the best mercury-in-glass thermometers which scientists can make. Five ten-thousandths of a degree centigrade of temperature difference can be detected as a minimum by the skin. This sensitivity may be the explanation for the sixth sense.—Popular Mechanics Magazine.

and we know of several in this county who are now doing this very thing. Certain feature articles now being written by the local editor and appearing in the Muleshoe Journal are studied weekly as a regularly assigned lesson, because of their literary merit. The metaphors, similes, hyperboles, synonyms, figures of speech, colloquialisms, perspicuity, etc., including a wealth of news expressions and words of uncommon usage to the average vocabulary, are all carefully analyzed and diagnosed in an educational benefit to these students.

These annual volumes include records of trials and tribulations, births, marriages and deaths, successes and disappointments, prosperity and adversity of a divergent and wide nature—forming a volume of vital importance to present and future citizenry of incalculable value. Frequently citizens come to the newspaper office to review these volumes for personal interest and smaller business concerns have frequent occasion to refer to past editions of the local newspaper. Lawyers, courts and clients often request these filed numbers for use in trials of various kinds, even the United States government recognizes the value of such papers to the degree that file copies of them are perpetually kept.

Some times a given town will attempt to successfully inaugurate and prosecute some worthy enterprise by completely ignoring their local newspaper with the exception of such free publicity as the editor may give, and then, perhaps, censure the newspaper because that publicity does not come up to their expectations. Not infrequently such publicity is expected regardless of any paid advertising submitted for a given project, the proponents ignorantly giving no heed whatever to the advertising of such and which has been repeatedly proven to be by far the wisest and most merited method of spreading the news abroad and acquainting the largest number of people of such contemplated event.

Sometimes circulars or cheap mimeographed sheets, many of which are so dimly printed, smooty in their appearance as to often be unreadable in whole or in part, of a very poorly written nature, containing little or and beauty of typographical forma-

tion, with no appeal whatever in keeping with the merits of the proposed project—these are resorted to, sometimes on the plea of saving money, but generally at the expense of the project because of the lack of appeal in such kind of advertising. Statistics prove over and over again that on an average only one circular out of every six distributed produces any interest or result. Many of them are promptly thrown away. The recipient may glance over it and then drop it with a thoughtless gesture.

However, such is not the case with the average local newspaper. It goes directly into the home carrying with it a high degree of confidence and appreciation for all that is contained within its columns. It reposes in respectable manner upon the dresser, center table or other accustomed place in that home where every member of the family has free access to it and most of them read it quite carefully and thoughtfully. Many local newspapers carry a dignity, a seriousness, a command of respect and appreciation, an authority not lightly assumed, which unhesitatingly inspires confidence and satisfaction among its numerous readers. While the circular, whatever its type may be, is all too frequently thoughtlessly received and carelessly done away with, post offices giving them out having the floors littered with such unwanted matter or their waste baskets filled to overflowing with it; yet it is seldom the local newspaper meets with such preemptory conclusion in public, and it is never summarily disposed of in any home where it pays its weekly visits.

The local newspaper while having a very modest income spends the larger portion of the income for labor and other required overhead expenses to prosecute its business. It has a weekly payroll well in keeping with other industries of a given town, all of which finds its way back into the regular channels of trade thus benefitting other local business concerns.

Newspaper folks are invariably sticklers for home trading, many of them insisting that their employes do likewise. There are instances on record where such employes have been replaced by others because of their persistence in patronizing mail order houses and neighboring town business concerns. In fact, editors of local newspapers not only urge through their columns the patronage of home enterprise; but invariably live up to their preachments better than do proprietors of other business-

concerns of a given town or city.

The local newspaper generally owns its own building, maintains a residence in the town or nearby community, has an investment of several thousand dollars in type and other printing machinery, sometimes the newspaper folks own other property, on all of which they pay city, school, county and state taxes. They invariably support the local churches, fraternal orders of various kinds, civic, school and other organizations of various types, do their part in charitable matters, contribute financially to various other incidental affairs that arise in the town and surrounding community. They invariably lend their very best influence toward the improvement of a given town in a commercial, social and religious way, frequently giving a value of free publicity through the columns of their newspapers which amounts to many times more than the contribution of any other one or many citizens, not only because of its direct benefit, but also because of its community benefit in that its favorable attitude and free publicity has been the cause of a producing a favorable attitude and action on the part of numerous other citizens.

