

People Like To Be Sold Says Ace U. S. Salesman

"Know Buyers Needs" Is Sloan's Advice

By LOUIS JAMES

Decisions, decisions, who wants to make a decision? "Nobody," promptly replies Albert E. Sloan. "Nobody, that is except a good salesman."

Puzzled by dozens of competitive brands and prices, the average buyer is thrown for a loss. A good salesman tells him and sells him and makes him happy.

One of the nation's super-merchandisers, Sloan performs actual miracles on the simple assumption that people must be sold.

Made a Pile on Spray Guns Technically a manufacturer's representative, what Sloan actually does is to discover, develop, or redesign a product not ordinarily sold in retail stores, or one which isn't selling well because of bad promotion.

Once he made a fortune selling a paint spray gun via direct mail, after the people selling it lost nearly a million dollars.

"The paint gun was a dud because it was merchandised improperly," Sloan explained. "We played up all its features, and directed it into the right channels. We made a \$500,000 gross profit the first two years."

Another time, Sloan moved 72,000 sets of a power tool at a higher price than 24 major competitors with big ad budgets, by offering a bigger and more powerful model.

Men Who Make America Great



ALBERT E. SLOAN

He has glamorized socket wrench sets and pots and pans. On a watch promotion a few years ago he managed to sell \$6 million worth after the manufacturer was ready to throw in the sponge on this particular model.

At 53, Albert Sloan is a handsome, grey-haired Spencer Tracy-type who calls Chicago his home. He was born in Rhode Island, but moved to the Windy City in his early years. In his teens he sold shoes while attending high school.

Studied Customer's Business "Utilizes took orders," Sloan recalled. "I sold. My customers wore shoes I told them were right for them. They loved the fact that they made their decisions."

Paper, Shoes, Cameras —All Take Selling

By the time he was 25 and selling printing, Sloan had made use of this secret to good advantage.

"I never took an order for a ream of paper," he said. "I studied the customer's business, designed forms he needed, and sold him carload lots!"

Sloan "packages" a product and then develops the sales message. By "packaging" Sloan means that he reviews the entire selling offer, adds accessories and a free "premium" gift.

A current example of a Sloan offering is a complete matched home movie outfit for \$149.95.

"Make Them Want to Buy" "We are offering everything that is needed for the taking, showing and enjoyment of home movies—all in one package," Sloan said. "As a special inducement we give a 2-year supply of film FREE!"

Albert Sloan estimated that his company, the Sloan-Ashland Division of Electro Engineering Products, Inc., grossed \$3,750,000 on the offering in 1959.

"This figure will be tripled in 1960." "There is a rich vein for a good salesman who will make people want to buy, and reassure them afterwards that their decision was correct."

This is the whole basis of Sloan's business which, to the best of his knowledge, is not duplicated in the U. S.

Met Truman Over 'Trash Barrel' Local Resident Recalls Acquaintanceship with Former President Truman, When Living in Missouri

Former President Harry S. Truman "was always 100 percent Democrat... and a very outspoken individual," recalls Jesse Elgin, projectionist at the Wallace Theatre, Morton.

"And," Jesse adds, "he was always that way—at least while I knew him in Kansas City."

That was in 1923 and 1924. The conversation naturally drifted to "Harry" this week following the Former President's advice to delegates attending the current National Democratic Convention in Los Angeles.

Mr. Truman, among other things, advised he did not want to be a party "to proceedings that are taking on the aspects of a pre-arranged affair."

The Former President, in a nice way, indicated the convention was "rigged."

Another Mortonite who knew Mr. Truman in earlier days is M. L. Doyle.

Mr. Doyle recalls that in the early 1920's he was delivering flour for Larbee Flour Mills of Kansas City, and one of his customers was a "Harry Truman" who operated a grocery store in Independence, Mo.

Jesse says, to the best of his knowledge, the grocery belonged to the Former President's father and naturally Harry was there at times.

Mr. Doyle recalls "Harry Truman" had often signed for deliveries.

Jesse recalls he became acquainted with the Former President over a trash can.

At the time, Jesse was working as assistant manager and projectionist at the Newman Theatre, 1209 Main Street, Kansas City.

Mr. Truman and a relative operated The Shirt Shop on 12th Street.

The back of the theatre opened at an angle to The Shirt Shop—similar to the location of the Rose Theatre here in relation to Bracken Furniture and Appliance.

Jesse says The Shirt Shop had no trash can, and employed the theatre's cans.

It wasn't long before Jesse and Mr. Truman were having coffee together at Thompson's Cafeteria, just across the street from the Shirt Shop.

The Shirt Shop, says Jesse, carried top lines, such as Arrow Shirts, and was generally known as a first quality shop.

Soon Jesse and "Harry" were joined in coffee trips by Ransom L. West, manager of the theatre, and Dominic Molle.

Molle, it appears, was one of the city's better known illicit distributors of a commodity which did not become legal until some 10 years later.

Eventually the four scheduled regular 3 p. m. pool games at Clineham & Allen Billard Parlor, also nearby.

Mr. Truman, in the meantime, had been appointed by the city—which Tom Pendergast saw after—as a sanitation engineer.

The friendly games ended when Molle and Mr. Truman had a misunderstanding over space at the City Market.

Shortly thereafter, around 1924, Mr. Truman's name appeared on the Democratic ticket as a candidate for the position of Circuit Judge of District No. 1, which was downtown Kansas City.

His election to the post followed. Jesse left Kansas City in February, 1926, to accept the post of manager of the Hippodrome theatre, Joplin, Mo.

As to the Former President, Jesse says, he was always a "likeable individual who didn't speak out unless sincere in what he said."

Three Way News . . .

By Mrs. Frank Griffith

BIBLE CLUB MEETS

The home of Mrs. Leon Reeves was the scene of the Bible Study Club meeting. The members studied from Genesis, chapters 26, 27, 28, and 29. Refreshments of chocolate cake and ice cream were served following the business meeting and the lesson, to messmates; L. D. Sanderson, Tommy Galt, Louis Henderson, Lewie Henderson, Louis Jordan, Kenneth Corbell, Buck Ragsdale, Pete Tarlton, W. C. McCelvey, and the hostess, Mrs. Reeves. The next meeting is July 19 in the home of Mrs. Cass Stegall.

VISIT WEST CAMP Mr. and Mrs. Jerry Simpson and son visited Wednesday in the home of Mr. and Mrs. Jimmy Batteas at West Camp.

VISITOR FROM LEVELLAND Gena Cook of Levelland is visiting this week with her cousin, Linda Jordan.

