

(BUDDY, I'LL DO THE TALKIN' ...

SEMS TO BE THE ATTITUDE of Highpockets Duncan, as he appears to be motiling the opposition in the form of his 5-year-old grandson Chad, at the Crazy Day free money drawings Saturday. It isn't what it appears, however, as it was actually being handed the winning ticket which Chad had just drawn from the squirell cage at right. The winner of the first drawing of \$50 was Mrs. W.C. Key, left. Mrs. Key claimed the money when the first person whose name as drawn, Sandra Courtney, arrived at the drawing approximately 30 seconds to late. Dutch Gipson won the second \$50 drawing.

routh-hit cotton farmers receive financial relief

end Aug. 31, 1971.

date of order.

help prevent runoff.

See FARMERS, Page 2a

crepland adjustment and set-aside pro

grams. They were originally scheduled to

A revision of procedures to allow farm-

ers to use their own conveyance as an

additional source of transportation, where

other means have caused delays, in the

delivery of feed grains into drouth areas.

been established for helping farmers meet

this additional expense. Orders for feed

grains now can be expedited rapidly by

the county ASCS office contacting the Kan-

sas City Conmodits Office directly in-

stead of routing requests through state

ASCS offices. Also, the follow-up on all

loading orders as been intensified on

deliveries not made within one week from

tices that have been previously used only

on cropland o pre7vent erosion is now

available on pasture and rangeland. This

will also improve water penetration and

Cost-sharing assistance, under the Ru-

ral Environmental Assistance Program,

is provided for use in building livestock

water ponds, in order to catch and store

Cost-sharing for emergency tillage prac-

ation farmers who have been hard by drouth or other natural disasters year are being offered greater income tection by the manner in which their minimum to the computed for program ment purposes in 1972, Secretary of reliture Clifford M. Hardin has an-

he Sécretary also announced several itonal changes in program provisions the will offer greater relief to droutheded farmers. The changes are basen findings from a recent inspection of drouth-stricken areas by Under retary J. Phil Campbell, during which met with farmers, ranchers, local indutural leaders and those administing farm programs to learn directly various programs were functioning how they could be improved. A follow-team from the Department of Agritate has also just completed an intention tour.

disy's action on cotton is expected to methen income in 1972 and subsequent is for cotton farmers in the drouth is of the Southwest. An adjustment the farmer's actual 1971 cotton yield to 90 percent of his 1971 payment distributed in instead of the previous level of year's yield is reduced by adverse trail conditions.

ditional assistance covered n today's uncement includes:

extension through Dec. 31, 1971 of emergency livestock feed program and mg-grazing of land diverted under the

Grid fan book

West Texas High School Football' agazine is now available in Morton. Oceeds from the sale of the beautully-bound, colorful paperback will to to the Morton High School athitic fund to help defray expenses in the football program.

The book covers the entire specum of West Texas football, with large selection of features the true rid fan will not want to miss, progstications for the coming season all four classifications — AAAA, AA, AA, and A-team outlooks, recast of Super Seniors of 1971 and many others.

You may purchase this book, and oost the Indians's, at the following sations:

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y's Hardware, Malt Shop, Gwaty Wells Chev.-Olds. and Griffith

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hak House and Forrest Lumber Co.

"Helping To Develop Industry



and Agriculture in West Texas"

Morton Tribune

Morton, Texas, Thursday, July 29, 1971



Volume 31 — Number 41

Weaver resigns principal post

Morton High School becme fresh out of principals following the unexpected resignation of Fred Weaver which was accepted with regret by the school board Monday night.

Weaver, whose contract for the coming year had been renewed by the board in March, resigned to accept a similar post at Georretown High School in central Texas. "We very regretfully accepted Fred's resignation, though we hated to see him go, because we felt the move to a larger town and school was a definite step up for him and we didn't want to hold him back in his professional goals," Superintendent Bob E. Travis stated after the meeting.

According to Supt. Travis' description, the move evolved very rapidly and caught most of the parties involved by surprise. The Georgetown offer came late last week, and with the board meeting on Monday, there was little time for reflection on anyone's part. By Tuesday Weaver had departed Morton for his new post "where a mountain of work in preparation for the opening of school awaits him," Travis said.

Meanwhile the search for a new principal has been launched, with a special meeting of the board of education scheduled at 9 p.m. tonight to screen applications for the position that have been received.

Weaver served in the Morton school See WEAVER, Page 2a

Ambulance, memorial purchased by county

Cochran county citizens will be the recipients of a new ambulance and a marble monument to its war dead as a result of recent action by the county commissioners court.

A special meeting was held July 20 in which it was voted unanimously to advertise for bids for construction of a gray marble monument honoring all county citizens who have given their life in service to their country in World War Two, Korea and Viet Nam.

At the regular meeting of the court Monday, July 26, bids for both the monument and the ambulance were opened and accepted. Only one bid was received

Barrett's Funeral Home of Plains was the accepted bidder on the memorial marker at a price of \$2,250. The bid included the monument, a stone base upon which

See AMBULANCE, Page 2a



CREAM OF THE LEAGUE . . .

THE FRONTIER LEAGUE BABE RUTH ALL-STARS above represent the very best in the local circuit and include players from each of the five teams in the Frontier League. They were photographed just prior to taking the field against Lubbock in the tournament played here last week. Frontier defeated Slaton but lost twice to Lubbock with the second loss eliminating them from the tourney. Lubbock was the eventual tournament winner by virtue of double

header wins Saturday over runnerup Levelland. All-stars, not in order, include Larry Thompson, Randy Keuhler, Mark Fluitt, Mike Gilliam, Ronnie Richardson, Darrell Smith, Mark Corkery, Maurice Stanmeyer, Leslie Bills, Randy Lumas, Gary Douglas, Ralph Mason, Frank Lopez, Wade Sanders, and Jimmy Hargis. League president Jesse Clayton is at right rear. Jerry Schaeffer, Harvey Zuber and Dicky VanHoose were all-star coaches-.

Ya-hooo--Frontier rodeo is on!

Morton citizens were jubilant this week over the fact that the 1971 Last Frontier Rodeo will take place, after all. Most had given it up for lost as a result of the 14-day quarantine placed on equine ani-

mals in the state July 15.

A hard working group of rodeo association members, together with equally diligent county officials, managed to accomplish the immunization of virtually all horses in the county at least 14 days prior to the rodeo's beginning date, thus making it possible for the big show to go

Rodeo dates are set for August 5, 6 and

7. The festivities will kick off with a giant rodeo parade through downtown

Day care center opening delayed

The opening of the Cochran County Day Care Center is being delayed for lack of a suitable building or house, Mrs. Sherrill Griffith, day care center chairman announced this week.

To meet State requirements the quarters must have a bathroom and cooking facilities. The committee had previously sought to use part of the Community Action Center, however, the Morton Schools will be using the building for kindergarten space in September and therefor it will be unavailable.

"The First United Methodist Reconciliation Fund has made a grant of \$800 to help finance the Center and numerous additional pledges have been received from organizations and individuals, Mrs. Griffith stated. The Center has been incorporated as a non profit organization and all we need now is a suitable building to make plans for the opening," she added.

The original target date for opening was September 1.

August 5. Performances will be nightly beginning at 8p.m. in the county rodeo arena.

The rodeo queen contest got off to a late start due to the apparent cancellation, but is gathering momentum each day. The girls are competing for the title of Rodeo Queen by collecting donations which will afford donors the opportunity to win a drawing for a shop-made saddle. The donor receives one drawing ticket for each \$1 he donates to the rodeo association.

Events for this year's rodeo, which is expected to be bigger than ever before, will include bare-back bronc riding, bull riding, team roping, calf roping, barrel racing, a Pony Express race and a chuck wagon race.

The junior events are expected to include breakaway roping, junior barrel racing and a calf scramble for 10-year-olds and under.

Riding clubs and sheriff's posses from throughout the High Plains have been invited to participate in the rodeo parade and the grand entry which will take place prior to the opening performance Thursday night.

