

BUUDDY, I'LL DO THE TALKIN'
FWHS TO BE THE ATTITUDE of Highoockets Ouncan, as he appears to be Vay Day tree money drawings Saturday. It isn't what it appears, however, as on the squirell cage at right. The whiner of the first drawing of $\$ 50$ was Mrs.
W. . Key. left. Mrs. Key claimed the money when the first person whose name so drawn, Sandra Courtney, arrived at the drawing
modate. Dutch 'Gipson won the second $\$ 50$ drawing.
routh-hit cotton farmers receive financial relief

Ambulance, memorial purchased by county
cipients of a new ambulance and a marbie
monument to its war dead as a result
of recent action by the county commis- of recent action by the county commis-
sioners court. which it was voted unanimously to ad vertise for bids for construction of a gray
.narble monument honoring all county citi-
zens who have given their life in service zens who have given their life in service
to their country in World War Two, Korea At the regular meeting of the court
Monday, July 26 , bids for both the monuMonday, July 26 , bids for both the monu-
ment and the ambulance were opened
and accepted. Only one bid was received on each item.
Barrett's Funeral Home of Plains was the accepted bidder on the memorial mark-
er at a price of $\$ 2,250$. The bid included See ambulance, Page 2
"Helping To Dovelop Industy
Weaver resigns principal post


## CREAM OF THE LEAGUE

# represent the very best in the local circuit and include play- not in order, include Larry Thompson, Rendy Keuhler, Marl ers from each of the five teams in the Frontier League. Fluitt, Mike Gilliam, Ronnie Richardson, Darrell Smilh, Mark gainst Lubbock in the tournament played here last week. $\quad$ ry Douglas, Ralph Mason, Frank Lopez, Wade Sanders, and gata Ya-hooo --Frontier rodeo is on! 

Grid fan book

##  <br> Nortom Tribune

OFFICLIL NTYSPRPER RF Coctin N Count


Wember west texas press association
Promber 1970 TEXAS. -i? PRESS ASSOCIATION
 kuniuty of mangese of acias

| Business andProfessional Directory |  |
| :---: | :---: |
| automobile dealers- | UPHOLSTERY |
| GWATNEY-WELLS <br> Chevrolet-Oldsmobile Co. <br> Your Home-Town Dealer |  |
|  | Electro |
| COURTESY MOTOR CO. First in Quality Now and Used Cars and Pick-ups. CAMPSITE CAMPERS Covers and Trailors Levelland | See Us For RCA Electrnnics elexision, Radios, Etc. SALES AND SERVICE Rose Auto \& Appliance Phone 266-5959 Morton |
| 901 Ave. H. Phore 89.514 | APPLIANCES |
| DIRT WORK- | Whirlpool Appliances Automatic Washers, Dryers, Refrigerators, Dishwashers SALES AND SERVICE |
| c. M. MOBLEY |  |
|  |  |
| $\begin{aligned} & \text { P. O. Box } 992 \\ & \text { Phone } 592-3090 \end{aligned}$ | $\begin{aligned} & \text { Rose Auto \& Appliance } \\ & \text { Phone 266-5959 Morton } \end{aligned}$ |
| Deerver Cty, Texas | PUMPS- |
| OYAL BERKGREN 208 W. Lincoln Morton, Teras Morton, Texas | Vomestic Irrigation Well Work High Speed Bailing Electric Perforating |
|  | MAPLE PUMP \& MACHINE COMPANY J. D. Strickland Maple, Texas $927-3123$ |
| CHEMICALS |  |
| $\&$ CHEMICA | Irrigation Pump Serv |
|  | $\qquad$ |
| JEWELRY- |  |
| hison Jewelry | PIPE SALES - |
| O894345 | We sell Gifford Hill PVC Pipe Repairs and installation on barb wirefencing, stock watering tanks, plastic pipe,gas lines, cement pipe, water lines and Jesse Sim Whiteface, Text Phone 3171 |
| WATCH REPAIR DIAMOND SETTING CUSTOM MOUNTING |  |
| ANIMAL REMOVAL - |  |
| rton Bi-Products, Inc. |  |
| ad Cattle Removed Day or Night | PEST CONTROL - |
| Phone 266-8621 <br> Nights 266-5052 | ${ }^{112} \text { Aveo L Leveland, Phone } 894.7284$ |
| SERVICE STATION- | RATS, ROACHES, FLEAS TREES and LAWNS AAA PEST CONTROL |
| Charley Ellis |  |
| Gulf Prooucts <br> Pickup and Delivery | To Report A Fire 266-5111 |
| 266-8813, | For Ân Ambulance 266-5611 |
| ReFRIGERATION- |  |
| Morton Air Conditioning Refrigeration \& Plumbing General Plumbing | Sheriff's Office 266-5700 |
| Phone 266-8814 <br> - 306 E. Washington -Morton, Texas, 79346 | City Police 266-5966 |

