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VOLUME XVI

MORTON, TEXAS, THURSDAY, OCTOBER 25, 1956

NUMBER 34

Pfeiffenberger To Speak To Farm Bureau Tonight Officers To Be Elected for Coming Year; Door Prize \$50

An important County-wide meeting of the Farm Bureau will be held tonight in the auditorium of the County Activities Building at 7:30 p. m. The meeting will include several items of importance including the election of new officers, and an address by George Pfeiffenberger, executive vice president of the Plains Cotton Growers.

In appealing for all members to attend, Marvin Wilson, Manager of the Cochran County Farm Bureau, said the regular meeting door prize, available to members is now up to \$50. The names of all farm bureau members and their wives names are placed in the drawing box and one name is drawn at each regular meeting night. If that member is present, he or she gets the cash award. If not, the money remains in the fund & an additional sum is added. However, though the husband and wife

each get their name placed in the box through membership, the person whose name is drawn must be on hand to claim the cash award.

The regular agenda of business is light but very important. In addition to the election of new officers, the group will make resolutions that they have already drawn up, available to the membership for adoption, rejection or alteration. These, in turn, voted by the body present Thursday (tonight) will be submitted at the State Farm Bureau meeting.

Present officers of the Cochran County Farm Bureau are LeRoy Johnson, president; Gene Bonham, vice-president; Hub Cadenhead, secretary; and Roy Hickman, Merlin Roberts, Tommy Lynch, William Zuber, Lloyd Miller and Willard Cox, all directors.

Manager Wilson and President Johnson emphasized that Pfeiffenberger will have an important message on cotton, and what is being accomplished by the Plains Cotton Growers, of which the Cochran Farm Bureau has been a staunch supporter.

It has been pointed out, at the time Pfeiffenberger was being considered for his present post, that he knows as much or more about cotton than any man in the country. He has been in every end of the business and his organization is now engaged in research to see how best South Plains cotton can be grown for top production and sale.

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Indians Face Sudan Friday Night As Homecoming Is Planned for Exes

The Morton Indians, faced with the task of having to stage a comeback after a disappointing loss in the "last week" will try to make amends, Friday before the annual homecoming crowd. Staging the comeback won't be so easy. The opponent is a rugged Sudan team that has taken over the favorite role in the District after a victory over Springlake last week.

But the Indians pulled a mild upset of their own — though it didn't pay off with a victory. For most of the game they outlasted the rugged Springlake Steers and in the fourth quarter amassed a margin but lost on a 19 yard field goal in the final five minutes.

Entering the game Morton was a decided underdog, as the will be again Friday night.

Sudan is not the devastating power they have been in recent years. But they remain a well coached squad of boys — tutored by a coach who has been at the school so long he knows nearly every movement of his boys.

Other things, beside the football game will add to the big homecoming celebration. Exes will be welcomed at the school, will have a supper served and will gather to swap reminiscences and to elect their officers for the coming year.

The Ex-Students' Association is sponsoring the event which will officially begin at 9:00 a. m. and will continue throughout the day.

The festivities begin with the parade at 9:00 a. m. and a Homecoming parade, under the direction of J. T. Holloman will begin at 3:00 in the afternoon. Immediately following the parade a special pep rally will be held and this portion will be in charge of the band and the pep squad.

At 6:30 p. m. the dinner will be served in the County Activities Building for all ex-students and ex-teachers. The menu will consist of barbecue, beans, potato salad, cake and coffee. Piano selections will be furnished by Denise Rose and Patsy Sybert.

A short business meeting will be held at 7:00 with Mrs. Pat Mullinax, president of the Ex-Students in charge. Officers for the coming year will be elected and following the election, introduction of classes and presentation of gifts to the ex-student and ex-teacher traveling the longest distance to attend.

The big conference grid encounter will also serve as the setting for the crowning of the 1956 Football Queen. To be elected by the boys on the team, the queen is to be crowned during halftime ceremonies. The Morton High school band will perform in conjunction with the ceremony.

Following the game, it will be back to the Activities Building for the ex-students and ex-teachers & coffee and cake will be served as everyone goes over some reminiscences of old times.

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Death Takes Two In Stokes Family

Death struck twice over the weekend in a family of Stretcher Stokes of Brownfield, son of Mr. and Mrs. Clayton Stokes of Morton.

Saturday, John Wilkes Bandy, 82, retired church of Christ minister and great uncle of Mrs. Stretcher Stokes, passed away at his home in Seminole.

Sunday, Stretcher Ronnie, day-old son of the Stretcher Stokes died at the Broadway-Daniel Hospital in Brownfield.

Maternal grandparents of the infant are Mr. and Mrs. Paul Arnew of Tokio. He is survived by his parents, both sets of grandparents, & two sisters, Beverly Janice and Rhonda Sue.

Graveside services were conducted Tuesday afternoon at 2:30 at the Morton Cemetery by Harold Drennan of Morton. The service was under the direction of the Singleton Funeral Home of Morton.

Services for Mr. Bandy were conducted Monday at 2:30 p. m. at the Seminole Church of Christ. Minister Darrell Flint of the Big Spring Church of Christ officiated and burial was in the Seminole Cemetery.

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Grain Prices Rise On Local Market

Many an area farmer has been pleased with the milo buying activity of Morton's newest business enterprise, the Market Poultry and Egg Company north on the Enoch Highway.

A. T. Ballard manager, said this week that they have found cause to be pleased more so with the advance in price of milo from 1.75 three weeks ago to the present 1.85 for 75 percent content milo.

Most farmers agreed, Market Poultry and Egg Company has filled a need in Morton, and also for area farmers producing a commodity a good distance from elevators.

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Father Dies At Knox City

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Mr. Reeves died early Thursday morning after suffering a heart attack. He was rushed to the hospital by his family when he was unable to get out of bed in the morning but died at the hospital.

Mr. Reeves had been a deacon at the church where the final rites were held, for many years. The Mansell - Smith Funeral Home of Rochester handled the funeral.

Survivors, in addition to the daughter of Whiteface, include the wife; two sons, S. J. Jr., of O'Brien and H. A. of Gilliland and six other daughters, Mrs. Frank McAuley, Jr., Knox City; Mrs. Clyde Carver of O'Brien; Mrs. V. M. Collier of Midland; Mrs. Charley Rex of Wellman; Mrs. Loy Underwood of Andrews and Mrs. George Barnett of Chilton; a brother James Reeves, of Knox City and a sister, Mrs. Ida Houston, also of Knox City.

Born in 1882, Mr. Reeves had farmed northeast of Knox City from 1919 and since 1925 had lived and farmed south of Knox City.

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One other arrest resulted in a charge of driving while intoxicated against a 46 year old white man, Theodore Guy Vaughan of Granite Oklahoma.

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At the church's organizational meeting Sunday, October 14, charter members voted to affiliate with the American Baptist Association and to call Bro. Bryant to preach.

The service Saturday night will begin at 7:30 o'clock. The church is located at the corner of West Taylor and Third Street, formerly the home of the Primitive Baptist Church.

Sunday service will begin with Sunday school at 10 a. m. and the preaching will commence at 11 a. m. Baptist training courses will be taught at 6:30 p. m. with Sunday evening services beginning at 7:30 o'clock.

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Five from Here Attend Tea for Oveta Culp Hobby

Five Morton women were among the South Plains women who gathered at Lubbock Tuesday afternoon to attend a tea in honor of Mrs. Oveta Culp Hobby, distinguished Texas publisher who was formerly a member of Eisenhower's cabinet.

Mrs. Hobby gave an address to the group assembled at the Cantrick Hotel ballroom. The tea was in the Coconuts Room.

Mrs. Hobby, one of Texas' most famous ladies, was the first Secretary of Health, Education and Welfare until she resigned the position last year. She was wartime "boss" of the WACS is the President of the Houston Post and was the wife of a former Texas governor.

The political address, entitled: "The Independent Voter," was one of a series by Mrs. Hobby who is campaigning for the reelection of Eisenhower.

Among those from Morton who attended were Mesdames R. C. Strickland, Albert Morrow, E. R. Lytle, T. K. Williamson and Eddie Irwin.

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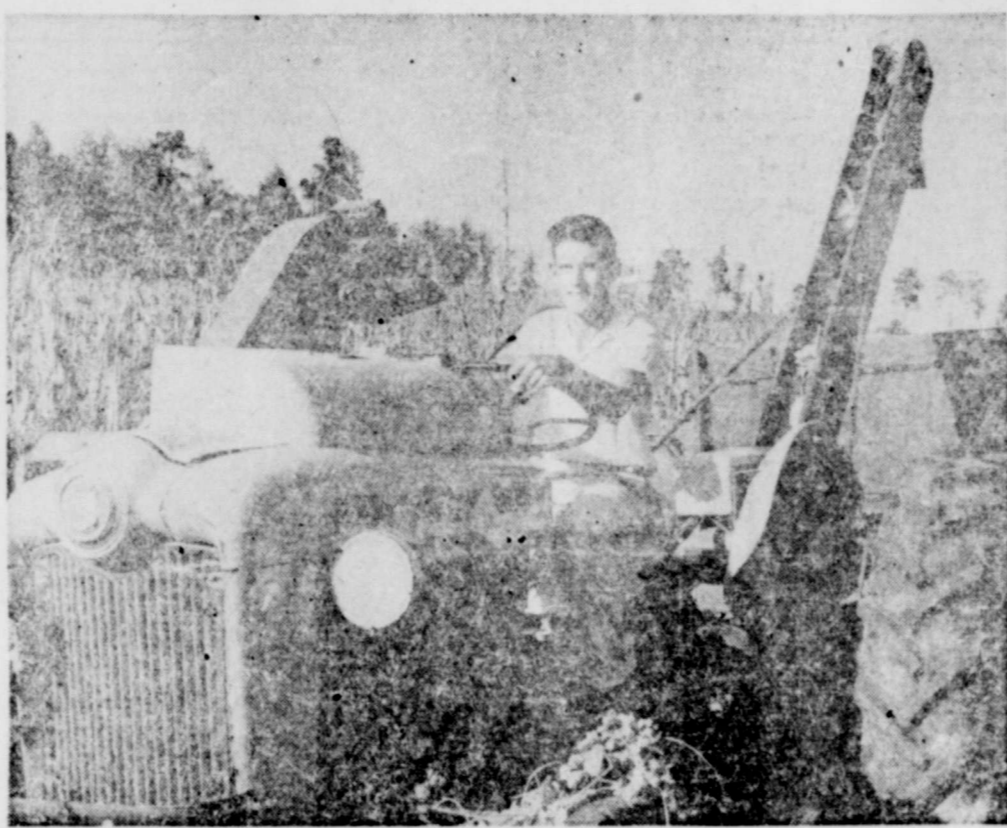
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Star Farmer of America



Selected as the nation's outstanding young farmer among 380,000 members of Future Farmers of America, Wesley Patrick of Brooks County, Ga., was named Star Farmer of America at the 29th National FFA Convention in Kansas City. Wesley farms 130 acres near Quitman, Ga., and specializes in purebred Duroc hogs.

W. W. Smith Is CROP Chairman For County

W. W. Smith was named this week to head the Cochran County Christian Rural Overseas Program for 1956 - 57.

Ralph DeBord was named vice-president, and Willie Pond, secretary. Bill Glassford was named to the publicity committee.

CROP, which has been employed here in the past, is a program whereby American farm produce is sent to other lands for the use of the needy. It is distributed by missionaries in the field.

Last year the United States government matched each bale of cotton given to 20 bales of government stored cotton — but due to the reduction in cotton in storage no such program has been proposed this year for cotton.

But in what the government is still promising 20 bushels for each bushel donated.

Locally, farmers are being asked to contribute cotton and milo. The milo is given to the elevators. Later it will be sold and the money put into wheat for shipment overseas.

At a called meeting here last Thursday night, Rev. Elitz Tsch, CROP area supervisor of Plainview, showed pictures of CROP in action and discussed its uses with local preachers.

Morton churches are cooperating this year in a trek — or — treat Halloween program by the young people of the community for the securing of funds for CROP, the Christian Rural Overseas Program.

Details will be announced at the churches at a later date, but in time to complete arrangements.

Texas Blind Caravan Project LIONS TO SELL BROOMS FRIDAY

The Morton Lions Club will conduct their second annual broom sale Friday morning in Morton as they sell products made by the Texas Blind Workmen and brought to Morton by what is known as the Blind Caravan.

Products to be sold in a house to house canvass include brooms, ironing board covers and pads, floor mops, door mats, etc.

Proceeds from the sale are divided, a certain portion being retained by the local club for its sight conservation and other charitable community betterment projects. A portion goes to the "Lighthouse for the Blind" where the items are manufactured.

Roy Gentry is in charge of the sale for the local club. Last year the sale was a big success.

All Lions are requested to gather on the South side of the square Friday-morning for the sale.

Those interested in purchasing an item but who will not be at home during the day, may make a purchase at the caravan on the south side of the square.

Year Sentence Is Passed In Forgery Case Here

One three year sentence and a pair of three year probated sentences were handed out in the 72nd District Court here, Monday.

R. A. Vestal, pleading guilty to a charge of forgery, was given a three year sentence. He was taken back to Lubbock where he is awaiting sentence on another charge.

Probated sentences went to M. D. Sides on a count of swindling by worthless check. Sides was instructed to pay court costs and to make the \$100 worthless check to Cowdry and Luke Pump Co good.

Cecil Garcia was given a three year probated sentence on an attempt to murder charge. This was the result of an altercation a few months back in which another Latin American was stabbed in the back.

All other cases on the docket were dismissed or set for the next term of District Court.

Brother Killed In Plane Crash Off Calif. Coast

A 39 year old North American Aviation official of California, John Foy O'Brien, Jr., brother of Mrs. John Kennedy and J. C. O'Brien, both of Morton, was killed Monday night along with two others, in the crash of a light plane in the ocean.

The crash occurred only minutes after the group took off from Los Angeles International Airport.

John Foy O'Brien, Jr., the son of Mr. and Mrs. J. F. O'Brien, Sr., was a Texas Tech graduate and a native Lamesa. He was, at the time of his death, general supervisor of the North American Aviation Palmdale California plant. The pilot and another official of the aircraft plant were also killed.

