

The Friona Star

OFFICIAL NEWSPAPER OF PARKER COUNTY, TEXAS

Vol. 9—No. 17

FRIONA PARKER COUNTY, TEXAS, FRIDAY, NOVEMBER 16, 1934

Cogitations & Aphorisms of Jodok

I saw something recently in one of our business establishments which attracted my attention to an unusual degree, owing to the simplicity of the idea and the immense amount of comfort it can bring to its owner on a cold day.

I do not mean to say that its construction was simple, for it was not, to the ordinary mind; but the idea was simple and economical. It was neither more nor less than a "hot water" heater for the interior of a car and I saw it down at the Lunsford Chevrolet sales room.

It is cylindrical in form and warms the car by utilizing the warm water from the radiator of the car by allowing the water to circulate through pipes in the cylinder and thus warming the air that comes in contact with it, and which is in turn forced out into the car by a small fan which is attached at one end of the cylinder, the contrivance thus serving a two fold purpose—that of warming the interior of the car and at the same time helping to cool the water that circulates around the cylinder block of the engine.

This contrivance will keep the interior of a car so warm on a cold day that one can ride in comfort with the car window partly opened to admit ventilation. Does not cost much either.

There is an old adage which I have often heard, which says—"You cannot get something for nothing and it is more often true than otherwise, but there are exceptions also; but it is quite interesting to me to note how hard the average person will try to get something for nothing.

For instance, someone puts on a drawing of some sort and sells or gives away chances on one or more free prizes and people will travel distances and sometimes under trying conditions to be present in the hopes that they may be the one who will get something for nothing.

Then there is another common form of attracting people to part with their funds in the expectation that they will have it returned to them with another dollar to keep their own company, and that is the sure the common fakir presents to the unsuspecting and trusting public.

For instance the one that visited Friona on Thursday afternoon of last week. He gave away enough stuff of trifling value just to win the good will of his intended victims and then made them pay handsomely for it before he left town.

One close observer estimates that he carried away with him not less than \$25.00 and probably as much as \$50.00 for his 60 minutes of clever deception, and left the community that much poorer and nothing of any value to take its place. Even some of the stuff he sold for a fair price he apparently carried away with him, as his victim was unable to find the property on his person after the fakir had gone, according to the report that was current on the streets.

With less than five minutes "spelling" our fakir had a larger crowd out on the corner than any minister in town could gather with a half hour of the best sermon ever preached at any church or at any other kind of a church gathering, unless it should be a funeral or a Santa Claus program, and, I am told, they almost trampled each others' corns in an effort to get near enough to be able to give him first quarter or dollar as the case should be. And this is the more interesting in view of the fact that newspapers are continually narrating circumstances that are occurring daily in other towns.

Well, judging from what I have heard as I saunter along the streets, our business people have come to the conclusion that they were again mistaken when they had a man from another town come in and collect \$40.00 from them for a few hours effort, when they could as well have done it themselves and have had that much more to distribute to their patrons and friends who came to town last Wednesday to attend Col Ray Barber's "Good Will Day."

I am not blaming Col Ray in the least, for if people are willing to pay that price for their schooling a long as anyone else; but from what I hear, our people feel that they have learned how to do it and are planning to make this "Good Will

(Continued on Page Three)

ARMISTICE DAY IN FRIONA

The high school auditorium was filled to capacity last Sunday night with an audience representing the institutional life of the city and vicinity.

The schools, churches, women's clubs, city and Chamber of Commerce, supported the Friona Legion in a patriotic observance of the day. Mayor Floyd Reeve presided and Prof. Davis directed musical numbers furnished by the high school male quartet and chorus.

After the invocation by Rev. S. Pearson, the mayor in a brief address sounded the key-note of the present day's celebration; our obligation to the honored dead; our responsibility to the living veterans, the promotion of peace, and cultivation of friendly intercourse with all the Nations of mankind.

Commander Ray Smith of the Friona Legion explained the objectives of the American Legion, its care for the dependent widows and orphans; its provisions for indigent students; its efforts to obtain the bonus, not for the able-bodied, so much, but for those helpless needy ones who will pass on, before the bonus relief will do them any good unless it is made immediately possible.

Miss Hasche tenderly and sympathetically interpreted the reading, "Laddie."

Prof. Wayne Eubanks gave the address of the evening, in a masterly arraignment of the uselessness of war. In terse, vivid sentences; historical facts and characters; with word pictures of intense interest; the professor made the fateful war years with its aftermath retell its tragic story. Then the speaker gave his program to end war, claiming that education in its modern interpretation would ultimately eliminate war with its barbaric, ignorant, and useless waste of life as unworthy of recognition in our advancing civilization.

