# fllortion 

 LIFE NSURANCE Williamson Insurance Agency MortoOFFICE HoURS $8-5$

PRELUDE TO RODEO
ICKIEY POSSE TO 'RIDE' MALL TO MORTON

Parade at 3 P.M.; Barbecue at 5 P.M. RODEO OPENS HERE TONIGHT

VISITORS SPEAK TO JAYCEES, LIONS
Pakistan Will Oppose Communism Because of Religious Beliefs


WINNERS ARE NAMED IN COUNTY INVITATIONAL SHOOTING MATCHES

Registration Set For Students at At Morton High



AD FACT
NO. 7

Allsup-Reynolds Chevrolet Co.
Aizent wishicgiv morto
KXXXXXXXXXXXXXXXXX1
Driver Secured For Dallas Trip


17 New Phones Added Southeast By 5-Area Coop

## A

 everyhing goes accordingarea foiks
will be abie

## CANDIDATES FOR RODEO QUEEN HONORS



Country Club Gin Lake Receding; Road Is Passable

## 

Spectald for FRIDAY
and SATURDAY

LONGHORN
CHEESE.
.1b. $49^{\circ}$
DOUBLE
ON TUESDAYS
WELCOME TO THE
U S. GOOD, 7 Cuts BEEF
ROAST . . . . . Ib. $45^{c}$


STEAK
U. S. GOOD
LOIN


| KIMBELL'S <br> OLEO <br> .5 lbs. | LIBBY'S. 12 OZ. Can <br> LUNCH MEAT | . Can 45 |
| :---: | :---: | :---: |
| - FROZEN FOODS - <br>  | - $x$ | PREMIUM |
| Stilwell, Sliced in Heavy Syrup <br> STRAWBERRIES . . . . 10 oz. pkg. 19c |  | SNOWDRIFT |
| Keith's, 24 Count <br> Pkg. <br> DINNER ROLLS |  | $3 \mathrm{lb} \cdot \operatorname{can} 69^{\circ}$ |
|  | RENOWN <br> 18 oz . CAN | 15 |


| Maryland Club Coffee | COFFEE <br> pound can | KIMBELLS <br> CHERRIES <br> No. 303 Can 194 <br> LIBBY'S, Crushed <br> PINEAPPLE <br> No. 1 Can $15 ¢$ |  |
| :---: | :---: | :---: | :---: |



SILVER SAVER
SOUR or DILL .
quart
$25 c$

| - FRESH PRODUCE - <br>  <br> TENDER | OREO |  |  |
| :---: | :---: | :---: | :---: |
| Home Raised | SUNSHINE <br> CRACKERS |  |  |
| CANTALOUPES | .4 lbs. $\qquad$ |  |  |
|  | ZEE, 80 Count NAPKIINS $\qquad$ |  |  |
| FRISKIES tall Cans <br> CANS |  |  |  |

Nu-way Cleaners
Bailey County Electric Co-operative Assn.
Butler Motor Company Skinner Butler
The Ideal Gift Shop
Mr. and Mrs. Truman Anglin
Silvers Butane Co.
East on the Levelland Highway
Windom Oil and L. P. Gas Co. Phillips 66 Wholesale
Herb's Gulf Service North on the Enochs Hi-way

> Morton Jayceess Mondays at Noon

Mondays at No
Seaney's Grocery \& Market for the BEST in meats
Modern Motor Service Jack Jones and John Duke
Truett's Food Store
we give and redeem MORTCN stamps
Eastside Cafe and Pastries
Mr. and Mrs. O. D. Vernon
Morton Gin Co., Inc. Mark Kennedy, Manager
McAlister - Huggins
John Deere Implement Dealer
Morton Malt Shop
Mr. and Mrs. Rob Richards
Luper Tire Service c. E. Luper

