

There are Kentucky mountaineers who have grown old in years and have never seen a Negro in their highland homes district.

With nearly 522,000 visitors, more people visited the British Natural History Museum last year than any year since 1920.

THE FRIONA STAR
John White, Editor and Publisher
Published Every Friday

SUBSCRIPTION RATES
One Year \$1.50
Six Months80

Entered as second class matter, July 31, 1925, at the post office at Friona, Texas, under the Act of March 3, 1879.

IT GENERALLY PAYS.

When Friona people tire of discussing the weather and other ordinary subjects, they can always find a live topic of conversation in a discussion of whether or not farming pays. We have examples right around home to prove that it does pay, when followed along certain lines, and we also have examples to the contrary. But failure to make it pay is not always a reflection on farming as a business. Start any two men in the same business and you will find that at the end of the year one will have made a greater profit than the other, handling exactly the same kind of goods or manufacturing the same kind of article. Success in farming, like everything else, comes from knowing how.

Here is an example from Timmouth, Vt. On a hill farm of 11 acres, two brothers made in 1925 a net profit of \$10,000. They bought the farm on credit a few years ago and fertilized it heavily. Last year they raised potatoes, securing a yield of 500 bushels per acre. This year, without hired help, they again planted potatoes and the yield was 400 bushels per acre.

Of course, potatoes are unusually high this season, but it proves that if a man knows his business, and studies its needs and watches expenses closely, he can make Old Mother Earth yield him a profit. The main trouble is that farmers do not do enough experimenting. Most of them live and die without knowing what their soil is best adapted to. There are plenty of money crops besides potatoes, just as there are millions of acres that could be made to yield a profit if planted to the thing they are best, by nature, fitted to grow.

THE PRINTED WORD.

The printed word has an enormous power over the public mind. If people hear by word of mouth some story that seems unlikely to be true, they are rather inclined to disbelieve it; but if they see the same thing printed in a newspaper, a large percent of them accept it as a truth without question. Few people realize, perhaps, just how much time newspapers spend running down rumors, yet it is because newspapers are careful to get the facts that what they print is accepted as true. The ability of the printed word to influence the public is demonstrated in the power of advertising. Just as people shape their opinions and actions largely by the events which are recorded by the printed word, so their habits of buying home and personal supplies are shaped largely by the printed words of the newspaper advertisements. If a business concern uses the printed word to make some misleading statement to the public, the effect of that misstatement will plague that concern for a long time. People who bought such misrepresented goods would take them back, and further, they would tell their neighbors. For that reason advertising is prepared with regard for truth—and truth always pays.

Star Want Ads are fruitful.

Classified Ads

FOR SALE—40 pure bred Rhode Island Red pullets. All spring layers. Prices 50c, 75c and \$1.00. Mrs. Tom Greene, Friona, Texas. Nine miles due west of town.

WANTED—Truck hauling to do. Any kind, any time, night or day. Call Hix Service Station. B. E. Sanders.

FOR SALE—480 acres near Friona also 160 acres. A 400 acre tract west of Bovina. All good level land. John Sigmund, Arkansas Pass, Texas. 4tp.

WANTED—A good medical doctor to locate at Friona.

WANTED—Your subscriptions for magazines and all popular publications. See Geneva Jones, Friona.

WE WANT—To cure your wants. If it is insurance we can write you any kind, even Life Insurance. If you want a fat home or ranch land, we have them at rock bottom prices. If you have something you do not want, see our exchange department. We have central Texas farms, oil businesses, threshing rigs, plow rigs, or anything from a \$40,000 business to a Ford car, to exchange for plains farms and ranch land. Let's swap. See W. H. Jarrell & Son, Farwell, Texas.