O'Brien, the father of three children, was married to the former Connie Harp daughter of Mr. and Mrs. O. L. Harp of Lamesa. His parents also live in Lamesa and three sisters and three brothers survive in all Texas.

The local relatives left immediately for California upon notification of his death. Funeral arrangements were not known here.

Sub District Three Will Elect SCD Supervisor, Nov. 6

Tuesday, November 6th, important date to all Americans as General Election Day will carry another significance for the farmers and ranchers and their wives in the Soil Conservation District, Sub-District Three, in Cochran County.

A general assembly type election will be held at the Bledsoe school at 4 p. m. to elect the area supervisor for this Cochran County Soil Conservation District Board.

The supervisor elected from sub-district three will serve for a period of two years. The Board asks that all persons of that district anxious to serve in the General election, proceed 3:00 or 4:00 o'clock so that they can stay for the assembly election.

Those persons who are on hand to assist in holding the assembly type election in the High School.

Injured Sunday As Scooter Overturns

Wesley Warren, son of Mr. and Mrs. Bud Warren of the Three Way area, is hospitalized at Mulleshoe this week as the result of injuries sustained in a motor scooter accident Sunday.

His injuries were described as multiple fracture of his legs.

Wage Survey Shows Increase

Rites Wednesday
For Pioneer,
Mrs. Dora Fuqua

Climbs From
\$1.50 and \$1.55
to \$1.50 - \$1.75

The cotton pulling wage scale for irrigated cotton in Cochran County has gone up.

County Judge Fred Stockdale received a telegram Wednesday from Ed McDonald, regional director of the Bureau of Employment and Security, stating that effective Oct. 22, cotton pulling rates, based on irrigated acres only, are classified at 1.50 to 1.75 per hundredweight.

The last official release from the Bureau, which makes checks each two weeks, set the rate at 1.50 to 1.55.

The judge was requested to make the information known and to post the telegram at the courthouse.

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Directory For Rural Telephones In The Making

A rural telephone directory that will list the phones on the rural telephone cooperative circuit from Bells, Needmore, Lehman, Maple, and Lubbudly, is now being prepared for the printers it was noted this week.

Advertising is available in the directory placings of numbers of business phones of Morton Merchants in the yellow section.

Ads sell for \$45 for a half year down to a \$3.00 single listing.

Keith Kennedy is the Cochran County representative on the Phone Cooperative and D. B. Lancaster of Mulleshoe is manager of the offices.

The printed directories will sell for \$1 per copy to those who have a phone listed and for \$2 per copy for those who do not have a listing.

Anyone interested in obtaining an ad in the directory should drop by the REA office in Morton and tell them what size an ad is wanted. The group was going to solicit advertising in Morton but decided against it when told they would have to purchase a city license in order to solicit.

3,000 Viewed New Chevrolets

"It's our biggest showing since 1949," was the way Allsup Chevrolet described the two-day introduction of the new 1957 models last week.

It was estimated that more than 3,000 persons visited the show rooms of Allsup here during the two days.

Free coffee and doughnuts were served in addition to free gifts for the ladies and youngsters.

Winning the four floor mats were C. D. Burleson, Fred Coffman, Robert Wilson and Svel Collins.

And to you who have special ordered new Chevrolets, Don Allsup promises to get them here as quickly as possible.

Revival To Open Next Sunday at First Baptist

Walter L. Brian, pastor of the Indian Wells Baptist Mission at Alamogordo, New Mexico will be in Morton beginning Sunday, Oct. 28th, for a Stewardship Revival at the First Baptist Church.

Rev. Ollie S. Robinson, pastor of the Morton church, said services will be held twice daily at 7:00 in the morning and at 7:30 at night. The morning service will dismiss at 7:45 a. m.

Harold Drennan of the local church will lead the singing during the services.

The Stewardship Revival will continue through November 4th.

'57 Oldsmobile Will Be Shown On November 9th

One of the most well guarded secrets of the year — the new 1957 Oldsmobile, is coming to Hawkins Oldsmobile on Friday, November 9th.

So far, little information has leaked out regarding the new Olds, but H. S. Hawkins promises an automobile that will please in price, comfort and beauty.

Posse Wins 1st In Aspencade At Ruidoso

Word was received in the Tribune office Wednesday, not in time to get the details, that the Cochran County Sheriff Posse won one of their most sought prizes last Sunday — the trophy for first place at the annual Ruidoso Aspencade.

In winning the top award, the local posse not only closed their riding season on a successful note — but they broke a three year reign by the Hockley County Sheriff Posse at Ruidoso.

Up until Sunday the Hockley Riders had been the only ones to not a first place trophy in the Aspencade. Hockley County placed 2nd to the Morton riders Sunday.

HOSPITALIZED

O. D. Vernon, proprietor of the East Side Cafe in Morton was hospitalized again last week after the thrice in the past few months.

Each time he was reported doing better but was still undergoing a series of X-rays.

MR. AND MRS. J. R. RODDY PASS GOLDEN WEDDING ANNIVERSARY

Mr. and Mrs. J. R. Roddy were honored on their Golden Wedding Anniversary Sunday night with a dinner in the home of their son & family, Mr. and Mrs. E. C. Roddy.

Married in 1906, Mr. and Mrs. J. R. Roddy were united in the Oklahoma territory. They moved to Cochran County in 1937 where they were engaged in farming until the year of 1944. They retired and began making their home in Morton.

Helping to celebrate the occasion were the Roddy's three daughters, Mr. and Mrs. L. V. Lively of Borger, Mr. and Mrs. Edd Summers of Carlsbad, Mrs. E. D. Clark of Phoenix, Arizona, and the one son. Two sons are deceased.

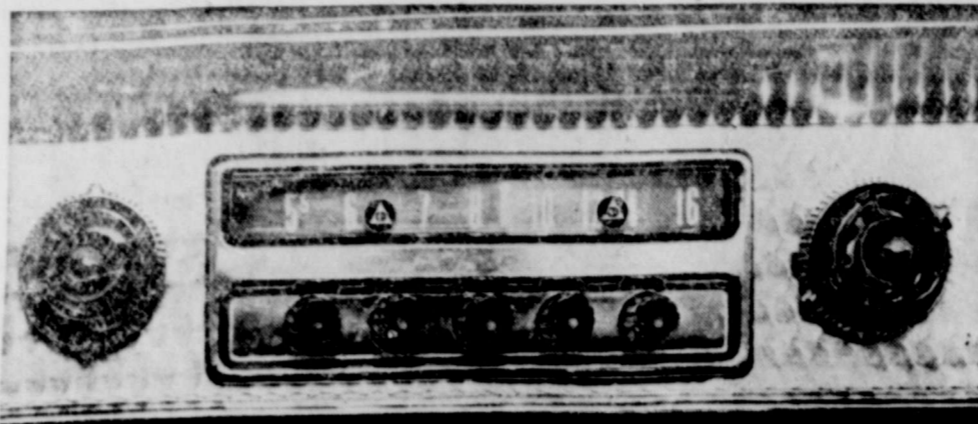
The couple have six grandchildren; Darlene, Jimmy and Jerel.

Roddy, Gary Dale and Roddy Dean Clark; Mr. and Mrs. Arvel Summers and one great-granddaughter, Debbie Summers of Morton.

Dr. Holder Will Attend Meeting

Dr. John Holder announced this week to all his patients that he is going to be out of town on October 26th and 27th attending the Southwest Regional Cancer Conference at Ft. Worth.

He has arranged with Dr. Dan M. Brown to care for his patients during these two days. Anyone in need of treatment should contact Dr. Brown or make an appointment to see Dr. Holder after the 27th.



CONELRAD CAR RADIO dial marked at 640 and 1240 kilocycles for an emergency will come in handy when all radio stations go off the air at 3:15 p.m. on Oct. 25, and then some return to broadcast special civil defense material on these frequencies as part of Operation Alert, 1956. The 15-minute nationwide Conelrad test.

first of its kind, will test radio stations' ability to switch to the Conelrad system of broadcasting in an actual attack so that emergency instructions could be radioed to the public without guiding enemy bombers to their targets. Civil defense authorities are hoping the public will mark their radios for future emergencies. (FCDA Photo)

Indians Outgain Farwell; But Lose Heartbreaker, 9-6

A lightning like one play thrust through the line midway in the 1st quarter, resulting in a 66 yard touchdown run, and a fourth quarter 19 yard field goal by the quarterback, gave Farwell's Steers a 9-6 conference win over the Morton Indians last Friday on the Steers home field and spoiled an otherwise tremendous effort by the Indians.

Underdogs going into the fray against the unbeaten Steers, Morton outgained Farwell throughout most of the game. Farwell built up a sizable advantage in yards gained on the ground, but most of it was in midfield. Morton outshone the winners with a passing attack that gave them an overall yds gained advantage of 30 yards and a first downs advantage of three.

But there was no denying the Farwell Steers who could muster only two big chances to score in the game and capitalized on both of them. In sharp contrast, the Indians saw three drives fade on the wings of long passes that went a matter of inches over the outstretched fingers of the intended pass receivers.

The win put Farwell in good contention for the District title in the five team circuit. It was the first conference game for both teams.

Morton tied the game after the Farwell team had posted a 6-0 lead by scoring on a 23 yard pass play late in the second quarter. The Indian scoring play was a toss by Gary Middleton to end Clayton Flanagan. Newman's attempted extra point kick was low and it remained a tie game until with six minutes to play in the fourth quarter, Farwell ran a punt back to the Morton 38. They put together two first downs and drove to the Morton 10 yard line where, on 4th down with five yards to go, at a difficult angle, the talented Steer quarterback calmly booted the game winning field goal. Morton had two more chances after that, but the closest they could get was to the Farwell 41 yard line where three long passes fell incomplete to stop their final threat.

HERE TO DISCUSS ELECTION

Sam Singleton of O'Donnell, Republican District Committeeman was in Morton Tuesday checking with Precinct One Republicans and helping with plans for a late Eisenhower and Nixon for President drive in the County.

SOIL CONSERVATION DISTRICT NEWS



Farmers who have been warned from one source or another that the Soil Bank Program is not suitable and will not pay dividends, should make a thorough investigation on their own.

Chances are, if you are irrigating you won't see an advantage in the Soil Bank. But dryland farmers are foolish to listen to someone say the program is no good without investigating.

Investigate, look into the Soil Bank program. Don't take another man's ideas and discount your own. Check with the ASC office and the SCS personnel. The conservation reserve part of your farm will pay \$70 an acre rental with a minimum five year contract. To be eligible land must have been planted in 1955 and 1956 to a cash crop.

Should you put your land in the Conservation reserve it must be seeded to a perennial grass, as approved by the County ASC Committee. This will entail establishment of dead cover prior to seeding grass. You that have good grain sorghum stubble may leave standing and seed grass in the spring of 1957. Where stubble is not present in sufficient amounts to protect the soil from wind erosion, grain sorghum, millet or sudan should be drilled late July or August for dead cover for the spring planting of 1958.

The Soil Bank program will pay 80 per cent of cost, to include the land preparation, seeding cover, fertilizer, seed and seeding operation, of establishing grass.

One other very important point. If you can and plan to seed grass in the spring of 1957 purchase grass seed now. Cost of seed is above normal at present time but will be much higher come planting time. For example, weening love grass has jumped from 75c to 1.25 per pound at present time. The reason is the expected demand & the short supply of the seed.

Again let me urge that you do what cover you have prepared to keep the wind off the surface of your soil.

With your . . . H. D. Agent

Dark cottons are in the wash this fall . . . solid dark colors and plaids are popular with the school crowd as well as other family members. Let your water can spoil the fresh, crisp, five finish on dark cottons.

Here are simple washing instructions suggested by extensive testing specialists: Always wash dark cottons separately in hot water. This eliminates possibility of picking up white particles, towels, sheets, and other white articles.

Brief, gentle washing is recommended, too. Washing time cut to a minimum with the use of grease or oil spots are cleaned up with cleaning fluid before laundering. Don't overload the neck lines. Thorough rinsing with water insures fresh colors. One of your precaution applies to an undry, but is especially important for dark things. Go through all pockets for particles of lint. One of the wadded cleaning tissue or small paper napkin left in the pocket can "lint" the entire load. It may cling to fabrics through several washings and is particularly unsightly on dark pieces.

Morton Homecoming OCT. 26

VOTE FOR TEACHER RETIREMENT AMENDMENT



No. 4 FOR the Constitutional Amendment empowering the Legislature to revise the existing Teacher Retirement System and to broaden the benefits to employees of public schools, colleges, and universities supported wholly or partly by the State, authorizing that the State's contributions for such purposes shall equal contributions by such employees and providing that they do not exceed six per centum (6%) of the compensation paid each such employee by the State or school district or the sum of Five Hundred Four Dollars (\$504.00) for each year for any such employee, regulating the eligibility of such employees for retirement benefits and prescribing the manner of investing money accruing to the retirement fund.

~~AGAINST the Constitutional Amendment empowering the Legislature to revise the existing Teacher Retirement System and to broaden the benefits to employees of public schools, colleges, and universities supported wholly or partly by the State, authorizing that the State's contributions for such purposes shall equal contributions by such employees and providing that they do not exceed six per centum (6%) of the compensation paid each such employee by the State or school district or the sum of Five Hundred Four Dollars (\$504.00) for each year for any such employee, regulating the eligibility of such employees for retirement benefits and prescribing the manner of investing money accruing to the retirement fund.~~

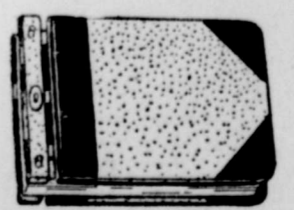
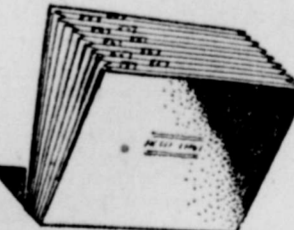
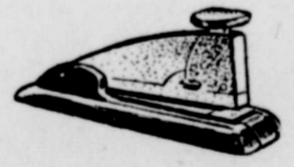
No. 5 S. J. R. 2, the Amendment to Section 49-b of Article III of the Constitution of Texas to change the membership of the Veterans' Land Board; increasing the Veterans' Land Fund By \$100,000,000; said fund to be used for the purpose of purchasing land to be sold to Texas Veterans.

...TO PROVIDE TEACHERS FOR OUR CHILDREN!