VISIT FURGESONS Mr. and Mrs. Ted Furgeson and girls of Shallowater visited Sunday in the home of Mr. and Mrs. Jack Furgeson. The Ted Furgesons formerly lived at Goodland.

VISITOR FROM LUBBOCK Jacquelyn Rhea of Lubbock is visiting Donna Kay Furgeson. Jacquelyn is the daughter of Mr. and Mrs. Jack Rhea who are former residents of Maple.

RETURN FROM FLAGSTAFF Mr. and Mrs. Mickey Sowder and children returned home Wednesday from Flagstaff, Arizona, where they had been visiting an aunt, Mrs. C. W. Chadburn. Mrs. Chadburn is a sister to Mrs. Cecil Cole.

FROM PETERSBURG Mr. and Mrs. Bill Hendrix and children of Petersburg visited the Ed Neutzlers last week.

FISH FRY A fish fry was held Tuesday night in the home of the W. G. Bakers of Morton. Attending the fry were Mr. and Mrs. Don Akin and Mr. and Mrs. Roy Akin and their families.

The fish were caught at Lake Thompson during the 4th of July.

VISIT SISTER

Mr. and Mrs. R. T. Lytle of Riverside, Calif., and Mr. and Mrs. Harold Lytle of San Bernardino, Calif., visited their sister and family, Mr. and Mrs. Thurl Lemons.

GUESTS IN REEVES HOME Guests in the Leon Reeves home Sunday were their daughters Shirley and Mr. and Mrs. Bill Davis and children all of Lubbock, Pie Wayne Shircliff of Cincinnati, Ohio, Pfc Tom Simpkins of Detroit, Mich., LCpl. Larry Stroud of Seymour, Ind., and their son and wife, Mr. and Mrs. Jack Reeves. The servicemen came by the Reeves home to get Jack and return to their Marine Base, Camp Pendleton, San Mateo, Calif.

VISITORS FROM AMARILLO Visiting in the Horace Hutton home Sunday were Mr. and Mrs. Alvis Moore and Sam McCormick all of Amarillo.

VISIT IN COTTON CENTER The Horace Hutton family visited recently with his sister and family, Mr. and Mrs. Weldon Lee of Cotton Center.

ATTEND FUNERAL Mr. and Mrs. Cass Stegall returned home Wednesday from Killgore where they attended the funeral of Mrs. Rex Stegall, sister in law of Cass, Goodland Keith of Gunnison, Colo., Ernest of Wichita Falls, and Mrs. Ira Merchant of Amarillo, of who are former residents of Bailey County.

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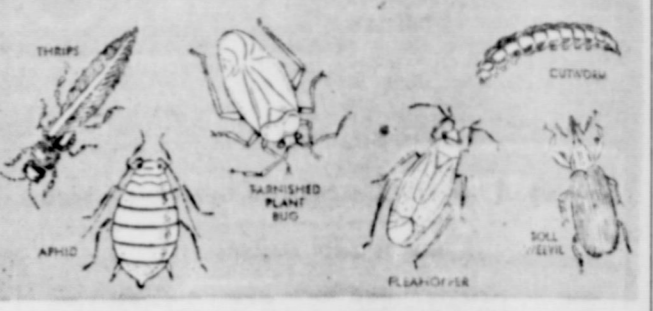
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AVAILABLE FROM YOUR MATHIESON DEALER NOW! **GET IT TODAY — MAGNUM** J. W. McDERMETT FERTILIZER CO. Phone 4371 1001 North Main MORTON

Thanks, Folks . . .

We hope you enjoyed Who's Who as much as we . . .

The 44 Morton Merchants who sponsored Who's Who

SOIL CONSERVATION DISTRICT NEWS



Several farmers in the Cochran Soil Conservation District are thinking of ways to stop erosion and loss of water on their farm.

These decisions were reached following the heavy rain which did a lot of damage on their farm last week.

A good cover of vegetation is the first defense against erosion and runoff. A soil protected by the right kind of sod or plant litter is not likely to erode.

Soils treated readily absorb the rainfall. Its good structure permits the water to move freely downward and heavy runoff seldom occur unless plow pans or quick heavy rains occur. This is only one example of the many choices that can be made in general, whenever sloping soils are to be in cultivation and exposed to erosive rain. The protection ported by practices that will slow crops in rotation need to be supported by practices that will slow the runoff water and thus reduce

With Your ... COUNTY AGENT

COMFORT FOR HOGS

We have a natural material for keeping hogs cool when hauling to market. The material is sand. The question is: what should I use on truck floors when hauling hogs to market in hot weather? Is it wet sand - scoop a little sand on floor bed of truck and wet it. This material will keep them cool longer, and will provide good flooring.

WHEN TO HARVEST COTTON

Does it damage cotton to pull it when it's wet with dew or rain? Yes, to get best grades and keep your cotton of higher quality, wait until the sun has dried the cotton. Usually start after 9:00 a. m.; when the dew is on cotton. You can easily lose \$10.00 to \$15 per bale by pulling before dew dries. If you tramp cotton down when wet you may take away another \$10.00 or \$15.00 per bale. Of course the gins have equipment to dry the cotton. This is called conditioning. The more you condition cotton, the lower the quality. Cotton ginned with not more than 10 per cent moisture can be reduced to 7 or 5 percent moisture with not too much conditioning. However, cotton ginned with greater than 10 percent moisture requires more con-

ditioning, thus reducing the quality. Cotton dried to less than 5 percent moisture may seriously injure the quality. Quality cotton will help hold our fading markets. It is estimated about 2/3 of the bales of cotton ginned of low quality, is due to improper harvesting, mixing or tramping. With this background, the farmer has a great responsibility to deliver the best cotton he knows how to his ginner.

SCS MAN DETAILED TO PLAINVIEW FOR TRAINING, FILL-IN

Jess Jackson of the local Soil Conservation Office, has been detailed Plainview for approximately 30 days, it was announced this week at the local office.

Jackson will do training and filling in for the Work Unit Conservationist at Plainview who has been ill.

Jackson left Monday morning of this week according to Gordon Houghton of the Morton SCS.

