## The Friona star

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

| . 4 |  | friona parmer county, | UST 17 | 7, 1934 |  |
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| Cogitations \& Aphorisms of Jodok | School Budget Will Be Adopted Monday, Aug. 20 |  | Friona Boys Win One-Sided Game From Hereford |  | Friona Schools Will Open Monday September 3 |
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# This Spring marks the 

 birthday of the first
## American Newspaper

JOHN CAMPBELL, colonial postmaster of Boston, certainly set a good example in the liberal use of the mails.

Campbell corresponded regularly with the Colonial Governors of New England, keeping them posted on Boston news. So regular and voluminous was this cor respondence that Campbell's letters finally emerged in the form of a printed pamphlet called "The Boston News Letter." And this was the first regularly and con tinuously published newspaper in America, appearing weekly from the last week in April, 1704, to the signing of the Declaration of Independence.

The newspaper carried advertisements . . . from its very first issue! And this advertising, telling the reader where to obtain the goods that he sought for his home or his farm or his business, lifted the mere friendly chronicle of village affairs into the realm of a service to the community. The news-letters, plus advertising, became a helpful, informative, and educational institution.

Today, as in 1704, and all the years between, the advertisements are your guide-posts to honest, dependable merchandise at a fair price

FRIONA STAR, PARMER COUNTY, TEXAS, FRIDAY, AUGUST 17, 1934