The professor's address was frequently applauded and evidently expressed the attitude of his audience.

The Rev. Moore, followed with a strong appeal for peace and eloquently pointed the thoughts of all to the pangs for all the human ills in the person of the Prince of Peace.

Mrs. Kinsley presented the Red Cross Appeal.

Rev. Thurston dismissed the congregation with the benediction, closing a memorable observance of the 16 anniversary of Armistice Day, for which the local Legion Post deserves the commendation of all.

CONGREGATIONAL CHURCH

Sunday school—1:00.
Men's Study Class—in Parsonage at 10:00.

Morning Worship—11:00.
Evening Service—7:30.

Next Sunday the Church will enjoy the visitation of the following official group: Dr. Dennison, representing the Home Missions Council of our National Society; Supt. L. C. J. Marsh, Miss Jessie Armstrong, and Mrs. McClintock; the latter three being officials of our State Organization in Oklahoma City.

Dr. Dennison will preach at 11:00. At the close of this service, lunch will be served in the church basement. Immediately afterwards the visiting ladies will meet with the women of the congregation in the basement, and Dr. Dennison and Supt. (Marsh) the officers and men of the church in the auditorium for brief conference.

At the evening service all four visitors will take part in the service.

All members and friends of the congregation are invited to these services.

ANNUAL RED CROSS DRIVE

Mrs. Kinsley, secretary of the Friona Auxiliary of the County Chapter, has received the receipts, and printed matter for the local Red Cross subscriptions.

She has appointed the Misses Katherine Crawford, and Juanita Crow, the soliciting committee. The annual subscription is \$1.00 or as much more as you please.

This entitles the subscriber to a receipt, a pin, and stickers for the window or car. The City Drug Store will also be headquarters, where subscriptions will be received for as above.

ARE ATTENDING WOMEN'S CLUB CONVENTION

On Friday, morning of last week, Misses Wanda Walker, Lola Goodwine and Gladys Settle, departed for Austin as delegates from the Friona Junior Women's Club to the State Federation of Clubs.

They were accompanied as far as Hillsborough by Mrs. Townley Rodfern and as far as Fort Worth by Mr. and Mrs. Bernard Meeks. These parties will visit with relatives at these places until the return trip of the local delegates. The Misses Walker, Goodwine and Settle will probably visit in Houston before their return home.

MAYOR REEVE MAKES ARMISTICE SPEECH

At the Armistice Day program given at the school auditorium last Sunday night in which the entire community took part, Mayor F. W. Reeve was Master of Ceremonies and made the opening address.

The mayor's talk was so filled with appropriate and common-sense expressions that the Star has prevailed upon him to permit giving it in its columns this week. It follows:

"Our Armistice Day program has two special purposes. First, we want to do honor and to reverently recognize our indebtedness to that great army of patriotic souls who have in the past rallied to the support and given very best to the development of their country. Of course our first consideration is directed to the men forming the American Legion. But only a glance at our American history, whether it be but a day old, or of our formative period; we are reminded of the heroic and efficient efforts that has gone into the making of our American civilization. It may be the story of a humble home or of the legislative halls; it may be on the farm, in Labor's ranks, in Industry's corridors or in the Army. It all reads of heroism and patriotism. We have decided it is good to recognize our debt and to do honor to the efforts that have made our civilization possible.

"Our second purpose is to rededicate ourselves, our resources and our combined efforts to the development of a better, more just, more merciful and altogether more satisfactory civilization. We recognize that our economic, political and social life needs improvement. We know that our economics are at fault, so long as it is necessary for hordes of intelligent and industrious American citizens to go scantily clad, hungry and in constant fear of worse conditions. We know that as long as deceit, graft and greed riot in our national, state and local affairs we are not safe a glance at our newspapers reminds us of our wavering condition. Yes, we are justly (I think) proud of our American accomplishments and proud of our American heroes, of whose work we say "Well done." But in the same breath we recognize the urgent need of still more unselfish patriotic and efficient effort if we attain to our true, prized Americanism. Our hope, the kind of hope that breeds effort, is for nothing short of the "heavenly kingdom" and "Peace on earth, good will toward men." With that idea in mind our program has planned this evening's program."

LAKEVIEW NEWS

Mr. and Mrs. Robertson, of Abernathy, and their son and family, of Olton, were visiting in the homes of Jesse and Dudley Robertson this week end.

Wilford Alexander and Raymond Wright spent the week end in Colorado.

