

The Friona Star

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Hereford To Hold Cooking School; Free

(From the Hereford Brand)
From the great interest being manifested in the cooking school to be conducted by Mrs. Leona Rusk Ibrig, under sponsorship of the Hereford Brand, in the Star theatre, Tuesday, Wednesday, Thursday and Friday afternoons of next week, it is evident the Brand has accepted an obligation that will tax its abilities to the utmost to meet the expectations of those who have expressed their pleasure and appreciation of the Brand in undertaking such an event.
The Parent-Teacher Association of the city is cooperating with the school by sponsoring a cake and pie baking contest with the assistance of the Great West Mill and Elevator Company, which promises to be one of the most interesting and entertaining features of the four days. Mrs. H. C. Van Bibber, president of the P.-T. A., with a capable corps of assistants, will be in charge of the contest.
The help of various agencies, with Hereford merchants' cooperation, makes the holding of the cooking school possible with the exception of the cost in money, which responsibility the Brand has assumed and will need the friendly consideration of every local help. The cooking school is for the city, it is absolutely free, it is given with the express intention of bringing to Hereford programs and features impossible of attainment without some reputable business guaranteeing its fulfillment.
It is not possible to enumerate all the pleasant surprises to be experienced by those who attend the cooking school. Mrs. Ibrig comes to Hereford only because ten papers combined their resources to make her visit within the reach of everyone, and she conducts a school in each town. Among them are Lamesa, Memphis, Dalhart, Shamrock, Midland, Spearman, Panhandle, etc.
Prizes galore will be distributed, some in the form of souvenirs, some as awards each day to the winners of the cake and pie baking contests, some for attendance at the school, etc. The full list has not been compiled, but it grows daily as the time for the school approaches. Grand prizes in cash will be distributed in addition to the merchandise awards.
The Brand Daily.
Part of the service the Hereford Brand will contribute to make its first annual cooking school a success is to publish a paper each day while the school is in operation. Those not familiar with newspaper possibilities and the amount of energy, foresight and manual labor incidental to publication, will probably not understand just what a task the Brand has set for itself in issuing a daily paper. Nevertheless, it is an indication of what the Brand contributes to the best interests of the Hereford community, and shows to what lengths the paper is always ready to go to give the best service to its readers. All the advertising in the world cannot buy such a will to understand a community's welfare and work toward its accomplishment. Selfish interests are forgotten, and only the clear-cut desire to help to the best of its ability, prompts the Brand to undertake the task and obligation of a cooking school.
The Brand is gratified to receive the encouragement so many Hereford organizations have indicated, among them being several civic and school clubs that have dispensed with their regular meeting for next week that all members may have the liberty and pleasure of attending the cooking school.
There will probably be another issue of the paper reach its readers before the school opens.

USE THE

CLASSIFIED

ANYTHING TO SELL?
Want to Buy Something?
Use the
STAR'S CLASSIFIED COLUMNS!

We Are Not Opening Any New Accounts!

To our customers who have accounts with us:
Please don't ask us to carry the account
Longer Than Thirty Days.

F. L. SPRING

FRIONA STATE BANK

A WAITER said to Mr. Rockefeller, "If I were a millionaire I wouldn't squeeze a dime." Said Mr. Rockefeller, "If you did you wouldn't be a waiter."

Former Pastor Visits Here.

The many friends of Rev. and Mrs. DeWitt VanPelt were most agreeably surprised Tuesday afternoon when they drove into town for a short visit here.
Rev. VanPelt, who is now located as pastor of the Methodist church at Truscott, was pastor of the Friona Methodist church two years ago and while here he and Mrs. VanPelt formed a large circle of warm friendships and these friends were all rejoiced to meet them again.
The VanPelts had been visiting at Clarendon, arriving here from that place and remaining until Thursday afternoon, when they departed for Dimmitt to visit a brother of Mrs. VanPelt, going from there to Abilene and then to their home. They expressed great pleasure in their pastoral work at Truscott and at finding the work here in such prosperous condition.
They took supper Wednesday evening at the home of Mr. and Mrs. Opal Jones, where they were most happily surprised by having about 25 of their former parishioners here call on them all unexpectedly and spend the evening with them in conversation of social vein, giving enjoyment to the entire group.

Methodist Church Notes.

