

DOLLAR DAY SPECIAL

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BOXHOLDER
RURAL ROUTE
LOCAL
ROUTE STAR

Everyone Invited to Attend Concert By ENMU Choir; In New Auditorium

After completing a nine-city tour in three days, Jan. 5-8, including 12 performances, the 50-voice Eastern New Mexico University choir will come to Morton to present the first program to be held in the new Cochran County Office and Activities building, Jan. 12.

Under the direction of Robert E. Page, assistant professor of music and director of choirs, the group, including one Morton trade student at ENMU, Bill Blackstone of Maple, will offer a two-part one hour program in the auditorium.

The program is being co-sponsored by the Morton Chamber of Commerce and the Junior Chamber of Commerce. Numbers to be presented have not yet been announced.

In an all out drive to get as large an audience as possible, the two local groups are contacting every community in the

Pvt. Wm. Ford In Basic Training At Ft. Bliss

FORT BLISS, Texas.—Private William D. Ford Jr., son of Mr. and Mrs. W. D. Ford Sr., Route 1, of Morton, recently began eight weeks basic training in the Anti-aircraft Artillery Replacement Training Center at Fort Bliss, Texas.

The first eight weeks of basic training are spent on fundamental infantry subjects like army drill, machine gun, and bazooka marksmanship, and familiarization with army technical subjects. This first phase of training is climaxed with a one-week maneuver in the field.

Upon completion of the first eight week cycle, Pvt. Ford will either be assigned for further training at Ft. Bliss in the techniques of anti-aircraft artillery, or he will be transferred to another Training Center for schooling in some other army skill.

Should he remain at Ft. Bliss, his second eight weeks will see him learn the uses of the various electronic equipment employed by the AAA-RTC. He will also be expertly trained in the firing of light and medium anti-aircraft artillery at low-flying and high altitude aerial targets on the one-and-one half million acre Ft. Bliss ranges.

trade are. The presentation will not only be free of charge, but will offer those who voted in the election two years ago, a chance to see just what their bond issue created.

County Judge Fred Stockdale said everything will be completed with the possible exception of the kitchen appliances and perhaps the auditorium curtains. The spacious auditorium, including the finest in modern acoustics, will seat approximately 800 persons.

Harold Drennan, Jaycee in charge of arranging the choir's appearance, was high in his praise of the visiting ENMU group. "They presented an excellent, well rounded program and are expertly conducted," Drennan said.

The program will get underway at 8 p.m. and will last just about 1:10 with a break half way through the concert. It will mark the first time the Portales, N. M., group has sung in Morton.

It is hoped the special program will be the forerunner of a constant stream of diversified musical and dramatic entertainment to be scheduled for the new building. Already, at least one open house, an installment banquet, and a political rally, have been tentatively scheduled for the area's most modern gathering hall.

New Law Is Passed Here

The City Council has finally passed for publication a new ordinance regulating peddlers and itinerant vendors it was announced this week by Joe Gipson.

The ordinance and complete interpretation will appear in the Tribune next week.

The legislation came out of an original proposal and idea submitted by several interested groups and spearheaded by the Morton Chamber of Commerce. Copies of ordinances from several Texas cities were submitted, discussed and used to pattern a local ordinance after.

According to Gipson, the final ordinance, passed at a regular meeting of the Council, Dec. 21, is closely patterned after an ordinance used in Littlefield. Some changes have been made.



VOLUME I

MORTON, TEXAS, SUNDAY, JANUARY 3, 1954

NUMBER 11

Cold Snap Freezes Water Lines

The coldest December most Mortonites can ever remember played three day havoc with some of the city's waterlines through the Christmas holidays and mostly, according to the City Clerk, because of the year's general weather conditions.

Joe Gipson blamed a great deal of the difficulties on the fact that heavy winds during 1953 blew out two to four inches of covering and in some cases even more, over the city's water lines. Add to this the fact that some of the water lines, installed a long time ago, were shallower than others, and you found about a dozen lines frozen up on Dec. 23-24-25.

One of the city's water department men said the three-day period was about the busiest time during the whole year. Lines had to be unearthed before several families could get any water in their homes. Gipson said the temperature dropped to 4 degrees above zero during the spell.

Co.-wide Scout Meet Scheduled

Boy Scouts from Morton and Whiteface will meet Monday night to discuss plans for their 1954 camp.

Members of the South Plains unit has been spending its summers at a camp near Post. They will vote on the possible selection of a camp in eastern New Mexico.

Heading the Morton troop is Dr. Dan M. Brown, assistant Scout Master is Elry Oden.

Foiled Kremlin Stoges



Vaclav Uhlik, Czech mechanic, his wife, Marta, and their two children, Eva, 4, and Vaclav, Jr., 6, who escaped from communist tyranny in a fake armored car which Uhlik rebuilt from a war-torn British scout vehicle he found near his Czechoslovakian home. The Crusade for Freedom has brought the family and their escape vehicle to this country as symbols of resistance to Kremlin oppression.

The new Offices and Activities building has been dedicated.

The dining hall served a meeting place for a group of nearly 100 persons who held a

New Year's Eve party, Thursday night. So, it's already been officially dedicated to the task it will perform many times in the coming years. We've certainly needed it.

MARCH OF DIMES CAMPAIGN UNDERWAY; VARIOUS CLUBS WILL SPONSOR FUND RAISING PROJECTS

A young Cochran County girl, almost on the eve of the 1954 Cochran County March of Dimes campaign, the drive that supplies funds to combat the dreaded polio, was in the Baylor Hospital at Dallas this week still receiving treatment, seven years after a battle with the disease.

Treva Jo Thompson, 14-year-old daughter of Mr. and Mrs. Glen Thompson, was undergoing treatment which they hope will counteract a curvature in her upper spine that was just now beginning to pain her, after she conquered most of the effects of polio in 1947.

An operation will be necessary later to help correct the difficulty.

Her father, formerly Cochran's County Judge, said she had been undergoing periodic checkups about every six months since she had contracted polio. She'll be in the hospital from six to

eight weeks. In case her schoolmates haven't heard, the address is Baylor Hospital, Dallas, Texas, Room 603. Naturally, she'd like to hear from any of her many friends here.

And, while Treva was in the hospital, plans were being made for an intensive fund drive in Cochran County under the sponsorship of County March of Dimes Chairman, Glen Thompson, and Fund Drive Chairman, Mrs. Albert Morrow.

Pledge cards have been mailed out with convenient slots in which dimes can be placed and a little pocket for bills and checks. The cards are to be mailed to the local chairman in the handy included envelope.

That won't be the only drive either. The L'Allegros will sponsor to build a block of dimes and the Lions will host a basketball game with a halftime surprise program in the local gym.

Food containers will be placed in the various business establishments again, too. They've been changed in style this year. Replacing the "iron lung" containers will be miniature test tube shaped containers symbolizing the hopes of this year's drive, that funds will be great enough to finish the project already underway, that of providing a preventative serum.

L. E. Waterman invented the first successful fountain pen.

R. E. Senterfiet Dies at San Saba

R. E. Senterfiet, 79, of San Saba, father of Mrs. Willard Cox of Morton, died Thursday at a San Saba hospital.

Mr. Senterfiet had only recently been confined to his bed. Due to extended visits with his daughter here, he had become well known to many local people.

Funeral services were scheduled Saturday afternoon at 3 o'clock from the First Methodist Church of San Saba.

Taylor, Foster To Run

Two incumbents became the first to file their names in the Morton Tribune as candidates for office, Saturday, July 24, in the Democratic State Primary election.

Mrs. Lee Taylor, present County-District Clerk and J. N. Foster, Commissioner of Pct. Three, asked the Tribune this week to file their names as candidates for re-election. Each are serving their first term at their present post. Mrs. Taylor having ousted Joe Pierce from office in the 1952 elections and Foster taking over the office held by John Kennedy.

No effort was made by the Tribune to contact any of the office holders or any prospective candidates. The Tribune made the decision to run the political announcements this year, as in the past, each issue of the Tribune until election is held. In addition, a special rate, separate from the Tribune rate, will be charged to have the name placed in the Dollar Day Special which goes out before the first Monday of each month as a free circulation paper sent to more than 2500 mail boxes in the trade area.

Any candidates desiring to have their names published in the column and also wanting the space for one story on their campaign between now and election time should call at the Tribune office for rates.