NOVEMBER 6, 1956

for . . . Office Supplies shop the TRIBUNE and SAVE!

- STAPLERS**
- TOT "50" 98c
 - APSCO (Standard) \$2.35
 - SWINGLINE (No. 3) \$4.25
 - 10,000 BOSTITCH Staples \$2.75
- Note and Ledger BINDERS**
- Typewriter Ribbons
 - Ball Point Refills
 - Adding Machine Paper
 - Columnar Pads
- Card Files - Metal**
- 3 x 5 inches 50c
 - 4 x 6 inches 85c
 - 5 x 8 inches \$1.10
- CABINETS**
- 3 x 5 (1600 card capacity) \$3.25



BE AWARE?

BEST AFRICAN PIGMY
 WEIGH AN AVERAGE
 OF FOUR FEET HIGH
 LITTLE FELLOWS ARE VERY
 AND HAVE AN AFFECTIONATE
 DISPOSITION.

Are you aware that you've
 so much money tied up
 in your livestock to take care
 of?

Have your veterinarian
 check your animals regularly.
 We maintain a large
 inventory of everything required
 for your prescriptions in our
 and products by LEADER
 LABORATORIES.



The special choir of the Methodist Children's Home broadcast over a regional radio network of nineteen stations in Texas and New Mexico, on the program, "These are Your Children". The four hundred children of the

home present the program of story and song every Sunday morning at 8:15.

Among the radio stations in the

area carrying this broadcast are: KGNC Amarillo and KCBT Lubbock.

Local Lions Hear District Governor

Five guests were present at the Morton Lions Club meeting last week as District Governor Don Steink of Amarillo met the Morton club for the annual visit.

Lloyd Miller, Babe Van, Al Mullinax and Bill Glassford of Mor-

ton and District Attorney elect, George Gilchrist of Lubbock were the guests.

Starting with the Morton club for the first time, traced the history and development of Lionism and of the local club and told the size of the Lions clubs in the nation, the state and his district.

He pictured Lions as men paying their community a debt through a program of things that will make the community a better one in which to live. He told the gathering that Lionism is not a commodity, it is a way of life built around the golden rule and applying it to everyday living.

He cited the need of Lions to work with other clubs and organizations for the good of the community. He pointed out that buildings crumble away, but what we accomplish as Lions lives on from generation to generation.

Thirty-three Lions and guests attended the session held in the Activities Building.

In other business attended to a motion picture advised the club that this week they would sell brooms in their annual Lighthouse for the Blind project. The club was to sell brooms after the meeting held yesterday.

news from — ENOCHS...

By Mrs. C. C. DORN

VISIT HIS PARENTS

Mr. and Mrs. Jimmy L. Green of Canyon visited in the home of his parents, Mr. and Mrs. J. Logan Green over the weekend.

VISITED IN COLORADO

Mrs. F. C. Delamarter brought Peggy Darnell home Saturday after visiting six weeks with her grandmother in the State of Colorado.

GUESTS OF BEASLEYS

Mr. and Mrs. Bob Newton visited in the home of Dale Beasley and children Tuesday at Friona.

VISIT HALLFORDS

Mr. and Mrs. Carl Wayne Hallford of Lubbock visited in the home of his parents, Sunday.

GUESTS OF GREENS

Mr. and Mrs. W. E. Sneek of Lubbock visited in the home of J. Logan Green over the weekend.

SISTERS GET TOGETHER

Mr. and Mrs. J. J. Foster of Vernon visited Saturday in the home of Mr. and Mrs. C. C. Saitter. Mrs. Foster and Mrs. Saitter are sisters.

VISITS WITH DAUGHTER

Mrs. L. Mansell spent two days visiting her daughter Mrs. James Tike in Russell, New Mexico.

VISIT IN CLOVIS

Mr. and Mrs. A. T. Darnell, Peggy, Larry and Mrs. Delamarter went to Clovis recently for a Mexican dinner. Mrs. Delamarter is the mother of Mrs. Darnell.

GUESTS OF CHARLIE VANS

Mr. and Mrs. Junior Becker of Loveland and girls Linda and Catherine visited Wednesday night in the home of Mr. and Mrs. Charlie Vandlinghams.

ATTENDED ROTARY MEETING

Bob Darnell went to Lubbock Thursday to attend an all day meeting of the Rotary.

Ta-Wan-Kas Will Collect Sewing Kits for Needy

The Tawanka Camp Fire group at their last meeting made plans for their Halloween party.

They decided to have their party on Tuesday, October 30, from 4 to 5:30 in the James St Clair home.

The girls decided, instead of trick or treating for candy and for fruit they will ask for sewing supplies or school supplies for over-privileged children. This is in conjunction with a program sponsored by the Quaker organization of Philadelphia. The girls will sincerely appreciate any donations.

Busy Fingers Club Is Planning Dinner For Thanksgiving

The Busy Fingers Sewing Club met in the home of Mrs. Roy Allsup on Thursday, October 18.

Eleven members and two visitors were present. The two visitors were Mrs. Allsup's daughter, Glenda and son Mikey.

The meeting was called to order by the president. A Thanksgiving party was discussed and a menu committee was appointed. Refreshments were served to the group. The next meeting has been set for the home of Mrs. Henry Bedwell.

Seventeen Named To Honor Roll

Seventeen students of Morton High School have been placed on the Honor Roll for the first six weeks term of school it has been announced by Jim L. Kidd, High School Principal.

Headline the list are: Seniors, Opal McLondon, Clara Daniel and Jackie Outlaw; Juniors, Ronald Lindsey, Jerry Beth L. bow, Richard Houston, Ray Ann Ross and Dolores Stephenson; Sophomores, Jim Paburn, Judy McCristian, Susie Hawkins, Carol Leavitt, Gary Middleton and Carolyn Cook and Freshmen, Henrietta Bedwell, Mary Ledbetter and Jackie Brown.

MRS. ERWIN MERRITT IS HOSTESS TO THE FRIENDLY NEIGHBORS CLUB

The Friendly Neighbors club met in the home of Mrs. Erwin Merritt on Wednesday, October 17th and spent an enjoyable evening in quil-

ting. The following members were present: Mesdames Jess Clayton, Leona Stinson, Tolbert Blackstock, Gilbert Wilson, J. W. Pond, the hostess and one guest, Mrs. Ralph Merritt, and several children. The next meeting will be held on Wednesday, October 31 and everyone is invited.

NEW-DELICIOUS Ellis NOODLES 'N' BEEF

SHOPPERS' GUIDE J & B FOOD STORE

WE'RE GETTING READY FOR A HALLOWEEN PARTY! MOM'S CUTTING FUNNY FACES ON APPLES!

I'M GOING TO SCOOP THEM OUT, FILL THEM WITH SHRIMP SALAD - HAVE CHEESE STRAWS AND INDIVIDUAL PUMPKIN PIES.

GREAT IDEA! WHERE DID YOU GET IT?

FROM AN AD OF **J. & B. FOOD** THEY HAVE LOTS OF THEM!

Halloween parties have been popular since the 18th Century. Are you having a party this Halloween? If so, you'll need special foods... and the place to get the finest foods and the best in values is the J & B FOOD STORE... visit our store and see for yourself. We give EVEREDY COUPONS.

Choice **ARIACAST . lb. 39¢** Choice **ROUNDSTEAK . lb. 59¢**

Fresh **CHOPS . lb. 59¢** All Meat **BOLOGNA lb. 39¢**

HAMBURGER POUND 29c

Prem **TISSUE 11 rolls 1.00** Kimbell's **SALT 26 oz. 10c**

Big Heads **CABBAGE lb. 5c** Fresh California **TOMATOES . . . lb. 19c**

FLOUR PILLSBURY'S 25 POUNDS 1.79

J & B FOOD STORE
 ACROSS THE STREET FROM ACTIVITY BLDG.
 PHONE 3271 MORTON, TEXAS
 WE GIVE EVEREDY COUPON STAMPS

Keep it under your hat!

OLDS FOR '57
 has a **New Dual-Range Power Heater!**

Another Olds exclusive! Flick your finger and power controls do the rest... giving you heat when and where you want it! It's just one of the many sweeping innovations on Olds for '57!

SEE IT FRIDAY, NOV. 9, AT OUR SHOWROOM!

HAWKINS OLDSMOBILE CO.
 at Washington Morton Phone 2621

666

FIGHTS ALL COLDS SYMPTOMS AT ONE TIME... IN LESS TIME! IT'S THE PROVEN COLDS MEDICINE

Get it at Your Favorite Grocery

THANKS A LOT

Your cooperation has been wonderful... and we appreciate it very much.

Now that you have a market for your MILO — based on the General Market each day...

We want to encourage the FARMERS of Cochran County to P L A N T

MILO - WHEAT - BARLEY - CORN - RYE

as we will furnish you a year - a - round MARKET for your GRAIN OF ALL KINDS

We think we have been a great help to the MILO Market in the two weeks we have operated in Morton, and we hope you are pleased.

By selling to us you will help to build a good market for your MILO and other kinds of grain.

Come to see us — tell your friends about us — we think you will like the way we do business

Market Poultry & Egg Co.

A. T. BALLARD, Mgr. MORTON, TEXAS 2 Blocks North of Square on Enochs Hi-Way

Ta-Wan-Kas Will Collect Sewing Kits for Needy

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For big jobs ...small jobs ...all jobs

FORD TRUCKS COST LESS

...less to own...less to run...last longer, too!

● Before you buy your next truck, look at both sides of Ford's story of value. You'll like what you see.

Look at costs. Ford's first cost is low. Resale value is high. Modern Short Stroke engines—V-8 or Six—are designed for less friction, less wear, lower running costs. Maintenance costs are lower, too, because Ford trucks are built stronger for rugged long life.

Look at what you get and you'll see you get more for your money in a Ford. For example, only Ford gives you modern, gas-saving Short Stroke power in every truck, V-8 or Six. More comfort with a Driverized Cab. More safety with Ford's exclusive Lifeguard features.

Look carefully... consider everything. You'll agree Ford trucks cost less, give you more. If you want a great deal—a great deal more for your money—see your Ford Dealer.

The big fleets buy more Ford trucks than any other make

COME IN! See us today

FORD TRUCKS LAST LONGER
 Using latest registration data on 10,502,351 trucks, insurance experts prove Ford trucks last longer

MAHAN MOTOR COMPANY

219 WEST WASHINGTON "Your Authorized Ford Dealer" Phone 4431 MORTON, TEXAS

IF YOU NEED TO EXCHANGE
SELL TRADE RENT BUY HIRE
PHONE 2361

SELL IT! BUY IT! RENT IT! TRADE IT! HIRE IT! *through the* **WANT ADS**

Services
 WILL BUY - Clean cotton rags, Tribune, Morton.
 TYPEWRITER and ADDING MACHINE
 SERVICE & REPAIR
 SELL or TRADE NEW and OLD
 Ed Summers MORTON TRIBUNE

Services
 WHY PAY MORE - for less? You can get the best quality cleaning & finishing for less money. Yes, I said right here in Morton. Compare and you will agree.
 STRICKLAND'S CLEANERS
 We Appreciate Your Business
 IRONING WANTED - One blk south of football field. Mrs. James Turney. 33-2tp
 POOLS CLEANED - work guaranteed. \$15.00 to \$25.00. see me 501 S. W. 2nd St. W. W. Ashley. phone 5176. 29-tf

For Sale
 FOR SALE - One four room house and one three room house. (the latter furnished) in best condition and located near business district. Generous terms if desired. Roy Weekes, Box 306, Morton. 32-tf
 SPINET PIANO
 Responsible party in this area can arrange most attractive purchase for spinet piano. Small monthly payments. Write before we send truck. Bookkeeper, McFarland Music Co., 722 W. 3rd, Elk City, Oklahoma. 34-1tp
 FOR SALE - Equity in 3 bedroom home. GI loan. Phone 3871 after 6 p.m. 33-tf
 FOR SALE - Grey drapes and rods. fit 2 large windows and one small. Call or see Jesse Brooch/3236. Priced to sell. 33-2tc

PREPARE
 Your AUTO, TRUCK, for COLD WEATHER
 FLYING "A" ANTI-FREEZE NOW IN STOCK
 HOGAN & NEELY OIL CO.
 North on the Enochs Highway
 Phone 3261 Morton
 IRONING WANTED - One block South of Football Field - Mrs. Mildred Jennings. 33-2tp
 LOOK - You can get better cleaning for less money right here in Morton than any place in this part of the country.
 STRICKLAND'S CLEANERS
 We Appreciate Your Business 29-tf
 YES - We use the changed system and two bath method of cleaning plus steam air finishing the very latest in cleaning and finishing, yet for less cost to you.
 STRICKLAND'S CLEANERS
 We Appreciate Your Business 29-tf

For Rent Unfurnished
 FOR RENT - Business or office space occupied by City Electric. Call Elmo Smith, Phone 3911 or 4901. 32-tf
 FOR RENT - Three bedroom house, Northwest 2nd St., Mrs. R. L. Barnhill. 34-1tp
For Rent Furnished
 See Mrs. A. Baker for nice clean furnished air conditioned apartments. Priced \$10 per week and up. Phone 4671 - Morton Ind. Oil Co. 11-tf

Help Wanted
 FINISHERS WANTED - Experienced ladies apply at Maytag Laundry, Morton. 34-tf
 HELP WANTED - Service Station and tire mounting experience, or willingness to learn tire shop work. Plenty of hard work. Leaflets do not apply. Laper Tire Co., 117 E. Washington. 32-tf
 MAN WANTED: Good Rawleigh business now open in Cochran County. If willing to conduct Home Service business with good profits see R. E. Wright, 964 West 3rd, Littlefield, or write immediately Rawleigh's Dept. TX1 -370-45, Memphis, Tenn. 28-6tp
Real Estate
 FOR RENT - 160 A. irrigated farm, 2 wells, 3/4 mi. sprinkler pipe, 1/2 mile main pipe with valves, 1/4 mile southeast of Portales. Write C. W. Addison, East Star Route, Box 59, Portales, New Mexico. Ph 2546 29-tf

WASHINGTON AND "SMALL BUSINESS"
 By E. WILSON HARDEN

Another evidence of the control the internationalists exercise in Washington through the machinations of the Acheson-Dulles clique is the action now being taken by the Federal Trade Commission against the American tuna industry.