R. T. Parker and Miss Ethel Maples drove over to Clovis Saturday and were married. This came as a surprise to most of their friends. Our wishes for them are all that is best in life.

The party given Saturday night by Grace Miller was well attended and everyone reported a good time.

Mr. and Mrs. Keith Melton and children and Miss Ruth Melton were Amarillo visitors the latter part of last week.

Mr. and Mrs. E. B. Whitefield left on Thursday of last week for a visit of several weeks with relatives and friends in different parts of the state.

Rev. Lansdown, of Friona, preached for us Sunday morning after Sunday school. We all enjoyed hearing him and hopes he comes again.

Mr. and Mrs. J. M. W. Alexander were Amarillo visitors on day last week and stopped by at Canyon to visit their son, Lex, for a while on their return trip home.

LITTLE GIRL BADLY BURNED

Word was received at the Star office Tuesday afternoon to the effect that Edna Earl, small daughter of Mr. and Mrs. Everett Talbot, who live a few miles north of town, was seriously burned about the face one day last week.

It appears that there was a bowl of hot grease sitting on the table and the little one reached and caught the edge of the bowl with her fingers upsetting it so that the grease poured into her face, burning it badly. She was reported as in a serious condition but gradually improving.

KILLED IN CAR CRASH

E. L. (Smoky) Price, local barber, received a message Monday night, informing him of the death of his brother south of Berger.

Death was the result of an automobile accident as the brother was on his way to Pampa, Texas. Mr. Price departed early Tuesday morning for Hollis, Okla.

Cotton is coming to the local gin every day, though not in such a steady stream as it has done in years past.

WILL HAVE A REAL TRADES DAY

Two committees, appointed at the meeting of the chamber of commerce Monday night, were diligently canvassing the business section of the city a large part of the day Tuesday making arrangements to put over the greatest Trades Day that Friona has ever attempted.

One committee was securing donations in cash for the purpose of providing several really worthwhile presents to be given away at and near the Christmas season. These presents as is at present planned will consist of valuable articles of household furniture, kitchen equipment, washing machines and radios. There will not be an article in the list which will not be desirable for any house holder or house wife.

Christmas, this year will come on Tuesday, and a number of these prizes will be given away on Friday and others on Saturday preceding Christmas, and the others will be given away on the afternoon of Christmas-eve. No one will have any possible way of knowing to whom these prizes will be given until these days arrive and the names are announced. Trades Day tickets will be furnished by all business houses in the city as soon as they can be provided.

OFF ON HUNTING TRIP

H. G. Morris, manager of the Buchanan & Rosson Implement house here and also president of the local chamber of commerce, left early last week for an extended deer hunt in company with Mr. Rosson, of Hereford.

Mr. Morris expects to be away at least two weeks, and also hopes to bag the limit of deer, that being the game he is seeking, and his friends here also wish him a successful and pleasant outing.

ORCHESTRA FEATURES LYCEUM NUMBER

Mary Beth Sheely Friday evening November 16, at 7:30 o'clock the third lyceum number is to be given in Grade School auditorium.

A thirty piece orchestra from West Texas State Teachers College under the direction of Wallace R. Clark, will furnish the evening's program. This is one of the best orchestras in West Texas. Also, this is the first appearance of a number of this kind in Friona in a number of years. The evening is bound to be interesting, the program will certainly be one of the most enjoyable of the year.

A portion of the program will consist of a medley of old favorites.

Copies of the following program will be handed to each person present:

Marche Joyeuse—Busch
Overture—Pomp and Circumstances—Elgar

Valse Lente—Sylvia Ballet—Debussy

Hungarian Dance No. 7—Brahms
Ase's Death—Peer Gynt—Smith-Grieg

Air for the G String—Bach
Mr. Croson

Glow Worm—Lynche
Old Sweet Songs—Medley

Dark Eyes—Russian Folk
Alma Mater—

The program will begin promptly at 7:30 o'clock.

FRIONA DEMONSTRATION CLUB

The Friona Home Demonstration Club met Tuesday, October 29, at the basement of the Congregational church and spent the afternoon making foundation pattern fittings.

Officers for the ensuing year were elected as follows: President, Mrs. G. Cranfill; Vice-president, Mrs. J. J. Horton; secretary, Mrs. E. S. White.

The next meeting will be held November 21, at 2:30 p. m. at the school cafeteria. All members are urged to be present.

DEPUTY STATE SUPERVISOR HERE FRIDAY NIGHT

By Mary Beth Sheely
Tonight, after the lyceum number, Bryan Dixon, Deputy State Supervisor, will speak to all the teachers of Parker county. Teachers are to be given a free pass to the lyceum.

