# The Friona Star 

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## HOW MUCH D0 YOU SPEND FOR ADVERTISING

## If you want to cover Friona's

 trade territory, advertise inand 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 |

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.