The Methodist ladies will serve ice cream and cake in the theatre building next Saturday. Call by and see them.
Rev. O. B. Annis, pastor of the Methodist church, has accepted an invitation to fill the pulpit of the Congregational church at both the morning and evening hours Sunday. He plans to speak on "After the Depression—What?" at 11:00 o'clock, and "Looking into the Future" at the night service.
The Sunday school will meet regularly at the Methodist church Sunday morning. This announcement is made in view of the fact that the Pentecostals are using the building on that day at the preaching hour for their revival services, which fact might mislead some.

NOTED COMEDIAN WILL BRING FAMOUS PLAY TO AMARILLO APRIL 16

Fred Stone, in the liveliest, most sumptuous musical comedy offering in his career, "Smiling Faces", is coming to the city auditorium, Amarillo, matinee and evening, Saturday, April 16. In Mr. Stone's support is the finest cast he has ever had, headed by his own delectable daughter, Paula, who, during the two years she appeared in "Ripples", in which piece of her father's she made her stage debut, won for herself a host of admirers. Her artistry has ripened, and in "Smiling Faces" her singing and dancing are more delightful than ever, and her personality more irresistible.
"Smiling Faces" is the merriest sort of musical melange, with highly humorous plot complications. Mr. Stone has devised an entirely fresh set of typical stunts and tricks.
In addition to Miss Paula Stone, Mr. Stone will be supported by such well known musical comedy lights as Roy Royston, Lott Loder, Billy Taylor, Doris Patston, Hope Emerson, Isabel O'Madigan, Adora Andrews, Eddie Garvix, Boyd Davis, together with the Albertina Rosch Dancers, and a company of 75, including a veritable garden of lovely femininity.

Here and There

By MRS. C. E. TICE
To her home in Clovis soon.
Mrs. Pierce visited Mrs. Turrentine Wednesday evening.
April 1 the larger pupils, a few patrons and the teachers, Mr. and Mrs. Joiner, went for a picnic in the breaks, remaining all day.
Mrs. Buford Luttrell of Albuquerque, N. M., is visiting her sister-in-law, Mrs. Benton Luttrell.
V. Skypola and family spent Sunday in the C. Schumacher home.
Bob Gilliland spent the week end with his grand mother, Mrs. Gilliland, in Hereford.
O. Wilder and family took dinner in the Sikes home Sunday.
Betty Brashear spent Saturday night with Inez Smith.
Noel Bryant of Hereford preached a good sermon Sunday morning to the members present.
Mr. and Mrs. G. W. Wilson visited the Roe home Sunday evening. Gladys Gore spent Wednesday night with Billie Jim Sikes.
Mr. and Mrs. Buddy Roe visited the Grady Wilson home Thursday night.
The play, "Happy Valley," was taken to Pringie, about 150 miles northeast of here, Saturday night. The play was a success and will probably be given at Dimmitt Friday night and then perhaps at other places.

Deaf Smith County Farmers Find Pig Feeders Profitable

Under the direction of County Agent R. O. Dunkle, a number of Deaf Smith county farmers have been using hog feeding methods as advocated by the Santa Fe demonstration train last Saturday, and the success of that type of self-feeder has been well established here. The feeders are copied after a design furnished by A. & M. College and have shown their practical value in the saving of feed and the rapid growth that hogs make when fed by them.
Lester Galley, P. H. Gilliland, Mrs. Bess Turrentine, Geo. Roberson, J. M. Chapman, Minord Koelzer and H. L. Hershey have been using the self-feeders for several months, and give testimony of the rapid gains hogs have made from their use. In nearly every instance the hogs have doubled in weight and better, in about half the time they were fed by old methods.
The instance of P. H. Gilliland's 16 pigs that weighed an average of 38 pounds on January 29 when put on the self-feeders, and when weighed 28 days later, averaged 72 pounds, is illustrated.
The self-feeders do not mix all the grains together, but gives the hog the selection of whatever part of the ration it chooses. The whole grain is in one compartment, a mixture of equal parts of tanage and cottonseed meal is in another, and minerals of two parts bone meal and one part of salt is in still another place. The hog soon learn their location and eats from the compartment containing the part of the ration most suited to its needs.

Flagg News

By MRS. G. B. FRAZIER
We are needing rain now. The wind and sand have whipped out lots of the wheat.
Mrs. N. A. Arms is on the sick list.
Club meets with Mrs. Sid Shelby April 7.
Three new trustees were elected April 7. A. D. Floyd, Russell White and James Miller.
P.-T. A. was postponed until Friday night, April 8, on account of several in plays were on the sick list.
Mr. and Mrs. Doe Jones and family visited with G. B. Frazier and family Sunday afternoon.
Louise Wathall is able to be back in school again.
Mr. and Mrs. A. D. Floyd visited with James Miller and family Sunday.
Mr. Dodson and family of Olton spent Sunday night with Fay Dodson and wife.