Information on the rodeo can be obtained by contacting any rodeo association member.

Know the drug threat

(Seventh in a Series)
Today's Subject:

LSD — Controversial Hallucinogen

LSD is classified among the hallucinogens and is by far the most potent in this category. A dose the size of the point on a pin is sufficient to send the average person into amazing "trips," all within their own minds and, of course, entirely imaginary.

LSD stands for lysergic acid diethylamide and street terms include "acid," "heavenly blue," "scramblers," "mind blowers" and mind benders."

LSD WAS synthesized, (made), in 1938 by a Dr. Albert Hoffman in Switzerland. However, the true powers of LSD were not discovered until about 1943, and then by accident, Beginning early in the 60s LSD drew public attention by Dr. Timothy Leary and others we have read about since, and a sort of cult developed around it, 'Hippies' soon found LSD a

favorite. LSD and many other hallucinogens came to be known as "psychedelic" from the Greek meaning for the term mind-manifesting.

LSD is usually taken in liquid form, capsule, pill or dropped on a sugar cube and swallowed. Initially the result of taking this drug is disorganization and confusion of the central nervous system. It can cause brain action changes and effect the level of consciousness by causing hearing and sight hallucinations, (imaginary happenings — dream-like experiencer). Color of the substance, whether liquid or solid is usually blue, but some-

times in table form it can be white.

BEING UNDER the influence of LSD is referred to as a "trip" and these periods usually last from 6 to 12 hours per dose, depending on the amount of the drug taken. The results of use, both immediate and long-range are extremely dan-

See DRUG THREAT, Page 2a



SHOWING HER WARES . . .

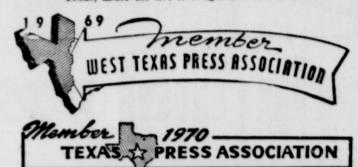
MRS. WILLIAM A. PEETRE, right, displays an antique salt shaker for the inspection of Mrs. Sid Williamson at the Flea Market in conjuction with Crazy Day in Morton last Saturday. The flea market, in which anyone having anything at all to sell or trade can participate, is steadily growing in

both size and popularity. Exhibitors drew a large number of customers and viewers and conducted a brisk trade at the all-day event. More and more will be offered by the combined flea market and swap shop as it becomes better known throughout the South Plains.

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Wanted -

WANTED: One cotton buyer to work out or residence or office, living in Morton. Some experience helps but not necessary, Please contact A. Hanslik, P.O. Box 2668, Lubbock Texas 79408.

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Drug threat ...

from page one

gerous. Users will experience:

Very irrational and extremely unpredictable behavior; Sight and hearing hallucinations; A very confused mind resulting in bizarre behavior and great panic.

"Trips" on LSD closely resemble an actual period of insanity. Suicide or accidental deaths have occurred. Surprisingly, a user of LSD can go into hallucinations without taking the drug again, and suffer all of the ill effects of the drug, for up to three years after the last dose was taken. There have been cases of extended "trips" from just a single dose where the user "freaks out," meaning his effects stay with him for long periods even though he has taken only one dose.

PHYSICAL HARM from the drug usually comes as the result of the behavior it causes from the disorganization of the mind which it causes. Mental harm is continually studied. Many medical people believe LSD use damages brain tissue, causes gross emotional and personality changes, but they are still in the process of clinically proving it

All indications point to severe disruption of the personality, temporary or permanently, variations depending on other individual factors involving tolerance. But, it is felt that once brain tissue is injured it remains injured, it will not regenerate!

Recently, n the research beeing done on LSD, there are strong indications that it causes chromosome damage, thus causing potential damage to offspring of the user. So, not only does the user endanger his own life and future, but also that of his yet unborn children

The usual source for LSD is the "street market," and it sells for about \$2.00 to \$5.00 per dose.

What is this world coming to you say? Be with me next week - there's much more to discuss on the subject of drug abuse. It has many widening effects on, our lives and those of our children,

Weaver . . .

Hubert Jones.

system fr a total of eight years, the last three of which were in the post of high school principal. /. native of Cooper, Texas, he arrived in Morton in 1961 and served as a couch and teacher for one year following his graduation from Texas Tech. He returned to Morton in 1965 after a three year break as teacher and coach

from page one

cipal's position in 1968. In other business at the Monday meeting, the board accepted the resignation of Mark Sullivan and Lavelle Hawkins and added five to the teaching staff for the coming year. These included Mrs. Linda Faye Spears, Mrs. Mary Wilcox,

at Slaton and was advanced to the prin-

"This brings our staff up close to the full mark, with only the principal's and one special education teacher's positions to fill," Supt. Travis said.

Mrs. Melba Ray, Clifford D. Meixner and

The board was presented the projected budget for the 1971-72 school year for study prior to the budget meeting to be held

The Insurantional Insurance Company was approved by the board to continue to furnish student and football player insurance for the coming year.

The First State Bank of Morton was appointed by unanimous vote to be the depository for school funds for the period from September 1971 to August 1973.

The high bid of \$502 by Northwest Bible Church was accepted for a 1960 48-passenger bus being sold by the school district. The second high bid of \$425 by Superior Coach Sales was accepted as an alternate

The board was advised that there are now 10 students working on the campus under the Neighborhood Youth Corporation program. They have completed a substantial amount of maintenance work and nore is planned prior to the opening of school.

Approval for the paymet of bills in the amount of \$55,500.64 for the month of July completed the agenda of the meeting.

Ambulance . . .

from page one

it will stand and the necessary work for its erection.

The Gordon K. Allen Company of Dallas was the sole bidder on the ambulance, which was accepted at a price of \$6,247.81. The type ambulance is a 1971 Chevrolet Suburbon Zephyr with all standard ambulance equipment. Special equipment for the vehicle, which is for use in providing ambulance servce to the county, will be purchased separately.

Farmers . . .

from page one

water when rains occur. Under the emergency conservation measures these ponds also may be built or rebuilt in case of severe drouth, to intercept or hold existing water supplies.

The definition of "crop loss" has been clarified for hog producers in the livestock feed program to include loss of grain or pasture which provided the feed fr the hog producers' animals and was lost due to the drouth.

Every effort is being made to insure a uniform administration of all emergency programs, and County and State ASC Committees, in foll7owing the intent of the law, are investigating any reported discrepancies.

Generally, cotton payment yields for the 1972 program are the average of the 1970 program yield and the actual yields for 1970 and 1971. The Agricultural Act of 1970 provides for participating cotton farmers to receive a set-aside payment of at least 15 cents per pound. The payment is computed by multiplying the payment rate per pound times the payment yield established for the farm times the acres planted within the base acreage allotment. The Secretary has authority to make adjustments in the actual yield in any year where the farmer's yield is reduced by drouth, flood, storm or other natural disaster.

Based on today's announcement, farmers who suffered a severe yield reduction as a result of natural disaster in 1971 will receive a higher payment yield for 1972 than they would have under rules previously in effect. This is expected to be helpful not only to farmers in the Southwest but also to farmers who suffered severely from excessive rains early in the growing season elsewhere in the coun-

Sewing club meets in Stokes home

The Busy Fingers Sewing Club met in the home of Mrs. Clayton Stokes Thursday, July 22.

Those attending were: Mmes W. L. Barrett, C. C. Benham, J. S. Boydstrum, Nora Markham, W. L. Miller, Walter Taylor, W. E. Childs, G. F. Cooper, Rolly Hill, Nath Crockett, F. L. Fred, F. G. Kennedy, Fannie Mae Huffines Mark Kennedy and the hostess, Mrs. Stokes.

Ice cream and cake was served. Attending the Lisenbee reunion at La-

mesa Sunday were: Miss Rhoda Lisenbee and Mrs. S. A. Ramsey and her children, Mr. and Mrs. Gerald Ramsey, Renee and Mike all of Morton, Mrs. Marshall from San Antonio, Dr. and Mrs. Vernon Stokes and children from Midland, Mrs. Jackie Pinson and son of Brownfield and Miss Peggy Ramsey of Fort Worth.

