# The Iriona star 

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

## Eubanks Outlines

Interesting Spots At Worlds Fair

1

FRIONA PARMER COUNTY, TEXAS, FRIDAY, JUNE 29, 1934
Warm Weather
Jess Mithell
Withdraws From Noma
Legislative Race



J. I. CASE MACHINERY<br>C. A. SKEL'TON, Dealer Hereford, Texas<br>D. W. HANSON, Salesman<br>CHAS BAINUM, Service<br>Fred White, Robt. Bosch Magneto Repairs

## SUPERFEX

SEE AND TRY ONE TODAY
CASE \& JOHN DEERE MACHINERY
Blackwell's Hardware \& Furn.

Allis-Chalmers Farm Machinery
Located at O. C. Jones Garage
Let Me Figure with You on Your Machinery
PARTS AND SERVICE
F. M. WELCH

Office Phone $40 \quad$ Residence Phone 901A

## E. B. Black Co.

We have Served You For 33 Years Hereford, Texas

## enjoy life more.

By letting electricity do the things, the hard tedious tasks that may have always seemed inseparable from our homes and our jobs.
Is No Stronger Than It's Weakest Link and even so, a House is no Better Than It's Roof
Our Large Stock of Shingles and other Roofing ma terials, is of the Highest Quality of Goods in their line and at prices that suit you.
NOW is a good time to re-roof the home and other buildings on the premises.
WE SELL ALL KINDS OF BUILDING MATERIALS
Rockwell Bros. \& Co.
"LUMBER"
O. F. LANGE, Manager

FRIONA, TEXAS
There's an electrical servant to perform or help in performing almost every job. These electrical servants are not costly, they're not complicated, they serve uncomplainingly year after year. And the cost of oper ating them is year nfler year.

Enjoy life more-by making a amall investment in electrical appliances for the home, store, office and place of business.

TEXAS UTLLITIES COIIPAMY

# Many Happy Retus 

# This Spring marks the birthday of the first 

 American NewspaperJOHN 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 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.



Startling price reductions, just announced, place Chevrolet further ahead of its field than ever in price, quality and value


LUNSFORD CHEVROLET Friona, Texac

