## The Iriona Star

OFFICIAL NEWSPAPER OFPARMER COUNTY, TEXAS


| The Friona Star |
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| tar Juiy 31, 1925, at the piat ottice at Friona, Texas. Aet of March 3 . 1879 . |
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International Sunday School Lesson By DR. J. E. NUNN

Modern Handling
Makes Milk Safe Cleanliness Most Important

Curb Bery Bushes

Alfala Again

Notice TO PUBLIC

Dr. R. E. Parkins

1901

## E. B. Blackico.

We have Served You For 33 Years Hereford, Texas

## ELECTROLUX

THE CHOICE OF THE AMERICAN HOUSEWIFE

Blackwell's Hdw. \& Furn.

## ESSEMTIALS FIRST

In the Construction of any GOOD building, At leas TWO things are Absolutely ESSENTIAL. They ar GOOD MATERIALS and GOOD WORKMANSHIP WE HANDLE ALL KINDS OF BULIDING MATERIALS

## We invite your inspe will bear comparison

SEE US BEFORE BUILDING OR REPAIRING

## ROCKWELL BRO. \& COMPANY

## HAIL INSURANCE

Many Farmers find they will have some wheat. Som yield on a small acreage. In either event you canno afford to risk it to the ravages of a HAIL STORM,--But-the prudent farmer wil estimate his acreage and
probably yeild and BUY ENOUGH HAIL INSURANCE TO PROTECT IT.
OUR COMPANIES ARE ALL RELIABLE AND ABLE AND WILLING TO FULFILL THEIR CONTRACTS.

LET US WRITE YOUR INSURANCE
J. W. WHITE, Insurance

# HOW MUCH DO YOU SPEND FOR ADVERTISING 

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







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Meat Markets
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 Specialty Shops ----------------------------3.- 3.

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.

# The Fiona Star 

## THE 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. 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.

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& \text { FRIONA } \\
& \text { STAR }
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