

The Friona Star

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

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FRIONA PARMER COUNTY, TEXAS, FRIDAY, APRIL 20, 1934

Cogitations & Aphorisms of Jodok

I attended the play at the school auditorium Saturday night and must say that I fully enjoyed the entire program, which included the play and special features that were presented between the acts.

I have always claimed and still do that the people of Friona can not excel in putting on any kind of a program they may undertake, and especially is this true when an unusual amount of culture and talent is required, and the play that was presented last Saturday night by our young people only serves to strengthen that opinion.

But the program was not all that I enjoyed. Mildred and I went quite early in order that we might secure our choice of seats for a better enjoyment of the program, and we thus had considerable time to wait while the remainder of the audience was arriving and the actors were getting their stage settings in readiness.

Ordinarily and for most people such an ordeal is most tiresome, but I had gone there and paid my money for the privilege of enjoying myself and I proceeded to do so.

One of the first things that attracted my attention was that of three elderly people who sat a few rows of seats in front of me. They were not of the "hoary headed" type (pardon me for using that expression so frequently, as I believe I used it last week, but it seems to express my meaning just here a little better than any other expression.) but I should judge they had left their babyhood at least fifty years behind them.

Well, these venerable people (Yes, they were each of them much younger than myself) were quite busily occupied chewing their gum, or as the boys used to put it when I was young, "chewing their wax," and I got lots of amusement as well as amusement from the different ways in which each performed the act of mastication. (Now this word "mastication" has two meanings, either of which might be correctly applied here.)

Each of the three people kept the chins constantly bobbing down and up as though they were nodding "Howdy" to the noses above them. I do not know who the parties were as I could see only the side of their faces in the semi darkness, but the manner in which they chewed their gum suggested to me a vast difference in temperament and a definite individualism.

One chin was going at about a 240 gait, as though it had been sent for a physician in the case of a fatal accident. Another was taking a very moderate pace as though it had been called to the bank to settle an account and had not the funds to do it with, while the other measured it off so very leisurely as to indicate it had come to stay all night and did not care if it never got home.

Now all this was interesting and entertaining to me and I was having lots of fun and it was not hurting those people in the least, for they were evidently not telepathists and therefore had no knowledge of the innocent fun I was having, so there could have been no harm done. And it occurs to me that a lot of character reading may be done simply by watching a neighbor chew his gum.

Then the thought struck me that someone behind me might be getting as much fun from watching my peculiar movements, for that seat was hard and had no cushion and I had to wait quite a while; and if they did, it is perfectly all right with me, as it did not cost me a thing, not even an unpleasant thought.

Now, I call such as that just clean, innocent fun, and there is lots of it in this world, and I sometimes wonder why people resort to such low tactics for amusements and seem to enjoy "dirty" fun when there is so much "clean" fun in the world.

I hope my friends will not accuse me of being too sprightly for one of my years, and that I have been stepping out too much at night, but the fact is I attended the Men's Forum Sunday night, and I sure did enjoy hearing those two fine young men tell what they had learned about radio and radio systems.

It was not all in what they told either, but the plain and lucid manner of their expressions, and my old heart just fluttered a little with pride at the thought that they are students in my home town high school.

(Continued on Page Two)

Friona Will Vote Saturday, April 21 On Selling Beer

Notices are posted in Friona calling for an election to be held here on Saturday of this week in the high school building.

This election has been called as the result of a petition that was signed by seventeen of the citizens of Friona and filed with the county commissioners at its meeting in Farwell on Monday of last week. Praying for an election to be held to decide whether or not beer shall be sold within the corporate limits of the City of Friona.

The judges of this election are H. G. Morris, Sam Taylor, H. T. Maxness and L. G. Symphon. The polls will be open at 8:00 o'clock a. m. and closed at 8 p. m.

LARGE NUMBERS OF PEOPLE HERE EACH TUESDAY

On Tuesday evening of each week recently, there has been a large number of people in Friona, judging from the large number of parking spaces that are taken up along our Main street being practically lined with cars throughout the business section.

Evidently the good programs being given at the local theatre has much to do with bringing this large number of visitors to our city.

LAKEVIEW NEWS

Mr. and Mrs. Melton left Friday for Colony, Oklahoma, where they were called by the illness of their daughter, who is to have an operation for tumor. They were accompanied by their son, Keith and his family.

Prof. and Mrs. Van Boston spent the week end in Stratford with her mother, Mrs. Davis.

Mr. and Mrs. J. M. W. Alexander returned from DeLeon Friday, where they were called by the death of her other brother, Mr. Shirley Strube. Our sympathy goes out to Mrs. Alexander in her bereavement.

Mr. and Mrs. Malone and family, recently of Pantin County, have moved on the farm formerly occupied by the Berry family.

Messrs. Audley and Millford Alexander and Miss Hart were Amarillo visitors Sunday.

Sunday school was dismissed for next Sunday on account of the singing convention at Farwell on that day, as a goodly number of those in our community plan to attend.

Mr. and Mrs. C. D. Russell and family spent Sunday in the E. R. Maggard home.

Mr. and Mrs. Fred Dennis are visiting friends and relatives in Oklahoma. Mr. and Mrs. Gospel Parker are looking after their things while they are away.

Mr. and Mrs. Orr Hines have a 12-pound son, born April 10.

Margaret Quinn spent Sunday with Iva Marie Vincent. Grace Miller spent Sunday with Ethel Maples.

Mrs. E. B. Whitefield and sons, Otto and Orville, were visitors in Clovis one day recently.

Messrs. Russell O'Brian and Eugene Fairchild spent Sunday with Russell's sister, Miss Marian O'Brian, in Canyon.

Mr. and Mrs. Arch Vincent were callers in the Louis Wilson home Sunday afternoon.

GOSPEL MEETINGS

The gospel meetings that were begun here at the Church of Christ Sunday morning have been attracting a goodly attendance to hear evangelist J. N. Cowan expound the scriptures.

Mr. Cowan has the reputation of being one of the most profound students of holy writ and therefore one of the most efficient expounders of the country affords. The public is cordially invited and welcome at all these meetings which will continue through the next Lord's Day.

A GOOD PLAY

The play, "Out of Court," which was presented by local talent and sponsored by the Junior Woman's Club, is conceded to be one of the best that has been presented in the local auditorium.

Not only was the play a good one but the parts were all well played by the local characters, it being what might be termed an all-star play. The special features that were presented between acts were all good and were appreciated by the large audience that practically filled the auditorium.

ART NAMES MAY RETURN

A letter has been received from Art Names, owner of the Art Names comedy company, which has had its show here on former occasions. The letter asks for information as to business conditions here, stating that he may bring his show back here sometime during the spring.

Goodrich Tires Best Always O. C. Jones Garage

A BIG RABBIT DRIVE

Quite a number of the business men of Friona and many other citizens of the city attended the rabbit drive that was held in the Lazbuddy community on Wednesday of last week.

Practically every business concern in Friona had one or more representatives at the drive, and those who attended report one of the largest and most successful drives that has ever been put over in Parmer county.

It was stated that there were at least 200 men in the drive and that more than 3,000 rabbits were slain. And, perhaps the most attractive feature of the day's sport was the huge barbecue dinner that was prepared for the noon hour. One large, fat beef had been prepared and Judge Ruth of Friona had charge of the cooking of it, and it is the unanimous conclusion of those who ate of it that it was the best cooked barbecue beef that mortal man ever set his teeth too.

