## THE FRIONA STAR <br> . but one ISM in America . . . and that's AMERICANISM ${ }^{\wedge}$




You Mix This Cake Yourself, And It's Well Worth The Trouble!
the frtona star. Fitan texa



ITmeansa Better LaMP
4
not granted only to the makers of expensive
lamps, but also to the makers of lamps which sell
at popular prices.
of that lamp, regardless of its selling price, has
of that lamp, regardless of its selling price, has
met 105 specifications in its construction.
See these modern lamps soon at your favorite
store. They're built to exacting "Certifed" stand-
ards in a wide selection of sizes, styles and colors.
They're built, too, to bring more light into your
home, because the new type reflectors are con-
structed to give you direct and indirect light at
the same time!
"Certified." Inquire at your favorite store for this

PUBIIC SERVICE

Jut Not Understand About Christmas e, They will give a CHRISTMAS
Response in NCREASED PRODUCTION

CELEBRATED P. G. C BALANCED RATIONS
Friona Whea! Growers, Inc. FARMERS OO OPERATIVE Don't forget to be ot OUR Store, Monday After-
noon, December 19 th, for the Beautiful Chime
Clock in begiven oway, saY What's in


## DAIRY COWS and <br> LAYING HENS

ine DuraPower MAINSPRING:

${ }^{2}$ Wimes of the





Allen's Jewelry

# Friona's Second Big Trades Day 

 WEDNESDAY, DECEMBER 2], 1949 \$650.00 In Cash CouponsTo Be Given Away By Your Local Merchants ASK FOR YOUR TRADES DAY TICKETS WHEN YOUR PURCHASES ARE \$1.00 OR MORE

## SUPPORT YOUR LOCAL MERCHANTS AND <br> Make Friona a Better Town



