the good things of faith. and share them.
ciate human freedom and defend it.

- irothers. The Friona Star

DEVOTED TO THE INTEREST OF FRIONA AND PARMER COUN



THE FRIONA STAR，FRIONA，TEXAS
（llirundong 1940






## But That's Cheating



## WARMING UP

AND COOLING DOWN May be All Right for Some Things But for City Building A Continuous Head of Steam is Needed
FRIONA.-. COUNT ON US. ACHINERY CO.

## They Had Something

That would fit Every Occasion, and this is what he got "And This, Too, Shall Pass

OLD Ideas, Plans and Methods PA ${ }^{-} \mathrm{S}$
NEW Minds and Ideas Arrive, and as A Business Institution, WE will CO-OPERATE WITH THE TIMES Eor The GOOD of Our City and Community

BUCHANAN
Implement Company
E. B. BLACK CO.

Furniture and Undertaking Prompt Ambulance Service
We now offer $\$ 150.00$ cash burial insurance Hereford - Texas


Women Now Get Paid For Talking; They Lecture

Cash Rent Undesirable Lease for Farmer, Ov

The Star

## A NEW YEAR

Is Upon Us, And
OUR TOWN NEEDS US.
It Is A Good Town. But It Should Be Better and Greater
Co-operation Will Do The Job
WE NEED YOUR PATRONAG
YOU NEED OUR SERVICE y for a New Year -. New Obl A Bigger and Better City. Charge City Drug Store The Rexall Store



```
        WISHING yot
        A HAPPY AND
PROSPEROUS NEW YEAR
    Make it a Certainty by Feeding Your Cattle, Sheep,
        mos.mpoum
    VIT-A-WAY
    Mineral Food. It Pays Its Way
    Santa Fe Grain Co.
```

A Good Beginning
Is Half The Battle. Theerfore
Begin The New Year
With Panhandle gasolinh
And Other Panhandle Products
Almans Oon hand A A Our Pace
Friona Indebendent Oil Co.
A NEW SUIT
FOR THE NEW YEAR
IT A NEW PRICE,
THAT IS NOT DEAR.
That is what you get at OUR Place, with the latest
Fabrics. Patterns and Styles to Choose from
CLEMENTS' TAILOR SHOP
Roy Clements
\$117,500,000,000
LIFE INSURANCE
In this Oountry recently touched its ALL-TIME Peak of
$\$ 117,500,000,000$. And duriug the first half of 1940
the lapse rate was the LOWEST ever recorded for
a simular period.
THIS INDCATES TWO THINGS:
FIRST: It
SECOND

OUR POLICIES WILL SUIT YOL
Frank A. Spring Agency

| Co-operation |
| :---: |
| BUILDING A CITY AND |
| comminity. |
|  |
| "SEE YOUR CONSLMERS FIRST" |
| Friona Consumers Company. |
|  |

We need more and better roads.
To haul our goods in bigker loads.
If this is harder on your duds,
Just have them washed in our goo suds, at
HOULETTE SHELPY - SELFI LAUNDRY
"We take the work out of wash."
E. E. Houlette. Proprietor


HEALTH NOTES

co cant ouy spare eparts for our
 be checked.
ing ife and

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MT.
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ng them under reewuar medical su- receive payment if he has under ih
pervision. So, it is the grown-upos who proaram done ansthma




 And Respectfully Ask YOUR Patronage In Return "SEE YOUR CONSUMERS FIRST
Friona Consumers Company. ELROY WILSON, Manager.

To haul our goods in bigzer loads.
If this is harder on your duds
HOULETTE'SHELPY - SELFY LAUNDR Y E. E. Houlette, Proprietor

| A NEW SUIT <br> FOR THE NEW YEAR, <br> AT A NEW PRICE, <br> THAT IS NOT DEAR <br> That is what you get at OUR Place, with the latest <br> CLEMENTS' TAILOR SHOP <br> oy Clements |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |




## A TOAST

Here's To 1941,
With Its Labors Just Begun Shall We Aid It With Our MIGHT, And co-operate JUsT RIGLI? And Make OUR Town The Best Town Yet:


And We Are Ready To Go YOU BET!!! Reeve Chevrolet Co.

## ALWAYS

The Right Time to Grind Feed, and NOW Is A GOOD TIME
To Clean Your Seed for Spring Planting.
WE DO BOTH JOBS TO YOUR LIKING.

## J.A. GUYER'S FEED MILL

