The Friona Star

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

Vol. 9-No. 16

FRIONA PARMER COUNTY, TEXAS, FRIDAY NOVEMBER 9, 1934

Cogitations & Aphorisms of Jodok

pens a few weeks ago where the go- and the driver smelling the rubber vernment officials were buying cat- burning, stopped the truck to intle from the local farmers, who found quire into the cause and found the themselves in possession of more interior of the truck body filled with cows and calves than they felt able flame and smoke. The fire was ex-

Now, just to be frank about this its contents badly damaged. matter, it occurs to me that it is one of the best things that the government has done in the way of farm relief in this locality and this conclusion may be arrived at from two Esther Reeve received th information different points.

to feed their cattle through the win- at Goodnight, where Miss Reeve has ter, they would necessarily have to also been teaching during the past starve and the owner would there- three terms. fore have suffered a complete loss, for labor and expense he has put in- Church of that city. to them, and this fund helps, to a The bride is the daughter of Mayor timited extent, in financing his other and Mrs. F. W. Reeve of Friona and needs for the winter.

On the other hand, I did not see a ated with the honors of her class half dozen cows in the pen that I from the Friona high school and would have driven home as a gift, later graduated from West Texas just as milk cows, although prac- State Teachers College at Canyon. tically all of them were Jerseys, and During the past few years she has seither would I have driven them been devoting her time to teaching, home as a free gift to be used as having successfully taught two terms beef, for it is generally known that when a Jersey cow is not worth her keep as a milk cow, she is about the same as worthless, since she is not much good to be sold over the been most successful in her worth in the local school and is now engaged in her third term at Goodnight. She is a young lady possessing unusually progressive ideas and has not much good to be sold over the not much good to be sold over the been most successful in her work as butcher's block.

cattle from a large extend, rid the country of this type of cows and at mainder of the schol year. nomically, and another feed crop has happiness. been raised, and we farmers are in a position to replenish our dairy herds of our Uncle Sammy will just step up and say that we shall not again stock our farms with this unroduction, and shall then make it that Mrs. McElroy, who was an in- Herman Calliham, at right. your special business to keep this herd up to the same degree of ex-

are we going to know how to do all definite particulars from the Doctor Parmer county what is commonly at Fort Worth. known as a "county agent" who is a man that is supposed to know how certain friends here wrote the docto select such animals, and is suppos- tor addressing the letter to Fort ed to know how to instruct us far- Worth in care of his son, but still no mers how to breed for better pro- word has been received from either duction, as well as how to feed for of them. It is taken as a fact, howgreater production, and it is his bus- ever, that the information containas I understand it, that is just one of correct, and the sincere sympathy of the things that the county is paying the many Friends of Dr. and monstrator.

blessing in a second way.

teaching us farmers how to better er in the hope that more definite take care of ourselves and that is by information might be received. reading regularly some good dairy The following beautiful lines that journal, which would be able to in-struct us in many ways that our Pearson are so descriptive of Mrs. and Mrs. Bert Shackenford family spent last Sunday in Farwell 'county agent" probably could not. McElroy's loving, sympathetic and Then some of as will say-"We do kindly disposition, that we are givnot have the funds to subscribe for ing them in lieu of anything we, of such a journal." Then our Uncle, the Star, might be able to offer: Sammy can say-"I will just tax each one of you a dollar for the subscription and order it send to you. Another brave and generous soul

not we read this journal and how Her friendly deeds for fireside tale. will Uncle find out whether we read it or not. That is a simple matter. With swift, obedient, willing feet. Our county agent will hold a class in She sought the helpless, sick and sleeve and waist patterns; such as measure up to what the buyer has each precinct in the county once each month and quizz us as to the con- Played doctor, nurse, or, smiling tents of the periodical and those of us who have not improved our oppor- Left food or clothing at the door unity to learn that which is best for us as farmers and dairymen will be Her cheery greetings wen our smiles, required to pay a modest little fine She earned access to all our homes;

But to go back to the cattle buy- And chased away our fears and be demonstrated. ing and the killing of some of them especially the calves, many of which were in nice condition for veal or In all our church or social groups, baby beef. I suppose that was the Regardless of our sect or name; proper thing to do under the circum- We looked for Mother McElroy, stances, just to shoot them down and make hog feed of them but I never would have had enough originality to have thought of such a process.

It just appears that when one gets to be up in the "eighties" in life, the It seems unfair that one so good ivery becomes so dense about one's Should bear eclipses of the mind. mental machinery that it is next to. impossible for such new-fangled ideas Friona joins the hosts of friends, to penetrate it, and, to which fact is Who trek toward that better landlaid the blame for many things that In love to "Doc" and all the "folks" happen or do not happen as the case With -"Some glad day we'll under-

(Continued on last page)

TRUCK TAKES FIRE ON HIGHWAY

The large freighting truck of the Amarillo-Clovis Truck Company, which plys almost daily between these cities caught fire on the inside in some mysterious way one day

The truck contained some pieces of household furniture and among other things was a baby carriage I was over to the railroad stock having rubber tires on the wheels to feed through the coming winter. tinguished but not until the truck body had been severely scorched and

REEVE-O'REAR

The many friends here of Miss during the early part of this week of her marriage to Mr. J. Harlan First, if these farmers were unable O'Rear, principal of the High school