Lassen Volcano in northern California is the only active volcano in the U.S.

Texas hog population in spectacular rise

The Texas hog inventory on June I was 1.7 million head, up 51 percent a year earlier, according to the release from the Texas Crop and stock Reporting Service.

The December-May pig crop estifor the state reached 1.2 million showing an increase of about 41 pe over the same period a year earlier, the June-November period, Texas hop ducers intend to farrow 37 percent sows than during this time last This means that the Texas pig should reach close to 1.5 million for June-November.

Breeding animals accounted for 28 of the state's inventory. The experience of the breeding herd was somewhat than the number kept for other pur according to Dr. Ed Uvacek, Exter livestock marketing specialist

Mrs. Lewis Doyle and daughters a Paso visited last weekend with his er, Mrs. Lennie Doyle and her pr Mc. and Mrs. Cecil Lindsey and

Mr, and Mrs. Ha! Pugh and fr of El Paso visited recently with her ents, Mr. and Mrs. Rob Richards plans are to move to Morton in the



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Pearl Williams attended the funeer nephew, Ramese Ram Falea-West Texas State University fullback, at 11 p.m. in Jenkins Chapel in file. The body was flown to Hawaii burial. His wife, Linda Faye, her

Mrs. Dorothy Swindle and Mrs.

m's daughter, Rosie Lee Williams,

rise

percen

Mr. and Mrs. Jerry Don Cooper and children of Jacksonville visited in Morton over the weekend with his father, Mr. and Mrs. G. W. Cooper and grandmother, Mrs. Luda Cooper and her grandparents, Mr. and Mrs. Clayton Stokes, Jerry Don is a senior student at Jacksonville Bible College and a licensed missionary.

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5 i 100

Owner and Teacher

Mrs. Griffith selected as 'outstanding young woman'

as one of the Outstanding Young Women for 1971, according to an announcement today by the Emlea Smith Jr. Study Club. She was nominated by the organization earlier this year on the basis of her achievement

Mrs. Griffith is active in all phases of civic affairs, serving as chai man of the Cochran County Child Development Center and is a charter member and secretary of the Last Frontier Cotton Council. She is a member of the Ex-Students Association and has helped with the American Cancer Society and March of Dimes Fund Drives. A member of the First United Methodist Church, she has taught in the Sunday Schools for many years. Her husat Griffith Equipment Company. The couple have two children, Scott, 6, and Dax, 3.

The Outstanding Young Women of America program, now in its seventh year, was conceived by the leaders of the nation's major women's organizations. The program recognizes young women between the ages of 21 and 35 for their contributions to the betterment of their communities, professions and country. Complete biographical sketches of all nominees are featured in the national volume, Outstanding Young Women of America.

Mrs. Griffith is now in competition for the state's Outstanding Young Women of the Year Award. She is the daughter of Mrs. Scott Hawkins of Morton.

Paul Marlar-Nancy Lewis recite vows at Whiteface

Miss Nancy Lewis and Paul Gary Marlar exchanged double ring vows Saturday, July 24, at 8 p.m. in the First United Methodist Church in Whiteface, Dr. Hubert H. Bratcher, pastor, officiated.

The bride is the daughter of Mr. and Mrs. Olin L. Lewis of Whiteface, Marlar is the son of Mrs. Paul Marlar and the late Mr. Marlar of Levelland.

Baskets of white gladioli and greenery tied with purple ribbons, flanking four wrought iron candelabras, formed the background for the altar and kneeling bench. The eternal candle, which was lighted by the bride and bridegroom following their wedding vows, was to the left of the altar. Pews were marked with purple satin bows.

Mrs. Sally Wheeler, organist, played traditional wedding music. Mrs. David Watson, aunt of the bride from San Angelo, sang "Whither Thou Goest" and David Watson sang "Love Story," theme from "Love Story."

The bride, given in marriage by her father, wore an anti-bellum gown of white Rachel lace over taffeta. The basque bodice was designed with a high scalloped crown collar and long bishop sleeves softly shirred to wide petal point cuffs.

No. 303 Can

100

cal panel down the center outlined in lace scallops and the hemline was outlined in the scalloped lace motif and swept to a chapel train. Her three tiered silk illusion veil was gathered to a garland of satin flowerlets and pearl peps highlighted in cut crystals. She carried a cascade of white feathered carnations with English Ivy centered with a white cymbidium orchid, atop a white Bible, which served as the bride's something borrowed." For semething old, the bride wore a blue garter which her mother wore on her wedding day. The bride's gown was "something new" and her own blue garter was something blue. In her shoe was a 1950 penny, the year of her birth.

Mrs. Dan Trice of Amarillo was matron of honor, Bridesmatrons were Mrs. Ernest Barkley of Morton and Mrs. Dewayne Daniels of Lubbock. Tammy Dunlap, niece of the bridegroom, Levelland, was brides-

The attendants wore identical formal gowns of purple peau de soie with an overlay of orchid Imported Bridal Lace on the empire bodice featuring long lace lantern sleeves gathered to snapped cuffs. The gowns were complimented by chokers made of pearls on purple peau de soie. The matron of honor wore a headpiece of orchid illusion attached to a silk purple rose. Orchid illusion veils flowing from clusters of orchid roses adorned the heads of the other attendants. They carried a single long stemmed white carnation with orchid streamers.

Ernest Barkley of Morton served as best man and Dan Trice of Amarillo, Jim Waddell of Abilene and Paul Smith were

Candlelighters were Gregg Lewis, brother of the bride, and Doak French. Flower girl was Julie Waddell, cousin of the bride, from Abilene. She wore a floor length gown of purple peau de soie with an overlay of orchid Bridal Lace, fashion-

James T. Waddell IV, cousin of the bride, Abilene, was ring bearer. He carried a white satin and lace heart shaped pillow.

Ushers were Scott Dickerson of Iran and Britt French.

Following the ceremony, the couple were honored with a reception in Fellowship Hall of the Church. The serving table was covered in white net over satin accented with orchid satin ribbons. The three tiered wedding cake was decorated with Morning Rosebuds topped with a miniature bride and groom. White candles in a candelabra and the bride's bouquet, placed in a circle of orchid satin ribbons, completed the table setting.

Stacy Dickerson of Iraan registered guests. Tanya French served at the bridal

For a wedding trip, the bride wore an orchid and purple Talami crepe pant suit with white accessories and the orchid from a bridal bouquet. Mrs. Marlar is a 1968 graduate of White-

face High School and a 1970 graduate of South Plains College. She is employed by Citizens National Bank in Lubbock. The bridegroom attended Levelland schools and is employed by Metal Board

Corporation in Lubbock. The couple will make their home at 1613 10th Street in Lubbock.

Letter To The Editor

Dear Editor,

As president of the Morton High School Student Council, I would like to take this opportunity to sincerely thank the businessmen and citizens of Morton for their help and support of our Indians in the past. We are all very proud to have such fine young men to represent Morton wherever they go, no mat'r what sport.

I would like to ask each of you personally to continue to support these young men this year. We at school think District is only a small step away and we're all excited and ready to give 100% support to boost our boys to victory. I hope TRUETT'S Food Store the spirit bug will sting everyone as it has us and that you will all attend the games, giving your best in supporting our 1971 INDIANS!

Sincerely.

