# The Iriona Star 

OFFICIAL NEWSPAPER OF ‘'ARMER COUNTY, TEXAS

## Cogitations $\&$ Aphorisms of Jodok

FRIONA, PARMER COUNTY TEXAS, FRIDAY, FEBRUARY 7, 1936
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International Sunday School Lesson By DR. J. E. NUNN


M

## BONUS....BUILD

The above Caption has now become a Compound Word, rather than two separate Words. With your BONUS you can BUILD that new home you have been contemplating so long.

WE HAVE:
THE MATERIALS, THE QUALITY, THE ASSORTMENT, THE PLANS, THE PRICES AND THE TERMS. SEE US ABOUT IT AT ONCE.

## ROCKWELL BROS. \& CO.

 LUMBERF. LANGE, Manager


TEXAS MTILETES COMPANY

## 1901

1934

## E. B. Black Co.

We have Served You For 33 Years

Hereford, Texas

## GOOD INSURANCE

Is a Bullwark against financial Loss and Economic suffering.

IN CASE OF A LOSS BY FIRE
WE REPRESENT THE BEST OLD LINE COMPANIES
FOR FIRE, WINDSTORM, HAIL AND
AUTOMOBILE INSUPANCE
And are prepared to supply our customers with WHAT THEY WANT
J. W. WHITE INS.

# A MESSAGE 

## TO EVERY MERCHANT

## What Advertising in The Star Can Do for Your Storeーー

1.- Sell more goods.
2.-Creaté favorable impressions--build public good will.
3.-Create a demand for goods people would not otherwise desire.
4.-Sell the public on values, offered by your store.
5.-Increase public respect for the value of the store to the community.
6. -Educate public to new styles and kinds and classes of merchandise which can be had at your store, also to new uses of merchandise.
7.-Inform public where merchandise they have heard or read about can be secured.
8.-Protect your customers from buying inferior or old style goods.
9.-Establish leadership for your store in your retail field. Keeping your store constantly before readers will make them think of yours as the leading store in your field.
10.-Keep down new competition.
11.-Enable you to reach new families not now customers of the store.
12.-Keep your old customers sold on your store and
13.-Draw trade to your town instead of letting it slip away to rival towns.
14.-Keep your sales people informed of merchandise and store's policy.
15.-Decrease operating costs and overhead through increased volume.

## MAKE MORE PROFITS

by advertising more consistently in The Star. It offers
advertisers the largest circulaion, the most
"intimate" coverage and the biggest reader interest of any medium available.