After the program is over the Friona P. T. A. will serve refreshments to all the teachers of the county, who are present, in the school cafeteria. Mr. Dixon has been visiting the various schools in the county during the past week.

SUNDAY AT HOME

Glenn and Charles Reeve, who are attending college at Canyon, came home Saturday evening to spend the Armistice Day vacation with home folk.

They drove over with their father, F. W. Reeve, on his return from Amarillo, where he had been in attendance at a meeting of the Board of Directors, of the Texas Wheat Growers Association.

Superintendent George A. Heath was a business visitor at Farwell Tuesday forenoon.

SCHOOL NEWS

The first Home Economics Mother-Daughter banquet was held Thursday night, November 8. Mothers of all the girls taking Home Economics were honor guests.

The color scheme carried out green and pink. Programs were made of green olecloth tied with pink woolen thread. Interesting recipes were written in the program booklet.

Mary Edna Dais, president of the Home Economics club, was toastmaster. A word of welcome was given by Lucille Routh; response, Mrs. Lacy; and the following program was given: Why I am Studying Home Economics, Stella Lansdown; What Home Economics has Meant to Me, Irene Sachs; What I Learned from Home Projects, Julia O'Brian; State Home Economics Rally, Helen Schlenker; Home Economics in the home, Mrs. Reeve; Home Economics in the Community, Mrs. Blackwell; and Home Projects in Home Economics, Miss Gardner.

It is planned to make this an annual affair in The Home Economics department.

Announcements were made concerning the State Home Economics convention which is to meet in Corpus Christi.

Delegates are to be sent if enough money can be raised by the time the convention meets.

Special guests were Mesdames: Blackwell, Clark, and Heath, and Misses Wise, Holgate and Sheely.

The Seventh Grade has been studying elections and voting for the past week. On Wednesday they held an election in the same manner that a regular election is held.

George Landrum was chosen chairman of the precinct. He chose two judges, Martin Todd and Morris Wayne Lacy, to assist him in holding the election. The remainder of the class made up the list of eligible voters.

Regulation Democratic party ballots were used.

The Democrats were in the majority about six to one. All of the amendments were voted against with two to one majority.

Future Farmers

The Future Farmers organization of Friona high school held a winner roast and theatre party last Friday night.

After the picnic the troupe went to the Star Theatre in Hereford. Persons attending were boys taking agriculture and their dates. Special guests were Misses Gardner, Collins, and Russel Stroud.

FRIONA VS FARWELL

by Mary Beth Sheely

The Friona Chiefs will play their last game of the season today when they meet the Farwell eleven here on their home field at 2:30 p. m.

This is the game the Chiefs have been pointing to throughout their schedule as the hardest and most decisive contest.

Friona has won six games, tied one, lost one and have one left to play.

In the game with Adrian last Friday afternoon the Chiefs scored one touchdown, but failed to make their try for extra point, making the score six to nothing. This score came in the third quarter. Both sides played a strong offensive game. O. D. McLellan and L. D. Chiles played outstanding game for Friona.

L. A. S. AT MRS. G. CRANFILL

The annual Thanksgiving program and tea of the Ladies Aid Society of the Congregational Church, will be held, next Thursday afternoon, the 22nd, at 2:30 at the home of Mrs. G. Cranfill. All who are missionary minded boxes are requested to bring them to this meeting to be opened. It is expected that the contents of boxes, with the usual silver offering, will cover the missionary apportionment for the current year. Visitors will be welcome.

HAS NEW MANAGER

T. D. Cole is the new manager at the Corner Filling Station, on Main Street, he having purchased the interest of L. D. Cummings about two weeks ago and is now in full charge of gas and oil retail department of the station. After a ten-days trial he returned the business to Mr. Cummings and returned to Amarillo.

The H. G. L. H. Bridge Club met at the home of Miss Edith Galloway with Miss Mary Katherine Crawford as hostess, Tuesday November 13. Five games of bridge were played, after which high score was awarded to Mrs. R. R. Wills. Delicious refreshments were served to Mesdames R. R. Wills, Tom Galloway and Johnnie Rayburn, and Misses Eugenia Manns, Edith Galloway, Katherine Slimp, Lillian Rainey, and the hostess.

New Nine-Weeks Term Begins At Canyon College

CANYON, Texas, November 14—The West Texas State Teachers College will open its doors to new students on November 19th in keeping with the plan inaugurated last year of dividing the long school session into four nine-week periods. Each department of the College on that date will offer beginning courses allowing the new students to pursue in logical order the succeeding courses during the following nine-week terms.