The nuptial ceremony was perwhereas by the government buying formed at Amarillo on Saturday or them, even at a reduced price, the last week by the Rev. Mr. Thompson, farmer receives some compensation pastor of the First Presbyterian

> is one of this city's most highly accomplished young ladies. She graduteacher. She has a host of friends here who are sincere in wishing for

Now here is where I see this go- her a long and happy life. vernment buying as a blessing from the second view point: In buying their work as teachers in the Goodnight school, where they will be at night school, where they will be at hom eto their friends during the re-

PASSING OF MRS. McELROY

cellence or better than this buying here to Doctor McElroy's present ad- Conway, and the great-great-grand- Alta Pruitt, Panhandle. of our unprofitable cows has been a dress at Mountain Park, New Mexico. and the intimate friends of Dr. and Mrs. McElroy waited for two days HOMELAND DEMON-Y-e-a-h, some one says, but how in vain for further word and more this? To this I say, we have now in or his son, who is also a physician

Not receiving any such message tess to tell us how to do this, for, ed in the message received here was Mrs. McElroy go out to the bereaved husband and son. The Star has Then, there is another means of refrained from mentioning this soon-

poor;

sweet,

trials

gloom

To those who knew her in her prime, With gracious mein and brilliant mind-

stand."

The above was written by Father Pearson

FIVE GENERATIONS



-Engraving Courtesy Amarillo News-Globe Mr. and Mrs. O'Rear will continue But 12 Other Children, 67 Other Grandchildren and 93 Other Great-Grandchildren Could Not Be

Included in Picture the same time left a goodly sum of money in the hands of the farmers.

The Star joins the many other friends of this reserving young couter-Callihan family are shown in the where she was born 84 years ago. Whirter, lower left, is shown holding children, and 94 great-grandchild- it has not been definitely decided. her great-great-grandson, young Ger- ren. Mr. McWhirter died in 1921. adl Calliham, the latest addition to Nearly three weeks ago a telegram fifth generation. Seated next to her Okla.; Mrs. Cora Greathouse, Win- and plays. again stock our farms with this un-productive type of cows, but we shall have only such animals as have come was received at the depot in Friosa, is the baby's great-grandmother, ter Haven, Fla.; William McWhir-buy only such animals as have come

a proven production pedigree, oduction, and shall then make it ar special business to keep this ard up to the same degree of expectation of the hospital father, Lawrence Calliham, is stand-for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. Tom Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. To Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Falls, stating ing at left, and his grandfather. To Bean, Tex.; John McWhirter, Celina; Mrs. Dollie Harris, for insane at Wichita Fal

STRATION CLUB

ing of our "club quilt." New officers these thoughts that every merchant ere chosen for the coming year. Mrs. V. L. Todd, President,

Mrs. E. D. Adams, Wardrobe de-Mrs. L. D. Ritter, Reporter.

Delicious cake and punch were erved. The next meeting will be on November 8th, at the home of Mrs. H. W. Matthews.

PARMERTON HOME DEMONSTRATION CLUB

The Parmerton Home Demonstra Has gone to trek the long, long trail, tion Club met Thursday October 25, perly. But who will know whether or And left on Fadeless Memory's Scroll at the home of Mrs. Monroe White. demonstrated how to make the dif- merchandise. To succeed, even with ferent styles, using the foundation the best advertising, the goods must Ann Lang. bishop, bell, leg-o-mutton and rag- a right to expect. Next to good proland sleeves, and drop shoulder line. ducts come proper sales management. She also demonstrated how to cut with adequate and economical disa princess pattern and a princess tribution. Good products or good serslip, using extreme curves.

14, at 2:00 p. m., at the home of of sales manager is the master crafts-Shared in our griefs and joys and Mrs. Josephine Blackburn, at which man who knows how to use it to the Jean Tippens, Gene Hall, and Betty time the making of hooked rugs will best advantage. Advertising comes Anderson. Third Grade:

Those present were: Mmes, Cobb. Barker, Tippens, Turner, Blackburn,

Reporter

CONGREGATIONAL CHURCH

Sunday school-10:00. Public worship-11:00. Men's Study Class-in Parsonage at 10:00 the Subject will be Armistice Day.

program there, at 7:30. P. M.

MERCHANTS READ THIS

Declaring that "advertising comes The last meeting of our club was third-NOT first, "President, H. T. at the home of Mrs. E. B. Williams. Ewald, of the well known advertis-Plans were discussed for the mak- ing of Campbell-Ewald, throws out can well think about, early and often: "Advertising does not assume Mrs. T. A. O'Brain, Secretary and is it entitled to such a name. It does Noil Talkington. not presume to out-weigh the advant-Mrs. A. H. Boatman, Counsellor. ages of sound products and sound

An Effective Tool

No complete business success was ver created by advertising alone. was taken in last year. Advertising is an effective tool-that constantly being demonstrated, in visiting relatives and former neighthe widening markets it helps to establish and hold. But ft is only a tool. Unless there is a product of merit, marketed by proven methods, it is a tool that might as well never gible for the honor roll a child has forth in town this week. be taken out of the tool-kit. Or it is to make all A's and B's. a tool that fails to do the job pro-

Miss McKenney was present and cossfully a poorly made piece of Ruby Ezell, Thelma Hart, Norma entertainments that go to make the

third, not first, in any well round-

ed undertaking for business success. Some business men believe, or pre T. E. Blackburn, Carter, Brock tend to believe, that advertising is land, Benthal Southall, Ouida Shaf- essee. White, Trigg, Wicekard, and Geneva a magic key that will open the door Carter. Visitors were: Mmes. Collier. to business success. So do some ad- Clayton Taylor, Viola Weis. We looked for Mother McEiroy.

