



WHO'S NEWS THIS WEEK

By LEMUEL F. PARTON

NEW YORK.—This writer, encountering Frederick Jagel of the Metropolitan Opera at luncheon the other day, quizzed him about his season at Buenos Aires, from which he recently returned. He thinks cultural penetration of South America might be more effective than our trade and diplomatic missions, in which he is inclined to believe we aren't getting anywhere.

South America has long had the idea that we were a nation of hard-boiled money-grubbers. Any creditable performance in the arts, he believes, will be our best line of export. He said he found the Argentines most generous and appreciative hosts. Once they find you haven't an extra ace in your cuff and you measure up to their standard of propriety, they wear their hearts on their sleeve.

Incidentally, Mr. Jagel's singing makes audiences weep, but no one meeting him ever feels sorry for him. He is a businesslike, compact Brooklynite, formerly an actuary with the Mutual Life Insurance company, long before he took his perch in the old red plush aviary, where, on occasion, he still hits high C.

As an actuary, young Mr. Jagel, charting other careers, began to think of his own career. He tossed his insurance job out of the window, found a backer, sang in movie houses up and down Broadway and proved to all and sundry that he had a voice. He studied with Portanova in New York and with Caladini in Milan. Making his operatic debut in Milan, in "La Boheme," he hit Rodolfo's high C with a bull's eye that greatly improved Italo-American relations. He sang for four seasons in Italy, before making his New York debut as Radames, on November 8, 1927. He knows about 40 roles, and 26 of them he can sing offhand and on the slightest provocation.

With the precision and clarity of a man trained in business, he tells you of the superiority of our South American competitors in their specialty of quid-pro-quo trade economies. Hence, his talk of "cultural penetration" isn't just ivory tower stuff. If Secretary Hull could sing as well as Mr. Jagel can talk international trade, he, too, would be in the Metropolitan.

Mr. Jagel thinks we have the making of a grand musical renaissance in this country, with talent, teachers and a fine national appreciation vastly enhanced by the radio.

THE amiable white magic of John Mulholland once enabled me to deal myself four aces against another's four kings, which, of course, revived faltering hopes of the existence of kindly elves with whom Mr. Mulholland was wired in and whom he could summon in behalf of his friends. But now one of the cleverest magicians in the country—the cleverest, to this none-too-seeing eye—publishes a book, "Beware Familiar Spirits," in which he banishes all trolls and makes all magic just manual dexterity and technique. It isn't exactly a debunking book. He leaves the door open for faith in the occult, if you think you have evidence, but, as to prevailing mystagoguery, he reduces it to fraud or to honest self-deception, aided by slow eyesight.

He sold school books and was a teacher of dramatics and industrial arts at Columbia university, before he became a full-time magician and vice president of Society of American Magicians. He has performed and lectured in about 40 countries. Nobody, anywhere, ever had more fun. He likes to shepherd four or five friends through a subway turnstile, with one nickel, making it reissue from the slot each time and click through the next man. That brings the change dealer roaring from his den. Mr. Mulholland hands him a half-dollar, the wayfarers take their train, and then the dealer finds he has an aluminum disk with a rabbit in a silk hat on it. He usually screams and butts his head against the wall. But, in each case, the subway already has its full count of sound nickels.

As to the above poker hands, it happened at a luncheon table of five or six men. Mr. Mulholland sent for a new deck of cards and asked me to shuffle them and deal four hands. It couldn't have been a trained deck. It was thoroughly shuffled. Mr. Mulholland never touched the cards, standing with his back turned a few feet away, and never said a word. The hands fell as he ordered, the orders apparently issuing silently from the back of his head.

Consolidated News Features, WNU Service.

Leather Cure Is Certain Aid For Dining Room Ills

By BETTY WELLES

My mother got a leather couch and two enormous leather chairs when she married—button tufted they were and finished around the bottom with knotted leather fringe. Bet the old-timers can guess my age to a T! We grew up with those friendly old pieces, though they spent their declining years in slip covers—not because they went "out."

But styles have come around to leather again. This time though it's a much more interesting and versatile material than it used to be. It is available in the most delicious colors, ranging from white and pastels to the deep subtle tones. But best of all it has also acquired a practical finish that makes it almost stain-proof and easily kept clean. It's being used for dining table tops and buffets as well as for dressers and vanities. It is stunning as wall panelling, too—and of course for upholstery both colors and textures in leather are exciting.

If you can't manage real leather, don't snub some of the excellent imitations that are now on the market. They too are easily cleaned and available in an interesting range of colors. There's quite a vogue for reptile and ostrich leathers in upholstery too, but for practicality their markings are usually stamped on the sturdier leathers such as cowhide.