FARMERS INSTITUTE TO BE HELD AT TEXICO-FARWELL

Business men and farmers of Texico-Farwell community are working on plans for a Farmers' Institute to be held this winter. The Chamber of Commerce meeting a Texico Monday night was principally devoted to the discussion of plans for this institute and a committee consisting of Mr. Hopkins, agriculture teacher at Farwell, Henry Royal and S. C. Hunter were appointed to complete arrangements. E. C. Ho'linger, county extension agent, attended the meeting by request and will help in securing specialists for the Farmers' Institute.

Women with bobbed hair, in constant need of barbering, are so numerous at Fort Benning, Ga., that a headquarters order has been issued regulating the hours when they will be permitted to usurp the officers' places in the chairs at the camp barber shop.

In the thirteenth century, Louis the Ninth began what was later known as the Bibliotheque Nationale, now the largest library in the world.

As it was never lighted, during all these centuries, it was available only in the daytime. Very lately it has been wired for electric lighting, much to the pleasure of bookworms.

The United States Public Health Service announced that pellagra can be prevented or cured by means of dried brewer's yeast. Its experimenters believe that baker's yeast will work as well and it will be tested out.

The only native land mammals on the Eastern Polynesian Islands are rats and mice, and even these may have been brought there by man.

Subscribe for the Star.

Jackman's
Women and Childrens Wear
Clovis, N.Mex.

OFFICIAL STATEMENT OF THE FINANCIAL CONDITION of the

FRIONA STATE BANK

at Friona, State of Texas, at the close of business on the 31st day of December, 1925, published in the Friona Star, a newspaper printed and published at Friona, State of Texas, on the 8th day of January, 1926.

RESOURCES

| | |
|--|---------------------|
| Loans and discounts, undoubtedly good, on personal or collateral security | \$148,715.37 |
| Loans secured by real estate, worth at least twice the amount loaned thereon | 4,000.00 |
| Overdrafts, undoubtedly good | 233.67 |
| County Warrants | 6,281.60 |
| Customers bonds held for safe keeping | NONE |
| Real Estate (Banking House) | 6,000.00 |
| Other real estate | 2,000.00 |
| Furniture and Fixtures | 4,000.00 |
| Cash on hand | 4,637.78 |
| Due from approved reserve agents | 35,944.89 |
| Due from other banks and bankers, subject to check on demand | 511.00 |
| Interest on Depositors' Guaranty Fund | 1,356.87 |
| Assessment Depositors' Guaranty Fund | 2,500.00 |
| GRAND TOTAL | \$216,181.18 |

LIABILITIES

| | |
|--|---------------------|
| Capital Stock | \$ 20,000.00 |
| Other Surplus Fund | 7,000.00 |
| Undivided profits, net | 900.40 |
| Dividends unpaid | 1,320.00 |
| Due to banks and bankers, subject to check | NONE |
| Time certificates of deposit | 6,515.63 |
| Individual deposits subject to check on which no interest is paid | 149,720.67 |
| Individual deposits on which interest is paid or contracted to be paid | NONE |
| Public funds on deposit: State, none; County \$2,662.55; City, none; School \$16,164.06, Total | 18,826.61 |
| Cashier's checks outstanding | 11,897.87 |
| Bills Payable, None; Rediscounts, None; Total | NONE |
| GRAND TOTAL | \$216,181.18 |

State of Texas, County of Parmer: We, A. W. Henschel, as President, and G. D. Anderson, as Cashier of said bank, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.

A. W. HENSCHER, President,
G. D. ANDERSON, Cashier.

Correct Attest: JESSE M. OSHAM, H. J. FARWELL, M. M. HENSCHER, Directors.

Subscribed and sworn to before me this 4th day of January, 1926.
(SEAL) M. A. CRUM,
Notary Public, Parmer County, Texas.

Abstract of Title

We are now equipped to furnish complete or supplemental abstracts of title to all Parmer County land and town lots, promptly. Complete tract index to all real property in the county.

PARMER COUNTY ABSTRACT CO.

E. F. Lokey, Manager.

Farwell, Texas.