The success of the plan, as evidenced last year in its experimental stage, lies large in the fact that students are better able to meet the smaller tuition payments at nine-week intervals than the lump sum payments on the old term plan. At its beginning in the fall of 1933 the enrollment swelled to an all time record. A similar record for summer enrollment followed the end of last year's long session. This year the even greater enrollment of 1164 students has been made for the fall term. West Texas State Teachers College takes pride in acknowledging the fact that she is a pioneer in the inauguration of the new system, which has spread to many educational institutions this year.

A new department—that of Archaeology and Paleontology—has been added to the curriculum of the West Texas State Teachers College this year. Professor C. S. Johnson, formerly of Oklahoma University, heads the new department. A new course in Curriculum building in the elementary and high schools is being offered in the Department of Education.

Several material additions are being made to the campus of the College. Among these is the construction of an eighteen-room home for the Buffalo athletic team. The fact that this building is being made of native stone and petrified wood makes this addition especially unique. Extensive improvements are being made in the Burton Gymnasium where a hand ball court and boxing and wrestling rooms are being built. Construction of a \$17,000 men's dormitory on the campus to start in the next few weeks will provide a home for forty men students.

Hand in hand with the new deal in term division has come a demand for cheaper lodging for students. This demand has been met most satisfactorily. The reorganization of Randall Hall for girls into a co-operative home has enabled 196 girls to work an allotted time each day and help defray their lodging expenses. Numerous co-operative homes for boys have been started off the campus with much the same working organization as Randall Hall. In this way students are enabled to reduce living costs as low as \$10 per month in some instances.

TEXAS RELIEF WORK NOTES

The Commodities Distribution Department of the Texas Relief Commission has ordered for delivery for Texas Relief clients during the late fall and winter months, sugar cane syrup, butter, sugar, and cheese. It was announced by C. Z. Crain, head of the department.

In addition several thousands of yards of piece goods materials have been ordered for delivery in November, December and January to Texas Relief Sewing Rooms over the state, where they will be made into clothing for Texas relief families.

With no further buying orders received and the end of the government livestock buying program in sight, Texas Relief Commission officials have issued orders to county administrators to return all cows loaned to relief clients to pens for final disposition at the same time administrators were reminded that cows delivered to the rural rehabilitation department must not be distributed.

County administrators have been notified by Texas Relief Commission officials of the third general distribution of canned beef and notified to call at the Commission's 21 canneries for their allotment. The third distribution will include 5,500,000 cans of beef. It is twice as large as two previous allotments and will cover the requirements for two months period.

Development of a complete, well rounded credit service that has advanced more than \$126,000,000 to the farmers of Texas in the short space of twelve months, is their record established by the Farm Credit Administration of Houston, which was created October 31, 1933, just a year ago.

The H. G. L. H. Bridge Club met at the home of Mrs. R. R. Wills, with Miss Katherine Slimp as hostess, Tuesday, November 6.

High score was awarded to Miss Edith Galloway after six games of bridge had been played. Refreshments were served to club members.

A light shower fell at and near Friona Tuesday morning early, but there was not enough to do any damage.

HOW MUCH DO YOU SPEND FOR ADVERTISING

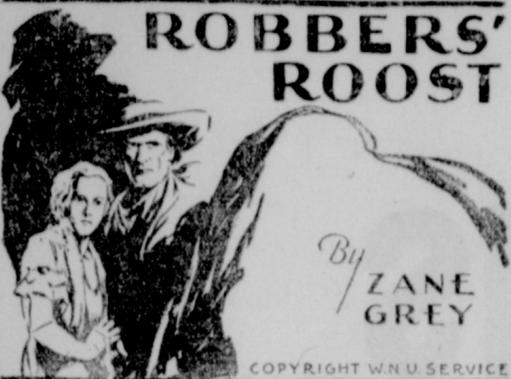
The Harvard Bureau of Business Research and the Northwestern University Bureau of Business Research compile the following percentage of gross sales as usual and correct for advertising expenditures of successful retail stores:

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



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They dove twenty feet farther back. Here they were apparently safe, except from the grassy ridge of the oval in front, which it was unlikely any sharpshooters could reach in daylight.

After a careful study Jim crept into the brush, stirred by a renewal of firing from the west rim. Whiffs of white cloud, thinning on the light wind, located the positions of the shooters. First Jim peered through the growth of brush directly in front.

Almost at once he caught a movement of a dark object through a crevice in the rim. The distance was great for accurate shooting at so small a target. But with a rest he drew a coarse, steady aim and fired once.