Try the leather cure in the down-at-the-heels dining room. What wouldn't jade leather seats for the chairs do for the ivory-to-brown room? Or canary yellow seats in a white and maple room? Or add one or a pair of leather covered chairs in the living room to break the monotony of fabric textures. French blue leather, for instance, to pull together a room that's predominantly brown, rust and gold. Or pale beige leather for the green and rust room. Or turquoise leather to go with a wine and gray ensemble. Or bright red leather in the room with pale-to-deep gray-blues.

One of the most attractive bedrooms I've seen about was in gray and coral and yellow with blond furniture.

© By Betty Welles—WNU Service.

MILK RACKETEER



Almost as contented as a cat in a creamery, this kitten has learned to meet the London milkman at the garden gate in this amusing fashion and get a lift back to its home.

History of Inn Found Within Walls of 1760

WEST BROOKFIELD, MASS.—While tearing away the interior of Ye Olde Tavern, swept by fire, workmen found a history of the inn written nearly a half-century ago by the late George E. Messenger, former landlord.

The history dated back to the founding of the inn in 1760 by its first landlord, David Hitchcock.

Red, White and Blue! Pretty Young Lady—Doctor, please tell me what to do for my stomach. Doctor—Diet! Pretty Young Lady (after a moment of hesitation)—Er—what color, doctor?

Spicy, Eh? First Salesman—What do you sell? Second Salesman—Salt. First—Why I'm a salt seller too! Second—Shake.

QUEEN OF BEAUTY



Truly a queen is lovely Myrteina Besosa, who has been selected to reign over the annual Ponce de Leon carnival which is to be held in San Juan, Puerto Rico, in February. This will be the 101st celebration of the festival named after the famed seeker for the fountain of youth and first governor of Puerto Rico.



THE BEST SECRET OF ALL Did you ever, ever, ever feel So happy that you faint would steal Away off by yourself alone Because such joy was all your own?

IT IS that way sometimes. Happiness can be so great that it almost hurts and makes one feel like getting away where one can do foolish things, like rolling in the grass and shouting and singing, without anybody to see and say that it is foolish and undignified. It was that way with Danny Meadow Mouse. He felt that he just had to get away



As he drew near his home he began to hurry.

by himself, where he could be just as foolish as ever he pleased. "If I don't I shall certainly blow up and burst," said he to himself, "I never was so happy before in all my life, and I don't believe anybody else was ever so happy either. I've simply got to get away by myself, because if anybody should see me they would think me crazy or else they would guess my secret, and that would be worse still."

So just as soon as he could, without letting Nanny Meadow Mouse know where he was going, for he knew that she would laugh at him if he told her, he stole away from the pile of old cornstalks where their new home was and off to a secret little place he never had shown anyone, not even Nanny. He made sure that no one was about to see him, not even the Merry Little Breezes of Old Mother West Wind, and then he acted as if he certainly had gone crazy. Yes, sir, Danny Meadow Mouse acted for all the world as if he had quite lost his senses. He jumped. He squealed. He tried to sing. He chased that funny little stubby tail of his round and round until he was so dizzy that he could hardly stand. He turned somersaults and rolled over and over. He even tried to stand on his head, which is a perfectly absurd thing for a Meadow Mouse to try to do. By and by he had to stop to get his breath, and when at last he did get his breath, why, he started in to do it all over again.

When he was quite tired out he lay down to rest, and then as he thought of his great happiness he grew very sober. "I must be very careful," thought he. "I must be very careful, indeed. I mustn't let anyone guess this new secret; not a single, single soul, because—why, because it's the best secret that ever was; the most wonderful secret that ever was—and I wouldn't have a minute's peace if I thought

He'll Be a Much Better Man Defendant—Whatever the outcome of the trial, I am certain the experience will make me a better man. Judge—In what way? Defendant—In striving to live up to the speech made by my attorney.

They Both Bounced Doctor—I don't like to mention it, but that check you gave me has come back. Patient—Well, that sure is a funny thing, Doctor, so did my lumbago.

Jungle Health Utopia Found In Northern Section of Brazil

Doctor Reports on Native Community With No Worries, Nerves or Divorces.

NEW YORK.—A place where there is no worry, perhaps the last of its kind on earth, today gave civilization a startling medical message. The place: The jungle home of the Wai Wai Indians in northern Brazil. The message: These Indians have no heart disease, no high blood pressure, no cerebral hemorrhage. The messenger: Dr. William Hall Holden, chief surgeon of the American Museum of Natural History, who early this year made the first medical study of this possibly last of completely primitive peoples. Their immunity is not due to a different physical makeup. In a test which violated a sacred taboo, Dr. Holden discovered that they possess the same capacity for high blood pressure as other humans.