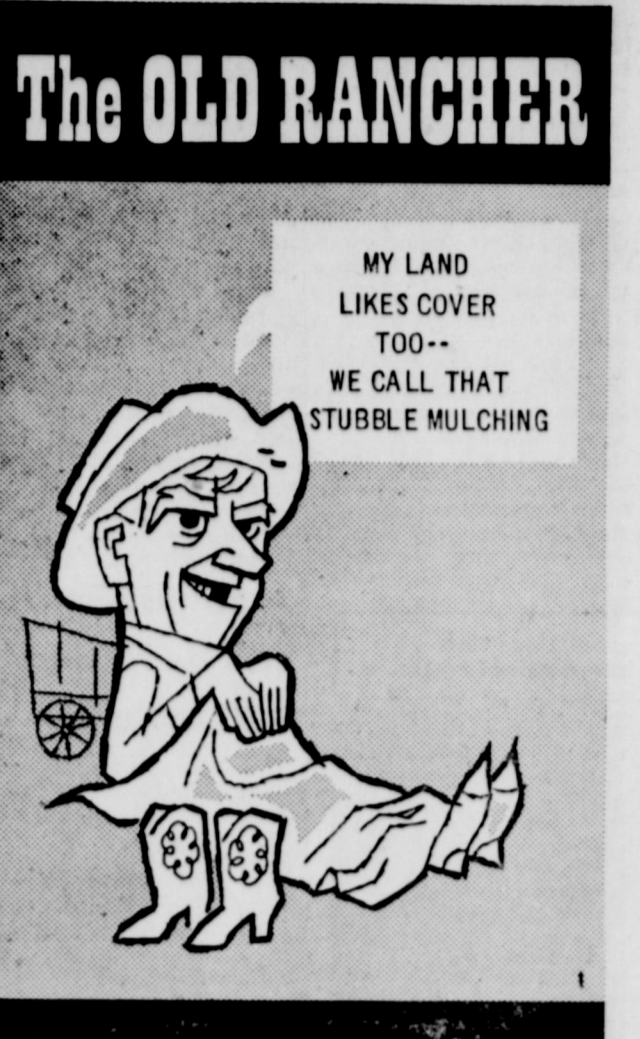
GRAIN SORGHUM

Grain Sorghum plantings are still possible to make if planted within the next week - plant early maturing varieties such as PAG 435 S; DeKalb C44a, Double Dwarf Yellow Sooner, Norghum, also RS 590 and Frontier 390.

GUESTS OF JAYCEES AT MONDAY DINNER

Representative - elect Olen R. Petty of Levelland was among the guests Monday at the regular meeting of the Morton Jaycees. Petty, "continuing a policy of visiting around this area to determine the thinking of the people," did not speak to the club formally.

Also on hand for the noon luncheon were two insurance adjusters, guests of S. M. Monroe and Jim Lattimore, Lubbock Social Security Representative of this area, guest of Bill Glasford.



The OLD RANCHER

MY LAND LIKES COVER TOO-- WE CALL THAT STUBBLE MULCHING

Cotton Research Experiments Are Increased

Research in cotton irrigation and fertilizer levels is underway for the third year at the High Plains Research Foundation at Halfway. The number of irrigation methods under study have been increased from six to nine for 1962.

These methods include application of water compared to dryland cotton

Wheat Quota Vote Set July 21

A Wheat Marketing Quota Referendum will be held on July 21, 1962 for the purpose of determining whether or not Marketing Quotas will be in effect for 1961 wheat, according to Ruth McGee, County Office Manager, Cochran ASC.

Farmers who will harvest more than 15 acres of 1961 crop wheat as grain will be eligible to vote. Both husbands and wives are eligible to vote.

Postpone F. Bureau Tour to Mexico

WACO - The Texas Farm Bureau Goodwill Tour to Mexico has been postponed until August 4-14, according to an announcement by J. H. West, president of the state farm organization. The tour was originally scheduled for 14-24.

"With this postponement, we will be able to take advantage of certain tour extras that are now being arranged in Mexico," West said. "Also, many people who expressed interest in going along on the tour have indicated that they prefer an August date for the trip."

Boat Is Needed To Restore Phone Service

General Telephone Co. of the Southwest "took to boats" this week to repair phone troubles, Tuesday.

Ray Griffith supplied and drove the boat that took repairman C. E. Hamner of Levelland to the flooded Country Club Gin office to disconnect the phone there to restore phone service in that area.

As the work was being completed, more heavy rains brought another torrent of water from a one inch rain rushing into the lake.

Paul Farrar, Brownfield, also accompanied Griffith and Hamner to the scene of the "drowned out" phone.

Home Demonstration Agent

By Leila Petty

DISTRICT LEADERSHIP CAMP

The 4-H Leadership Camp held at Lubbock last week will long be remembered for the continuous rain that fell during the camp time. The downpour was so great that the camp was broken up after noon on Thursday, instead of Friday, as planned. Lakes on the highway caused the Cochran County Group to be stranded in Levelland. Mr. and Mrs. Harvie Pool and family were hosts to the boys and girls and agents for the overnight stay. Their daughter Jessie, was a delegate to camp from Hockley County and that made the stay more fun. Except for the disappointment of having to cut the camp time short the rain did not seem to dampen the spirits of any of the 4-Hers who attended camp.

BEH WEMKEN, JUDY WILLINGHAM, TEMPLE KERN AND DAVID HARALSON WERE DELEGATES TO THE LEADERSHIP CAMP FROM COCHRAN COUNTY. THE 4-H CLUB MEMBERS ATTENDING WERE FROM 19 COUNTIES IN THE DISTRICT.

GAURD AGAINST "KILLERS" IN YOUR HOME

If you made a list of the killers around your home, you might be amazed. Insecticides and other poisonous chemicals stored within a child's reach can bring tragedy. Statistics prove this point. Two out of every 100 persons die each year from accidental poisoning. Of this number, every fourth person is between the age of 1 and 5 years.

Check your home now to make sure that all "killers" are stored well out of reach of the children. Start with the medicine chest. Keep it locked or make certain that it is high enough to keep children out. Label all bottles and material stored there.

Keep cosmetics, soaps, bleaches, polishes and cleaning agents out of reach of small children.

Avoid throwing partially filled containers into wastebaskets or trash barrels where children could test for taste.

Keep matches and all inflam-

NOW OPEN ... MAPLE AUTOMOTIVE

Anything AUTOMOTIVE, PICKUPS, TRACTORS, and IRRIGATION MOTORS

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Look at the label carefully ... **DAUGHTER IS BORN**
Mr. and Mrs. George Boring announce the birth of a daughter their first child, Georgia Lynne, born at 10:30 p. m., Friday, July 8th at the Memorial Hospital in Morton. The infant weighed 7 lbs. Grandparents are Mr. and Mrs. Spencer Adcock, of Montecello, Ark., and R. E. Boring of Ponca City, Okla.