The value of a good newspaper to any town has been proven so long

ago and in such various and repeated manners that it is not today a matter of controversy at all. Very seldom can any public project be consummated with so great success without the aid of the local newspaper as it can with its assistance, while frequently worthy public enterprises almost tottally fail because this fact is not recognized. True, it is generally ignorance and lack of experience that is back of such neglect or predetermined action; but the disappointing results of public enterprises are invariably the same.

**HOT WATER — SOFT WATER**  
And Plenty Of It  
**SAVE**  
Time—Labor—Expense  
At  
**HELPY-SELY LAUNDRY**  
E. E. Houlette, Proprietor

## THE ELECTION

Is a Thing of the Past, But—

OUR ABILITY AND WILLINGNESS TO SERVE YOU

IS AN EVER PRESENT FACT

Courteous, Efficient, Prompt, Economical Service

**ROCKWELL BROS. & CO.**

**LUMBER**

O. F. LANGE,

Manager

# New CHEVROLET 1937

## The Complete Car - Completely New

ON DISPLAY SATURDAY, NOVEMBER 7



**NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE**  
Much more powerful, much more spirited, and the thrift king of its price class.

**NEW ALL-SILENT, ALL-STEEL BODIES**  
(With UNISTEEL Turret Top Construction)  
Wider, roomier, more luxurious, and the first all-steel bodies combining silence with safety.

**NEW DIAMOND CROWN SPEEDLINE STYLING**  
Making this new 1937 Chevrolet the smartest and most distinctive of all low-priced cars.

**GENUINE FISHER NO DRAFT VENTILATION**  
Eliminating drafts, smoke, windshield clouding—promoting health, comfort, safety.

It's the newest of all low-priced cars... new in every feature, fitting and fabric... also the most thoroughly safe, the most thoroughly proved, the most thoroughly dependable. Visit your nearest Chevrolet dealer. See and drive the complete car—completely new.

ALL THESE FEATURES AT CHEVROLET'S LOW PRICES  
\*Knee-Action and Shockproof Steering on Master De Luxe models only. General Motors Installation Plan—monthly payments to suit your purse. Chevrolet Motor Company, Detroit, Michigan.

**PERFECTED HYDRAULIC BRAKES**  
(With Double-Articulated Brake Shoe Linkage)  
Recognized everywhere as the safest, smoothest, most dependable brakes ever built.

**IMPROVED GLIDING KNEE-ACTION RIDE\***  
(at no extra cost)  
Proved by more than two million Knee-Action users to be the world's safest, smoothest ride.

**SUPER-SAFE SHOCKPROOF STEERING\***  
(at no extra cost)  
Steering so true and vibrationless that driving is almost effortless.

**SAFETY PLATE GLASS ALL AROUND**  
(at no extra cost)  
The finest quality, clearest-vision safety plate glass, included as standard equipment.



FOR ECONOMICAL TRANSPORTATION CHEVROLET A GENERAL MOTORS VALUE

# LUNSFORD CHEVROLET

FRIONA, TEXAS

## Big-Team Outfit Cuts Power Cost

Expenses Reduced by Using Less Grain, More Pasture and Roughage.

By E. T. ROBBINS, Live Stock Specialist, University of Illinois, WNU Service.

By combining from five to twelve horses under the management of one driver, farmers operating big-team outfits obtain low cost power ranging from 6.4 cents to 11.8 cents for each work horse hour.

On ordinary horse farms, a work horse hour cost 18 per cent more and on tractor farms 23 per cent more than on big-team farms, based on a survey of horse farms and tractor farms in the corn belt.

The big-team operators worked the largest horses and mules and averaged the greatest number of days of work a head in a year, yet they cheapened their horse cost by using less grain and more pasture, legume hay, straw and cornstalks. They turned their work stock out on pasture at night and on idle days in summer, and in winter used legume hay to balance stalk fields and straw stacks to make satisfactory maintenance for horses.

