## Volume 5-Number 1. Friona, Parmer County, Texaday, July 26, 1929. 81.50 PER YEAR. Friona Should Have 2,000 Poplation By January 1, 1930

SHOWERS FALL THROUGH
FRIONA TERRITORY; AID TO ALL GROWING CROPS


Reported Local Pline


Stored In the
New Falluell Howese TERRITORY PROMISE BIG YIELD: GROWING RAPIDLY

MORE HOLSES NEEDED IN FRIONA


RESIME WORK ON J. W.PARR BEILDING


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## Crawford's

FOR YOUR FOOD SUPPLIES AND DRY GOODS
Beans, Butter, Bacon, Bread, Bluing, Bananas, Bottle Drinks Buttonss,, Boys' Play Suits, Baby Shoes, Bloomers, Berries, Breakfast Foode, Brooms, Bow Ties, Better Goods, big values

T. I. CRAWFORD

E. B. BLACK CO.
Furniture and Undertaking
Ambulance Service-Day or Nigh tereford
Money Talks :

FRIONASTATEBANK
The Money You Save Is What Puts You Ahead

TAKE A TIP
from us that it is tough luck to have any one tell a pack of lies about you, but it might be tougher if the whole truth was told about You can take this tip from us that our MAGNOLIA GAS and OIL are tip-top in powpetent performance combined with a mileage increase that will amaze you. It will pay you Magnolia Petroleum Co.
new in principle new indesign newinperformance
CITY DRUG STORE

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& \text { Daniel's Hymn of Praise. } \\
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## Guessing Games

They were a lot of fun when we were youngsters, those guessing games. Guess who this is! Guess the number of beans in the pot! Guess how long the pendelum will swing! Sometimes we came pretty close to the right answer. Some'imes we were a long way off. Which ever we were, we all had a geod time, and the worst guesser got as much of the evening's refreshments as the best.

How far awav those guessing games seem now! And how they have lost their appeal. Perhaps it's because we learned, as we grew older, that to know is better than to guess. Guess as we grew older, that to know is better than guess. Guess bolt of cloth is pure wool! Guess which talking machine will give us mest satisfacion! No guessing for those things wasn't so much fun. We wanted to be certain. And that was one of the reasons we turned to advertising.

Advertising takes the guesswork out of buying. It lets as know what is best and what is cheapest and what will last long est. It does away with unsatisfactory uncertainties. The advertisements in this newspaper tell a concise, interesting and ac curate story about articles you need. Reading them is the surest and quickest path to wise buying. It eliminates guessing!

By Reading the Advertisements Regularly and Buying Advertised Goods, You Take the Guessing Out of
Spending Your Money

In commemoration of our fourth year in Friona, we are having the biggest sale in the history of the town, beginning July 31, and ending August 3. Prices slashed to rock-bottom: prices you've never dreamed about-a sale Friona has never seen before. Merchandise bought right especially for the sale. Make your pennies do what dollars did before.

## AUCTION

Every afternoon at $\mathbf{2 : 3 0}$ and at $8: 00$ at night we will have an Auction Sale by Col. Ray Barber. YOU NAME THE PRICES on the goods sold. Your one chance for a bargain feast. Be sure to attend and tell your friends and neighbors about it. We will have on sale and auction off goods in every line of our immense stock - Glassware, Dishes, Aluminum, Enamelware, Paint, Suit Cases, Watches, Jewelry, Gloves, Tools, Tinware, Refrigerators, Harness, Windmills, Wire. Gas Engines, Furniture, Rugs, Toys-dozens of items.

## PRIZES

Prizes will be given away each day-Something new every day BE SURE TO BE THERE!
Blackwell Hardware \& Furniture


## , <br> OUR COMIC SECTION



THE FEATHERHEADS


FINNEY OF THE FORCE


## Atwatter Kent Radio <br> NEW BATTEERY SETI! Screen-Grid

 Electro-DynamicGreatest Improvement in Years!
HEAR IT-SEE IT-READY NOW!
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Pioge Durext Cone Rexas, Fridey, July 26, 1929.


The Appearance Indicate both your prosperity and your civic pride. The few dollars spent in paint pay enormous dividends in satisfaction and pride of ownership, as well as preventing deterioration.

PAINT NOW
See J. E. Tommy
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There Is Intense
Satisfaction
SPEED, COMFORT, ECONOMY, ENDURANCE, SERVICE In Your Possession
All these factors you have when you own
A New Ford Car
See them at our sales room south of the railroad.
FRIONA MOTOR CO.