You're Invited...

to a **BREAKFAST**
Friday, July 15

6 A.M. County Activity Building
Banquet Room and to hear a discussion and view a film on —

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AD FACTS NO. 3 . . .

For 1959 as a whole, every group of retail stores had record sales. Service Stations with \$16,800,000,000, were up 6.5% from 1958, which was the previous high year. To sell the American motoring public their products, Gasoline and Oil companies invested an estimated \$26,700,000 in newspaper advertising last year.

TEXAS PRESS ASSOCIATION
AUSTIN, TEXAS



SPECIAL—Here's a special gift for Dad that will keep him cool and comfortable all summer long. Gaily colored fish swim across the cotton fabric of the jacket and trunks styled by McGregor. The jacket reverses to white cotton terry cloth.

CHEVY WINS GREATEST PREFERENCE EVER!

This year, more people are buying Chevrolets (including Corvairs) than ever before, making Chevy the year's hottest seller by a record-shattering margin. Come in and see what the buying's all about—at your Chevrolet dealer's soon!

CHEVY'S CORVAIR WINS YEAR'S TOP AWARD!

Corvair got the unanimous nod of the experts as it walked away with Motor Trend Magazine's coveted Car-of-the-Year award. And you'll know why in a hurry once you drive it. Corvair's satiny ride, nimble handling and road-gripping traction have winning ways with people as well as prizes.

See Chevrolet Cars, Chevy's Corvair and Corvette at Your Local Authorized Chevrolet Dealer's

ALLSUP - REYNOLDS CHEVROLET CO.

113 EAST WASHINGTON MORTON PHONE 3361 or 2311

EDITORIALS...

Underground Reservoirs Would Have Helped...

The heavy rains of last week provided graphic illustration to farmers of this area how heavy rains can come to these parts, and how rainwater that would be valuable another day, can run-off and be lost forever.

In recent years there has been considerable discussion and some action taken in the nation to build underground storage tanks for the catching of flood water. This water is first allowed to settle, then let into the storage tanks, and later pumped from the tanks for use where needed.

The plan works. It has been tried and tested. But there is no such plan in effect in this county.

More than one farmer who had followed the previous undertakings in this field was heard to express, last Thursday and Friday, what a wonderful thing it would be if we could have caught a huge amount of that water, for future use.

While Texans have been virtually unanimous on the urgent need for development and conservation of water resources during the past decade, actual State spending for such a program has lagged far behind other Western and Southwestern states, according to the Texas Department of Agriculture.

Figures compiled by the U. S. Bureau of the Census have placed Texas next-to-last in a list of 18 Western and Southwestern states in its per capita spending on water and soil resources.

The annual per capita expenditure for developing and conserving water and soil resources in Texas was figured at 11 cents compared with \$2.34 in Calif., \$1.36 in New Mexico \$1.13 in Utah, 92 cents in Montana, 87 cents in Wyoming, 64 cents in Arizona, 58 cents in North Dakota, 54 cents in Nevada, 52 cents in Colorado, 35 cents in Oklahoma, 21 cents in Iowa, 18 cents in Nebraska, 16 cents in Kansas, 14 cents in Washington and South Dakota, and 13 cents in Idaho. The only state below Texas on the list was Oregon, which spends 10 cents per head of its population on water and soil.

The vast progress exhibited by California in taking the lead

in water and soil development is pointed up by a proposal which will be voted on this fall. The proposal is to issue some \$1,750,000,000 in State bonds to pay for the world's largest distribution system, designed to take care of all California water requirements for agriculture, industrial and municipal use for years to come. It has been noted that such a proposal in Texas would likely be regarded as so fantastic as to merit little if any consideration.

One of the few steps taken by the State toward extending State help in water programs was the approval by the voters some years ago of a \$100,000,000 revolving bond fund to assist local projects by loans when they could be financed in no other way. This brought about the establishment of the Texas Water Development Board, which has yet to complete and finance its first actual loan.

Meanwhile, some two-thirds of all land under cultivation in California is irrigated, while the total irrigated area in Texas in June, 1959, was 7,140,443 acres. This 7,140,443 acres was less than one-fourth of the 33,683,800 acres counted as cropland in Texas.

But back to our local situation created by the heavy rains last week.

There are lakes all over the county where this type of thing could have been carried out. Perhaps the most important one would have been at the country club gin, where such an underground storage reservoir, might have forestalled untold damage.

Admittedly we know very little about this modern approach to utilization of heavy rain water... but it should be graphic evidence that a study of such procedures, leading to modern advances in this field, could prove very beneficial to area farmers. When these benefits could lead into hundreds of thousands of dollars, perhaps even millions, they are well worth the study it takes.

the main planks in Governor Daniel's program for increased traffic safety, was presented by Brad Smith, director of the Governor's Highway Safety Commission.

"Driver education in the schools is the only way to reduce the flow of uneducated drivers into the stream of traffic," Smith declared. A statewide driver training program has been the goal of the huge Texas Federation of Women's Clubs for some years.

Board members said they felt the matter did not properly belong in a school curriculum. They declined to make a recommendation to the legislature.

LEGAL TEST PROBABLE - Board of Education decided to consider again in September the dilemma of school districts which stand to

lose their state aid money under terms of a 1957 law governing school integration.

Under this law, districts which integrate without approval in a local election automatically lose state aid.

Dallas and Houston schools are under federal court order to integrate this fall. Houston voters turned down integration. Dallas' election is set for Aug 6.

State Education Commissioner J. W. Edgar said he had written Houston and Dallas school authorities telling them their state aid would have to be cut off if they integrated without a voter mandate.

Board discussed seeking an attorney general's opinion on the problem, probably in September after the Dallas election.

SHOWER HELD FOR BERTHA MILLS - OF WHITEFACE

Dorothy Westerman, Bittie Sefres and Dolores Pond were hostesses to a kitchen shower honoring Bertha Mills, of Whiteface, who is opening a new cafe at Whiteface, since her Blue and Gold Cafe burned at Whiteface last February.

Coffee and punch were served at the shower. Pearl Sewell made tea cakes and cookies that were enjoyed by a large host of friends who attended.

VISITED BRIEFLY

Mr. and Mrs. Harold Lytle of San Bernardino, Calif., and a niece, Carolyn, stopped by the Eddie Irwin and Thurl Lemons homes, Monday, on their way back home after a month long visit in the area. Harold is a half brother to Mrs. Lemons and Mrs. Irwin to Mrs. Lemons and Mrs. Irwin. The niece will visit with them in California this summer.