In farms studied in the survey, average amounts fed to a work horse a year were about 3,200 pounds of grain, mostly corn and oats, and 5,000 pounds of dry roughage, including considerable straw and corn stover. In addition the horses grazed about six months on grass and stalk fields.

## Green Strip Plan Halts Loss of Valuable Soil

Some crops are enemies of soil erosion and other crops are allies. Some crops protect and bind the soil and others induce soil losses.

According to the Soil Conservation Service nearly all forage crops—such as alfalfa, the clovers, sudan grass, and lespedeza—check soil washing and blowing much more effectively than such cash crops as corn, cotton, tobacco and potatoes.

The Soil Conservation Service is recommending strip cropping to thousands of farmers co-operating in its 141 demonstration areas throughout the country. Strip cropping means planting strips of close-growing, soil-protecting crops on the contour between strips of clean-cultivated, soil-depleting crops. Each close-growing strip checks the speed of water running down the slope. The strips of protecting crops catch the soil that washes away from clean-cultivated strips. Combined with terracing and terrace outlet drainways, strip cropping provides the best protection against cropland erosion in many regions.

Strip cropping also is effective in retarding wind erosion. Close-growing crops break the wind, and in addition help build up fertility and conserve moisture in the soil.

Strip cropping is comparatively new in erosion-control procedure, but is being used on nearly all demonstration projects in 41 states.

## Two Tons of Roots

Alfalfa improves soil conditions very rapidly because of its huge root system which penetrates much more deeply than any other legume. Alfalfa roots remaining in the soil increase the humus content and add supplies of nitrogen and other plant foods. The roots seem to improve the physical properties of the soil. This improvement is particularly noticeable on heavy soil. The penetration of the roots into the subsoil permits the entrance of air and water. Dr. C. J. Willard of the Ohio State University found that the average weight of alfalfa roots per acre in field tests was two tons. A good crop of alfalfa will leave 125 pounds of nitrogen, 25 pounds of phosphoric acid and 40 pounds of potash in the soil. This is about twice the amount of plant nutrients that are contained in a ton of ordinary fertilizer. It is twice as much plant food as red or Alsike clover leaves in the soil and ten times as much as is deposited in the soil by a crop of soy beans.

## Poisonous Plants

Live stock losses caused by poisonous plants can be reduced if care is taken to keep live stock on pastures that will furnish an adequate supply of good grass. Avoid pasturing where poisonous weeds may be more plentiful than edible plants. Care should be taken so as not to permit live stock to have access to branches of trees of the wild cherry that may have been broken or cut down. Water hemlock and white snakeroot should be destroyed. The outstanding types of field weeds are European bindweed, perennial sow thistle, quack grass and Canada thistle. It is worth while to keep a careful lookout for new weeds. If they are of the perennial type, growing from both root and seed they should be eradicated at once.—Rural New-Yorker.

## Feed Combinations

When the dairy farmer has an adequate quantity of legume hay and silage, he has the basis for a splendid ration and has many ways to make a mixture of milk feed and grains that will make a balanced ration with silage and alfalfa. Feeding a cow 15 pounds of alfalfa hay and 25 pounds silage, provides 1.9 pounds protein, almost enough to make a pound of butterfat. It is plain then that the dairy farmer can use most any combination of feeds with this roughage.

## Gaspe Peninsula



Cleaning Cod on the Gaspe Peninsula.

Prepared by the National Geographic Society, Washington, D. C.—WNU Service.

LIKE an out-thrust tongue of land at the wide mouth of the St. Lawrence river lies the Gaspe peninsula, one of the newer wonderlands of North America. With completion of the Perron Boulevard in 1928, it was opened to motorists around its entire area—about ten times that of Rhode Island. This summer it is being visited by an increasing number of vacationists from the United States.

The climate is literally unique. There is plenty of bright sunlight but no really hot weather. July and August seldom see more than 75 degrees.

Thanks to Gaspe's northern latitude, it has an hour or so more daylight each day in midsummer than Toronto or Boston. Best of all in this favored land is the air—once breathed, never forgotten. "Atmospheric champagne," it has been called.

Here northern outposts of the ancient Appalachian Mountain system, eastern backbone of the continent from Alabama to Canada, meet the sea and sink beneath it in a chaos of cliff and headland.

