


SCOTT BEATEN
New Champion Assured In City Tournament
.... * STAR

CONVERSION SET
Friona, Hub Get New Telephone Equipment

ANNUAL ALL-STAR EVENT
Duggins, Nettles Will Participate In Contest


$\qquad$ clude Wayne Matthews, equip.
ment Installer. Tommy Mack.
ey, central offlice repaltm
 It was Mrs, Bowen's volce
most Frionan's heard as the
new equpment was checked out,
What was actually happening durting these checks was that
each telephone was "switched"
momentartly momentariny from the on
equipment to the new for test equipment to the new for test.
ing purposes. . . .
"I wish I could convey the feeling of General Tenepphone
Company's personnel in regard
to the changeover ti


ever, that the bookmoblle head| (Continued on Page 2) |
| :--- |



IEW well convectovs
City Awards Contract

## For Pipe, Fittings

Doug Dodd To Attend Annual Youth Meeting


## Chevrolet dealers sell more cars than anybody Because they sell great cars

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Mr. and Mrs. Earney Fible
th weekend at Ruildos
a weekend guest of $L$
Poul Wilbanks, a student at
Southwestern State College,
Weatherford, Okla., spent the
weekend vistiting his parents,
Mr. and Mrs. Fred wilbenks.
Johnnie Beth Ivy, who attends
Texas Tech, visited her par-
ents, Mr, and Mrs, Shanks Iv
Steve Young and Pat Chitwood
are visting thetr grandparents,
Mr . and Mrs. E, D,
Sr, at Wichita Falls.
Mr . and Mr
and Allce of
Loy willams famils ond the
the J. B, Young home.
The Floyd Carvins hosted an
tee cream soctal Satuirday eve.
ning. Guests were Mr, and Mr
Roy Danlel, Mr, and Mrs. J.
Gammon, Mr. And Mrs. J Jhn
Gammon, the EverettMcBrom

## INTRODUCING NEW MANAGEMENT



HAROLD SOFIE,

We Wish To Invite You To Come In To See US In Our New Store.

It Is A Pleasure To Settle In A Fine Community Like Friona. We Are Looking Forward To Having Each Of You Visit Us.


MOORE'S SUPER MARKET-Formerly HARRY'S

## Specials for July 9-10-11

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## V/ANTADS

Due To Increase In Cost of Supplies And Operating Expenses, The Following Prices Will Become Effective July 1, 1964 Shampoo and Set \$2.50 Color Rinse | Hair Cut | $\$ 2.00$ | Permanents $\$ 10.00$ up |
| :--- | :---: | :--- |
| Soap Cap | $\$ 6.50$ |  |
| Brow-Lash Dye | $\$ 2.00$ | $\begin{array}{l}\text { Extra } \\ \text { Back Combing }\end{array}$ |

Patti's Beauty Shop Vogue Beauty Shop Charm Beauty Shop Mary Lou's Beauty Shop
Dorothy's Beauty Shop

## come <br>  <br> sumday church


$\$ 1.00$

| Hair Cut | $\$ 2.00$ | Permanents $\$ 10.00$ up |
| :--- | :---: | :--- |
| Soap Cap | $\$ 6.50$ |  |
| Brow-Lash Dye | $\$ 2.00$ | Extra <br> Back Combing |


| - Pat Fally |  |
| :---: | :---: |
| ary Lou's Beauty |  |
| Dorothy's Beauty Shop |  |



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This Message Spensored By The Following Friona Businesses

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## DOUGLAS LAND CO.

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## Treasure Chest Winner!

Parmer
County
Implemen

simple -- all you do is bowl in an adult summer league. Each week 5 members of your league choose a key. Each Sat-
urday night at 9 p. m, those with keys get to try to open the chest which will have from $\$ 25$ to $\$ 50$ for each week it has not V-8 4 Door 1 been opened.



We Build Anything


If You Want It Built, We'll Build It. MATLOCK BUILDERS Box 173

## TWO NEW EMPLOYEES

For A Complete Line Of Farm

Chemicals In The Hub Area, Call Bill Dennis


BILL DENNIS and JERRY JONES

RED BARN Takes A PERSONAL
Interest In Every Farm Problem In Friona and Hub Areas.

Don't Burn...Plow Down

| 32\% | Liquid Nitrogen |
| :---: | :---: |

For Greater Farm Profits Call