For perhaps the first time in American history a government agency is taking action against an American industry on the basis that it is conspiring to protect itself from cheap foreign imports. While trade conspiracy is illegal, there seems to be enough conspiring of Americans against Americans for FTC to get exercised about before taking up possible conspiracy of Americans against foreigners.

Out on the West Coast there is a substantial industry in the catching and canning of tuna fish. A little over 25 years ago a few pioneers saw the opportunity to bring to the consumer a high protein sea food.

But tuna production did not really hit its big stride until after the defeat of the Japs.

And that was when the Japs started invasion of the American market. No one seems to know just what the volume of Jap tuna in the U. S. market really is. Surveys show in areas as New England, Jap tuna is accounting for half the volume.

For several years the American industry has been seeking relief through adjustments of tariff rates and obviously American labor rates cannot compete with 7c an hour Jap labor rates.

The result has been in this year alone American packers have reduced prices as much as 40% in a frantic effort just to keep their brands on the market in competition with Jap Tuna.

There is also this added handicap. American packers must pack tuna according to rigid sanitation laws by both federal and local governments. Jap packers are not so hindered.

So far, no one seems to know just who got the FTC to take action. Surely U. S. packers did not complain on each other.

So it appears to boil down to two possibilities. One is that a couple of the huge grocery chains in the nation who have been pushing Jap tuna under labels they control may have complained to the FTC.

Or it is possible, some feel, that someone deep in the labyrinth of the State Dept. may have influenced FTC to take up the case of Jap interests versus American enterprise. Possibly, unless either some champion of free enterprise such as Rep. Wright, Patman, or Sen. Edward Thyne get either the House or Senate Small Business Committee to investigate, it will never be known who initiated this action.

It is difficult to shed light on behind-the-scenes maneuvers.

For example, it makes little difference what anyone thought, or thinks now of Sen. Joseph McCarthy. For long the senator was apparently obnoxious to some; strongly supported by others.

But it is significant that despite the enmities against him, a ton of bricks was not dropped on the Wisconsin senator until he announced plans to investigate the State Dept. From that time on, sporadic, unorganized outbursts turned into a concerted, organized drive to stop McCarthy.



Conversational Spanish Class Will Open Monday Night At High School

A class in Conversational Spanish will be taught, one night each week for 12 weeks, beginning next Monday night it has been announced.

The class will be taught by Frank Gonzalez, & enrollment already over 25, will be permissible Monday night, the first night of the course.

The class is for adults only & school children are not to be enrolled.

The cost of the course is \$12.00 \$1 per session, plus the cost of a Spanish dictionary or vocabulary at about 50c. That will be the only charges necessary.

The session will meet at the H. School building at 8 p.m. Mondays and will last about an hour and 20 minutes per session.

The first portion of the course will be from mimeographed sheets provided by the instructor. Only the present tense will be used and later sessions will consist of actual classroom conversational Spanish.

Dr. Gonzalez has said students will get out of the course only as much as they put into it. No diploma or credit is offered, only the opportunity to learn how to converse in Spanish.

The instructor has taught these

Y-M's Met With Mrs. 'Jug' Hill

The Y-M Junior Study Club met in the home of Mrs. Jug Hill on Thursday, October 11.

After a short business meeting, Mrs. Jerry Winder presented a very interesting program on "Speech Is the Index of the Mind."

Members present were Mesdames Jug Hill, Don Hoffman, Jack Loran, Joe Carroll, W. B. Merritt, Jerry Winder, Fred Saunders, Lowell Webb, Billy Gandy, Louis Russell, Bob Mavon, Bill Bridger, Buddy Hanna, Steve Monroe and Kenneth Watts.

HOSPITALIZED
 Mrs. Speedy Lindsey was reported in a Lubbock Hospital this week suffering from yellow jaundice.

Custom Combining and hauling
 M. R. Chandler, 11 mi. southwest of Morton. 27-tf
 Reads your entire life - past present and future, business, love, health, courtship, and marriage. Next door to M-M Barber Shop, in Morton. 28-tf
 GET A FREE WASH - We will give 4 free washes per week to the lucky four who register at Maytag Laundry. Free pickup and Delivery. Phone 4311 28-tf

Wanted to Buy
 WANTED TO RENT - An irrigated farm. Would buy sprinkler and motor. If interested, write Box 767, Morton. 33-2tp

FOR SALE - Reconditioned & Guaranteed Automatic Washers, as low as \$99.50 Ray's Hardware 4-tf
FOR SALE - Good trailer house. Inquire at Tarver Service Station. 20-tf



New Equipment
 No. 16 COTTON STRIPPERS
 No. 44 2 BOTTOM MOLDBOARDS
 No. 392 2-way MOLDBOARDS
 No. 463 3-Disk FLOWS

Used Equipment
 1 - Oliver Cotton Stripper
 1 - No. 15 John Deere Stripper
 1 - Late model "B" Tractor and Cotton Stripper

McAlister-Huggins
 Phone 4551 Morton, Texas 25-tf
For Sale
 FOR SALE - A John Deere tractor with 4-row equipment, Reconditioned and in A-1 condition. Phone day 2241 or see Willis Dykes at McMaster Tractor Co. 28-tf
 FOR SALE - 1946 UTU Moline Ensign, butane System, complete 4-row equipment. Good rubber, a nearly new motor. \$900.00 1000 gal. butane tank. \$250. Leon Huff, Maple, Texas. 32-tf
 FOR SALE - Guernseys, Jerseys, and Holsteins. Heifers, some springing. Bangs tested. 4 mi. W. of Bledsoe. Ed Beisel 32-4tp

SPRAY and BRUSH PAINTING
 -Stucco, blocks, trailers, houses interior and exterior. Guaranteed work. W. W. Ashley, 504 SW 2nd, Phone 5176. 30-tf
FINISH HIGH SCHOOL - or grade school at home in spare time. Books furnished. Diploma awarded. Start when you want. Write Columbia School, Box 5061, Lubbock. 26-26tp

Horizon Club Elects Officers
 The Horizon Club made up of the ninth grade girls met on Oct. 11th at the home of Mrs. M. C. Led better for the purpose of organizing.

The Young Matron's Study Club will sponsor this group. The advisor will be Mrs. W. C. Benham & the assistant leaders will be Mrs. Genthman and Mrs. Mark Kennedy.

Mesdames Joe Carroll and Jack Loran represented the Study Club at the organizational meeting.

Marka Dawn Kennedy was elected president of the group. Other officers include Mary Lee Ledbetter, vice president; Linda Benham secretary - reporter; Sherry Genthman, treasurer; and Katerina Hearshberger, historian.

Others present for the meeting were Martha Jane Doty, Sue Cooney, Wynona Brookshire and Patsy Sybert.

The group then met on October 22 at the home of their president and discussed a name for the club; programs for the year; dues; and a "Hallow'en Party."

The party is to be held on Nov. 3rd at the American Legion Hall at 7:30 p.m.

Lost and Found
 LOST - Black heifer calf about 400 lbs. Branded HK on left rib Tag No. 63. Reward. Mrs. Cora King 32-tf

CARD OF THANKS
 To our many friends and neighbors may we express our sincere appreciation for the many floral offerings, words of kindness and sympathy given and offered during our recent bereavement.
 The Stokes and Agnew Families 34-1tp

Worthwhile Reading...
 ... for your whole family in the world-famous pages of The Christian Science Monitor. Enjoy Erwin D. Canham's newest stories, penetrating national and international news coverage, how-to-do features, home-making ideas. Every issue brings you helpful easy-to-read articles.

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 Please send the Monitor to me for period checked.
 1 year \$16 □ 6 months \$8 □
 3 months \$4 □

Name _____
 Address _____
 City _____ State _____ Zip _____

We Apologize
 Our apologies to Mr. and Mrs. Henry Chesshir for losing somewhere in the shuffle, the story on the Golden Wedding Anniversary of Mr. Chesshir's parents.

We will try to regain the information and pass it on to our readers.

TOP PRICES FOR GRAIN SORGHUMS
 HANCOCK GRAIN CO.
 Phone 2181 Morton, Tex. 3 blocks South of signal light

You... and Your Baby
 TIPS ON TRAVELING WITH BABY

When the whole family looks forward to summer vacation trips and week-end holidays, take baby along to share the family fun. A little careful planning in advance will assure a happy baby and a relaxed mother.

For housekeeping convenience in the car, hang a shoe bag over the back of the front seat. Shoe pockets have a place for every essential: towels, washcloths, disposable diapers, and favorite toys.

On a trip, don't be a soiled diaper carrier! To cut the laundry quota, keep a supply of Chux® Disposable Diapers. Use once and discard. New Chux has a plastic film back for waterproof security, and medication to protect tiny travelers from diaper rash.

Before a train ride, let the little one get accustomed to a baby harness. This is a handy device to prevent baby from rolling out of bed during travel naps.

For that trip by air when ear pressure increases during take-off and landings, give baby his bottle at these times. It will make him swallow naturally and relieve ear discomfort.

* The new Chux Disposable Diaper is an all-in-one waterproof panty and diaper that stretches to conform to the body for snug fit.

MERCURY OF '57 INTRODUCES NEW "DREAM CAR" DESIGNING

Introducing "dream car" design, the 1957 Mercury, which on its display Nov. 12 at McMaster Tractor Co., is distinguished by an unusually low silhouette, a completely new and larger body, choice of 235 hp Safety-Surge V-8 or 290 hp Turnpike Cruiser engine and a unique new floating rear suspension on many models.

"Designed to provide unexcelled driving ease, comfort, safety and performance for motorists on American turnpikes and freeways as well as on city, rural roads or city streets, they represent one of the most extensive model changes in the history of the automotive industry.

"We are confident they will meet the Motorist's greatest challenge for public favor."

Mercury's lone, flowing lines are highlighted by graceful, sculptured side moldings, low rear fenders and terminating in massive V-angle tail lights which make Mercury unmistakable on any road.

The new Mercury's "dream car" styling is based on the XM Turnpike Cruiser, an experimental model which was introduced last January and has won nation-wide approval on its coast to coast tour this year.

Mercury will set an industry record never equaled for a dream car as production model when it introduces the 1957 Mercury in showrooms all over the United States just 10 months later.

The 1957 Mercury is 5 inches longer than the previous model, 3 inches wider and 4 inches lower. Headroom has been increased 2 inches and there is also more hip room and leg room.

For better vision, total glass area has been increased by over 700 square inches.

The projectile side theme on the rear fenders accents the feeling of motion induced by the car's low silhouette and the projectiles as well as the distinctive V-angle taillights

SUN. MON. OCT. 28 - 29

MARTIN LUTHER KING, JR.
LEWIS
PARDNERS
 LOUIE NELSON JEFF MORTON JACK LUDGREN
 BOB BARRETT ADRIAN WOODWARD
 PHIL ONEY JOHN MORRIS GUYE
 TERRY DELSON
 MORTON TRIBUNE PRESENTS
 MORTON, TEXAS

TUESDAY, OCT. 24
HUNTZ HALL
Bowery Boys
FIGHTING TROUBLE
 AN ALLIED ARTISTS PRODUCTION

WED. THURS. OCT. 25, 26
THE STORY EVERY GIRL MUST SEE!
ANNIE BAXTER
STERLING HAYDEN
They Came On
 AN ALLIED ARTISTS PRODUCTION

INDIAN DRIVE-IN MORTON, TEXAS

SAT. SUN. OCT. 27 - 28
GARY COOPER
LANCASTER
VERA CRUZ
 MORTON, TEXAS

IF YOU WANT TO...

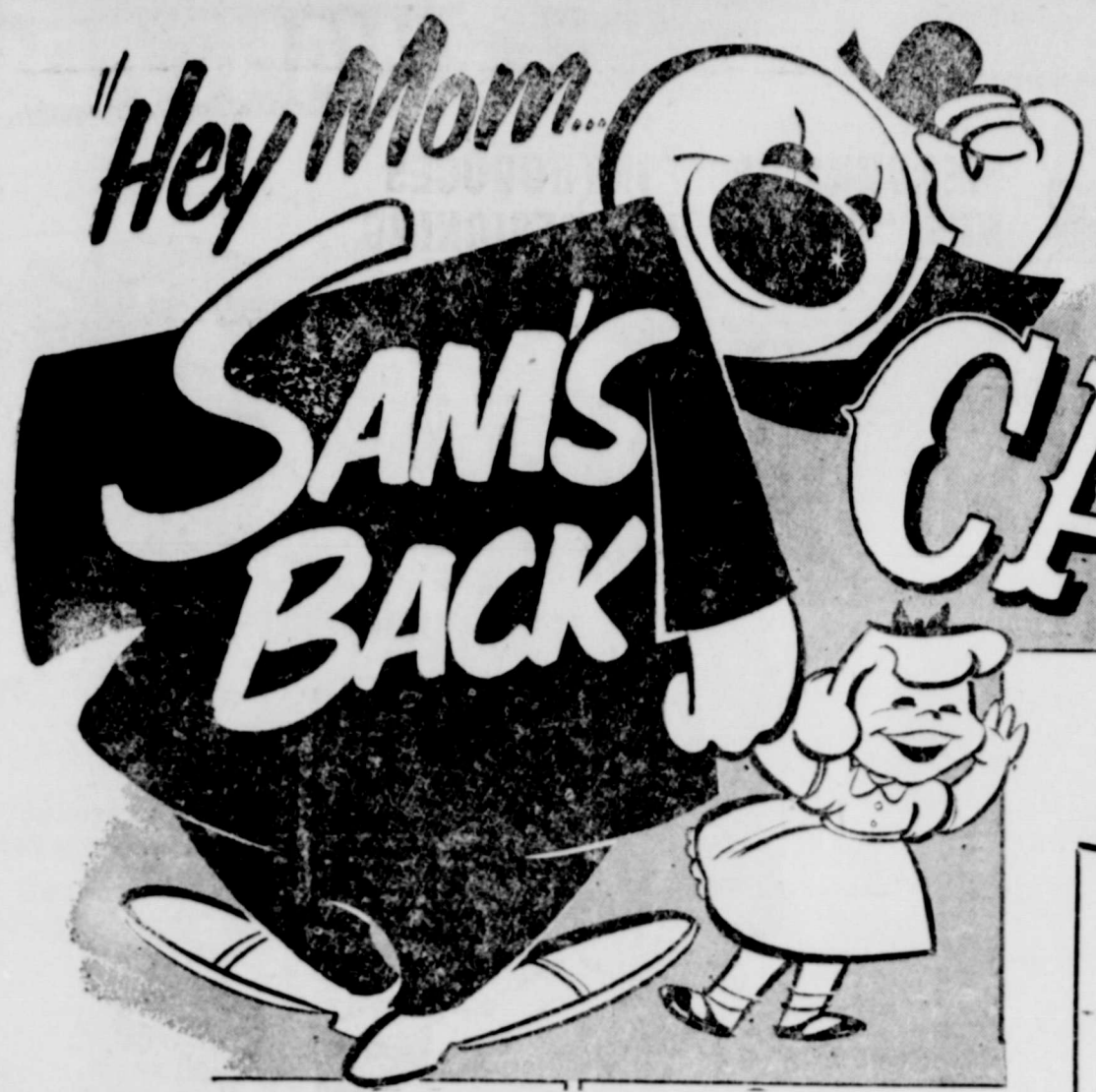
RENT SELL BUY OR TRADE

Try a TRIBUNE CLASSIFIED AD and reach Folks Interested in What you have to Offer

Call 2361 or Write Box 545 MORTON, TEXAS

CANCER INSURANCE
 CAN NOW Be Purchased on the SAME FAMILY GROUP Basis as POLIO INSURANCE - See us today about sound coverage in a sound company

ROY WEEKES AGENCY
 ALL FORMS OF INSURANCE
 215 South Main Dial 3601



WITH THE YEAR'S GREATEST FOOD SALE!