Western Abstract
Mr. and Mrs. W. M. Butler
Piggly Wiggly
where you get $S$ and $H$ Green Stamps
Williamson Insurance Agency
Located in the First State Bank Building
Located in the First State Bank
Mr. and Mrs. Lem Chesher
Cochran Power \& Light "serving the last frontier"
City Flower Shop
Mr. and Mrs. J. T. Holloman
Higginbotham - Bartlett Co.
"Good Lumber"
Jackson Farm \& Ranch Store Paymaster Feeess and Seeds
Stricklands Cleaners
Mr . and Mrs. R. C. Striekland


Morton Lions Club Wednestays at Noon
Glenn W. Thompson Cochran County Judge
Hawkins Oldsmobile Co.
home of the fabulous new OLDS
Willis Food Store
we give BUCCANEER Saving Stamps
Morton Co-operative Gin On North Main
Lessye Silvers
Cochran County Clerk
cochran County Clerk
Rose Auto and Appliance Neal H . Rose
Bedwell Implement Co.
Your M-M and M-F Dealer

WELCOME, FOLLS!
"TEXAS' LAST FRONTIER"


PARADE - Thursday, Aug. 11, at 3 P.M., Downtown Morton (ROB RICHARDS, Parade Marshall)
RODEO DINNER - Thursday, Aug. 11, at 5 P.M., County Activities Bldg. (OPEN TO PUBLIC - Adults $\$ 1.50$, Children 75 c )
RODEO QUEEN CONTEST Based on Advanre Ticket Sales
GRAND ENTRY at 8 P.M. EACH EVENING, Welcome Al!!
Cobb's Department Store
"the house of famous brands"
P\&B Automotive
W. G. Baker and Tom Rowden

Danez Beauty Shop Weat of the Malt Shop
McMaster Tractor Co.
Ford Tractor dealers for you
McDermett Liquified Gas on the Muleshoe Highway
Chat and Chew
Morton and Levelland
Collins Packing Co. on the Country Club Road
Morton Electrical Supply Mr. and Mrs. Fred Morrison Merritt Gas Co. Distributor of MOBIL Products

Doss Super Food Store Double Frontier Stampt on Tueeday


Sheriff Hazel Hancock and Staff
We're here for Your protection
CAREFULLY
Connie's Gulf Service
your Good Gulf dealer

## Rayg Shapoware

-AND FURNITURECO
St. Clair's Department and St. Clair's Variety Store

Morton Flash - O-Gas
Butane, Propane, and Conversion ${ }^{-}$
Lindsey Feed \& Seed
Woolam.Implement Co.
Your CASE Implement Dealer Gardner-Ross Wallace ${ }^{\bullet}$ Theatres Burnie Haley, Mgr.
Great Plains Natural Gas Co., Inc.
Producers Warehouse, Inc.

$$
\stackrel{\text { Fred Payne, } M g r}{ }
$$

Roy Weekes Insurance Agency \& Dorthea's Beauty Salon

Mrs. Otha Denny
Tax Assessor - Collector
Burleson Paint \& Supply featuring Cook's paints
Child's Men's Store \& Minnie's Shop
Morton Spraying and
Fertilizing Co., Inc. West of the Square on the Portales Hi-way M. C. Ledbetter Morton Tribune \& Dollar Day Special

Morton Recreation Club Owned and Operated by Geo. Auld \& Don Lamar Kate's Kitchen
One Block East of the Signal Light
Bolton Furniture and Appliance
Authorized Philco Dealer
Enos Welding Shop
Mr. and Mrs. Herman Enos
Steak House Cafe
Southeast Corner of the Square
Baker Feed, Seed, \& Fertilizer Mr. and Mrs. J. J. Baker
Ramsey Shoe Shop Quality Shoe Repair
Evans-Investment Co.
${ }^{\text {Lloyd Evans }}$
Jay's Garage
Mr. and Mrs. Jay Studdard
SouthWest Furniture
Nortwest Corner of Square
Derwood's Texaco Service Sta. Mr. and Mrs. Derwood McClintock
Kelly's Spraying Service


Cochran Elec. Serv. \& Supply Co East of the REA Office
Margie's Beauty Shop Mr. and Mrs. Leo Holland
Allsup-Reynolds Chevrolet Co.

