# Gbe triona star 

OFFICIAL NEWSPAPER UF PARMER COUNTY, TEXAS



0. C. JONES
garage

See me for new and used parts



## PUBIIC SALE

 Auction, the followinng deceribed

## LIVE STOCK

1 Blue Roan Mare, Wt 1400 lbs 6 Head of 60 -pound hogs.
1 Blue Roan Horse, Wt 1500 Ib 140 hens, 70 white and 70 red. 1 Goed Brood Sow
5 Head good milk cows, 3 to 5 vears old.
Will sive four to fin eallon udde proen fectine
Farm Implements and Machinery
110-hole Van Brunt Drill 1 Two-row Sweep on wheels
15 -hole Drill $\quad 16$-shovel Gultivator
1 Double Disc Plow
1 Double Knife Sled.
114-disc Avery Harrow
1 Spike Harrow
1 Row Binder in good Order. 1 good truck Wagon.
1 Walking Plow 1 Sod Plow
1 John Deere Lister with Cot ton Seed Attachment.
$\$ 100.00$ worth of Repairs for McCormick Binders.

| 4Tons Sudan Hay | Harness for Three Horses |
| :--- | :--- |
| 2 Iron Kettles, 0ne 15 and 1 | 25 gallons. |
| Lots of 0ld Iron and Repair | Stuff. |

Also Household and Kitchen Furniture and other articles too numerou to mention.

TERMS OF SALE: Cash in hand on day of sale.
G. L. LIVINGS. Owner.

COL. RAY BARBER, Auctioneer Clyde honea, Clerk.

## 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

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


## THANKSGIVIFG.

This is Thanksgiving Day. It should stand today for what it stood in that primeval wilderness of early Colonial America, when a struggling, forloraly brave little band of settlers set it aside as a day of thanks fo the blessings they had received.

Today, in our comfortable surroundings, it is even difficult to imagine their sufferings. As we gathey about the family board Thumaday let us, as good cifl if possible, put a speck of sunshine into their tives

Let us observe the occasion in the becoming and strengthening spisit of community and national service Let us avoid the periis or indifferonce which tan every one of us be sincerely grateful in our hearts It is that spirit that we send this brief meseage to our many friends and patrons.

## I" ROMANS

## had a phrase for it

"CAVEAT EMPTOR." 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. If 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 judoment was poor, it was HIS hard luck.

Today, fortunately, there are safer guides than the blanketwarning to "let your eves 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 clamed 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.


