

THE ROMANS

had a phrase for it

"CAVEAT EMPTOR." meaning "Let the buyer beware." This was not used as a bit of balm to ease the ancient conscience, nor, yet, was it placarded in the booths and stalls of the market-place. It was a piece of every-day knowledge, born of dear-bought experience.

A shopkeeper knew little about the source of his merchandise. This tunic he bought from a trader, who said it came from Byzantium. So he sold it as the latest Byzantian style. The trader told him the dye was pure Tyrian—it wouldn't fade. So he sold it as Tyrian dyed. But the buyer knew the responsibility was his own. If he guessed wrongly, or his judgment was poor, it was HIS hard luck.

Today, fortunately, there are safer guides than the blanket-warning to "let your eyes be your market."

These guides are the newspaper advertisements. In this newspaper, they are a catalog of the best values in town—signed by responsible firms. If the goods are not all that is claimed for them, their sponsors would need to "beware." For no business can thrive on a one-time sale, or on dissatisfied customers.

A signed advertisement is, in a way, like a promissory note. The advertiser has made a statement, and affixed his signature as a sign of good faith.

So, read the advertisements before you start out on a buying trip. Make this habit, and see how much you save . . . in time, in temper, in money, in shoe-leather.

The Friona Star

The Friona Star

PUBLISHED EVERY FRIDAY

Published By
NORTHWESTERN PUBLISHING COMPANY

JOHN W. WHITE, EDITOR

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One Year, Outside Zone 1 \$2.00
Six Months, Outside Zone 1 \$1.25

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

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

JODOK—

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stands as I do at the tail of the machine and observes the very comparatively small amount that is allowed to filter out through this complicated and intricate administrative machinery to the people who really need the relief. We know there is a "fly in the ointment" somewhere. (Whatever that means).

And it does not take any "giant" intellect to see that this is a fact, either. And neither does it require any gigantic intellect to understand that if these funds had been placed in communities throughout the country direct from the government and thus have eliminated the long and hungry trail of political "relief" administrators, and making each local bank responsible for the amounts they paid out to the people, even under the same requirement that have been enforced, and every man doing an honest day's work each day for the wages are received, there would have been ten times as much relief afforded and at least ten times as much worthwhile work done as has been accomplished. Get the money to the people who need it and do it quickly.

TEXAS CREAM QUALITY WORK MOVES ALONG

Graded Purchase Basis Followed Through out State

By **BYRON A. BASSEL**, State Department of Agriculture
J. F. McDonald, Commissioner
On June 1, of last year a State-wide cream quality improvement program was inaugurated by the State Department of Agriculture in conjunction with a nation-wide movement, and in cooperation with the Texas A. & M. College, the Texas Technological College, the Agriculture Extension Service and the Dairy Industry itself.

This campaign became necessary because of seizures which were made by the Federal Food and Drug Administration, of several carloads of butter which had been shipped in interstate commerce. The Federal Bureau of Food and Drugs had made spasmodic attempts before this time to control the interstate shipment of butter, but their activities had been directed mainly toward seeing that the butter-fat content of the butter was up to standard and that the butter was properly labeled.

These seizures in the spring of last year however, were made because of the amount of foreign material, such as dirt, etc., which this butter contained. This was determined by the laboratory and the butter condemned and dumped in the soap vat.

W. G. Campbell, chief of the Federal Food and Drug Administration, has taken the attitude that the dirt which the butter contained was due to the cream which was used in its manufacture, as evidenced by the following quotation which was taken from "Notice To The Dairy and

Butter Industry", which was sent out by that Department: "and that the condition of the butter itself is traceable to the unfit character of the cream used in its manufacture." This meant that some means of contracting the cream producers of the country, and instilling in them the necessity for, and the importance of, producing a good clean product had to be worked out. The problem was presented to different states working on some kind of program similar to the one going on in our state.

