# Ghe Friona Star 

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS



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TEACHER (ACtS 18:26)


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TRMER COUNTY WHEA ASSOCIATION
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base aeres.

Dr. E. M. Chapman DENTIST
REASONABLE PRIICES
Clovis,
606 Pile Street Mexico
Now

## Automobile Insurance

We will be glad to write your insurance on your AUTOMOBILE OR TRUCK
Fire, Theft, Tornado, Collission, P. D. \& P. L ALL KINDS OF PROPERTY INSURANCE AND BONDS. - NOTARY PUBLIC Legal Forms
J. W. WHITE, Insurance

## GOOD MATERIALS

Make GOOD buildings. And good PRICES and TERMS make building PROFITABLE. Tell us your building needs and we will SATISFY you.

Everything For The Builder

ROCKWELL BRO. \& COMPAMY

A Westinghouse Refrigerator in your home places you in a position to guarantee in all seasons food under proper refrigeration conditions. While your family is getting back into the routine of school, why no add this modern refrigerator as a further protection to the food used by these young bodies as they grow up?

## Texas Utilities <br> Company

TRI-STATE FAIR
SEPT. 14-21, AMARILLO


The, HEALTH SEALER is newer, better, lower priced. e deales
ydia a besivess woma
Blackwell's Hdw. \& Furn.

## E. B. Black Co.

We have Served You For 33 Years Hereford, Texas

HEREFORD
SHOW

HORSE RACES
Start Fri., September 13-
races dally-Big Purses-Mutuel World's Largest Carnival
 SPECTACULAR EXHIBITS

FREE GATE!
the biggest fair in texas this year
Big Added Attraction-Tri-State Fair! HARLEY SADLER'S 3-RING-CIRCUS


# 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.

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