Whose place must vacant now reWelcome

Welcome

We looked for Mother McEiroy.

Frost and Chiles. Visitors are always vertising men, who must know better. There is nothing magical about lane Mayer Gertrude Short, Lucile advertising. It is just an Important June Maurer. Gertrude Short, Lucile ter. There is nothing magical about advertising. It is just an important aid in producing profitable business if the product and the sales plan behind it are right.

June Maurer, Gertrude Short, Lacile that delightfully balmy weather, with bright and mellow sunshine and an occasionally windy day with hind it are right. hind it are right.

SCHOOL NEWS by Mary Beth Sheely

Assembly was held Thursday afterion in Grade School auditorium. The Spanish club was in charge of the program. Father Pearson gave an interesting chalk talk on "November." Two songs were sung by the fifth grade and Mr. Davis presented two if his six year old piano students, Max Taylor and Bobby Lee Roden.

General assembly programs are given once a month, and Grade school programs are given once a month. All patrons are invited to attend the programs.

This afternoon at 2:00 o'clock the Friona Chiefs are playing Adrain on the Friona home field. This is the second meeting of Adrian and dedication game of the new Chief

The game was a 0-0 tie; however line penetrations.

Both teams have been getting ex- short talk on th subject, "Peace" as perience, and meeting good teams, therefore it is not likely that the score this afternoon will be anything

In the game at Dimmitt last Friday afternoon the Chief's clicked up

Outstanding players of the game were Gowers, Mitchell, Benger, and

The Last Lyceum number was one thus far, judging by the comments coming from people of the community. Both numbers were excellent.

In the "Sweetheart" revue, a medley of old songs familiar to everyone was featured.

In the "Up and Downs of a Male Quartet" many were astonished that members of the quartet had such excellent voices, or had been made excellent under the direction of Mr.

eter that anyone who had any appreciation of art in any form found something to appeal to them.

The play was very well done and was liked by the audience. The next number is to be presented on November 16, at 8:00 o'clock.

The tentitive date for the next The children, besides Mrs. Calli- home talent production is Dec. 7 family and the representative of the ham, are Mrs. Jennie Douglas, Altus, It is to consist of musical numbers

> A boy's harmonica band has been practice.

Bobbie Blackwell, Duke Baker, Ray- winter with relatives there. mond (Baker, Glen York, Bobbie Lang, Gilbert Baker, Marvin Garrett, Eugene Southall, James Lee White, CHICKEN DINNER AND Roy Ezell. Charles White, Dwain Pork, Marvin Weir, John Hart, A. C. Echols, Joel Landrum, Laverne Mrs. E. D. Williams, vice-president. to be a cure-all for business ills, nor Coldiron, George Landrum, and gregational church held its annual

> merchandising, But when it is put greater this year than it has been the articles on sale were nearly all on the same side of the scales with before. Many new and unusual at- disposed of. them, it moves the indicator the right tractions were offered in both High The ladies wish to thank all who School and Grade School.

> > Plans for using the money were

discussed at the Executive meeting Thursday afternoon.

Kenneth Lunsford, Willa Dean Walker, J. G. White, Olidean York, Shirley Maurer, Antonio B. Borquez, Hugh Mosley, Billie George Clements, Charles Wels, Gladys Ware, Olive made a grade of 89. Campbell, Anna Lee Daniel, Beulah R. Fallwell, Caolyn Lange, Mary department of the Baptist Sunday Edith Lansdown, Lois Jean McFar- school Board at Nashville, Tennfer, Anna Lloyd Thurston, Roy Hart,

wekk, and Charles Preston.

Fifth Grade: Joel Landrum, John son, Ruth Helmke, Yvonne McFar-

Armistice Program Will Be Presented Here Sunday Night

gain call attention to the community Armistice Day program that will be presented on the evening of that day the coming Sunday in the school auditorium, bginning at 8:00 o'clock

This is to be a community service and the various churches of the city have given over their evening wor ship services to this meeting, and each of the pastors are requested to appear on the rostrum during the Friona this year, the first being the program and Mrs. Kinsley will remanner. One of the pastors will make the invocation and another will pronounce the benediction, and Rev. the game was given to Friina on Moore, the recently elected pastor of the Baptist church will make a

> The program as outlined in the Star two weeks ago will be carried out with very few if any variations. Prof. Davis will have charge of the musical features of the program.

Prof. Wane C. Eubanks, will de liver the oration of the evening and he will throw all the force of his splendid powers of expression and deep research into this address, and those who avail themeselves of the of the best ever presented at Friona privilege of hearing him on this oc-

casion will not be disappointed. The entire community is not only invited but kindly urged to be present on this occasion to assist our community in memorializing the first step toward world peace following the great war

AUTOMOBILE CRASHES

Three automobile crashes in Parmer county have been reported during the week, but with no fatalities and only minor injuries to the occupants; the most serious being a broken arm suffered by one of them. The Star has not been able to get any accurate details of the mishaps, but one is reported to have happened near Farwell, another near Bovina and the other a few miles west of Friona. The names of none of the passengers have been received at the

MISS SCHLENKER HOME

Miss Beula Schlenker, daughter of Mr. and Mrs. Charles Schlenker. whose home is eighteen miles west of arrived here two weeks ago

first trip home for a few years. On Members of the band are: Charles her return to California she will be Lewis Jones, A. J. Routh, Edward accompanied by her niece, Miss Ame-Hall, W. T. Stanford, E. B. Nobles, lia Schlenker, who will spend the

BAZAAR A SUCCESS

The Cheery, cordial, comfortable chicken dinner asd bazaar on Tuesday and realized nearly \$60.00. A Interest in the School Carnival was sumptuous dinner was served and

donated articles of food and supplies The P. T. A. realized \$138.28 clear and all who so liberally patronized off the carnival. This is more than the affair, including the Friona Star for its gratuitous announcements.