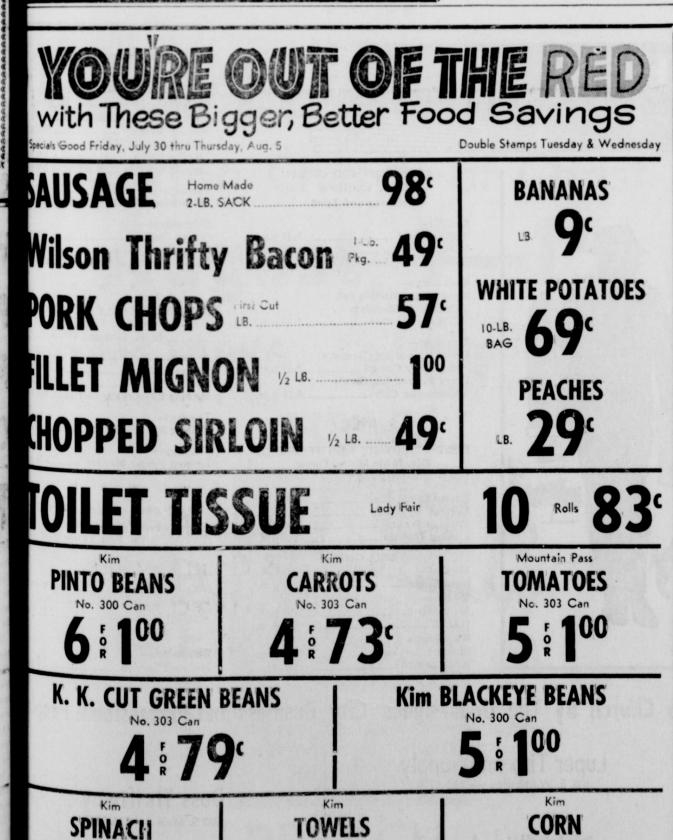


Mrs. Paul Gary Marlar

Mr. and Mrs. Roy Tarver enjoyed a visit by their daughter-in-law, Mrs. Roy Tarver, Jr. and grandchildren. Roy was unable to come with them as he was attending a Furniture Mart. Upon returning to their home in Tyler, the family left for a vacation to Red River, Their plans are to visit with his parents and sister, Mr. and Mrs. H. B. Barker, enroute home from Red River.

Mrs. Wesson of Texarkana accompanied her daughter, Mrs. Roy Tarver, Jr. to Morton for a visit with her daughter and family, Mr. and Mrs. Doug Zuber. She was also accompanied by her sister, Pat, and children who also visited in Mrs. Charles Jones of Lubbook visi ed

Mr. and Mrs. W. E. Childs visited in son and family, Mr. and Mrs. Melvin Childs, Mrs. W. L. Miller accompanied them to Lubbock for a visit with her daughter and husband, Mr. and Mrs. E. L.







GIVING HIS ALL ...

A FRONTIER BABE RUTH PLAYER goes all out in an effort to get a hit and pull his team out of the hole and stay in the tournament here last Thursday. His ettorts and those of his team mates were in vain, however, as Frontier was defeated by Lubock 12-5 and eliminated from the race, which the Lubbock team went on to win and advance to the district tournament in Borger this week

Littlefield schedules annual art festival on sidewalk

(Editors note: The Littlefield Sidewalk Art Festival is a truly outstanding event and affords aspiring artists of the South Plains area a golden opportunity to display their work for the general public to evaluate. The Morton area has several talented persons whom we hope will take advantage of this chance to display their work. Whether displaying their work or just browsing, this event offers considerable for all who are fortunate enough to

view it.) The women's division of the Littlefield Chamber of Commerce, will conduct their Fourth Annual Side-Walk Art Festival on Friday, August 27, 1971. This Festival is sponsored by We, The Women, in cooperation with the Littlefield Chamber of Commerce, Hart-Thaxton Hardware. Littlefield Glass Works, The Gallery and the Art Associations of Littlefield.

All area artists are invited to come and exhibit their work.

The event will be staged on the West side of Phelps Ave. in the 500 Block. In case of inclement weather, a building will be available for the exhibit.

Registration will begin at 4 p.m. There will be no entrance fee or limit to the number of works exhibited, but each exhibitor must furnish his own display stand. There will be only one award per person and

Bula-Enochs news

their family reunion at the Clovis, N.M., park Sunday, July 18. All of their children was present: Mr. and Mrs. James Pearson, Jay and Joy of Muleshoe, Mr. and Mrs. Bob Henderson, Jimmie and Kinny of Muleshce, Mr. and Mrs. Don Hall and Doneta of Amarillo, Mr. and Mrs. Lee Pearson, Randy and Bethany of Silver City, Mr. and Mrs. J. C. Pearson of Muleshoe, Mr. and Mrs. Darrell Nowell, Larry, Tammie and Tonya of Muleshoe. and Mrs. R. L. Lewis and daughter, Bonnie frem San Jon, N.M., and Mr. and Mrs. Warren Carter of Portales, N.M.

Mr. and Mrs. Clyde Price were guests in the home of his brother, Mr. and Mrs. Cliff Price, at Hereford last Sunday. Mrs. Rowella Jones took her grand-

daughter, Mickey Shields, home to Lila Lake, last Sunday and Patricia Shields returned home with her and spent the week with her grandmother another

paintings and crafts exhibited in the 1970 Festival are not eligible for 1971 awards. Selection of winners will be by popular vote of the public. Votes will be fabulated until 6 p.m. and announcement of winners will be made shortly thereafter. Exhibits will remain on view until

There will be two divisions, one for Paintings and one for Arts and Crafts. The Paintings will be divided into three sections; Adult; Junior - ages 15 to 18; and Intermediate, under the age of 15.

There will be \$75 in cash prizes donated by We. The Women and \$175 of gift certificates for frames or art and craft supplies donated by three Littlefield firms: Hart-Thaxton Hardware, Littlefield Glass Works and The Gallery. There will also be ribbons for honorable mention.

An area will be provided for visiting artists to relax during the showing. Hot dogs, sandwiches, cakes and drinks will be made available at a food booth.

A separate section will be provided for the sale of works that are not entered in the contest and are not being judged. Paintings for sale must have the artists name, address, and price of painting on the back of the painting

Pictures and Crafts will be handled with the utmost care but We, The Women are not responsible for damage.

The Co-Chairmen for the Art Festival are Mrs. Vera Griffin, Mrs. Louise Bennett and Mrs. Janice Aaron,

granddaughter, Roslyn Jones of Wilcox Ariz., is here for an extended visit.

Mr. and Mrs. Clyde Coffman of Morton stopped in for a visit with his sister, Mr. and Mrs. J. D. Bayless, caroute home from Hart to visit their daughter, Rev. and Mrs. C. T. Cunningham, and their son, Mr. and Mrs. Tom Coffman at Plain-

J. W. Layton was in Lubbock Thursday to visit his brother, Jo Kelly who is ill. He also visited his daughter, Mrs. Ear-

Mrs. L. E. Nichols and grandchildren, Richard, Mike and Paula Nichols, spent Monday and Tuesday with her daughter, Myrlene, at Lubbock.

Mr. and Mrs. Doyle Butler of Lubbock spent the weekend with their parents, Mr. and Mrs. Skinner Butler of Morton, and Mr. and Mrs. E. C. Gilliam at Enochs.

E. F. Campbell was a patient in the Littlefield hospital Tuesday till Friday. The .8 inches of rain received during the week north of Enochs was really welcomed. The last rain received was .1 inches the 14th day of June.

Mr. and Mrs. Jethro Gilbert from Broken Arrow, Okla., are visiting her mother, Mrs. L. H. Medlin in Littlefield, and his sister, Mr. and Mrs. H. B. King and other

Rev. Don Lang, a Missionary from Brazil, preached at the Enochs Baptist church Sunday morning and showed slides of his work there and told of his work and brought a short message.

Mrs. H. B. King returned home Wednesday and was able to attend church Sunday.

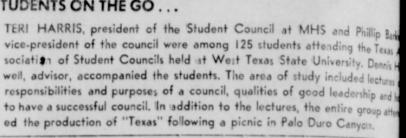
Carl Hall, Mr. and Mrs. J. E. Layton and children, Mr. and Mrs. Harold Layton and son, Mr. and Mrs. Junior Austin, Mrs. Ted Hall and Mrs. Olive Angel attended the Hall reunion at the K. N. Clapp Park in Lubbock Sunday, All of the Hall children were present: Mr. and Mrs. Graden Hall of Bovina, Carl Hall of Enochs, Mrs. Bertha McGaugh of Plainview, Mr. and Mrs. Dick Blackshear of Mountainair, N.M., Mr. and Mrs. Whitten Barber of Muleshoe, and a sister-inlaw, Mrs. Ted Hall of Enochs, there was approximately 40 relatives attending.

