

Governor "Opens" Fair



Officially opening the gates of the World's Fair of the West on Treasure Island, Governor Culbert L. Olson of California uses a \$35,000 key of jewels in a ceremony the first day of the great Exposition on San Francisco Bay. The crowd was jammed against the gate, waiting to get through.

FARM SECURITY NEWS

Schools, churches, and civic groups can now obtain a copy of the motion picture "The River" for showing.

The film is sixteen millimeters in size and can be shown only with projectors equipped for sound. It describes the exciting story of the Mississippi River, and includes some thrilling sequences filmed during the great flood of 1937.

It includes the narrative poem written by Pare Lorentz, head of the United States Documentary Films, who wrote and directed the film, and since described by critics as comparable to "Hiawatha", and the best works of such American poets as Walt Whitman, Sidney Lanier and Stephen Vincent Benet.

A copy of the film may be obtained by seeing Thomas G. Moore at the local Farm Security Administration office in the courthouse at Farwell.

'Hopper Control Meet Set For Friday, 24th

(From State Line Tribune)
A meeting for the purpose of outlining a plan of battle against the expected grasshopper invasion here next month, will be held on Friday, March 24th, at the county courtroom in the local courthouse, according to information released through officials the first of the week.

At this time, E. R. Reppert, entomologist from College Station, will be on hand to discuss plans to be carried out over the county if Farmer is to escape devastation from the hordes of grasshoppers now lying dormant in egg beds.

County Agent Jason O. Gordon, who led the fight last year, is urging that all Farmer county farm and city home owners be on hand at this time to hear the entomologist.

AN ABLE TEACHER



She—How long ought it to take you to teach me to skate?
He—I should say about all winter, but I can teach a homely girl in half an hour.

DWIGHT'S GARAGE

FORD CARS,
PARTS AND
SERVICE

Gas Gas All Time

Mrs. Jas. Filler says: "Gas on my stomach was so bad I couldn't eat or sleep. Gas pills pressed on my heart. Adlerika brought me quick relief. Now, I eat as I wish, sleep fine, never feel better."

ADLERIKA

CITY DRUG STORE

TOURIST CAFE

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We Specialize in
Choice Foods ---
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Barnes CLEANERS

OUR TRUCK IS IN
FRIONA

Thursdays and Saturdays

Suits	C & P	50c
Pants	C & P	25c
Dresses	C & P	50c
Skirts	C & P	25c
Hats	C & P	75c

511 Main
CLOVIS, N. M.

One Animal Got Radio Fiend (over garden wall)—Last night we had lovely reception very loud and clear. It was a broadcast of animal life and we got all the animals perfectly.
Bored Neighbor (shuffling in doors)—Yes, including my goat.

Knows His Arithmetic
Little Jim—Daddy, a man's wife is his better half, isn't she?
Father—Well, son, they are frequently referred to as such.
Little Jim—Then if a man married twice, there wouldn't be much of him left, would there?

Want Ads

TYPEWRITERS AND ADDING MACHINES

Bought, Sold, Exchanged and Repaired

HEREFORD TYPEWRITER EXCHANGE

E. H. Caldwell, Manager
Basement of Oberthier Building
Hereford, Texas.

FOR SALE—One 3-row I. H. C. lister in good shape, and one I. H. C. 4-row Monitor cultivator with knife attachment, in good shape. For sale or trade for livestock. See Charlie Baxter, Friona.

FOR SALE—Home-grown barley, see J. A. Blackwell, Friona.

'Blowing Your Own Trumpet'

When we speak of the fellow who "blows his own trumpet" we refer to his habit of indulging in self-praise. The phrase comes from the ancient custom whereby the name and rank of knights and other important personages were announced at banquets, balls and other functions by heralds, who usually preceded the announcement with a flourish on trumpets, says Pearson's London Weekly. Those who had no social standing were left to "blow their own trumpet," or, in other words, to make their presence known to one another without being announced.

Amethyst Is a Quartz

The amethyst is a quartz of clear purple or bluish-violet color, due to the presence of manganese. The dark reddish-purple is the most highly prized. Wade's "Textbook of Precious Stones" says the chief charm of the Siberian amethyst lies in its large red component, which enables it to change from a deep grape-purple by daylight to a fine red by artificial light that is rich in red rays and poor in blue ones.