6% Farm and Ranch Loans 6%

Loans made on amortization plan for 33 years at 6 per cent interest, with option to pay loan in full or in part on any interest paying date after 5 years.

Prompt Inspection Quick Service
POTTS & ALDRIDGE
Farwell Agents Texas

I carry a full supply of the
BELLE OF TULIA

which I sell with a Money Back guarantee. If not fully satisfied, come in and get your money.

Per 100 pounds \$4.80
Per 48 pound bag \$2.40

I'm a new man in town. A part of your patronage will be appreciated.

McLellan's Cash Store

6% Farm and Ranch Loans 6%

Loans made on amortization plan for 33 years at 6 per cent interest, with option to pay loan in full or in part on any interest paying date after 5 years.

Prompt Inspection Quick Service

San Antonio Joint Stock Land Bank

A. W. Henschel, Agent

Friona Texas

We Want Your Friendship--

and your business—and also to stay in business. That's why we must be on a cash basis. You can borrow from the bank and save by buying at a cash store—that's why cash and carry stores have lower prices.

Get a Winchester or Remington Pump Gun for Ducks and Geese

Paint Up Inside While It's Bad Outside. A few cents will make a house a home.

Let us figure your Windmill and Well Bills. Hit the Ice—We have the Skates.

Blackwell's

The Store That Satisfies

CROMINE

in your radiator and keep Jack Frost out. For sale by the barrel or in smaller lots.

Your car promptly repaired and cleaned.

Garage work and All Kinds of Welding.

GAS, LUBE OIL AND BATTERIES.

KING OIL BURNERS

Friona Oil Company

HEADQUARTERS

For Best Prices

MAIZE AND KAFIR HEADS
AND THRESHED GRAIN

COLORADO AND NEW MEXICO LUMP COAL.
STAR AND DURANT CARS

GISCHLER GRAIN AND MOTOR COMPANY

John Gischler, Reuben Gischler
Owners and Managers

We are Steadily on the Job

Meeting all competition,
Giving as much or more for your money,
Selling the best on the market,
And wearing a Cheerful Smile.

We have an ample supply of the famous Stark's
Delicious Apples. None better,at \$1.50 per bushel

WEIR'S

FENCING

Best Fencing Material
QUALITY UNEXCELLED
CHOICE MOUNTAIN CEDAR POSTS

ROCKWELL BROS. & CO. LUMBER

O. F. LANGE, Manager, Member Chamber of Commerce

ANNOUNCING
NEW CASH PRICES OF

SANTA FE GRAIN COMPANY

| | |
|---------------------------------|---------|
| Best Colorado Lump | \$13.00 |
| Colorado Washed Nut | 12.00 |
| Cotton Seed Meal, 100lb | 2.10 |
| Cotton Seed Cake, 100lb | 2.10 |
| Pea Cake, 100lb | 2.15 |
| Pea Cake, per ton | 42.00 |
| Cotton Seed Cake, per ton | 41.00 |
| Bran, 100lb | 1.95 |
| Shorts, 100lb | 2.20 |
| Am-A-Ril, 100lb | 2.60 |
| Highland Dairy, 100lb | 2.85 |
| Feed Cotton Seed, 100lb | 1.75 |
| Salt, 100lb | 1.25 |
| " White Block | .50 |
| " Gray Block | .40 |

POULTRY SHOW PREMIUM LIST IS COMPLETED

The officers of the Plains Circuit Poultry Show has been very busy this week completing the catalog and premium list for the poultry show. The catalog is a 32-page booklet containing rules and regulations and premium list for the show and with advertising contributed by business firms on the Plains.

Any poultryman who has not received a copy of the catalogue can secure one by applying to the secretary at the county extension office, Clovis, N. M., or to the county directors.

A cubic centimeter of air on an average smoky day in Chicago has yielded as high as 7,180 dirt particles.