Mrs. A. M. Moore of Clovis, N.M. has been visiting her daughter, Mr. and Mrs. Raymond Austin.

Mrs. E. N. McCall, Mrs. Fred Locker and Mrs. Lee Kelly visited their aunts,



TUDENTS ON THE GO ...



Dry conditions spur cattle poisoning cases

Several cases of prussic acid (hydrogen cyanide) poisoning in cattle grazing Johnson grass and sorghum hybrids have been diagnosed during the past week at the Texas Veterinary Medical Diagnostic Laboratory in College Station.

Dr. John C. Reagor, toxicologist, said that in one case, 260 hungry cows were turned into a Bermuda grass field about 4:30 p.m. The upper edge of the field had a large amount of wilted Johnson grass, which the animals began to eat immediately.

The next morning, 27 were found dead. They never made it to the Bermuda grass. In another case, 20 cows were placed in a small pasture containing volunteer Haygrazer from hay fed in early spring.

Mrs. Morgan, Mrs. Maxwell and the Knights at Ft. Sumner, N., and Las Vegas, N.M. over the weekend.

Mrs. C. R. Seagler was in Canyon Thursday to visit her daughter, Mr. and Mrs. Royce Lane.

Mr. and Mrs. Virgil Thomas and children of Houston are visiting their parents, Mr. and Mrs. T. A. Thomas of Enochs and Mrs. T. T. Smith of Morton this week.

9:45 a.m.

.4:30 p.m.

The young, drouthy plants were a grazed, and 13 animals were found the next morning.

Califo

good

stops

3.33,

opera

Leve

Dr. Reagor said prussic acid o the deaths in both instances, Jo grass and sorghum hybrids may or high levels of the deadly poison under drouth stress followed by a ser rain shower. Either the wilted or fast growing

of the plant can be dangerous, th cologist points out. Problems arise when hungry animals are so placed in these pastures. Prussic acid is swift, Reagor said

can occur within five minutes after ing affected plants, and almost a within 12 hours.

He urged stockmen to graze their in such pastures only with great ca Hungry cattle should never be turn

Samples of muscle tissue may be mitted to the Texas Veterinary ! Diagnostic Laboratory for testing, said, However, they must be "fi a 1 percent mercuric chloride solu transport to the lab because pruss is not stable.

FIRST BAPTIST CHURCH

Paul McClung, Pastor

202 S. E. First

ST. ANN'S CATHOLIC CHURCH The Rev. David Greka, Pastor 8th and Washington Streets

Mass schedule-

Sunday9:00 a	nd 11:15 a.m.
Monday	7:30 p.m.
Monday	7:30 a.m
Wednesday	7:30 p.m.
Thursday	7:30 a.m.
Friday (1st of month)	7:30 p.m.
Friday (2nd, 3rd, 4th) Saturday	7:30 a.m.
Saturday	8:00 a.m.
Sunday—Catechism Class, 10:00 - 11:00 a.m.	
Confessions—Sunday Half hour before Mass.	
Baptisms1	2 noon Sunday
Baptisms1 and by appintment,	
* * *	
FIRST BAPTIST MEXICA	N MISSION
Sundays-	
Sunday Senool	10:00 a.m.
Training Union	6:30 p.m.
Evening Worship	7:30 p.m.
Wednesdays-	
Prayer Service	7:30 p.m.
2 2 2	
NEW TRINITY BAPTIS	T CHURCH
Rev. W. D. Ande	
3rd and Jackso	
	,m
Sundays—	
Sunday School	9:45 a.m.
Morning Worship Second	
and Fourth Sundays	
H.M.S.	4:00 p.m.
Wednesdays—	
Prayer Service	7:00 p.m.



CHURCH OF CHRIST Van Cash, Preacher S.W. 2nd and Taylor

Worship	1	0:45	

Midweek Bible Class _____8:00 p.m.

FIRST METHODIST CHURCH Rex Mauldin, Minister 411 West Taylor

Sundays— Church School Session 9:45	a.m.
Morning Worship Service10:55	
Evening Fellowship Program 5:00	p.m.
Evening Worship 6:00	

Second and Fourth Monday Wesleyan Service Guild _____ 7:30 p.m. Tuesdays-

Service ___ 9:30 a.m. Each Second Saturday, Methodist Men's Breakfast ... 7:00 a.m.

Women's Society of Christian



ASSEMBLY OF GOD CHURCH G. A. Van Hoose Jefferson and Third

Sunday School

Evening Evangelistic Service7:00	
Wednesdays-	
Night Prayer Meeting and	
Christ's Ambassadors	
Convene Together7:30	p.m.
Thursdays-	
Every 1st and 3rd, Women's	
Missionary Council2:30	p.m.

FIRST MISSIONARY BAPTIST CHURCH Rev. Merle Moore, Pastor Main and Taylor

Every 2nd and 4th, Girls' Missionette Club .

Sunday School __

Morning worship	
Training Service7:00	p.m.
Evening Worship7:45	p.m.
WMA Circles	
Monday-	
Night Circle 7:30	p.m.
Tuesday—	
Mary Martha 2:30	p.m.
G.M.A 4:00	p.m.
Wednesday-	
Midweek Service 7:30	p.m.
Edna Rullard 0.00	

	400 May 3
Sundays-	
Sunday School	9:45 1
Morning Worship	10:55 a
	11:00 a
Training Union	6:00 p.
Evening Worship	* **
Tuesdays— Helen Nixon W.N.U.	9:30 1
Wednesdays-	
Graded Choirs	7:30 p.
Prayer Service	7:30 2
Church Choir Rehearsal	8: 30 p.

SPANISH ASSEMBLY OF GOD CHUR Gilbert Gonzales N. E. Fifth and Wilson

Sunday School	10:00 a
Morning Worship	_11:00 a
Evening Evangelistic Service	7:30 P
Tuesdays— Evening Bible Study—	_ 8:00 p
Thursdays— Evening Prayer Meeting ——-	8:00 p
+ + *	

EAST SIDE CHURCH OF CHRIST Fred White, Minister 704 East Taylor

ndays-	10:00 a.t
ole Study	10:45 21
orship	7:30 p
ednesdays—	0 n

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

Frontier Oil Company Red Horse Service Station

Mobil Products - 266-5108

Truett's Food Store Earl Stowe, Owner

210 South Main

Compliments of

Carl Griffith Gin and G & C Gin

Burleson Paint & Supply

First State Bank 107 W. Taylor - 266-5511 Luper Tire and Supply
108 E. Washington — 266-5330

Bedwell Implement 219 E. Jefferson - 266-5306

> Morton Tribune Printers - Publishers

Doss Thriftway 400 S. Main - 266-5375

Midweek Service

St. Clair Department Store

115 N. W. 1st -- Phone 266-5223

servations for the Water, Inc. red tour of California Water promust be made by Aug. 1. That's yord from the organization's execuirector, Bill Clayton, who explained e deadline was necessitated by the "firm-up" airline and hotel re-

ed to begin on Aug. 22, the tour p goes first to Sacramento for a brief-California officials. From Sacrathe entourage goes to Oroville on the Feather River, then follows alifornia aqueduct south to the arid southeast of Los Angeles. Plans call nights in Sacramento, and one in Fresno and Bakersfield. Followe final day of touring on Aug. 26,

good Gulf gasoline.

operation.

D CHURO

CHRIST

10:45 3

7:30 p.

ore

Levelland Highway

the teur group boards a jet airliner at Los Angeles for a night flight home.

reservations to close

All air travel will be aboard regularly scheduled jet flights. The trek through California will be on air conditioned buses. Cost of the trip which includes all transportation, all lodging and most of the meals is \$300 per person. Reservations may be made by contacting the Water, Inc., offices at P. O. Box 367, Lubbock, Texas, Telephone 806-763-5271.

Shakespeare, according to estimates, never made a continuous journey as far as a round trip from Boston to New York.