THE Shurfine CARNIVAL OF '56

STARTING FRIDAY at PIGGLY WIGGLY, MORTON, TEXAS

SHURFINE Tomato Juice

BIG 46 OZ. CANS 4 cans 1.00

SHURFINE Catsup

14 OZ. BOTTLES 2 bottles 39¢

CHILI

Peanut Butter SHURFINE

Wolf Brand, No. 2 Can

14 OZ. 33¢

Milk SHURFINE

2 tall cans 25¢

45c

BABY MAGIC

Cut Rite

Mennen's, Refill

ROLL 23¢

Cake Mix

CINCH

BOX 25¢

79c

COOKING OIL

Plymouth, Quart

59c

SHURFINE, EARLY HARVEST Sweet Peas NO. 303 CANS 2 cans 37¢

SHURFINE, CUT Beets NO. 207 CANS 2 cans 21¢

Shurfresh, Quarters 5 POUNDS

OLEO 1.00

SHURFINE, WHOLE KERNEL, GOLDEN Corn NO. 303 CANS 2 cans 27¢

Pickles SHURFINE, SWEET 22 OZ. JAR 35¢

Shurfine, Halves, No. 2½ Cans 4 CANS

PEACHES 1.00

SHURFINE, SOUR Pickles 22 OZ. JARS 2 jars 49¢

SHURFINE, DILL Pickles 22 OZ. JARS 2 jars 49¢

SHURFINE, KOSHER DILLS Pickles 22 OZ. JARS 2 jars 49¢

Shurfine, No. 303 Cans 2 CANS

Fruit Cocktail 43c

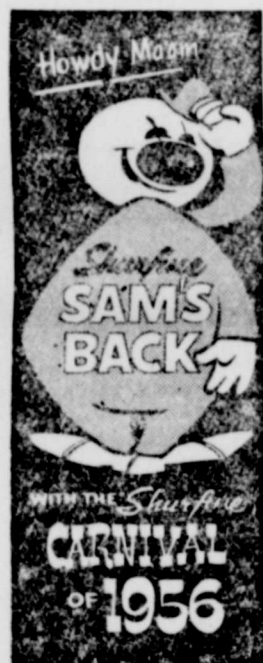
Pickles SHURFINE, SWEET MIXED, 22 OZ. JAR 35¢

SHURFINE, STRAINED Cranberry Sauce 17 OZ. CANS 2 cans 33¢

SHURFINE, WHOLE Cranberry Sauce 17 OZ. CANS 2 cans 33¢

Shurfine, Golden Cream, No. 303 2 CANS

CORN 27c



SHURFINE

Hershey Dainties

6 OZ. PKG. 19¢

FLOUR

10 POUNDS

69¢

SHURFINE

SLICED

PEACHES

BIG NO. 2½ CANS

4 cans 1.00

SHURFRESH

CHEESE SPREAD

2 POUND BOX

59¢

PLYMOUTH

TEA

½ POUND BOX

59¢



SHORTENING

Shurfine Pure Vegetable 3 POUNDS 69c

SHURFINE Spinach

NO. 303 CANS 3 cans 39¢

SHURFINE, ALL GREEN, CUT SPEARS Asparagus

NO. 300 CANS 2 cans 47¢

SHURFINE, CUT Green Beans

NO. 303 CANS 2 cans 33¢

SHURFINE Sauer Kraut

NO. 303 CANS 2 cans 29¢

COFFEE

Shurfine Regular or Drip Grind POUND 89c

BACON CORN KING, Good Frying POUND 53¢

FRYERS FRESH DRESSED, Good Tasting POUND 49¢

SAUSAGE PORK, COUNTRY STYLE POUND 33¢

Frozen FISH STICKS EASY TO FIX PACKAGE 33¢

ICE CREAM P.I.C. . . . ½ Gal. 69c



MORTON, TEXAS



WHAT THEY'RE SAYING . . .
 as the Campaigns begin to get
H-O-T!



PARTY OF THE THIRD PART



"We Have Stopped Runaway Inflation..."



A Forecast of "Clear it with Walter"?



POLITICAL CONFERENCE — Walter Reuther, left, AFL-CIO leader, shown whispering confidentially to Democrat presidential candidate Adlai Stevenson as the two sat beside by side on the speakers platform from which each delivered a political speech during the Labor Day observance at Detroit, Mich.

GOVERNMENT'S EMERGENCY FEED PROGRAM IS EXPLAINED IN DETAIL BY COCHRAN COUNTY AGENT

By Homer E. Thompson

Below are the instructions given on purchasing grain under the Emergency Feed Program. There is an increase in value of farmers purchasing orders. We quote the following telegram from G. C. Cochran, Texas State Administrative Officer on grain purchases.

Effective October 11, 1956 the value of farmers purchase orders issued under the 1956 Emergency Feed Program shall be \$1.50 CWT. The number of hundredweight of designated surplus feed grains purchased by the farmer, either in straight grain or approved mixed feeds. Wherever \$1.00, 75¢ or 90¢ per CWT appear in the regulations, instructions or on forms such amounts must be changed to \$1.50, \$1.25, and 90¢ per CWT respectively. Farmers who were issued purchase orders under the 1956 emergency feed program & have not used the purchase order entirely to purchase designated surplus feed grains or approved mixed feeds prior to October 11, may return the purchase order to the

ASC County office where it will be voided and a new purchase order issued on the basis of \$1.00 per CWT. Value for the part already used to purchase eligible feed and another new purchase order issued on the basis of 1.50 value for the portion of the purchase order not used to purchase feed prior to October 11, 1956. Farmers purchase orders issued on or after October 11, 1956, on the basis of \$1.00 per CWT value should be returned to the ASC County office, voided and new purchase orders issued on the basis of \$1.50 per CWT. Dealers certificates shall continue to be issued on the face value of farmers purchase orders surrendered whether the per CWT value is \$1.00 or \$1.50. Regulation 1104 (Emergency Feed 56) - 1, which appeared in Federal register July 10, 1956, and instructions 1104 (56) - 1 will be amended accordingly as soon as possible. This increase in the value of purchase orders applies only to the 1956 Emergency Feed Program.

The amended regulations and instructions will be furnished coun-

ty offices when received in state office.

Cochran County is now eligible under the drought emergency feed program to secure both roughage and grain for farmers and ranchers residing therein.

The local FHA office is responsible for accepting the applications for purchase orders of both grain and roughage. These applications require the county FHA committee's approval. The FHA office then issues the necessary purchase orders to the farmers or ranchers for his supply of grain or roughage or both to meet his feed requirements from date of approval to Dec. 31, 1956.

The FHA office will handle the roughage program in its entirety. The certificates then issued will be for \$7.50 per ton for the following roughage not to exceed the cost of same: baled or loose hay, cotton seed hulls, peanut hulls, corn cobs, sorghum bundles, ensilage.

These cannot be mixed with molasses. The farmer who is the buyer will complete a certain portion of the certificate, another portion of the certificate will be completed by the seller to expedite the matter. The farmer who is making the purchase should know in advance who is the seller; so both could complete the application for certificate as soon as possible to receive the purchase order certificate. This purchase certificate then becomes negotiable at the bank.

The remaining part of the grain program will be handled by the County ASC office. It is my suggestion that farmers and ranchers who consider themselves eligible for roughage or grain to make an application for this emergency feed at once in the County FHA office and locate a seller as soon as you can to get him to complete your application. The more days lost now and until Dec. 31, means less feed to be approved on your application.

LIBERTY REGAINED

A PENNSYLVANIA PUBLISHER, THOMAS COOPER, AND A VERMONT CONGRESSMAN, MATTHEW LYON, WERE SEIZED AND JAILED UNDER THE ALIEN AND SEDITION ACT OF JULY 1918, FOR CIRCULATING PRESIDENT JOHN ADAMS. TWENTY-FIVE OTHER AMERICANS WERE ARRESTED AND PERSECUTED UNDER THE SAME ACT, WHICH FOR A SHORT TIME THREATENED TO DESTROY AMERICAN LIBERTY.

THOMAS JEFFERSON FOUGHT AGAINST THIS "REIGN OF TERROR" AND WHEN ELECTED PRESIDENT IMMEDIATELY PARDONED THOSE CONVICTED.

...OVER 50 YEARS LATER, CONGRESS AUTHORIZED PAYMENT OF THE FINES, WITH INTEREST, TO THE HEIRS OF COOPER AND LYON.

AMERICA STANDS FOR THE INALIENABLE RIGHTS OF INDIVIDUALS TO SPEAK, TO ASSEMBLE, AND TO HOLD FUNDAMENTAL RIGHTS IN A FREE SOCIETY - RIGHTS WHICH REQUIRE CONSTITUTIONAL PROTECTION.

Desire planted some of this variety. Right now Texas Hybrid 610 and 611 looks better on dryland, with 610 and 620 showing up excellent under irrigation. The other 4 Texas Hybrids released are 590, 611, 650, and 660. These are not showing up as well as 601, 610 and 620. However, Texas Hybrid 611 is showing up well on dry land production in other counties, but it was last after planting in Cochran County.

HELD FAMILY REUNION

The Griffith family held their first reunion the 13th and 14th of October in the Baker Hotel at Mineral Wells.

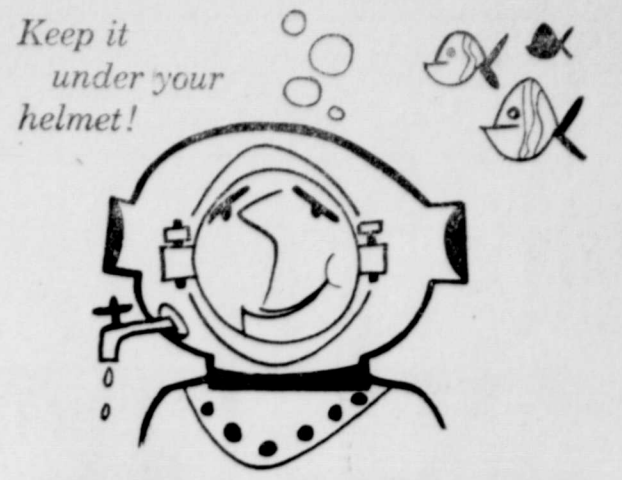
Those attending from Morton were Mr. and Mrs. Karl Griffith, and son; Mr. and Mrs. Jim Clammit and children; Mrs. Ruby Mawhiney and Mr. and Mrs. Ray Griffith and Rayla Ann.

IS VERY ILL

N. O. Cox, 84 years old, Ralls, father of Mrs. Helen Doss of Morton, was reported very ill early this week in the Methodist Hospital.

VISIT MRS. ROSE

Mr. and Mrs. Joe Scott and Mrs. Mina Nesbitt of Dimmitt visited Sunday afternoon with Mrs. Willie Rose.



OLDS FOR '57 has new COUNTER-DIVE!

Even-keel stops start with Oldsmobile's new Counter-Dive... a new front-end suspension feature that reduces stopping "dip"! Wait till you try it! It's smooth!

SEE IT FRIDAY, NOV. 9, AT OUR SHOWROOM!

HAWKINS OLDSMOBILE CO.
111 East Washington Morton Phone 2621

THANKS FOLKS

Your Reception of the All New '57 CHEVROLETS was wonderful... and to all of you who may have missed the showing — drop by and visit You're Always Welcome

ALLSUP CHEVROLET CO.

— THE HOME OF THE RAM-JETS —
113 EAST WASH. Phone 3361 MORTON

With Your... COUNTY AGENT

By Homer E. Thompson

CONSERVATION ACREAGE PROGRAM FOR 1956 — 57 EXPLAINED

A County-wide meeting of farmers was held in County Auditorium Agricultural Building, Morton, Texas, Thursday afternoon, October 11. About 40 farmers came to hear the Federal Conservation Acreage Program explained by County Agent Homer Thompson and Mrs. Ruth McGee, ASC office manager.

The deadline for signing up for 1956 has been extended to Nov. 30, 1956. This could be done only where a cover crop was already established, and had not been grazed or harvested this year. 1956 contracts may be for three years agreement plus year 1956, would make it a minimum of 4 years.

March 15, 1957 is the deadline for signing up for the 1957 program. A cover crop will be necessary to be established on the designated conservation acres for 1957 during the year 1957. For such practice the Federal cost sharing for establishing a cover crop recommended by the County ASC Committee will be about 89 percent of such practice. In addition the conservation acreage diverted from most depleting crops will be \$10 per acre annually for the duration of the contract agreement, usually 5 or 10 year period plus one year for getting the cover crop established for 1957 contracts. This cover crop cannot be grazed or harvested throughout the period unless special permission is granted by the Secretary of Agriculture (ed note: check with the FHA or ASC office to see if special permission wasn't granted only a week or so ago).