STREET CARNIVAL HERE

Grade School honor roll for Octo- lege of enjoying the excitement of

The carnival people arrived unan-On the honor roll in the first nounced Sunday afternoon and soon grade are: Eugene Highfill, Paul began preparing their equipment for It is impossible to advertise suc- Horton, A. V. Warren, Louis Welch, supplying the usual assortment of Thurston, Marilyn Warren, and Doris' festivities of such an occasion and were all ready to entertain their pa Second grade: Vernie McMillan, trons on Monday night.

BAPTIST INTERMEDIATES

The Intermediate Girls of the Fri-The next meeting will be held Nov. tool of advertising. The right type Wayne B. Stark, Hazel Horton, 4th. There were ten present and we

We received our certificotes registration which enrilled us as an organization in the intermediate

FRIONA WEATHER

We are still being favored with hands

A few nights have been o Lee Weis, Freda Green, Martha Han- enough to form a very thin ice but no severe freeze has been experience Census report shows that there land, Nancy Ruth Shackleford, Jac- ed thus far, and neither have we re-In the evening the Church and were 412 bales of cotton ginned in quelyn Wilkerson.

Pastor are invited to the mass meet- Palmer county from the crop of 1934 Sixth grade: Maxine Hyde, Nellie is the condition we are all most aring at the Auditorium of the High prior to Oct. 18 as compared with School to share in the community 509 bales ginned to Oct. 18th crop of did the growing wheat no good.

HOW MUCH DO YOU SPEND FOR ADVERTISING

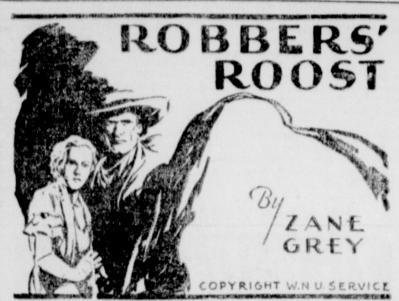
The Harvard Bureau of Business Research and the Northwestern University Bureau of Business Research compile the following percentage of gross sales as usual and correct for advertising expenditures of successful retail stores:

Department Stores1.9 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	
Hardware	1.0%
Cleaning and Dyeing	
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



across the wash. I'll git up high an'

"You almin' to fight or run?" quer-

"We might git packed light, if some-

the next best way. If we had plenty

Mac and Jeff were already in lum-

Jack, not concerned enough to stop his

whistling, was sacking his utensils.

Hays made for the notch in the bluff

west of the cabin. Jim sprang into

action, while Smoky dashed off toward

Upon Jim's first return trip from

"Helen, I'll carry that. Hurry.

At the back of the cave there was

a crack deep enough to protect Helen.

He directed her to hide inside and

Jim ran on toward the camp, re-

The next quarter of an hour was

filled with strenuous and unceasing ac-

tion. Their united efforts conected all

the supplies, utensils, saddles and

packs, and several of the beds in the

three-cornered cave back and to one

lay across the top of this triangular

notch in the cliff. The wall had been

hollowed by the action of water. A

small stream flowed out from the base

It was the best place for defense

outfit could hold it indefinitely, though

they couldn't save the horses. If it

came to a siege they could be re-

CHAPTER X

Smoky came panting in with Hays'

"That's enough, Smoky," called Jim,

Slocum returned. "Nothin' left-

Presently a white puff of smoke

showed above the ragged rim. Spang!

swayed over, almost losing his balance. Jim looked no more at him, but

other puff of white! Something dark-

Already Raised,

Swerved a Triffe-Cracked. The

a man's slouch hat-bobbed up. Jim's

The horses came over the beach,

Mac drove them into the corral, This

was around the corner from the range

of the sharpshooter of the rim.

Bridges, reeling on the horse, followed

Mac, who ran out of the corral to

catch him as he fell. Then, as they

came along close to the wall. Hays

"Heeseman-with his outfit-nine in

all," he heaved. "They're scatterin' to

surround the roost. . . . But they can't

cross-below us-an' across there it's

-out of range. . . . We're all right."

lowed by the report of a rifle,

where else," shouted Hays.

A bullet thudded into the wall, fol-

"Duck back! That was from some

CONTINUED NEXT WEEK

arrived from the other direction,

rifle, already raised, swerved a trifle-

cracked. The hat went flying.

Hat Went Flying.

'cept Hank's bed," he panted. "I-

pack, and started off again.

couldn't-locate thet.".

"What do you hear?"

under cover of the brush.

"Listen!"

side of the shack. A huge slab of stone

solving to withhold a shell in his rifle

and to keep a sharp watch on Hays.

the cave he encountered the girl bur-

the cottonwood grove.

dened with her effects

We've no time to lose."

await developments.

of the wall.