Westway Items

BY WILMA NELL SIKES
A large number enjoyed the play, "Happy Valley" at the school house Friday night. Proceeds will be used to buy equipment for the school house and grounds. Music by the "Hungry Six" band of Hereford was also enjoyed.
Grady Wilson returned Saturday from a visit with his parents at Abilene. His father has been seriously ill with blood poison but is now slowly improving.
Mr. Primer and family of Plainview visited the home of Mr. and Mrs. Buddy Roe Sunday.
Inez Smith spent Saturday afternoon in the Brashear home.
Dr. R. Grimes and family visited the Bob Denney home Sunday.
The ladies club had a quilting at the G. C. Hartman home Monday. The day was spent quilting a friendship quilt for their president, Mrs. P. H. Gilliland, as a token of her loyalty to the club work the past year.
The club had as guests Mmes. Slaton, Nix, Honser, Howton and Manjeot of Hereford.
T. L. Vaughn and family visited the V. Skypola home Tuesday.
Mrs. Preston, mother of L. O. Gore, is visiting the Gore home this week, and expects to return

AGAREX

... but tasty as a DESSERT!
AGAREX is a creamy emulsion that is actually delicious. And more effective too! Non-absorbent—non-fattening. Special price for limited time.

AGAREX 79c

CITY DRUG STORE
We boost our town and community by selling the best goods at right prices.
Registered Pharmacist Always In Charge.
J. R. RODEN
Registered Pharmacist.
SAVE WITH SAFETY AT CITY DRUG STORE

CLASSIFIED

FOR SALE: Jonesway brooder stove, 1000 chick size, in perfect condition. Also Jersey bull about one year old, eligible to registry. S. F. Warren.
FOR SALE: Quality chicks, April prices, \$8.00 per 100, 300 for \$22.50. Sold out until April 18 hatch. Place orders now. S. F. Warren.
ATTENTION, BREEDERS: I will stand my well bred jack during the season beginning April 1, at my farm 3 miles north and 3 1/2 miles west of Friona. Service fee will be \$7.00 to insure with foal. I will not be liable for accidents should any occur. M. C. Osborn. 37-5c
FOR SALE: The very best Rhode Island Red baby chicks and eggs. Chicks \$0.50 a hundred, eggs \$2.00 a 100. From State Accredited Flocks. R. L. Chiles, Friona. 341f
FOR SALE: Simplex oil burning chick brooder stove. Reuben Gischler, Friona, Texas. 38-1p
FOR SALE: Good New Perfection 4-burner oil stove. Reuben Gischler, Friona, Texas. 38-1c
FOR SALE: Mastodon Ever-bearing strawberry plant, \$1.00 per hundred. O. E. Stevick, Friona, Texas. 36-4c

Daniel News

BY MRS. JOE THURMOND
The W. T. Thomas family moved Friday from near Wildora, and Thursday night people of this community went in and visited them. At a late hour the ladies served cake and cocoa.
Mr. and Mrs. Hubert Thomson and family spent Friday night and Saturday in Canyon in the home of his brother, J. E. Thomson.
Mr. and Mrs. O. L. Shugart and Elma spent the week end in the Joe Thurmond home.
Mr. and Mrs. C. L. Goad entertained Saturday night with a party. The young people played out-door games, while the older ones played forty-two. Refreshments were served by the hostess to the many guests.
Mr. Thomson and Miss H. H. H. took their pupils and had a picnic on the creek Friday.
Ruth Moore spent Tuesday night with Betty Jo Thurmond.
Mr. and Mrs. Joe Moore and children spent Sunday in Amarillo with Mr. and Mrs. John Duty.
Mr. and Mrs. Herman Dinkell spent Thursday night with her mother, Mrs. Luna Jacobs.
Thelma Ruth Bishop, Wynnie Jacobs and Pauline Moore spent Tuesday night with Winnie Thomas.
Mr. and Mrs. Clarence Beckman of Umbarger called in the Walter Beckman home Friday afternoon.
Mr. and Mrs. W. R. Moore entertained company from Plainview Sunday.
After having spent some time here with his sister, Mrs. Floyd Tomlinson, Joe Golden returned to his home in Plainview Thursday.
Mrs. W. R. Moore spent Wednesday with Mrs. Joe Thurmond.