The announcement of the candidacy of the two officeholders came at a time when renewed interest in election had just been shown. Announcement that less than 400 persons had paid their poll taxes were made three times in the last three issues of the paper but the percentage of poll tax payers remained very low.

Then Thursday and Friday, after the third announcement, the office of Assessor-Collector sud-

edlines..

By Eddie Irwin
DIDN'T EXPECT THE "first baby contest" to raise as much commotion as it really did. Seems there were three women whose offspring to be were very much in the running when the sun came up Thursday morning.

The result... ONE WAS "too soon" one was "too late" and the other came right on time.

TO MRS. JIM GRANTHAM, and to Mr. also, our congratulations. The baby received a nice birthday present, one he and the family will remember for a long time to come.

WONDER WHAT'S going to happen to that space in the courthouse now that several offices have been vacated. As a matter of fact, only the two agents and the FHA office have been vacated. The others who are now located in the new office and activities building came from the building across from the city hall.

THERE ISN'T AS much new found space as some might think. Judge Stockdale said this week, the first thing that had to be accomplished was to obtain new storage space. Old files were being kept in the boiler room because of lack of storage space.

THE SCHOOLS' tax-assessor and business manager doesn't have much space. He could use one of the larger rooms for his office. That leaves only one vacant office now, and the library will be vacated soon as they also move into the new county building.

TWO REMAINING OFFICES wouldn't provide much room. It would seem the District Judge could claim title to one of those, or at least a small part of one of those offices.

DAY WE WERE commenting on New Year's resolutions but forgot to add that we here at the Tribune have but one resolution. That is to provide the most news as possible under the time restrictions that always plague a newspaper. In that way we hope to make it the most worthwhile advertising media for all Morton trade area merchants.

WE REALIZE, AND we're sure you do, too, that thousands of gatherings and stories in Morton each year are completely missed by the Tribune staff. The majority of them couldn't have been run. Our paper would have grown so large that we could not handle it.

YOU CAN JUST make so many runs on that fat page Babcock press in a week's time. Who knows, maybe some day we'll be able to replace it with an eight page press.

OF THE STORIES that were missed just only because of the time element on reporting. In other words, we just couldn't find time enough to contact the people who knew about them, get the facts down on paper, and get it set on the linotype machine.

IF THE CLUB reporter or sponsor of the function would have seen that it was called as soon as possible, it probably would have been in the paper.

WE SHOULD AMEND our list of resolutions and add one more. We resolve to the L'Allegros, to get that cook book in print as soon as possible. We know they are getting tired of waiting but complications have been unbelievable.

MORTON BABY SPECIAL

MORTON, TEXAS

IT'S A BOY FOR 'FIRST BABY' WINNERS

Outstanding Heritage Awaits Son Of Mr., Mrs. Jim Grantham, Morton

In the first sponsored contest of its kind, in Morton, little James Randall Grantham, the first offspring of Mr. and Mrs. Jim Grantham of Morton, was the big winner.

At the age of no minutes and one second, the 8 lb. 4 ounce tyke fell heir to a host of awards including \$10 in cash. His heritage included:

His first doll, a "Big Smoky" teddy bear from Doss Food Store.

His bassinette will be furnished by Smith Furniture and Appliance.

Fifty cans of baby food to keep him healthy, donated by Truett's Food Store and an additional case of milk from Willis Food Store.

For mom and pop, who also deserve a share of the awards, \$5 in cleaning by Nu-Way Cleaners.

The baby will be well clothed, too. He'll wear curly diapers donated by St. Clair's Ren Franklin Variety Store; he'll be wrapped in a blanket from St. Clair's Department Store; he'll wear a dress from Minnie's and also a dress from S & H Variety and a wool shawl from Cobb's; will keep him warm. Marian's Gift Shop will add a sweater set.

And mom and dad aren't the only ones who'll get cleaning. His blankets will be cleaned with \$5 in cleaning gifts from Strickland's.

An Electrosteam vaporizer from Ramby Drug and an assortment of toiletry from Piggy

Wiggly will help guard baby's health.

For mom and dad, naturally baby's free, there'll be \$5 in theatre passes waiting at the Rose Theatre and in case they have a pretty long ride to the theatre, pretty soon he'll be riding in a car seat from Ray's Hardware.

Evans and Crone Insurance, Roy Weekes Agency and Williamson Insurance agency will take care of his needs in the way of insurance and a \$5 cash gift.

Seaney's Grocery and Market, figuring dad might need a little help in the duster washing job, will furnish Jim with 12 boxes of washing powders.

Dad'll be passing out cigars, thanks to Lackey's Grocery and Market.

For the many long hours he'll spend in his bed, a Cradle Gym furnished by Rose Auto and Appliance will help attract his interest.

A surprise package awaits baby from the baby department at Morton Drug.

William Shelton, OD, will apply \$5 in credit on baby's first eye examination.

From Fralin's Pharmacy, another \$5 in cash, making young Randy one of the richest young boys in town.

And from the Tribune will come the first birth announcements.

Congratulations, mother, dad and Randy, from all of Morton.

F-L-A-S-H

Morton (Spl.) January 1, 6:25 a.m.—Here are the vital statistics that today made James Randall Grantham winner of the "Last Frontier's 1st baby of 1954 contest:

Born, at 6:25 a.m., before any other "Last Frontier's baby in 1954.

Certified by Dr. Dan M. Brown as born in the Cochran County Hospital.

Students Returning To College This Week

Maxine Bowers, Worth Marshall, Eunky Hargroves, Jack Russell, Donnie McDermott, Durrey Wayne Taylor, Joyce Ramsey and Maxine Smith, are among the college students from Morton returning to Tech this weekend after spending the holidays here visiting friends and relatives.

Other students returning to college are Ed Knox, Texas A. and M.; Jimmy Taylor, Baylor; Doris Drum, TSCW; Nancy Blackley, Hardin-Simmons; Neta Cotton and Melton Martin, Wayland; Waydell Hill, Howard Payne; LaDen Cravens, Lonnie Cooper, Kenny McMasters, Jean Henry, Clinton Oden and Pete Lindsey, Eastern New Mexico University; Carolyn Cox and Judy Johnson, Texas University; David Stephens and Kirby Lackey, McMurry; and Mary Carolyn and Clarence Moore, Tech.

'Randy' Grantham Sweeps Honors In Areas First Annual Stork Derby

It's a boy!

The "Last Frontier's first young citizen to appear on the scene of 1954 is a robust young fellow, tipping the scales at a sizable 8 lbs. 4 ounces.

The proud parents are Mr. and Mrs. Jim Grantham and what could be more appropriate, they've been Morton residents for a long time.

Their reward, for nothing more than being timely, will be about \$150 in merchandise and gifts from Morton's merchants. Taken to the local hospital about an hour before the new year arrived, Mrs. Grantham had her first child at 6:25 a.m.

James Randall is his name and, of course, he's already acquired a nickname, "Randy". Chances are, before too long, they'll be calling him lucky.

Dr. Dan M. Brown was the attending physician who certified that Mrs. Grantham is the mother of the Area's first baby born in or en route to the local hospital.

Mrs. Grantham is the former Louise Baldridge who attended Morton High School, served as a drum major and graduated in 1950.

The father is a farmer and graduated from Morton High School in 1950. Grandparents are Mr. and Mrs. W. E. Grantham and Mr.

and Mrs. F. E. Baldridge. Mrs. Baldridge wasted no time on New Year's morning letting some of her close friends who offered awards, "we'll be around to collect, pretty soon."

Govt. Still Needs Printers-Proofreaders

The United States Civil Service Commission has announced that qualified printer-proofreaders are still urgently needed by the Government Printing Office in Washington, D.C. The post-haste to be filled pay \$2.50 an hour.

To qualify applicants must pass a written test and have completed a 5-year printer's apprenticeship or have had 5 years of practical experience in the printing trade. In addition, they must have had 1 year of experience in reading book or magazine proof or 2 years of experience in reading proof on a daily newspaper. Full details concerning the requirements to be met are given in civil service examination announcement No. 351.

Further information and applications may be obtained from Mr. Billie R. Proctor, located at Post Office or from the U. S. Civil Service Commission, Washington, D.C. Applications will be accepted until further notice and must be filed with the Commission's Washington office.

HURRY TO... MINNIE'S

JANUARY CLEARANCE

and Pre-Inventory SALE

- No Exchanges
- No Refunds
- All Sales Final
- Sale Prices Cash, Please!

