# The Iriona Star 

OFFICIAL NEWSPAPER OF PARMER COUNTY, TEXAS


FRIONA STAR, PARMER COUNTY,TEXAS, FRIDAY, JANUARY 12, 1934


# No More Customers Wanted! 

"Why not place a sign on our door 'No more customers wanted'," suggested the manager of the store smilingly to one of its owners, after he had been warned "to keep down advertising expense."
"Or, we might stand out in front and direct our customers across the street to our competitors, Dow \& Dow." An absurd suggestion, wasn't it? But it changed the policy of that establishment from fear into courage. The owners saw the point immediately. It brought forth startingly the fact that in relaxing advertising efforts they were, in fact actually turning customers away.

Think this over: There never has been a time when you have had better values to offer; there never has been a time when you had more compelling news to put into your copy. Customers are beginning now to buy the things they have denied themselves for the past yeer: necessities, luxuries, everything that has worn out or depreciated during the year 1933. Buying habits of long standing will be changed during this period; Patronage will be diverted to new channels. The alert, the courageous see the opportunity and will take advantage of it.

Advertising is the greatest single influence in keeping old customers and making new ones. Its power never has been greater than at the present mommt In Friona, advertisers have a medium which reasonable rate will carry your message to practicaily all your present customers and to practically anyone else you might hope to attract as a customer. The FRIONA STAR is that medium. Remember, it is easier to strengthen your position than to regain lost ground. Place your dependence in Star advertising and you will im mediately strengthen your position.

FRIONA STAR, PARMER COUNTY, TEXAS, FRIDAY, JANUARY 5, 1934


 Any erroneous reflection upon the
eharacter, standity oor reputation
of any person tin

the publishers.
Display ratea quoted on applica
Hon to the publishler.
Local reading noticas, 2 cente per
*ord per insertion.

## Political Announcements

 announce theif candidacy tor thenomination for the office under
which theerir names appear, subbect
to the aeton of the Democratic prt-
mary election Charges for potitical announcements
cover the insertion of announcements
in every issue of The star up to and
including the dates of the first and

## For Counts Juggo: WALTER LANDER

## GREETINGS TO 1934

to the end of one of the mos
momentous years in its history
It has been a year in which vast and unprecedented ex has been a year in which gov ernmental problems and issue
have, to a greater degree tha War, engaged the attentio has been a year of trial and
error, of achievement and fail ure. And finally, it has been
year of astonishing change. For the first time since go
$\qquad$of the entire working popula
tion, and the competitive me
$\qquad$
$\qquad$
$\qquad$
ernment believed would spu
connection with politics hav
been called int-and their plae
have been adopted. The whol
the immense power of the puh-
lie treasury, have been used
whole-heartedly and
ho say that these effer
say that they have failed is

## hundreds of thousands-

had been forced to suffer th ignominy of organized charity
and themselves from utter pri
preciably raised and the sweat
shop, encouraged by the de
Child labor is on the wane
their shortcominizs, whateve ed to provide thousands under army pay and discipline and have kept them away from
debilitating and demoralizing nfluences.
And in other fields the Administration has much self. It has started a program whereby the transportation
difficulties of the country may eventually be solved. It has anl safeguarding the banking structure. It has attempted to



Insure Your Cake Success With Careful Measurements



Make Home Attractive
ere is no single ins Atitution whtch
I of greater importance to the indi-
idual and to the community vidual and to the community than the
home. The home is a success or a
fallure for numerous reasons. The

$\qquad$ personalities of those who occup the the
home and by the atmosphere which in evidenced in the physical features or the home surroundings,
The home is an outstanding feature Ine home is an outstanding feature
community development. It mume
battractive or the community suifer proportionately nad the happiness of
those who occupy the bome is gretip those who occupy the home is greatiy
decreased. The community is inter
ested in the development of the smatl ested in the development of the small
home because the greater percentage
 smaller lots ranging from 6 to 50 feet
in froutage by 125 to 150 feet in depth
to the larger lot ranging from 50 to
75 feet in frontage by 150 to 175 feet
$\qquad$
$\qquad$ those of excellent architectural com
position and landscape architecturai composition. A house, to be attrac
tive, must have the proportions of
good architecture; it must be well

$\qquad$ hant materials and features of gar
len architecture, and it must be care Stinting Use of Paint
Poor Business Policy
$\square$
$\qquad$
$\square$



\section*{ <br> START RIGHT <br> Start the New Year with a New Perfection <br> Stove. They're Cleaner, Hotter, Better. <br> PRICED AT \$18.50 UP BLACKWELLS HDW. AND FURM. <br> BUY NOT, EAT NOT by booth tarkington <br> | Sometimes wo have to go againat our training or go broke. Someimes what we have always belierod to be a rule of virtuous conduct proves fatal in practice. For insance, wo have grown up is the belief, fostered by our parents and teachers and enforced by our government, that we have no right to take or use the property of another person without his consent, but if the property in question happens to be a blackjack that the other person is about to bring down on my head I shall have a better chance of surviving if I perceive, in time, the unwisdom of clinging unalterably to old convictions. That is, there are times of emergency when clinging to an old conviction will be ruinous, Let us consider the present time in its relation to our old conviction in favor of thrift. |
| :---: |
| People of pioneer stock are often apoken of as the "backbone of the country", and probably they are. Pioneers are thrifty or they don't surthrough the winter, and the Midland child learned thrift at its grandmother's knee. Moreover, we've beea taught for several generations that it isn't what a man earns that counts and takes care of him in his old age: it's what he saves. We've always believed that thrift is a demand thrift from our government, vote against political candidates proven unthrity, and we investigate, and often relegate to private life, efficials shown to be carelessly lavish with public funds. The value of thrit, indeed, is one of our strangest convictions. No one doubts that it is a right and useful conviction or that it would be dangerous to unsettle it; but here is the United States government coming to us now, asking us to buy, buy, buy, advising us to spend our noney rather than to save it, and generaily appearing to set itseff strongly in opposition to that old principle of thriftines in which we were trained. There seems to be a contradiction somewhere. |
| Moreover, the government asks us to spend at a time when we have the least to spare, at a time when the Federal governnent itself, as well as our State, county and eity governments, are taking heavily from our government, through the N.R.A., asks us to spend at a moment of great financial uncertainty in our lives, at a moment when we don't know whether we're emerging from the depression or going deeper into it, and when we aren't sure whether we're less afraid of the future than we were a year ago, or more so. The curious thing about the government's exhortation to us to spend is that the exhorters know how we feel and how we're situated; they know our old conviction in favor of thriftiness and they agree with that conviction-and yet these same exhorters ask us to buy, buy, buy! |
| What's the answer? Money is a means of trade. If you had a cord of wood and no food, and your neighbor had a cellar full of potatoes and no fuel, and if neither of you were willing to trade, he'd have raw perhaps, but you'd starve to death. Thrift is indeed a virtua; but this is a time of emergency during which it's necessary to buy goods so that somebody'll have money enough to pay us for what we produce. If it's hard for us to get rich by shing one another's stirus, it's certainly impossible for us to make a living by washing our owa. It seems |

WISHING TO ALL
A Happy and Prosperous New Year

Let us help you to it with our extensive stock of fine quality, low-priced building materials.

Always at Your Service
Rockwell Bros. \& Co. LUMBER'
O. F. Lange

Manager

## E. B. Black Co.

## Furniture <br> Undertaking

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# No More <br> Customers Wanted! 


#### Abstract

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