The State ASC Committee has already determined the eligible tame grasses that are acceptable for these conservation acres. They are: Bermuda grass, Anegon grass, Blue Panic grass, Buffel grass, Dallis grass, Johnson grass, Kleberg grass, Kolin grass, KR Bluestem, Weeping love grass, Tall Fescue grass, Medio bluestem, Praetoria bluestem, Rhodes grass, Sorghum Alnum, Sidostes gramina, Caucasian bluestem, Alfalfa, Sericea Lespedeza and Kudzu.

These approved grasses are eligible for 5 or 10 year contract agreements on Conservation designated acres.

on the fertilized acres looked very favorable. Results in yields will be given later.

Texas Hybrid 660 is not favorable under dryland production, but looks good under irrigation. Bill Martin, Hadley Kern and R. Z.

High in taste appeal... DELICIOUSLY DIFFERENT

Ellis SHORT RIBS OF BEEF

Morrow Attended Legion Meeting At Colorado City

Albert Morrow of Morton attended the 19th District American Legion meeting at Colorado City last Sunday.

The meeting was concerned with membership within the district. The next district meeting will be next spring at Plainview when the District officers will be elected.

ATTENDS MEETING

Rev. J. E. Harrell attended the Methodist District Meeting at Brownfield, Monday. Thirty area pastors attended.

SHUGART'S

BIG STUDIO TRAILOR

IS BACK IN MORTON TO MAKE HIGHEST QUALITY PORTRAITS for LESS THAN HALF PRICE. PHOTOGRAPHS for as low as \$1.00

Open On Thursday's Only

Across from the Post Office in MORTON

Morton

TEXAS BLIND SHOP CARAVAN

PRESENTING

FRIDAY, OCTOBER 26, South Side of the Square

Proceeds from this sale to be used for Sight Conservation and other Worthwhile LIONS SPONSORED COMMUNITY PROJECTS

Featuring:

- IRONING BOARD COVERS and pad combinations
- TOP QUALITY CORN BROOMS
- ATTRACTIVE DOOR MATS
- MOPS

All manufactured by Texas Blind Workmen in Blind Shops or Lighthouses, which are non-profit organizations.

Charge of Sale — Roy Gentry

— Every Home Will Be Canvassed —

FIELD TOUR

A field tour was held Thursday afternoon, Oct. 11, in the county for all interested farmers. The crowd was limited due to the critical harvest period but the 15 farmers and businessmen who went on the tour thoroughly enjoyed seeing: Indian grass and Switch grass on Max Bowyer's farm; the Atlas Sorgho and start growing on the J. W. McDermott farm; the harvesting of atlas sorgho by combine on top of truck for grain turning out about 2,000 lbs. per acre, and the stalks being cut and chopped by ensilage cutter and being hauled to trench silo on McDermott's farm was a good example of a dual operation.

New crops seen were Sorgho & Soy Beans grown on the J. P. Baker farm southeast of Morton & Texas Hybrid 620 and 590 grown on Lee DeLor farm. On dry land farm of G. C. Keith and Jessica Clayton, were the growing of Texas Hybrid 610 along with regular sorghums as Martin and Combine Kaffie 20. Both farms showed the Texas Hybrid 610 leading superior in production compared with the two regular sorghums mentioned. Final results will be tabulated as harvest is completed. (Ed note: Note: This was written before the damaging rain and hail.)

On the Curtis Chapman farm (ed note: is a Farm & Home Demonstrator) cotton was observed under fertilization. About two thirds of the 20 acres of cotton Curtis has were fertilized prior to planting — the other third was not. None had been harvested, but the yield in-

We Purchased Several Head of Whiteface Calves for This Week

PRICES GOOD FRIDAY, OCTOBER, 26 THROUGH THURSDAY, NOVEMBER 1

BE SURE TO VOTE NOV. 6 for Amendment 4, IMPROVE Teachers' Retirement

● FRESH MEATS ●		● FROZEN FOODS ●	
Grade A FRYERS each	89¢	Libby's Chopped Broccoli pkg.	17¢
Good Lean CHUCK ROAST lb.	39¢	Libby's Cream Style Corn pkg.	17¢
Fresh Lean PORK ROAST lb.	49¢	Libby's Spinach pkg.	17¢
Good Club STEAK lb.	49¢	Libby's Green Beans pkg.	17¢
Home Made, Pure Pork SAUSAGE lb.	39¢	Cape Ann Fish Sticks 3 pkgs.	1.00
		Cape Ann Perch lb.	39¢
		Morton Frozen Pies each	49¢
GOLD MEDAL 10 LB. Print BAG FLOUR	95c	PURE CANE 10 LB. SACK SUGAR	95c
Libby's Sour or Dill Pickles 12 oz.	25¢	Libby's Garden Sweet Peas No. 303	19¢
Libby's Cream Style Corn No. 303	17¢	Libby's, No. 303 can Fruit Cocktail	22¢
CREAMY 3 LBS. Snowdrift	87c	SUN SPUN LB. Oleo	22c
PAPA SITO, BIG 46 OZ. CAN PINEAPPLE JUICE	29¢	PAPA SITO, Crushed, No. 303 Can PINEAPPLE	23¢
Swans Down CAKE MIX - 3 boxes	89¢	Sunspun CATSUP bot.	17¢

● HOME OF 'MORTON' SAVINGS STAMPS — Double on Tuesdays ●

TRUETT'S FOOD

We Deliver PHONE 4871

NOW! **STARTS FRIDAY**

THE YEARS GREATEST FOOD SALE

SAM'S BACK yes ma'am.
 Shurtine Sam the Bargain Man is back in town with another tremendous once-a-year Carnival of Super Shurfine specials. Here's your chance to stock up now and save all winter.



REGULAR or DRIP GRIND



Pound **89¢**

SHURFINE MILK

2 tall cans **25¢**

WE GIVE FRONTIER STAMPS

SHURFINE FRUIT COCKTAIL
 2 303 cans . . . **43¢**

SHURFINE BARTLETT PEARS
 2 303 cans **49¢**

SHURFINE CRANBERRY SAUCE
 WHOLE or STRAINED
 2 17 oz. **33¢**

SHURFINE GOLDEN CREAM STYLE OR WHOLE KERNAL

CORN

2 No. 303 CANS **27¢**

WE GIVE FRONTIER STAMPS

DOSS FOOD STORE AND FROZEN FOOD LOCKERS

- SHURFINE, CUT, NO. 303 CANS GREEN BEANS 2 cans 33¢
- SHURFINE, NO. 303 CANS Early Harvest PEAS . . . 2 cans 37¢
- SHURFINE, NO. 303 CANS CUT BEETS 2 cans 21¢
- SHURFINE, NO. 303 CANS SPINACH 3 cans 39¢

- SHURFINE, NO. 303 CANS SAUER KRAUT 2 cans 29¢
- SHURFINE, ALL GREEN, CUT, NO. 300 Cans ASPARAGUS SPEARS . . . 2 cans 47¢
- SHURFINE, Sweet, Sweet Mixed PICKLES 22 oz. 35¢
- SHURFINE, PEANUT BUTTER 14 oz. 33¢
- SHURFRESH, QUARTERS OLEOMARGARINE 5 lbs. 1.00

SHURFINE TOMATO JUICE
 4 big 46 oz. cans . . . **1.00**

SHURFINE TOMATO CATSUP
 2 14 oz. bottles . . . **39¢**

SHURFINE PICKLES
 Sour, Dill and Kosher Dill
 2 22 oz. jars . . . **49¢**

SHURFINE **SHORTENING** 3 LB. CAN **69¢**

- FRESH PRODUCE ●
- EATMOR CRANBERRIES . . . lb. celo bag 29¢
 - TOKAY GRAPES lb. 15¢
 - FRESH COCOANUTS lb. 17¢
 - FRESH GREEN ONIONS . . 2 bunches 15¢

- FROZEN FOODS ●
- Simple Simon, Apple, Boysenberry, or Peach FRUIT PIES 2 for 89¢
 - FRESH PAC, 10 OZ. PACKAGE STRAWBERRIES 5 for 1.00
 - FROZEN FISH STICKS 3 pkgs. 1.00

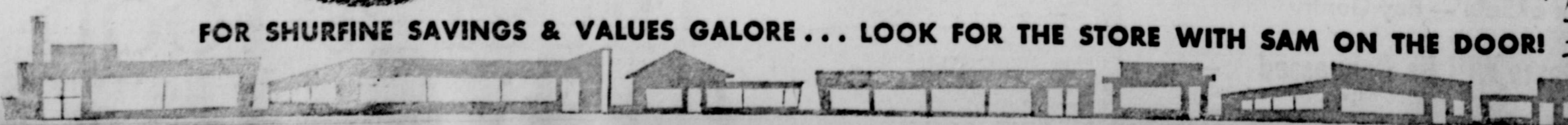
Shurfine **FLOUR**
 10 pounds . . . **69¢**

SHOP DOSS FOOD

Shurfine YELLOW CLING SLICED OR HALVES **PEACHES** 4 No. 2½ CANS **\$1.00**

- FRESH BEEF LIVER lb. 29¢
- GOOD, FRESH PORK LIVER lb. 29¢
- SHURFRESH CHEESE SPREAD 2 lbs. 59¢
- TASTY CLUB STEAK lb. 59¢
- FRESH PORK CHOPS lb. 59¢
- GOOD SLAB BACON lb. 49¢

FOR SHURFINE SAVINGS & VALUES GALORE . . . LOOK FOR THE STORE WITH SAM ON THE DOOR!



Morton Tribune

HISTORICAL SURVEY COMMITTEE WOULD HELP PRESERVE HISTORY OF THE COUNTY, & AREA

Just what is the business about a Historical Survey Committee for each County in Texas? That's a question we've been asked several times this past week due to a small article we published last week asking for a volunteer to serve on the Committee.

The program, in a nutshell, is one that it is hoped will preserve the valuable folklore, and history, of all of Texas' colorful villages, towns, cities, and counties for future generations. Some may not think this is important business, yet in Cochran County we have an excellent example of how this accurate history is lost to posterity because no one moves quick enough to preserve it. In this county only a master's degree thesis or two, a few hap hazard histories compiled in the newspaper in the years gone by are remaining on paper to testify as to what is in fact a tremendously colorful 25 year history. Actually its 30 years now. Yet, how many old timers remain? Those old timers, whose memory is still sharp enough to recall details with certainty. How many of those old timers have slipped away in the past four or five years, folks who could have and would have gladly granted interviews as to tracing the history of the County.

Nearly 200 Texas Counties have named County Historical Survey Committees according to George W. Hill, Executive Director of the Texas State Historical Survey Committee. 202 First Federal Building, Austin, has reported. Cochran is not among them. Evidently the state has some 34 or more others who haven't actually a committee. If you are willing to serve, and are interested in the preservation of our historical heritage you should contact County Judge Fred Stockdale immediately or should write directly to Mr. Hill.

There is an urgent need for setting up the committee for this county. Mr. Hill has pointed out. A statewide meeting is scheduled in Austin, October 27, to discuss the state program and each county committee should send a representative to this meeting. The Texas state program for the preservation of our historical heritage is designed to give leadership and service to all areas of Texas.

Here are the facets on the formation and purposes behind the state and county committees:

COUNTY COMMITTEES

Every county in Texas will be asked to have a County Historical Survey Committee.

Each County Historical Survey Committee will be asked to nominate an organization member of the Texas Historical Foundation after the Committee has been approved for organization membership.

The County Judge of each county in Texas with the concurrence of the four County Commissioners and the County Clerk of his county is asked to appoint the County Historical Survey Committee.

The County Historical Survey Committee should be composed of not less than seven members with an interest in historical heritage work. Each recognized group and activity in the county with a primary interest in the historical heritage should be represented on the Committee as far as possible those with a secondary interest should be represented.

Suggested list from which members of the County Historical Survey Committee might be named, (others can be added): county and local historical societies; local chapters of the Daughters of the Republic of Texas; Sons of the Republic of Texas; Daughters of the Confederacy; Sons of the American Revolution; Daughters of 1812; United Spanish War Veterans; Col-

Cleda Jennings Carleton Gilliam Are Married

In a simple ceremony in the home of the Justice of the Peace in Clovis, New Mexico, Sept. 28th, Cleda Faye Jennings and Carleton Gilliam exchanged wedding vows. The former Miss Jennings, who attended school at Morton is the daughter of Mr. and Mrs. Floyd Jennings of Morton.

Move Offices of Farm Bureau

Manager Marvin Wilson of the Cochran County Farm Bureau reminded members who have business with the Bureau that effective this week the offices were moved from the City Electric building to the Evans Investment Building east of the Post Office.

Brothy Trice, Dennis Mayhugh, Jr. Wed In Double Ring Ceremony

A double ring service at the Methodist Parsonage, October 5, 7 p.m. Miss Dorothy Trice, daughter of Mr. and Mrs. J. E. Trice and Dennis Mayhugh, Jr. son of Mr. and Mrs. Dennis Mayhugh, of Jacksonville, Fla., exchanged wedding vows. Serving as Matron of Honor was the brides' Sister Mrs. Joe Railey of Sundown. She wore a pale blue taffeta dress. Best man was Joe Rooney of Boston, Massachusetts, friend and classmate of the bridegroom at

Reese Air Force Base. Jo Alice McBurnett of Lubbock, a friend of the bride served as the candlelighter. She wore a dress of pink crystalline.

LaRue Williamson of Lubbock, a friend of the bride, also dressed in pink crystalline, offered the song, "I Love You Truly."

There was no reception following the ceremony and the couple took no wedding trip. The bridegroom had to report back to the Air Base so the went immediately to Lubbock where they are making their home.

Mrs. Mayhugh attended school at Morton and later became an X-Ray Technician after training at Methodist Hospital in Lubbock. At the present time she is Chief X-Ray Technician at the Methodist Hospital.

Airman First Class Mayhugh, in his 3rd year at Reese Air Force Base, attended school at Jacksonville, Florida. He is an air engineer. Attending the wedding were members of the immediate family and 12 out of town guests.

Research Station Will Be Located Near Plainview

PLAINVIEW (Sp.) — Preliminary steps were taken here recently to launch an independent, long range agricultural research program for the 19-county High Plains area with work projected on the growing of grain sorghum, soy beans, corn and other crops.