. , But rustle, everybody.'

watch, When I yell, dig fer cover."

ied Smoky.

"We was sittin' at the table. She kit, packs an' beds into thet cave made us all stand, hands high, 'an' then she performed that little trick with Hank's gun agin my gizzard. Jim, I hope to die if I didn't go cold an' stiff. But I promised on my word of honor-as a robber-thet I'd tie Hank up, an' make the other fellers play square. It was so funny, too, thet I near bust. Hays, soon as he was helpless, got over his scare, an' then

was he mad! I reckon no one on this earth saw a madder man. He cussed so terrible thet she made me gag

"Well, I'll be-blowed!" gasped Jim. "No wonder. We was wuss. We'd had breakfast, an' Hank was tryin' to face us fellers. I'll say he came clean, Jim. He divided all the money he got from Herrick an' his sister, an' the gold things an' diamonds. 'Fellers,' he said, 'I could lie an' say I meant to give this to you later. But I'm not built thet way. I double crossed you all-first time in my life. I meant to keep it all, an' the ransom, fer the girl. But now there won't be uo ransom, for I'm not goin' to give her up. She's mine, an' I can do as I want, an' if any of you don't like it you can make your kick now.'

Wal, we was so plumb flabbergasted thet we didn't see the gurl, who came close on the sun side of Happy's shelter. She heard the whole d-n' show. . Jim, I wish you could have seen

her when she stepped up to Hank. I don't know what did it-mebbe her eyes-but he shore wilted. It was then she snatched his gun."

"So that's the deal!" ejaculated Jim. "What are you going to do?"

"Don't ask me. I gave my word an' I'll keep it. For thet matter the rest | in the oval, and Jim believed Hays' of our outfit air fer the gurl, ransom or no ransom."

Suddenly Jim awoke out of his stupefaction to remember the approach

"Smoky, I know what you're all go-Ing to do, and that's fight," he flashed. curtly. "Heeseman's outfit is coming. I sighted them perhaps three miles. Traveling slow, but sure. We've no time to pack an' get away. We've got to find the best place to stand an' fight, an' pack our stuff into It

"Heeseman!" cried Smoky, coolly. it's come. I reckoned on thet Git busy, men."

Miss Herrick. She had heard, for she was white.

"We're all but surprised by Heese man's outfit," he said, abruptly. "We must fight. You will be worse off if you fall into their hands. I'm sorry I must release Hays. We need him."

"Too late!" she exclaimed. "Pack your things quickly and hurry over to the cave on this side." Then Jim picked up Hays' gun from the table and ran out. First he removed the gag, then in terse terms he stated the situation. Next he released the robber from his painful fix and handed him the gun.

"Heeseman, huh! Wal, so be it!" Hays said, facing Jim with an air of finality that intimated relief.

"How far are they away?" he asked.

"Two miles."

"We've got half an hour-mebbe. Did you think to look fer the hosses?" "Eight horses in the-valley. Others not in sight."

"Fine scout you air. How come you didn't spy them soon enough fer us to rustle out of hyar?"

"I couldn't have seen them half a mile sooner," snapped Jim, "They came out from behind a bank." "Hell's fire! Tell thet to me? You

was sleepin'. "You're a liar." flashed Jim, leaping clear of the others, "Open your trap to me again like that!"

"Say, it's you who'll shet his trap." replied Hays, stridently, "Or you'll git a dose of the medicine I gave Brad

"Not from you-you yellow dog of a woman thief!"

Smoky Slocum ran out in time to get in front of Jim.

"Hyar! Hyar!" he called, piercingly. "Is this a time fer us to fight each other? Cool down, Jim. Make allowances fer Hays. He's wuss'n drunk.

"I don't care a d-n if there's ten outfits on our trail. He can't talk to me that way. . . . And, Smoky, I reckon you're presuming on friendship."

"Shore I am." returned Slocum, hurriedly. "I'll not do it again, Jim. Hays to what you called him. But leave your dispute till we settle with Heeseman."

"All right. You're talking sense," replied Jim. He had been quick to grasp the opening made by Hays, "There must be ten riders in Heeseman's out-

"Wal, thet suits me," rejoined the

robber, harshly. "Now think fast," snapped Smoky. Hays pulled himself together. "Mac, you an' Jeff run to fetch what hosses you can find quick. . . . Jack, you an'

International Sunday School Lesson By DR. J. E. NUNN

For Sunday, Nov. 11 General Topic

MISTICE DAY)

Scripture Lesson Galatians 5:13-26.

13. For ye brethren, were called or freedom; only use not your freedom for an occasion to the flesh, but brough love be servants one to ano-

14. For the whole law is fulfilled The FID IT OF THE SPIRIT v22-26 in one word, even in this: Thou

consumed one of another.

thin' holds them up. But we can't things that ye would. leave the way we come in. Dirty Devil too high. Heeseman has stumbled on e are not under the law.

bering flight up the oval. And Happy

divisians, parties,

forewarn you, even as I did fore- point. As one berry in a bunch of warn you, that they who practice grapes cannot ripen but that the oth such things shall not inherit the crs ripen too, so it is with the christian. Cultivate one good trait kingdom of God.

