## The Friona Star

OFFICIAL NEWSPAPER OFPARMER COUNTY, TEXAS
FRIONA PARMER COUNTY, TEXAS, FRIDAY, MAY 17, 1935

## Commencement

Will Be May 28
At Hardin-Baylor

# 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 you start out on a buying trip. Make this habit, and see how much you save . . . in time, in temper, in money, in shoe-leather.

> FRIONA STAR


International Sunday School Lesson By DR. J. E. NUNN

PHEBE WARMER NOTED WOMAM WRITER, DEAD
Funeral Held Thursday for Claude Resident

Nichols Elecied Head ot WTCC; Amarillo Wins 1936 Convention

## RAIN: :

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WE hereby extend
OUR CONGRATULATIONS AND BEST WISHES
TO ALL THE MEMBERS OF THE 1935 GRADUATING CLASS

## ROCKWELL BRO. \& COMPANY

We Appreciate Your Insurance Business

And shall bo pleaesed to write for you all kind,
of inurance including Fire Windtorm, Holl,
Automobile, Plate Clame, Burrstary and BoNDS
J. W. WHITE, Insurance

## In Annouucing

Westinghouse
Refrigerators

## Texas Utilities <br> Company

## E. B, Black Co.

We have Served You For 33 Years