Contrary to widely circulated reports that "The American Indian is dying off at an alarming rate in the great Southwest," the Pueblos and other Indian populations are holding their own and increasing at a rate nearly as high as that shown by census figures for the white population.

Oddly enough, there has been no magazine in this country devoted entirely to the interest of singers. Impressed with the need of such a publication, Alfred Human, for nine years managing editor of Musical America, is launching a new magazine, Singing.

Documentary evidence has been found in Spain of the existence of Dulcinea del Toboso, the lady love of the immortal Don Quixote. Her real name was Aldonza Lorenza. Cervantes paid a doubtful compliment to the lady he loved, Dona Ana Martinez Zaro, in making her the heroine of his book.

Through arrangement with the American Bookseller's Association, it is now possible to telegraph a book to a friend at a distance. The buyer gives his order to a local bookshop and the book is delivered from the shop nearest the person who is to receive it.

Long before the battle of the Somme, a Yankee watched the caterpillar. Result, the "Caterpillar Tractor." Churchill claims that five men helped to create the tank, thus denying, in his suit against the British government, Captain Bentley's claim to be the inventor.

Opens Senate



Rabbi E. J. Jack (above) of Little Rock, Ark., who recently opened a Senate session in Washington as the first rabbi to ever open such a session.

Jackman's

Women and Childrens Wear
Clovis, N.Mex.

PICTURE SHOW

Zane Grey's
"Wanderer of the
Wasteland"
School Auditorium
Saturday Night
Next Week—
"Feet of Clay"
Remember the Date

Take a Rest

and warm in our cozy and comfortable lobby.
Then refresh yourself with one of our bountiful and
nourishing meals.

The Friona Hotel

MRS. L. A. MARTIN, Proprietress

FRIONA PRODUCE Co.

PAYS CASH

for Eggs, Poultry, Cream and Hides
Feed Bossy and Biddy on Purina Balanced Ration and
they will cut out the "over-head" for you.

Tires and Tubes

Bought before the advance in price will
sell at prices that will meet with your approval.

Our Cash Prices

On Groceries, Oils and Accesories are
the lowest consistent with good business policy.

We Meet Competition

Before It Gets Started

HIX OIL COMPANY

Friona, Texas

Did Santa Forget?

If Santa overlooked or failed to bring you the things
you need to keep you comfortable through the winter
months, come in NOW and let us take care of your
wants.

Can you use a Good Warm Sweater?
How about a Flannel Shirt of Good Weight?
Can't you use a few pairs of extra god Sox?
Are you getting comfort out of your Gloves?
How is Underclothing Holding Out?

From Head to Foot

If you have done any trading here you know that our
Prices are Low as Quality is High.

and if you have never patronized this store, ask someone
who has.

We Outfit the Man or Boy from Head to Foot and
Guarantee Our Goods Both as to Quality and Price

T. J. Crawford

Be Young!

A railroad engineer after reaching his fiftieth year changed his occupation and made a success as an artist. When his friends expostulated with him for making a change at his age, he said, "When I get to be a hundred I will learn something else to do. I am not old, I am young!"

What is the use of looking old when a shave haircut and new suit of clothes will keep you looking young?

Buy All of These at

JONES BARBER AND TAILOR SHOP

Cleaning and Pressing
Neatly and Promptly Done
H. G. Jones, Proprietor

Friona

Texas

Col. Fred A. Philips

EXPERT AUCTIONEER

Telephone 56

Hereford

Texas

I can change your desires into Satisfaction,
by supplying you with

LANDS — TOWN LOTS — INSURANCE

C. L. LILLARD Agency, Friona, Tex.

S. B. SCOGGINS

EXPERIENCED AUCTIONEER

Live Stock and Farm Sales a Specialty
Residence two miles south of Friona
Make dates at Friona State Bank, or
see me.

PLAINAINS RAISED COTTON SEED

I will have a car load of planting cotton seed here some time between the first of January and February. Running from second year half-and-half, Mebane, Koe-lar, Cash and other kinds; ranging from \$1.00 to \$1.25 per bushel. All plains raised, acclimated seed.