Calf Skin for Drum Heads

The head of the drum is a section of the hide of a young calf. It is cured, pulled and dried in the manner of drum makers for the kings of ancient Egypt, Assyria, India and Persia—aye, for the high priests of Cybele and Bacchus, who swayed frenzied Roman worshippers with the ecstasy of primordial dances. The snare end of the cylinder consists of thinner calf skin.

Prototype of Robinson Crusoe

The little Scottish village of Largo entertains hundreds of visitors every year who go to see where Alexander Selkirk, the prototype of Defoe's Robinson Crusoe, was born. He has a statue near the harbor, and visitors may stay at the Crusoe hotel.

Concrete Boundary Line Marker

The southwestern corner of California and of the United States, is defined by a concrete marker, surrounded by a rust-encrusted fence, which stands on the Mexican-United States boundary line in San Diego county, a few yards from the water of the Pacific ocean.

Depth of Canyons

The greatest depth of the Grand Canyon of the Colorado is 5,500 feet; deepest point of Hell canyon of the Snake is 6,900 feet. The Snake canyon averages for 40 miles a depth of 5,500 feet, almost equal to the Grand canyon at its deepest spot.

Naming Red River

Red river, which separates Oklahoma from Texas on the south, got its name through being fed in part by the waters of Red creek, Mud creek, Muddy Boggy creek and Deep Red run.

Kara Sea Arm of Arctic

The Kara sea is an arm of the Arctic ocean between Novaya Zemlya and the Siberian mainland. It is open for navigation only between July and September, being ice-locked the rest of the year.

COUNT ME OUT, TOO

The minister advertised for a man servant, and the next morning a nicely dressed young man rang the bell, says the Prairie Farmer.

"Can you start the fire and get breakfast by seven o'clock?" asked the minister.

"I guess so," answered the young man.

"Well, can you polish all the silver, wash the dishes and keep the house neat and tidy?"

"Say, parson," exclaimed the young fellow, "I came here to see about getting married—but if it's going to be as much work as all that, count me out right now."

Source of Extinct Rosa?
In literature, both ancient and modern, no other flower figures so conspicuously as the wild rose. Poets have delighted in singing the praises of these wild flowers. The Romans elevated the wild rose to a prominent position in their customs. To them it had special significance when placed over the door of a building or the entrance to a private dining room. Every one who passed beneath the rose was obligated to disclose nothing that was said or done within. From this unusual and interesting custom has come our expression "sub rosa."

WHEAT RECOMMENDATIONS TO AAA ARE MADE PUBLIC

The Agricultural Adjustment Administration today made public the following text of recommendations submitted to R. M. Evans, Administrator of the Agricultural Adjustment Administration, by a conference of wheat growers which met January 26, 27 and 28 in Washington at the invitation of the AAA:

Dear Mr. Evans:

In accordance with the invitation of the Department of Agriculture, wheat growers representing all the major producing States have met in Washington and have considered the problems confronting the growers of the Nation.

The approach to the wheat problem involves changing the use of surplus acres, increasing the income of wheat growers, correcting faulty distribution, conserving the soil, and safeguarding the consumer against scarcity. The Agricultural Adjustment Act of 1938 contains a sound approach toward the satisfactory solution of this problem.

1. It is recommended that the program as adopted for 1939 under this Act be carried out with a minimum of change.

2. It is recommended that acreage allotments be the tool to be used in solving the surplus problem. In the use of this tool, it will be necessary to shift a total of 30 million acres from soil-depleting to soil-conserving uses. In making this shift a wheat acreage allotment between 55 and 62 million acres will be necessary, depending upon the supplies and marketing outlets. Conservation payments should be continued as a compensation to growers who shift the use of their land from wheat to soil-conserving purposes. Special attention should be given to a long-time rotation of this land to perennial permanent grasses with ample protection against loss of conservation benefits.

