

The Friona Star
 PUBLISHED EVERY FRIDAY
 Published By
 NORTHWESTERN PUBLISHING
 COMPANY
 JOHN W. WHITE, EDITOR



SUBSCRIPTION RATES:
 One year, Zone 1 \$1.50
 Six Months, Zone 1 \$.80
 One Year, Outside Zone 1 \$2.00
 Six Months, Outside Zone 1 \$1.25

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GET GOING NOW

An embrace is generally a wrapped silence.
 Pessimism is the salt that flavors optimism.
 The man with one joke usually tells it very well.
 Free speech is prized most by those who like to talk.
 Praise makes a wise man modest and a fool arrogant.
 A woman's tears float her out of a lot of difficulties.
 Coal oil lamps still are widely used in Georgia, survey shows.
 Would you set yourself apart from other men? Wear a monocle.
 Better not wish for anything that you cannot set out to work for.
 Whatever your skill earns is always settled on by the taxgatherer.
 Groundless fears of 20 years ago are all dead, but there is a fresh crop.
 To enjoy all of one's rights may involve more responsibility than one desires.
 Ever notice that when a doctor is sick he isn't as much worried about it as his patrons are.
 Some natures lead men to become criminals if they are not allowed to be wholly ornamental.
 To all the sports except the one a man cares for, he says, "ho, hum!" when told about them.
 It is the bug around the evening lamp who thinks he is the life of the party that gets killed first.
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 "Caddy, I wonder," he hesitated. She could tell he was tired by the drag in his voice. "If you could possibly get Lem Salter's team of oxen and drive here for me! I simply can't ask him to do it himself. He has his daughter home for the holidays and her family. It's Christmas."
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By Martha B. Thomas



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 Host—No, a replica.
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GONE TO COLORADO

Merle Harry, who has been working at and near Friona for the past several months, departed for Salida Colorado, Tuesday evening.
 Merle has been offered employment there, working at ice storage, and if he secures steady employment and conditions there are favorable, he may remain in Colorado.

Pasture wanted for two heifers. See J. A. Blackwell, Friona.

CONGREGATIONAL CHURCH
 Sunday school—10:00.
 Public worship—11:00.
 Men's Study Class in the parsonage at 10:00. Subject for discussion next Sunday morning will be—The Question of the Veteran's Bonus.
 The following officers were nominated for the year 1935, at the session of the Sunday last Sunday morning—
 Supt. Otho Whitefield; assist. Supt. Carl Maurer; Sec. Treasurer, Goldie Stelek; Assist. Sec., James Bragg; Choister, Ruth Reeve; Pianist, Mary Catherine Crawford; Assist. Pianist, Orla White.

The annual meeting of the church will be held next Sunday afternoon at 2:30. The sacrament of the Lord's Supper will be observed at the morning service.

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ROBERT DRAKE GOES TO CLOVIS

Robert Drake, who has been manager for the Texas Utilities Company at Friona for the past year, had been promoted by the company and placed in charge of the company's affairs at Clovis. He departed for his new location and broader field of labor, Tuesday morning.
 During the time Mr. Drake was in Friona, he won for himself a large circle of appreciative friends by his pleasant disposition and general nobility of character, and these friends all regret his departure from Friona, though wishing him the greatest success in his new location.

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LIFE OF MRS. IDA BELLE FISHER
 Ida Belle Fisher was born January 6, 1886, in Decatur, Wisconsin, Texas. She moved to Hale County, Texas in 1891.
 She was courted when a young girl and joined the Methodist church and was active member until her death.
 She was united in marriage to B. Cole Oct. 10, 1906, and to the union were born eight children, five girls and three boys, two of which are dead, one girl and one boy.
 In the year 1922, she and her family moved to Farmer County, Texas.

She died Dec. 24, 1934, at 9:00 o'clock A. M. After a short illness, funeral services were held at the Methodist Church, Dec. 25, and the remains were taken to Abernathy to Pierce Chapel for interment.
 She was loved and adored by all who knew her, but God knows best. He said her work here was finished and he had a better place prepared for her. As we look back on it, it was a life of sacrifice and service, and uncomplainingly carrying her load, and always so anxious to be of service whenever and wherever she could.

The husband, as lost a kind, faithful and thoughtful wife. The children never have a mother's love is God's love. "God Take Away" and God "Take Away" Wife Lover He . . .
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Paper Hangin
WORK GUARANTEED
I WANT YOUR WORK
A. O. MAKE

\$1-
For Your Old Iron
 on the purchase of the West
 house "Adjust-O-Matic"

For the month of January only, this safe, modern, convenient, and economical iron is offered you on the above plan. See your electrical dealer or any Texas Utilities Company employee.

Texas Utilities Co.

USED TRACTORS
 of all kinds are available thru us. Let us take care of your needs. Convenient payments to responsible parties. See us for new tractors. We can supply your needs.
 Cream separators—the famous De Laval—a pride in your home a boon to your purse. Let us show you how you money with the De Laval. Cream separators advancing too high to lose your cream. Buy today.