Tremendous forces of nature have left their mark all over the area. Ages of erosion have hollowed out huge valleys on the northern shore. On the south side of the peninsula, red cliffs and red pinnacles stand out in striking contrast with the blue of the water and the green of pines.

Beneath the waters lie other mountains, worn and leveled by the waves of centuries. Into these shallows, in countless millions, swarm the cod. Down the slopes flow rivers filled with salmon, streams with romantic, musical names—Matapedia, Restigouche.

The Gaspe folk are a strange and interesting mixture.

### People Are a Mixed Race

The first settlers were a few Norman and Breton fishermen who annually made adventurous journeys across the Atlantic to these famous codfishing grounds and finally decided to stay the year round instead of returning to France when the season was over.

Next came the Acadians, driven out of Nova Scotia. A few of them reached some isolated spots on the north side of the Bay of Chaleur, began fishing, and have been fishing ever since.

These Acadians have a distinctive accent and a way of speaking largely produced by their maritime habits. A horse "swings" in its course to starboard or larboard, as old time sailors said—and when you stop the steed is "moored."

After the cession of the country to Britain came the Channel Islanders, Guernseymen and Jerseymen from the English islands off the coast of France. Those English-French newcomers, speaking either language with complete facility, as they still do, settled down in some vacant spaces, set to fishing and privateering, and left plenty of descendants behind them.

A few years later, about the time of the American Revolution, groups of "loyalists," or "Tories," left the new United States to establish themselves at the head of Gaspe Bay and in other well-selected spots.

Then the Irish arrived—they, too, had settlements of their own—and another group, northern Irish or Scottish, of bold sea-roving stock in either case.

The Canadian habitant, most persistent and prolific of colonists, finally worked his way along both north and south shores and set an example of farming in a country which so far had been entirely devoted to fishing.

Finally, on the St. Lawrence, near the mouth of the Metis river, at the landward end of the peninsula, was established a colony of Scottish and English settlers.

### Revealed by a Highway

Ten years ago only a few outsiders had any idea of the interest and beauty of the Gaspe area, for it was difficult of access. The last few years, however, have seen astonishing changes.

By a remarkable feat of highway engineering, a broad safe 553-mile road, linked with the general systems of Quebec and New Brunswick, and so with those of New England, has encircled the entire peninsula. Automobiles can tour the area where ox carts and dog carts were outdistanced formerly only by the horse and the reckless bicycle. A popular approach is to cross the St. Lawrence from Quebec to Levis. An easy day's journey eastward, with the St. Lawrence at the left of the highway growing constantly wider,

leads to Metis Beach, one of the most northerly summer resorts of eastern Canada and the first town to be encountered in the Gaspe peninsula. Here at Metis Beach the golfer has his last game, for a while, at any rate. The sportsman who is not afraid of cold water goes for a swim or a sail.

Turning south from there, the road crosses the base of the peninsula, climbing the hills behind the village to the watershed which separates the valley of the Metis river, flowing into the Saint Lawrence, from that of the Matapedia, flowing toward the Bay of Chaleur. Bay of Chaleur rivers, and there are plenty of them, are full of salmon.

The small white town of Carleton was named for an Eighteenth century governor general of Canada. Acadians of the original settlement in 1775 called the place Tracadeghe, from a Micmac word meaning "Place of Many Herons." The name was later changed, under the influence of Americans who came to Gaspe rather than fight against the English in the Revolution. A few miles farther, at the mouth of the Cascapedia river, a road runs off to the north to zinc and lead mines.

Hereabouts there are many farmers, mainly Canadians from the upper part of Quebec. They share their machinery and they have technical advisers from the government, so that their farms although small, are good. Farther up the coast, at Cape Cove, have been produced the finest peas in North America.

### An Old Codfishing Town

The town of Paspébie, old-fashioned codfishing center, is an odorous introduction to the authentic Gaspe industry. Down on the beach are warehouses, where many practices have remained the same since the industry began soon after the time of Jacques Cartier, 400 years ago. Cod are stored about as they were by the first local fishermen, in stacks resembling huge pine cones. Cod are split, spread open and dried so that they are hard and flat as boards. Then they are arranged in cylindrical piles, the lower end smaller than the top and covered by pieces of birch bark held down by stones.

