# The Friona Star 

OFFICIAL NEWSPAPER OF PARMER COUNTY, IEXAS

| 51. 10-No. 3 |  | FRIONA, PARMER COUNTY, | TEXAS, friday, AUGUST 9 , 1 |  | Publiched Every Frid |
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FRIONA STAR, PARMER COUNTY, TEXAS, FRIDAY, AUGUST 9, 1935

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# THE ROMANS Had A Phrase For It 

"CAVEAT EMPTOR." meaning "Let the buyer beware." This was not used as a bit of balm to ease the ancient conscience nor, yet, was it placarded in the booths and stalls of the market-place. It was a piece of every-day knowledge, born of dear-bought experience.
A shopkeeper knew little about the source of his merchandise. This tunic he bought from a trader, who said it came from Byzantium. So he sold it as the latest Byzantian style. The trader told him the dye was pure Tyrian-it wouldn't fade. So he sold it as Tyrian dyed. But the buyer knew the responsibility was his own. If he guessed wrongly, or his judgment was poor, it was HIS hard luck.
Today, fortunately, there are safer guides than the blanketwarning to "let your eyes be your market."
These guides are the newspaper advertisements. In this newspaper, they are a catalog of the best values in town-signed by responsible firms. If the goods are not all that is claimed for them, their sponsors would need to "beware." For no business can thrive on a one-time sale, or on dissatisfied customers.
A signed advertisement is, in a way, like a promissory note. The advertiser has made a statement. and affixed his signature as a sign of good faith.
So, read the advertisements before von start ont on a buying trip. Make this habit. and see how much von save . . in time in temper. in money, in shoe-leather.

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