## EDITORIAL...

Success - Depends on All of Us ! Rodeo's just don't occur, they must be produced. To produce one takes a lot of consideration an lot of anticipating and know h
And what, after all these things are accomplished, do you have? What goo
important is a rodeo?
To some people, a rodeo is just like any other sport' ing endeavor. It's an event that you either like or don't
like. It's a gathering of horse lovers; conducted for and by, and dedicated to horse lovers.
But, especially in the case of Morton, we think a rodeo is a lot more than that. A rodeo is about the only annual event held in Morton in which we have the opportunity
to extend area folks a welcome hand, and to exhibit to to extend area foiks a welcome
them the progress of our city.
Once we had a fair, but it died for lack of workers. Football games, baseball games, basketball games, etc., teas, weddings and showers are one performance affairs teas, weddings and showers are one performance
that seldom draw much interest from out of town.
Once we ha minel show, bt Lis Once we had a minstrel show, but the Lions club, like
the rest of us, grew weary of the attention to details and the rest of us, grew weary of the
it also died for a lack of workers
But basically, the rodeo is the only annual event we have left that draws out of town folks. A great many
people who don't even like rodoes gather for that event because they know they'1l see a lot of folks there they haven't seen in a long time . . . maybe since the last rodeo. folks to Morton? We think so. A community cannot live isolated in a world by itself. We need outside contacts. We sorely need others beside the rodeo.
The rodeo is not a money making project in itself, but
we think it helps a great deal in the overall economic we think it helps a great
progress of our community
The individual can take it or leave it. He can attend the rodeo or pass it up. He can take part in the whoopla But the fact remains that through the events of the rodeo ... a parade, a dinner, the sessions of the rodeo them-
selves, and even the dances that follow, a lot of folks derive a lot of pleasure. There is something there to suit neary every taste.
Entering into the spirit of the occasion allows everyone who does not have a regular vacation, a day or so of
getting off the beaten track and away from monotony of routine events. It serves a purpose much akin to a vac-
ation. And with the support we have had in the past, our
rodeos will continue; but only as long as the peopl rodeos will continue; but only as long as the people of
this community continue to put out effort to have a good

It's up to you, the people of Morton. Our community shall be known for the things by which it is identified settle our internal squabbles, such as hospital difficulties; settle our internal squabbles, such as hospital difficulties;
school tax issues; etc., by ourselves, without the outsince we must suffer the consequences of folks in neigh
boring towns knowing of our difficulties, lets make a

## EXTRA SPECIAL

## TRAILER Tires and Wheels

BUY NOW BEFORE the RUSH!
AUGUST TIRE SPECIALS

| WHITE WALL <br> $6.70 \times 15$ NYLON <br> WHITE WALL <br> $7.10 \times 15$ NYLON <br> BLACK, TUBELESS <br> $7.50 \times 14$ NYLON <br> WHITE WALL, TUBELESS <br> $7.50 \times 14$ NYLON <br> LUPER TIRE SERVIC <br> Guaranteed Vulcanizing, Repair and Servi <br> Washington <br> Phone 3211 |
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special effort to make them also keenly aware of our hos-
pitaity ... keenly aware of the good things about this
community which we fondly call home.

$\qquad$ CONSTITUTIONAL AMENDMENI


CONSTITUTIONAL AMENDMENT




WOULD-BE RODEO QUEENS


## With Your <br> COUNTY AGENT



Home Demonstration Agent

by Leila Petty
mistrict deess beve district dress revie

Joint Co-operative JIM MIDDLETON IS NAMED
Meeting Set at Lubbock, Aug. 18

MORTON ELEMENTARY PRINCIPAL

County Sing Set for Sunday

## Announcing . . .

the purchase of Merritt Butane

## By

## FLASH-O-GAS

With NEW OFFICES OPENING in September at the Merritt plant north of Morton on the Enochs Highway
PROVIDING AREA FARMERS with