3. It is recommended that the problem of surplus production be met by means of the Ever-Normal Granary, export subsidies, and marketing quotas. The principle of the Ever-Normal Granary assures protection to the consumer against scarcity and high prices and protection to the producer against abnormal surpluses and low prices. Export subsidies should be used to maintain our fair share of the foreign market as long as other nations are using the same means. Marketing quotas should be used only as a last resort in years of abnormal surpluses to avoid the possibility of a collapse in our wheat market.

4. The American farmer is entitled to a fair share of the national income and to an American price for the domestically consumed portion of his crop in order to give agriculture equality with protected industry. To bring this about we recommend loans, parity payments and crop insurance.

It is recommended that loans be made at a rate which takes into account the world market so as to avoid accumulation of burdensome supplies within the United States.

It is not anticipated that loans and conservation payments will enable the grower to achieve parity income at all times. Therefore, it will be necessary that parity payments be provided in years of low prices. It is recommended that in order to provide sufficient funds for parity, processing tax be levied so that the commodity will pay its own way.

Crop insurance will provide against the risk of unfavorable seasons and will provide for the producer a more uniform source of income from year to year. It is recommended that procedure be worked out to permit assignment to the Federal Crop Insurance Corporation of 1939 Agricultural Conservation Program payments to pay 1939 crop insurance policy premiums. It is further recommended that wheat delivered to eligible growers as indemnity under crop insurance policies should be eligible for wheat loans.

5. It is recommended that faulty distribution be corrected by means of freight rate adjustments and surplus purchases for relief. The wheat growers heartily endorse those provisions of the Agricultural Adjustment Act of 1938 which give the Secretary of Agriculture the power to intervene in rate hearing cases and recommend that a thorough study of the freight rate structure be made in the wheat producing areas. It is also recommended that surplus purchases for relief distribution be continued only in times of emergency, as at present.

6. It is recommended that farms on which the normal production of wheat is less than 207 bushels of wheat be exempt from marketing quota provisions instead of the 100 bushel exemption as now provided, and that this be considered as a more satisfactory approach to the problem of the non-commercial wheat producer than the designation of a commercial growing area.

7. It is recommended that the time for coming within wheat acreage allotments under the 1939 Agricultural Conservation program be extended in accordance with the recommendations of the State Committee and approval of the Agricultural Adjustment Administration.

WHEN IN TOWN

Come in and get a Hair Cut and Shave
IT PAYS TO LOOK WELL.

Post Office Barber Shop E. L. Price, Prop.

CHEVROLET "All That's Best at Lowest Cost"

The only low-priced car combining

It Out-Accelerates All Other Low-Priced Cars



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"IT'S MORE POWERFUL ON THE HILLS!"

It's the liveliest, most spirited, most flexible of all low-priced cars—thereby contributing to safety . . . also the most economical car to buy, operate and maintain.

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The Best in MODERN FISHER BEAUTY
New Bodies by Fisher
New Aero-Stream Styling
New Custom-Tailored Interiors

The Best in MODERN VALVE-IN-HEAD PERFORMANCE
Out-Accelerates its field
Out-Climbs its field
Out-Lasts its field

The Best in MODERN COMFORT FEATURES
Exclusive Vacuum Gearshift
Perfect Keen Action Ruling System
Tiptoe-Matic Clutch
Available on Master Deluxe Models Only

The Best in MODERN SAFETY FEATURES
New Observation Car Visibility
Perfect Hydraulic Brakes
Safety Plate Glass All Around

ALL CHEVROLET PRICES ARE MUCH LOWER!

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With Labor, Service and Materials

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Exide Batteries. Delco Batteries
GENUINE PARTS FOR CAR, TRUCK OR TRACTOR

THE BEST THAT SKILL CAN DO

In All Kinds of Barber Work For You.
Shine Boy and BATHS

JACK ANDERSON'S BARBER SHOP

Farm Loans

5 1-2% or 6%
15 YEARS
SEE
Dan Ethridge Agency

DON'T LOSE YOUR CROP
By Planting Trashy or Immature Seed
WE CLEAN IT FOR YOU
FEED GROUND TO ORDER.

