# The Iriona Star 

OFFICIAL NEWSPAPER UF PARMER COUNTY，TEXAS
FRIONA PARMER COUNTY，TEXAS，FRIDAY，SEPTEMBER 14， 1934

| Cogitations \＆Aphorisms of Jodok | Constitution Week Begins With Big Program Monday | Mayor＇s Proclamation | Lokey Appointed Conciliator For Parmer County | Friona Working For Reduction Insurance Rates |
| :---: | :---: | :---: | :---: | :---: |
|  | and | an Amerian entizon，interetrd in the promotion of any |  |  |
|  |  | make an urgent appeal to all citizens of Friona and com－ | 为 | wemes min |
| dent | anemin mix |  |  |  |
| amis | 边 | American Legion to make the Constition Dope Propram $a$ | 边 |  |
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| anman mome | mamm | （erian constitution．Our converition is that our constitur |  |  |
|  |  | national enersies and efforrs at political dev | come |  |
| m |  |  |  |  |
| atim | \％ | tion Day at Frion，and urge that the whole ectizenstip conerate to mate the proram of the day worthy of the | 为 |  |
|  |  | W． |  |  |
|  |  |  |  |  |

Put 0ld Stalks<br>In Trench Silo<br>For Winter Feed



## AMARILLO FAIR WILL FEATURE HORSE RACIMG

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Reduced Price Made
    For Tri-Sta

The Constitution Of The United States

THE RIGHT TO BUY AND SELL IN THE. BEST MARKETS BUILDING HATERIAIS

Rockwell Bros. \& Co.
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        LUMBER
    ```
                                    FRIONA, TEXAS

\section*{R U G S}

\section*{BLACKWELL HDW. \& FURN.}

\section*{E. B. Bl.ck Co.}

We have Served You For 33 Years Hereford, Texas

\section*{We Are Continually}
```

Paying Fire, Windstorm and Hail Losses, both large

``` and small. And those who

\section*{INSURANCE IS CHEAP}
J. W. WHITE, Insurance

\title{
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:


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.

\section*{If you want to cover Friona's trade territory, advertise in}


\section*{SMALL GRAIISS WHTER FEED}

Planting for Pasture Is Recommended \(\mathbf{B y}\) College


\section*{Chilly Nights}

ELECTIONS FROM OUR LINE OF BLANKETS
stock of Winter WORK

ALSO A COMPLETE ASSORTMENT OF CHOOL SUPPLIE

\section*{T. J. Crawford}

The Advance Guard of Progress Moves On

TEXAS UTILITIES COMPANY


Lunsford Chevrolet```

