

OPEN SEASON FRIDAY
Chiefs Out To Culivate



First Maize
Is Marketed

Football Contest Starts This Week Demonstration
On Tap Today

First Day Enrollment Is 1209 In Friona

## 

He didn't insure his car through an independent-
insurance agent. Then, with in-
adequate coverage, he had an
accident-his fault. To satisfy the
judgment, he had to sell every-
t hing he
owned. Pro-
tect yourself.
Call us today! Ethridge - Spring Agency


른TAR Established 1925
Published every Thursday at 109 Sixth Street Friona, Texas



 June Floyd, Society Editor
Pete Mace, Advertising Manager


Patterson Has
Eventful Trip
a pair of prizes in weekly and
b-weekiy contests sponsored
 Monday To Be School Holiday Sohool will be dism mssed


To Hear
Paul Lewis
, In Beauty Events


Chiefs.






Armstrong VERNAY

- Random mosaic design
- Ideal for single rooms or in "open plan" living areas.
- Wide range of colors make decorating easy
- Made in rolls six feet wide-Spacious beauty with a minimum of seams.
- Famous Armstrong vinyl floor quality at a new low price

Carl McCaslin Lumber, Inc.
A Complete Building Service

1000 Main



Matze Days are just around Cue
the corner and a iot of work cob
ts betng done by a lot of people drint
to make this annual celebra. mot Is being done by a lot of people
to make this annual celebra
ton a success. Everything is going to be en readdnesss, so olets
all invite friends and relatives us. Interest in the queen's
kest is good and if all the be seen up and down the sea are seen in the beard growing
contest, that should be an tin
teresting part Think it heard one of the
Jaycees say there was golng Jaycees say there was golng
to be apretty beard" category in this year's contest.
Have you ever seen \& pretty
beard? I've seen shagzy heards
 6) NiDOPR several that it would be hard to
classify, but a pretty one? There are golng to be ktddfe
contests, too. What ever beNot too many years piling pincontests? air was not comple
olling pin contest Begin making plans now to
attend the parade, berbeque ontests and ouni Mrize Days
activittes tin
nown and jotn the fun,
Most beginners in inchool have
mixed emotions about mixed emotions about star have ore in Fritiona hould ha tirst extremely ad time it seems, Renee
Hughes, who had been in the Deep South most of the summer
with her parents, Mr. and Mrs. Immy Hughes, and sisters.
Paulette and jJcquita, wasn't
po enthustastic Poo enthustastic about coming end of the week Reenee had decided goting week Renee had defun and was real anxious to bet sarted.
Later she developed an eye Infection and was wold by her
doctor she would have to delay startung for a f few days. This
made her very unhappy Sity oultn't see any sense tin having to come home so she could start
to school then not getting to

Friona Oliter is having a
ntice new bullidng constructed on East Highway 60 . Industrial butlding on the highway has been
going mostly on the west end, going mostly on the west end,
but Friona Oltiver's new bullding, which is located in fromt
of the former Parmer Implement Company warehouse, is going to be one of
the finest additions to hightway bustness houses.
ona isn't improving much
there just doesnt seem to be commodate persons who want to move her. persons who want
thause was. bet last week followed the moving restdents
its destination, asked about the owner then offered to rent the
dwelling. dwelling.
In anoth Ing had been moved to a neew
location and the location and the owner was in
the process of having the in the process of having the in-
side re-decorated. A prospec. side re-decorated. A prospec-
tive tenant insisted that the
owner do owner do nothing to the house
except allow his famuly to move

## Corn partles have been quite

Lazbuddie To Fete Teachers

 teachers in the Lazbuddte All teachers, as well as the reception has been scheduleds
as to start after church serv. Bowlers Meet-All men bowlers in the Friona
area are fivited to attend meeting Saturday Friona
gantie
season. $\qquad$ agenda will be election of offl-
cers for the coming year, and


INTRODUCING OUR NEWS CORRESPONDENT IN THE FRIONA AREA

KZOL<br>Linda Williams

"The Voice of Parmer County"

FREE AM-FM Stereophonic Phonograph
 Fred Taylor market manager
ortginalted in Ft , Worth where after graduation from North-
side HIgh School joined Swift
and Co. In the canning division, After 5 years he left to a leed-
ing grocery chain where mest market manager. Fred
invites you to vistt his market