Boston is the largest capital city in the

You May Be a Winner!

When you say "Fill 'er Up" at Charley Ellis Gulf, you

That's right-when you say those magic words you au-

automaticaly qualify yourself for a possible free tank of that

omatically 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

play it so well that he is keeping it as a daily feature of his

Charley thought this up for Crazy Day, but he likes to

So, let Charley Ellis Gulf service your car and give you

Also see Charley for quality automotive accessories.

Charley Ellis Gulf

3.33, 4.44, 5.55, etc., you have your tank free.

an opportunity to beat him out of a tank of gas.

Food companies affiliation Points toward lower prices

bining of sour large food distribution centers serving independent grocers in the Southwest promises good news for food buyers in the Morton area. The good news would be in the form of lower food prices and increased service for customers shopping at one of the affiliated

Doss Thriftway Super Market is a member of a large group of stores that is affiliating with the new system.

The four largest food distribution centers in the Southwest have announced that they are combining their buying power in order to lower their prices to their customers. Their new total sales will elevate them to a position of one of the leading retail food distributors in the

The four distribution centers are Affiliated Food Stores, Inc. of Dallas, Affiliated Food Stores, Inc. of Tulsa, Affiliated Food Stores, Inc. of Amarillo, and Affiliated Food Stores, Inc., of Little Rock.

The combined retail marketing area served by the four distribution centers covers portions of seven states: Arkansas, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas.

"There is no merger of the four distribution 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 centers in their respective cities, it was revealed that ther combined retail sales of groceries annually reaches the one-billion dollar mark. Nearly 20 million people reside in the area served by the four

Over two thousand members stores, independently owned by leaders in their respecive cmmunities, will be affected by the new policy.

Store ownership will not be changed. The basic concept of independent ownership, so vital to our nation's economy will remain intact.

While the exterior of the stores will be changed only to the extent of the addition of the new Affiliated sign, it will be employees will be gaily decked out in new red, white and blue aprons. Pennants of the United States of Affiliated will be prominently displayed throughout the

The greatest change of all will be on the shelces. The tremendous savings achieved through the new combined purchasing power of the four distribution centers will be refllected through new, lower prices throughout the store.

By combining their buying power, the new group will have access to its own bakery, ice cream plant, produce packaging machines, and other food processing

"The newest technique of distribution and merchandising aill result in continued new low prices for many of the nearly 10,000 individual items old through Affiliated," Charles McBeath continued.

Three Way

Mrs. C. B. Hightower is a medical patient in a Levelland hospital.

Mr. and Mrs. Earlton Wall visited in the Johnnie Wheeler home Sunday afternoon. Mr. and Mrs. Wall were former residents in the community but live in Laz-

Mrs. Dutch Powell and girls were in Lubbock and Levelland Monday on busi-

Mrs. Terry Hutton is in Mason this week visiting relatives.

The Three Way senior girls are in Lubbock this week to attend a workshop at Texas Tech on annual work.

Mr. and Mrs. Nelson Carlisle were in Littlefield Sunday afternoon visiting their

Mrs. Jack Hodnett and daughter were in Lubbock Monday.

Mr. and Mrs. L. G. Fred from Enoch were dinner guests in the D. S. Fowler home Sunday

The community received some rain the past week. Some parts got one inch, other parts only a shower.

Shellie Hoolie from Arlington is visiting her grandparents, the John Shepards. Shoonia Wooten, infant daughter of Mrs. Pam Wooten, is a patient in Methodist hospital. She has been a very sick baby but at this time is some better.

Carylon Miller from Canyon is spending the week with her grandmother, Bon-

Montie Toombs, son of Mr. and Mrs. H. C. Toombs, received an academic award from LCC college at Lubbock for the past year. He will attend LCC this coming

Mr. and Mrs. Reggy Self and daughter from Blyville, Arkansas spent last week with her parents, the H. C. Toombs.

Gary Toombs from Plainview and Miss Galya Mankins from Lubbock and Mr. and Mrs. Montie Toombs from Lubbock spent the weekend in the H. C. Toombs

higher requirements for immunization

Texas Tech University officials announced Friday that new legislation requiring specific immunizations for students will mean a change in policy at the Universty.

It has been the policy at Texas Tech to require immunization against polio, tetanus, and smallpox. The new legislation adds diphtheria to the list for students enrolling in institutions of higher learning.

Students enrolling for the fall semester will be allowed to enter with the provision that immunizations are begun before Jan. 1, 1972, and all are completed as soon after that date as medically feasible.

Effective with the spring 1972 semester, and continuing thereafter, new enrollees (those not previously enrolled in the summer or fall 1971 semesters) who have not completed the required immunizations at time of enrollment, must complete them as soon as is medically feasible.

Students in institutions of higher education must have had a minimum of three njections of dphtheria and tetanus with the last dose within 10 years and one smallpox vaccination within the past 10 years. At least three doses of oral polio vaccine are required for students who have not reached their nineteenth birthday.

Recommended implementation procedures and an outline of current regulations were recently provided to the State's colleges and universities by the Texas State Department of Health and the Coordinating Board, Texas College and University

Mr. and Mrs. Hermon Enos and Mr. and Mrs. Jack Jackson enjoyed a brief visit by their mother, Mrs. L. S. Garrett of Waurika, Okla. Mrs. Garrett, accompanied by Mr. and Mrs. Jackson, left Friday for Oakland, Calif. and for a visit with her sons, Mr. and Mrs. Henry Nix and Mr. and Mrs. Douglas Nix in Yuma, Ariz. Mrs. Garrett plans to return to Morton for further visiting with her dau-



MARRIAGE ANNOUNCED . . .

MR. AND MRS. T. B. JONES of Morton have announced the marriage of their daughter, Carolyn Arlene, to Terence M. Dawson, son of Mr. and Mrs. Albert F. Dawson of Levelland. Mrs. Dawson is employed by the County District Clerk's office in Morton and Terence is employed as Student Union manager and assistant for special food events by Saga Food Service at South Plains College in Levelland. Mr. and Mrs. Dawson are residing at 705 S.W. Grant.

Farmer participants in cotton loan program face July 31 deadline

Farmers participating in the Commodity Credit Corporation (CCC) cotton loan program administered by the Agricultural Stabilization and Conservation Service (ASCS) have until July 31 to redeem their equities in amounts up to \$15 per bale, Cotton Incorporated announced today.

J. Dukes Wooters, Jr., executive vice president and general manager of Cotton Incorporated, urged cotton producers to analyze their loan situation and contact local buyers at once to determine the amount of their equities.

Form A loans totaling 46,727 bales and form G cooperative loans totaling 237,776 bales were still unredeemed by July 9, according to Ed Burns, directo News Section, U. S. Department of Agriculture. Cotton Division, Memphis, Ten-

Loans in the state of Texas totaled 7,768 bales for the form A and 71,658 redeemed now with equities of \$5 per bale average, they would net 230 thousand dollars," Wooters said.

"If all producers with form A cotton As college summer sessions draw to a

GI Bill veterans get school reminder

close GI Bill veterans are reminded not to forget to return their certification of attendance cards to the VA.

Jack Coker, Director of the VA Regional Office in Waco, explained that "cert" cards of veterans attending institutions of higher learning must be filled cut and returned to VA during the last

If the card is not returned, Coker pointed out, the veteran cannot be paid for his final month of training, or automatically enrolled if he plans to continue school in the fall semester.

The VA official urged veterans, dependents, survivors and servicemen interested in training to contact their nearest

bales for the form G on July 9, Burns

According to the Cotton Market News report, buyers are paying an estimated \$5 to \$10 per bale equities. In the Memphis area, net equities are reported at \$10 per bale, while reports from Little Rock, Arkansas showed equities as high as \$15 per bale.

August 9-15 TTU announces new, Mon. — Sat. 8:00 p.m. Sunday 10:45 a.m. - 7:00 p.m.

