


Their survival at stake
interational focre to hep Vietram in its antic Commuist wer. Hi

## VIEWS


of other editors
rity bum

Call "halt'


## Power of decision


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$\qquad$ state.
trongly in teroer. ot of American Medical Associcition has come out Journal it says: "When a physicion ueses ob band nome or a manu Lecuruers name to designate the surce of supply, he is fuffiling
 diecting a mencifecturer who will supply the druy in a theropenti.

[^0][^1]
## 

Highlights and Sidelights
Budget goes to legislat





This page sponsore by the following Indian Supporters:

Cobb's of Mortion
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St. Clair Department Store
Ben Franklin Variety Storn Strickland Cleaners Western Abstract Co. White Auto Store Morton Flash-O-Gas Morton Spraying \& Forilliwa McCoy Ford Sales P 2 B Autometive Hazel Hancock - Shoriff Willingham Gin Co Bryon's Auto Supply Cochran County Farm Bureau Kirk Dean Gin Co Loran-Tatham Co. G\&C Gin

Frontier Lanes
Morton Building Supply like's Farm Store Bufler Body Shop Cochran Electric, Service \& Supp Morton Gin Co., Inc.


Texas trees said largest of kind Local news items

News from Three-way


Redwood on west coast is named Christmas tree


## Babson's forecas

 set for publicationdil


Yule logs part of Christmas tradition

Thompson returns as group president


Authorities set to speak at Cof C symposiums scheduled for West Tem


## Pangburn Candies

 LENEL . . . for MENRAMBY PHARMAC

## olunteers are sought or annual MOD drive

nal winners in ve-away listed


Get it at your
FAVORITE GROCER

George Borings are hosts on Friday


Cotton burs to stubble


Six Morton gridders are Need to conserve selected for All-District all soil moistre

Otis A. Rogers, Jr.


Morton Hight Sctool Band
If you haven't been contacted about a fruit cake please call 266-5311, 266-6


Local CPA firm in new quarters Now occupying new offices in
the recenty completed modern
buiding at 104 Southwest 1 Ist
Street is the accounting firm of building at 104 Southwest 1 st
Stret it ite accounting firm of
John Hagard
Move to the new quarters was Move to the new quarters was
aacomppished this week-end and
although some setling remain so
be done the firm is now conductbe done, the firm is now conduct.
ing business in the new location.
The modern structure has been
. The modern strucucture has been
erected ob Haggard, Ioal CPA
and Fred Payne. who is employed
by and Fred Payne, who is employed
by the firm. The two served as
their own contractor, with Zeb
 fike uarters include ase as well headquarters of for
the Morton Area Chamber of Com-
merce, and an office room which the Morton Area chamber of com-
merce, and an ofice room which
is at the present time available
for occupancy. for occupancy.
A reception room and secre-
tary's office face the main en-
trance, as well as offices for Hag.

trance, as well as orices or har of
gard and Payne. In the rear of
the structure is a largeocterence
room, complete with large table
and chairs, and built in refrigera-
and
and chairs, and buit, in refrigera-
tor, top-burner units, sink and cal
boards, as well as roomy storage
space.
space.
The other half of the buildi
towards the rear, is occupied
the Chamber of Commerce towards the rear, is occupied by
the Chamerer of Commerce and
the presently vacant office room. the presently vacant office room.
The builing features flourescent
indirect lighting, acoustical ceil. indirect lighting, acoustical ceil.
ing vinyl foring, and walnut pa
neling. Carpeting is in gold, with neling, Carpeting is in gold, with
the walls being white. The struc-
ture is automatically heated and
. ture is automatically
has air-conditioning.
Coilit 6

Eagles place five on District 1-B All-District team

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Cochran Power hosts yule party





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Local news happenings of interest.


ROSE Theatre


Also Short Subject: "SOUND OF SPEED


10000Biceps meet 5.000 Bikinis.