The object flopped over. A shrill cry, unmistakable to any man used to gunplay, rent the air. Jim knew he had reached one of the Heeseeman gang, to disable him, if no more. Next instant a raking fire swept the brush on both sides of Jim. He dropped down into the cave.

Smoky stood there, in the act of climbing.

"They near got me," rang out Jim. "I hit one of them way over where they shot at Bridges. There's a bunch of them hid on that cliff to the right of the outlet, you know, where Jeff went up to scout."

"Jim, they got us located," replied Shocum, gravely.

"Sure. But so long as they can't line on us in here—"

"They can move all around. An' pretty soon Heeseeman will figger that men behind the high center in front can shoot straight in byar."

"They're below the ridge now. Look sharp, Smoky, or they might get a couple of shots in first."

"Wal, if they do I hope both bullets lodge in Hank's gizzard."

"My sentiments exactly. . . Smoky. I saw something shine. Tip of a rifle. Right—to the right. . . Ah!"

"Take the first feller, Jim. . . One—two—three."

The rifles cracked in unison. Jim's mark sprang convulsively up, and plunged down to roll and weave out of sight. The man Smoky had shot at sank flat and lay still. Next moment a volley banged from the cliff and a storm of bullets swept blissing and spanging uncomfortably close.

Jim slid and leaped to the floor of the cave below. Smoky, by lying down, lowered the rifles to him, and then came scrambling after.

Hays had slouched back to them, followed by Happy.

"Jack, gimme Jeff's gun an' belt," Hays said, and receiving them, he buckled them over his own. Next he opened his pack to take out a box of rifle shells, which he broke open to drop the contents in his coat pocket on the left side. After that he opened his shirt to strip off a broad, black money belt. This was what had made him bulge so and give the impression of stoutness, when in fact he was lean. He hung this belt over a projecting point of wall.

"In case I don't git back," he added. "An' there's a bundle of chicken-feed change in my pack."

There was something gloomy and splendid about him then. Fear of God, or man, or death was not in him. Rifle in hand he crept to the corner on the left and boldly exposed himself, drawing a volley of shots from two quarters. Then he disappeared.

"What's Hays' idea?" asked Jim.

"He must know a way to sneek around on them."

A metallic, spanging sound accompanied rather than followed by a shot, then a sudden thud right at hand choked further speech. Happy Jack had been cut short in one of his low whistles. He swayed a second upright, then uttering an awful groan, he fell.

Smoky leaped to him, bent over.

"Dead! Hit in the temple. Where'd that bullet come from?"

"It glanced from a rock. I know the sound."

"Jim, the only safe place from that—is byar, huggin' this corner," declared Smoky. "An' there ain't room enough fer the two of us."

"Keep it, Smoky. I'm not going to get hit. This is my day. I feel something in my bones, but it's not death."

"Huh. I feel somethin' too—clear to my marrow—an' it's sickish an' cold."

"Jim, I'll sneek out an' crawl back of them. That's my idee. I don't have wrong ideas at this stage of a fight."

That was the last he spoke to Jim. Muttering to himself he laid a huge roll of bills under the belt Hays had deposited on the little shelf of rock. Then he vanished.

Scarcely had he gotten out of sight when Jim thought of the field glass. Smoky should have taken it. Jim risked going back to his pack to secure it, and had the fun of dodging another bullet.

What had become of Hays? Waiting alone among these deflecting bullets were on Jim's mood. He decided to peep out of the hole again. To this end he climbed to the shelf, rifle in hand and the glass slung around his neck.

He could command every point with the aid of the field glass, without exposing his head.

An instant later a far-off shot thrilled Jim. That might be Smoky. Suddenly a dark form staggered up, flinging arms aloft, silhouetted black against the sky. That must be the sharpshooter. Smoky had reached him. Headlong he pitched off the cliff, to plunge sheer into the wash below. Smoky had at least carried out his idea.

Suddenly Jim espied Hays boldly mounting the slope. But it appeared that he had not been discovered yet. Those on top were facing the unseen peril to the west.

Jim marveled at the purpose of the robber chief. Still another shot from Smoky—the last! But Hays had reached high enough to see over. Leveling the rifle he took deliberate aim. Then he fired.

"Heeseeman!" hissed Jim, as sure as if he himself had held that gun.

Hays, working the lever of his rifle, bounded back and aside. Shots boomed. One knocked him to his knees, but he lunged up to fire again. Again he was hit, or the rifle was, for it broke from his hands. Drawing his two revolvers he leveled them, and as he fired one, then the other, he backed against the last broken section of the wall. Jim saw the red dust spatter from the rock above.

