OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

|  |  | riona parmer county, te | EXAS, FRIDAY, SEPTEMBER 7, | 7, 1934 |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Capitol Theater Front Rebuilt; 3 Stores Opened |  | THAT WAS SOME DUST | 3 Resignations In Day Made By School Faculty |
|  | Canyon soper prye pramer |  |  |  |  |
| of Jodok | county young people will be enabled to attend college at West Texas State Teachers College this fall through the Federal Educational Relief Ad- |  |  |  |  |
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|  | Scott of Bovina and Gwendolyn Cow-gill of Friona.Students receiving aid under thisplan were chosen on the basis of |  |  |  |  |
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Children Like Their "Private Fair"


# 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 | $3.1 \%$ |
| :---: | :---: |
| Grocery Stores | 1.0\% |
| Haberdashers | 3.3\% |
| Women's Wear Shops | $3.1 \%$ |
| Furniture | $6.3 \%$ |
| General Merchandise | 1.5\% |
| Drug Stores | $1.0 \%$ |
| Shoe Stores | 2.9\% |
| Electrical Shops | $2.7 \%$ |
| Hardware | 1.0\% |
| Cleaning and Dyeing | $3.3 \%$ |
| Jewelry | $3.1 \%$ |
| Meat Markets | 1.0\% |
| Florists | $5.0 \%$ |
| Millinery | 2.2\% |
| Music Stores | 3.3\% |
| Restaurants | 3.1\% |
| Specialty Shops | 3.8\% |

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





CRIME ABROAD IS
A REAL BUSINESS


Constipatión

ADLERIKA
Have You Ever Stopped to Think What Electric Service Means?

TEXAS UTLLITIES COMPAMY


E. B. BI.ck Co.

We have Served You For 33 Years
Hereford, Texa


## Do You Need A Grain Drill?

## We Like Our Home 1own Better

and we are hret to strave our people with everthing in auliong matrral

Rockwell Bros. \& Co.
LUMBER"

THE NEW MARY LEE

## Wash Frocks

ARE HERE!
The newest things in plaids and checks.
See Them At
MAURER'S

