## The Iriona Star

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

## Vol. 8-No. 26

FRIONA PARMER COUNTY, TEXAS, FRIDAY, JANUARY 19, 1934



# No More <br> Customers Wanted! 


#### Abstract

"Why not place a sign on our door 'No more customers wanted'," suggested the manager of the store smilingly to one of its owners, after he had been warned "to keep down advertising expense.' "Or, we might stand out in front and direct our customers across the street to our competitors, Dow \& Dow." An absurd suggestion, wasn't it? But it changed the policy of that establishment from fear into courage. The owners saw the point immediately. It brought forth startingly the fact that in relaxing advertising efforts they were, in fact actually turning customers away.


Think this over: There never has been a time when you have had better values to offer; there never has been a time when you had more compelling news to put into your copy. Customers are beginning now to buy the things they have denied themselves for the past year: necessities, luxuries, everything that has worn out or depreciated during the year 1933. Buying habits of long standing will be changed during this period; Patronage will be diverted to new channels. The alert, the courageous see the opportunity and will take advantage of it.

Advertising is the greatest single influc
seping old customers and moking new ones. Its power never has been greater than at the present moment.
In Friona, advertisers have a medium which at a rea sonable rate will carry your message to practically all your present customers and to practically anyone else you might hope to attract as a customer. The FRIONA STAR is that medium. Remember, it is easier to strengthen your position than to regain lost ground. Place your dependence in Star advertising and you will im mediately strengthen your position.

## The Friond Slar