It is stated that the plan of this drive was different from that most commonly used of surrounding a stated territory and driving the rabbits to the center and there killing them with clubs, the men formed a long line reaching across about four sections, and all moved forward in one direction, and as the rabbits were scared from their lairs, they were shot down by the men nearest to them and the carcasses left where they fell. By this method the danger of any hunters being shot was practically eliminated.

MRS. TRUITT HURT IN AUTO ACCIDENT

As Mr. and Mrs. F. S. Truitt were enroute to Hereford Monday morning one of their rear tires blew out which resulted in the overturn of the car a short distance east of Summerfield.

Mr. Truitt was not injured except for a few bruises, but Mrs. Truitt was rather painfully, though not considered seriously injured. She is now in a sanitarium in Hereford where she is gradually recovering from her shock and physical injuries. It is reported that the car was not seriously damaged.

METHODIST CHURCH NOTES

The scripture for the Sunday morning service was taken from the 27th chapter of Acts, the text being the 25th verse—"Wherefore, sirs, be of good cheer, for I believe God, that it shall be even so as it hath been spoken unto me. A very interesting sermon was brought from this text.

Friona Epworth League was visited by the other leagues of the Union Sunday afternoon at three o'clock. Dimmitt had charge of the program which was very interesting and inspirational. We also had the regular program in the evening, which was well rendered. You are invited to be with us in these programs.

Sunday evening Brother Thurston chose his scripture from John 3:14-19, taking his text from the 8th chapter and 12th verse, "Again, therefore, Jesus spoke unto them, saying, 'I am the light of the world. He that followeth me shall not walk in the darkness, but shall have the light of life.'" These sermons are very interesting and we invite you to enjoy them with us.

DID GOOD WORK

The members of the Junior Woman's Club who sponsored the page of advertisements in last week's issue of the Star are deserving of compliment for the excellent work which they accomplished.

These young ladies had never undertaken anything like that before and were thus new at the advertising business, but they went at the job with a determination to win and succeed in their efforts, and thus netted quite a neat little sum for their club treasury, all of which will be used for some worthwhile purpose for the community and those who gave them their patronage will some day see their money coming back to them in the form of some civic improvement.

HOME FROM MOUNTAIN AIR

Dr. A. P. McElroy, who spent all of last week over at Mountain Air, New Mexico, returned home Sunday about noon.

The doctor had been spending the week at his new apple ranch near Mountain Air and taking an interest in the work of the men who were engaged at planting the large number of peach, plum and pear trees. His 500 apple trees had not arrived, but are expected each day.

GOLF TOURNAMENT

Hereford hosted Friona with a score of 9 to 7 in the invitation tournament played here Sunday.

The outstanding score was shot by J. M. Posey of Hereford, who shot five birdies in succession from No. 1, turning in a score of 32 for nine holes and 67 for eighteen holes. The local club will retain the services of Tro Galois for one more week.

Pearson Accepts Local Pastorate For Six Months

A business meeting of the members of the local Congregational church Sunday morning, immediately following the services, was held for the purpose of making a decision as to the advisability of calling a pastor for another year.

The time of Rev. Samuel and Mother Pearson, who have served the church during the past year, expired on Saturday, and it was the unanimous vote of the congregation that the call be extended for another term of six months.

During the pastorate of Father Pearson, he and Mother Pearson have won a warm place in the hearts of the people whom they have so faithfully and efficiently served during the year, and it was a foregone conclusion that, should the congregation call a pastor for the coming year, that he would be recalled.

Rev. Pearson, however, is not so sure that his physical condition will justify his staying in active pastoral service for another whole year without some intermission for rest and recreation, and feels that at the end of six months term for which he has accepted the call, he will be better able to judge as to whether he should remain longer.

Both he and Mrs. Pearson have expressed their joy and appreciation of the action of the congregation in renewing their call, and also have expressed their joy and satisfaction at having been able to be a part of the Friona community and the love they have formed for all our people. They love Friona and all its people and consider it a pleasure and happy privilege to live and serve among them.

RHEA NEWS

It has rained here, and what is more are still some clouds left. The rain was big enough that Mr. Bond's car stuck in the draw when he was bringing the children to school.

Last Sunday morning Eugene Dixon was riding Albert Drager's motor cycle when a header appeared in his path. In the collision that followed Eugene's knee was damaged and the motorcycle was damaged and the header was not hurt at all.

Mrs. Wallace, who is primary teacher here, is in Clovis under a doctor's care. She has rather a serious case of tonsillitis.

Woman Injured In Falling Down Stairs to Cellar

Mrs. T. W. Wright, living a mile southwest of town, is suffering quite a lot of pain from an injured knee and will probably visit a specialist this week for treatment.

It appears that Mrs. Wright, while entering the cellar doorway at her home some time ago, slipped and fell down the stairway into the cellar. Mr. Wright heard her fall and hurried to her assistance but she had reached the foot of the stairway before he arrived. She was considerably shaken and bruised by the fall, but nothing serious developed at the time.

However, a few days ago her knee began paining her, the pain increasing in severity until she was obliged to visit a local physician, who was unable to ascertain the cause of the pain, and advised going to a specialist.

TAILOR SHOP HAS NEW EQUIPMENT INSTALLED

There is no question as to Friona having a completely and thoroughly up-to-date tailor shop, since our local tailor and cleaner, Bob Clements has made his recent additions to his shop on Main Street.

Mr. Clements has just recently completed the installation of several new units to his shop equipment, which includes a large steam boiler, three large cleaning tubs, being a naphtha tub or cylinder, a washer and a dryer, all of which are operated by electricity, with the boiler furnishing steam for the pressing department.

In addition to the equipment above mentioned there is also a separator, which is built on the principle of a cream separator and is used for extracting the naphtha, thus rendering it perfectly clean again and ready for another service in the naphtha tub or cylinder.

Not only is Mr. Clements well supplied with up-to-date equipment for his line of work, but he is also a neat, efficient and conscientious workman, and garments when dismissed from his care are as bright and clean looking as when first bought.

Dan Etheridge has opened an insurance office in the H. W. Warren building on sixth street in the room with the CWA offices.

PUBLIC SPEAKING TEAM SWEEP'S COUNTY MEET

The people of Friona and the Friona Independent School District have just cause to be proud of the accomplishments of the boys and girls forming the public speaking teams of our high school, in the county meet that was recently held in Bovina.

Out of a possible 130 points these boys and girls won 109 points in the county tests in debate, declamation and extemporaneous speaking. These various teams were composed as follows:

Debate: Boys—Harold Lillard and Lee Spring; Girls—Gwendolyn Cowell and Seva Welch.

Extemporaneous speaking: Boys—Leslie Loveless; Girls—Inez Miller.

Declamation: In this division Friona won three firsts, one second and two thirds. The firsts being won by Forest Osborn, Mildred Hughes and Joe Hub Collier. The second was won by Ruth Reeve, and the thirds were won by Eddie Manns and Clara Mae Perry.

