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HEALTH SERVICE

Though progressive in many directions, Texas has been backward in protecting its citizens' health. The Texas Planning Board emphasizes that fact in reporting on its recent State-wide survey. Planners found that 17,000 persons died prematurely and needlessly during 1934—the year for which statistics have been compiled. That number included 10,000 victims of preventable diseases, and 7,000 succumbed to pellagra—a disease of nutrition.

Organized public health service reaching all Texas' 6 million people could have saved those lives. Epidemic control involving quarantine, measures, public sanitation and education—would reduce, if not eliminate, the death-toll of tuberculosis, typhoid fever, malaria, diphtheria, and other germ diseases.

As for pellagra, that malady never attacks a person who lives on a balanced diet. In one sense the pellagra victim has starved to death; frequently he has starved in the midst of plenty. An ironic aspect of the record is that the heaviest death-toll is not in the cities' blighted areas, but on farms which easily might produce a balanced diet. Thus, the kitchen garden and the home cannery offer the most hopeful line of attack on that plague.

Texas' first need is to support its State Health Department adequately, that it may set up full-time service a county health unit or equivalent—in every community. A modest annual investment in such service would save the people millions.—San Antonio News.

DELAWARE'S EXAMPLE

Delaware is a small state—but it has big and worthwhile ideas.

One of these ideas is its annual motor vehicle inspection campaign conducted under complete state control. Delaware pioneered this idea.

During two recent weeks 24,000 cars were examined and approved. Thousands of other cars were found defective and orders to correct mechanical hazards were issued. Defective foot brakes proved the most serious cause for rejection, with bad lights second.

In addition during last year alone the state removed 580 antiquated vehicles and sent them to a well deserved rest on the junkpile.

It is of great interest that, according to Delaware's Secretary of State, there has been an almost complete "right about face" in the public attitude toward these inspection campaigns. At first, drivers were antagonistic—now the great bulk of them appreciate the value and necessity of inspections and are eager to cooperate.

Every state should adopt the Delaware plan—and keep it up year in and year out. Some states have carried on sporadic, badly organized inspection campaigns, with inadequate facilities, and little good has resulted. Other states have conducted campaigns in which drivers could have their cars inspected or not, as they chose. Such campaigns are a waste of time—the drivers with defective machines stay away from the inspection stations.

The mechanically dangerous car is directly responsible for hundreds of deaths and thousands of injuries annually. Its elimination is essential if we are to reduce the ghastly automobile accident toll.

CLAMBAKE IS RITE IN RHODE ISLAND

The Rhode Island clambake is a traditional rite in the land of Roger Williams, according to an authority. The secret of its preparation has been handed down from the Narragansett Indians through successive generations to the present.

The entire meal is prepared in the open. The first step in the process of its preparation consists of building a roaring fire to bring the cobbles to a white heat. These stones are carefully removed to a shallow pit and over them rockweed is laid to form a foundation. The second step consists in placing a layer of soft-shelled clams over the steaming rockweed. Then follows in successive layers, sweet and white potatoes in their jackets, sweet corn still in its husk, bluefish in paper bags, and lastly small sausages wrapped in cheesecloth.

Over this huge pile of delicious foods is placed a thick tarpaulin to confine the heat and assist the steam in penetrating every delectable morsel of the bake. The ensuing aroma will whet the most jaded appetite.

Free Home Paper Service

(Muleshoe Journal)

Citizens of small towns usually have considerable to learn in the matter of successfully 'putting over' any worth while project in a successful and satisfactory manner. Citizens of such towns often want to put off something big yet do it in a little way as possible, frequently expecting some one else to "be the goat" in the venture, while not infrequently the local newspaper is that victim.

Many citizens, and most of them business men, who really should know better, never stop to consider the various phased service rendered a given community by its local newspaper. While newspapers are privately owned, yet they are public institutions and operated for public benefit. Of course the editor and his associates expect a living and are entitled to such for their labor but fundamentally every newspaper worthy the name operated for a much larger public benefit than that of private.

Its only source of revenue is that of advertising. It costs much more to set in type and publish the news reading portion of a newspaper than it does that of advertising; yet such is the necessary function and portion of a newspaper. Just so much news reading is necessary to constitute a newspaper, whether there is any advertising in it or not. However, advertising is also a vital part of news and is read and participated in by a large percentage of subscribers at a considerable saving of money because business concerns quote saving prices on certain commodities.