Take Advantage of our January Clearance DOLLAR DAY

BIG ASSORTMENT Ladies' Dresses

Wonderful numbers that you'll want for your wardrobe now... sizes 10-42.

8.95 Clearance Price	5.99
10.95 Clearance Price	6.99
12.95 Clearance Price	7.99
14.95 Clearance Price	8.99
16.95 Clearance Price	10.99
19.95 Clearance Price	12.99
24.95 Clearance Price	16.99
29.95 Clearance Price	19.99
35.00 Clearance Price	24.99

Popular Ladies' JACKETS Clearance!

10.95 Clearance Price	6.99
8.95 Clearance Price	5.99

Entire Stock Ladies' SUITS

Hurry for some of the prettiest numbers possible.



PRETTY NUMBERS

Ladies' Blouses

Wonderful wools and crepes... you'll want several of these.

3.95 Clearance Price	2.99
5.95 Clearance Price	3.99
8.95 Clearance Price	5.99
10.95 Clearance Price	6.99

Children's Wool and Corduroy

JACKETS

Values that amaze... going at price that sell.

5.95 Clearance Price	3.99
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Another Big Buy Children's

PANTIES

Ideal for 2-4 and 6-year-olds and a regular 69c value ea.

Clearance Price

3 prs. for 1.00

Entire Stock Ladies' HATS



Our Big Selection Ladies' COATS



GRAND SELECTION

Junior Dresses

You'll find sizes 9 to 15 in numbers that will please.

8.95 Clearance Price	5.99
10.95 Clearance Price	6.99
12.95 Clearance Price	7.99
14.95 Clearance Price	8.99
16.95 Clearance Price	10.95
19.95 Clearance Price	12.99

Ladies'

NYLON GOWNS

Attractive numbers by Kinkernick and Mojud priced to sell.

8.95 Clearance Price	6.99
10.95 Clearance Price	7.99
14.95 Clearance Price	9.99

Children's PAJAMAS

Cotton plisse numbers that are comfortable, warm and pretty.

1.98 Clearance Price	1.29
2.49 Clearance Price	1.69

GOOD SELECTION FABRICS

Ladies' Skirts

Choose from taffetas, failles, wools and gabardines... choose several.

7.95 Clearance Price	4.99
8.95 Clearance Price	5.99
12.95 Clearance Price	8.99
14.95 Clearance Price	9.99

LADIES' BEAUTIFUL

Nylons Slips

Nationally advertised numbers by Kinkernick and Mojud... reduced to clear quickly.

6.95 Clearance Price	4.99
7.95 Clearance Price	5.99
8.95 and 9.95 Clearance Prices	6.99
12.95 Clearance Price	8.99
14.95 Clearance Price	10.99

Prices Drastically REDUCED to Clear Before Inventory

Our Loss Is Your Gain... Hurry for Best Selections

Minnie's Shop
WOMEN'S AND MISSES' WEAR

A Tremendous Value

Ladies' DRESSES

One rack... values to 19.95

Prices sliced for clearance to

5.00 ea.

Stock Up On Children's

SKIRTS

We've cottons, corduroys and wool plaids... sizes 3 to 12 years.

3.49 Clearance Price	1.99
4.95 Clearance Price	2.99
5.95 Clearance Price	3.99
7.95 Clearance Price	4.99

DON'T MISS OUR SALE
DAY DOLLAR

AFTER DOLLAR DAY
Many Items will be back to regular price

BARGAINS! BARGAINS!

Sub-Teen Dresses

We've sizes 8 to 14 in numbers you'll want more than one of.

8.95 Clearance Price	5.99
10.95 Clearance Price	6.99
12.95 Clearance Price	7.99
14.95 Clearance Price	8.99
16.95 Clearance Price	10.99

Wonderful Ladies' GLOVES

Popular fabrics and nylons... all colors... priced to clear.

2.98 Clearance Price	1.99
2.00 Clearance Price	1.49

Handy, Pretty Ladies' PURSES

These low prices include tax

5.95 Clearance Price	3.99
7.95 Clearance Price	4.99
8.95 Clearance Price	5.99

COAT AND SLIP-OVER STYLES

Ladies' Sweaters

You've admired them... now buy them at super savings... a few crest styles left, too.

4.95 Clearance Price	3.49
5.95 Clearance Price	3.99
7.95 Clearance Price	5.49
8.95 Clearance Price	5.99
10.95 Clearance Price	6.99
12.95 Clearance Price	7.99

Entire Stock Ladies' ROBES

Reduced to half-price to clear quickly.



Entire Stock Mojud Hose

Finest quality... 1.25, 1.35 and 1.50 values.

Clearance

1.00 pr.

FINE QUALITY

Ladies' Gowns

Here are some rayon numbers that are ideal for giving of gifts, wear and comfort... sizes 32 to 44.

2.95 Clearance Price	1.99
3.95 Clearance Price	2.49
4.95 Clearance Price	2.99
6.95 Clearance Price	3.99

Wonderful Sub-Teen PAJAMAS

Pretty cotton plisse numbers

3.49 Clearance Price	2.49
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Popular Sub-Teen SKIRTS

Get several... and save more

5.95 Clearance Price	3.99
8.95 Clearance Price	5.99

SUPER BUYS IN

Children's Dresses

Check these big values for youngsters 1 to 12 years.

2.98 Clearance Price	1.99
3.95 and 4.95 Clearance Price	2.99
5.95 Clearance Price	3.99
7.95 Clearance Price	4.99
8.95 Clearance Price	5.99
10.95 Clearance Price	6.99

Nylon Exciting, Lovely PETTICOATS

Here we go with a big bargain... values from 6.95 to 7.95.

Clearance Price

4.99

Ladies' Kid and Pigskin GLOVES

5.95 Clearance Price	3.99
4.95 Clearance Price	3.49

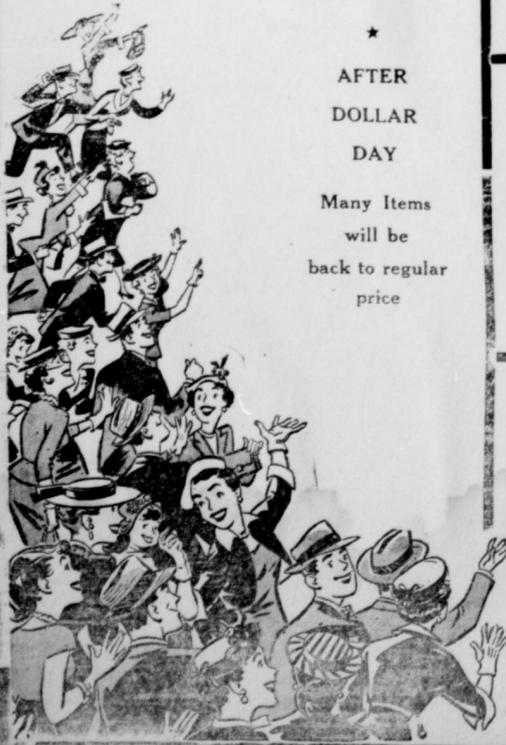
GET A DOZEN

Children's Blouses

From our selection of cottons and nylons you'll find the numbers you're sure to want.

5.95 Clearance Price	3.99
4.95 Clearance Price	3.49
3.95 Clearance Price	2.49
1.98 Clearance Price	1.39

Prices SLASHED to Make This Our Greatest Clearance



DON'T MISS CHILDS' GIGANTIC...



JANUARY

CLEARANCE INVENTORY SALE

Take Advantage of our January Clearance DOLLAR DAY

REDUCED TO SELL
Men's JACKETS
All on Sale

PRICES CUT MEN'S
DRESS SHIRTS
SPECIAL
2.95

ENTIRE STOCK
BOYS' COATS
Going at
1/2 Price

MEN'S and BOYS'
Corduroy CAPS
Prices Cut to
77c ea.