The program envisions establishment of a High Plains Field Station at Renner Research Foundation at Renner financed by farmers and businessmen.

The Texas Research Foundation was invited early this year by the Agricultural Committee of the Plainview Chamber of Commerce to consider establishment of a High Plains Field Station in Hale County, to be financed by farmers and businessmen of the High Plains. Total estimated cost of the project is \$550,000 for five years. This sum would provide \$150,000 for capital needs and \$400,000 for operating purposes at the rate of \$80,000 a year.

"We are now well on our way toward obtaining a Field Station for the High Plains," Harold Hinn, chairman of the Board and president of Harvest Queen Mill and Elevator Company, told more than 50 area leaders at a recent luncheon.

The group has made arrangements for 310 acres of land in Hale County for a permanent site for the field station. The research program could increase the productivity of the 19 county area many fold.

Serving on the original discussion committee for Cochran County are J. R. Keykendall and Roy Hickman of Morton.

SEMI GLOSS FINISH

ALKYD DULAMEL

A dependable Semi-Gloss Enamel for walls, ceilings and trim... for kitchens and bathrooms. Applies evenly. 16 heavenly colors.

Benjamin Moore paints

540

PER GALLON

MORTON, TEXAS

ANNOUNCING

the REMOVAL of offices of the

FARM BUREAU

from the City Electric Building to the . . .

EVANS INVESTMENT

Offices just East of the Post Office Morton, Texas

(Effective Monday, Oct. 22, 1956)

We have 13 x 26 - 6 ply and 1700 x 16 Combine Tires and Tubes in Stock

Trailer Wheels

Ford, Chevrolet, Ranger, Colby Ward, Sears, Electric Wheel, John Deere, Case and many others in 5 and 6 hole hubs

15-inch x 5-inch and 15-inch x 6-inch wheels

TRUCK TIRE BARGAINS

In New Tires of all Sizes

SPECIAL — 600 and 650 x 20 — 14 ply nylon airplane Tires and Tubes

TRUCK TUBES all sizes from 600 x 20 through 1000 x 20

NEW 600 x 16 — 4 ply Tires — 12.95 Net

TAX PAID

BATTERY SPECIAL

Prepare Your Car or Pickup for quick starts on Cold Mornings

— This offer good for the Month of OCTOBER ONLY —

6-volt Battery, one year guarantee

Exchange 6.95

(for Fords and Chevrolets)

Other Batteries at Comparable Prices

LUPER TIRE SERVICE

Guaranteed repairs and service on all types of tires.

Distributor for HASTINGS OIL FILTERS — and GOULD BATTERIES

114 EAST WASHINGTON MORTON PHONE 3211

STANDARD ABSTRACT COMPANY

W. E. ANGLE, Owner

Abstracts, Lands, Loans, Leases

Telephone No. 2791

Office South Side Square Morton, Texas

BETTY SUE & H. F. GOLDEN

EVERY ONE OF US CAN LEARN FROM THE MISTAKES WE MAKE. BETTY SUE WILL SHOW YOU HOW TO GET STUNG.

The purpose of HIGGINBOTHAM-BARTLETT COMPANY is very apparent . . . to offer the citizens of Morton building materials to meet their every requirement at a low cost. See us for lumber, hardware, doors and windows . . . building materials and tools of all descriptions at a savings.

HIGGINBOTHAM-BARTLETT CO.

BUILDING MATERIAL OF ALL KINDS

GOOD SERVICE SINCE 1928

MORTON, TEXAS DAY OR NIGHT 2761

Don't Take a Chance!

DON'T EXPERIMENT

buy a

JOHN DEERE

COTTON HARVESTER

Get the Harvester that has proven the BEST

The World's most Modern Harvester for the World's most modern farmer

SEE THE 1957 JOHN DEERE, before you buy . . . Experimenting Cost

McAlister — Huggins

Your John Deere Dealer Morton Texas

IT'S HERE! COME SEE!

IT BREAKS THE PATTERNS OF THE PAST!

THE '57 CHEVROLET

Chevrolet takes a daring departure for '57. This is the new car that goes 'em all one better with fuel injection . . . with bold new ideas in design . . . in styling . . . in automatic driving. It's sweet, smooth and sassy!

Chevrolet is the place where new ideas grow. And what a crop of them this year! . . . Fuel injection . . . a brand-new Turboglide automatic transmission (optional at extra cost) with Triple-Turbine take-off. A full range of five potent engines, with horsepower options ranging clear up to 245.* A functional new "face" in which bumper and grille are styled as a single unit. Dozens upon dozens of other brilliant touches including smaller 14-inch wheels. It's an idea year at Chevrolet — and you'll want to sample them all!

CHEVROLET

1 USA


*270-h.p. engine also available at extra cost. Also Ramjet fuel injection engines with up to 283 h.p. in Corvette and passenger car models.

Only franchised Chevrolet dealers **CHEVROLET** display this famous trademark

ALLSUP CHEVROLET Co.

113 East Washington MORTON Phone 3301

Bula, Morton, Three Way, Whiteface, It's Morton's Home Coming... Everybody Come Out

- **Cobb's Department Store**
"the house of famous brands"
- **Cochran Power & Light**
"Serving the Last Frontier"
- **Loran Distributing Co.**
headquarters for irrigation equipment
- **Allsup Chevrolet Co.**
home of the sensational Bel Air
- **Morton Tribune**
— and the Dollar Day Special —
- **Truett Food Store**
we give and redeem MORTON stamps
- **Bedwell Implement & Pontiac**
Your M-M Dealer
- **Morton Lions Club**
wednesdays at noon
- **Morton Jaycees**
mondays at 12:00
- **Morton Malt Shop**
Mr. & Mrs. Rob Richards
- **J and B GROCERY**
Joe Mohmood and Son
- **M. C. Ledbetter**
Cochran County Attorney
- **HB Service Station**
Good Gulf dealers
- **East Side Cafe**
Mr. and Mrs. O. D. Vernon
- **Ed Howell Motor Co.**
See the new Buick, today
- 
- **Nu-Way Cleaners**
Mr. and Mrs. Jack Wallace
- **Morton Auto Parts**
Amos Taylor
- **Morton Co-operative Gin**
- **Lindsey Feed and Seed**
the store with the checkerboard sign
- **Tarver Furniture Company**
your home should come first
- **Banks - Ross**
your I-H dealer
- **Morton Electrical Supply**
Mr. and Mrs. Fred Morrison
- **Seaney's Grocery & Market**
We Give Treasure Saving Stamps



Keep Rolling Bula and Whiteface... The District Title Is Near

The District Title gets closer, and closer each week... for both Bula and Whiteface. Both took important steps toward the title last weekend by winning — Bula 21-13 against their roughest district foe — Whiteface easily winning over New Deal. But for Morton the District crown is going to be tough to get. That heartbreaker to a good Farwell team hurt. Friday, the game against Sudan will decide it. If we win, and we can — we'll be back in the thick of the fight. Here's hoping you all turn out to welcome the boys who fought Farwell hard only to lose by the margin of one good kick. Three Way, already just about out of the District race, can still cause someone a lot of misery. Congratulations Eagles, on your grade school team that will mean High School winners in the future.

BULA BULLDOGS 1956 Football Schedule

We	They
40	61
13	19
27	14
46	6
Open	
53	7
21	13
Oct. 26 — Pettit (H) ★	
Nov. 2 — Wellman (T) ★	
Nov. 9 — Spade (H) ★	
Nov. 16 — Southland (H) ★	
★ Conference Games	



MORTON INDIANS 1956 Football Schedule

We	They
0	19
18	25
0	7
7	19
13	0
6	20
6	9
Oct. 26 — Sudan (H) ★	
Nov. 2 — Springlake (T) ★	
Nov. 9 — Open	
Nov. 16 — Friona (H) ★	
★ Conference Games	

MORTON HOMECOMING FRIDAY

THREE WAY EAGLES 1956 Football Schedule

We	They
12	26
18	18
42	14
6	46
31	6
13	19
7	59
Oct. 26 — Wellman (T) ★	
Nov. 5 — Bye	
Nov. 9 — Smyer (T) ★	
Nov. 16 — Cotton Center (T) ★	
★ Conference Games	



WHITEFACE ANTELOPES 1956 Football Schedule

We	They
7	7
34	7
26	13
19	6
Open	
34	12
53	19
Oct. 26 — Lorenzo (T) ★	
Nov. 2 — Wilson (T) ★	
Nov. 9 — New Home (H) ★	
Nov. 17 — Cooper (H) ★	
★ Conference Games	

- **Hogan and Neely Oil Co.**
John Neely, mgr.
- **Wallace Theatres**
Raymond Williams, Mgr
- **McDermott Liquefied Gas**
on the Muleshoe Highway
- **Collins Packing Company**
Custom Butchering
- **Cochran County Gin**
Curtis Willoughby, Mgr.

- **Rose Auto and Appliance**
Neal H. Rose
- **Butler Body Shop**
Skinner Butler
- **Morton Flash-O-Gas**
T. E. LYNCH, owner-manager
- **Mrs. Lee Taylor**
county & district clerk
- **Strickland's Cleaners**
Mr. and Mrs. R. C. Strickland

- **Tarver's "66" Service**
R. T. Tarver, Sr.
- **St. Clair's Department & Ben Franklin Stores**
- **Piggly Wiggly**
where you get S and H Green Stamps
- **Nation's Barber Shop**
North Side Square In Morton
- **B & J Drilling Co.**
Bob Cook
- **McMaster Tractor Co.**
Ford Tractors and Mercury Cars
- **Willis Food Store**
we give Scottie Stamps
- **Silvers Butane Co.**
M. A. (Button) Silvers
- **Luper Tire Shop**
C. E. Luper
- **Roy Weekes Insurance Agency**
Dorthea's Beauty Salon
- **McAlister - Huggins**
John Deere Implement Dealer
- **Hawkins Oldsmobile Co.**
home of the Futuramic Olds
- **Smith's Furniture & Appliance**
We Redeem Scottie Saving Stamps
- **Morton Floral & Greenhouse**
Mr. and Mrs. Lem Chesher
- **Doss Food Store**
Double Frontier Stamps on Tuesday
- **Ray's Hardware and Furniture Co.**
- **Williamson Insurance Agency**
located in the First State Bank
- **Willingham's Farm and Ranch Store**
"Featuring Paymaster"
- **Western Abstract**
J. B. Knox
- **Doty Battery & Electric**
Tokie Doty
- **The Cotton Warehouse**
Fred Payne, Mgr.
- **Reynolds Tire & Service Station**
featuring Texaco Products
- **Country Club Gin**
John E. (Tubby) Holloman

THIS WEEK ON THE TELEVISION SCENE

KDUB - TV Channel 13

Table of TV programs for KDUB-TV Channel 13, listing days of the week and corresponding program titles and times.

KCBD - TV Channel 11

Table of TV programs for KCBD-TV Channel 11, listing days of the week and corresponding program titles and times.

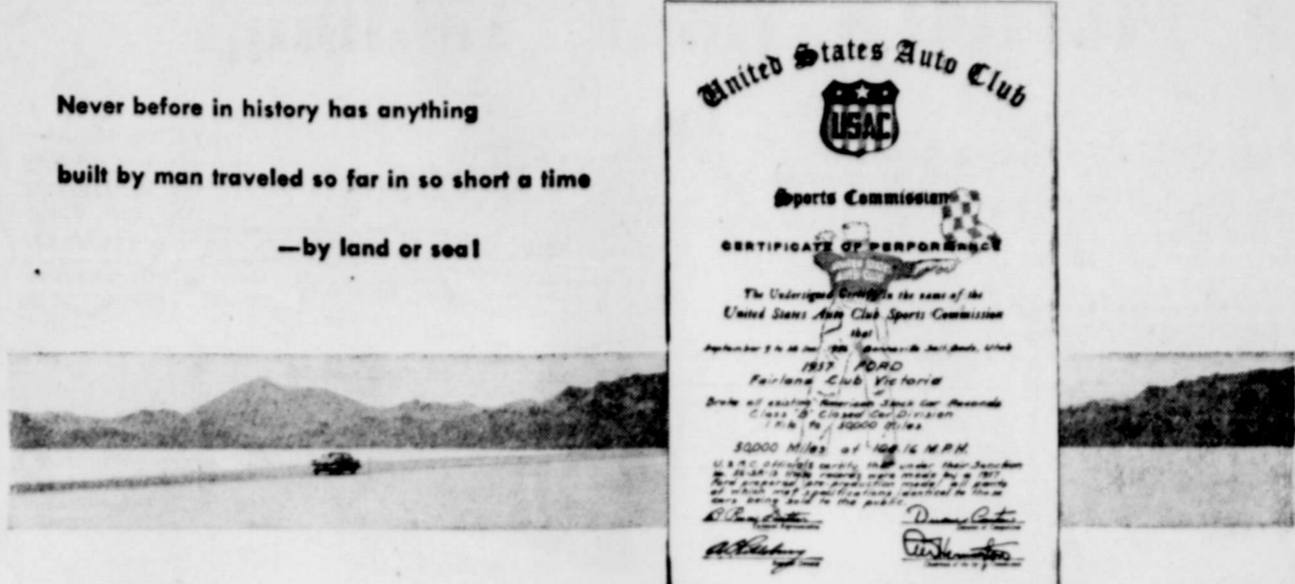
L'Allegros Will Be Addressed By Former Mayor

The L'Allegro Study Club met Thursday, October 18, in the home of Mrs. Charles McDermott.

A very inspiring program entitled "All the Women in the Bible" was presented by Mrs. Arlee Barnard. It was from a work prepared by Edith Deen.

Coffee, tea and cake was served by the hostess to the following members: Mesdames J. C. Reynolds, Orville Tilger, T. A. Rowland, T. K. Williamson, Arlee Barnard, E. O. Willingham, Babe Vandlandingham, Bill Proctor, Tommy Hans, J. T. Barnes, Jack Wallace,

former mayor of Lubbock. Van Greene, Harold Drennan, Tom Lowden, H. B. Barker, M. A. Silvers, and Charles McDermott. BROTHER VERY ILL Jord Chesshir, of Nashville, Ark., brother of Henry Chesshir of Morton, Texas is reported very ill. He is 77 years old.



Never before in history has anything built by man traveled so far in so short a time

—by land or sea!