NEW YEAR'S EVE SHOW
Thurrasy, December $31-11: 30$ p.m. 3 NUTS IN SEARCH OF A BOLT

(coaninuard trom page one)



## SMOKE SIGNALS News Happenings around Morton,

Cotton
Sun on Saturday turns streets here to slush

Local churches observe holiday with programs

$\qquad$

Fund Drive

## For Flame Delinting

Call CALVIN KEY - 266-4301
Pre - Invciitory


Begins MONDAY, DEC. 28
Every Item In The Store Included In This Sale
Sale Ends Thurs., Dec. 31 sompm

FIRST COME, FIRST SERVED IN THIS SALE!





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## 켤

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## Baskets

| tinued from page o |
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| well as a toy for each young mem. |
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| 隹 $\begin{aligned} & \text { the deep apprec } \\ & \text { terial Alliance }\end{aligned}$ |
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| $\overline{\text { Mr. and Mrs, S. A. Ramsey and }}$ |
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| FOR... |
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| SMALL IRRIGATION WELLS |
| -SEE- <br> MORTON |
|  |  |
|  |
| Phone Wayne Gilliam Phone $266-4006$ |
|  |  |




## CHRISTMAS GREETINGS

$\mathcal{C}_{\text {andles glowing warm and bright, countryside }}$ in snowy white tell of Christmas peace and pleasure, full of joys for all to treasure. Hope you'll be blessed with the Season's best!


Kay Polvado Todd Fields Ronald Smart Sandy Wallace Sandy Wallace Mayland Abbe Dale Wright
Virgil Thomas Curtiss Archer Alvin Kelly
Doug Scott Joe Irby




we,

STANDARD ABSTRACT CO.



Consumer, civic spending should raise economy
 Purchases seen

 gust, was the name given the
prestis of the ancient Medes. and
Persian
Tradition says they had heard.
that a bribht news star would an-


 cense, a symbol of His deity; and
myrrh in
in aldiden horn, a prol Many legends tell Christmas Story Shepherds watched, angels sang
and wise men traveed for to bed
hold the miracte of the firist Christ mass
of ine that holy night a multitide
of legenss and customs, both re. ligioges and secular. have develop
lot os part
legend



 cords and by stientific ereserch
indo the early years of Chrisicinit

 | tory and " |
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| with $m y$. |

A Law aganst m

 celebrations, and $a$ law $p$
hem was pased in
wisp PICNCS PLANNED Australians go in for out door
pichics and chistmas tive since


LUPER TIRE \& SUPPLY


STATE LINE BUTANE CO.
 108 E. Washington
Thane 266-3211



BEDWELL IMPLEMENT CO.
20上

Christmas holiday time for many and varied things erlis ring out and voices shing out, Chrociaiming the wonderful news.
Chrismas is here. And because
Christmas is here, steps are light Christmas is here, steps are light.
ir, smiles are brighter, hearts re merrier. are brighter, hearts
On the way to Christmas, there
may have been hours when every. On the way to Christmas, there
may have been hours when every-
thing seemed just too heetic - too
many plans to make, too much to many plans to make, too much to
do, too hate time. But as the
great day arrives, there is time to
pause, to see and to treasure the treat day arrives. there is time to
pause, to see and to treasure the
Rlow and the glory of Cristunas.
The klow and the glory of Christmas.
Then it is clear that every mo-
ment of preparation every person-
at effort to make Chistas ponse
mompere complete was indeed well worth it.
Most memorable
No two Christmases are ever No two Christmases are ever
alike - but this one, surely, must alike - but this one, surely, must
be the most memorable of all.
Each year it seems so, and each year it's true. Every Christmas is
nore delightul than the last, if onyocause it is enriched by one
more memory of Chritmas past.
Memories and traditions mount began scurate ago triat is hidd exact in
and accurate origin
the mists of time, and several theories may be put forvard to ex-
plain why and how each cus-
tom developed.
Happily, the wealth of legend
and pire ween and lope, woven wealth of legend
is prismas
is peasing rather than confusing.
specially at this season, a touch of the magical and mystical is
more to be welcomed than a de-
uge of precise factual detail, and
one of the special charms of
$\qquad$
$\qquad$
$\qquad$
$\qquad$
MORTON INSURANCE AGENC




COX AUTO SUPPIY

 friends... for exchanging gifts and ood will. May we express our thanks, with best wishes for a happy holiday.