Scherer Items

MRS. B. R. FULKERSON
Much of the wheat in this community has been damaged by the high winds and sand.
Miss Brunson had Mr. and Mrs. Arlie Dean as dinner guests Wednesday evening.
Mrs. Clifford Sanders and Miss Wills visited Miss Ragsdale Wednesday.
Mr. and Mrs. Lloyd Harrell and

The effect of MINERAL OIL ... but tasty as a DESSERT!

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OLD LINE HAIL

In addition to our regular line of OLD LINE fire and tornado insurance. We have some of the best OLD LINE hail insurance to be bought anywhere.
Let Us Write Your Insurance
J. W. WHITE, INSURANCE

Lister Shares

Good, dependable lister shares for any lister, at what price levels. Garden seeds, plows, Hose, etc.
We pride ourselves on making YOUR dollar go farther. Always the newest and best on display.
Ask About the Free New Perfection Stove.

BLACKWELL'S HARDWARE AND FURNITURE

Having Purchased the Tailor Shop On Main Street
WE ARE NOW PREPARED to serve you with all kinds of work in our line, such as Cleaning, Pressing and Alterations. We call for and deliver, and guarantee satisfaction.
See us for suits made to order—in the best fabrics and latest styles.
We Use Naptha
Clements' Tailor Shop

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SAVE WITH SAFETY AT CITY DRUG STORE

International Sunday School

Lesson

BY DR. J. E. NUNN

April 10

HOW SIN BEGINS

Genesis 2:15-17; 3:1-8

Gen. 2:15. And Jehovah God took the man, and put him into the garden of Eden to dress it and to keep it.

16. And Jehovah God commanded the man, saying, Of every tree of the garden thou mayest freely eat:

17. But of the tree of the knowledge of good and evil, thou shalt not eat of it: for in the day that thou eatest thereof thou shalt surely die.

Gen. 3:1. Now the serpent was more subtle than any beast of the field which Jehovah God had made. And he said unto the woman, Yea, hath God said, Ye shall not eat of any tree of the garden?

2. And the woman said unto the serpent, Of the fruit of the trees of the garden we may eat:

3. But of the fruit of the tree which is in the midst of the garden, God hath said, Ye shall not eat of it, neither shall ye touch it, lest ye die.

4. And the serpent said unto the woman, Ye shall not surely die:

5. For God doth know that in the day ye eat thereof, then your eyes shall be opened, and ye shall be as God, knowing good and evil.

6. And when the woman saw that the tree was good for food, and that it was a delight to the eyes, and that the tree was to be desired to make one wise, she took of the fruit thereof, and did eat: and she gave also unto her husband with her, and he did eat.

7. And the eyes of them both were opened, and they knew that they were naked; and they sewed fig-leaves together, and made themselves aprons.

And they heard the voice of Jehovah God walking in the gar-

den in the cool of the day: and the man and his wife hid themselves from the presence of Jehovah God amongst the trees of the garden.

Golden Text: Watch and pray, that ye may enter not into temptation.—Matt. 26:41.

Time: The Bible does not say when man was created, and the geologists are greatly at variance in regard to the time when the human race appeared on the earth.

Place: Somewhere in Asia, and probably in the Babylonian Plain.

Introduction.

When God had finished his creative work before man was created, he makes a special announcement that he is going to create man in his own likeness and image. This he does as his crowning act of creation. Man was made of the dust of the earth. God next plants a garden eastward, and in it he places many trees bearing fruits good to be seen and good for food. In the midst of the garden there are two trees—the tree of life and the tree of the knowledge of good and evil. God placed man in the garden and gave him instruction to care for the garden. He was to eat of the fruit of the garden except one tree—the tree of the knowledge of good and evil; of that he must not eat. The penalty for the violation of this positive command was death the day he did it.

The First Temptation and Fall.

Then came the serpent, the subtle, malicious enemy of all that is good. Eve was alone when he appeared. By lying insinuations, he beguiled her into disobeying God, and she ate of the forbidden tree and gave to her husband; and thus came sin into the human family, and through them to all

mankind through all the ages. Jehovah pronounced a curse on the serpent, the man, the woman and the earth. Jehovah God sent them forth from the Garden. A guard was placed at the garden gate to keep the way to the tree of life. Sin had entered into the human family, and the gloom of night settled down on Adam and Eve.