FREE 5 Each GROCERIES: EXTRA FREE

W/Purchase of One At
FREE ENCHILADA DINNERS
baby beef MOORE'S GUARANTEED MEÂTS Sirloin Steak Round Steak T-Bone Steak Rump Roasts wison' BACON CHUCK ROAST ARM ROASTS SHORT RIBS เ. $65 \zeta$ CLUB STEAK

位


## FREE

## Chiefs' 1964 Schedule <br> Has Genuine 'New Look'



## White Super Mkt.

WE DELIVER

PHONE 247-2250
PRODUCE
LEMONS


STEERS HOLD 15.II EDGE
Friona, Farwell Have Locked Horns 27 Times



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| yer | ${ }^{20}$ 1941, ended in Ane game, $0-0$ te.

het figures out to 8.574

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## Cummings Store Farm

 Announces A FIRST for FRIONA

It's A TRUCK MOUNTED Dry Fertilizer Applicator.

* Convenient - A Telephone Call Puts Cummings In Your Field
* Accurate - More Even Coverage Of Fertilizer
* Fast - Can Cover 600 Acres In 24 Hours. Twice As Fast As A Tractor.
- Won't Harm Fields - Flotation Tires Prevent Ruts.
 Call Us For Details
CUMMINGS FARM STORE

Phone 247-2781


|  | Watch <br> This Space For Contest <br> Standings | WEEKLY PRIZES <br> lst. Prize \$5 <br> 2nd Prize \$3 <br> 3rd Prize \$2 <br> CONTEST RULES $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ |
| :---: | :---: | :---: |
|  |  | 2 <br> Hub Fertilizer Co. <br> HUB-FRION <br> Ammonia-Dry Fertilizer-Seed Phosphoric Acid-Farm Chemical <br> Don't Wait-Fertilate See Bill, or Tab <br> Denver City at Seminole |
|  | 3 Reeve Chevrolet <br> Your Authorized Chevrolet Dealer <br> Frigidaire <br> Home Appliances <br> Sales Service <br> Phone 247-3011 Friona <br> Abernathy at Frenship |  |
|  | 5 Friona County Club Gin West Friona Grain | 6 Bi-Wize Drug |
| OFFICIAL ENTRY BLANK <br> Name $\qquad$ <br> Address $\qquad$ | $\begin{array}{ll} \text { Jack Tomlin,Mgr. } & \text { Phone } \\ 247-2439 \end{array}$ <br> Hale Center at Lockney | Your Rexall Store Phone 247-3010 Friona Slaton at Petersburg |
| Game Of The Week <br> Tie Breaker <br> Pick Scor <br> Friona $\qquad$ vs Farwell <br> GAMES | 7 FRIONA MOTORS <br> Parmer County Heoduacrerers <br> Ford Cars, Trucks, Pickups <br> Tractors And Used Cars Phone 247-2701 <br> Post at Floydada | 8 <br> ETHRIDGE-SPRING AGENCY Dan Ethridge Bill Stewart <br> INSURANCE-LOANS Springlake at Idalou |
| 1 co-Op Gin 6 Drug | Post ar Floydada | Springlake ar Idalou |
|  | 9 Parmer Counts | Chester \& Fleming |
| $3 \begin{aligned} & \text { Reeve } \\ & \text { Chevrolet } \end{aligned} \quad 8 \text { (thridge-Spring }$ | Pump Implement |  |
|  |  | Brand New Equipment |
| $5{ }_{\text {ction }}^{\text {Friona Country }}$ Club Gin ${ }^{\text {a }}$ |  |  |

Nathand Wedding Bello Ring Out The Summer In Friona




## Wedding Bells Ring Out The Summer In Friona



Mrs. Ronnie Wood



Mr. \& Mrs. Davey Thompson

Double $\mathcal{R i n g}^{(1)}$ Ceremony $^{2}$ Unites $\qquad$ Judy Faye Smith Suzanne Saylor, Ronnie Wood THE WOMEN $\mathcal{W e d}_{\text {o }} \mathcal{L}$. D. Potheen
$\qquad$ Aline McAshan, Frank Spring Exchange Wedding Vows Saturday
$\qquad$
$\qquad$
$\qquad$




FRIONA DIRECTORY



## $\underset{\substack{\text { AOUSA NET } \\ \text { s200 value }}}{69}$

Notebook Paper
500 Count

## 

Rexall 400 Count

## CLEANSING TISSUE

$\underset{\substack{\text { Hater octad } \\ \text { TUMBERERS }}}{ } \$ 139$
People Who Have Started
Their Tableware Sets May
Now Purchase The Remainder Of Their Place Settings With