## Cochran Farm Bureav

JEAN and CHARLES PALMER




MERRY CHRUSTMAS SINGLETON FUNERAL HOME



College club officers
 South Plains College, Levelland, are, from left Welch, president; Beverly Goble, Brownfield,
to right, Cheryl Gill, Miami, treasurer: Jann
reporter; and Brenda Mullinax, Morton, histor-

College students home for holidays
E. R. Lytles host Christmas dinner


BAKER FEED, SEED \& FERTILIZER

Morton Indiains win top trophy in Tulia tourney
 dians in the scoring department
as Chesshir dumped in 27 points
and and te high point man for the
was tosing Canyon team wih eight tal Ses. by Springlake
In the second round of the tournament the Indians sf the tour-
Springlake 51 by
. The Morton squad


IKE'S FARM STORE



KATE'S KITCCKEN and BUFFETERIA wazmapanarnanzaso



JOY the WORLLLD
At this most joyful of holiday seasons, warm appreciation. Merry Christmas!
HARRIS PLUMBING
WMy MR, and MRS. BILL HARRIS

Feasts are tradition during holiday

| Furniture needs pre-holiday care |
| :---: |
|  |  |



Renewing sparkle of yule ornament


Scenes of snow tend to say










 Part of the explanation may be
that white, rather than red and
gereen, was early cosen by church-
es as the color of Christmas. White






 of san outhors
Had sumu surre
Consider, toor, that a number of
modern Christmas customs - the
modern Christmas customs - the
tree and its lights, for instance -
tree and its Germany, where cold
came from Germent might logicaly con-
snowy winters
tribute to the legends and lore
the season, The first lighted tre
was, supposedly, created by Ma
tin Luther as a symbol of a starry
tin Luther as a symbor of a starry
sky on a snowy night.
In modern times Irving Berlin and Bing Crosby have substantial.
ly strengthened the vision of a
"White Christmas". Iy strengthened the vision of
"White Christmas." Bing singing
Berlin's famous song is now
traditional part of the Yule sea traditional part of the Yule sea
son.
While many, perhaps most, people may be able only to dream
of a white Cristmas and create
its semblance with cotton or spray
on smow, it's a safe assumption on snow, it's a safe assumption
onhat the happiest season will con-
tinue to be envisioned as a snowy tinue to be envisione
winter wonderland.


|  |
| :---: |

COCHRAN POWER \& LIGHT CO.

BYRON'S AUTO SUPPIY

## Early paintings tell Christmas story


s.mana
patronage has made
our Christmas brighter

STRICKLAND CLEANERS
food to remain bargain, clothing
rices to rise, forecasters say


Joy at Christmas


[^2]Children's cheery voices raised in Christmas
song express the good will we feel for
all our friends. Thanks and Merry Christmas!
HAWKINS OLDSMOBLLE CO.
 WISHES for Christuras


GIFFORD HILL WESTERN about thy ots of of decoration
ien erat of the Victor.

दa


In his martyrdom, his words
live on, for the Hurons remem.
bered their carol, "lesous aha.
tonhia!"

## GLAD TIDRINGS

## WESTERN ABSTRACT CO.

Hope, gcod cheer seen in idea for Christmas gifts


Recipe booklet a welcome gift


## ロ号




Buck fever okey,
but carelessness
could lose life
$\qquad$


deer season?
Who would ever morning of
Who would ever put a loaded
gun the hands of an untrained
teenager and turn him loose in the
woods - except during deer sea-
Hope, good cheer
seen in idea for
Christmas gifts