Blackwell's Hdw. & Furn.
 1901
E. B. Black Co.
 We have Served You For 33 Years
 Hereford, Texas

"Safety First"
 Is a worthwhile Motto at all times and under any conditions, but it is especially so when considering the FIRE HAZARD in regard to one's home.
FIRE INSURANCE IN A DEPENDABLE COMPANY IS THE ONLY DEPENDABLE AVAILABLE PROTECTION
 We can write your INSURANCE in one of more than SEVEN good old line Companies.
J. W. WHITE, Insurance

ATLANTIS
 May be a Lost Empire or a Sunken Continent, but—
WHY SHOULD YOU WORRY
 When you can secure any Grade of any kind of BUILDING MATERIAL AT BEST GRADE, LARGEST QUANTITY, LEAST MONEY, PRICES,
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Western Newspaper Union.

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GONE TO COLORADO

Merle Harry, who has been working at and near Friona for the past several months, departed for Salida Colorado, Tuesday evening.

Merle has been offered employment there, working at ice storage, and if he secures steady employment and conditions there are favorable, he may remain in Colorado.

Pasture wanted for two heifers. See J. A. Blackwell, Friona.

CONGREGATIONAL CHURCH

Sunday school—10:00. Public worship—11:00. Men's Study Class in the parsonage at 10:30. Subject for discussion next Sunday morning will be The Question of the Veteran's Bonus.

The following officers were nominated for the year 1935, at the session of the Sunday last Sunday morning: Supt. Otho Whitefield; assist. Supt. Carl Maurer; Sec. Treasurer, Goldie Stiesick; Assist. Sec., James Bragg; Choister, Ruth Reeve; Pianist, Mary Catherine Crawford; Assist. Pianist, Olga White.

The annual meeting of the church will be held next Sunday afternoon at 2:30. The sacrament of the Lord's Supper will be observed at the morning service.

Pasture wanted for two heifers. See J. A. Blackwell, Friona.

Wanted to buy a good 1-4 section of land near Friona, State particularly first letter Box B101 Friona Star.

ROBERT DRAKE GOES TO CLOVIS

Robert Drake, who has been manager for the Texas Utilities Company at Friona for the past year, had been promoted by the company and placed in charge of the company's affairs at Clovis. He departed for his new location and broader field of labor, Tuesday morning.

During the time Mr. Drake was in Friona, he won for himself a large circle of appreciative friends by his pleasant disposition and general nobility of character, and these friends all regret his departure from Friona, though wishing him the greatest success in his new location.

Wanted to buy a good 1-4 section of land near Friona, State particularly first letter Box B101 Friona Star.

LIFE OF MRS. IDA BELLE FITZGERALD

Ida Belle Fitzgerald was born January 6, 1886, in Decatur, Wis., Co., Texas. She moved to Hale County, Texas in 1891.

She was converted when a small girl and joined the Methodist church, and was active member until her death.

She was united in marriage to A. B. Cole Oct. 1, 1906, and to this union were born eight children; five girls and three boys, two of which are dead, one in 1912, she and her family moved to Friona, County Texas.

She died Dec. 24, 1934 at 9:00 after a short illness. She was buried at the Methodist church, Dec. 27, and the remains were taken to Abilene for interment.

She was loved and adored by all who knew her. Her last wishes were here was fulfilled. Her remains were placed in a casket and carried to Abilene, Tex. by the Friona, Texas, and God bless her soul.

Pasture wanted for two heifers. See J. A. Blackwell, Friona.

Paper wanted for work. I want for work. A. O. Drake.

\$1- For Your Old Iron

on the purchase of the West house "Adjust-O-Matic"

For the month of January only, this safe, modern, convenient, and economical iron is offered you on the above plan. See your electrical dealer or any Texas Utilities Company employee.

Texas Utilities

USED TRACTORS

of all kinds are available thru us. Let us see your needs. Convenient payments to meet your needs. See us for new tractors. We can meet your needs.

Cream separators—the famous De Laval—your home a boon to your purse. Let us see you money with the De Laval, Cream separator, advancing too high to lose your cream. Buy

Blackwell's Hdw. &

1901

E. B. Blackwell

We have Served You For 33 Hereford, Texas

"Safety First" Is a worthwhile Motto at all times and under any conditions, but it is especially so when considering the FIRE HAZARD in regard to one's home. FIRE INSURANCE IN A DEPENDABLE COMPANY IS THE ONLY DEPENDABLE AVAILABLE PROTECTION. We can write your INSURANCE in one of more than SEVEN good old line Companies. J. W. WHITE, Insurance

ATLANTIS May be a Lost Empire or a Sunken Continent, but— WHY SHOULD YOU WORRY When you can secure any Grade of any kind of BUILDING MATERIAL at BEST GRADE, LARGEST QUANTITY, LEAST MONEY, PRICES, FROM ROCKWELL BRO. & COMPANY O. F. LANGE, Manager

HOW MUCH DO YOU SPEND FOR ADVERTISING

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

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

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

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

THE FRIONA STAR

THE ROMANS

had a phrase for it—

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

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

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

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

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

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

The Friona Star

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