The shots thinned out and ceased. Hays was turning to the left, his remaining gun lowered. He was aiming down the slope on the other side. He fired again—then no more. Those who were left of Heeseeman's outfit had taken flight. Hays watched them, strode to the side of the big rock, and kept on watching them.

Soon he turned back and, sheathing one gun, took to reloading the other. It was at this moment that Jim relinquished the field glass to take up his rifle. With naked eyes through the aperture in the brush, he could see Hays finish loading his gun.

This moment, to Jim's avid mind, was the one in which to kill the robber. He drew a bead on Hays' breast. But he could not press the trigger. Lowering the hammer, Jim watched Hays stride up among the rocks, to disappear.

Jim leaped up out of the hole to have a better look. Far beyond the red ridge he discerned men cuning along the white wash. There were three of them, scattered. A fourth appeared from behind a bank, and he was crippled. He waved frantically to the comrades who had left him to fare for himself. They were headed for the cave where the horses still stood. And their precipitate flight attested to the end of that battle and as surely, to the last of Heeseeman's outfit.

CHAPTER XI

Jim picked up the field glass and slinging it on his elbow, essayed a descent into the cave. On the shelf he hesitated and sat a moment locked in thought. A second time he started down, only to halt straddling the notch. The battle had worked out fatefully and fatally. Would he see Smoky again? Yet nothing had changed the issue. The end was not yet. With his blood surging back to his heart, Jim leaped down to meet the robber chief.

"Where's Smoky?" called Jim, his lynx eyes on Hays' right hand.

"Cashed in," boomed Hays, fastening great hollow eyes of pale fire upon Jim. "He had cover. He plugged I don't know how many. But Morley's outfit had throwed in with Heeseeman. An' when that gambler Stud broke an' run Smoky had to head him off. They killed each other."

"Who got away? I saw four men; one crippled."

"Morley an' Montana fer two. I didn't recognize the others. They shore run, throwin' rifles away."

"They were making for their horses, tied half a mile back. Where'll they go, Hays?"

"Fer more men. Morley is most as stubborn as Heeseeman. An' once he's seen this roost of ours—he'll want it, an' to wipe out what's left of us."

"Heeseeman?"

"Wal, he didn't run, Jim. Haw! Haw! He's dead."

The chief strode to the mouth of the cave and stared around. Jim remained at the spot he had selected, to one side, between the robber and Helen's cover.

"Jack an' Mac, too?" he ejaculated in amazement. "How come? No more of that outfit sneaked down in byar?"

"Mac stuck his noodle too far out of that hole in the cave. And Happy Jack stopped a glancing bullet. There's just two of us left, Hays. By the way—you going to bury your dead?"

"No. If I do anythin' at all I'll be fer my gurl. Them stiffs ain't a pretty sight."

CONTINUED NEXT WEEK

JODOK—

(Continued from page one.)

Day" or "Trades Day" a regular affair hereafter, and our chamber of commerce has appointed a committee to arrange for it, and whatever plan this committee shall adopt, is to be backed by every business place in town. Not being a business man, I am not especially concerned as to the method that may be adopted but I am going "boost" for it with all the "boosting" might I may have in me.

I have heard men from other towns say—"No matter what other qualities the people of Friona may or may not have, there is one thing absolutely sure, and that is that they all stick solidly together when it comes to putting anything over." Of course we of Friona might tell them different, for that is just another rule that has an exception.

But say—Fellows, since that is the reputation we have abroad, it is up to us to live up to our reputation, and pull as a unit for whatever plan may be adopted by our "Trades Day Committee."

"It is not in guns and armaments. Nor the funds that they can pay, but close co-operation that makes them win the day. 'Tis not the individual nor the army as a whole; but the everlasting team work of every bloomin' soul."—Kipling.

I was recently talking with a good friend of mine and he mentioned the possibility of tight times staying with us for possibly several months into the future and the fact that food will probably be quite hard to obtain by a large percent of us here at Friona, and that if a beginning was made in time much distress might be avoided by planting and raising good gardens next year.

He said there are a number of men in Friona that have no regular work except that provided by the P.W.A. and that never lasts more than two days each week, and he says there are vacant tracts of land that can be put in good condition for producing crops, and he believes that arrangements can be made for supplying water for irrigation at very low rates and this would make it possible to grow large amounts of garden vegetables next year for the use of those who have none and would thus aid materially in furnishing their tables.

It just occurs to me that this is a matter that is well worth looking into and preparing for as an aid to the needy for the coming summer.

RAVENWOOD-NIGGERHEAD
CHANDLER-CANON CITY
SUNSHINE-MAITLAND
BEST COLORADO COALS
Sold By Your Coal Dealer

There are few, if any localities, that will produce better vegetables than this plains country will produce when supplied with the necessary moisture.