\section*{| detso |
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| in |}

## ter tess Whe the

$$
\begin{aligned}
& \text { Or who would ever snake his } \\
& \text { way through a barbed wire efence, } \\
& \text { wagging a loaded rifle behind him }
\end{aligned}
$$

wage
-ex
An
a
arou
coup
cup

Members of SPC Methodist Club
$\left.\begin{array}{l}\text { Members of SPC Methodist Club } \\ \text { AMONG MEMBERS of the 1964-65 South }\end{array} \begin{array}{l}\text { Lynn Freeland, Morton and Judy Salser, White- } \\ \text { Aace, first and second from left, back row, and }\end{array}\right\}$

Christmas is christian holy day



$\star$ Of greens.
"greens" were holly, ivy, mis-
tletoe and rosemary. An old
story says that rosemary, em-
beem of constancy,
dowed with fragrance when Mary placed the Christ Child's
garments on this shrub. It was used at Christmas for
many years, especially in Eng. many years, especially in Eng-
land, but for some reason lost


 be even a minute , but
gamble a minute against
life? If your youngster wants to
prepare him before you take
out Teach him out. Teach him gun-handlin
niques and safety, or check in
community for
community for gun-handing cours-
es.
A cardinal rule for hunters of
any kind and at any and
make
any kind and at any hum time
make sure you know what
shooting.
headlines Amoll ato every someone
was mistaken and shot tor
key, deer
B
key, deer or and shot for
Buck fever of some
hamed
hamed of ber but cothing to
When you load
hamed of, but carelessness is.
When you load your rifil this sea.
son oor any time for that
er - leavy your light
behind.


Morton Gin Co.

# Levelland Merchants Extend Yuletide Season Greetings 

| Merry Christmas - Happy New Year |
| :--- |
| HELTON SURPLUS SALLS |
| Sun |

Merry Christmas - Happy New Year WALT SMITH PRODUCTION SERVICE

Merry Christmas - Happy New Year COIN-OP CLEANERS

| Merry Christmas - Happy New Year AUTO SERVICE CENTER LINE UP WITH BEAR$\qquad$ AIR CONDITIONING |
| :---: |
|  |  |

Merry Christmas - Happy New Year HOWARD SHAW general contractor

Merry Christmas - Happy New Year C. R. ANTHONY CO.

Jim Wadsworth, Manager

Merry Christmas - Happy New Year Lea \& Polk Home Furnishings Inc. WE CAN FURNSHA ROOM TO A HOUSE FULL
of CHICE NATONLUY AVVEIIIEELINES
OF FURNTURE


Holiday party held by L'Allegro Thursday


Merry

## Christmas,

my
little darling

$\qquad$
$\qquad$ whty ongened in you mo. yis ind dodsis neverum theo.




$\qquad$ IIt actice dove the eming Intit tooud bo, ond we hope
 ifis is one of childh
brate Christmas. The true meaning
of
of this holiest of all seasons is of.
ten-times forgotten by your elders
in the
holidays.
You see, my dear, Christmas
Day is the Day is the birthday of the Prince
of Peace. The Chitmats of Peace. The Christmas carols
with which you will become so familiar in years to come tell the
story in beautiful music and words.
You will learn that He was born
for you, even though his birth was
dmost 2,000 years before yours.

Norton Tribune



Young Democrats
THE YOUNG DEMOCRATS at South Plains bock, president; Jerry Leggitt, cittlefield, ser$\begin{array}{ll}\text { College, Levelland, have organized. The newly } & \text { geant-at-arms; Phillip Fietz, Leveiland, vice } \\ \text { elected officers are: from left to right, Charles } & \text { president; Zela Boles, Muleshoe, treasurer; and }\end{array}$ elected officers are: from left to right, Charles Cooper, parliamentarian; Jerry Airhart, Lub-

## 190 tagged for death in holidays




## MORTON TRIBUNE <br> Mr. and Mrs. Gene Snyder and Beth

Arvin Stafford - Darlene Williams - Tommy O'Neal - Jimmy Cartwright - Jane Luper


Great Plains
Natural Gas Co.

Christmas memo: avoid needless yule accidents


Yule's ornaments often can cause holiday tragedy

of the Christ Child be upon
your home and in your hearts this
Whiteface grain co.