An announcement of decisive importance to anyone about to buy a new automobile

The most exhaustive endurance test ever given an automobile has just been completed by two stock '57 Fords—identical in every respect with cars now being offered by Ford Dealers.

A car, like a man, is known by its deeds, not words. That is why, we at Ford, despite our confidence in our '57 cars, let their deeds of accomplishment speak for themselves.

to 5 years of normal driving. Not in all history has a man-built machine traveled so far in so short a time—by land or sea!

FORD goes First MAHAN MOTOR COMPANY

219 WEST WASHINGTON Phone 4431 MORTON, TEXAS

Charles Spencer Is Promoted to Sgt. In Germany

ARMY NEWS CENTER — Kansas, City, Mo. (Sp.) — Augsburg, Germany — Charles W. Spencer, son of Mrs. Susie L. Spencer, Morton, Texas, recently was promoted to sergeant in Germany, where he is a member of the 11th Airborne, Division.

Three Way Supt. Makes Public Grid Gate Receipts

After the Three Way High School football team closed out their seasons home schedule of five early games, Supt. Archie Sims reported the financial statement on the games.

Linda Skaggs Is Sr. 4-H President

The Morton Senior 4-H Club met Tuesday afternoon, October 16, & held its election of officers. The following were elected: President, Linda Skaggs; vice-president, Glenda Chesshir; secretary, Patsy Walden; reporter, Jimmie Stokes; and the HD Agent, Leila Petty.

Advertisement for RCA-VICTOR for '56, featuring a television set and the text 'SEE IT TODAY! RCA - VICTOR for '56 AT ROSE AUTO & APPLIANCE'.

Large advertisement for MORTON H. S. Homecoming FRIDAY, featuring the school name and date in large, bold letters.

edlines..

By Eddie Irwin

WISH THERE were some way we could obtain more information about Jake Begard's recent high placing in the rodeo on the east coast last week.

word came through . . .

THAT JAKE placed second in calf roping in the big event in the Boston Gardens. I think it was. His time was around 18 seconds, and a full three or four seconds higher than the winner, but for a local fellow just getting into the big

time rodeo circuit its very good. it couldn't happen . . . TO A NICER GUY, which are elche words, we well know, but are also true in this case. Jake, a top flight area rodeo performer at a very young age; a big boy in comparison with his other school mates at Bula, has never been the bulky type and in fact his group at Bula was the group that started Bula's football team on their long road to success. We've always appreciated this young cowboy's general attitude toward everyone, and we're pulling for him to attain the highest successes he craves on the rodeo circuit. He has the skill, the temperament, and the desire to do just that.

Morton fans . . .

FOUND THEMSELVES wondering Friday night why we couldn't have gotten a few of those breaks we've had so many of all season long. In the close game where a break or two might have meant a victory just as it was in the Muleshoe game — the break just wasn't there.

nevertheless . . .

THE LOCAL LADS played the game to the hilt and certainly by most standards turned in their best performance of the season. You just couldn't take away from Earlwell the thrill of winning the game with a fourth quarter field goal, a four yard touchdown in high school football. And yet, just an inch or two less distance in a couple of instances and a different result would be the difference in winning

PROFESSIONAL Photographers

—Here each Saturday from 1 to 5 P. M.—

LOCATION: Next door to General Beauty Shop—South of State Light, Morton.
BABY PICTURES OUR SPECIALTY
WEDDINGS, REUNIONS, INDIVIDUALS
NORMAN'S STUDIO
Eastside Square Box 106
LEVELLAND



GO CLOSE THE WINDOW, MAC. I FEEL A DRAFT ON MY BACK. 147

Go to MORTON FLASH-O-GAS for your butane gas needs. The delivery of DEPENDABLE and EFFICIENT BUTANE GAS to your home at a PRICE YOU CAN AFFORD TO PAY is the safe mission and purpose of our organization. Call on us for the best service in this area.

MORTON FLASH-O-GAS BUTANE PROGRAM

T. E. LYNCH, Owner



HELPFUL ASSISTANCE
HEROIC ACTS
HOW A TRUCK DRIVER BECOMES A HOBBS KNIGHT OF THE ROAD—More than 200 Texas truck drivers have been honored in the past two years by a state-wide program designed to recognize doers of good deeds on Texas highways, whether it be heroic action during a crisis or simple acts of consideration and courtesy. Typical examples of these acts are giving first aid at highway accidents, clearing wreckage from the highway and directing congested traf-

fic; helpful assistance to stranded motorists; heroic acts ranging from saving motorists caught in flash floods to rescuing a small child who wandered out into heavy traffic; highway courtesy such as pulling off the highway to let faster vehicles pass on a hill or in heavy traffic. The Hobbs Knight of the Road program is co-sponsored by Hobbs Trailers, the Texas Safety Association and the Texas Department of Public Safety's license and weight division.

so as not to confuse . . .

THE ISSUE we should explain this will appear as No. 4 in the list of amendments. If you think the teacher problem is important enough that we need to find ways to attract more teachers and help alleviate the shortage, then vote FOR this amendment by crossing out the portion that says "Against." If you don't think the state should spend additional money to help attract teachers then cross out the section that says "For" and leave as the ballot unmarked the section that says AGAINST.

you probably aren't . . .

INTERESTED in our personal reaction but we are FOR the bill. We want to make teaching a profession that will attract more of the young college graduates. We think the additional expense is certainly necessary.

there may be . . .

AN INTERESTING football game in the near future, if the Levelland Jaycees take the Morton Jaycees up on their offer to do battle with them on the local gridiron.

it'll be a lot of fun . . .

OH YEAH! Says a group of the local Jaycees. Well, at any rate it should prove interesting and every effort will be made to keep the injuries down. And, of course, the proceeds will be safely needed for the Jaycees' contribution to a number of projects coming up in the near future. Plan to attend the same, the date to be announced IF the Levelland Jaycees accept.

among the things . . .

DISCUSSED at the Jaycee's meeting this week was the rural telephone directory which is about to go to the publisher. Now it wasn't in the form of a project — rather in the form of information

COMPTON'S PICTURED ENCYCLOPEDIA

FIRST IN QUALITY and so stated by Life
FINEST FAMILY REFERENCE with famous FACT INDEX
(The lowest and easiest terms of any recognized Encyclopedia)
—ASK about the SPECIAL GIFT that goes with each set during October—
Mrs. Fred Stockdale
—Representative
Phone 3911

in a nutshell . . .

THE STATE will match funds paid in by teachers and other employees. This amount paid by the teacher or employee will not exceed six per cent per annum and in any case will not exceed \$504 in a single year. The employee may retire at 55 or thereafter or after 30 years of service, and no person shall be eligible for retirement until he or she has spent a 10 year period of creditable service. A vote for this amendment is to broaden the scope of teacher retirement benefits and thus to move a step closer to raising the standards of our teachers so that they will be comparable with the standards in other states.

the businessmen are going broke, and all the working people are just barely making enough to keep body and soul together. The only reason some little country doesn't step in and whip us tomorrow is that they know they can just wait a few days and the United States will fold up of its own accord. That's what I understand from listening to the visiting senators.

"Of course, they know how to correct the situation overnight. Elect Adlai, and let him abolish the draft and do away with the H-bomb, and let Estes establish the Atlantic Union which he has made speeches about all over the country, and everything will be all right."

"These things are too important, of course, for these senators to waste time telling us Texans why they voted against the Texas tidelands bill."

"As a medical man, I am worried about the great shock those senators are going to get, after the election is over and Ike is re-elected and this country keeps on being peaceful, prosperous and progressive. It's liable to put them all in bed."

And Doc Brown walked on off, shaking his head. Of course, the Stevenson man caught on that Doc was hurrahing him, and he didn't like it much, but he'll still have to call him the next time one of the kids gets the strop, because like I said he's the only doctor in town.

"To hear them tell it, this country is in a terrible shape. All the farmers are starving, all

Keep it under your space helmet!

OLDS FOR '57

has a New SPAN-A-RAMIC WINDSHIELD!

Best in view . . . inside and out! Oldsmobile's wider higher windshield means greater round-the-corner and overhead vision! Come in Friday, Nov. 9!

See all the smart styling accents on the '57 Olds!

SEE IT FRIDAY, NOV. 9, AT OUR SHOWROOM!

HAWKINS OLDSMOBILE CO.

111 East Washington Morton Phone 2621

Doleful Senators Due Shock When Ike Wins, Fears Doc

One of the strongest Eisenhower men in our town is Doc Brown. Doc says he just can't put up with Stevenson's socialized medicine program; there are a lot of other things he doesn't like about Adlai, but that one is enough for him, he says. Doc is a pretty outspoken cuss, but he's a good doctor. At least, he's the best one in town, being the only one, and our people always call him when they get sick whether they like his politics or not.

The other day several of us were standing around in front of the post office, talking politics—some Eisenhower men and some for Stevenson—when Doc walked up looking glum. One of the Stevenson men said: "Hey, Doc, what's the trouble, did Ike just call you in some bad news?"

Doc Brown said no, he hadn't heard from Ike this week, but he was worried.

"Not about Ike, you understand," he told the Stevenson fellow. "Ike has got it made. Even the Stevenson people are beginning to admit that. Poor old Adlai isn't going to get any farther in this race than he could throw Kefauver's cousin cap with the tail cut off."

"The ones I am worried about are these out-of-state senators who are coming down here to Texas to tell us how to vote. I sure feel sorry for those boys. It must be tough to face life with their attitude."

"To hear them tell it, this country is in a terrible shape. All the farmers are starving, all

Yours Truly,
Tex

Pub. adv. paid for by Texas Democrats for Eisenhower, Weldon Hart, Director.

Morton Tribune
"TEXAS' LAST FRONTIER"
OFFICIAL NEWSPAPER OF COCHRAN COUNTY
Published Every Thursday Morning
106 North Main Street, Morton, Texas
MAX DALEY — BILL GLASSFORD — E. A. IRWIN
Owners and Publishers

Entered at the Post Office in Morton, Texas, for transmission through the mail as Second Class Matter, according to an Act of Congress March 3, 1879.

BILL GLASSFORD — MANAGER
E. H. IRWIN — EDITOR

Subscription Rates—In Cochran County and adjoining counties: Per year, \$2.50; six months, \$1.50; three months, \$1.00. Outside Cochran County: Per year, \$3.00; six months, \$2.00; three months, \$1.50. To insure proper service, subscribers will please notify us promptly of any change of address, firm or corporation, will be corrected upon the same being brought to our attention by written statement of fact. Any erroneous statement reflecting on the character, reputation or chance of address.

National Advertising Representative
WEEKLY NEWSPAPER REPRESENTATIVES, INC.
NEW YORK • CHICAGO • DETROIT

an ad in the directory, though it certainly is his own business as to whether he decides to do so. We think Morton merchants should have the same right to place ads, at the same prices, as any other.

it seems to us . . . AND WE'RE VERY frank about it, the cost of the ads in the directory is exorbitant and the cost of the directory is also pretty high. But we don't know what kind of a commission is being handed out to those who sell the ads. Nor do we know how much the printing of the directories is costing.

you'll wonder . . . WHAT EVER CAME of our railroad talks. Well sir, we didn't just dismiss the thing as a foolish idea. Through a considerably large group seem to think we should. We have taken the matter up with the first of what we expect to be several railroad officials and we are encouraged. The Jaycee Committee is preparing a brochure showing any possibilities that will tend to be encouraging to the railroads. If you can think of any, would appreciate your contacting the Jaycee committee that thinks a railroad in Morton's future is not at all unlikely.

work is certainly . . . PROGRESSING RAPIDLY on the new building and also on the new school building. We haven't given much of a description of the back for two reasons. First of all, the blueprints of the thing — or rather the artist's sketch were on display at the bank for a long time and nearly everyone could better decide what it will look like from the actual sketch than from our description. And also, because the

plans were altered a couple of times and several changes made. We're especially glad to note, in both jobs, as much use of local labor and help as is possible have been pledged.

we have an . . . INTERESTING, or maybe we should say rather unusual dog story to tell, but haven't room this week. Maybe we'll get around to

it next week. Suffice it to say you are one of those folks who dog but having one that is called James Heks solved our problem. I didn't get rid of the dog but evidently scared it into getting so it wouldn't have to be killed. At least his efforts were appreciated by a couple of small pressmen. Even if they did cost us their

WESTERN ABSTRACT COMPANY
ABSTRACTS, OIL, and GAS LEASE, MINERALS and ROYALTIES
M. C. Ledbetter Phone 2206 J. B. Knox
Eastside Square Morton, Texas

Be early! Buy NOW! Big Choice
NEW 1957
Wallpaper Patterns
Now on Display
Make Your Selections NOW!
See us before you
BUILD or REPAIR
MORTON TEXAS

HERE'S HOW TO ASSURE GOOD GOVERNMENT IN TEXAS

DEMOCRATIC PARTY FOR GOVERNOR
REPUBLICAN PARTY FOR GOVERNOR
WRITE-IN FOR GOVERNOR

SCRATCH ALL OTHER CANDIDATES!

W. Lee O'Daniel

Write In the Name W. LEE O'DANIEL



Here! New Task-Force 57 Chevrolet Trucks!

Performance-proved in a history-making test on the ALCAN Highway to Alaska

The Alcan Highway is the road where trucks grow old before their time. The road where gravel endlessly sledgehammers the life out of trucks. Where a fog of superfine dust chokes engines, and vicious ruts subject chassis to months of wear in a few hundred miles.

Six new '57 Chevrolet trucks, heavily loaded with cargo, roared north from Dawson Creek, B.C., through 1,520 miles of mountains and mire, rain and hail to Fairbanks, Alaska. Running around the clock, they made this tortuous trip—normally a 72-hour run—in less than 45 hours. As a special test during the run, two of the trucks went the entire distance without once having their engines stopped!

Come in and see how well these new Alcan champs measure up to your job.



Alcan fleet reports up to 18.17 miles per gallon! That's the mileage reported by the Camco Carrier, with Thriftmaster 6 and Overdrive (optional at extra cost).

All the way in DRIVE range with Powermatic! This Powermatic-equipped 10000 Series tractor traveled the Alcan Highway in a single forward-speed range!

Only franchised Chevrolet dealers **CHEVROLET** display this famous trademark

Allsup Chevrolet Co.
113 EAST WASHINGTON MORTON PHONE 3361