HEAR



GOSPEL MEETING

Morton Church of Christ

В

PREACH

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

MONEY - SAVERS

FROM TAYLOR & SON

14500 3-piece Green Bedroom Suit 13900 Maple Hutch 8900 5-piece Maple Dinette 9900 7 piece Dinette Set 225°° **Early American Sleeper** 11900 E.A. Rocking Love Seat 9900 Gold Velvet Rocker 2-14 ft. G.E. Refrigerators

Taylor & Son Furniture

108 W. Jefferson



MR. AND MRS. JAMES MARSHBANK of Corpus Christi have announced the engagement and approaching marriage of their daughter, Linda Carol, to Richard Terry Coffman, son of Mr. and Mrs. John E. Coffman, Jr. of Morton. The couple plan to be married November 6 in the Parkdale Baptist Church in Corpus Christi, Miss Marshbank is a graduate of W. B. Ray High School in Corpus Christi and is a student at Durham's Business College. Coffman is a 1968 graduate of Morton High School and is stationed with the U.S. Navy at NAS, Chase Field, in Beeville.

Robinson - Nordby vows read in Oklahoma rites

Miss Susan Nordby and Thomas P. Robinson exchanged wedding vows in the Oklahoma Saturday, July 10. The Rev.

Dr. and Mrs. Gene M. Nordby of Norman are parents of the bride. The brideof Norman and the late Rev. Norman, former pastor of the First Baptist Church

pire A-line skirt and Watteau chape

blue dotted Swiss dresses with empire

Lisa Nea Nordby, sister of the bride, was flower girl. She carried a nosegay of white carnations with green streamers.

Miss Lisa Hinricks, niece of the bridegroom and Brett Nordby, brother of the Best man was Jim Cleveland, David

Kent, Jim Luther and Michael Welch served as groomsmen, Edward Hanska and Mark Burntett were ushers.

A reception was held at the church for The bride is a graduate of Norman High

School and attended Oklahoma State Uni-

Robinson attended the Morton Schools and graduated from Norman High School. Nang, South Vietnam and is currently attending Oklahoma University and is employed at Western Electric in Oklahoma

Following a wedding trip to Colorado, the couple will make their home in Nor-

traveling 200 miles per hour, to go from the earth to the sun.

ENGAGEMENT ANNOUNCED ...

About local folks

Marlar-Lewis wedding were: Mr, and Mrs. J. T. Waddell, Jr. of Cisco, Mr. and Mrs. Jim Waddell, Julie and Jimmie of Abilene, Mrs, Bernie Allen, Lovington, N.M., Mr and Mrs. Max Dickerson, Scott, Stacy and Larry, Iraan, O'Neal Pearce, Lawton, Oklahoma, Mr. and Mrs. Charles Randolph, Kirk and Shelia, Dumas and Mrs. Charles McLain and Vicki, Dumas.

The Senior High MYF group from the First United Methodist Church, five guests from the Methodist Home in Waco and their sponsors left Monday morning for Whispering Pines Lodge near Colorado Springs, Colo. Making the trip were: Mr. and Mrs. Leonard Groves, Bob Greene, Susan Rowden, Ruth Ann Ready, Charles Murray, Jane Wells, Jeff Groves, Mrs. O. L. Tilger, Becky Greene, Mark Mauldin, Jane Marie Walker, John Mauldin, Patti Groves, Rev. and rs. Rex Mauldin, Bob Hawkins, Nelson Bridges, Stacy Garner, Joy Mauldin, Mrs. Van Greene, Gary Mauldin, Beverly Bridges, Hazel Limback, Greg Bell, Kenneth Egger, Mrs. Tip Windom, Mikela Windom, Dale Tilger, Steve Santos, D'Ann Ramsey, Mrs. Cherolyn Inglis, Farley Inglis, George Bauler and James Bell. They plan to return to Morton Saturday night

Mr. and Mrs. Mike McDermett and Suzzie visited in Morton over the weekend with their parents, Mr. and Mrs. Charles McDermett, and Mr. and Mrs. Ruel Kelly.

Mr. and Mrs. George Trejo, Brenda Leigh, Marleen and Marvin, spent a week vacationing and visiting with George's brothers in Alice and Corpus Christi, They also vsited relatives in Bonquete, May Pearl, Alvarado an don to Six Flags for a day of fun. Later they drove to Colorado Springs, Colo. to visit their daughter, Delilah who is a student at El Paso College, and other relatives. In the week they were gone, they drove over 2200 miles.

Mr. and Mrs. Gerald Ramsey, Renee and Mike have returned from a two weeks vacation in Texas and Alabama.

Guests in the C. B. Jones' home last week were their children, Mr. and Mrs. Loyce Igo and Glenda from Houston, Mr. and Mrs. Jim Shepard and children of Portland, W. A. Jones, Dennis and Danny of Lubbock and friends, Mr. and Mrs. Doyle Kennedy and children of Levelland. Mrs. J. C. Reynolds left Tuesday for a visit with her daughter and family, Mr. and Mrs. David Newsom and John David. She will enjoy helping John David, infant son of David and Pam, get off to a good

Mr. and Mrs. Kensey D. Chancey and son, Kensey, attended the family reunion of Mrs. Chancey's family at McKenzie Park in Lubbock Sunday. Some 84 attended the Brotherton reunion which was held at the Party House.

Mr. and Mrs. W. W. Cook enjoyed a visit this past week with his niece and family, Mr. and Mrs. George Davis, of Austin. While visiting in Morton George visited briefly with one of his former teachers, was in 4th grade. This was in 1921 and was the first year Dutch taught, George produced his report card, duly signed indicating his attendance at Sunbeam

Mrs. E. E. Scott accompanied by her daughter, Marie of Lubbock, enjoyed a few days of visiting with Bill Scott of Albuquerque, N.M. the first part of the

Mr. and Mrs. Donald Ray Chesshir and family of Shallowater visited in Morton last week with his parents and family, Mr. and Mrs. O. D. Chesshir and her sister, Mr. and Mrs. Dean Waltrip and

C. A. Baird attended the annual event of Hill Top Meeting of Masoinc Lodge held this year at Bob Andis Ranch located between Borger and Skellytown. This event was hosted by Top O' Texas Blue Lodge of Pampa and Carson Blue Lodge of Panhandle. Guests were urged to come early Saturday for sight-seeing and lunch. The evening meal served to Masons only consisted of a barbecue dinner of "Bob's 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 her parents, Mr. and Mrs. Earl Akin. Later, Mr. and Mrs. Danny Petree and boys. Mrs. Petree is another daughter of the

Mrs. Louise Talley and sons, Louis and Lee, returned recently from Wichita Falls after enjoying 10 days of vacationing with an aunt, Mr. and Mrs. D. Honker, with relatives in Holbart, Okla. They also visited 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 aunt and family, Mr. and Mrs. G. G. Nesbitt.

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. Jacobs is Mrs Scott's daughter.

Mrs. Myrtle Williams has been visiting 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 Mc-Ginnis of El Paso. Other guest in the Akin home was Suzanne Akin, a granddaughter who lives in Lubbock.

Cole replaced by Wittenberg in South Plains scout council

Marc S. Wittenberg, formerly of El Paso, has been named an Executive Trainee in the South Plains Council, Boy Scouts of America, according to an announcement by H. W. Oehler, Lubbock, Scout Executive of the 20 county Scout

Wittenberg assumed his new duties July 15, and succeeds Kenneth Cole, who resigned to do graduate work at Southwestern Theological Seminary.

Following a two month period as an Executive Trainee, Wittenberg will attend the National Executive Institute for professional Scouters at the Schiff Scout Reservation, Mendhan, New Jersey. Following his return, he will be commissioned as a District Scout Executive with respensibility for the four county George White District of the South Plains Council. The area includes Hockley, Lamb, Bailey, and Cochran counties.

Wittenberg is a native of Worchester, Massachusetts, where he was active in Scouting as a boy. He has recently served as an assistant Scoutmaster, Roundtable as an assistant Scoutmaster, Roundtable Commissioner, Neighborhood Commissioner, and Webelos Den Leader in the Cub

Wittenberg is a May, 1971 graduate of the University of Texas, El Paso, where he received a B. A. degree in Phychology. He served in the U. S. Marine Corps, and was discharged in 1964.