Every week the local newspaper gives to its subscribers (and borrowers) a free information service that money cannot buy—a something for nothing that no self-respecting editor would ever think of selling as paid advertising. Sometimes, even in important matters, the newspaper may be given an advertisement of such matters, yet the free publicity he carries costs the paper producer much more and is of far greater value to the project per se than is the advertisement. Little if any appreciation is extended the newspaper for such publicity, and often the local paper is expected to carry a big publicity story of some community even at its own expense entirely.

Every week the local newspaper records history of that given community of present and future interest, some of it business history worth untold dollars to buyers and sellers, some of it social history which in many instances would have been a total failure but for the publicity given it by the local newspaper. Each year the local newspaper binds in annual volumes community history of that particular town and surrounding territory, much of which is of a vital and priceless nature to many of its readers.

and we know of several in this county who are now doing this very thing. Certain feature articles now being written by the local editor and appearing in the Muleshoe Journal are studied weekly as a regularly assigned lesson, because of their literary merit. The metaphors, similes, hyperboles, synonyms, figures of speech, colloquialism, perspicuity etc., including a wealth of news expressions and words of uncommon usage to the average vocabulary, are all carefully analyzed and diagnosed in an educational benefit to these students.

These annual volumes include recollections of trials and tribulations, ordeals of births, marriages and deaths, successes and disappointments, prosperity and adversity of a divergent and wide nature—forming a volume of vital importance to present and future citizenry of incalculable value. Frequently citizens come to the newspaper office to review these volumes for personal interest and smaller business concerns have frequent occasion to refer to past editions of the local newspaper. Lawyers, courts and clients often request these filed numbers for use in trials of various kinds, even the United States government recognizes the value of such papers to the degree that file copies of them are perpetually kept.

Some times a given town will attempt to successfully inaugurate and prosecute some worthy enterprise by completely ignoring their local newspaper with the exception of such free publicity as the editor may give, and then, perhaps, censure the newspaper because that publicity does not come up to their expectations. Not infrequently such publicity is expected regardless of any paid advertising submitted for a given project, the proponents ignorantly giving no heed whatever to the advertising of such and which has been repeatedly proven to be by far the wisest and most merited method of spreading the news abroad and acquainting the largest number of people of such contemplated event.

Sometimes circulars or cheap mimeographed sheets, many of which are so dimly printed, smoothy in their appearance as to often be unreadable in whole or in part, of a very poorly written nature, containing little or and beauty of typographical formation, with no appeal whatever in keeping with the merits of the proposed project—these are resorted to, sometimes on the plea of saving money, but generally at the expense of the project because of the lack of appeal in such kind of over advertising. Statistics prove over and over again that on an average only one circular out of every six distributed produces any interest or result. Many of them are promptly thrown away. The recipient may glance over it and then drop it with a thoughtless gesture.

However, such is not the case with the average local newspaper. It goes directly into the home carrying with it a high degree of confidence and appreciation for all that is contained within its columns. It reposes in respectable manner upon the dresser, center table or other accustomed place in that home where every member of the family has free access to it and most of them read it quite carefully and thoughtfully. Many local newspapers carry a dignity, a seriousness, a command of respect and appreciation, an authority not lightly assumed, which unhesitatingly inspires confidence and satisfaction among its numerous readers. While the circular, whatever its type may be, is all too frequently thoughtlessly received and carelessly done away with, post offices giving them out having the floors littered with such unwanted matter or their waste baskets filled to overflowing with it; yet it is seldom the local newspaper meets with such preemptory conclusion in public, and it is never summarily disposed of in any home where it pays its weekly visits.

The local newspaper while having a very modest income spends the larger portion of the income for labor and other required overhead expenses to prosecute its business. It has a weekly payroll well in keeping with other industries of a given town, all of which finds its way back into the regular channels of trade thus benefitting other local business concerns.

Newspaper folks are invariably sticklers for home trading, many of them insisting that their employes do likewise. There are instances on record where such employes have been replaced by others because of their persistence in patronizing mail order houses and neighboring town business concerns. In fact, editors of local newspapers not only urge through their columns the patronage of home enterprise; but invariably live up to their preachment better than do proprietors of other businesses.

concerns of a given town or city.

The local newspaper generally owns its own building, maintains a residence in the town or nearby community, has an investment of several thousand dollars in type and other printing machinery, sometimes the newspaper folks own other property, on all of which they pay city, school, county and state taxes. They invariably support the local churches, fraternal orders of various kinds, civic, school and other organizations of various types, do their part in charitable matters, contribute financially to various other incidental affairs that arise in the town and surrounding community. They invariably lend their very best influence toward the improvement of a given town in a commercial, social and religious way, frequently giving a value of free publicity through the columns of their newspapers which amounts to many times more than the contribution of any other one or many citizens, not only because of its direct benefit, but also because of its community benefit in that its favorable attitude and free publicity has been the cause of a producing a favorable attitude and action on the part of numerous other citizens.