I have also noticed in the reports sent to the Friona Star by the various Home demonstration clubs throughout the county during the past year or more, that Miss McKenney has been instructing in the manner of making and laying home-made tiles for sub-irrigation projects and it also occurs to me that these two projects might be combined and many people be supplied with an abundance of good fresh vegetables that will otherwise not have them.

Mildly has supplied our table all during the past spring and summer and until late in the fall with various varieties of delicious vegetables and we are going to have material for pumpkin pies until far into the winter, all this from her garden and without any sub-irrigation.

Now, I fully believe that many other men might have this good food stuff if they will induce their ladies to raise the gardens by supplying them with a sub-irrigated garden plot. It will be worth your time to try. And you will also be making use of the information being handed out all free of charge by our very efficient home demonstrator.

If you want to raise lot of potatoes, And pickles and kraut and tomatoes, You can do it with ease by following these Instructions of our demonstrator's Homemade & Boughten

Mayor Floyd Reeve drove over to Canyon Monday to carry his two sons, Glen and Charles back to their school. He then drove on to Amarillo returning late in the evening.

End Heating Worries With An Automatic Gas Fired Circulating Heater!

You can say good-bye to half-heated rooms, the day a Circulating Gas Heater comes into your home—enjoy greater comfort than you have ever known this winter and for many winters to come.

The New Gas-Fired Circulating Heater is completely automatic; draws its fuel from the gas pipe as needed; fills the whole house with warm, healthful, moist air; assures a constant even temperature regardless of outside weather changes.

See your gas appliance dealer today and see for yourself the many advantages of a Circulating heater.

Meat Texas Gas Co. 117 BUREAU, BLDG. WITH REFRIGERATED STORAGE

LIVE-AT-HOME CLUB

The Live-At-Home Demonstration Club met at the farm home of Mrs. H. C. Davis, Wednesday, October 31.

Miss McKenney met with the members and cut the various kinds of sleeve patterns for foundation patterns. There were 13 members one new member and 5 visitors present.

The next meeting will be held at the home of Mrs. Lacy, two and a half miles north and one mile west of town on Thursday, November 15, the demonstration being on making rugs.

Attorney A. D. Smith, who spent the greater part of last week on a business mission at Fort Sumner, New Mexico, returned to his office here Sunday evening.

Constipation

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

ADLERIKA

PELTS

Tanned and Made into Beautiful RUGS, or Mounted to look LIFE-LIKE.

Work Guaranteed

MERLE HARRY

O. C. JONES GARAGE

See me for new and used parts.

SANTA'S COMIN'

Don't have that disappointed feeling of not being able to find the suitable thing for Xmas gifts. Get the pick of the stock by buying now. Our stock is on display, new and fresh. There's a "just right" gift for every member of family and every friend. And incidentally the prices are low enough to suit you. See them to-day.

BLACKWELL HDW. & FURN.

1901 1934

E. B. Black Co.

We have Served You For 33 Years

Hereford, Texas

WE DO OUR PART In The N. R. A.

WE WILL DO OUR PART FOR OUR TOWN'S TRADES DAY

See Our Materials Ask For Tickets

Rockwell Bros. & Co.

"LUMBER"

O. F. LANGE, Manager FRIONA, TEXAS

WHAT'S NEW IN IRONS?

Heating Element under perfect automatic control.

Convenient beveled edges to slide under buttons gently—all way round.

Slender, tapered point fitting perfectly into tucks and gathers.

Don't overlook the improved cords that add materially to the economy.

Many other features which can be shown you at your dealer's.

TEXAS UTILITIES COMPANY

WE SELL INSURANCE ONLY

But we will give Trades Day Tickets on Cash Premiums

Old Line Companies. All Good

We will be pleased to assist you in any way we can

J. W. WHITE, Insurance

OFFICIAL STATEMENT OF FINANCIAL CONDITION OF THE

No. 1233

Friona State Bank

at Friona, State of Texas, at the close of business on the 17 day of October 1934, published in the Friona 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	32,048.06
Banking House	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 check on demand	6,000.00
Interest on 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	182,418.64
State Funds on Deposit	14,288.12
Total	\$247,953.02

State of Texas, County of Farmer:

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 President
ESTER NOBLE Cashier

Subscribed and sworn to before me this 29th day of October, A. D. 1934.

ORMA WHITE
Notary Public, Farmer County, Texas

(Seal)
CORRECT ATTEST:
J. S. CHESNUTT
RUBY McLEAN
KATIE NOBLE

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