## Classiffeds

CLASSIFIED RATES
5c per word frst insertion
4 c per word thereafter
75 c Minimum

## --FOR SALE

FOR SALE: Bed, drusser, vanity, de
 or 266 carpet, by
FOR SALE:
fizes from Good used aluminum pire in
sisertment of through kind of Alsed a fittingsNew systems of all types. We wilt buy or
trade for your used aluminum pipe. State trade for your used aluminum pipe. Stat
Line Irrigation, Littlefield and Mulestoe

## Weaver



Ambulance

Drug threat


Wanted -
WANTED:
3-BUSINESS SERVICES
COCKROACHES, rats, mice, termites, golphers, and other household pest ex-
terminated. Guaranterd. 15 years experi terminated, Guar anteru. 15 years experi
mnce. 894-3824, Levelland, Texas. Davidson
Pest Control, Reasonable rates. rtfn-31-ध


Farmers


Texas hog populatiod
in spectacular rise

stock Reporting Seryice

showing an increase of aboult 4
over the same period a year
over the same period a year
the June-November period, Te
ducers intend to
ducers intend to farrow, 37
sows than during this time
This

should reach close
for June-November
Breeding animals
of the state's inve
of the breeding b
han the number


Mrs. Lewis Doyle and daugrte
$\qquad$

$\qquad$


THE LAND is one of man's most valuable as.
sets-we think itis prim collateral. In the past 54 years the Federal L
Bank of Houston has made almost 200,000
loans on Texas loans on Texas
and ranches. In other words, we s cialize in making farm a
ranch reai estate loanslong term loans with p payment privileges. See us today for full
details, no obligation of course.

JOE BREED; Manage
Federal Land Bank ssociation of Leveland
East Side of Square




GIVING HIS ALL

## pull his team eut of the hole and stay in the tournament here lost Thursdoy. His

Littlefield schedules annual art festival on sidewalk

Bula-Enochs news


TUDENTS ON THE GO
TERI HARRIS, president of the Student Council at MHS and Phillip B vice-president of the council were among 125 students attending the Ters
sociation of Student Councils held at West Texas State University. Dennis sociativ of Student Councils held as West Texas State University. De
well, advisor, accompanied the students. The area of study included lect responsibilities and purposes of a council, qualities of good leadership to have a successful council. In addition to the lectures, the enlire grou,
ed the production of "Texas" following a pienic in Palo Duro Canyes.

Dry conditions spur cattle poisoning cases


This Feaisers Is Published With The Hope of Getting More People To Church By The Undersigned City Business and Professional Peopley

Frontier Oil Company
Red Horse Service Station
Mobil Products $-266-5108$

Truett's Food Store Earl Stowe, Owner

Carl Griffith Gin and G\& C Gin

Burleson Paint \& Supply
Northside Square - 266.5888

First State Bank
07 W. Taylor - 266-551

Bedwell Implement
219 E Jofferono $-266^{26500}$

Morton Tribune
Pinimen - Publichen

Doss Thriftway
${ }_{400}$ S. Min -266.5375

St. Clair Department Store
15 N. W. Ist - Phone 266-5223

Food companies affiliation Points toward lower prices

## You May Be a Winner!

When you say "Fill 'er Up" at Charley Ellis Gulf, you automaticaly qualify yourself for a possible free tank of that good Gulf gasoline.

That's right-when you say those magic words you automatically spin the wheel of fortune. The attendant will put the hose in your tank and set the automatic stop. If, when it stops, the price meter rests on three like numbers - such as $3.33,4.44,5.55$, etc., you have your tank free.

Charley thought this up for Crazy Day but he likes to play it so well that he is keeping it as a daily feature of his operation.

So, let Charley Ellis Gulf service your car and give you an opportunity to beat him out of a tank of gas.

Also see Charley for quality automotive accessories

## Charley Ellis Gulf Morton

 hated Food Stores, Inc. of Dallas, Affi-
liated Food Stores, Inc, of Tulsa, Affiliat ed Food Siores, Inc. of Amarillo, and AffiThe combined retail marketing area covers portions of seven states: Arkansas, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas.
"There is no merger of the "There is no merger of the four distri-
uticn centers," said Charles McBeath putien centers," said Charles McBeath
General Manager of Affiliated, Amarillo. "What we are doing is combining our buying power to increase savings power
for our customers." In a simultaneous announcement made
by the heads of the four distribution ceners in their respective cities, it was re vealed that ther combined retail sales
of groceries annually reaches the one-bilon dollar mark. Nearly 20 million people
reside in the area served by the four Over two thousand members stores, in dependently owned by leaders in their especive cmmunities, will be affecte Store ownership will not be changed hip, so vital to our nation's economy While the exterior of the stores will b
hanged only to the extent of the add changed only to the extent of the add-
tion of the new Affiliated sign, it will be

## GOSPEL MEETING <br> Morton Church of Christ August 9-15

Mon. - Sat. 8:00 p.m.

