

# $=$ Ghe Friona Star 

OFFIIIAL NEWSPAPER OF \'ARMER COUNTY, 1EXAS




## AMESSAGE

## TO EVERY MERCHANT

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

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1. -Sell more goods.
2.-Create favorable impressions -build public good will.
3.-Create a demand for goods people would not otherwise desire,
2. Sell the public on values, offered by your store.
3. -Increase public respect for the value of the store to the commurity.
4.     - Educate public to new styles and kinds and classes of merehandise 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.
5.     - 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,
6. Enable you to reach new families not now custón mers of thestore.
12.-Keep your old customers sold on your store and
7. -Draw trade to yountown 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 circulsion, the most "intimate" coverage and the biggest reader interest of any medium a vailable.