The accomplishments of these young people have won for the Friona school the permanent possession or ownership of the large sixteen-inch silver district loving cup, it having been won by the Friona school three years in succession. This trophy, which represents superlative ability and continuous effort on the part of our students and teachers, is a possession which may be considered one of the school's most highly prized treasures.

In another article in this issue of the Star is given the accomplishments of our students at the District meet held in Amarillo last week.

LAKEVIEW HOME DEMONSTRATION CLUB NOTES

The Lakeview club met Friday afternoon, April 13th, with Mrs. Arch Vincent with five members and Miss McKenney present.

Our program was "County Money and its Expenditure in Texas." Two new members joined the club.

Our next meeting will be on "Grooming." Each club member should make a report to the Expansion Chairman of the expansion work she has done, at this meeting. Our next meeting, Friday afternoon, April 27, will be at the home of Mrs. Everett Sparkman.

You are welcome to come to each and every meeting.

HOME FOR WEEK END

Miss Nelda Goodwine, teacher in the Tulsa schools and Miss Margaret teacher of the Dean school in Deaf Smith county, came home to spend the week end with their mother, Mrs. Minnie Goodwine.

Miss Margaret was accompanied by her friend, Miss Ruth Woolf, who is also one of the Deaf Smith county teachers.

CONGREGATIONAL CHURCH

Sunday School—10:00 a. m.
Public Worship—11:00 a. m.
Public Worship—5:00 p. m.

The pastor will speak on "The Friendship of Jesus," at the morning service.

Mrs. Jerry Balekwell and Mrs. Roden attended the District Library Association in Amarillo last Saturday. Reports were presented showing the increasing number of libraries and patrons.

Books of reference, and of travel, instruction, art, and practical content are more in demand. The objective of these public libraries and distributing branches is to reach all homes with the best literature, and encourage library centers available to the most remote location.

Those chosen as delegates to represent the congregation at the meeting of the District Conference at Oklahoma City next week were: Mr. and Mrs. F. W. Reeve, Mr. and Mrs. L. F. Lillard, Mr. and Mrs. R. T. Giesler and Otto Whitefield.

A DIRECT SALES AGENCY

Friona at last has within her domain a direct automobile sales agency, since the installation of the Lunsford Chevrolet agency here in the Parr building on Fifth street. The Lunsford boys now have their shop in complete working order with a full force of competent mechanics and they are daily expecting the arrival of their first shipment of new cars, direct from the factory, which they will have on the floor as soon as they arrive. Such institutions as this always help to give a town prestige and should be welcomed as a sign of growth and progress.

WILL ATTEND CONVENTION

Dr. C. E. Worell, Clovis, New Mexico, secretary-treasurer of the New Mexico State Board of Examiners in Optometry, will attend the 14th Annual Convention and Educational Congress of the Texas Optometric Association in Fort Worth at the Blackstone Hotel April 16, 17, 18, and 19. Important business sessions will be held and lectures and clinics.

Highway Funds Are Available

WASHINGTON, April 17—After a round of conferences with government officials, John Wood, chairman of the Texas Highway Commission, said tonight plans had been worked out for carrying on an \$8,900,000, 000 emergency road program for drought and storm-hit areas in the state.

"We worked out through the Bureau of Public Roads and Harry L. Hopkins, Emergency Relief Administrator," Wood said, "plans which the highway department originally had made. The highway department is satisfied with the agreement reached. This money will be put in the hands of labor right away.

The highway commission chairman said the money would be spent on work on state highways and not on lateral highways.

Federal funds were earmarked for the program sometime ago, but difficulties impeded progress of the work.

ANOTHER GOOD RAIN

This locality was favored again Monday night with another really good rain, estimated near a half inch of moisture.

The rain came down nicely and the fields got the full benefit of all that fell, which will do the growing wheat an immense amount of good.

Another rain fell on Tuesday afternoon about five miles west of town which was accompanied by considerable hail. A sufficient amount of hail fell to strip the trees of their blossoms and leaves, but it is thought the wheat crop will not be seriously damaged. Although Wednesday forenoon was bright and warm, there was still indication of more rain which will be gratefully received.

Several miles south of Friona the rain is reported to have reached as much as one and a half inches. This was in or near the Lazbuddy community.

MEN'S FORUM MEETING

At the regular meeting of the Men's Forum at the Congregational Church Sunday night, there was a most interesting program and discussion although the attendance was not so large as it has usually been.

The subject of radio was taken up and discussed, the discussion being led by Harold Lillard for the English system and by Lee Spring for the American system.

These two young men are students in the Frion High School and members of the debating class and the class in public speaking, and it is safe to say that all those who heard them were surprised at the amount of information they had concerning these two radio systems and their ability to get information across to their audience.

During and following their talks or discussions they were asked a number of questions concerning the radio systems, all of which they answered in an understandable and satisfactory manner.

Rev. Pearson then led a further discussion of the subject with suggestions and surmises of his own which were interspersed with questions by various members of the audience.

FORREST OSBORNE WINS DISTRICT IN DECLAMATION

Last Saturday evening in the Baptist Church auditorium in Amarillo an orator was discovered, Forrest Osborne, giving the declamation entitled "Lincoln, The Man of God," won the unanimous decision of five judges as being the best declaimer in District 1. After eliminating five contestants in the preliminaries he met Amarillo in the finals. One of the judges passed as superb a compliment as I have ever heard a declaimer receive. This was her statement, "Mr. Osborne's poise, self-assurance, simplicity and physical reaction reminded me of the great president; thus it was as if I were listening to Lincoln himself." Forrest goes to the regional meet Saturday to meet the winners of four other districts.

We do not want to give all the praise to Forrest, however. Other members of the public speaking team did excellent work. Joe Hub Collier, the personality kid, won second place in Junior boys' declamation. Amarillo being first. Leslie Loveless won second place in boys' extempore speech. Mildred Hughes, Senior girl declaimer, was selected as one of the four of the eleven to enter the semi-finals. She was eliminated in that round. Amarillo winning. The girls debate team eliminated Canyon, to be defeated by Amarillo, who won the girls' debate. The boys' debate team eliminated Bartley to be defeated by Canyon in a 2-1 decision. Canyon was defeated by Amarillo in the finals. We are proud of the splendid manner in which all the contestants conducted themselves in the district meet.

I still carry a complete line of Genuine Chevrolet Parts. O. C. Jones.

The Friona Star

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

Display rates quoted on application to the publisher.
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PRUDENCE FOR SAFETY

The wisest observation noted in recent reading is a warning against entrusting too much money to men who are noted for brilliant mental gifts and vision—if we want our money to be safe.

"Safety," says the writer, "is a function of prudence and not of intellectual power. The ablest men are often more ardent devotees of the goddess of chance than their less scintillating brethren."

The investor who prefers safety before gain will probably find that the ideal counselor is a man who suffers from indigestion and has an acute memory for unpleasant events. This man is a rank cynic who holds everything in contempt, including the national anthem and spring tulips. He imagines himself beset by thieves, and is confident that the only reason he still owns the shirt on his back is that he is too quick for thieves.

Lurking in the shadow of every successful bank, and guarding every well-managed estate, will be found such a fellow. He will have no more soul than an adding machine, no more vision than worm, and no more intellectual brilliance than a Chinese waiter, but he will prove to be an ideal guardian for your cash. Despite war, flood, fire, pestilence and drouth, he will manage to keep your estate intact. He won't increase your capital perhaps, but he'll never let a penny get away—Latch String.