CLEARING ALL KNIT GOODS

Boy's Sweaters, Knit Shirts, Knit V-Neck Shirts with Zipper, Men's Sweaters, Knit Shirt Vests

1.69	now 1.19	3.98	now 2.88
1.98	now 1.39	4.98	now 2.98
2.49	now 1.59	5.98	now 3.49
2.98	now 1.88	6.98	now 3.98
3.49	now 2.49	7.98	now 4.88
		9.98	now 5.88

ONE GROUP
Men's JACKETS
Gabardines, corduroys... long jackets and short jackets.
1/2 Price

ONE GROUP
BOYS' SUITS
On Sale
1/2 Price

MEN'S WESTERN
PANTS
12.98 and 15.98 values that you will appreciate.
On Sale
9.98

MEN'S WESTERN
PANTS
10.98 and 11.98 values—buy now for the Rodeo...
On Sale
8.98

LADIES' WESTERN
PANTS
Each a wonderful buy
10.95 now 6.98
7.98 now 4.98

BOYS' CORDUROY
SHIRTS
3.98 and 4.98 values
On Sale
2.98

JUST SUPER BUYS
COWBOY BOOTS

You've wanted a pair... now get them at tremendous savings

32.50	now 26.00
34.95	now 27.96
36.95	now 28.56
38.95	now 31.05
39.95	now 31.96

MEN'S COTTON
T-SHIRTS
Choose small, medium, large or extra large.
On Sale
3 for 1.00

MEN'S and BOYS'
SWEAT SHIRTS
Heavy Absorbent Cotton
On Sale
88c ea.

BOYS' COTTON
T-SHIRTS
Selling at the low, low price of...
3 for 1.00

ONE TABLE
SPORT SHIRTS
All sizes... extra good quality
On Sale
1/2 Price

Men's
Socks



Wonderful Buys...
Special for Our Big Super Clearance

49c values	35c
55c values	49c
65c values	45c
75c values	50c
1.00 values	65c
1.50 values	85c

MEN'S and BOYS'
LOFER SOX

Boy's Sizes
2.49 now 1.59

Men's Sizes
2.98 now 1.88

GET SEVERAL PAIRS
Men's PAJAMAS

ENTIRE STOCK
1/2 OFF

SPECIAL ON BOYS'

SHOES

Famous Names, Polly Parrott, Junior Band

3.98	now 2.49
4.98	now 3.98
5.98, 6.98 and 7.98	now 4.98



Men's
All Wool

SUITS

Worsted Gabardine
Spring Tropicals
EXTRA SPECIAL
35.00

(No Alterations, No Approvals, No Exchanges)

Extra Pants... 10.00

ENTIRE STOCK
Western SHIRTS
REDUCED for SALE

MEN'S
Dress OXFORDS
LOAFERS
On Sale
4.98 pr.

MEN'S NYLON
BOXER SHORTS
2.95 values
On Sale
1.49

MEN'S
UNDERSHIRTS
Made of Combed Cotton, ribbed... Sizes 36 to 50
On Sale
3 for 1.00

EXTRA SPECIAL!
FOR DOLLAR DAY
Men's and Boys'

White Shirts

2.95, 3.95 and 4.50 values slightly soiled

100

- ★ No Refunds
- ★ No Exchanges
- ★ Nationally Advertised Brands

ENTIRE STOCK
WOOL SHIRTS
Reduced to Clear Quickly
12.95 now 7.98
13.95 now 8.98
15.00 now 9.98

A BIG VALUE FOR MEN
SPORT SHIRTS
Wonderful to own, give, selling at a price you can't afford to pass by.
5.95 and 6.50 values going at
3.98 ea.

GROUP I
MEN'S

Dress
Slacks

Regular 6.98 and 7.98
SALE PRICE
4.98 pr.

(No Alterations Please)

GROUP II
MEN'S
DRESS SLACKS
8.98 and 9.98 values now
5.98

(No Alterations, Please)

GROUP III
MEN'S
DRESS SLACKS
10.98 now 6.98

(No Alterations, Please)

All Wool
Slacks



They're all Nationally Advertised Names...

Reg. 15.95, 16.98 and 17.98
Sale Price

898

No Alterations Please

MEN'S CORDUROY
SHIRTS
5.98 and 6.98 values
On Sale
4.39

BOYS'
SUITS
Super Special... sizes 1 to 8 only
On Sale
5.98

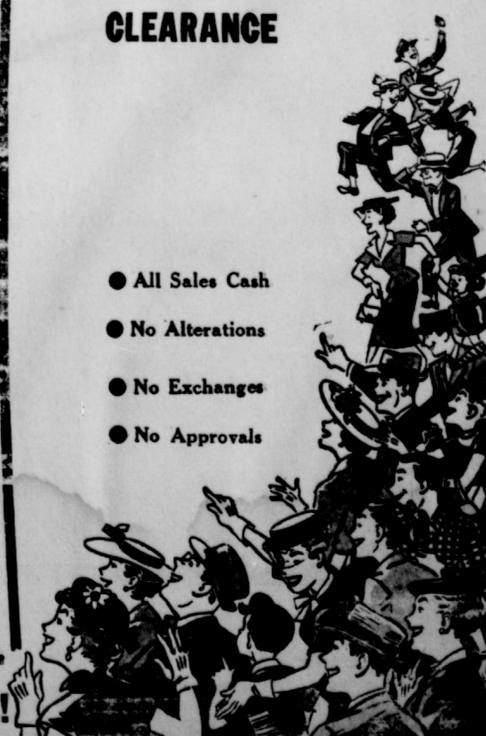
Men's
BROADCLOTH
SHORTS
On Sale
49c ea.
3 for 1.45

One Group
MEN'S ALL-WOOL
SUITS
15.00

It's Our Super

CLEARANCE

- All Sales Cash
- No Alterations
- No Exchanges
- No Approvals



MANY ITEMS WILL BE BACK TO REGULAR PRICE AFTER 5 DAY !!

Two Things YOU Should Do on.....



1st

... While you're shopping for \$ Day Bargains

Take time off to pay your Poll Tax

At the Office of Sheriff-Assessor-Collector.

Voting is your most precious heritage. Don't be unable to vote next July because you failed to pay your poll tax.

2nd

... After you've brought home those \$ Day Bargains

Sit down and fill out your Polio pledge card.

Get it in the mail today.

Let's make 1954 the year we go all out for the March of Dimes. Let's lick Polio in 1954 . . . once and for all.

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DOLLAR DAY — MONDAY, JAN. 4

- SUGAR** 10 lb. **89¢**
- Shurfine PEACHES** 2 1/2 Can Halves **4 cans \$1.00**
- Honey Boy SALMON** Tall Can **33¢**
- Blue Bonnet OLEO** lb. **25¢**
- Carnation MILK** 8 tall cans **1.00**
- Hunt's Fruit 300 Can COCKTAIL** 5 cans **\$1.00**
- Florida Oranges** Pound lb. 5c | Large Box **DREFT** . . . 25c
- Pork Sausage**, lb. 49c | Longhorn **CHEESE**, lb. 55c



MRS. DARWOOD MARSHALL
Darwood Marshall Donna Roulain Exchange Vows

The marriage of Miss Lonna Roulain and Darwood Marshall took place at Portales, N.M., on Wednesday, Dec. 23. Mr. and Mrs. Leo Roulain of Whiteface are the parents of the bride and Mr. and Mrs. J. W. Marshall, also of Whiteface, are the parents of the groom. The bride wore a navy blue suit with navy and white accessories and a white carnation corsage. The couple are both graduates of Whiteface High School. After a wedding trip through Western New Mexico, the Marshalls are at home at Whiteface.

Christmas Efforts Successful, Thanks Public's Assistance

Harold Drennan, chairman of many of the County's Christmas activities during the season just passed, this week expressed his thanks to all for the cooperation shown. "We can improve a great deal from year to year," Drennan said in a statement to the paper. "However, in the past year everyone demonstrated what real Christmas spirit can do. Entering the season, the general outlook was pessimistic. But with everyone helping we put up four displays where we had previously sponsored only one. We provided Christmas music, we almost tripled the number of entries in the Christmas lighting contests and merchants reported a good Christmas business.

Water Problem Affects States Economy

(Editor's Note: This is the second of two articles on water conservation which Lieutenant Governor Ben Ramsey considers one of the state's greatest economic challenges.)

By **BEN RAMSEY**
Lieutenant Governor

The solving of our water problem set Texas on an unparalleled upward economic course.

We can meet the challenge or find our state's growth limited by lack of water.

Since we utilize only about 14 per cent of the supply, the problem chiefly is lack of proper conservation, storage and distribution.

It is obvious that a state and national water policy is needed. A coordinated federal-state program with the state maintaining control of its resources, is a vital necessity. Yet, until the problem is recognized and understood at the local level, the necessary public support likely will fade with the first rain.

The issues are complex and interests conflicting. Neither delay nor hasty action, however, will solve them.