The value of a good newspaper to any town has been proven so long ago and in such various and repeated manners that it is not today a matter of controversy at all. Very seldom can any public project be consummated with so great success without the aid of the local newspaper as it can with its assistance, while frequently worthy public enterprises almost tottally fail because this fact is not recognized. True, it is generally ignorance and lack of experience that is back of such neglect or predetermined action; but the disappointing results of public enterprises are invariably the same.

HOT WATER — SOFT WATER
 And Plenty Of It
SAVE
 Time—Labor—Expense
 At
HELPY-SELFY LAUNDRY
 E. E. Houlette, Proprietor

THE ELECTION

Is a Thing of the Past, But—

OUR ABILITY AND WILLINGNESS TO SERVE YOU

IS AN EVER PRESENT FACT

Courteous, Efficient, Prompt, Economical Service

ROCKWELL BROS. & CO.
LUMBER
 O. F. LANGE, Manager

New **CHEVROLET** 1937
 The Complete Car—Completely New
 ON DISPLAY SATURDAY, NOVEMBER 7



- NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE**
 Much more powerful, much more spirited, and the thrift king of its price class.
- NEW ALL-SILENT, ALL-STEEL BODIES**
 (With UNISTEEL Turret Top Construction)
 Wider, roomier, more luxurious, and the first all-steel bodies combining silence with safety.
- NEW DIAMOND CROWN SPEEDLINE STYLING**
 Making this new 1937 Chevrolet the smartest and most distinctive of all low-priced cars.
- GENUINE FISHER NO DRAFT VENTILATION**
 Eliminating drafts, smoke, windshield clouding—promoting health, comfort, safety.

It's the newest of all low-priced cars... new in every feature, fitting and fabric... also the most thoroughly safe, the most thoroughly proved, the most thoroughly dependable. Visit your nearest Chevrolet dealer. See and drive the complete car—completely new.

- PERFECTED HYDRAULIC BRAKES**
 (With Double-Articulated Brake Shoe Linkage)
 Recognized everywhere as the safest, smoothest, most dependable brakes ever built.
- IMPROVED GLIDING KNEE-ACTION RIDE***
 (At no extra cost)
 Proved by more than two million Knee-Action users to be the world's safest, smoothest ride.
- SUPER-SAFE SHOCKPROOF STEERING***
 (At no extra cost)
 Steering so true and vibrationless that driving is almost effortless.
- SAFETY PLATE GLASS ALL AROUND**
 (At no extra cost)
 The finest quality, clearest-vision safety plate glass, included as standard equipment.

ALL THESE FEATURES AT CHEVROLET'S LOW PRICES
*Knee-Action and Shockproof Steering on Master De Luxe models only. General Motors Installation Plan—monthly payments to suit your purse. Chevrolet Motor Companies, Detroit, Michigan.



LUNSFORD CHEVROLET
 FRIONA, TEXAS

A "PERFECT WHITE" HELD UNATTAINABLE

Perfect white is only an ideal. It is an unattainable scientific standard. Laymen, thinking in terms of color, and calling something "white," are merely putting a word to something that inevitably has a tinge of darkness.

Research workers have come to this conclusion after long experimentation in the Massachusetts Institute of Technology color laboratory.

The colors nearest to perfect white are those of the purest chalk or a thick layer of new-fallen snow.

All substances which are ordinarily called white, according to Dr. David L. MacAdams, of M. I. T., differ from perfect white in one of two ways. All are darker, grayer than the perfect white. Some may show no other difference, and these are scientifically regarded as grays of differing degrees of brightness. They are commonly called whites, however, the brighter substances being regarded as whiter than the others.

Using instruments, he explains, it is possible to measure relative grayness and identify this scale with the scale of whiteness as understood commercially.

Skin Helps 'Sense' Things

Scientific support for that so-called "sixth sense" whereby the presence of another person in a dark room frequently is detected has been offered by the American Physical Society. The human skin, reports Drs. J. D. Hardy and T. W. Opiel, of Russell Sage Institute of Pathology, is more sensitive than the best mercury-in-glass thermometers which scientists can make. Five ten-thousandths of a degree centigrade of temperature difference can be detected as a minimum by the skin. This sensitivity may be the explanation for the sixth sense.—Popular Mechanics Magazine.