A COMMUNITY ASSET

The following was taken from a circular sent to retail merchants by a large wholesale house: "The value of your local newspaper to the success of your business cannot be overestimated. It's worth all the support and co-operation you can give it. For the newspaper is a mirror reflecting the life of the community in which you and your store have an important part. Your advertisement is the reflection of your store in the mirror. Everybody sees it there. If it is not there the mirror is dark where your store should be. You are there but you cannot be seen. Your store is open for business as usual, but 'out of sight, out of mind.'" To keep in step with the progress of the community, to get your share of business you must advertise regularly. Take your newspaper publisher into your confidence; he can give you valuable assistance. Establish an advertising budget. Plan a regular schedule for your advertisement. It's a policy that is followed by the most successful stores."

THE MAID'S WATCHWORD

Even of old maids all remind us. Our sweet charms won't always stay. For the blush of youth, dear maiden, soon, ah soon, will fade away. Then, oh girls, be up and doing, seize on every chap you can. For remember, time is fleeting, let your watchword be, "A maid!"

It took the forces of the United States Navy to dislodge the pirate Jean La Fite from Galveston Island in 1821. Enterprising Texans in recent years have reclaimed 550,662 acres of land in ninety-eight levee flood control and reclamation projects.

International Sunday School Lesson

By DR. J. E. NUNN

FOR APRIL 22, 1934

General Topic:—Our All For the Kingdom.

Scripture Lesson:—Matt. 19:16-30

16. And, behold, one came and said unto him, Good Master, what good thing shall I do, that I may have eternal life?

17. And he said unto him, Why callest thou me good? there is none good but one, that is God: but if thou wilt enter into life, keep the commandments.

18. He saith unto him, Which? Jesus said, Thou shalt do no murder, Thou shalt not commit adultery, Thou shalt not steal, Thou shalt not bear false witness.

19. Honour thy father and thy mother: and, Thou shalt love thy neighbour as thyself.

20. The young man saith unto him, All these things have I kept from my youth up: what lack I yet?

21. Jesus saith unto him, If thou wilt be perfect, go and sell that thou hast, and give it to the poor, and thou shalt have treasure in heaven: and come and follow me.

22. But when the young man heard that saying, he went away sorrowful: for he had great possessions.

23. Then said Jesus unto his disciples, Verily I say unto you, That a rich man shall hardly enter into the kingdom of heaven.

24. And again I say unto you, It is easier for a camel to go through the eye of a needle, than for a rich man to enter into the kingdom of God.

25. When his disciples heard it, they were exceedingly amazed, saying, Who then can be saved?

26. But Jesus beheld them, and said unto them, With men this is impossible, but with God all things are possible.

27. Then answered Peter and said unto him, Behold, we have forsaken all, and followed thee: what shall we have therefore?

28. And Jesus said unto them, Verily I say unto you, That ye which have followed me, in the regeneration when the Son of man shall sit in the throne of his glory, ye also shall sit upon twelve thrones, judging the twelve tribes of Israel.

29. And every one that hath forsaken houses, or brethren, or sisters, or father, or mother, or wife, or children, or lands, for my name's sake, shall receive an hundred fold, and shall inherit everlasting life.

30. But many that are first shall be last, and the last shall be first. Golden Text:—It is more blessed to give than to receive.—Acts 20:35

Place:—Parasa, the part of Palestine east of the Jordan. Parallel Passages.—Mark 10:2-31; Luke 18:15-30.

Introduction
I beg the indulgence for a few words personal, suggested by the recurrence of this special Sunday school lesson.

I distinctly remember teaching this lesson to my Sunday School class in Eminence, Kentucky, more than sixty years ago. I was then a teacher in the Eminence Baptist Seminary and also a teacher in the Eminence Baptist Sunday School. I had begun teaching in Sunday school five or six years before that time and have continued to do so through all the years since then, a total period of more than sixty-six years. I wish hereby to express publicly my sincere gratitude to the Kind Providence that has spared my life and has graciously granted me this privilege of so many years.

This well known incident in regard to the rich young ruler and his all important question as to how to obtain eternal life has been a special favorite of the International Lesson Committee. It is found in each of the three gospels, Matthew, Mark and Luke. It has been used by the committee in almost every series of lessons prepared by them. A new series of lessons covering the entire Bible has been selected by this committee every six or seven years since the Uniform Sunday School Lesson, now called the International Sunday School Lessons, began to be used. This important change in Sunday School Bible study was made only a little more than sixty years ago, and a few years after I began to teach in Sunday School.

This lesson, so emphasized by the Lesson Committee, and so frequently used by the Sunday School world, is of supreme importance, and should receive our most careful and thoughtful consideration.

Christ's Pervan Ministry
With chapter 19 of Matthew, all of which is included in our lesson, we begin Christ's great Pervan ministry. Our Lord and his disciples, toward the close of Christ's earthly life, left Galilee and went to a part of Palestine where they had done little preaching hitherto, to Perea, the portion of the country east of Jordan. There, as in Galilee, they would be in the domain of Herod Antipas, the murderer of John the Baptist, but they would be comparatively free from the machinations of the scribes and Pharisees from Jerusalem, and they would be planting the gospel in new soil.

The Rich Young Ruler
"And behold," Matthew thus indicates his feeling that an important scene is coming. "One came to him." He came (Mark 10:17) as Christ was leaving the house where he had blessed the little children. He came running (Mark), showing his eagerness; for Christ was leaving the village, for the last time, as it proved,—and he was not to have another chance at him. The runner illustrates the zeal we should show in our school but you can not make him

religions life.

"What good thing shall I do, that I may have eternal life?" By "eternal life" the young man meant endless joy, endless purity and power and satisfaction and peace. He could not possibly have asked for anything higher. He could not possibly have gone to any one better able to give it to him. "The youth fancied that eternal life was something to be obtained by his own merits. 'What good thing shall I do, that I may have it?' He never for a moment dreamed that it was the free, gracious gift of God, obtained by faith, and by faith alone."—Rev. H. W. Morrow. His was the characteristic mistake of the Pharisees of his day and of their modern representatives.

A Promising Inquirer
He had more qualifications for Jesus' discipleship than most people. Notice:

1. He really wanted, longed for eternal life. Jesus calls such people "Blessed," who hunger and thirst for possessions of that sort.

2. For he was eager, enthusiastic about it; Mark tells us that he "ran" after Jesus (Mark 10:17).

3. He had the spirit of humility. Rich, influential ruler that he was, he got down on his knees before Jesus right there in that dusty road.

4. He was teachable; willing to be taught; wanted to know; didn't think he knew it all.

5. Last, and most significant of all he was lovable in Jesus' estimation. "Then Jesus beholding him loved him, and said unto him, One thing thou lackest: go thy way, sell whatsoever thou hast and give to the poor, and thou shalt have treasure in heaven: and come, take up the cross, and follow me."—Mark 10:21

One Thing Thou Lackest. L. 18:22 Notice that word "one." Usually it is several or many things that are lacking. But that little "one" may in the eternal judging widen into a gulf to separate the soul from God. "A miss is as good as a mile." "Almost—but lost!" Wealth, honor, a blameless life, deep sincerity and earnestness, but he himself knew that that wasn't enough: "What lack I yet?"