If the maximum benefits to our overall economy are to be achieved, the establishment of water rights must be built upon sound facts and public understanding.

After years of watching the bulk of our water supply trickle away, we are in the beginning stages of stopping waste. The wheels began to turn when the 53rd Legislature approved eight primary water measures. They all were sponsored by a statewide 101-member committee appointed by Governor Allan Shivers.

Established was a public policy for preventing and controlling stream pollution, a threat to our underground water supply. A five-member Water Pollution Advisory Council is regularly holding hearings on pollution questions and problems.

The Legislature tightened State Water Board of Engineers administrative powers and provided injunctive power. Cancellation of old, unused permits was authorized.

Possibly the most important legislative action was the authorization of a nine-member Water Resources Committee to continue developing a master plan for conservation and development. This group voted at its initial session to hold hearings throughout the state to get the facts from each area.

Approval of the eight measures brought us to the doorstep of the problem. The new laws were enacted as stop-gap actions, pending development of a long-range policy. Many conflicts will arise in this undertaking. Some of the knots to be untied are:

Disagreement over defining riparian water rights, long based on common law; discord between upstream and downstream users; competition for permits; complications of seasonal withdrawals; differences on underground water regulation.

Water conservation must dovetail with flood control, soil conservation, irrigation and power plans to effect the most equitable program. Wherever lakes are created there is the possibility of recreational facilities as a valuable by-product. There must be teamwork at each level of government for the most good to be derived from sometimes huge financial outlays.

It is necessary then, that each individual and community be adequately informed as to its potential and its needs for the state. In turn, to gather correct data in quest for a feasible statewide policy.

Any new legal outline of water rights—now in parts neglected, conflicting and overlapping—must fix a yardstick of fairness at all levels and at both

ends of our streams. It is more difficult than it sounds. No one has a solve-it-all formula. But the more information available, the better the prospect for a workable program.

Digging out the information are our colleges, universities, the Texas Water Conservation Association, the U. S. Geological Survey, the Federal Bureau of Reclamation, the Corps of Army Engineers and other governmental agencies, and private sources.

The benefits to be derived from a workable water program are too great to be thwarted by complacency.

For instance, the Bureau of Reclamation advised, in a study made at the instance of Senator Lyndon B. Johnson, that by spending 1.1 billion dollars in conservation dollars, the coastal region alone can raise its income from 2.9 billion to 8.4 billion dollars.

There is wide disagreement, naturally, but only from full discussion and all the data attainable can a suitable solution be formed.

Conservationists and engineers are gauging our streams to find the best fitting harness. Pipelines, canals, reservoirs and upper and lower dams to store waste and feed water plentiful to arid areas, emerge as possibilities of the future. Meanwhile, we are reaping benefits in a

smaller measure from our studies.

Communities are going together to build reservoirs and dams, sharing the costs of original investment to guarantee an adequate water supply for irrigation, industrial and city needs.

Farmers in arid areas are learning the importance of some legumes and cover crops as water savers.

Industry too is learning. One plant by re-circulating its water 50 times, reportedly cut its needs from 230 billion to four million gallons daily.

Some factories have learned they can draw upon drainage waters or city sewage effluent for treatment works. Others have learned savings are to be effected by installing cooling towers, better pumps and more efficient treatment equipment. Experimentation in the use of salt water for cooling is continuing.

If water resources are fully used, it has been estimated the state could bring more than an additional million acres under cultivation and also meet the vast requirements of expanding industry and population.

This is a challenge Texans must meet.

Edison's first patented invention was an electrical vote recorder.

Don't Miss Shopping our 5 Day Specials The HUB VARIETY North Side Square MORTON

LAST ROUNDUP STARTING DOLLAR DAY Jan. 4

Doors Open 9:00 A.M., January 4 . . . Close January 16, 10:00 P.M.

FINAL REDUCTION... QUIT BUSINESS

THE FAIR STORE NORTH SIDE SQUARE MORTON

ADIES' SHOES
One big group . . . brown oxfords, saddle oxfords, loafers, slings, wedges . . . broken sizes . . . values to 5.95. **LAST ROUNDUP 1.98**

CHILDREN'S SHOES
Comfortable . . . dressy . . . yet built to wear and wear . . . comes in brown or white . . . sizes 3-7 1/2 only regular 2.98. **LAST ROUNDUP 1.98**

Engineer's BOOTS
Just a few . . . broken sizes . . . warm, long wearing . . . 12.95 value. **LAST ROUNDUP 8.98**

Ladies' MOCCASINS
All leather . . . all colors . . . sizes 5 to 9. **LAST ROUNDUP 1.98**

ONE TABLE LADIES' SHOES
Odd, and ends . . . good quality. **LAST ROUNDUP 1.00**

MEN'S DRESS OXFORDS
Leather soles, leather or rubber heels, brown or black, values to 9.95. **LAST ROUNDUP 4.98**

MEN'S DRESS OXFORDS
By Red Wing . . . steel shank . . . leather soles . . . rubber heels . . . A real dress shoe . . . values to 11.95. **LAST ROUNDUP 6.98**

BOY'S SHOES
Buy and save . . . better quality . . . values to 4.95 . . . sizes 8 1/2 to 2 1/2. **LAST ROUNDUP 2.68**

BOY'S SHOES
Extra good buy . . . for larger boys . . . sizes up to 6 . . . values to 5.95. **LAST ROUNDUP 2.98**

BOY'S OXFORDS
Some dressy . . . leather soles, rubber heels . . . values to 6.95. **2.98**

MEN'S SLACKS
Dressy . . . rayon acetate . . . values to 13.95. **LAST ROUNDUP 5.95 and 6.95**

LADIES' SHOES
You've HEARD ABOUT 'EM . . . now you CAN SEE 'EM AND BUY 'EM . . . Hurry . . . door open on LAST ROUNDUP 9 a.m., Jan. 4, 1954, close Jan. 16, 10 p.m., unless we sell out "Lock, Stock and Barrel" first . . . but hurry . . . stock is getting low, PRICES SLASHED . . . WE'RE QUITTING BUSINESS . . . Buy now or NEVER . . . THE FAIR STORE
●No Exchanges ●No Refunds ●All Sales Final

MEN'S RED WING DRILLER BOOTS
Safety steel toe . . . wonderful for farm and oil field work . . . leather heel and sole . . . regular 12.95 value. **LAST ROUNDUP 8.98**

BOYS' and GIRLS' BROWN OXFORDS and Saddle OXFORDS
Hurry . . . stock limited . . . super values, sizes 8 to 2 1/2 . . . values to 4.95. **LAST ROUNDUP 1.98**

MEN'S WORK SHOES
Composition soles, leather soles, cork soles . . . top quality . . . regular values to 9.95. **LAST ROUNDUP 3.98 and 4.98**

MEN'S TUF-NUT DRESS KHAKIS
Just a few more . . . heavy 8.2 ounce combed army twill . . . fully sanforized . . . type one material . . . famous for quality . . . heavy boat sail double bottom pockets . . . regular 5.95 value. **LAST ROUNDUP 3.97**

Matching SHIRTS
While They Last **3.47**

MEN'S TUF-NUT WORK PANTS
Nothing like 'em . . . going fast . . . a few more of these 8 1/2 ounce corded army twill pants . . . heavy boat sail double bottom pockets . . . sanforized . . . full cut for comfort . . . regular 4.95 value. **LAST ROUNDUP 2.97**

Matching SHIRTS
While they Last **2.47**

MEN'S CANVASS HATS
Plastic lined . . . ideal for work in field or shop . . . regular 1.98 value. **LAST ROUNDUP 1.00**

MEN'S FUR FELT HATS
Just a few to go . . . values to 6.95. **LAST ROUNDUP 2.98**

BOYS' DRESS and MEN'S WORK SOCKS
All sizes . . . good cotton quality . . . 39c values. **LAST ROUNDUP 4 prs. for 1.00**

MEN'S DRESS SOX
All rayon . . . nylon reinforced heel and toe . . . hurry . . . few left . . . values to 69c. **LAST ROUNDUP 39c ea. 3 prs. for 1.00**

MEN'S HANES KNIT BRIEFS UNDERSHIRTS and BROADCLOTH SHORTS
LAST ROUNDUP 50c ea.

