## The Ifriona Star

OFFICIAL NEWSPAPER UF PARMER COUNTY, TEXAS
FRIONA PARMER COUNTY, TEXAS, FRIDAY, JANARY 11, 1935

## Cogitations \& Aphorisms of Jodok





Fifth Lyceum
Number Will Be
Given Jan. 29

Two Basketball Games Scheduled For Friday Night

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## LUNSFORD CHEVROLET

Friona, Texas

## THE ROMAS 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 judoment 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.

## The




Local-Personal


THE MEW STAMDARS CMEVROLET

LOWEST-PRICED SIX ONUSUAL ECONOMY mashy accllgration 23\% MORE POWIR mo, soomy soor or misher SMOOTM, POWERVUI BRAKES swe-plant valve-in-HiAD INGINE


Uinest cars and biggest values
That Chevrolet has ever offered. The New Standard Cherrolet. Mive remarkablet engine. Both styled in the traditional Cherrolet give remarkable new performance styhod in the traditional Chevrolet -and both are even more acomanner which has proved so nomical to operate than previous popular. And the new Master De Chevrolets. See these new cars Luxe Cherrolet . . . . beautifully reamlined . . . the Fashion Car of quality at low cost.

Chevrolet motor company, detroit, michigà
NOW ON DISPLAY CHEVROLET

## GHOOSE GHPVBOLDT FOR QUALITY AT LOW COST

## LUNSFORD CHEVROLET

Friona, Texas