R. G. WILLIAMS, Plainview, Texas

DEPENDABLE

- Delco LIGHT -

A SIZE FOR EVERY NEED

E. W. KINNEY

HEREFORD

TEXAS

Schools

(Continued from First Page)

enlist their support in behalf of the bill, and the public school. Interest them in the schools locally as well as generally. You will be kept posted as to the progress of the effort in promoting the general cause of education through the advancement of the public school. Your individual efforts will be needed to win. Unless the friends of the public school give it their unremitting support, it will not fulfill its destiny. This effort is neither sectarian or political. Friends of the Little Red School House are of all creeds and parties, but are united on the one aim, that of making the public schools of the United States the foundation from which shall flow a stream of pure citizenship. A stream from which every child may drink and be the better for drinking. But of which will come men and women of clear minds and clean hearts devoted to the cause of religion, morality and good government.

Such an aim must appeal to every high thinking individual. If it deserves support, will you not aid it by carrying the message to your friends? If you will do this, you will aid materially in the great cause.

MAIL ORDER HOUSES USE FALSE AD PLANS

The Federal Trade Commission has recently cited two Chicago mail order clothing concerns, alleging false and misleading advertising and misrepresentation of certain merchandise, such as:

Describing cotton garments as "woolfinished serge" or "wool serge style."

Describing imitation silk garments as silk.

Describing imitation silk braid as "silk braid."

Describing 88 per cent cotton garments as "Canton crepe genuine silk."

Describing imitation Astrakhan trimmings as "Astrakhan Caracul."

Describing imitation ermine trimmings as "genuine ermine fur."

Describing imitation furs as Manchurian Fox, Lynx or Wolf.

Alleging \$50.00 values in garments sold for \$3.98.

Alleging losses on items sold at a profit.

Be your character what it will, it will be known; and nobody will take it upon your own word. Never imagine that anything you can say yourself will varnish your defects or add luster to your perfections; but on the contrary it may, and nine times out of ten will, make the former more glaring and the latter obscure.—Letters of Lord Chesterfield to his son, October, 1784.

A snowfield surveyor in Arizona reports having seen a drove of 40 horses frozen to death but standing erect in a snowdrift just as they had huddled together before the storm.

HIS DAILY DOZEN



Representative Charles P. Stedman, North Carolina, at 84 is the oldest member of the House of Representatives. He still is young enough to take his daily dozen in the House gymnasium.

Start Right

by beginning the year with a

SAVING ACCOUNT

With

"The Bank That Takes Care of Its Customers."

Friona State Bank

Money to Loan on Farm Land

We are having many inquiries from people who wish to rent farms in Parmer County.

Why not improve your land, thus doubling the value of your property and at the same time placing it on a revenue-paying basis.

If in need of a loan to improve with, call at our office or write us fully in regard to location of your property and amount of loan desired.

We represent one of the best loan companies doing business on the plains and are in position to give quick inspection.

M. A. CRUM
REAL -- ESTATE
Friona, Texas

SEE J. J. HORTON FOR

The Best

LAND
PRICES
TERMS

I can handle your
SALES, EXCHANGES, FARM LOANS, INSURANCE
in an efficient manner.

MAKE OUR OFFICE YOUR OFFICE

6% DALLAS JOINT STOCK LAND BANK 6%
33 Years (Amortization Plan) 66 Payments

REAL ESTATE

Friona, Texas

SALES EXCHANGE

If you are opening up a sod farm, or are tilling old land

DON'T FAIL

to equip it with the best

TIME-SAVING

LABOR-SAVING

MONEY-SAVING

machinery. None better than the McCORMICK-DEERING line. Visit our store and let us give you prices and terms, also give demonstration.

WILKISON IMPLEMENT COMPANY

Friona

Texas