Stone Age People. The Wai Wai, he says, have a few steel knives, obtained from Indians nearer civilization. Otherwise they are still entirely a stone age people. Their home is the Sierra Akari mountains. He described four months' travel to reach them in Natural History, the museum's publication.

"They live," he said, "in one of the densest jungles on earth, undisturbed by man. It is a country of peace and quiet, a literal lost world, a tropical fairyland."

When Dr. Holden and a single white companion, William G. Hassler, photographer, reached the Wai Wai, both medical tests and photography were welcomed. The villages were about a day's travel apart. This distance the Indians call a "short walk." Time has no meaning to them.

Strong on the Dogs. They live in large, communal houses, with conical roofs. Each holds 25 to 30 persons and 40 to 50 dogs. These "fairyland" dogs are reasonably quiet.

Dr. Holden took the blood pressures of the older people. Their ages he said, were uncertain, because they reckon years from one rainy season to the next, but they live to a ripe old age.

Analyzing the reasons, Dr. Holden declared: "The Wai Wais never have to worry how they will pay their grocer's bill. There are no telephones to drive them to distraction. A husband never worries about how he can buy his wife a new hat or dress. Their personal adornments are procured from the brilliantly plumaged birds that fly overhead; and as for clothes—they wear none."

There is no stock market to send one's blood pressure skyrocketing. These fortunate people are not forever dodging automobiles or watching red lights in their hurry to keep this appointment or that. There are no such things as being late for work or punching the time clock.

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Tennessee's governor, Gordon Browning, failed to bag a deer during the annual hunt in the Pisgah, N. C., forest, but he did help the camp cook. He claims his coffee is unbeatable.

Man Goes by Parcel Post THE HAGUE.—Packed neatly in a large and correctly labeled case, an Englishman arrived safely in Amsterdam from London by parcel post on board a machine of the International Air Freight, Ltd.

Warning: Look Out Above — if you build a good roof!



THIS IS A ROOF VALLEY FLASH IT WITH ASPHALT ROLL ROOFING UNDER THE SHINGLES TO PREVENT LEAKS WHERE THE ROOFS MEET

CHIMNEY FLASHINGS KEEP RAIN-WATER FROM ENTERING JOINT BETWEEN CHIMNEY AND ROOF

BUILD A FIRE-SAFE ROOF WITH FIRE-RESISTANT ASPHALT SHINGLES TO AVOID THIS FLASH THE DORMER WHERE IT MEETS THE ROOF

Use Shell Stitch for This Bathroom Rug



Four strands of string or rags in three colors or in black, white, and a color worked in shell stitch, make this durable rug. It's crocheted in five parts—the center and four identical corners—and that makes it easy to handle. It's a lovely rug for bathroom or bedroom. Pattern 6243 contains instructions for making rug; illustrations of it and of stitches; materials needed; color schemes. To obtain this pattern, send 15 cents in coins to The Sewing Circle, Household Arts Department, 259 West 14th St., New York, N. Y. Please write your name, address and pattern number plainly.

Uncle Phil Says:

Useless by Itself A pen is mightier than the sword, but it needs two aids: brains and ink.

The world is full of time. Use it. An auto accident can happen in two seconds.

History repeats itself, particularly the worst history. Pope said, "Man is the glory, jest and riddle of the world;" but it is likely to be a different one who is each.

Sadder, but Not Wiser A fool and his money are soon parted, but that does not give him judgment and discretion.

Self-determination is good, but self-control is a great deal more important. Bottles you have forgotten the purpose of have got into the medicine chest like keys on your key-ring.

It Would Be Well— If the mind could reject poison as the stomach frequently does. Public opinion is the greatest cork on free speech; not any law. When you see a man doing his very best, get out of his way.

FEEL GOOD

Here is Amazing Relief for Conditions Due to Sluggish Bowels. Nature's Remedy. If you think all laxatives are alike, just try this all vegetable laxative. It's quick, thorough, relieves the most stubborn constipation. Dependable relief from sick headaches, bilious spells, stool feeling when associated with constipation. Without Risk get a 25c box of N.R. from your grocer or drug store. Make the test—then if not delighted, return the box to us. We will refund the purchase price. That's fair. Get N.R. today! N.R. TO-NIGHT! ALWAYS CARRY IT WITH YOU! QUICK RELIEF FOR ACID INDIGESTION

Will to Peace World peace in the long run depends upon a universal will to peace.

