## The IFriona Star




## HOW MUCH D0 YOU SPEND FOR ADVERTISING

The Harvard Bureau of Business Research and the Northwestern University Bureau of Business Research compile the following percentage of gross sales as usual and correct for advertising expenditures of successful retail stores:
Department Stores
Grocery Stores
Haberdashers
Women's Wear Shops
Furniture
General Merchandise
Drug Stores
Shoe Stores
Electrical Shops
Hardware
Cleaning and Dyeing
Jewelry
Meat Markets
Florists
Millinery
Music Stores
Restaurants
Specialty Shops

Does your advertising investment compare with the average? Perhaps your budget needs revising. According to Bradstreet's report, 95 per cent of all businesses that fail are non-advertiser

# If you want to cover Friona's trade territory, advertise in 

FRIONA STAR, PARMER COUNTI, TEXAS, FRIDAY, SEPTEMBER 28, 1934


International Sunday School Lesson $\begin{gathered}\text { By DR. J. E. NUNN }\end{gathered}$


## The 14-Inch Rule

A MEASURE OF SAFETY FOR YOUR CHILD'S EYES
-Improper lighting frequently causes a child to brim is book much closer to his eyes th
in distance, which is 14 inches.

Only the very best in lighting is good enough ause, remember, about three-fourths of all the know
edge acquired will come through your child's eyes
$\qquad$
$\qquad$


Let Chevrolet tell its own story of riding and driving comfort

## Knee Action CHEVROLET

## Lunsford Chevrolet

Fiona
Texas

