## Ghe Iriona Star

OFFICIAL NEWSPAPER OFPARMER COUNTY, 1EXAS


## 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 judoment 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 vou start out on a buving trip. Make this hahit and see how much you save . . . in time, in temper, in money, in shoe-leather.

> FRIONA STAR

## Incermational Sunday School Lesson



## hitting the spot



It Is Real Summertime

And there is no better time to do thaf badly needed job of $p$
US FOR

ALL KINDS OF PAINTS. VARNISHES, FILLERS AND FINISHERS
OUR LINE IS UNSURPASSED IN QUALITY
EVERYTHING FOR THE BUILDER

## ROCKWELL BRO. \& COMPANY

N0TICE T0 PUBLIC

Dr. R. E. Perkins

## TRACTORS

THE NEW JOHN DEERE MODEL D will successfully paration. We also have a good selection of second paration. Wroctors on hand. See us for complete details. --

Blackwell's Hdw. \& Furn.

## Your Home Store

## HAIL IHSURANGE

Many Farmers find they will have some wheat. Somt
a small yield on a good sized acreage. Some a good yield on a small acreage. In either event you cannot afford to risk
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.
J.V.
J. W. WHITE, Insurance

## E. B. Black Co.

We have Served You For 33 Years Hereford, Texas

## HOW MUCHDO YOU SPEND FOR ADVERTISING

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

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 Stor $\qquad$



Women's Wear Shops .................................... $3.1 \%$


General Merchandise .................................... 1.5
Drug Stores --------------------------------1.0



Cleaning and Dyeing --------------------------3.3\%







Does your advertising investment compare with the average? Perhaps your budget needs revising. According to Brad street's report, 95 per cent of all businesses that fail are non-advertiser