COUGHS DUE TO COLDS

To quickly relieve distress—rub soothing, warming Murtherole on your chest, throat and back. Murtherole is NOT "just a salve." It's a "counter-irritant" containing good old-fashioned remedies for distress of colds—oil of mustard, menthol, camphor and other helpful ingredients. That's why it gets such fine results—better than the old-fashioned mustard plaster. Murtherole penetrates the surface skin, stimulates, warms and soothes and quickly helps to relieve lung congestion and pain. Used by millions for 30 years. Recommended by many doctors and nurses. In 3 strengths: Regular, Children's (Mild) and Extra Strong, 40%.

MUSTEROLE. CLASSIFIED ADVERTISING. Have you anything around the house you would like to trade or sell? Try a classified ad. The cost is only a few cents and there are probably a lot of folks looking for just whatever it is you no longer have use for. Classified ADS get Results

FRIONA WOMAN'S CLUB REPORT

The Friona Woman's Club was delightfully entertained at the home of Mrs. J. D. Buchanan with Mrs. W. L. Edelman as assistant hostess, on Wednesday afternoon of last week, January 11th, 1939.

During the business session the following officers were elected: president, Mrs. M. C. Osborn; vice president, Mrs. J. D. Buchanan; secretary, Mrs. J. E. Stover; treasurer, Mrs. Fred White; parliamentarian, Mrs. Minnie Goodwine; reporter, Mrs. J. C. Wilkison.

The club voted to sponsor and pay half of the dues of the Friona Girl Scouts, the other half being paid by the Junior Woman's Club. Mrs. R. H. Kinsley was re-appointed chairman of the Girl Scout Committee by the president, Mrs. Dilger.

An interesting program followed: Reading of Constitution and By-Laws, Mrs. J. E. Stover.

Parliamentary Drill, by our parliamentarian, Mrs. F. W. Reeve, as assisted by several club members.

A very interesting and helpful talk on "The Life of Gypsy Smith" was given by Mrs. Attaway.

Members present were: Mmes. F. W. Reeve, Joe Wilson, L. L. Hill, Oscar Pope, J. E. Stover, John Guyer, Fred White, Minnie Goodwine, L. R. Dilger, A. H. Boatman, O. F. Lange, Buford Hughes, W. H. Attaway, V. E. Weir, L. P. Lillard, M. L. McFarland, and one guest, Mrs. H. W. Wright, of Barnard, Kansas, and the hostesses, Mmes. W. L. Edelman and J. D. Buchanan.

The club adjourned to meet January 25th, at the home of Mrs. Guy Bennett, with Mrs. Harry Whitely as assistant hostess.

ATTENDED LUBBOCK MEETING

Mayor F. W. Reeve and Commissioners F. L. Spring and Carl Maurer attended a meeting of the County Judges and Commissioners Association at Lubbock, Thursday, to represent our city in the discussion of the WPA problem in our state and county.

It was their purpose in attending the meeting to make an effort to have the WPA placed on a more progressive and productive plan, with a better living wage for the workers and better results for the public, than it has been during the past, time since its conception and organization.

Mayor Reeve believes that all labor should be paid a fair and living wage, whether it be done for the government or public, or for private employers, and that the labor rendered should be of the best type.

The purpose of this meeting was to get the true facts in connection with the situation, and to decide whether or not to present these facts to Congress, and how, insofar as possible, to learn first-hand the present reality of the WPA and our responsibility in connection therewith.

Owing to the fact that the Star goes to press Thursday afternoon, we were unable to secure any details of the results of the meeting.

FARM SECURITY NEWS

"I Resolve"

When it comes to making New Year's resolutions there are those who do and those who don't, the believers and the skeptics. Of the believers, there are the wavering and the steadfast, those who resolve and fall by the wayside and those who resolve and hold to the straight and narrow. Among the skeptics, those who keep resolutions without making them, outnumber those content to drift with the wind.

But, in the end, all these groups add up to one. They are all members of the great mass of folk who are not quite satisfied with what they made of their lives, their efforts, and their money during the past year.