"A ladder that falls by a foot of reaching to the height is useless." "The Last Shall Be First," v. 30

"But many that are first shall be last; and the last shall be first." "In these deep words there is a message of hope to all who feel themselves last, dependent, all who think themselves overmatched in the warfare of life, and outrun in the race of life. Christ's little ones, the nameless, fameless raints, the humble believers, who live sweet, helpful, loving lives, may take courage that however overlooked by the world they are regarded in heaven, however misunderstood by men they are understood by God. What he asks from all, the high and the low, the first and the last, is a sincere heart in which burns the pure flame of love. Whatever be our scale of earthly precedence, though it be reckoned last in our worldly judgment, that is first—so far first that it has no second."—Prof. Hugh Black.

JODOK—
(Continued from page one.)

school, Friona.

I am willing to admit that a large portion of this skill in expression is due to what is sometimes called "native wit," but on the other hand, this native wit, or whatever we may call it, must have some development, and that is due to the ability of the teacher, who has charge of the "Public Speaking Department of our school.

Do you know, I sometimes get mighty tired when I hear some old "back number" say that we pay too much for schools, and that young folk do not learn as much as they did when they were young, and that it costs too much just to teach them to play football and basketball.

Proper education and plenty of it is the only thing that will save civilization from being relegated to oblivion, and when I hear such work is in being turned out by the young people of our local school, I am inclined to think that the cost cannot be too high so long as we can possibly meet it. (By the way, I am not a candidate for school trustee.)

No one can tell just what may be hidden down deep in the recesses of these young minds, which only proper development may bring forth. It may be, perhaps the very thought that is destined to lead humanity into that perfect light that Jesus came to teach, and what a sin against humanity it would be to hinder its development.

I have had the opportunity of coming in contact with the ability of many of these same young people in their use of the English language which included their ability to spell and punctuate correctly and I have been almost amazed at their proficiency. Do not tell me, "old fogy," that they are not learning anything worth while and that the price is too high, just put their work up on side that of some of these "wise old critics" and any one who has the least possible knowledge of such matters could readily see that there is no comparison at all.

I am not saying that all these young people are learning as much as they should, for it is a fact that many of them do not have the innate desire to learn, and it is like the old adage, "You can't make a horse drink." You can't make a child to

learn, provided he chooses not to do so.

I heard a venerable citizen say recently that every Texas citizen should read "The Texas Weekly," in order that they may be posted as to what is going on politically and economically in their own state, from an unbiased standpoint.

I heartily concur in just such a statement, and for those who do not have the opportunity to read the "weekly" I suggest that they tune in on WOAI each evening at 6:30 o'clock and listen to Mr. Molyneux as he broadens his findings and suggestions along these lines.

Mr. Molyneux is one of our most popular writers along political, governmental and economic problems, and his findings and surmises are almost invariably correct, and given from an unbiased point of view, and he is quite as able an orator or speaker as he is with his pen. He is the editor and publisher of the "Texas Weekly" an article in the April 14th issue of which is relating to "The Bankhead Bill," and savors strongly of just plain common sense without prejudice or any sort of favoritism, the last paragraph of which follows:

"The circumstance that at this late day the best that the gentlemen of congress can do for the cotton farmers, including the tenants and croppers, is to place their occupation under strict government license and control, without raising a finger to restore their markets, is a fine commentary on the condition of congressional statesmanship. It is indicated that the final form of the measure will provide for its extension for another year if the Secretary of Agriculture should deem that advisable. We do not think that power will ever be exercised. For if the measure is not invalidated by the courts, we predict it will be the source of so much grief during its first year that the administration will be glad to get rid of it."

But, perhaps someone will say why worry about such as that here when this is not considered a "cotton country"? True it may not be considered a "cotton country," but cotton is rapidly becoming one of the best paying crops our local farmers can raise, and judging from what I hear some of them say as they converse on the streets, this new law is not going to do them any good if no harm.

Then, too this country has already become rated as one of our leading wheat producing sections, and what can be done to cotton may also be done to wheat, and, by the way, I do not hear any of the wheat farmers sweating any blood in jubilation over the wheat allotment plan.

Some one has said: "The average man is proof enough that a woman can take a joke."

Government Crop Loan Applications To Close April 30

Farmers who wish to obtain government crop loans should make application at the county agent's office in Farwell on or before April 30th, after which date no loan will be accepted, provided that not more than \$145.00 is desired. For an amount larger than this, application must first be made through the Muleshoe Production Corporation, B. N. Graham is its representative in Farwell.

In the event collateral is not sufficient to justify the loan, he will give you a letter of disapproval. If you will bring this letter to the county agent's office, then it can make a loan application up to \$250. Before you make application be sure that your landlord will sign a waiver.

A notary fee of fifty cents is required. This is the only charge for making the application.

John S. Andrews, field supervisor, will be in Farwell every Tuesday, and those wishing to see him should be in Farwell on that date.

More on Crop Loans
Farmers seeking loans from the \$40,000,000 Emergency crop loan fund are requested to see Miss Beulah Norris at Farwell, who is official application taker in Farmer county.

The rules and regulations governing emergency crop loans are as follows: Before any applicant may make application for this loan, he must first get a certificate of cooperation from the county production council at the county agent's office, Farwell.

Any farmer seeking a loan up to \$150.00 may apply direct to the emergency crop loan office at court house, Farwell. Applicants applying for a loan of \$150 or over must first make application to the Muleshoe Production Credit Association at Farwell.

If he is not eligible for a Muleshoe Credit Association loan, he will be given a letter of rejection addressed to the emergency crop loan office. The borrower presents this letter of rejection to the application taker of the Emergency crop loan office, and the farmer may then make application for an Emergency crop loan.

\$250 will be the limit to any one

farmer, based on \$2.50 per acre for grain crops and \$3.00 per acre for cotton.

The government is requiring an absolute first lien on all crops growing, planted, or to be grown, and harvested in 1934.

No loans will be made to any applicant who has a means of livelihood other than farming.

No loans will be made to minors, executors, administrators, agents, corporations or partnerships.

No loans will be made for the purchase of machinery or livestock, or for the payment of taxes, debts, or interest on debts, rents, or for repairs.

This money must be strictly used for crop production purposes and any person violating any of the provision of this Act shall be guilty of a misdemeanor and shall, upon conviction thereof, be punished by a fine not exceeding \$1,000 or by imprisonment not exceeding six months or both.

All farmers who are seeking this loan are requested to come on and get this money now while the getting is good, as April 30, 1934 will be the last day we will accept applications for emergency crop loans.

The emergency crop loan section of Dallas is now giving 24 hour service on approving applications and getting the money to our farmers.

USE OF CONTRACTED WHEAT ACREAGE

On August 22 the Wheat Section approved the following practices for the use of the contracted wheat acreage.

- 1—Let the land lie unplanted.
- 2—Summer-fallow the land.
- 3—Plant the land to permanent pasture.
- 4—Plant the land to meadow crops.
- 5—Practice weed control on the land.
- 6—Plant forest trees for windbreak or farm use.
- 7—Plant soil-improving crops on the land, for plowing under.