22. But the fruit of the Spirit is and ou will be surprised to find how ove, joy, peace, longsuffering, kind- many more seem to grow up, you 23. Meekness, self-control; against Rev. James Vaughan. ness, goodness, faithfulness,

such there is no law. 24 And they that are of Christ

the Spirit let us also walk. 26. Let us not become vain glo-

rious, provoking one another, envy-

INTRODUCTION

we not make Armistice Day not only a day of remembrance for the great hosts of departed in more war, will never arrive until the all countries, but also a day of con- individuals who make up the na secration of ourselves to the cause tions are converted to the leader of pease? Can we not take a solemn ship of the Spirit of Christ (ver. 18 vow that, with God's help, we will That, then, shall be the great objection devote the rest of our lives to fur-tive of the Christian church. tring the cause of world peace' How better could we remember the deeds of those who gave their lives Wrench, in "Radio Talks on Reli-

west, look to America not only to been visiting his son, Glen and fampreserve the foundations of the new ily for four weeks. tain its leadership in completing popular pioneer citizens, and is lov future generations will be spared terested in helping Glenn redecorate the curse of dissension, hatred and his house that he forgot to com

Jim strode under the shelter to face cliff," said Smoky, and stole forward have waged war." Herbert Hoover. "YE DEVOUR ONE ANOTHER." v15

"But if ye bite and devour one another is to act like wild beasts. dissenmination of lies and slanders ed. by the wholesale, printed falsehood reduced to a science "Take heed that ye be not consumed one of another." "Paul warns his readers that, if they so far forget the law of love Friday from Hot Springs. New Mexs to act like wild beasts, they will ico where she had been for the past thereby lestroy their spiritual life six weeks for the improvement of and themselves."-Rev. Joseph Agar her health. Beet, D. D. It is frequently noted by students of history that war never very much improved in health since settles anything. It always leaves going there; so much so that she was the notions engaged, even the victor- able to entertain twenty-three guests lous nations, worse off than they be- a a turkey dinner while there, a feat gan. The World War left behind it that she would have been utterly unbankrupt world. Paralysis settled able to have accomplished down upon commerce. All good cau- going there for treatment. ses felt the malign influence Public Mrs. McLellan was thoughtful to morals everywhere deteriorated. A have the Friona Star visit her while thousand quarrels and turmoils of away, which helped banish the lone peace took the place of the discords liness and to keep her informed of of war. Misery and want seized even events that were occuring here while the nations that had been the most she was away. prosperous and possessed the great est resources. Never befire had this Pauline saping been verified on a Mrs. Reece and two small children cale so gigantic. MOSES FORBIDS, CHRIST

COMMANDS

Moses, with his commandments like the ropes of Ulysees, holds us from following evil. Their word is, Thou shalt not.' Don't listen. Stop your ears, shut your eyes from evil. frightened, but not stampeding, and And Moses saved many. But there is a better Saviour, Jesus Christ. He says little of 'Don't' but much Do.' The remedy for bad thoughts s not an empty mind barred against sin, but a mind full of the thoughts of Jesus. The best guard against dong evil is not doing nothing, but doing good; not to keep the world out, but to let Jesus in."-Rev. Stuart Robertson

THE WORKS OF THE FLESH" v19 Now the works of the flesh are manifest." By "the flesh" Paul meant man's carnal appetites, the destres of his lower nature, all shameful and dishonorable acts. These works of the flesh were indeed "manifest" when Paul wrote. "Perhaps at no time was the civilized world so depraved and godless as in the

when Tiberius, Caligula, Nero, Do- home. THE CHRISTIAN CITIZEN (ARMITTING DOSED AS MASTERS OF the earth. Vice from an attack of appendicitis for ampant and triumphant. The age of the early Roman Empire has left him so well on the road to recovery. cature. Let Tacitus and Jevenal

"But the fruit of the Spirit." shalt love thy neighbor as thyself. | 22. Note that Paul writes of the 15. But if ye bite and devour one works of the flesh, in the plural, but lar. Evil is divisive, producing many 16. But I say, Walk by the Spirit, varying results, each differently hor and ye shall not fulfill the lust of rible; but good is unified, spring ing from the central Source of al 17. For the flesh lusteth against blessedness, and its results are of the Spirit, and the Spirit against the one nature, bound together by beau flesh; for these are contrary the one tiful likenesses and kindred quali-to the other; that ye may not do the ties. "Is love." "What follows are only eight different names for love 18 But if ye are led by the Spirit, eight surfaces from which love is re flected, or eight windows from which 19. Now the works of the flesh is shines out of the soul, sending it manifest, which are these; bright rays upward and outward and fornication, uncleanness, lascivious- downward."-Rev. R. T. Cross. "Th nine graces are one 'fruit." Surely 20. Idolatry, sorcery, enmities, it is a most comfortable lesson-th jelousies, wraths, factions. Holy Spirit always clusters his work One Christian Virtue necessaril 21. Envyings, drunkenness, rev. raises up another; there is no suc ellings, and such like; of which I thing as sanctification in a single

SPECIAL LESSONS

1. Armistice Day is coming to be Jesus have crucified the flesh with Peace Day: through the lasting rethe passions and the lusts thereof. membrance of the joy, on Novem-25. If we live by the Spirit, by ber 11, 1918, that there was peac it last. Peace was such a happy tur that men wanted that joy to last.

2. The double purpose of Armi Day: to honor the dead and th Golden Text:-All they that take living who nobly served our count the sword shall perish with the and were devoted to high aims is sword. Matt. 26: 52. the World War: and to make what hey did, and that war, contribute to the ending of all wars.