## -BUTANE -PROPANE -OILS

and the same friendly service
It was 20 years ago that Flash-O-Gas came to Morton. Our storage tanks and offices were built outside the residential area, but Morton grew, and now, as a safety measure, we are moving our offices and storage tanks north of Morton to the location oc cupied by Merritt Butane. We hope to complete this move next month.
Also, we are happy to announce the association with our firm of Fred Kelly who has been with Merritt Butane, and delivering fuels in this area for the past 17 years. The welcome sign is always out at FLASH-O-GAS

CONNIE CLEVENGER, delivery
WILEY HODGE, delivery
FRED KELLY, delivery
THOMAS LYNCH, service
TOMMY LYNCH, manager

## Thanking you . . .

.. for eight years of wonderful patronage . . . and extending you a cordial invitation to continue your butane and propane purchases from Flash-O-Gas, Morton. We will continue to offer you a complete line of Mobil gasolines, oils, and lubricants, and Ward's tires and batteries


WE'RE READY
for YOUR WORK

- AUTOMOTIVE
- AUTO AIR CONDITIONING
- TRANSMISSIONS
- MOTOR TUNE-UPS

> and
> All other types of Mechanical Work, Auto, Pick-up, Truck

We've more help and we're ready to give you fast, reliable, service

## HAWKINS OLDSMOBILE CO.

11 East Washington

## KEEP <br> POSTED

 LOCALLY
## - Read the

MORTON TRIBUNE
Only 3.50 per year in Cochran and adjoining Counties ; elsewhere, 4.50; 10c per copy MORTON TRIBUNE BOX 545 ,
MORTON, TEXAS
find 3.50 (or 4.50 .)
(Name)
(Address)

DISTRICT COMMITTEEMAN TELLS OF REPUBLICAN CONVENTION HI-LITES

| fict Committeeman, stopped by in mort word of mouth report from be conyention which concluded in Chicago recently. |  |
| :---: | :---: |
|  | news from |
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|  | medical (Dismiseed) |
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| most of the delegation, includ |  |
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| ate party that sent them to Ch. | Braullio Feuntes, Mo |
| arge thugh observing they tavv | ${ }_{\text {Mar }}$ |
|  | E. R. Barker, Sher |
| The heslights of the conve | strgery (Remanting) |
| \%oxtion given to former presiden | Albert Bill, Bledsoe |
| Hethert Hoo er, and also a | strgery (mis |
| Ato, Klaternoff said B |  |
| mf a Texas Repubin |  |
| cation on the party plat | Lenore White, Morton |
|  |  |



## RESERVATIONS

 for League PLAYWatch for our opening in September

Place orders NOW for Team Shirt

## FRONTIER LANES

babe van, Manager Phone 5636
MORTON, TEXAS

NEWS and HAPPENINGS -
FROM the ENOCHS - BULA AREA


FRONTIER LANES' OPENING EXPECTED AROUND SEPT. 15TH


RODEO QUEEN HOPEFULS


## NEW ONE DAY SERVICE

ON BLACK and WHITE PHOTO FINISHING

KODACOLOR KODACHROME

2 DAY SERVICE 4 DAY SERVICE

It's RODEO TIME in Morton
and RODEO TIME is "HOT DOG" TIME!


Casts its vote
for -
DOROTHY SMITH for Rodeo queen

LIGHTCRUST
Flour
INSTANT POTATOES TOOTH PASTE owowy size ENERGY HAIR SPRAY real kill new detergen Fly and Mosquito Spray


10 POUNDS 79 c box 334 494 giant size 59 L.Es sIze 98 pt. 59، BIG NO. 21 ${ }^{\frac{1}{2}}$ CAN
Peaches

19c CUCUMBERS APPLES

## PARTY PEANUTS fintre. a oz an 59

 FREEZING MIXChicken of the sea「11n PEACH PRESERVES VANILLA EXTRACT POST TENS


## FOLGER'S 6 OZ. GLASS E\&R, ALL MEAT POUND

InstantCoffee 79c Franks
49 c

## Dcch Trcchys

BACON
lb. 59 c
FRYERS
lb. 35
NAPKINS
2 pkgs. 25
KRAFT'S QUART
Miracle Whip 49c


PHYSICAL EXAMS SET FOR TOMORROW (FRIDAY)
First 1960 Grid Workout Set For Monday Morning; Coach Optomistic About Chances for Good Season