The chapter that records the beginning of human sin with the curse of pain and sorrow and hardship and death, records also a curse upon the serpent which came in the upreaching heart of man the basis of hope. God said to the serpent, "I will put enmity between thee and the woman, and between thy seed and her seed; it shall bruise thy head and thou shalt bruise his heel.—Chap. 3:13.

Two Voices In the Garden.

Two voices were heard in the garden. One was the voice of God blessing, commanding, warning. The greatest test of man's obedience was the prohibition concerning the tree of knowledge of good and evil. "Thou shalt not eat of it; for in the day that thou eatest thereof thou shalt surely die." Quickly there came another voice, that of the serpent, saying, "Ye shall not surely die," but "ye shall be as God knowing good and evil." Thus in verses 1-5 we have all the elements of temptation as we know it today. The consciousness of limitation was aroused; the question why was raised; the imagination was kindled to see pleasant possibilities in rebellion and disobedience; doubt as to the reality of punishment for disobedience was injected; and a question as to the motive of God was planted, along with the sense of having been deceived or defrauded in the restriction. So came the temptation upon whose issue hung the story of the ages. It was a contest of two voices in the soul of man.

Sin Enters the World.

The man and the woman whom God had created chose the way of disobedience, and in that moment nature received its deadly infection. Their eyes opened, they did know good and evil, but far from becoming like God, they quickly developed the traits of the serpent. When the voice of God called again, they hid themselves in shame, and falsehood became the armor of fear. "The one taste alters our attitude towards God and conscience and life. It is a veritable Circe's cup. At one brush it wipes out all the peace, and joy, and self-respect and boldness of innocence, and numbers us

among the transgressors, among the shame-faced, and self-despising, and hopeless. . . . It is but one step, but it is like the step over a precipice or down the shaft of a mine; it cannot be taken back, it commits one to an altogether different state of things." (Dodds.)

Hope for the Sinner.

The chapter that records the beginning of human sin with the curse of pain and sorrow and hardship and death, records also a curse upon the serpent which came in the upreaching heart of man the basis of hope. God said to the serpent, "I will put enmity between thee and the woman, and between thy seed and her seed; it shall bruise thy head and thou shalt bruise his heel.—Chap. 3:13.

The Old Testament from this point on is the story not alone of man's fight against sin, but of God's grace in guiding and drawing man back to himself. And the story of grace reached its climax in the coming of Jesus Christ, the Son of God, "to take away the sin of the world." He opened the way to the city of God, and as man will he is releasing them from the power of the serpent and restoring them to fellowship with the Father.

Personal Responsibility.

There are those who try to escape the responsibility for their sins by throwing off on Adam, saying they are not accountable for the innate disposition to sin imposed on them by Adam. This lesson affords the opportunity to answer that heresy. The answer is, that Adam sinned deliberately, and so men sin now deliberately. Adam was endowed with the power to choose between right and wrong; so are men now so endowed. "Nobody puffed the wool over Adam's eyes." He was amply warned, and knew that God had said what Satan denied. He did not sin until he had gotten the consent of his will to sin. It is even now so. When a man stands in the presence of temptation, he stands there warned, endowed with intelligence and a will and the power to choose. If he yields, he does it deliberately, and the guilt is his and not Adam's.

Honest Labor a Blessing.

When God placed man in the Garden of Eden, he did not con-

POLITICAL ANNOUNCEMENTS

PARMER COUNTY, TEXAS

The Star is authorized to announce the following candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries on July 23, 1932:

For County Judge and Ex-Officio County School Superintendent:
CLYDE V. GOODWINE
DAVID W. RAY

For Tax Assessor:
J. W. MAGNESS
S. L. (Leo) McLELLAN

For Sheriff and Tax Collector:
W. W. HALL (Re-election)

For County and District Clerk:
GORDON M'CUAN
(Re-election)

For County Treasurer:
WALTER LANDER
(Re-election)

For County Attorney:
J. D. THOMAS (Re-election)

For Commissioner, Precinct No. 1:
J. M. W. ALEXANDER
(Re-election)

greater contrast than between the beginning and the ending of our chapter. The gladness of the sun-light has departed, and the heaviness are overcast with cloud. All things are changed; it is a different world. One act of disobedience has done it all. Remember, then, that a single act or deed may change the current of a man's whole life.—Rev. George H. Morrison, D. D.