It is left to the individual producer to decide which one he prefers to adopt. If the contract signer does not handle his withdrawn wheat acreage in one of these seven approved ways, the burden of the proof will be on him, and it might be that his adjustment payments would be delayed, or he might not be able to get them at all.

PLACE FOUNDATION UNDER OLD T-ANCHOR HOUSE

Canyon, Texas, April 16.—Walter Cummings of Friona, assisted by Paul Sweet, of Colorado, Texas, have placed a rock foundation under the old T Anchor ranch house, near Canyon. This work was done by the use of slabs of cap-rock and concrete. In addition, walks of the same material have been laid around the old headquarters. The premises immediately surrounding the old house have been bordered with cap rock and the appearance of the property considerably enhanced. This work was done with the aid of student relief funds under the C. W. A. and with the allotment of the funds for the West Texas State Teachers College.

FRIONA BASE BALL

Friona dropped a loosely played game to Muleshoe on the local ball park Sunday in a score of 12 to 7.

Friona used three pitchers, Johnson, Williams and Hall, all of whom pitched a fair game. Nine errors were too much of a handicap for the hurlers, however.

District Clerk E. V. Rushing and son, Eric and daughters Roberta and Bonnie Lee, of Farwell, came over Sat. night to attend the play, "Out of Court," given by the Junior Woman's Club.

Beautiful

A room made beautiful for possibly a dime. Enamel in all colors, 4 oz. for 10c. Paints in all colors 6 oz. for 10c. In that same 10c line you find tile cement, stove polish, turpentine, top dressing, shellac, metal polish, machine oil, cedar oil polish, lacquer thinner, paint remover, and nearly anything you might want; and all for 10c each. You always get your money's worth at

BLACKWELLS HARDWARE AND FURNITURE

AUTO ODDITIES



(1) In setting the World's Speed Record at Daytona Beach, Florida, Sir Malcolm Campbell sprained his wrist in shifting gears at the start and drove over the entire course with but one hand. (2) Lovly Smith, after being paralyzed from the waist down, started operating a gun business and a service station. He has made a success of both. (3) A solid surface the size of your radiator creates turbulence only around its outer edge. Your radiator creates turbulence around the outer edge and also around the edge of each radiator perforation.

—Watch for Auto Oddities in this paper next week.

New Co-operative Grain Elevator

Friona Wheat Growers Incorporated

FARMERS, SECURE YOUR PORTION OF THIS STOCK AT ONCE!

Call at Farmers' Elevator in Friona and investigate this proposition, or see any one of the incorporators named in this advertisement.

THE SALE OF THIS STOCK SHOULD BE COMPLETED WITHIN 10 DAYS IN ORDER THAT WE MAY BE ON A PATRONAGE DIVIDEND BASIS BEFORE HARVEST.

INCORPORATORS:
F. W. REEVE, CLYDE V. GOODWINE, E. B. WHITEFIELD
F. N. WELCH, ELMER S. EULER

OUTLAWS of EDEN

By PETER B. KYNE

WNU Service Copyright, by Peter B. Kyne

Shortly after the bank had opened crippled Rance Kershaw limped in to borrow a thousand dollars to meet his monthly payroll. Babson demurred to loaning it, but finally compromised with a warning that such indiscriminate borrowing would have to cease very soon.



"Better Retrench," Babson Advised. "Let the Bar H Ranch Go."

your cattle, even at the present low prices, get out of debt, quit paying interest and be happy. Where does Nate Tichenor reside now?"

"I don't know. I only know his lawyer's address. Why do you ask?" "There was a man from San Francisco in here some time back. He'd been looking at the Bar H ranch and had a notion he'd like to buy it. I thought perhaps I might get in touch with Tichenor, negotiate a sale of his ranch for him and clean up a few dollars in commission. And yet, if you renew the lease it may militate against a sale."

"Go ahead," Rance Kershaw replied sadly. "I'm not going to renew the lease. You've been pretty good to me, Silas, and I won't stand in the way of your turnin' a profit."

"Thanks," Babson murmured. "And this lawyer's address?"

Kershaw gave it to him, and a week later an attorney in San Francisco wrote Nate Tichenor, in care of the latter's attorney, requesting a price on the Bar H ranch in behalf of a client of his.

Ten days later Babson knew that the Bar H ranch was not for sale; whereat the banker had an immediate return of his former nervousness and depression and went home at noon. The situation was thoroughly beyond his comprehension; he had decided Nate Tichenor would sell the Bar H ranch and Nate Tichenor had disappointed him.

Of course, in a larger sense, Nate Tichenor's decision not to sell could not affect the interests of the Forlorn Valley Irrigation district (Mr. Babson had decided to call it that), since the district could acquire the property via the condemnation suit route.

Immediately after church the following Sunday he motored up to Eden Valley, ostensibly to fish but with the intention of spending several hours inspecting the dam-site and lake-site. To his signal perturbation he discovered in the gorge a camp of three tents, a motor chuck-wagon, and five shirt-sleeved young men playing a modest game of poker under the shade of a cottonwood tree. Under an adjacent tree a field tracing table stood; it had a sheet of tracing paper tacked to it and hard by this table a surveying instrument was set up.

"Hello," Babson hailed them cheerfully, confident that his rod and reel would excuse him of undue inquisitiveness in penetrating to the camp. "What are you boys doing here?"

"Playing poker, sir. How about taking a hand? Twenty-five cent ante and a dollar limit."

Mr. Babson, not being accustomed to such gentle rebukes, flushed and passed on-down the creek, leaving the engineering crew to their non-sabbatical pleasure.

Evidently Tichenor had sold, or was about to sell, his dam-site and lake-site to a power company, which had sent an engineering crew to make a preliminary survey and report before deciding to close the deal. His curiosity aroused, Babson crossed the creek, climbed the side of the hill, and was rewarded by finding the stakes

of the engineering party. He followed them readily; they led him over the approximate route which any man with a fair eye for contours would have selected for the ditch to lead the water to the penstocks.

As a country banker Silas Babson had a far better knowledge of the law than most laymen; hence he realized now that if Nate Tichenor's dam-site and lake-site had been acquired by a power company, which is a public service corporation, no other public service corporation could condemn its property! Hence once more the Babson soul was steeped in despair.

The following morning Mr. Henry Rookby, his cashier-paying-teller-receiving-teller and confidential man, came to Babson's desk and laid upon it a copy of the latest edition of the Gold Run Nugget. Mr. Rookby had marked, in blue crayon, an item under the head of Real-Estate Transfers.

The item recorded the transfer by deed of gift, of four thousand acres, more or less, of certain lands, from Ranceford Kershaw to Lorraine Kershaw.

"Can't be a portion of the Circle C ranch," Babson decided, and drew down from its case a map of the county.

Mr. Babson made a most surprising discovery. He had always assumed that Rance Kershaw owned no land east of the fence that divided the Circle K from the Bar H. To his amazement he had now discovered that Lorry Kershaw was the owner of four thousand acres, more or less, in that portion of Eden Valley which, in the event of a dam being built in the gorge, must constitute all or the greater portion of the area that must be inundated when the dam filled up! And Babson had always thought Nate Tichenor owned that land!