RECOMMENDED in The Official 1960 Guide for Controlling Cotton Insects



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EFFECTIVE
ECONOMICAL

Five years of testing across the Cotton Belt have proved the outstanding effectiveness of STROBANE as a cotton insecticide.

Now STROBANE has been combined with DDT for added effectiveness. The STROBANE-DDT combination controls resistant boll weevil, as well as the bollworm, cotton leaf worm, garden webworm, lygus bug and other mirids, cotton fleahopper, thrip, cotton leaf perforator, stinkbug, tarnished and rapid plant bug, fall armyworm, cutworm and grasshopper.

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Highlights and Sidelights

State CAPITOL

By Vern Sanford

Things are rather quiet around the State Capitol these days. For one thing, it's the "off season," the hiatus that regularly occurs between state elections and the convening of a new Legislature.

For another, it's vacation time with a part of almost every agency staff off to forget it all for a time.

But mostly, for this week, the Austin lull stems from most people's suspensul interest in the activity of Texans in Los Angeles. Gov. Price Daniel, vice-chairman of the Texas delegation to the National Democratic Convention, and numerous others have been away for several weeks working in behalf of Sen. Lyndon Johnson's nomination for the presidency.

Despite these distractions, state government goes on. Studies are underway on many subjects, on budgets, tax plans and other future legislation. It's important work, but quiet, during this digging and analyzing stage. It'll break into the news next fall as reports are made and trial balloons are run up on bills to be introduced in January.

Surest indication that state government is still on the job is that even now it's hard to find a parking place near the Capitol or the adjoining state office buildings.

During the summer a dozen or so parking slots by the Capitol's east entrance are set aside for tourists. As a rule, tourists don't keep them filled, and Capitol guards are regularly beset by persuasiveness of local people who need a place "just for a minute."

NO TURNING BACK - Child adoption procedures, under Texas law, are about as final as a thing can be - more so than marriage or divorce.

Texas Supreme Court underlined this in a recent decision that denied the right to change her mind to a mother who had given written permission for her children to be adopted.

In the case at issue, the mother, a widow, gave written permission for her two children to be adopted. Two months later, having remarried, she sought to regain the children.

Lower courts held in favor of the natural mother, but the Supreme Court ruled that only fraud could be a basis for revoking of adoption consent.

Said the court opinion of the adoption laws: "The Legislature had the safety, education, care and protection of the children uppermost in mind and not primarily the contentment or welfare of either the natural or adoptive parents."

NO MISUNDERSTANDING - In another ruling involving adoption, the Supreme Court held that an adopted child could not inherit a trust set up for a direct descendant.

As a result, a four year old boy lost the chance to claim \$830,000.

In the case originating in Dallas, lower courts had upheld the child's claim to the money from his late grandfather's estate.

In his will, the grandfather had instructed that the \$830,000 trust be set up if "any child of my son is born after my death." High Court ruled that this made it highly unlikely that the maker of the will intended the money to go to a child born to persons other than his son and daughter-in-law.

ROAD CLOSED - If Texas' truck licensing law had a loophole you could drive a truck through, the State Supreme Court has, in effect, halted the traffic.

High court ruled that a motor freight line cannot register and pay license fees on its trucks for the trailers, even if it pays in Mississippi, too. Result: \$20,000 more taxes owed by the line in license fees to the State Highway Department.

OIL ON THE HIGHWAYS? - On the heels of a U. S. Supreme Court decision that Texas owns its tidelands 10 and one half miles out comes a ruling that the state also owns the right-of-way along public roads.

Atty. Gen. Will Wilson ruled that the state, not the county, owns the road right-of-way and that the counties cannot lease the land for mineral development.

Whether the state should exercise its rights and lease right-of-way lands for oil and gas exploration probably will not be decided until the Legislature sets a policy. Involved is some 1,200,000 acres of land on 228,000 miles of public roads, some of it across areas with oil-bearing strata.

READING, 'RITING AND DRIVING - State Board of Education took a jaundiced view of a proposal of state-supported driver education in public schools. Plea for driver education, one of

Here It Is ... HIGH SPEED Retreads "67"

"Luke" Luper has a new type Retread - Come see - you'll Buy!

- PERFECT with or without TUBE
- Greater TREAD stability
- FULL ROAD HAZARD GUARANTEE
- Less Strain on Casing
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LOOK at These INTRODUCTORY PRICES

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6.70 x 15 and 7.50 x 14 BLACKWALL Full Road Hazard Guarantee With Your Recappable Tire - ONLY	795
800 x 14 BLACKWALL Full Road Hazard Guarantee With Your Recappable Tire - ONLY	895

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Guaranteed Vulcanizing, Repair and Service
114 East Washington Phone 3211 Morton, Texas

Lions Elect International President



Finis E. Davis of Louisville, Kentucky, was elected International President of Lions International at the Association's 43rd Annual Convention in Chicago. Lions International, with 610,000 members in 106 countries or regions, is the world's largest service club organization.

Lions International is best known for its many youth programs, community service projects, sight conservation activities and aid to the blind. Last year Lions Clubs around the globe completed more than 192,000 individual community service projects.

Japanese Scout Will Be Hosted In Ross Home

The South Plains Council, Boy Scouts of America will be host to four Scouts from Japan during the "50th Anniversary Jamboree"

The Japanese boys will come to the United States by plane arriving in Vancouver, B. C. then on to Lubbock via bus after stops in 10 key cities.

The Japanese Scouts will arrive in Lubbock at 4:30 a. m., July 6th, via Greyhound Bus.

The following Scouts from Japan are in the contingent: Yukio Saito, Tokyo; Susioshi Sato, Kanagawaken; Tetsya Nakamura; Kanagawaken; and Hideo Saito, Shizuokaken.

They will be guests in a number of our West Texas communities before and after the National Jamboree to be held at Colorado Springs, Colorado July 23 -28.

Of the 38 countries represented travelling great distances will be scouts from Australia, China, Indonesia, Japan, Korea, Malaya, New Zealand, Pakistan, and the Philippines.

Canada is sending twelve full troops of 40 boys each.

The four Japanese Scouts will be in the South Plains Council area until August 9th, after returning from the National Jamboree.

One of the Scouts will be hosted in Morton at the Raymond Ross home it was disclosed a few months ago by Mr. Ross.

HOME ON LEAVE

SP-4 Jerry E. Hanson, son of Mr. and Mrs. Troy Hanson of Morton, is home on thirty day leave after spending two years in Germany.