And so, for the American homemakers who feel they would like to make a fresh start in 1939, here is a set of New Year's resolutions, drawn up by the Bureau of Home Economics, in the U. S. Dept. of Agriculture. I resolve:

1. To make a spending plan—A plan designed to help get the most good from every dollar the family has to spend.
2. To plan the family diet—A plan which will take into consideration the essentials of good nutrition.
3. To plan the family home produced food—The garden and the orchard should furnish fresh vegetables and fruits throughout the growing season, and the canned goods shelf should offer variety for winter meals. Nor should the production of an adequate supply of eggs and milk be neglected.
4. To read the labels on foods—Read the labels to know what you buy, don't guess. Judge how much you are getting by net weight or by volume, not by the size of the package, and watch for the grade as an index of quality.
5. To be an honest cook—The family pays for the food you prepare; feed it to the family, not to the garbage can or the kitchen sink.
6. To make my kitchen a better workshop—Waste motion, unnecessary, retracing of steps, stooping and reaching in the kitchen, steal energies that belong to the real home-making job. Study your kitchen. Have equipment and utensils grouped and within easy reach. Shelves may be built with no cost.
7. To sit at work whenever possible.

ble—Kitchen stools with backs come in correct heights for different work surfaces. Make your ironing board adjustable for sitting and standing.
8. To make the family meal a happy occasion—Dinner time should be a family social hour in many a home. The family gathering should be an occasion worthy of the best home-making effort.

Terrace Report for County is Compiled

A report of the number of terraces built in Parmer county prior to 1939 was asked for recently by the county agent's office, and the following information has been released.

According to data, the late R. G. Hammonds, of the Oklahoma Lane community, was the first man to build terraces in Parmer county, having constructed the erosion control measures on 320 acres of land in 1929.

In 1930, Aubert H. Wilson, of Midway, built 8 miles of terraces; in 1932 E. B. Whitefield, Friona, followed with terraces on 107 acres; W. M. Norton, of Bovina, constructed them in 1934; and J. H. Steelman, of Bovina, terraced 3 1/2 miles in 1935.

During 1936 a good deal of the work was done, as follows: Frank Mason, Midway, 12 miles; L. C. Chapin, Black, 320 acres; Charles Nolan, Black, 130 acres.

Nineteen hundred thirty-seven saw 3 1/2 miles of terraces built on the J. T. Eubanks farm, in the Midway community. In 1938, Neil Eubanks, Midway, terraced 1 1/2 miles; G. W. Magness, Oklahoma Lane, 2.9 miles; Lonnie McFarland, Friona, 3 miles; Jack Dunn, Farwell, 160 acres.

The agent stated that a number of other terraces had been built by farmers over the county which were not reported by the committeemen.

LIVESTOCK SHOW PLANS

Development of the plans for the annual Parmer county exhibit of livestock, which will be held in Friona on March 3rd and 4th, were taken under consideration by members of the executive committee, in a meeting held in Bovina, Saturday.

Superintendents of the men's division have been named as follows: F. T. Schlenker, swine; L. F. Lillard, short horns; J. R. Schlenker, all other dairy breeds; Tom Foster, horses; and Otho Whitefield, sheep.

At the present time, the committee plans to invite the following men as judges for the divisions: Dr. P. G. Harbaugh, veterinarian of Texas Technological college; Tom Caldwell, dairy herdsman, Tech; Miles Milhoan, shorthorn breeder, Wildorado, Texas; E. M. Regembrecht, swine husbandman, A & M; and G. W. Barnes, animal husbandman, A & M.

The committee is exceedingly anxious that it be known in the near future as to the possible number of entries, and with a view to this end, is supplying ACP committeemen, sponsors, and agriculture teachers

with entry blanks to be distributed over the county.

The show proper will be held in the bus barn of the Friona school, and it is planned to make a tentative list of entries, in order that some arrangements of pens for the animals can be set up before registration day, the agent added.

Due to the fact that it is expected that a number of finished hogs, ready for the market, will be on hand, the following hog buyers will be invited to attend the show: Ray Pinkney, of the packing plant in Amarillo; Homer Brunley, Hereford; and Harold Schlenker, Friona.

Judging of all animals will be carried out on Friday, in order that the awards may be made at the banquet, which will be held in the Friona school building on Friday night.

As for the women's department of the annual show, the home economic rooms of the Friona school have been secured for display purposes, in order that both these exhibits and the livestock displays may have sufficient room.

Mrs. Margaret St. Clair, home demonstrator, and in charge of this division, announced that each club would set up an educational exhibit, and the Farm Security Administration and the home economics departments are also being asked to cooperate in this feature.

There will be no actual competition among the booths entered, but the one adjudged by the women as the most outstanding will likely be taken to the Plainview show. All exhibits will be based on some phase of use of milk or meat.

On Saturday morning, the women have been asked to visit the livestock department, and will be shown through, while in the afternoon, the men will return the visit to the home demonstration division, with the women doing the explaining.

As a competitive feature of the women's division, dairy specialist W. V. Maddox, of College Station, will be on hand to judge various individual exhibits of milk, cheese, butter and other milk products.