J. A. GUYER'S FEED MILL

SPEED UP
Your Farming Operations while you have
Good Surfac Moisture

WITH GOOD SHAMROCK GASOLINE

And Champlin Oils and Greases
We Deliver Where You Want It --- When You Want It

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We are equiped with the most modern machinery to serve you in the following lines of work:

Fender and Body Work; General Blacksmithing, Electric and Acetylene Welding, any time, anywhere;
Steam Clean your Motor; All kinds Motor Overhaul; Check Mechanical for all Kinds of Motor Trouble.

All Work Guaranteed.

Nothing cheap but the Price

W. B. WRIGHT
ALL WORK GUARANTEED

Phone 50 Friona, Texas

A GOOD BAIT



"What kind of a story did you tell your wife when you got in so late last night?"
"The finest fish story you ever heard."

UPS AND DOWNS



"Well, Jim, my little sweetie and I have decided to make each other happy."
"Well, I'm glad you changed your mind. Here you were yesterday talking about marrying her."

HEALTH NOTES

AUSTIN—One often hears about the good old days when grandfather was a boy, but according to Dr. Geo. W. Cox, State Health Officer, now are the good days for babies. A baby born today can expect to live until he is 62 years of age. This is almost twice the expectancy of babies born 100 years ago. There has been a gain of 14 years since 1900.

While still somewhat below the biblical promise of "three score and ten", Texans can look forward to reaching that goal within a few years.

The fact that a child born in 1939 who weathered the infantile storms of the first year could expect to live 62 years in contrast to the boy born in 1850, who could live only 38 years is a tribute to the American Medical Profession and the preventive technique of public health, Dr. Cox believes.

Vaccination is a preventive measure that saves thousands of lives annually. Prophylactic measures against typhoid, diphtheria and smallpox have greatly reduced the incidence of these diseases in Texas. Widespread sanitation efforts safeguard the water we drink, the food we eat and our environmental surroundings to lessen the spread of communicable disease germs.

Semi-annual physical examinations which have become a health habit for many of our citizens check illnesses at their onset and allow for simpler cures.

Science has provided us with effective drugs to combat the spread of syphilis and gonorrhea, diseases which take an annual toll of blindness, insanity, locomotor ataxia, bone infections, enlargement of the arteries and deformity of infants.

Tuberculosis and cancer have been brought into the curable classification of diseases. All and all the last twenty years have seen the Medical and Public Health professions making this a safer nation in which to live and at the same time a nation in which to live longer.



KEEP THE HORSE IN FRONT

There ought to be some sort of livestock and poultry on every farm in the Southwest. It offers means of increasing farm income, besides distributing both labor and income throughout the year. "A farm is not a farm without its barnyard noises", said some wise man. The whole theme of these articles is to encourage and in some small degree to point the way to a balanced farming system in the Southwest which will relieve the uncertainties of crop-farming. But—

And it is a great big "but"—we must be careful not to get the cart before the horse. Farm livestock and poultry are primarily a means of manufacturing raw materials—feed and pasturage—into more usable and salable forms. If the farm hasn't the feed—at least a large part of it—it is not ready for livestock. We have all seen the tragedy of feed shortages, forcing the sale of animals at a sacrifice or keeping them at an excessive cost by purchasing feed.

What the farm flocks and herds live and thrive on next winter depends on the kind of feed and pasturage available, the facilities for taking care of them, and above all, the amount of feed to keep them growing and producing twelve months in the year. The feed must precede stocking the farm with feed-consuming fowls or animals, and now is the time to start producing the feed.

"Livestock without feed is a farm tragedy", says Sam A. McMillan, who ought to know, for he has, like many of us, seen too many tragedies of "going into" the livestock business without the fortification of feed supplies to avoid having to "go out" under pressure.

We Americans are constitutionally inclined to "bore with a big auger" to think a business beneath consideration if it isn't a big business. It is mighty easy to over-estimate the carrying capacity of a pasture, to "guess" we have feed enough for twenty cows or a hundred hens and find out, too late, that we have feed enough for only half as many. It is not only a matter of safety, but a matter of profits, to have more than enough rather than less.

