## Ghe Friona Star

OFFICIAL NEWSPAPER OF :'ARMER COUNTY, 1EXAS




## RELATIONSHIP

## The Merchant's Message


... THROUGH... The MEDIUM of the FRIONA STAR

Reaches every part of the logical trade territory

in which the merchant operates, presenting to

## The READER


-The advantages offered by the merchant to
County consumers who, by virtue of this
influence, become

## THE CUSTOMERS

Of THE


ADVERTISER