He could have cheered. No matter what Nate Tichenor might do with his dam-site now, he would have to consult Lorry Kershaw before selling it to a power company, and Babson thought he knew what the girl's answer would be. A deadlock between the two survivors of the feud!

"Got to get that four thousand acres more or less," Mr. Babson exclaimed. "The girl will sell to me. You bet she will. And then I'll do some trading with Nate Tichenor."

Within the week he had arranged his personal finances and purchased from the Savings Bank of San Francisco the first mortgage that the latter institution held on the Circle K ranch. With the mortgage in his possession, Babson dictated to Ranceford Kershaw a letter as firm as granite and as cold as a penguin's tail. He informed Kershaw that unless the mortgage was paid within five days a suit in foreclosure would be instituted. Then he dictated another letter, which he signed as president of the Bank of Valley Center, calling some thirty thousand dollars of Kershaw's notes.

He was striking at Rance Kershaw over the shoulder of the latter's daughter, quite confident that she would protect her father when Babson suggested that, in return for a renewal of the unsecured notes and mortgage, she should sell him at a reasonable price that four thousand acres with which he planned to embarrass Nate Tichenor!

He realized he must keep such a deal in abeyance until he could organize the Forlorn Valley Irrigation district, for, with the district formed before Nate Tichenor could complete his deal with the power company, the district could enter a condemnation suit against Tichenor, and thus block the aspirations of the power company.

He distrusted the local legal talent in a crisis loaded with potential legal dynamite, so that might he went to San Francisco to engage the services of a legal firm noted throughout the state for its knowledge of water law.

Indeed, Babson was rather in a hurry to get out of town, for he considered it good strategy to be absent when old Rance Kershaw should come into the bank to argue and plead. Leave a frightened, worried man alone for four days and he's much easier to handle on the fifth. So Babson departed, in conscious of the fact that his suit, complicated with the sudden return of Nathan Tichenor to Eden Valley, was to kill Rance Kershaw and turn the current of the Kershaw hatred upon Silas Babson and all his works and jumps.

CHAPTER V

Nate Tichenor, from early boyhood had had more than his share of experience with sudden death and tragedy, and it had developed in him a certain stolidity and philosophy in such emergencies. For ten minutes he held Lorry Kershaw's head against his shoulder and neither spoke nor moved.

"Now, then, Miss Kershaw," he soothed presently, "this is no time for weakness. You're a Kershaw and none of your clan ever needed time out for that. You said you wanted to take your father home?"

She nodded drowsily. The Kershaws, like the Hensleys, always buried their own dead.

"And I wouldn't let a mere you, permit my mind to dwell on the thought of your absolute atomization in the world," he continued. "That way mad men lie. I know. I've been through all that. After two years in the A. K. E. where, it seemed to me, I lost every comrade I managed to achieve an affection for; after losing my mother and aunts while I was in France and realizing I hadn't a single friend in the community where I was born and raised, I found myself, when the war ended, the loneliest human being imaginable. Often I wanted to come back to Eden Valley and know you better but—"

"Yes, I understand. Father was what he was, poor dear."

"Well, be that as it may, you're not nearly so badly off as you think you are, and one of these days, when you have time to think about it, I'll tell you why." He was almost abrupt. "I suppose we'd better get along."

"Yes, I suppose so," she agreed and started her motor. Nate Tichenor followed in his car. Arrived at the Circle K headquarters no men came out to meet them.

"Where are your riders?" he queried. "They started with the cattle drive up into the forest reserve this morning."

He lifted Rance Kershaw's body out of the car, carried it into the house and disposed of it on Kershaw's bed.

He drew a sheet over the corpse and rejoined the girl in the living room. "I reckon," he said, in the homely



He Lifted Rance Kershaw's Body Out of the Car.

mountain idiom, "you Kershaws never have any truck with undertakers. Seems to me the Kershaws don't use preachers, either."

"No, we just read the service ourselves."

"The Hensleys always did, too. Lock the house up and drive in to Valley Center with me in my car. Have you in mind some woman friend you can bring back with you to keep you company?"

"I have no friends, Nate Tichenor."

He frowned, then smiled faintly. "I forgot we're the last survivors of two clans that were beyond the pale. Well, we'll hire somebody. There must be a practical nurse in Valley Center. When we get there I'll telegraph my old superintendent, Rube Tenney, to come up here with his wife and two children."

She yielded without argument to his suggestions—commands, rather.

Doctor Donaldson made no comment when, in his office an hour later, Lorry Kershaw informed him of her father's death. He readily issued a death certificate. He was a gruff old fellow and in the least politic, as Tichenor realized when Donaldson growled:

"So you two have buried the hatchet, eh?"

He flushed as Tichenor's bleak blue eyes rebuked him.

"It's none of my business, of course," Donaldson apologized. "I merely hoped for Miss Lorry's sake—"

Nate Tichenor smiled at him.

"I understand, doctor. No offense if your intentions were kindly."

"Thank you, they were. When will the funeral take place?"

"Tomorrow, at two o'clock," Lorry answered him.

"I'll telephone the coroner," Donaldson went on. "He'll take my word for it that an inquest isn't necessary, and issue the burial permit."

While Lorry Kershaw waited in the car, Nate Tichenor scouted around town and succeeded in engaging the services of a Miss Lizzie Bachman, who in her youth had almost graduated from a nurse's training school in San Francisco.

Not for considerable would Miss Bachman have missed this assignment. It was too meaty with gossip. Nate Tichenor dancing attendance on Lorry Kershaw!

Tichenor's next action was to call upon the editor of the local weekly paper, the Valley Center Register. "I am Nathan Tichenor, of Eden Valley," he announced. "I do not seem to remember you. Apparently you came to Valley Center after I left Eden Valley."

The editor said his name was Joe Brainerd and that he was pleased to meet Mr. Tichenor.

"Mr. Ranceford Kershaw died about three hours ago, very suddenly. Mr. Brainerd," Nate told him. "No, I didn't kill him. He perished of heart disease and will be buried in the Kershaw family cemetery in Eden Valley at two p. m. tomorrow. Friends and neighbors are invited to attend. And may I ask, Mr. Brainerd, as a special favor to Miss Lorry Kershaw and myself, that you do not take this opportunity to print a couple of columns of ancient history? Although you do not know it, the Hensley-Kershaw feud ended in 1917. Both Miss Kershaw and I would like to think that the matter is by way of being forgotten and we'll both be very grateful for your co-operation."

"My dear sir," Brainerd replied with dignity, "you mustn't presume to formulate my editorial policy."

Nate Tichenor looked Brainerd over bleakly. "Very well, run it. Next week there'll be another newspaper in this town, with a real newspaper man in charge, and you'll have a taste of active competition. And now that we understand each other, I want you to run off a hundred black-bordered death notices and send a man to paste them up in various conspicuous places around the town. That used to be the custom in this country. A few people might like to know of Rance Ker-

W. T. C. C. ASKS COOPERATION ANNUAL MEET

Six-Point Program Is Outlined For Cities

SAN ANGELO, April 19.—Participation of every city and town in West Texas in every phase of the many-sided program of the sixteenth annual convention of the West Texas Chamber of Commerce here May 14-16 is being sought by the regional chamber's officials, and the San Angelo general arrangements committee.