3. The reign of universal peace world in which there shall be n

GRANDPA WEIR HOME

V. C. (commonly known as Grandady) Weir, returned home last Peace-loving people, east and week from Hereford, where he had

international order, but to main- Mr. Weir is one of Friona's most the edifice of world peace, so that ed by all here, but he just got so inbloodshed between nations." Chih home. Mrs. Weir went over to Hereford for a day's visit last v

BRIDGE PARTY

Miss Estella Welch was the hoste The fight was on. One of Hays' men

—Bridges—let out a hoarse bawl and all history of the bestla) nature of home nine miles northeast of Friona war were supplied by the World on Monday evening of this week. Af-War. All horrible devices were emconcentrated his gaze on the rim. An- ployed—the poisoning of wells, the played the players at each table were use of deadly gasses, the bombing when solved, announced the ap of hospitals, the destruction of non-combatant villages and passenger ships, guns that hurled their deathdealing ammunition for scores of ger, Texas, and formerly a teacher in miles, submarines and airships that carried carnage into fields never before so harried, together with the salad, wafers and olives were serv-

MRS. E. B. McLELLAN HOME

Mrs. E. B. McLellan, returned last

Mrs. McLellan states that she is

Mrs. A. O. Drake and daughter and Owen and Earl Drake spent the latter part of last week visiting Mr and Mrs. Virgil Howard at Monroe.



Let Me Do YOUR WORK

In Taxidermy. I will please YOU.

Mounting and Tanning

MERLE HARRY

RAY LANDRUM HOME

able to return to his home here last gram refreshments were served. week with his father, J. L. Landrum. first century of the Christian era, who went to that city to bring him

oppeared in its most revolting and several weeks and for a time his reabandoned forms. Wickedness was covery seemed doubtful indeed, and campant and triumphant. The age his friends are all rejoiced to find

JUNIOR WOMANS CLUB

-Prof. G. G. Findlay The Junior Woman's Club met a he home of Mrs. H. T. Magness of Tusday evening November 6th with fourteen members present, An Ar mistice Day program was given by another, take heed that ye be not the fruit of the Spirit, in the singu- Miss Mary Spring, Mrs. Townley Redfern and Mrs. H. T. Magness.

club voted to invite the members of the newly organized Junior Club of Ray Landrum, who has been con- Farwell, Texas to its next meeting fined to his bed in a hospital in Amarillo for the past few weeks, was

Trade in Friona

O. C. JONES GARAGE

See me for new and used parts.

XMAS

Purchase your Christmas gifts early. We are getting them on display. Come in and let us show them to

BLACKWELL HOW. & FURN.

1901

1934

E. B. Black Co.

We have Served You For 33 Years Hereford, Texas

ARMISTICE DAY SUNDAY

Anniversary of our first step towards Peace and NOR-MALCY following the Great War.

NORMAL LIVING

NORMAL BUYING

NORMAL SELLING

Produces NORMAL Economic Conditions

INSPECT OUR STOCK AND GET OUR PRICES ON BUILDING MATERIALS

Rockwell Bros. & Co.

"LUMBER"

O. F. LANGE, Manager

FRIONA, TEXAS

INSURANCE

FIRE AND TORNADO

We give our patrons our careful attention to their Insurance needs.

And are also pleased to serve you in all ways we can.

WE SOLICIT YOUR BUSINESS

J. W. WHITE, Insurance

GOOD LIGHTING AND GOOD EYES GO "HAND IN HAND"!

Proper and adequate lighting are as necessary for proper sight as are pefect eyes.

Poor lighting has much the same effect on vision as eyes that have become weakened by improper use.

Poor lighting can be improved and done away with, but eyes that have been ruined can often never be made strong and perfect again.

Mothers, do all that you can to protect and help is the proper lighting of your home for the children and students as well as the gown-

TEXAS UTILITIES COMPANY

THE

ence.

hard luck.

as a sign of good faith.

temper, in money, in shoe-leather.

had a phrase for it

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 experi-

A shopkeeper knew little about the source of his merchandise.

This tunic he bought from a trader, who said it came from Byzan-

tium. 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

Today, fortunately, there are safer guides than the blanket-

paper, they are a catalog of the best values in town—signed by

them, their sponsors would need to "beware." For no business

A signed advertisement is, in a way, like a promissory note.

So, read the advertisements before you start out on a buying

trip. Make this habit, and see how much you save . . . in time, in

The Friona

can thrive on a one-time sale, or on dissatisfied customers.

warning to "let your eyes be your market."

(Continued from Page 1)

nial News" and it reads as follows: 'One of the outstanding features of finance the Texas Centennial cele ration is the fact that approximate one-fourth of all the proceed caised by the Centennial Tax levier will go to the State School Fund provision that one-fourth of the tax es of the character proposed to be levied must go into the school fund. that for every three dollars raised get one dollar. This will give a meaneed of funds, so, in a sense,

The Centennial commission is asking

own. If he guessed wrongly, or his judgment was poor, it was HIS her of the local lyceum course it would not be fair to apply the su-

program was the introduction of a drill commonly known as the "Old Virginia Reel," which, to aged people like myself, is bringing to life "re ics of the dim past" as such things These guides are the newspaper advertisements. In this newsare known inly to such as we be, but to all under the age of thirty-fly years, these old drills are now novel features of entertainment. So much so does it seem, that one young man has suggest introducing this and sim ilar drills as an entertainment feature responsible firms. If the goods are not all that is claimed for

> means of entertainment at church so cial or any other kind of social func tions. S-u-r-e, there would probably be a number of selfsighteous individuals who would deplore such a cus tom as a direct return to unadulter ated heathenism. -- but, "I dunno."