To Have Demonstration

Miss Margaret St. Clair this week called attention of club women and others interested to a tile laying garden demonstration, which will be held at the Willis Parker home, in Bovina, on Friday, January 27th.

Council To Meet

The first meeting of the 4-H girls' council will be held on January 28th at the Methodist church in Bovina, it was learned this week from Margaret St. Clair, home demonstrator. The president of each club, one representative and the various sponsors make up the council, she stated.

Will Give Trees

Charlie Gray, living 1/2 mile off highway 85, 3 miles east of Bovina, has a large number of plum trees, which he will give to anyone who will dig them.

Midway Club

The Midway Home demonstration club will meet at 2:30, January 19, at the home of Mrs. John Crim. Everyone bring pressure cookers to be tested. Visitors are always welcome.

Oklahoma Lane 4-H Club

The Oklahoma Lane senior girls 4-H club met Friday, January 6 with Ida Jean Berry, Grace McCuire, Rita Wilkinson, Oleta Thompson, Dorothy Faye Foster, Lois and Maxine Robertson, Ruth, Avis and Gladys Donaldson, Mary D. Christian, Margeurite Smith, Frances Roach, Sula Moore and Aline Thompson present. The county demonstrator showed how to make different kinds of hoods. The next meeting will be January 27.

HOME FROM ARKANSAS

Mr. and Mrs. M. C. Osborn and small son, M. C. Jr., returned Sunday from Hope, Arkansas, where they had been for the past four weeks, visiting Mr. Osborn's parents, Mr. and Mrs. E. M. Osborn.

Claude stated that his mother's health was gradually improving, and they had hopes of her early recovery, from the paralytic stroke she suffered while they were there.

Captain Smith's Discipline

The famous Capt. John Smith, who nursed the infant colony of Virginia, found his responsibilities troublesome indeed. Few of the colonists were energetic or industrious. Captain Smith punished idleness with starvation and to cure swearing, a sin even in the wilderness, he had a daily account kept of each man's oaths, and at night, as a penalty for each oath, he poured a can of cold water down the offender's sleeve.

Want Ads

FOR SALE—Two International One-ways, 24-inch discs, each 9-foot cut. Used one year. At a bargain. W. B. Wright, Friona, Texas.

"My Skin Was Full of Pimples and Blemishes From Constipation"

Says Verna Schleep: "Since using

Adlerika the pimples are gone. My skin is smooth and glows with health." Adlerika washes BOTH bowels, and relieves constipation that so often aggravates a bad complexion.

CITY DRUG STORE

Almar Chronister, who was on the sick list the latter part of last week, was able to return to his duties as ranch hand on R. T. Slagle's farm.

Roy Clements said those hat markers that we printed for him at the Star office were all right. We like to do such work for our friends.

FROM THE CROWN OF YOUR HEAD TO THE SOLE OF YOUR FOOT

We are prepared to "Outfit" You in REAL STYLE: Hats, Shirts, Ties, Underwear SUITS SOCKS SUSPENDERS
CLEMENS' TAILOR SHOP
Roy Clements Proprietor

FULLY EQUIPPED

With 2 Mills, To Do All Feed Grinding A STATIONAR and A PORTABLE Will Come To Your Stack, Barn or Bin.
CALL US.

J. A. GUYER'S FEED MILL

1939 CHEVROLET

The Public Has Compared All Prices AND AGAIN THE PUBLIC IS BUYING MORE CHEVROLETS THAN ANY OTHER CAR!

You can safely look to public opinion for a fair, honest and reliable verdict on car values. . . . The public prefers Chevrolet for 1939 . . . and public preference is the public's proof that Chevrolet prices are lower . . . that Chevrolet quality is higher . . . that Chevrolet value is greater . . . that Chevrolet is the car for you.

"CHEVROLET'S THE CHOICE!"
A General Motors Value

- Only low-priced car with PERFECTED VACUUM GEARSHIFT Vacuum Booster Supplies 80% of the Shifting Effort Available on all models at slight extra cost.
- Only low-priced car combining New "Observation Car" Visibility Perfect! Hydraulic Brakes New Longer Riding-Base Chevrolet—First in Every Way!
- Only low-priced car with TIPTOE-MATIC CLUTCH Greatest Clutch Advancement in World.
- Only low-priced car with PERFECTED KNEE-ACTION RIDING SYSTEM and Shockproof Steering Comfort beyond Compare! Knee-Action Available on Master De Luxe models only.
- Only low-priced car with AERO-STREAM STYLING NEW BODIES BY FISHER The Smartest Design for 1939.
- Only low-priced car with CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX For Thrills and Thrift!

SEE YOUR LOCAL CHEVROLET DEALER

1,000 Bolts!