 뭉

Ideas suggested for having fun at holiday parties


Using several carols, give eve


Discuss safety rules with new bicycle owners

LORAN-TATHAM CO.







$\mathrm{Hi}!$
MERRY
CHRISTMIAS

## TOWNSEND GIN



Santa gets many aides in his world travels


Olden customs observed here

Pinata scramble is yule custom

Superstition began candy cane custom

Cheery Cherry Cupcakes

$\qquad$


CHMRXSFMDAS
Lu. that gropes for peace and understanding. With trust in Him ... and with the spirit of love, we must renew our faith and dedicate our efforts to accomplish that ideal.

## Silvers Butane Co. <br> Levelland Highway

P\&B AUTOMOTIVE



ladea with greetings of Chris
BETTY'S HAIR FASHONS



Electric Co-Operative Assn.



IACKSON'S FARM \& RANCH STORE


## mis comane atuesw <br> 

International yule described in new holidays booklet

OPERATION "DEATHWATCH" DEC. 24 thu JAM. 3 ESTIMATE 105 MOTORCIDES






Industry report shows fewer gins


J. A. LOVE

anawanombenduveng




St. Clair Department Store
Ben Franklin Variety

meMaster tractor co.

## If YOU Were Santa Claus

AND

## We Wrote You A Letter

 This Is What We Would Say:
## Dear Santa:

The nicest present we could ask for is
An Accident Free Holiday Season for the City of Morton and Cochran County.
What a perfect giff for this time of year! Imagine! No wrecked cars, no broken homes. Just think how happy our police, doctors, nurses, hospitals and everyone living in our city would be!

So please, Santa, this Christmas let's have gaiety without grief, happiness without heartaches.

Merry Christmas, Santa
Sheriff Hazel Hancock

Christmas brings nostalgia


## Abstract no guarantee of good property title

## Delaware exploit

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| :---: | :---: |
| tion, George Washington used |  |
|  |  |
| ns to take rd peace. | or with community spirit an |
| ritian settlers |  |
| ppror | Twelfth Night celebr |
| gton |  |
|  | for |
| ed by Geed | groups. |
| had done at hom |  |
| ember 25-26, |  |
|  |  |
|  |  |
|  |  |
| day festivities. |  |

Cards came late in tradition of Christmastime


WHITE AUTO STORE


MODERN MOTOR SERVICE


## Bob, Jimmy and Buddy Cook

Water Well Contractors
Morton, Texas


## An investment in Your Future 

herch of chist Lee Sergent. Preacher

## first methodist cherch

$\qquad$
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$\qquad$
$\qquad$
$\qquad$
$\qquad$

first baptist cherch Fred Thomas, Pastor


$\qquad$ ASSEMBLY OF GOD CHURCH
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You can see by the car tracks that people are going places despite the heavy snows. Others, like you and me, perhaps, are going places because of it-because the new-fallen snow is beautiful and we want to enjoy it and look at the pictures it makes on the landscape. Also, that frosty, crackly wind that comes with the first snows blows roses in our cheeks and new energy and expectations into our hearts. We can't wait to get out and do things and be with people.

A New Year is upon us. What wonderful things this year can bring. Does the New Year lying before you, with its promise, fill you with new life and excited expectations like the new snow mentioned above?

May your New Year be a happy and prosperous one, and may you find great peace every day through worship and spiritual blessings each week through attending church.
assembly of god chicrich D. A. Watson, Pastor
Jefferson and Third

Sundays-
Sunday School
Sunday School
Morning Worship
Morming Worship $\quad . \quad 9: 45 \mathrm{am}$.
Evening
Evangelistic
Nigh. Trayer Meeting and
Christ Ambassador's Convene Together ... $7: 30 \mathrm{pm} . \mathrm{m}$.
Thursdays. Every 1 st and 3 rd Women's Missionary Council $2: 30 \mathrm{pm}$.
Every 2nd and 4th Girls Every 2nd and 4th, Girlss
Missionette Club ... 4:30 p.m.