The Texas Department of Agriculture, working in conjunction with the Texas A. & M. College, the Texas Technological College, the Agricultural Extension Service and the Dairy Industry itself, desiring to see the standards of Texas cream and butter raised to a higher plane, so that our butter could be sold on the market without discrimination, undertook the administration of this program and I am glad to say that Texas was among the first of the states to enter into this Nation-wide campaign.

Rules and regulations for the purchase of cream on a graded basis have been promulgated by the Department of Agriculture, the Texas A. & M. College, the Texas Technological College, the Agriculture Extension Service and the Dairy Industry, and are being adhered to throughout the state. These rules for grading cream were necessary to insure the producer of a high quality product, a premium for the extra labor expended in producing and marketing that product.

Before the program started, no matter how careful the producer was in handling his cream or milk, he received no more than the producer who was careless and used unclean methods of production and handling.

On the face of it, this was unfair to the person striving to raise the quality of his product: there was no incentive for him to market a good product because he received no more money from the sale, and 9 times out of 10 his good cream was mixed in the station with someone else's bad cream thereby ruining the whole lot; but at the present such things are not happening; the farmer who produces good, clean, sound cream and handles it properly is drawing a premium because of that fact; he also knows that his good cream is not being mixed with someone else's bad cream in the station, because the cream is being graded and segregated by the station operator.

The stations and plants are also being controlled through regulatory measures as to their general cleanliness and sanitation there by assuring the good producer that his cream will not become contaminated while holding in the station for shipment to the plant.

The primary intent of this program is to see that your product is bought on a quality basis. Practically everything that is bought or sold at the present time is on a quality basis; your farm products are bought on the same basis as witness; you receive more for your straight breasted young hen turkeys than you do for your crooked breasted old toms; more for your long staple cotton than for fair short staple cotton; and so it is with practically everything which you sell.

The logical question then is: "why not cream and milk be sold on this same basis?" And that is exactly what we are trying to do in the administration of this program: to insure those who want to market a high quality product, a premium for their extra time and labor and to see that those who do not want to market a high quality product receive a price which is in line with the kind of product which they market.

These far results have been very satisfactory—the producers of the state have increased the volume of No. 1 cream by 15 percent since the program was instituted and at the present time around 85 percent of the cream being graded is No. 1, as compared with 70 percent at the start of the program. That means producers of the state are drawing a premium of 1 1-4c per pound butter fat closer to the Chicago standard market than they did before the program was started.

These facts speak for themselves as to whether our program is fundamentally sound and as to whether or not it is worth while. The program has already proven of enormous benefit to the dairy industry as a whole and one which will contribute largely in the future to the building up and stabilization of that great industry.

B. T. Galloway was a Farwell visitor Tuesday afternoon.

Text of Townsend Pension Measure

74th Congress H. R. 1st Session
IN THE HOUSE OF REPRESENTATIVES
January, 1935

Mr. McGroarty of California introduced the following bill; which was referred to the Committee on and ordered to be printed.

(The Townsend Old Age Revolving Pension Plan)
A BILL

In order to promote the general welfare, to assure permanent employment and social security for all, and to stabilize business conditions through an assured definite and constant circulation of money and credit by the National Government, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled

SECTION II. That every citizen of the United States, sixty (60) years of age and over, or who shall attain the age of sixty (60) years after the passage of this act, while actually residing in the United States, shall be entitled to receive, upon application and qualification, a pension in the sum of two hundred dollars (\$200.00) per month during the life of the pensioner provided

- a) The pensioner shall discontinue and refrain from all gainful competitive pursuits or salaried positions of any kind.
- b) The pensioner shall covenant and agree that he or she will within thirty days (30) of receipt of said pension expend all of the same for goods, commodities or services, within the jurisdiction of the United States.
- c) Proof of age and citizenship shall be according to the law and procedure of the state of residence of the pensioner.
- d) This pension shall be wholly exempt from attachment, garnishment or execution.