No Purchase Necessary
Full Line of Timex
WATCHES $5795 \quad \$ 3495$

## BI-WIZE DRUG



Jaycees To Enforce
Beard Or Permit Rule


## 78 울쿤




Hz



## Control One app years. lawn fer to contr

- 


## WANTED. . To give way three kittens, Mrs, Johnny Wulson. Phone 247-288, We ${ }^{12 m}$ WANTED-Ironing to do tin my home home. Mrs. Waymon Wilkins. Phone 247-3058. WANTED TO BUY, used playpen. JIm Stell, unod 247. 



# TEXAS BEET GROWERS DON'T MAKEA MISTAKE! 

GEMCO Is The Best Harvester To Buy! Ask The Leading Beet Growers From Michigan To California To Name The Beet Harvester In Their Area That Is Number 1 In Grower Acceptance, You Will Find That GEMCO Leads By A Big Margin - Why ?

GEMCO harvesters have established a reputation for operating in toughest conditions, in<br>hard dry ground, rocks, trash or mud . . . where other machines sink out of sight.

2 General Machine Company, the manufacturer of GEMCO line has been longest in continuous
volume manufacturer of mildiple row beet harvesters . . . 14 years.


No Root Wastage And Cleaner Loads
With No Beets Topped On The Side Or With Too Much Crown Removed

S.T., Whom You All Know Has Returned To Work As Our Salesman And Will Be Calling On You To Tell You Of The Advantages of The GEMCO Beet Harvester As Well As Our Other Lines Of Machinery.

3 General Machine co-pioneered and was the first manufacturer to develop and make suc cessful rim type cooperating lift wheels... Others have followed GEMCO design and today today copled versions of original GEMCO lifting wheels are used by all the major beet harvester manufacturers.

In 1964 General Machine is introducing the first direct harvesters equipped with spiral cleaning rows for the first time the simple and efficient GEMCO direct harvester gives cleaning ability comparable to our cart machines.

5 General Machine offers the fullest range of beetharvesters on the market, 8 basic models The nearest competitor offers five and the second offers 3 .

General Machinery has been a pioneer in providing innovations which reduce the need for operator know how and make for faster and earlier harvesting and a higher crop recovery
Among these innovations are the following. Among these innovations are the following:
A) In 1958 General Machine offered to beet growers our exclusive GEMCO row finder This device reduces operator fatigue and increases beet recovery by a consider able margin.
(B) Our ball hitch type hook up to the tractor is to attach or release and eliminates side draft of the harvester
(C) The GEMCO self contained hydraulic system introduced in 1963 handles all har保 our self contained hydraulic system you need only attach the ball tonuge and power
take off line to the tractor and you are ready to harvest beets. take off line to the tractor and you are ready to harvest beets.
(D) GEMC $\cap$ machines have easy to adjust sliding axles to set various row spacings. This more expensive design is not offered on other makes.
(E) The spud chain flights may be quickly re-spaced in the conveyors without resortin to the use of bolts or other time consuming methods and can be quickly removed for repair.

General Machinery gained its reputation through the years in providing harvesters that would load cleaner beets than competitive machines. Here are some of the cleaning features of our machines
(A) GEMCO cleaning screens contain star spiders with exclusive self cleaning cleats With this feature our screens continue to eliminate soil and trash where other screen ball up with mud and become ineffective
(B) The GEMCO exclusive reverse roll used in the screens of our cart harvester pull out trash with positive action.
(C) GEMCO harvesters are available with the widest pitch spud chain offered in the in
dustry to make possible more effective cleaning.
(D) GEMCO rim type shallow running lifting wheels ground and leaves it behind and delivers a minimum amount of soil with the beet to be eliminated in the harvester. Throughout the United States and Canada the value of GEMCO beet harvesters is reflected in the highest resale value of any make When you buy GEMCO harvesters you obtain the services and help of a company help which cannot be offered by a larger company with many products which demand its attention. See your dealer today and get the whole story.

8 General Machinery Company was the first to offer an accurately controlled disc topper for topping beets in the ground. Our variable cut design which removes a minimum of beet crown based on beet size makes for maximum root recovery, Depth frame mounted GEMCO toppers can be adjusted for depth of cut while on the go. Tops are deflected into a usable windrow for fleld feeding.

GEMCO INC
MAURER MACHINERY
FRIONA



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