*     * 

ST. ANN
CATHOLAC CHURCH The Rev. Lawrence C. Bobsten, Pastor
sth and Washington Sts. Mass Schectule Mass Schectule
Sunday -. 9:00 and 11:00 a.m

Monday | Sunday | $-9: 00$ and |
| :--- | :--- |
| Monday | $7: 00 \mathrm{am}$ |
| Tuesday | $7: 00 \mathrm{~m}$ | Tuesday Wednesday


Saturday
Saturday Catechism Class, $9: 00$ to 10:00 a.m. Contessions-
$\begin{array}{lr}\text { Saturday } & 7: 30 \mathrm{pm} \\ \text { Week Days } & \text { Before Mas }\end{array}$ Week Days $\quad$ Before Ma
Baptisms: By ADpointment
first baptist mexican mission Ellas Valerio
Sundays
Sunday School
Morning Woorthip


| Training Union |
| :--- | :--- |
| Evening |

$\star \star \star$
new trinity baptist
ChUBCH CHURCH
D. C. Mullin, Pastor
3rd and Jackson 3rd and Jackson
Sundays
Munday School $9: 45$ a.m.
and Fourth Sundays $11: 00$ am

Wednesdays
Prayer Service ................. 7:00 p.m.

This Feature Is Published With The Hope of Getting More People To Church, And Is Paid For By The Undersigned City Business and Professional People:

Bedwell Implement
Cobb's of Morton

Farm Equipment Company

Gifford-Hill Western Irigation
Morton Building Supply
edi-Mix Concrete - Sand and Rock
2nd \& Jefterson - $266-6911$
Luper Tire and Suppy
108 E. Washington - $266-3211$
McCoy Ford Sales and Service
McAlister-Huggins Farm Equipment NW 3rd - 266-4501
Truett's Food Store


Seaney's Food Store
212 E, Washington $-266-3341$
Ideal Gift Shop
201 NW 1st $-266-5851$

Woolam Implement Company

## Strickland's

Our SANITONE Cleaner -29 years of servic
to the people of Morton - Thank You

## Morton Tribune

Morton $\underset{805 \text { N. Main }}{\text { Spraying }}$ \& 266 -4101

Morton Co-op Gin
P \& B Automotive
Kate's Kitchen and Buffeteria
Merritt Gas Company Mobil Products - 266-2481 First State Bank

The Trading Post
G. Pollard - Phone 266-247
Ramby Pharmacy
104 N . Wilson - $2666-6881$
Derwood's Texaco Service Station Firestone Tires - Hunting Equipment
Washington \& Main - $266-2981$ Burleson Paint \& Supply
Northside Square - $266-521$

Morton Floral and Greenhouse Lem and Jewel Chesher

Allsup-Reynods Chevrolet Co.
113 E. Washington $-266-2311$ or $266-3361$ Carl Griffith Gin and G\&C Gin Baker Feed, Seed \& Fertilizer Willis Insurance Agency All Forms of Insurance
209 N. Main $-266-2581$

Cochran Power \& Light 115 F . L. Reeder, Manager

Enos Tractor \& Welding
401 N. Main - $266-2191$
Flash-O-Gas
Propane - Butane - Oils
Muleshoe Hwy. Day Ph. $266-4831$ - Nite 266 -4247
Compliments of
Rose Auto \& Appliance 107 E. Weal H. Rosen Ave. - $266-4671$

Complents of Kromer Gin Company
606 NE 2nd $-266-6551$
$\qquad$ Compliments of
Morgan Oil Company
501 N, Main - $266-4666$

Wigwam Drive-In Restauran "Open Seven Days A Week"
614 Levelland Hiway - 266 -6061

Loran-Tatham Co. LOTCO ardisy mingtion goperes Rt. 2, Box 10A -266 -3081

Morton Delinting Co. C. E. Dolle, Owner
Muleshoe Hiway $-266-5606$

Doss Thriftway


[^0]:    The physician, in sum, must have the power of decision. In

[^1]:    The physician, in sum, must have the power of decision,
    innumerable instances, brand names on drugs provide that power.

[^2]:    

