# Gbe Ifriona star 

## OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS



The Friona Star $\frac{\text { published every friday }}{\text { Published }}$

## E. B. Black Co.

We have Served You For 33 Years Hereford, Texas

Blackwell's Hardware \& Furn.

## KILOWATTS ARE CHEAP SERVANTS

Did you ever translate the Kilowatt hours of your elec-
cesult will surprise you man hours? If not, try it. Th
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# Many nappy Returns 

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 correspondence 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.


Howory of House Cats
Dates Back to the Ark


## B. T. GALLOWAY

FIRE INSURANCE MAY SEEM COSTLY
is the cheapest thing of value you have ever bought of the Best Old Line Companies-7
J. W. WHITE, Insurance

## NATIONAL HOUSING ACT

$\qquad$
ing Materials Needed for your Housing Needs.
LET US HELP YOU WITH YOUR PLANS
Rockwell ${ }^{[ }$Bros. \& Co.