He will be stationed at Fort Sill, Oklahoma for the remainder of his three year enlistment.

Politics are HOT in L.A. ...

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at ALLSUP-REYNOLDS Chevrolet Co. MORTON

PRICED to GO!

NEW CARS, PICKUPS - USED CARS and TRUCKS, going at a SONG with YOU, our customers, doing the SINGING!

P. S. If you've driven through high water recently... let us check your car or pickup's transmission and rear-end for WATER... a check now could save you a big repair bill later....

Continue Fight to Have Depleted Water Established As Deductible Item on Land Owner's Income Tax Return

LUBBOCK (spl.) — In 1954, the High Plains Water District filed with the U. S. Internal Revenue Service a request for a ruling that would establish ground water in the southern High Plains of Texas as a Depletable natural resource and allow a deduction on Federal Income - Tax returns for its depletion.

The request for such an administrative ruling has been denied. A lawsuit is now being planned to establish through litigation the district's contention that underground water in this area is a natural deposit and that it is being depleted; and that individuals and institutions using water to produce income should be allowed a Federal income tax deduction for the depletion of this resource. Such depletion shall be calculated under cost rather than percentage depletion methods.

The District is gathering information that will be used during the trial to establish facts pertaining to the underground water and to the reservoir. The facts will prove that the underground water in the Southern High Plains is gradually and surely being depleted and that the use of underground water in the production of income has a definite economic value.

An individual irrigation farmer will be selected by the Water District and the Revenue Service for test case purposes.

The general understanding of the Water District and the Revenue Service is that the decision of the court will become the rule only in this case, but that it

will apply to all Southern High Plains water users who have a like set of circumstances.

To prepare the case, the District has endeavored to obtain the best legal and engineering counsel available. The verdict of the court will be very important to taxpayers in the High Plains of Texas; consequently, no stone will be left unturned in preparing for the case. Individually, the income-tax deduction may not be sufficient to warrant each person filing such a lawsuit in his own behalf; however, as a collective effort through the Water District, a favorable decision by the court would amount to millions of dollars in tax savings for area land owners during the economic life of the under-

ground water. Furthermore, recognition of underground - water depletion by the United States Courts and then by the Internal Revenue Service should have an important bearing on future ground - water conservation practices. When each land owner and water owner realizes the value of his water, when he computes the profit or loss from the use of his water, he is in the position of being able to use to greater advantage the water remaining in storage beneath his land.

The case will be filed in Federal Court by the Water District probably this fall and it is anticipated that it will be scheduled for trial in the Spring of 1961.

Next Week's Film Fare . . .



"THE MIRACLE" . . . is the title of the film at the ROSE Theatre next Tuesday through Thursday, co-starring Carol Baker and Roger Moore. Shown in this scene are the co-stars.



SUNDAY, MONDAY FEATURE . . . at the ROSE Theatre in Morton is entitled "Suddenly Last Summer," featuring Elizabeth Taylor, Katharine Hepburn and Montgomery Clift, all shown here in this scene. Also on the evening's bill of fare will be the sensational Patterson vs Johansson fight films as Floyd Patterson regained the heavyweight championship of the world.

Who's Who —

(Continued from Page 1)

ibune. Since this was the last of the Who's Who series, the procedure was to draw until a perfect entry was found.

Regarding the mystery Who's Who, Mrs. Nation's said, "I've really enjoyed Who's Who, and working it has reviewed me on a lot of things I had forgotten."

Incidentally, Mrs. Roy Hill and Mrs. Nations were former neighbors. As to having been lucky previously, Mrs. Nations says in 1938 she was awarded a 100-pound sack of feed at Lindsey Feed. Having nothing to feed it to, she sold it for \$1.

Also, its interesting to note, on the 10th Who's Who, this was the 22nd, Melvin Coffman, son-in-law of Mrs. Nations was awarded \$10.

Among the more than 2,700 entries were listed from Carlsbad, N. M., Lubbock, Plainview, Friona Crosbyton, Levelland, Pep, Whiteface, Maple, Enochs, Morton, and Morton Rural Routes.

A number of the 44 Morton merchants who made the Who's Who possible this week expressed to the many persons who have taken part in the Who's Who their sincere appreciation for their interest.

The Who's Who awarding was conducted at Woolam Implement Company. Entries were gathered from Rose Auto and Appliance, where the Who's Who box was filled to overflowing and a relief box was put into use; at Herb's Gulf Service Station, the Morton Tribune and at Woolam's.

Here are the clues to the identity of Mrs. Roy Gilbert (Willie Beatrice Wells) Hill:

Last name same as last name of 19th century American financier, (James Jerome Hill); Mate's first name is Old French, (Roy);

Wed in Neighboring state, (Lonecy community, Harmon, County, Oklahoma); Purvis was an important landmark, (where she met Roy); "Do what you can and don't worry about what you can't do," (a nice philosophy);

Enjoys sweets, (that was a give away clue to some folks); Amires Billy Graham; "What a Friend We Have In Jesus" (first tune on piano); Home faces South; Mate enjoys particular type of tobacco consumption, (pipe); Attended SW STC, (in Oklahoma); Favorite auto, four letter, (Ford); Has worked in teaching profession, (was teaching when she met Roy);

Has Nickname, (Bill); Has relatives in Cochran County, (a goodly number); Once wrote for for newspaper, (describing trip to World's Fair in 1939 for Tribune); Worked for gin; Favorite newspaper printed "Where the West Begins," (Ft. Worth); Mate has worked with youth, (Little League for one); Related to former city official, by marriage, (Roy was a recent city father);

Interested in fragrant plants, (flowers); Sings, (at the First Baptist Church); Mate's Middle Name same as last name of famous English Librettist, (Sir William

Schwenck Gilbert, better known as Gilbert and Sullivan); Beat the Democrats to site of '60 National Convention, at least some of them, (in 1939); Drinks coffee; Mate appears in downtown South Plains town almost every day, (Morton);

Plays "42"; Professed dilettante, (you look it up); Once viewed seven states from one geographical point, in (part of the Blue Ridge Mountains of Tenn.)

Stood on Continental Divide, (in Rockies); Viewed Devil's - End, (should have read: Viewed Devil's Inn, in the Rockies) . . . and that's "30", we hope you enjoyed it so much as we . . . and our sincere thanks to the Who's Who who stood the storm . . .

One Who's Who confided, "It's just like the Army . . . it's wonderful . . . but never again . . . being Who's Who once is plenty . . ."