SECTION III. There is hereby levied a tax of two (2) percent on the gross dollar value of each business, commercial and/or financial transaction done within the United States. The President of the United States is hereby empowered by executive order to increase or decrease the two percent (2%) tax by not more than fifty percent (50%) when in his discretion he deems it advisable, in order to adequately finance the said pension roll. This tax shall be levied in addition to any other Federal tax on goods or commodities. This tax so levied shall be paid by the seller once each calendar month, calculated on the seller's aggregate gross sales, in accordance with rules and regulations to be promulgated by the Secretary of the Treasury of the United States.

a) It is hereby provided in order to facilitate the collection of this tax that all sellers of goods, commodities and commercial things of value shall obtain a license upon payment of a fee, the amount thereof to be fixed by the Secretary of the Treasury, who is empowered with full authority to use his discretion as to methods and means of collecting this tax.

SECTION IV. Any qualified pensioner who, for any justifiable reason, has failed to legally receive and disburse said pension, may, upon proper proof, be reinstated and thereafter receive the pension.

- a) All pensioners under this act shall be permitted to expend not more than fifteen percent (15%) of each monthly pension for charity, church and fraternal organizations.
- b) Pensioners under this act shall receive no other pension from the United States nor from any state nor any political subdivision thereof, except all disabled war veterans now receiving or who may receive disability allowances, compensation or pension from the United States Government.
- c) The benefits of this act shall not accrue to any person while an inmate of an insane asylum, eleemosynary institution or while under penal sentence in any jail or penitentiary.

SECTION V. Immediately after the passage of this act, the Secretary of the Treasury shall authorize all national and state banks, members of the Federal Insurance Deposit Corporation, to credit each properly identified pensioner the first day of each calendar month in the sum of two hundred dollars (\$200.00), and said banks shall be reimbursed by the United States Treasury for the amounts so credited to pensioner or pensioners.

SECTION VI. All salaries for individual services are hereby exempted from the tax provisions of this act.

SECTION VII. Pensions under this act shall be forfeited or discontinued for the following reasons:

- a) Any person who has been duly convicted of a felony shall

be ineligible for this pension for a period of 10 years following the completion of his sentence.

b) Any pensioner under this act who is convicted of a felony shall immediately forfeit his said pension.

c) Any pensioner who violates the conditions imposed by (a) and (b) of Section II, of this act shall be deprived of the said pension.

SECTION VIII. The Secretary of the Treasury shall appoint pension boards of three members who shall constitute a district pension board. No two members of this board may belong to the same political party. Such boards may appoint deputies within their districts. All members of the board shall serve without compensation other than their pension. Such boards shall have supervision of the administration of this act in their respective districts and shall be governed by rules and regulations promulgated by the Secretary of the Treasury. A pension board shall be so set up for each county in the United States other than the areas of metropolitan cities wherein boards shall be created in each ward or similar political subdivision.

SECTION IX. Any and all oaths or affirmations required under the provisions of this act may be administered by any officer authorized by the law of any state to take acknowledgments for the conveyance of real property or by any member of a duly constituted pension board as herein provided.

SECTION X. It shall be a felony and punishable as such for any pensioner or seller as herein described to misrepresent or make a false statement with regard to any provisions of this act, with intent to defraud the government of the United States under the penalty of a fine of not more than one thousand (\$1,000.00) Dollars or imprisonment for not more than one year, or both.

BLACK MERCANTILE CO.—Quality, sudden-service. Black, Texas. Give us a chance to serve you. Washing machines, windmills, radios, pipe or what you want Service. Quality and Price meet here—you'll be agreeably surprised. Quotations on just a hint.

Pete Buske and Obie Sheets, local general produce dealers, are two of the busiest men in Friona.

FOR SALE—Ten Head of Short Horn Cows, Beef and Milk Strain. From Outstanding Herds in South-west. L. F. Lillard, Friona, Tex. 1

Attorney, A. D. Smith, was a business visitor in Farwell Tuesday afternoon.