In All the Usual Lengths and Sizes For Farm Use
WE ARE HERE TO SERVE YOU
Always See Your Consumers FIRST.

Friona Consumers Company.
ELROY WILSON, Manager.

Why Risk Old Tires On Your Car

When it is possible to trade them in and get a SET OF NEW LEE TIRES On The Easy Payment Plan?

I have some excellent prices on Tires as low as \$4.80
LEE'S Newest Tires, 600 X 16, for \$9.25
LIBERAL TRADE-IN ALLOWANCES.

For Better Car Performance Use Phillips' "66" Wright Williams

Most Families
Can Afford A Home
 Yes Sir! It's almost as easy to build a
NEW home on The FHA terms as it is
 to RENT one.
NEW, LIBERAL FHA
TERMS
 Everything For The Builder.
Rockwell Bros. & Co.
LUMBER
 O. F. LANGE, Manager

YOU START!
YOU'RE OFF!
YOU GO!
 When your car is fueled with
 And Always Use
Champlin Oils and Greases and Mansfield Tires
WE DELIVER WHEN AND WHERE YOU WANT IT.
Friona Independent Oil Co.
 Sheets Brothers, Proprietors

PRICES DO MAKE A
DIFFERENCE
 Production also makes a Difference, and the greater your
 Production In Eggs and Cream, The greater will be your
 Pay Check.
ECONOMY FEEDS
 For Dairy and Poultry always brings the Production,
FARMERS PRODUCE
 Cecil Malone---Proprietor
WE ARE PLEASED TO SERVE YOU

YOU
TAKE PRIDE IN YOUR CAR
WE
TAKE PRIDE IN OUR WORK
 See Us and Our Equipment before you have the Motor
 Overhauled
 ALSO GENERAL REPAIR
W. B. WRIGHT

SPRING
BARLEY SEED
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Friona Wheat Growers, Inc.
 Federal Licensed and Bonded
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BLUE MONDAY
 Loses its Dolesomeness when you bring your Laundry to
HOULETT'S HELPY - SELFY LAUNDRY
 "We take the work out of wash."
 E. E. Houlette, Proprietor

HEALTH NOTES

AUSTIN—"The past half-decade has seen malnutrition become a matter of concern to public health officials, physicians and teachers in Texas. It is estimated that 50 per cent of the school children in the state are malnourished to some degree. And in view of unemployment and adverse economic conditions among certain groups of the population, malnutrition is being greatly intensified," stated Dr. Geo. W. Cox, State Health Officer.

"Strictly speaking, malnutrition is not a disease but rather a condition due to poor or faulty nourishment. The child is usually thin, although he may be fat or flabby. He is often pale, with dark hollows under the eyes, lacks muscular tone, has round shoulders and in the more advanced stages, malnutrition produces a child with a narrow and flat chest, protruding abdomen and without spirit or mental vigor.

Specific causes of malnutrition are insufficient or unsuitable diet, wrong food habits, insufficient sleep, chronic fatigue, lack of exercise, disease, physical defects and an element of heredity.

"Malnutrition in itself justifies concern. However, the results of malnutrition present the biggest problem and involve stunted growth, anemia, nervous irritability and diminished energy. Its most serious consequence, moreover, is increased susceptibility to disease and lack of resistance to it. Too, the relation between malnutrition and tuberculosis is conclusively and pathetically established. In short malnutrition is an abnormal condition which, if it is permitted to continue, in many cases, results in serious illness and possible death," Dr. Cox further stated.

"Increased malnutrition is facing not only Texas, but the nation at large. A well balanced program of meals is the best weapon against it. Parents must realize the importance of an intelligently applied dietary. Communities can ill-afford to underestimate this vital and elemental factor in their welfare activities.

"It is not too strong a statement to make that malnutrition among our

Regal Theatre

Saturday
 21
PHANTOM
GOLD
 JACK LUDEN
 Comedy Serial

Sunday, Monday and Tuesday
 22 23 24
Spawn of
the North
 Dorothy Lamour, George Raft
 Henry Fonda
 Popeye in "The Jeep"
 News

Wednesday, Thursday, Friday.
No Show On
These Dates

youth, especially among the families of the unemployed and the low economic stratas, represents a powerful enemy against the nation's future welfare. Intelligent action is needed to successfully combat it.

"The State Health Department of Texas is doing its part and will send free of charge nutrition information and sample menus embodying the principles of well-rounded dietary to all who request it. A penny post-card addressed to the department will bring the information by return mail.



