## The Friona Star

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS

| Cogitations | Texas Utilities |
| :---: | :---: |
| \& Aphorisms | Lower Electric |
| of Jodok | Rates in Friona |

FRIONA PARMER COUNTY, ILAN

Jotsiryest


International Sunday School Lesson By DR. J. E. NUNN

1901
1934

## E. B. Black Co.

We have Served You For 33 Years Hereford, Texas

## TAXIDERMY

DEER HEADS AND OTHER GAME LIFELIKE APPEARANCE

I mount birds, animals, fowls, in fact all kinds of game and do TANNING MERLE HARRY FRIONA

SUPERFEX OLL BURNING HEATER We will be glad to demonstrate the advantgages of this BLACKWEL HDW. \& FURN.

## ITIS NOT SMART

TO CRITICIZE OR BLAME
But it IS SMART to AVOID both by keeping y HOME both neat and comfortable, thus preserve your building and protect the health of your family. Le we huve tut mintanas

Rockwell Bros. \& Co. 'LUMBER" FRIONA, TEXAS

INSURANCE
FIRE AND TORNADO
surance needs.
And are also pleased to serve you in all ways we can.
WE SOLICIT YOUR BUSINESS
J. W. WHITE, Insurance

## YOU

ARE INVITED to attend Friona's _Good _ Will _Da
Wednesday of each week, Beginning November
$\$ 50.00$ - CASH GIVEN AWAY FREE - $\$ 50.00$
Drawing at 4:00 P. M.
IT'S ALL FREE
Register with any of the business firms. A real treat in store for everyone. There will be plenty of fun. Come early and enjoy the day. Tell your friends. Merchants
are offering liberal ditcounts on Merchandiser

SPONSORED BY BUSINESS MEN OF FRIONA

## GET READYFOR WINTER

The Time is here when "A STITCH IN TIME SAVES NINE" so drive in and bave your radiator and Hose checked and get ready for WINTER.
We have in stock ALL. KINDS of Anti-Freeze at LOW. EST prices.
SEE Our USED CAR stock befere you buy. WE HAVE SOME GOOD ONES THIS WEEK.
Lunsford Chevrolet

##  had a phrase for it

"CAVEAT EUPTOR." meaning "Let the buyer beware." This was not used as a bit of balm to ease the ancient conscience nor, yet, was it placarded in the booths and stalls of the market-place. It was a piece of every-day knowledge, born of dear-bought experience.
A shopkeeper knew little about the source of his merchandise. This tunic he bought from a trader, who said it came from Byzantium. So he sold it as the latest Byzantian style. The trader told him the dye was pure Tyrian-it wouldn't fade. So he sold it as Tyrian dyed. But the buyer knew the responsibility was his own. If he guessed wrongly, or his judgment was poor, it was HIS hard luck.
Today, fortunately, there are safer guides than the blanketwarning to "let your eyes be your market."
These guides are the newspaper advertisements. In this newspaper, they are a catalog of the best values in town-signed by responsible firms. If the goods are not all that is claimed for them, their sponsors would need to "beware." For no business can thrive on a one-time sale, or on dissatisfied customers.
A signed advertisement is, in a way, like a promissory note. The advertiser has made a statement, and affixed his signature as a sign of good faith.
So, read the advertisements before you start out on a buying trip. Make this habit, and see how much you save . . . in time, in temper, in money, in shoe-leather.

## 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:


| 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

