# The Ifriona Star 

## OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS




# HOW MUCH DO 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



Meat Markets
Millinery
Mussic Stores
Restaurants



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


International Sunday School Lesson


Chevrolet Announces Five Passenger, Four
Door Cheaper Sedan