MEN'S TIES
Good quality . . . good selection . . . 1.50 values. **LAST ROUNDUP 55c ea. 2 for 1.00**

Children's ANKLETS
Better grades . . . all colors. **LAST ROUNDUP 5 prs. 1.00**

MANY OTHER ITEMS PRICES SLASHED
To Clear and Clear Quickly. Hurry

BOYS' 8-OZ. TUF-NUT Talon front Zipper JEANS
Sizes 10 to 15 . . . value to 2.98. **LAST ROUNDUP 1.79**

MEN'S DRESS SHIRTS
By Beau Brummell . . . colors, stripes . . . hurry, a few to go. **LAST ROUNDUP 1.87**

MEN'S WESTERN SHIRTS
By Beau Brummell . . . just a few . . . broken sizes . . . prices slashed — values to 6.95. **LAST ROUNDUP 4.49**

GIRLS' and LADIES' SLIPS
One lot . . . pink only . . . by Texsheen . . . rayon top quality . . . wgs 1.98. **LAST ROUNDUP 98c**

LADIES' HOUSESHOES
While they last . . . 2.98 values. **LAST ROUNDUP 1.00**

CHILDREN'S PANTIES
Knit numbers that are popular now . . . regular 69c values. **LAST ROUNDUP 19c**

JUST A FEW LEVIS
By Levi Strauss . . . genuine . . . hurry. Clearing Fast

ONE TABLE MEN'S BELTS
Genuine leather . . . values to 2.98. **LAST ROUNDUP 1.00**

MEN'S CHAUFFEUR CAPS
Complete units . . . selling fast. **LAST ROUNDUP 98c**

Boy's Western Blue Denim SHIRTS
A big saving . . . but hurry . . . values to 2.98. **LAST ROUNDUP 1.98**

TABLE LINEN
Full 72-inch material, white only. **LAST ROUNDUP 79c yd.**

1 DAY SPECIALS FOR MONDAY, JANUARY 4, 1954

from **St. Clair's DEPARTMENT STORE** MORTON MORTON WESTSIDE SQUARE

Ladies' Nylon HALF SLIPS \$ Day Price 2.95	Boys' DRESS PANTS Values to 5.95 \$ Day Price 2.99	Men's TOPCOATS \$ Day Price 10.00	One Group Men's DRESS SHIRTS Values to 3.95 \$ Day Price 1.99
Ladies' COATS and SUITS 1/3 off Regular Price	ONE GROUP Ladies' and Children's SHOES Choice . . . Dollar Day 1.99		One Group DRESS SHOES Values to 14.95 \$ Day Price 5.99
Children's COATS 1/3 off Regular Price	One Group FACE TOWELS 69c values 3 for 1.00	One Group Men's FELT HATS Values to 12.50 \$ Day Price 5.00	Men's VEST and T-SHIRTS SPECIAL 3 for 1.00

Come One, Come all

We've Planned A
Wonderful Program
TO SHOW OFF OUR NEW
AUDITORIUM . . .

Come and Hear the 50-VOICE
EASTERN NEW MEXICO UNIVERSITY CHOIR
Under the Direction of Robert E. Page

8:00 P. M. — Jan. 12th

FREE FREE FREE

We're hoping everyone in the area will want to share with us, this wonderful structure . . . the Cochran County Office and Activities Building. Come and see it, and enjoy this wonderful musical treat.

P. S. Why not send a busload, or more, of people from Whiteface, Three Way, Bledsoe, Maple, Bula and Enochs?

MORTON CHAMBER of COMMERCE
and JAYCEES

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Pettit People...

By NANCY ANN BRYANT

Mr. and Mrs. James Sheek have a new baby son, Richard Earle, born December 21, in the Littlefield Hospital.
Mr. and Mrs. Lloyd Whitten and children, Odessa and Charley, have moved to Amarillo. Mr. Whitten has a truck driving job working out of Amarillo.
Wanda Droigk, Mari Nell Douglas and Shirley Johnson spent Tuesday night with Jerrie Ivey.
Mr. and Mrs. Floyd Ivey visited in the W. C. Williamson home Wednesday night.
Mr. and Mrs. Floyd Ivey visited in the W. C. Williamson home

Wednesday night.
Mr. and Mrs. Westine Graf and family and Mrs. S. A. Lambert and Billy had Christmas dinner in the Ben Leavelle home.
Mr. and Mrs. J. L. Fincannon and family from Odessa and Mr. and Mrs. Don Fincannon and family from Lubbock, Mrs. Rita Dickenson and Katie from Socorro, N. M., and Paul Fincannon who is attending Tarleton College at Stephenville, had Christmas dinner in the J. A. Fincannon home.
Mrs. V. B. Madery has been on the sick list this week.
Harold King has been home on leave from the air force during the Christmas holidays.
Mr. and Mrs. T. C. Ivey visited Mr. and Mrs. L. H. Green in Olton Saturday.
Mrs. Newt Bryant and children visited in the home of her par-

ents, Mr. and Mrs. B. E. Helton, at Hereford over the Christmas holidays.
Mr. and Mrs. Bill Sisk of Levelland visited Friday afternoon with Mr. and Mrs. Joe A. Bryant Jr.
Mr. and Mrs. Cleon Ivey, Mr. and Mrs. Burvel Ivey and children from Littlefield, Mr. and Mrs. Joe Ivey and children, Mr. and Mrs. Floyd Ivey and Mr. and Mrs. Jack Scoggins had dinner with Mr. and Mrs. E. S. Ivey and Willie Jack Christmas.
Mr. and Mrs. Tom Pinkard and family from Amarillo, Mr. and Mrs. Lewis Garent and family from Acuff, Mr. and Mrs. Wendell Peters and Cheryl from Whiteface, Mr. and Mrs. Barty Johnson and family from Levelland and Mr. and Mrs. Elvin Johnson had Christmas dinner in the Jess Johnson home.

Mr. and Mrs. T. J. Ivey and Gayla visited Mrs. Ivey's mother in Albuquerque, N.M., during the Christmas holidays.
Mr. & Mrs. Dale Trull visited Mr. & Mrs. P. A. Trull in Clovis, New Mexico Christmas day.
Mr. & Mrs. Freddie Wheeler and family from Hamlin, Mr. & Mrs. Opan Myers and Donna and Deanna from Muleshoe, Skeet Wright from Hamlin, Mr. & Mrs. Dale Wright and Steve from Levelland, Mr. & Mrs. Gynlen Petty and Terry from San Francisco, California and Mr. & Mrs. J. H. Wheeler and children visited in the W. P. Wheller home over the Christmas holidays.
Mr. & Mrs. Buck Wilson spent Christmas with his father, Mr. Wilson at Palastine. They also visited her sister at Houston and her mother at Grosback.

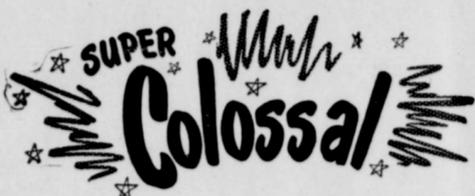
Mr. & Mrs. Bob Belcher and boys visited his brother in Houston during the Christmas holidays.
Mr. & Mrs. J. N. Foster from Bledsoe visited Mr. & Mrs. Joe A. Bryant, Sr. Monday afternoon.
Mrs. Rita Dickenson and Katie have gone to Amarillo to visit relatives.
Airman 3rd class Freddie Stucker is home on a 15-day leave for the Christmas holidays.
Paul Fincannon spent Sunday with Charles Lee Ivey.
Clyde Eubank from Ft. Hood made a short trip home during the Christmas holidays.
Mr. & Mrs. A. N. Riley and Willie Jean from Clyde have been visiting friends and relatives in the community during the Christmas holidays. The Rileys are former residents here.