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TEXAS TIMBER TOPICS

WOOD FLOOR FINISHES

Several kinds of finishes may be applied to floors and interior woodwork so as to preserve their natural appearance. These are wood sealers, shellac, varnish, or lacquer. Each type of finish has properties peculiar to itself.

Shellac is made from a resin secreted by a tropical insect. The resin is refined and dissolved in alcohol. Shellac dries very rapidly and forms a hard, glossy surface. Shellac will water - stain and turn whitish when exposed to too much moisture.

Varnish is a finish composed of natural or synthetic resins in some type of drying oil. After drying, the film is reasonably hard and tough, and impervious to moisture. Varnish coatings take longer to dry and tend to darken with age.

Lacquer coatings consist of cellulose nitrate or derivatives dissolved in a rapidly evaporating solvent. Resin is frequently added to the mixture. Lacquer dries quickly and is resistant to moisture. However, it is difficult to apply and is generally more expensive than other finishes.

Wood sealers usually consist of waxes, resins and drying oils together with a water repellent. Essentially, they do not coat the wood but shallowly penetrate into the material. When applied, the excess sealer is removed and the wood buffed to provide a pleasing appearance.

Although floors may be beautified and protected with any of these finishes, care must be exercised to select products made specifically for wooden floors and applied as directed.



SAVE MEAT SPECIALS

PLUS EXTRA SAVINGS ON THESE CANNED FOODS, and PRODUCE

DOUBLE MORTON SAVING STAMPS EACH TUESDAY on ALL CASH PURCHASES at TRUETT'S

— ALL BEEF ADVERTISED WILL GRADE GOOD or CHOICE —

CHUCK ROASTlb.	43¢
CLUB STEAKlb.	69¢
LOIN — Pinbone STEAKlb.	69¢

ARM ROASTlb.	59¢
SALT BACONlb.	39¢
FIRST CUT PORK CHOPSlb.	49¢

WHITE, DEVIL'S FOOD, YELLOW —

Bake cakes to be Glad about

GLADIOLA CAKE MIXES

4 boxes 100

LIBBY'S, NO. 303 Cans
MUSTARD GREENS . . . 2 Cans 29¢

LIBBY'S, NO. 303 Cans
Turnip Gr'ns, 2 Cans 29¢

LIBBY'S, NO. 303 Can
Fr't Cocktail . . . Can 23¢

Sturgeon Bay, NO. 303 Can
Cherries Can 23¢

KRAFT'S —

VELVEETA CHEESE

2 lb. box 79¢

KRAFT'S —

MIRACLE WHIP

quart 49¢

KRAFT'S —

Miracle SANDWICH SPREAD

pint 29¢

OUR VALUE —

SHORTENING

3 pounds 55¢

LIBBY'S, Big No. 2 1/2 Can
Deep Brown BEANS
 Can 25¢

HI - C BIG 46 OZ. CAN
ORANGE DRINK 25¢

CONCHO, NO. 303 Can
Blackberries . . . Can 25¢

LIBBY'S, Quart Can
P'apple - Grapefruit Drink
 quart can 29¢

PRODUCE

Fresh SQUASHlb. 10¢

Fresh GREEN ONIONS 2 bunches 15¢

Great for Salads
AVACADOS 2 for 25¢

Ruby Red GRAPEFRUITlb. 10¢

PET MILK

2 large cans 29¢

TRUETT'S FOOD STORE

WE DELIVER MORTON, TEXAS
 Truett McCuiston — Owner, Manager
 PHONE 4871

Texas Farm Bureau President Outlines Hoped for Farm Polics for Democratic Platform Committee at L.A.

J. H. West, president of the Texas Farm Bureau, this past week presented recommendations of the American Farm Bureau Federation to the Democratic Platform Committee.

Accompanied by three other state Farm Bureau presidents, West presented the recommendations developed by Farm Bureau members in 49 states.

The Texas agricultural leader stressed Farm Bureau's platform for a "competitive enterprise system in which all property is privately owned, privately managed and operated for profit and individual satisfaction, and in which supply and demand are the ultimate determinants of market price.

Some of the Bureau's policies on national farm programs are:

(1) Farm production cannot be balanced with effective demand by legislation as long as increased production is being encouraged by government guarantees. Price-fixing programs of the past have failed to control production and have failed to protect farmers against reduced incomes.

(2) We should move in the direction of eliminating government regulation of the right to produce agricultural commodities. Our experience in this regard clearly indicates that political determination of the right to produce is the road to low — not high — per family farm income.

(3) Our farm plant is over expanded in relation to current markets — including the extra-

ordinary "markets" made possible by special export aids. Land retirement programs, such as the Conservation Reserve, are not a cure-all. Nevertheless, a sizeable land retirement program is urgently needed as a temporary measure to help farmers make the adjustments that must be made to correct the adverse results of past programs.

(4) Where price support and production adjustments programs are used, they should be designed to facilitate orderly marketing rather than to fix prices. Price support levels should take account of competitive conditions, supply and demand, and market trends.

(5) With less interference from the government, the marketing system will be freer to operate effectively and efficiently. This will encourage the expansion of market outlets and the production of quality products in line with market demands. Thus, we can better meet competition at home and abroad.

(6) Where special export pricing is necessary to regain or maintain foreign markets, we should return to a one price system as rapidly as possible.

(7) Individual commodity programs must be in harmony with the interests of agricultural generally; however, these programs must also recognize the inherent difference among various farm commodities.

(8) Congress should retain responsibility for determining major provisions of commodity programs as it is the only body which represents all the people affected by such programs. The assumption that procedures of a commodity are the only people interested in programs for that commodity is fallacious.

(9) We strongly oppose the establishment of maximums on price support loans, either in total or as applied to individual farmers. A ceiling on individual loans would not remove the basic causes of high program costs. More significantly it would tend to reduce the size of farm units and thus lower production efficiency.

(10) The compensatory or direct production payment approach is unsound and dangerous to our economic and political system.

Regardless of the form in which it is presented, a direct payment program would be fantastically expensive. It would stimulate production, increase unit costs, depress market prices, and make farmers dependent on Congressional appropriations for their net farm income and a part of their production costs as well.

The payment approach carries a "cheap food" philosophy however, in actual practice it would encourage inefficiency and thereby result in high food and fiber costs. Limitations on payments to individuals are inevitable in payment programs. Such limitations would place a ceiling on opportunity in agriculture and level individual farm incomes downward.