Cotton Specialists Conduct Meeting Next Tues., at County Auditorium

TRIP TO LAKE BUCHANAN PRODUCES GOOD FISHING RESULTS


$-\substack{\text { add } \\ \text { mem } \\ \text { am } \\ \text { and }}$


## STRICKEN ILL

WHILE VISITING



## STRICKLANDS

"We Appreciate Your Business 220 West Washington, Morton, Texas - Phone 371 Drive Carefully, kids don't always think!

## COMING

## AUG. 11-12-13

## TEXAS' LAST FRONTIER RODEO

MORTON, TEXAS

Two Area Explorer Scouts Attending Camp in New Mexico

## Investment Club

 Meets Next Week

## ㅡㅡㅇIL CONSERVATION를 DISTRICT NEWS



Best timesaver everthe long distance call
-it's quicker, easier-and means so much more than writing
How many times have you told yourself that you really should sit down and write a letter o your family? And by the time you actually do, days have gone by!
A long distance phone call is easier than writ-
ing. It's quicker than writing ing. It's quicker than writing. And it means Best of more than writing.
Best of all, long distance calls cost a lot less
than you think. Why not put in your call
tonight.

## GENERAL TELEPHONE




Study of City Dwellers Buying Farms Reveal Interesting Modern Trends


January 1960 Figures Show
Social Security Benefits in County Averaging Over $\$ 15,008$ Per Month

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| twenty fith year, oldeage, sur- |  |
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| at ine rate of sis,008 a month ac- |  |
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| ries of about 11 percent since Febfor which Cochran County figures |  |
|  |  |
|  |  |
| for which Cochran County figures are available," he said. Nationally, about $133 / 4$ million |  |
| Nationally, about $133 / 4$ millionpersons were receiving old-age,survivors, and disability insurance |  |
|  |  |
| survivors, and disability insurance at an annual rate of more than |  |
|  |  |
| $\$ 10$ billion. At the close of $1940-$the first year in which monthly |  |
|  |  |
| benefits were payable - bene- ficiaries throughout the Nation to- |  |
| taled 200,000 . Almost half a million |  |
|  |  |
| and their dependents receiving |  |
| benefits at a yearly rate of over $\$ 400$ million are included in the figures for 1959. |  |
| The number of wives, husbands, and children of disabled worker |  |
| and children of disabled - workerbeneficiaries receiving monthly |  |
|  |  |
| Such benefits were first payable for September 1958. Nationally, fr- |  |
| om February to December, 1959, |  |
|  |  |
| the mumber of these beneficiaries tore than doubled - from 60.000 to 126,000 . |  |
| Payments to a retired worker |  |
|  |  |
|  |  |
|  |  |
|  |  |


\section*{$\mathcal{H} i_{-}$-Plains $\mathcal{H}_{i-}$ - ights <br> | News from the High Plains |
| :--- |
| Research Foundation |

Results Of
Flamed Cultivation
To Be Reviewed}

## FREE

 KODAK

FORFAST DEVELOPINGSERVICE on COLOR PRINTS and BLACK and WHITE Leave your exposed film at ST CLAIR VARIETY

ONE FREE ROLL KODAK FILM with Each order for Developing BLACK and WHITE

KODACOLOR FILM
with Jumbe Prints
Receive ONE FREE ROLL of Kodak

Contact us for ALL KINDS of Color or
Black and White Photo Finishing
 CHEVROLET $\begin{array}{ll}\begin{array}{l}\text { Things are going great at your Chevrolet dealer's right } \\ \text { now, what with Chevy (and Corvair) sales skyrocket- }\end{array} & \begin{array}{l}\text { range of models to pick from, quick delivery of your } \\ \text { favorite to look forward to and, best of all, big savings }\end{array}\end{array}$ ing to new all-time highs. So you couldn't have chosen
a better time to talk deal with him. You've got a wide
chance you get. Can't start saving till you dol


THE BEST SELLER'S AWARD-WINNING CAR!