A few miles more brings the traveler to Port Daniel, where Jacques Cartier made his headquarters while he explored the Bay of Chaleur. A wide sand bar almost closes the mouth of the Port Daniel river, and most of the village is built on the sand bar. The road for the next 40 miles hugs the shore.

Then suddenly Perce comes to view. On the landward side are red peaks partly covered by greenery, then the tops of three fanlike cliffs and a white village nesting between them and the headlands fronting the bay.

Off shore stands the magnificent Pierced Rock (Rocher Perce) looking like the wall of some huge sea fortress or a monstrous battleship, dwarfing to insignificance the village to which it gives its name. Near its outward end an arch has been cut through by the action of the water. Farther seaward was the sentry tower of the wall, a smaller pinnacle of rock, originally joined to it by another arch which has long since fallen in.

The road from here to Gaspe climbs through mountain valleys and up peaks which are green and rounded on the landward side but fronting the sea as vertical red cliffs. Around the end of the peninsula lies Gaspe Bay. On its south side, along which the road runs, are hills and woods and farms. On the other side stands a range of wooded heights ending in the 700-foot cliffs of Cape Gaspe, a long stone finger pointing southeastward across the mouth of the bay. An extensive drawbridge crosses the bay where the French explorer, Jacques Cartier, discoverer of the St. Lawrence river, took refuge during a storm.

Gaspe village two years ago celebrated a four-hundredth anniversary, with French and British both participating in the ceremonies. A huge granite cross was unveiled near the spot where Cartier landed in 1534 and took possession of the soil for France.

The north shore of the Gaspe peninsula provides thrilling automobile driving through the wild green Shick-shock mountains. This worthy range of the Appalachians, rearing to a height of more than 4,000 feet, is strangely shaped. The summits are almost level; the peaks have been washed and ground away, and only the flat foundations are left. In the distance it looks like a barrier wall with higher towers rising here and there above it.

## A Few Little Smiles



### MENDING NEW BABY

In the course of her duties the nurse was washing baby, and little Jackie, aged three, was a silent, but interested onlooker. He watched her pinning on baby's clothes, and at last his anxiety got the better of him.

"Nurse, are you sure this is a new baby?" he asked.

"Why, yes, dear," she replied.

"Well, nurse, if he's a new baby what are you mending him for?" was the surprising inquiry.

### Inevitability

"Speaking of taxation—" began the man who likes to help along the worry.

"Why not talk about the weather?" interrupted Senator Sorghum.

"They aren't the same thing."

"Yet they are somewhat alike. When a rough climatic experience is due you may talk about it as much as you choose, but you're going to get it just the same."

### IT WAS SO LONG



Mr. Perch—What a fortunate escape you had from the man's hook.

Miss Perch—Yes, but think how the nasty man will lie about me.

### Not a Vacation Prospect

"My boy," said the professor, "if you keep on as you have started and study hard, you may be President of the United States some day."

"Yes," replied the young man, gloomily; "and then I'll have to start in and study a whole lot harder."

### Technical Terms

"Are you interested in radio?"

"Very much," answered Miss Cayenne. "I have even considered it as my attire. In order to make it go as far as possible I have directed the hair dresser to do my transformation in a short wave."

### Valuable Information

"Has your boy Josh learned anything at college?"

"Yes," replied Farmer Cornstosel, "he admits having learned already that there's an awful lot more things he doesn't know than he thought there was."

### Single-Tracker

"Our habitual antagonist," said the sympathetic friend, "has what I should call a single-track mind."

"Worse than that," commented Senator Sorghum. "He can never keep it on the track long enough to get anywhere."

### His Own Way

Big sister Betty was trying to comfort little Bill.

"I shouldn't cry like that," said Betty.

"You cry as you please," sobbed Bill; "this is my way."

### Economy With Caution

"Have you ever studied political economy?"

"Some," replied Senator Sorghum, "but when it comes to hustling for votes, I don't believe in being stingy."

### His Credentials

Foreman—Do you think you're fit for really hard labor?

Applicant—Well, some of the best judges in the country have thought so.—Milwaukee Journal.