HEAR


Plain Bible Preaching-Congregational Singing
Dee has been a faithful gospel preacher for over 10 years
and is a home-town boy of Morton, Texas


MARRIAGE ANNOUNCED
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Farmer participants in GI Bill veterans cotton loan program face July 31 deadline
get school reminder

## MONEY - SAVERS FROM TAYLOR \& SON

| 3-piece Green Bedroom Suit | $145^{00}$ |
| :---: | :---: |
| Maple Hutch | 13900 |
| 5-piece Maple Dinefte | $89^{\circ 0}$ |
| 7 piece Dinette Set | $99^{\circ 0}$ |
| Early Amarican Sileeper | $225^{00}$ |
| E.A. Rocking Love Sent | now $119^{00}$ |
| Gold Velvet Rocker | $99^{\circ 0}$ |
| 2-14 fege G.E. Refrigerators | 24995 |

Taylor \& Son Furniture

engagement announced

Robinson - Nordby vows read in Oklahoma rites

## About local folks


 mevz= $=$ $= \pm=-5$ $x=2=$

Mr. and Mrs. Gerald Ramsey, Renee Guests in the C. B. Jones' home last Lubbock and friends, Mr. and Mrs. I. C. Reynolds left Tuesday for will enjoy helping John David, infant Mr. and Mrs. Kensey D. Chancey and son, Kensey, attended the family reunion
Mrs. Chancey's family at McKenzie k in Lubbock Sunday. Some 84 attendMr. and Mrs. W. W. Cook enjoyed a visit Wr. Weore Devis, of Austin: dutch Gipson, who taught him when he as the first year Dutch taught. George
roduced his report card, duly signeed
ardicating his attendance at Sunbeam
$\qquad$
$\qquad$
Mr. and Mrs. Donald Ray Chesshir and st week with his parents and family
Ir. and Mrs. O. D. Chesshir and he
C. A, Baird attended the annual C. A. Baird attended the annual event
Hill Top Meeting of Masoinc Lodge held this year at Bob Andis Ranch located between Borger and Skellytown. This Lodge of Pampa and Carson Blue Lodge early Patardie. Guests were urged to come
The evening for sight-seeing and lunch. The evening meal served to Masons onky Shu nuff reeal beef." Rt. Worshipful D.G.M., Jack Hightower was speaker of
the evening. Some 300 guests attended. Visitors from Richardson recently were
Mr. and Mrs. Dan Newson and Rusty. Mrs. Newson and family visited with he
parents, Mr. and Mrs. Earl Akin. Later, Mr. and Mrs. Danny Petree and boys.
Mrs. Petree is another daughter of the Mr. and
Mrs. Pe
Akins.
Mrs, L

Mrs. Louise Talley and sons, Louis and Mrs. Louise Talley and sons, Louis and
Lee, returned recently from Wichita Falls
after enioving 10 days of vacationing with after enjoying 10 days of vacationing with
an aunt, Mr. and Mrs. D. Honker, with relatives in Holbart, Okla. They also visit-
ed relatives in Lubbock, Mr. and Mrs. Henry Miller and Carl Miller and family. They were accompanied back to Morton
by the Millers who visited with his aun: Miss Ronda Scott of Belin, N.M. is a guest of her grandmother, Mrs. Carrie
Scott. Other recent visitors in the Scott home were Mr. and Mrs. Tommy Jacobs,
Richard and Mark of Spearman. Mrs. Richard and Mark of Spearman.
Jacobs is Mrs. Scott's daughter. Mrs. Myrite Williams has been visiting
with her children, Mr. and Mrs. Dan with her children, Mr. and Mrs. Dan
Williams and Mr. and Mrs. Lawrence

The Earl Akins enjoyed a visit with her brother, Mr. and Mrs. Homer McGinnis of El Paso. Other guest in the
Akin home was Suzanne Akin, a grand-

## Cole replaced by Wittenberg in South Plains scout council

## Bookmobile

$\qquad$

## Just How Good Is Newspaper Advertising?

National Retailer tells ad men newspapers are irreplaceable

The proper handling of a retail advertising account starts with knowing that the "backbone of our advertising effort is still our newspaper advertising," the nation's foremost advertising agency executives were informed this week by William R. Johnson, sales promotion manager, J. C. Penney Company.