Dee Lagene (Goob) McInturff visited in the community during the Christmas holidays.
Bobby Lewis Fred from Morton spent the day with Bobby Len Price Wednesday.
Mr. & Mrs. Joe Durrett, Troy and Wendell came back home for the Christmas holidays. They have been living in Farmington, New Mexico.
Mrs. Clara Hearn has returned home from Rochester where she has been visiting her parents, Mr. & Mrs. Strickland. Mrs. Hearn's sister Mrs. Lola Greenwood came with her and is visiting with her now.
Mrs. J. A. Fincannon came home for the Christmas holidays, her daughter, Mrs. Rita Dickenson and Katie accompanied her on this trip. They all live in Socorro, New Mexico. Mrs. Fincannon's son Paul Fincannon

who is attending Tarleton College in Stephenville was also home for Christmas.
Cpl. Johnny Carol Eubank is home on a 20 day leave from Ft. Smith, Arkansas. He is to report to Tacoma, Washington for overseas duty January 7th.
Mr. and Mrs. Ray Sanders and Nancy of Levelland visited in the C. M. Sanders home Tuesday night.
Mrs. Paul Durrett and children visited Mrs. James Sheek Wednesday afternoon.
Jane, Penny and Kenny Bryant visited over the weekend with Mr. and Mrs. Garland Bryant at Spade.
Mr. and Mrs. E. S. Ivey and Willie Jack, Mr. and Mrs. Jack Scoggins and family visited her sister, Mr. and Mrs. L. H. Green in Olton Saturday.
Mr. and Mrs. Bob Temple and

family from Paris, Texas, and Mr. and Mrs. J. D. Choate and family visited Mrs. Clara Hearn Christmas.
Mr. and Mrs. J. R. Hartness visited in the W. R. Lewis home Christmas.
Mr. J. P. Dean and son Raymond of Levelland visited in the Joe A. Bryant Sr. home Sunday afternoon.
Mr. and Mrs. W. T. Weston and girls of Idalou and Mr. and Mrs. Wayne Sheek and Silas Sheek visited Mr. and Mrs. James Sheek and family, Thursday afternoon.
Jerrie Ivey, Mari Nell Douglas and Wanda Droigk spent Wednesday night with Shirley Johnson.
Mr. and Mrs. T. C. Ivey, Charles Lee and Jerrie and Shirley Hogue made a trip to Lubbock Monday.
(Continued on Page Eight)

WHILE IN MORTON DOLLAR DAY SHOP OUR



YEAR END

Clearance

LOOK... What We're GIVING AWAY!

Register when you're in the store for the drawing Saturday, January 9, at 9:30 p.m. Some lucky person will receive a handsome, matched 3-piece set of luggage. Another will receive two stadium seats. Register as often as you are in the store. You don't have to be present to win.

EIGHT BIG DAYS SALE STARTS
8 a.m., January 1 continues through January 9

STORE IS OPEN
Weekdays 8 a.m. until 6 p.m.
Saturdays 8 a.m. until 10 p.m.

Gallons **\$2.65**
Quarts **75¢**

KITCHEN APPLIANCES

Sunbeam Mixmasters, Waffle Irons, Sandwich Grills, Electric Deep Fryers, Coffee Perc, Electric Irons—

All 20% Off

BATHROOM HEATERS

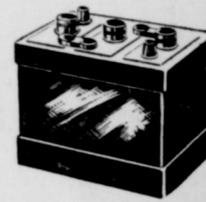
Reg. \$5.95
\$3.95
Armstrong 5-Radiant, Clay Back Heaters
Reg. \$22.95 only
\$17.95

TOYS

PRICES DRASTICALLY CUT
20% Off

SAVE

\$3 to \$4 on Batteries



Group One, 12 mo., Reg. \$12.95 with exchange... **\$9.95**
Group Two, 12 mo., Reg. \$13.95 with exchange... **\$10.95**
24 Mo.—Reg. \$16.95 with Exchange **\$12.95**
24 mo., Reg. \$17.95, with exchange... **\$13.95**

METAL IRONING BOARDS

REG. \$8.95
\$6.50

HIGH CHAIRS

REG. \$15.95
\$12.95

PLASTIC UPHOLSTERY MATERIAL

54 in. wide, assorted pearlized colors.
Reg. \$3.50 per yd.
1.75 per yd.

DOLL LUGGAGE
20% Off

BARBECUE PITTS
Special Prices

SPORTING GOODS

BASKETBALL AND GOALS
FOOTBALLS, VOLLEY BALLS

All 20% Off

SPECIAL PRICES ON MEN'S AND LADIES'

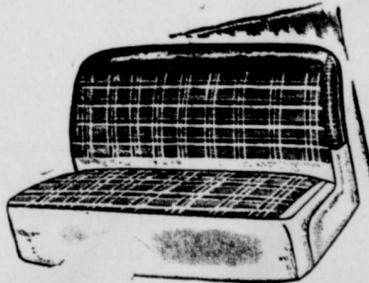
GOLF CLUBS

Seat Covers

Plastic
Reg. \$29.95 **\$22.50**
Reg. \$36.95 **\$25.95**
Reg. \$34.95 **\$24.95**

Fully Tailored Fibre Covers
Reg. \$17.95
\$12.95

Does Not Include Installation



Wheel Goods and BICYCLES

10% Off

Tricycles, Wagons

20% Off



FREE! Installation
ON ALL TV SETS
DURING SALE

AND RADIOS TOO

RCA Victor table Models, Portables, Clock Radios Five and Six-tube Sets

All 20% Off

- RCA
- CROSLY
- Hallicrafter

ROSE AUTO and APPLIANCE

Formerly Western Auto

Phone 4671

Morton, Texas

Sale Merchandise Sold Only On Cash Basis

Remember to REGISTER

Now is the time to buy all those presents you'll need for 1954 birthdays.

All Fireworks 20 Per Cent Off During Sale

WASHINGTON AND "SMALL BUSINESS" BY C. WILSON HARDER

In a message to Chicago food dealers, Ed Wimmer, Vice President of the National Federation of Independent Business, states when current government investigation of high meat prices ends there will be red bureaucratic faces. His analysis, while pessimistic over lower meat prices, establishes that government boondoggling plus monopoly practices, is inflating meat prices. His statement follows:

"Net prices on dressed beef have been so low that even big packers would have lost millions in past few years were it not for their huge volume in by-products as margarine, butter, condensed milk, cheese and other items. Small and medium size packers, lack these products to fall back on."



spite their claims of a few years ago that mechanization and more users always meant lower costs of doing business. Not only are home phone users paying more, but the transporter, manufacturer, jobber, processor, and retailer have to add these costs to their selling prices.

"In addition there are increases in transportation costs, high taxes, high maintenance costs. In one plant in Cincinnati alone, water rates jumped this year more than \$300 per month.

"The price level of meat on the retail counter is just the first of the hot issues that will develop on prices. Only a few people protested with increased social security taxes, bigger pension plans, more foreign boondoggling was prescribed. But when these factors start increasing further the prices of milk, bread, other basic foods, the howl will be the greatest in history.

Mr. Wimmer made this statement on the meat situation because bureaucrats, alarmed by growing resentment, have tried to establish a whipping boy.

Even tender meat today is filled with tough tax fibers while bureaucrats have fun giving U. S. tax dollars away all over the world, and to support a globe trotting State Department which in few short years has grown from 900 to 12,000 employees.

But despite the evidence there is a concerted drive to pass a manufacturers sales tax, which will be passed on to consumer.

In the meantime, closely controlled commodities that food packers need such as tin, glass, sugar, and salt, are kept at high price levels by monopoly control. The two biggest factors in the ever increasing food prices are taxes, and the prices of commodities under monopoly control.

Vanilla, in its natural state, is a green, elongated bean.

John Paul Jones was once vice-admiral of the Russian fleet.

HOME FOR HOLIDAYS
Suzzy Ward, son of Mr. and Mrs. J. R. Ward, was home for the holidays. He left today (Sunday, Jan. 3) to return to Dallas where he is teaching.

MORROWS, STOCKDALES HOST OPEN HOUSE IN STOCKDALE HOME ON DECEMBER 19

Open house was held Dec. 19 from 8 to 11:30 p.m. at the Stockdale home on the Leveillard Rd. The holiday spirit prevailed as the guests greeted old friends and met some new citizens in the community.

Mr. and Mrs. Albert Morrow and Judge and Mrs. Fred Stockdale were at the door to greet their friends as Linda Stockdale assisted by Judy Johnson took their wraps. They were then introduced to Mrs. LeRoy Johnson who asked them to sign the guest register and instructed them in the rites of the Tin Angel, that came from the land of dark mysteries. Each guest lighted a tiny red candle from that of the tin angel. As the candle flickered the wish was made. The saying goes that before the wisher's candle is put out and dropped into the bowl with the other flameless candles the "Tin One" begins the change of the wish from the realm of fancy to the world of fact.

long grass linen-covered refreshment table where Mrs. J. A. Gowdy and Mrs. H. A. Owens presided at the two silver services on each side of the centerpiece. They were later relieved by Mrs. Clarence Stephens and Mrs. F. B. Ramby.

The guests served themselves to the salted pecans and the cookies made by recipes from several different countries. The small napkins on which bits of sage advice timely warnings and inane remarks with appropriate cartoons were printed proved to be conversational pieces.