### Amazed

Speed Fiend (as he slowed down a bit)—Whee! Don't you feel glad you're alive?

Timid Passenger—Glad isn't the word. I'm amazed.

### TELLING HER



She—They say opposites should marry.

He—That's the objection to being a thin man.

### Cease Firing

Shipping Clerk (reading report of Cabinet Minister's speech)—I hope this is true. He says that the battle against depression is won.

Colleagues—Let's show that to the boss and perhaps he will cease firing.

## Storms of Winter Injure Farm Land

Protection From Erosion Is Urged by Early Use of Common Grains.

By R. H. Morrish, Agronomist, Soil Conservation Service, Ohio State University, WNU Service.

Land owners should make provisions to protect their fields from the destruction of winter storms which cannot aid crops but which do cause severe erosion.

Lack of water during the growing season prevented the usual amount of plant growth on most soils. Pastures have been overgrazed and the covering of grass will be thinner than usual. All these factors will combine to make conditions favorable for erosion during late fall and winter downpours.

Oats, wheat, or rye will serve to protect fields which can be planted to these common grains. Oats will winterkill but if they are planted early enough they obtain sufficient growth to furnish ground cover in the winter. Wheat or rye are usually more satisfactory as cover crops and they can be plowed down in the spring in time to get the field ready for other crops.

D. R. Dodd, specialist in agronomy, Ohio state university, says thin pastures can be helped materially by applying lime and fertilizer and by reseeding the poorer spots. Lime should be applied only after the soil has been tested. Mr. Dodd recommends the use of 20 per cent superphosphate or a 0-14-6 fertilizer at the rate of from 300 to 500 pounds per acre.

Early fall seeding of the grasses in the pasture mixture frequently gives the best results. A good mixture contains 7 pounds Kentucky blue grass, 4 pounds timothy or orchard grass, 3 pounds red top, 3 pounds red clover, and 1 pound white clover. The legumes for this mixture can be seeded in the spring.

## Method Better Than Hand and Eye Aid to Sheepmen

Although wool is graded according to its fineness of fiber, the finest wool is not always the choicest, says Dr. J. I. Hardy, specialist in animal fibers, of the United States bureau of animal industry. This knowledge, although not new to wool buyers, has been more definitely revealed in a recent study of wool-fiber measurements made by special apparatus developed by Dr. Hardy.

The measurements showed that the ability of an animal to produce a choice fleece is an individual rather than a breed characteristic. There is great variability among animals of the same breed. Cross-sectional photomicrographs and measurements of wool fibers have shown some surprising variations in fineness of wool from different flocks of the same breed and from different individuals of the same flock. In several cases, wool from medium-wool sheep proved to be finer than that usually obtained from some sheep of fine-wool breeds.

All measurements of samples were made with apparatus which Dr. Hardy has perfected, and has found to be much more accurate than the usual method of judging by hand and eye. The method offers breeders an opportunity to select their breeding stock with greater accuracy in respect to fineness and uniformity of wool.

## Corn and Cobmeal

Corn and cobmeal will not harm pigs. It will not produce quite as good gains due to the fact it is a little too high in fiber to be best suited to the digestion of fattening shoats. Corn and cobmeal is suitable for feeding to dairy cows or growing heifers or calves, states a writer in the Rural New-Yorker. If so used a good mixture is 600 pounds corn and cobmeal, 600 pounds ground oats, 400 pounds ground barley, 300 pounds wheat bran, 200 pounds linseed oilmeal. The mineral mixture of equal parts iodized stock salt, ground limestone and steamed bone-meal is suitable for all classes of live stock mixed with the feed to the extent of five per cent of the grain mixture.

## Bovine Tuberculosis

It is difficult to recognize tuberculosis in cattle in its early stages. The first noticeable symptom of a chronic case is a dry cough. The condition of the animal slowly deteriorates and there is loss of flesh, accompanied by an unhealthy appearance of the coat. The disease affects nearly all the organs of the body but in individual cases may be confined to one organ or a set of neighboring organs.—Indiana Farmer's Guide.

## Choosing Cider Apples

In making cider vinegar many fail to obtain a first class product due to unwise selection of fruit or use of unripe or decayed apples for the cider. Vinegar, according to requirements of many states regulating its sale, must contain at least four per cent acetic acid. Usually, high acidity of vinegar depends on the sugar content of the apple and resulting cider. For this reason mature apples are more satisfactory for cider vinegar.