"Oh! what need have we to watch and pray lest we enter into temptation! With so vigilant and subtle an enemy without; with so weak a garrison—perhaps with many traitors—within the citadel of our souls; what need have we to tremble lest we fall! When man fell he was shut out from the tree of life; but a new Tree of Life hath been planted in the world, even the blessed cross of the Redeemer. Of the fruit of that Tree may we eat and live. Strengthened with that food we fear not the assaults of the evil one."—Rev. W. Washam How.

Summerfield

By MRS. L. JOHNSON

The young peoples Sunday school class had a party at the B. A. Atchley home Friday night. Games were played and refreshments served to about 25.

Jim Gandy of Tulla visited his sister, Mrs. J. R. Oglesby, here last week.

Born to Mr. and Mrs. H. Still last Wednesday, a baby girl.

Mr. and Mrs. H. C. Jackson, Mmes. Johnnie Biggs and James Morgan of Hereford visited Mrs. Alton Lookingbill Sunday.

Mrs. Mattie Bowen of Pine Bluff Arkansas, is visiting her brother, Walter Huntley and family.

Walter Huntley and Lewis Jay were in Canyon Monday.

Lloyd Lookingbill and family of Black visited Sunday in the L. B. Lookingbill home.

Miss Grace Eddleman, who has been visiting her brothers here, returned to Plainview Sunday.

Mrs. Guy Easley and daughter have returned from a visit with her parents, Mr. and Mrs. A. J. Blakemore.

Ben Davis and family and Mr.

and Mrs. Barns of Hereford visited in Amberst Sunday.

Mr. and Mrs. V. Dodson of Palo Duro and Mrs. E. C. Dodson of Amarillo visited Mrs. Walter Huntley and family Sunday, Mrs. E. C. Dodson remaining until Tuesday.

M. D. Fincher and family of Hereford, Mr. and Mrs. Cecil Lady of Dean, visited the L. Curry home Sunday.

Alva Wilson and family, Hereford, Chas. Roberson and family and Mrs. Beulah Roberson visited relatives in Portales, N. M., Sunday.

A. J. Blakemore and wife visited relatives in Amarillo Sunday. Rev. Groom of Pampa preached here Saturday night and Sunday.

Rev. Coe preached Sunday night. Miss Dorothy Fullwood spent the week end with Ruth Lookingbill.

J. B. Sanders and family visited his parents in Amarillo Friday. Several families surprised Barnard Roberson with a birthday dinner Sunday.

Andrew Behrends and wife and Henry Behrends moved Grandpa and Grandma Behrends from near Hereford to Kress Wednesday.

Mrs. Walter Huntley was in Amarillo Tuesday. Joe Wallace, who visited his cousin Marvin Madden here, returned to his home in Sweetwater, Oklahoma, this week.

Mrs. Lawrence Johnson is improving from her illness. Bill Eddleman visited his parents at Plainview last week.

J. R. Oglesby and family spent the week end with her parents at Tulla.

Grady Patton and family, Mrs. Scott and Duke Kinchar of Tulla were Sunday guests in the Lee Curry home.

Gerhard Scharuh of Gatesville visited the Will Schultz home last week.

Messrs. and Mmes. J. A. Noland and J. L. Lookingbill attended church at Flagg Sunday.

Obe Roberson was re-elected as trustee at the election Saturday.

No End of Trouble

Correct one trouble and you cause another. Eliminate inferior people and the superior would have nobody to afford the contrast that keeps them satisfied.—San Francisco Chronicle.

TIME SAVERS

—The great American instinct is to save time—a lot of time—and then some more time. In the big affairs and the little things of life, time is the most valuable thing at our command.

—Limited trains, automatic telephones, special editions of newspapers, sixty-miles-an-hour automobiles, airplanes still faster—we have these things in answer to our demand for speed. And an equally important time saver in the lives of people today is advertising. Just as surely as any other modern service, the advertisements bridge hours and days for people who have wants to be filled.

—Readers of advertisements are the same people who demand the utmost efficiency in communications, in business, in their daily life. They know that a few minutes' reading of the advertisements will tell them more about products, values and the intelligent spending of their money than they could discover in days by any other method.

—And, like the other great time-savers, advertisements save money and energy, as well. The reading of them is a genuine human economy.

THE FRIONA STAR

"The Best Friend Your Community Ever Had"