Assisting with the tea table were Mmes. Toky Doty Hoy Marcum, L. B. Gibson, George Ingles and Lee Taylor.

The house was lighted throughout with candles. A miniature twisted black, branched tree decorated with rope of gold beads was an interesting object. It shad from the tall, burning tapers placed on each side of it.

Those signing the guest register were Messrs. and Mmes. J. B. Knox, M. Silvers, W. L. Foust Jr., Joe Nicewarner, L. B. Gibson, Tom Mather, John L. McGee, Lewis Cole, Pat Hatcher, C. A. Baird, Charles Taylor, J. D. Hawthorne, G. C. Keith, W. B. Cox, J. T. Porter, Joe Gipson, Lloyd Miller, L. A. Cochran, W. W. Williamson, Lloyd Evans, C. M. McMaster, Fred Morrison, Lem Chesher, Pegues Houston, John Crowder, Roy Hickman, C. A. Moore, M. C. Ledbetter, A. A. Fralin Sr., L. F. Hargrove, Hoy Marcum, H. A. Owens, LeRoy Johnson; Mmes. Elizabeth Greer, Vestamae Smith, Christine Cooper, Hessie B. Spotts, Ernest Wiltingham, Lloyd Hiner, Dona Doughty, Lessye Silvers, Sue Hunter, Mark Kennedy, Tom Toomb, Scott Hawkins, P. B. Ramby, Wendell Watson, Clarence Stephens, W. L. Miller, Neil Rose, Merna Briley, Lee Taylor, George Ingle, J. A. Gowdy, Dorothy Irwin, Jackie Carson, Mr. R. T. Wilson, Miss Marie Scott and Miss Judy Johnson.

Mr. and Mrs. Paul Droigk spent Christmas in Leveillard. Mrs. Clara Hearn, Mrs. Dale Trull and Mrs. Lola Greenwood visited Mrs. W. C. Williamson and Helen Monday afternoon.

James Johnson was home on leave from the air corps for the Christmas holidays.

Mr. and Mrs. Foy Smith of Levelland visited in the Joe A. Bryant Sr. home Wednesday morning.

Mr. and Mrs. J. G. Eubank had all their children home for Christmas.

Mr. and Mrs. C. M. Sanders had all their children and grandchildren home for Christmas dinner. Also Mr. and Mrs. F. H. Locke were dinner guests Christmas Day.

Mr. and Mrs. J. M. Hartness visited in the Joe A. Bryant Sr. home Saturday evening.

Mrs. Jack Scoggins and daughter and La Tayne visited in the W. C. Williamson home Monday evening.

Mrs. T. L. Fisher visited Wednesday and Thursday with Mr. and Mrs. Paul Droigk.

Mr. and Mrs. C. M. Sanders attended a Christmas party Monday night at the Cactus Inn in Lubbock.

Jane Bryant spent this week with her grandparents, Mr. and Mrs. B. E. Helton at Hereford.

Jerrie Ivey spent Sunday night with Wanda Droigk.

Charles Lee Ivey spent his Christmas holidays with his parents, Mr. and Mrs. T. C. Ivey, and Jerrie, Charles Lee is attending Hardin-Simmons University at Abilene.

Mr. and Mrs. Herman Greener of Pep visited Mr. and Mrs. C. M. Sanders Sunday afternoon.

Mr. and Mrs. Dale Sheek and children of Clauene visited Mr.

and Mrs. James Sheek Sunday afternoon.

Jimmy Coats Gets Air Force Discharge

Jimmy Coats, son of Mr. and Mrs. O. B. Coats of Route Two, Morton, missed being home for Christmas but received a present on Dec. 24 in the form of a discharge from the Air Force.

Coats, just back from an Alaskan tour of duty, was discharged at Parks AFB and arrived home here Saturday. He is employed by Allsup Chevrolet as a salesman.

Political Announcements

The Tribune is authorized to publish the following announcements for political offices under which names appear, subject to the Democratic primary, Saturday, July 24, 1954.

For County Commission Pct. 3:
J. N. FOSTER
(Re-election)

For County and District Clerk:
(Re-election)
MRS. LEE TAYLOR

Make 'em Dollars Grow... in '54

By Shopping COBB'S Department Store

Every Dollar Day



\$ DAY BARGAINS

Morton — MONDAY — Jan. 4

Shurfine (in heavy syrup) PEACHES, No. 2 1/2 can, 4 for \$1.00

Hunt's TOMATO JUICE Big 46 oz. Can 4 cans \$1.00

Hunt's FRUIT COCKTAIL Big No. 2 1/2 Can 3 cans \$1.00

Shurfine MILK 8 Tall Cans \$1.00

Shurfine Cut Green Beans & Potatoes 7 cans \$1.00

Roxey DOG FOOD 12 cans \$1.00

Sun Spun Strawberry PRESERVES 3 12-oz. Jars \$1.00

Sun Spun Apricot PRESERVES 4 12-oz. Jars \$1.00

Sun Spun Peach PRESERVES 4 12-oz. Jars \$1.00

Hunt's 300 Can PRUNE PLUMS 7 for \$1.00

DOSS FOOD

STORE and FROZEN FOOD LOCKERS

Corduroy Wale CHENILLE BEDSPREADS Fine corduroy wale spreads with fringed edge... you can never have too many... especially at this bottom price... full or twin bed size... choose green, white, blue, maize, dusty pink or American Beauty. 4.99	Corduroy Contour CHENILLE BEDSPREADS Heavy chenille numbers with corduroy chenille center bordered with wide rows of chenille in green, rose, grey, blue, maize, dusty pink, American beauty, full or twin bed size. 5.88
ENTIRE STOCK LADIES' HATS We've been saving this value to offer you a Dollar Day event that will thrill... hurry down Monday morning and leisurely shop the numbers you've wanted at much higher prices. DOLLAR DAY SPECIAL Your Choice If You're Early 1.99	
Pretty, Handy LUNCHEON CLOTHS Big 52x52-inch numbers that are so pretty to use... so easy to keep. 1.47	Special FEATHER PILLOWS Only by special purchase can we offer these crushed chicken feather filled pillows... Sterilized, blue stripe A. C. R. tick, size 16x24 inches. 99c
HANES Nationally Advertised SEAMLESS HOSE Here's a number that is strictly the finest of quality... nationally advertised at 1.65 a pair... hose that are built for wear... hose that you'll appreciate once you try them. Get them DOLLAR DAY 2 prs. for 1.00	
Big FEATHER PILLOWS Famous brand pillow filled with crushed chicken feathers. Chlorophyll treated. Wide garbale stripe tick cover... corded edge, size 20x26 in. 1.68	Cannon Striped TOWELS Made for use... priced so low you can't afford to pass them by... big 20x40 double loop candy stripe numbers by Cannon... at a price that will allow you the luxury of having "all the towels" you need... 37c ea.

A New Shipment Ladies' Cotton HOUSE DRESSES

Here is the value you'll want to stock up on... pretty cotton house dresses that sell for 2.98... sizes 9-15; 10-20; 14 1/2-24 1/2; 38-44.

And Going **DOLLAR DAY** 2 for **5.00**

Only a few Ladies' BRUNCH COATS While they Last 1.00	One Group Ladies' TOPPERS New Spring Numbers that sell for 19.98 DOLLAR DAY 14.98
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Cobb's

WESTSIDE SQUARE MORTON

for Baby's... **DOLLAR DAY**

Famous BIRDSEYE

DIAPERS

Full 27x27 Inches

1.88 doz.

* *

Cotton... **TRAINING PANTIES**

It's a regular 19c each value... Choose pink, blue, and maize

7 for 1.00

SPECIAL January EVENT

By Munsingwear

STARTING DOLLAR DAY, Jan. 4, 1954 at COBB'S

Beautiful, Long Wearing NYLON SLIPS In nylon tricot by Munsingwear... generous nylon trim... and going to you... on a special promotion... at the low, low price of... 3.98	Just Another Wonderful Item by Munsingwear Nylon HALF SLIPS Get several for gifts later in the year... you'll want a number for yourself, too... each of that extraordinary wonderful Munsingwear quality. 2.98	A Thing of Beauty... NYLON GOWNS and by Munsingwear... numbers you'll appreciate more and more... thousands have fallen in love with them... and you will... especially at only... 4.98 ea.
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Our White Sale is Still in Progress... Hurry!