


heat the better way
The new Superfex oil burning heaters do the job easier more economically, and better. There are no ashes, display today.
BLACKWELL HDD. \& FURN.

## 1901

1934

## E. B. Bi ck Co.

We have Served You For 33 Years Hereford, Texas

THE BETTER THE LIGHT . . . THE HIGHER THEIR MARKS


Y
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You Will Be Interested In Reading A Book-"Old Eyes In Young People". Please Cell At Our Office For A Copy

## TEXAS UTILITIES CO.

DEPENDABLE FIRE INSURANCE
Is Always a Good Investment
Conservative Business People would Not
Buy it.
BUT THEY ALL DO BUY IT
We SELL IT and are Always Pleased to Serve you for
All Kinds. Fire, Hail, Windstorm, Automobile, Plate Glass, Bonds.
J. W. WHITE, Insurance

# HOW MUCH DO YOU SPEND FOR ADVERTISING 

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.

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