ALLSUP - REYNOLDS CHEVROLET CO.
113 EAST WASHINGTON
MORTON



MISS WILSIE SUE BILBREY
Miss Wilsie Sue Bilbrey Bethrothal Told




Davenport - Capps Wedding Date Is Announced

RETURN FROM SOU. DAKOTA TRIP


## BF 1441

 66IS THIS YOUR CAR TAG NUMBER?
IF SO - FINE and DANDY our car to our station for iden
we have for it's owner, ONE

## FREE OIL CHANGE

NO PURCHASE NECESSARY


KEEP

## POSTED LOCALLY -

- Read the

MORTON TRIBUNE Only 3.50 per year in Cochran and adjoining
Counties; elsewhere, 4.50 ; 10 c per copy. Counties; elsewhere, 4.50; 10c per copy.
MORTON TRIBUNE
BOX 545
BOX 545,
MORTON
MORTON, TEXAS
Enter my subscription to the TRIBUNE, enclosed
(Name)
(Address)

## Honesty Still Found Herabouts

[^0]
## SOCIETY

Going Away Party Given Nesbitts

## FORD ENGINE OVERHAUL

## $25 \%$ DISCOUNT ON PARTS

MAHAN MOTOR CO.


| CRISCO | KRAFT'S MIRACLE WHIP quart $\qquad$ | \%- |
| :---: | :---: | :---: |
| $\text { Folers } \text { Goz }$ <br> Instant COFFEE $\qquad$ <br> DEL MONTE, 14 oz. Bottle CATSUP $\qquad$ | WHITE SWAN |  |
|  | BISCUITS | 3 Cans 25 |

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


at TRUETTS

| FOLGER'S <br> COFFEE <br> Folger's <br> lb. Can |  |
| :---: | :---: |
|  |  |
|  |  |

GOLD MEDAL
FLOUR 10 lbs. ....894

COLGATE, Regular 53c Size
. only $43^{\circ}$
CRACKERS
|b. box $79^{9}$

[^1]

Three Way News ...

## 

 Sis IovirutrsDOSS FODD STOPA
PRICES ARE BORN HERE and RAISED ELSEWHERE


TO THE RODEO


WELCH ADE

## ' Quart Cans

 3 Cans 1.00 Eagle Brand MILK 15 oz. can 29a Shurfine, big 46 oz. Cans
Pineapple Juice..... 3 Cans 100


## 4

| Big Top, 10 oz. Milk Glass Tumbler Peanut Butter . . 3 glases |  | PINENEY ${ }_{\text {HAMS }}$ |
| :---: | :---: | :---: |
| -FRESHPRODUCE- |  |  |
| Fresh <br> CUCUMBERS <br> lb. <br> . . . . 96 |  |  |
| Fresh TOMATOES carton.... . . 15¢ |  |  |
| Fresh CORN . . . . . . . . ear $5 ¢$ |  |  |
| BANANAS . . . . . . lb. $12 \frac{1}{2} 4$ | Washers AD | Fresh Pork  <br> STEAK . Ib. 49e $\begin{array}{l}\text { Homemade Pure Pork } \\ \text { SAUS'GE, Ib, 49 }\end{array}$ |
| -FROZENFOODS - |  |  |
| SHURFINE, 6 oz. Cans ORANGE JUICE . . . 5 Cans 894 | Home Laundry |  |
| UNDERWOOD'S BAR-B-Q BEEF | Size . . . . . . 3.23 | 趇, 2 lb . box 69 c |
| - 1 | 1 | $\underset{\text { QUART }}{\text { Zestee }}$ |



Hospital Operates

## For Month Of July








[^0]:    
    
    
    
    
    

[^1]:    
    Truett McCuistion - Owner, Manager
    PHONE 4871

