OFFICIAL NEWSPAPER UF PARMER COUNTY, TEXAS
FRIONA PARMER COUNTY, TEXAS, FRIDAY, AUGUST 10, 1934

| Cogitations \& Aphorisms of Jodok | Friona Baseball Team To Plav Hereford Sunday | A PROCLAMATION |  |  | Lazbuddy Public Schools To Open Monday, Aug. 20 |
| :---: | :---: | :---: | :---: | :---: | :---: |
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|  |  |  | Resee, |  |  |
|  |  |  | yor of the city of Friona |  |  |
|  |  | Much Interest | Business Men |  |  |
|  |  | wn in Baptist | n Meetin |  |  |
|  |  |  |  |  |  |

Paving Project<br>Through Friona<br>Still Incertain

## 1901

## E. B. Black Co.

We have Served You For 33 Years Hereford, Texas

THOSE NEW SCHOOL BLSSES
with their all stel bodies
We always believe in buying the best. That is why you will always find

THE BEST STOCK
In All Lines of Building Materials In Our Yard
ASSORTMENT, QUALITY, PRICES, TERMS
Rockwell Bros. \& Co. "LUMBER"

FRIONA, TEXAS

## Th has designater Found

 of northern Mexico for 1934

Announcement of this ad he public with received by Sut think what an comment nent of that nature woul er of a century ago. It was iust about that time the Pierc and the was the subject of tall sused resignation of thal Weldon Bailey as United States senator.
Politicians in the run-ot now the subject of conversa
tion, would be devoting their

INSURANCE
All Kinds In Best Lines
J. W. WHITE, Insurance

## ASK FARMERS TO APPLY FOR RELIEF LOAMS

Emergency Crop Money Sherrill

## ABSOLUTELY HOTHING

Can take the place of electrical appliances ters, sewing machines, vaccum cleaners, lamps
 placed with anything else.

Would you be without the convenience that thes rices afford? You answer no-but do you realiza lances which you do not have?

## TEXXAS UTHUTIES COMPAMY

Allis-Chalmers Farm Machinery located at o. c. jones garage

PARTS AND SERVICE
$\qquad$
F. N. WELCH


When vou think of
PRINTING
Think of
The Friona Star

Stomach Gas
(ivo mivirla

THE TRUCK THAT COSTS SO

chivery


Utility Long Chasell
5515
535
dependability has recently beeo added a saving Dual Long Chassis
of as much as $\$ 50$ in ther purchase price. And,
still get the same features that have made Cher
the valve-in-head, six-c, tinder engine thang tield bodies-the exceptionally heave firsuene aturin Utility Lon
and Cab Dual Long Chassis and Cab .

Dual Cab and Stake E
Dual Long Cob
Stake Body
-
$\$ 50$ less
to brey

# Many Happy Returns 

# This Spring marks the birthday of the first American Newspaper 


#### Abstract

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


 mailsCampbell 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 continuously 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.



Blackwell's Hardware \& Furn.


## APPLES

FROM ORCHARD HOME
Near Cloudcroft, New Mexico. These apples are grown Spring Water

THERE ARE NO BETTER FLAVORED APPLES GROWN

On Sale in Friona on Saturday, August 11th, and thereafter