Johnson, in an address Thursday (May 13) at the 1971 American Association of Advertising Agencies annual meeting at the Greenbrier in West Virginia, told the agency heads there is no getting around newpapers as the retailer's basic medium for advertising
"Some advertising people, especially in agencies," he said, "believe this is because we (retailers) are too flexible in terms of media, and are inclined to think too traditionally. Just try to tell this to our store managers who know what it takes to attract customers to the stores.
'Our store managers know that their newspapers ads produce sales dollars. They ar perfectly willing, even eager, to use radio and television in carefully selected lines, but don't try to cut back on their newspaper budget. Broadcast is something you do with new money when increased advertising dollars are available to you

Johnson said the effectiveness of newspaper advertising for a retailer is not hard to understand. "All you have to do." he said, "is notice how your wife reads her paper. She reads it like a shopping news. Sure she reads the news, the editorials, but if she wants to outfit her kids with shoes for school, she looks through the retail ads in the paper to find out who's selling what kind of shoes, at how much... or how much they've been reduced in price.
'Sometimes she even tears out the ad and carries it into the store. Every Penney store manager has seen this happen hundreds of times. He has yet to see a woman come into the store carrying a television commercial. And he cannot imagine a woman sitting in front of a television set all day waiting for a children's shoe commercial. Can you?

Johnson said "retail advertising has to work. It has to produce sales. So does national advertising have to work but the difference is we find out, almost immediately. We now the next day if it produces. And so do our clients.

When a store manager runs a children's shoe ad in Sunday's newspaper, he expects to see a crowded shoe department. The next day!'

As far as newspaper advertising is concerned, Johnson said all ads are still being prepared by Penney's own Central Office advertising service department, which creates and produces 5,000 different newspaper ads each year. He said annual newspaper lineage per its 1,700 stores runs from 8,000 lines in smaller outlets to over 2 million in the largest.

these are baseball fans?
V.AYBE THAT'S WHAT WRCNG with the game! We are only kidding, of course, and were very gratified io happen
upon this happy crew of fans at the Q be Ruth tournament in Charles Hofman Paik Thursday night. They were giving in Charles Horman Paik I wurscay night. They were giving eliminated that night - and were all smiles as they po:e
for their official fan portrait, In no special order they include Guy and Ty Hall, Mike Dewbre, Todd Willingham G.
Wells, Lanze Washam, Sandy Hedse, Richurd Kuehere, Ga Welis, Lanze Washam, Sandy Hedge, Richard Kuehler, Ga-
ry Hodnett, Judy, Steed and -anona Jett: (The Tribune retuses to assume ary respons: bility for speling. furnished by tho group - in fact, we might shou'd have skipped the


## RODEO SPECAALS!



Get Ready for the Last Frontier Rodeo with these GREAT SPECIALS<br>from<br>St. Clair's<br>Dauitmant Siore

## Ladies' Wrangler Pants and Blouses <br> A Combination to Fit Every Taste

Straw Hats $\mathbf{1 / 2}$

## Final Clearance of

SHOES
$1 / 2$

New Shipment of

## Dingo Boots

Children's through Men's Sizes Many Styles and Colors To Choose From All At Special Rodeo Prices

Cechran countions demenstrate prudence in speading habits
$\qquad$ 672,000 . sumer buying held up well under the
circumstances, in most other retail lines. Drug stre sates reached $\$ 243,000$ dur-
ing the pat year. This compares with
$\$ \$ 234,000$ rervicusly. Those specializing in clething, shoes,
hats and cther articles of apparel hats anc, cther artices of apparel grossed
$\$ 223,003$. as against the 1969 total of $\$ 225$, Sales of furniture, household furvishingos
and the like added

## Hospital notes

Hospital July 21 through July 27 were: Cleotilide Paiz. Mrs James Mclure Pabe Cleotilde Paiz, Mrs. James McClure, Paba

to Alaniz, M-s. Holly Misap. V. H. Funk Sandy Payne, Frances Cunningham, Hank
Zielincki, Jack Bundrat, J. C. Shelton, Terry Drennan, Jack Wallace, Joe Mrot Quie, Treva Autry, Mrs. Dake Merritt
I. J. Gaddy, Andy Vinson, Edear A
Bess, Lyn Bartlett, Geneva Turney and

Reproduction to be subiject fer ASM keef cattle course

## Hume conteres wil mex mesty

 SALE ON ALL


## Hair Pieces \& Wigs

Human Hair Wigs (machine tied) Now 19.88

Human Hair Wigs (hand tied)
$\qquad$ Now 29.88

All Synthetic Wigs, inclucing Venicelon Kanekalon, Dynel and Modacrylic . Now 17.88

Wiglets - 2-oz. Now 6.88

Wiglets - 3-oz. Dome Now 9.88

Falls - Short Page Boy (Bobby Gentry)

Falls. long Page Boy, 16 in. to 18 in . .................... Now 29.88