SPEAKING OF CLOVER

We remarked once before that there's good luck in a four-leaf clover or any other sort if there's enough of it. The Southwest has been dilatory in adopting clover, but is stepping into its use at a rapid rate in recent years. The increased production of livestock and poultry on farms demands more legumes for grazing and hay, as well as for soil improvement, and there is scarce clover which there is not one or more sorts of clover available.

While it is generally preferable to sow the clovers early in fall, some of them are equally or better adapted to spring sowing. Since all clovers and small seeded grasses require a well-settled, firm, seedbed, for good germination, the preparation for spring sowing must begin several weeks before seeding time.

Sweet clover is one of the most widely adapted in the Southwest, and the best time for seeding either alone or on winter grain, ranges from the middle of February to the middle of March. If it or alfalfa has not been grown on the field before the seed should be inoculated. Standard inoculants may be bought in all good seed stores, and directions should be carefully followed.

A successful practice is to drill the sweet clover seed cross-wise of newly drilled-in spring oats or barley. In either case the grain serves as a nurse crop, and the clover makes its growth after grain harvest.

Biennial sweet clover should not be sown on land where cotton dies with root rot, as the stand will be depleted before the clover makes

seed. Hubam (annual white sweet clover) seeds the first year and is being used successfully in the Texas blacklands where cotton root rot occurs.

Lespedeza is another legume with a wide adaptation throughout the more humid portions of the Southwest, especially on sandy soils, and is also sown in the spring. It supplies good summer pasture and with fertile soil and good rainfall, grows high enough to cut for hay.

New strains, Tennessee 76, Korean, and Kobe lespedeza, introduced in recent years with remarkable success in some sections, have not been widely enough tried in the Southwest to determine their value and special adaptability, but where they succeed they make heavier yields than the common lespedeza. Kobe is doing well in deep East Texas and Arkansas, however.

Alfalfa is of course the king of all legume forage plants, and while it is usually better to sow it in fall in this region, it can be sown like sweet clover on ground that is not foul with early-growing weeds. In its seedling stage alfalfa cannot compete with grass or weeds, but if it gets a good start, the competing growth can be held down by mowing.

Looking ahead to next fall it is not too early to plan a field so that the summer crop will be out of the way and the ground in condition for sowing alfalfa or some other clover in September or October.

"In clover" is a common phrase for good living in either man or beast. Let's "cloverize" for the livestock as a means of putting their owners also "in clover."

County Asks Larger Wheat Acreage Here

County Agent Jason O. Gordon stated the first of the week that a committee composed of John Armstrong, Farwell, Willis Edelman, of Rhea, and Leo McLellan, Friona, left here the last of the week for College Station, Texas, to ask that the wheat acreage allotted Parmer county be increased.

Due to the fact that a large number of Parmer county cooperators in the AAA are protesting their wheat acreage, the group previously met with the state committee, in September of 1938, and succeeded in slightly raising the acreage, and it is hoped that this trip will also be successful.

The agent went on to say that until allotments are approved, no applications for 1938 payments can be completed, and wheat compliance was being held up until all acreage was established.

Wheat seeded in the fall of 1938,

for harvest in 1939 must be approved before parity payments can be made.

AGRICULTURE BUTCHER NEWS

Friday evening the Agriculture boys butchered their 75th hog for this season. Last year they butchered something like 25 hogs. Most of these hogs have been cut into wholesale cuts, while some have been returned in halves.

Last year the Agriculture boys, with the help of a carpenter, built the only butcher room in the state. It is 24 feet by 16 feet, and contains a cooling room and the necessary equipment for butchering. There are several other butcher rooms being built over the state now.

Besides the 100 hogs there has been about 18 beeves and 25 hens butchered here. The 25 hens were for the Christmas baskets that were given to the needy. The agriculture boys are ready for more hogs and plan to butcher one as a demonstration at a farmers' meeting in the near future.

Reporter.

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 Always Ready To Serve You and Appreciate Your Patronage.
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SYLVESTER'S GARAGE
 Will Overhaul Your Car Or Truck On Our Monthly Payment
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FOR
THAT FEED GRINDING
CALL AT BROOKIE'S SERVICE STATION
 NEW PORTABLE MILL
 WILL ALSO DO SPRING PLOWING
 Forrest Osborne Floyd Brookfield

SANTA FE CARLOADINGS
 The Santa Fe System carloadings for the week ending January 14, 1939 were 18,522 cars as compared with 40,416 in the same week in 1938. Received from connections were 5,098 cars as compared with 4,560 during the same week in 1938. Total cars moved were 23,620 as compared with 24,979 for the same week in 1938. The Santa Fe handled a total of 22,623 cars during the preceding week this year.