Livestock and poultry are not like annual crops—they grow and require feed 365 days in the year. The very fact that they go on producing when crops are not growing is what makes them valuable in the farm set-up. But a few well-fed every day are better from every standpoint than many half-fed, or well-fed for a few months and half-starved the rest of the year.

There is just now a sort of "boom psychology" in certain types of livestock, especially beef cattle, sheep and hogs. The prices of these animals have held up better than most other farm and ranch products, which is always a temptation to over-stockings. "In at the top and out at the bottom", is the sad history of many business enterprises, including every sort of farming enterprise. It is scarcely necessary to say that the "in-and-outer" is seldom the winner in any line of business.

But Southwestern farms must have livestock and poultry, each in proportion to the size and type of farm. It is essential to the present as well as the future of farming in this favored region. All I am trying to say here is that we must "grow into" rather than "go into" that phase of sound farm management, and "growing into" it means growing the feed ahead of the consuming needs of the livestock.

As we plant feed at this season we plant the eggs for the Christmas market, the cream for every day after summer pastures fall, the fat hogs and beaves for next winter and spring, the fat turkeys for Thanksgiving. Let's not get the cart in front of the horse.

HUSBANDS



Mrs. Flutters—My husband complains that all I think about is pleasure.
Mrs. Titus Canby—My husband is perfectly willing for me to take all my pleasures out in thinking about them.

Regal Theatre

Friday & Saturday
THE RENEGADE RANGE
George O'Brein
Also Ferdinand, The Bull

Sun. Mon. Tue.

"The Shining Hour"
Joan Crawford, Margaret Sullivan, Robert Young

Busy Bees

Teacher—How did the rocks get here?
Andy—They were brought by the glaciers.
Teacher—And where are the glaciers now?
Andy—Gone back for more rocks.

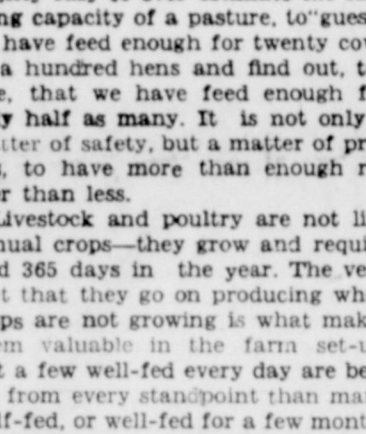
CHEAP ENOUGH



"What are your furs going to cost you, dear?"
"About three good crying spells, I think."



HIGH FINANCES



"What will your hubby give you for your birthday?"
"He's going to give me \$100 in cash. That leaves me \$99.75 net after buying his birthday necktie."

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PROMPT AMBULANCE SERVICE DAY or NIGHT
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But All Fool's Day will come;
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You're not fooled then, "by-gum."

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"We take the work out of wash."
E. E. Houlette, Proprietor

YES SIR!

It's almost as easy to build a NEW home on the FHA plan as it is to rent one, and lots more satisfactory.

A SMALL DOWN PAYMENT

And The Rest Monthly like paying RENT
Paint, Plaster, Putty, Posts, Paste, Glass, Builder's Hardware, Roofing, Fencing, and

Everything For The Builder.
Rockwell Bros. & Co.
LUMBER
O. F. LANGE, Manager

100% CO-OPERATIVE

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CALL FOR MERIT MIXED FEED
We Deliver Ice
Friona Feed & Produce
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Eat Water Melons

While you sit in the shade and the tractor fills its aown fuel tank. You Why not come in to see it? can do it with the Monitor Fuel Tank See the special 40c linoleum at on-Filler. And it costs only—but why ly 35c. Only a small yrdage left, not come in and see it, and hear its Elackwell's Hdw. & Furn. Co.—A low cost, for yourself? Home-Owned Store With Chain Store Prices.

A Home Owned Store With Chain Store Prices.

Blackwells Hdw. & Furn.



"My hubby anticipates my every wish."
"How lovely."
"And puts his foot down on it right away."



Mrs. Stonehammer—Didn't I see Mr. Skinpants wallop you with a club?
Goldie Stonehammer — Naw, it was only an inflated bladder. He's an awful flirt.