Polishing Her Spanish . . . Mrs. Smith Plans Trip to Mexico

Mrs. W. W. Smith plans to depart from Lubbock Sunday for San Antonio where she will join a group aboard a chartered bus for a twelve day tour in Mexico. "Most of our time," says Mrs.

Smith, "will be spent in Mexico City."

The group will pickup a guide at the border who will stay with the bus until its return to this country.

Mrs. Smith is making the tour in the interest of improving her Spanish.

When school starts this fall she will be teaching Spanish and English at Wilson Schools.

She is a former Morton teacher.

She will teach first year Spanish and English in the last four grades.

Mrs. Smith just completed a six week course at Tech which was designed to refresh Spanish teachers.

Anniversary for Wallace Theatres

Wallace Theatres is observing its 37th year in business, it was announced by the theatres.

Coincidentally, in Morton, the theatre chain will be observing its 25th year in business, remaining one of the city's oldest continuously operated businesses.

Local Golfers Competing In Levelland Meet

Several Morton golfers were expected to be among those entered in the Levelland Invitational Golf Tourney this week.

Championship Flight qualification will be today (Thursday) to fill the field of 160 entrants. A total of 136 non-championship flight golfers had entered up to Tuesday when the entry list was closed. Among those from Morton planning to take part were Button Silvers and Jack Wallace.

The tourney got a boost in entrants when the Plainview Invitational had to be cancelled because of flood waters, and other golf courses in the area, including Morton's, had flood waters.

Weekend Feature . . .



SCENE FROM FICTION THRILLER — Coming to the ROSE Theatre, Friday and Saturday is "The Battle from Outer Space."

STOP ITCHING! IN 15 MINUTES

After using ITCH-ME-NOT, get your ite back IF THE ITCH NEEDS SCRATCHING. You feel the medication take hold. Itch and burning disappear! Use instant-drying ITCH-ME-NOT day or night for eczema, ringworm, insect bites, foot itch, other surface rashes. TODAY at Morton Drug Store.

ROSE THEATRE

Box office opens MONDAY - thru - FRIDAY at 7:15 P. M. First Show at 7:30 P. M. Box Office closes 9:30 P. M. See a complete show from 9:30 P. M. on Week Days.

FRI. — SAT., JULY 15 - 16



SUN. — MON., JULY 17 - 18



plus PATTERSON vs. JOHANSSON FIGHT PICTURES

TUES. — WEDS. — THUR., JULY 19- 20 - 21



New 3 3/4% interest on U.S. Savings Bonds

The Treasury explains why the new ones you buy and the ones you own now are better than ever

Q: How does the new 3 3/4% interest rate benefit me?

A: With Series E Bonds, the rate turns \$18.75 into \$25.00 fourteen months faster than the old rate. Your savings increase faster, because your Bonds mature in just 7 years, 9 months.

With Series H Bonds, the 10-year maturity period stays the same but more interest is paid you each six months. With both E and H Bonds the new rate works out to 2 1/2% for the first year and a half, then a guaranteed 4% each year to maturity.

Q: When did the new rate become effective?

A: June 1, 1959.

Q: Does the new rate change the Bonds I bought before June 1, 1959?

A: All older E and H Bonds pay more now — an extra 1/2% from now on, when held to maturity. The increase takes effect in the first full interest period after June 1.

Q: Will the Bonds I own automatically earn their new rate?

A: Yes. You don't need to do a thing — just hold on to your Bonds.

Q: When my E Bonds mature, will they keep on earning interest?

A: Yes. An automatic 10-year extension privilege went into effect along with the new interest rate. This means your E Bonds will automatically keep earning interest after maturity.

Q: With the new interest rate, should I cash in my old Bonds and buy new ones?

A: No. The automatic 1/2% increase makes it unnecessary — and in almost every case it is to your advantage to retain your present Bonds.

Q: How safe are U.S. Savings Bonds?

A: Savings Bonds are an absolutely riskless way to save. The United States Government guarantees the cash value of your Bonds will not drop, that it can only grow.

Q: What if my Bonds should be lost, stolen or destroyed?

A: You can't lose. Every Bond purchased is recorded by the Treasury. If anything happens to your Bonds they are replaced — free.

Q: How do I help strengthen America's peace power when I buy U.S. Savings Bonds?

A: Peace costs money — money for military strength and for science. And money saved by individuals helps keep our economy sound.

YOU SAVE MORE THAN MONEY WITH U.S. SAVINGS BONDS

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— DOUBLE FRONTIER SAVING STAMPS EACH TUESDAY

NO WHERE BUT NO WHERE WILL YOU FIND BETTER FOOD VALUES

HI - C Florida —

FRUIT PUNCH
BIG 46 OZ. CANS
3 Cans 100

DOSS FOOD STORE
AND FROZEN FOOD LOCKERS

— PRICES ARE BORN HERE and RAISED ELSEWHERE

FLOUR *Shurfine* **10 POUND BAG 79c**

ZESTEE, 18 OZ. Glasses — **STRAWBERRY PRESERVES**
3 jars 100

QUALITY MEATS

Armour's Star **BACON** 2 lb. pkg. 1.19

Cudahy's **PICNICS** 3 lb. can 1.99

Fresh **PORK STEAK** lb. 49c

4 boxes 100

CAMPFIRE **VIENNA SAUSAGE**
4 cans 49c

ENERGY
(Detergent)
Large Boxes
4 boxes 100

CHEF BOY - AR - DEE **SPAGHETTI & MEAT BALLS**
2 Cans 79c

IRELAND'S, NO. 1 CANS **CHILI** 2 Cans 69c

MAXWELL HOUSE COFFEE
lb. can 69c

SPRY **3 POUND CAN 69c**

Food King — Big No. 2 1/2 Cans

PORK and BEANS
5 Cans 100

FROZEN FOOD SALE

Underwood's **BAR-B-Q** 14 oz. pkg. 79c

Banquet — Apple, Peach, Cherry **PIES (22 oz. ea.)** 3 for 1.00

Shurfine, 6 oz. Cans **LEMONADE** 5 cans 49c

SOFLIN FACIAL TISSUE
400 Count Box
19c

IPANA TOOTH PASTE
Reg. 53c Size
39c

Garden-Fresh VEGETABLES

Thompson Seedless **GRAPES** lb. 25c

Red **GRAPES** lb. 25c

California Hale **PEACHES** lb. 25c

Santa Rosa **PLUMS** lb. 25c

Crisp **CABBAGE** lb. 5c

Tender **CARROTS** cello bag 10c

Pineapple **SWEET TREAT CRUSHED NO. 300 CANS 5 CANS 100**