From the convention headquarters offices in San Angelo in charge of Convention Manager Maury Hopkins of the regional chamber, hundreds of letters have already gone out to chambers of commerce, WTCC directors, school superintendents, committee chairmen, and others aimed to fully acquaint the cities and towns on how they may participate in the convention first, to the advantage of the individual town, and second to the advantage of the region as a whole.

Every town has already been asked to do six things: (1) send an organized delegation to the convention; (2) conduct a poster exhibit contest in the public schools, the winning poster to be sent to San Angelo for display and for entry in the All-West Texas Poster Exhibit Contest (3) report upon beautification activities; (4) select a young lady to represent the town in Rainbow Roundup, the big revue and show at convention; (5) nominate directors to represent the towns on the official board next year subject to election at the convention; and (6) select a contestant for the My Home Town Speaking Contest.

West Texas Chamber of Commerce directors in every town, and the local chamber of commerce are the chief sources of contact. To them invitations have gone to begin to organize delegations to attend every session and feature of the convention program, and to acquaint the citizens of the respective towns with the convention program.

Rules and regulations for the poster exhibit contest have been sent to all school superintendents, WTCC directors, and local chamber of commerce secretaries in West Texas asking them to promote and conduct local poster contests in the schools, and send the winning posters to San Angelo for display in the convention headquarters. The big West Texas relief map which formed the center of the West Texas exhibit at A Century of Progress in Chicago will be exhibited in the same display with the posters. A silver loving cup will be awarded for the winning poster.

Local WTCC directors and chamber of commerce secretaries have been asked by the San Angelo Board of City Development to immediately select a young lady to represent the towns in the big All-West Texas show and revue, styled Rainbow Roundup, every evening of the convention. These young ladies will be guests at a number of social functions.

shaw's death, so they can come to his funeral as advertised."

He wrote out the copy for the job-printer, paid his bill and departed without further conversation. The editor put on his hat and walked over to the local hotel upon the veranda of which sat Mr. William Rooney, the deputy sheriff of the Valley Center district.

"Bill," he queried, "what do you know about Nathan Tichenor?"

"Nothing bad. Why?"

"Would you say that a threat of his should be taken seriously?"

The deputy sheriff rolled a conical eye at the editor. "I haven't seen the boy since he was in high school here, but from what little I know of his tribe I should say none of that breed ever made a threat. They made promises—an' kept 'em."

"I sized him up that way," the editor replied.

After eliciting from Brainerd all the news the latter had, Mr. Rooney strolled away to distribute his tidbit of gossip around Valley Center. Almost the first place he went was to the Bank of Valley Center. Henry Rookby, in charge during Babson's absence, received him.

"I see young Nate Tichenor's back in the country. An' Rance Kershaw kicked the bucket. Died of heart disease right smack in front of the Bar H gate, an' Nate Tichenor an' Lorry Kershaw 've been in town together an' thicker'n thieves."

"When the cat's away the mice'll play, I suppose. Who told you all this?"

"Brainerd. Tichenor was 'in an' gave him the story."

"That Nate Tichenor's a bad lot," Mr. Rookby murmured darkly. "I never liked him. Dye mean to tell me he's around with Lorry Kershaw now, helping her out in her trouble?"

Mr. Rooney nodded.

"The hypocrite! He's back here to smash the Kershaw outfit. Not another reason in life, Bill. Rance Kershaw's estate must owe Tichenor more'n three hundred thousand dollars an' for the past three years old Rance has been using clam shells and woodpecker's heads for money. Interesting situation. Very interesting."

When he turned to wait on a customer Mr. Rooney continued on to the Valley Center garage to discharge another load of his interesting information.

(CONTINUED NEXT WEEK)

tions to be given in their honor at the convention.

C. M. Caldwell, Abilene, Chairman of the My Home Town Speaking Contest, was the first to notify towns of a convention feature. Early in March Caldwell sent rules and regulations of the contest to every school superintendent, and chamber of commerce in West Texas urging them to immediately begin preparations for participating in the contest. Already over two dozen cities have indicated they will have entries. Caldwell's committee expects over sixty contestants.

High school students are eligible. They must present original speeches about their towns, not over five minutes long. To the winner will be awarded the Thos. Etheridge loving cup, a cash award, and a choice of scholarships in Simmons University, Abilene Christian College, Baylor University, Howard Payne College, and Texas Christian University.

Every city in West Texas through its chamber of commerce has been notified by H. O. Timmins, Chairman of the Convention. Election Committee to immediately nominate West Texas Chamber of Commerce directors, reporting their nominations to the convention manager.

The directors will be elected at the opening session of the convention to serve for one year. Already seventeen cities have responded and every mail brings additional notices of nominations. At present one hundred eighty cities have directors, and are affiliated. Timmins hopes to report an increase at the convention.

New York Artist Turns In Perfect Cowboy Sketch

What has happened to the old west? Has it moved to New York?

The advertising department of a middle-western oil company—with headquarters, by the way, not 15 miles from what is left of Oklahoma's cattle country—was casting about for illustrations for a new campaign. The campaign was to announce the company's new insecticide, "Phillips 44" named after the famous 44-revolver which helped western pioneers make history and dead men. Chief feature of the advertising was to be a cowboy in caricature, blowing away an exaggerated bug.

So the advertising department went shopping for art work—for just the right cowboy. Did it get it?

Chicago was tried. Home of great stockyards—Chicago's best contribution was a combination of forest ranger, boy scout and truck farmer. In addition, the horse with which the Chicago cowboy was shown sported an English bride.

The advertising department is firmly convinced that the only real west that is left exists in New York. As the department was at its wit's end along came a submission from Gotham. Perfect. Every detail correct. It was too good to let drop so the a. d. investigated, found that the artist had never been outside of New York except when his Philadelphia aunt died and he went to the funeral. That was when he was nine.

When You Eat Always Eat the Best Food the Land Affords. Get It At Taylor's Cafe East Side of Main Street Buford Taylor Proprietor

Another Good Rain

Was that received here Monday evening and we rejoice with our farmer friends in this hopeful indication.

FOR ALL KINDS OF BUILDING MATERIALS—SEE

Rockwell Bros. & Co. "LUMBER"

Hail Insurance

We have HAIL INSURANCE as good as the BEST—OLD LINE COMPANIES.

Fire, Tornado, Hail, Burglary, Bonds

J. W. WHITE, Insurance

1901 1934

E. B. Black Co.

We have Served You For 33 Years Hereford, Texas

AD-venture

Let them go to distant places!
Let them sail the seven seas!
Let them trade in spices, laces,
Scimitars and filigrees.
Let them dock at far-off Aden—
We can find romance and more
On the shelves so full and laden
Of our corner grocery store!
There'll be black tea from China,
Fragrant cloves from Zanzibar
Figs that come from Asia Minor,
Other products from afar.
We can get at bargain prices
Coffee out of hot Brazil,
Simple foods, exotic spices—
Anything we want, at will!
Oh, they'll go on yearly whalings—
Let them! You and I can roam,
Build our ships and make our sailings
Within half a mile of home!
Let them follow their wild notions!
City streets will be our oceans,
And our charts will be the ads!
Let them sight their Trinidads!

**There's a world of adventure waiting for you — in
the advertisements of this newspaper!**

The Friona Star