## The Friona Star

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| Cogitations \& Aphorisms of Jodok | Football Season Will Open Friday With Adrian High $\qquad$ | SCHOOL NEWS | P.T.A.Begins <br> New Year With Goed Program |  | Parmer Receives Part of Second Wheat Payment |



## 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 _-_-_-_-_-_-_-_-_-1.9 to $3.1 \%$
Grocery Stores
Haberdashers
Women's Wear Shops
Furniture --..........
General Merchandise
Drug Stores
Shoe Stores
Electrical Shops --
Hardware
Cleaning and Dyein
$\qquad$
$\qquad$
Music Stores
Restaurants

Does your advertising investment com-
pare with the average? Perhaps your
budget needs revising. According to Brad
street's report, 95 per cent of all business-
es that fail are non-advertiser.

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



School News