## SECURITY ACT IMPORTANT TO HALF MILLION

### Texans Are Interested In Unemployment Compensation

SAN ANTONIO, Nov. 5.—As the legislature was considering a proposed unemployment compensation law, thousands of persons probably were asking themselves:

What is unemployment compensation? How will it affect me? What will it cost?

Oscar M. Powell, Regional Director of the Social Security Board, defining the term, said:

"Unemployment compensation or insurance is a system under which contributions based upon wages are paid into a fund from which benefits are paid to workers who become unemployed through no fault of their own."

Powell said it has been conservatively estimated that a minimum of 500,000 workers in industry and commerce in Texas would be affected by such a law. Generally, such laws cover all workers except those in agricultural work, domestic service in private homes, work for federal, state, or local governments, or work done for non-profit religious, charitable, scientific, literary, or educational organizations.

Under unemployment insurance laws, workers earn benefit rights, up to a specified maximum, according to their abilities to obtain steady employment. Under most laws, workers who become unemployed receive compensation at the rate of 50 percent of wages regularly earned with a maximum of \$15 per week and a minimum of \$5 per week. For instance, a worker who became unemployed after earning a salary of \$25 per week for at least a specified minimum number of weeks may receive unemployment compensation amounting to \$12.50 per week; but if this worker has been earning \$30 per week or more, his unemployment compensation may not exceed \$15 per week.

Laws enacted to date generally provide payment of benefits for a period of twelve weeks, if the worker is credited with sufficient weeks of previous employment. These laws usually require that for each week of benefit payments, a worker must have credit for four weeks of employment within the preceding twenty weeks within a 52-week period before they may qualify for benefit payments.

Money for benefit payments comes from funds established through state unemployment compensation laws. To encourage states to establish unemployment plans by equalizing the tax burden in all states, a federal payroll tax amounting to one per cent of payroll in 1936 is levied on all employers who have eight or more persons in their employ for 20 weeks or more. But each employer may credit against this tax, up to 90 per cent thereof, his contributions to a state unemployment compensation fund established in accordance with a state unemployment compensation law which has been approved by the Social Security Board. Thus, a state with an approved compensation law will be able to withdraw nine-tenths of this payroll tax for its own unemployed, by collecting it as contributions under its own law, rather than letting the federal government collect it as a tax. If so collected by the federal government, the tax is irretrievably lost to the state.

Collected funds are deposited in the United States Treasury in a trust fund to be used by individual states and are subject to withdrawal only for payment of benefits. Proper costs of administering state unemployment compensation laws are paid by the federal government.

Since the Social Security Act provides that under laws approved by the Social Security Board, unemployment compensation payments may not begin until two years after state law, payments in Texas from an unemployment compensation fund may not possibly commence before 1938.

The number of farms in Texas increased from 495,489 in 1930 to 501,017 in 1935, with the total number of farms in the United States increasing in the 5-year period slightly more than 8 per cent.

Number of farms under 3 acres in Texas decreased from 2,261 in 1930 to 1,741 in 1935. In the Texas farms from 3 to 9 acres there was a decided increase from 12,641 to 22,609 in 1935. In the 10 to 19 acre class of Texas farms the increase was from 31,200 farms in 1930 to 37,729 in 1935.

In the larger farms from 175 to 259 acres, the increase in number in Texas was from 38,926 in 1930 to 41,595 in 1935. In farms from 500 to 999 acres Texas had an increase from 14,333 in 1930 to 17,313 in 1935. In the three largest groups, Texas had consistent increases in number. In the group 1,000 to 4,999 acres there was an increase in the 5 years from 9,101 to 11,032. In the group from 5,000 to 9,999 acres, there was an increase of 1,423 to 1,718. In the largest size group, farms of 10,000 acres or over, Texas reported an increase from 1,357 to 1,591.

In the United States the increase in the number of farms was from 6,288,648 in 1930 to 6,812,350 in 1935. A more than average gain was reported in farms of 1,000 acres or more, although only 13 farms in every 1,000 is of that size.