We are having this a car-ni'

The advertiser has made a statement, and affixed his signature Just to stir up a wholesome re-vi'

STILL WANTS THE STAR

A letter was received at the Star office Monday morning from our good friend, Homer A. Bennett, who was formerly a citizen of Friena, but

interest in Friona and its people and his letter contained the cash for an other year's subscription to the Friona Star, which helps him to keep in touch with the happenings here. We appreciate Mr. Bennett's kindly in terest n us though he s far remov-

MRS. BERTHA HARRY HOME

Mrs. Bertha Harry, who formerly has been living at Lubbock, has been here during the past two weeks having been called to the bedside of her mother, Mrs. M. E. Sympson,

has been quite low for several days. Mrs. Harry's son, Merle, has been working in this locality for the past several weeks, and her daughter, Miss Ruth, came over from Lubbock Saturday and remained with then until Monday morning.

ep, Pimply Skin, get quie

JODOK-

I suppose everyone that knows any hing about my desires is aware that our loving wife and mother. We alam in favor of the Texas Centennial so express our appreciation of the xposition, (Not that it makes any beautiful floral offerings and for difference to the public whether I those who assisted in the funeral points is used in High School. am or am not.) but I have just lear ned something about it that should make all friends of education in the

for the Centennial, the schools will sure of relief to schools badly in passage of the Centennial bill will be a tremendous help to the State

"CAVEAT EMPTOR." meaning "Let the buyer beware." This was that, in order to sell the centennial to the people of Texas, that every

all the people of the state, and there ur public schools all over the state since the move is to become of so much value to the schools in a financial way as well as in many other ways, every teacher in the schools in a financial way as well as in many other ways, every teacher in the state should take an in-

th pick against your chin, (And are not doing it. I would not irprised to learn that half of chers in the state, themselves as Tyrian dyed. But the buyer knew the responsibility was his bably some of them mention

> esented at the school auditorium ast Friday night as the second num-These programs are all so good, that perlative "best" to any of them un-

> Of the things that they did when I

now living at Jefferson, Isdiana.

Mr. Bennett still feels a neighborly

ived here but for the past two years

CITY DRUG STORE

CARD OF THANKS

We wish to express our sincere who so kindly helped us in every way during the illness and death of services. Also our appreciation of the respect paid by the business people points; B five points; B- four points; in closing their places of business C three points; and C- two points, during the funeral services.

I. W. Barnhouse

Trade in Friona

SCHOOL NOTES-

(Continued from Page 1)

hanks to our friends and neighbors Travis White, and Frank Hartsfield. Seventh grade: George Landrum, Martin Todd, and Virginia Guyer.

Honor roll for the first six weeks term in High School has been posted. The Phi Beta Kappa system of An A counts seven points; A- six

making a total of twenty points. On the honor roll this term are Mr. and Mrs. Merle Barnhouse. Ruby Newman, 32 points; Wilda Mr. and Mrs. Earl Rockey and Rogers, 31 points; Inez Miller, 31; Stanley Massey, 25; Connie Matthews 25; Queenall Melton, 23; Maxine McLean, 23; Bertram Jack, 21; Ruth

Reeve 20; and Irene Sacks, 20.0



DR. C. E. WORRELL **OPTOMETRIST**

and

DOROTHY H. KIRBY ASSISTANT

Clovis, New Mexico

Wish to announce that they will be away the 11th, 12th 13th, 14th, 15th and 16th. of November attending a Graduate Clinic.

Neva Roberson will be in the office to make appoint-

a.s.

First State Bank

at Friona, State of Texas, at the close of business on the 17 day of October 1934, published in the Friena Star, a newspaper printed and published at Friona, State of Texas, on the 9th day of November, 1934.

RESOURCES	
Loans and discounts, on personal or collateral	
security	\$121,199.33
Loans secured by real estate	9,398.60
Overdrafts	1,634.10
Securities of U. S., any State or political subdivision thereof	20.040.00
Banking House	32,048.06
Furniture and Distures	4,450.00
Furniture and Fixtures	3,651.79
Real Estate owned, other than banking house	710.88
Cash in bank	8,584.76
Due from approved reserve agents	59,855.41
Due from other banks and bankers, subject to	
	6,000.00
Interest in Depositors' Guaranty Fund	420.09
Total	\$247,953.02
LIABILITIES	
Capital Stock	\$ 25,000.00
Surplus Fund	15,000.00
Undivided Profits, net	11,246.26
Individual Deposits subject to check, including time deposits due in 30 days	
State Punds on Dencelt	The state of the s
State Funds on Deposit Total	
The state of the s	\$247,953.02
State of Toyas County of Darman.	

State of Texas, County of Parmer; We, Bruce McLean, as President, and Ester Noble, as Cashier of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief. BRUCE McLEAN

ESTER NOBLE

Subscribed and sworn to before me this 29th day of October,

ORMA WHITE (Seal) CORRECT ATTEST: Notary Public, Parmer County, Texas J. S. CHESNUTT RUBY McLEAN KATIE NOBLE