RAVENWOOD-NIGGERHEAD CHANDLER-CANON CITY SUNSHINE-MAILLAND BEST COLORADO CORN Sold By Your Gas Dealer

Constipation
If constipation causes you Gas, Indigestion, Headaches, Bad Sleep, Pimply Skin, get quick relief with **ADLERIKA**. Therough action, yet gentle, safe.

CITY DRUG STORE

Friona Wheat Growers

I will have 7000 lbs of certified, State tested half and half cotton seed at the elevator by March 10th. These are extra good seed and if you are a cotton grower this will be the time and place to get a start of good seed. We have about 25 tons of choice alfalfa hay on hand now that is selling for \$26.00 per ton. Cake, cotton seed meal, salt, flour and plenty good coal.

This is your organization and I am only the manager and I want you to feel free to call upon me at all times to help you in getting what you need in this line of merchandise.

REMEMBER: IN UNITY, THERE IS STRENGTH.

Friona Wheat Growers, Inc.
Wright Williams, Mgr.

LIST, O LIST

With a good John Deere lister. It sheds the dirt, it plants to a stand, it STAYS on the RIDGES in relisting it gives you that longer life and relative freedom from repairs so muchly desired in a lister. SEE IT. To see it is to want it and buy it; to buy it is to experience that sense of gratification and pride in the exercise of sound judgement at an opportune time. For your fiance's sake, insure your crop the greatest opportunity with a John Deere.

FLEX—that incomparable auto, wood, and metal finish that goes farther, flows better, lasts longer, and looks better than enamel or lacquer finishes, and costs no more than inferior grades. Try it on your next job and enjoy the experience of a better job.

Blackwell's Hdw. & Furn.

"Your Home Store"

"Safety First"

Is a worthwhile Motto at all times and under any conditions, but it is especially so when considering the FIRE HAZARD in regard to one's home.

FIRE INSURANCE IN A DEPENDABLE COMPANY IS THE ONLY DEPENDABLE AVAILABLE PROTECTION

We can write your INSURANCE in one of more than SEVEN good old line Companies.

J. W. WHITE, Insurance

1901 1934

E. B. Black Co.

We have Served You For 33 Years
Hereford, Texas

WE ARE FOR FRIONA IN ALL HER INTERESTS

And are supporting our officials in all honest efforts to secure

WORTH WHILE AND NEEDED IMPROVEMENTS

WE ALSO CARRY A COMPLETE LINE OF ALL KINDS OF HIGHGRADE BUILDING MATERIALS, WHICH WE ARE SELLING AT THE LOWEST PRICES POSSIBLE CONSISTENT WITH A REASONABLE PROFIT WE SOLICIT YOUR BUSINESS

ROCKWELL BRO. & COMPANY

O. F. LANGE, Manager



BATHING
IS PART OF THE CARE THAT KEEPS
Baby Well!

There's no wait or worry 'til the water gets hot

WEST TEXAS GAS CO.
Heater

SEE YOUR GAS APPLIANCE DEALER OR YOUR GAS COMPANY

West Texas Gas Co.

Good Gas With Dependable Service

HOW MUCH DO YOU SPEND FOR ADVERTISING

The Harvard Bureau of Business Research and the Northwestern University Bureau of Business Research compile the following percentage of gross sales as usual and correct for advertising expenditures of successful retail stores:

Department Stores	1.9 to 3.1%
Grocery Stores	1.0%
Haberdashers	3.3%
Women's Wear Shops	3.1%
Furniture	6.3%
General Merchandise	1.5%
Drug Stores	1.0%
Shoe Stores	2.9%
Electrical Shops	2.7%
Hardware	1.0%
Cleaning and Dyeing	3.3%
Jewelry	3.1%
Meat Markets	1.0%
Florists	5.0%
Millinery	2.2%
Music Stores	3.3%
Restaurants	3.1%
Specialty Shops	3.8%

Does your advertising investment compare with the average? Perhaps your budget needs revising. According to Bradstreet's report, 95 per cent of all businesses that fail are non-advertiser.

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

THE FRIONA STAR