In making the announcement of the appointment of Wittenberg, Oehler said that it was part of the continuing effort of the South Plains Council to serve the Scout leaders throughout the 20 county area. Wittenberg will work with more than 300 adult leaders in helping them bring the Scouting program to more than 900 boys in all communities of the George. White District.

Funds for the operation of the South Plains Council, including the services of the executive staff, are provided through programs currently being conducted in several communities of the district, and from United Fund campaigns in some communities.

Wittenberg, a bachelor, is living at 808 Avenue H, Levelland.

New contest slated for LL Tops members

Odessa Daniel received the grab ba gift and Rita Thomas recorded the weight loss at the Lighter Later Top Club meeting July 21. The club met a 8:45 a.m. in the Fellowship Hall of the First United Methodist Church.

Thought for the day was "In the old days, the man who saved money was miser, now-a-days he is a wonder." In the business meeting presided over by Rita Thomas, it was decided to star a telephone chair inspection contest. The member who breaks the chain, by m calling a member after she has been con tacted, will pay a fine.

Eight members attended the meeting

Bookmobile

The High Plains Bookmobile Library will be in your area on the following dates
Wednesday August 4, Whiteface - 9:0 10:40; Lehman - 11:05-11:30; Bledsoe -12:00-1:00; Maple - 2:15-3:30.

Quebec, Canada is the only walled cit in North America.

Jai-alai is the swiftest game in the work

Brane

Men'

Final

LADI

Reprint from "Editor and Publisher" issue of May 15, 1971

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 know 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.



Jake, you know that ranch fifty miles west of here you wanted to look at - wul git to lookin' this is it goin' by!"

The Morton Industrial Foundation is happy to welcome Prairieland Packing Corp. To everyone that helped in any way, it is most grateful. The work of this organization is not nearly completed. You are urged to back and support this organization for a better community!

First State Bank

MEMBER F.D.I.C.

John David, scn of Mr. and M-s. David twsom of Dalhart. John arrived at Coon temorial Hospital at 1:10 p.m. and weigh-4 8 pounds 3½ ounces.

Grandparents are Mi, and Mrs. J. C. Aguelds of Morton and Mr. and Mrs. Beldon Newsom of Dalhart. Great grandprents are Mi, and Mrs. Rottle Hill and Isc. C. C. Reynolds of Morton, Mrs. Fred ewsom of Levelland and Mi, and Mrs. N. Horton of Whitharral.

Walter Terry, son of Mr. and Mrs. Perry Parten of Floydada. He arrived by 12 and weighed 8 pounds 1½ ounces. Grandparents are Mr. and Mrs. Walter heilds of Idalou and Mr. and Mrs. Margents are Mr. and Mrs. Great-grandparents are Mr. and Mrs. G. G. Nesbitt Morton.

Jody Lynn, daughter of Mr. and Mrs. may Thempson of Houston. She arrived by 24 and weighed 8 pounds 13 ounces. Grandparents are Mr. and Mrs. Don mart of Morton and Mr. and Mrs. Kenth Thompson of Levelland.

Christopher Barrett, son of Mr. and is Sam King. Chris arrived at Cochran temerial Hospital July 22 at 11:25 p.m. of weighed 8 pounds and 2 ounces.

Racheal, daughter, of Mr. and Mrs., macisca Ruiz. She arrived at Cochran (morial Hospital July 23 at 7:50 p.m. at weighed 7 pounds and 4 ounces.

Emerico, Jr., sons of Mr. and Mrs. merico Garcia. He arrived at Cochran femerial Hospital July 26 at 3:45 a.m. of weighed 7 pounds and 3 ounces.

Mr. and Mrs. Dalton Redman, Karen ad Darrell were in Dalhart Sunday visiting with Mr. and Mrs. Weldon Newsom and Mr. and Mrs. David Newsom and we son John David.



THESE ARE BASEBALL FANS? ...

MAYBE THAT'S WHAT WRONG with the game! We are only kidding, of course, and were very gratified to happen upon this happy crew of fans at the Babe Ruth tournament in Charles Hofman Park Thursday night. They were giving their all for their team — which was Frontier and which was eliminated that night — and were all smiles as they posed

for their official fan portrait. In no special order they include Guy and Ty Hall, Mike Dewbre, Todd Willingham, G. Wells, Lanze Washam, Sandy Hodge, Richard Kuehler, Garry Hodnett, Judy Steed and Lanona Betts. (The Tribune retuses to assume any responsibility for spelling, furnished by the group — in fact, we might should have skipped the whole thing.)

St. Clairs DEPARTMENT STORE

RODEO SPECIALS!



Get Ready
for the
Last Frontier
Rodeo
with these

GREAT

from
St. Clair's
Deartment Store

Brand New Shipment -

Ladies' Wrangler Pants and Blouses

A Combination to Fit Every Taste

Straw Hats 1/2 Price

Final Clearance of LADIES'

SHOES

1/2 Price

New Shipment of

Dingo Boots

Children's through Men's Sizes
Many Styles and Colors To Choose From

All At Special Rodeo Prices

Cechran countians demonstrate prudence in spending habits

How are residents of Cochran County spending their money these days? How much of their shapping dollar is going for food, cars, clothing, furniture, household equipment and the like?

According to figures that have just become available through a new consumer market study, most local families had bigger incomes in the past year than in former years and, therefore, more money to spend in that direction.

As a result, although they were somewhat more cautious with their purchasing than in former years, because of the depression and because of inflation, retail business in the local area was at a relatively good level.

The findings, by the Standard Rate and Data Service, reveal the spending pattern locally and in all other sections of the country.

In Cochren County, it is shown, stores selling food and automative equipment captured a large part of the consumer dollar. Together, they attracted 42 percent of all retail business in the area.

Elsewhere in the United States, they collected only 39 percent and, in the West South Central States, 41 percent.

The outlay for food alone, in bakeries,

supermarkets, butcher shops, delicatessens, and the like totaled \$1,486,000 as against the prior year's \$1322,000.

This was solely for feed bought for home consumption. It does not include expenditures made in restaurants and other eating and drinking places.

Just how much the take-home food purchases averaged, on a per-family basis, was determined by apportioning the total amount spent equally among the local population. It came to \$997 per family.

As for stores selling automotive equipment, including cars, anciorcycles, boots and accessories, they accounted for \$1,672,009.

The SRDS report shows that local consumer buying held up well under the circumstances, in most other retail lines.

Drug store sales reached \$243,000 during the past year. This compares with

\$234,000 perviously.

Those specializing in clething, shoes, hats and other articles of apparel grossed \$223,000, as against the 1969 total of \$225,-

Sales of furniture, household furnishings and the like added up to \$188,000. Their previous volume was \$213.

Hospital notes

Patients admitted to Cochran Memorial Hospital July 21 through July 27 were: Cleotilde Paiz, Mrs. James McClure, Pabelo Alaniz, Mrs. Holly Milsap, V. H. Funk, Sandy Payne, Frances Cunningham, Hank Zielinski, Jack Bundrent, J. C. Shelton, Terry Drennan, Jack Wallace, Joe Martquez, Treva Autry, Mrs. Dake Merritt, T. J. Gaddy, Andy Vinson, Edgar A. Bass, Lyn Bartlett, Geneva Turney and Coranela Basped.

COTTON TALKS

Agriculture "dodged lightning" again July 15 when the Senate voted 56 to 29 against ano her move to lower the maximum eligibility of producers to receive payments under current cetton, feed grains and wheat programs. But observers close to the scene in Washington warm that the storm is by no means over.

The Senate vote came on an amendment to the \$13.6 billion appropriations bill for the Agriculture Department and environmental and consumer protection programs. Offered by Senator Birch Bayh, D-Ind., the amendment would have cut the present statutory \$55,000 per crop ceiling to \$20,000.

The House adopted a \$20,000 per coordinitations amendment to the appropriations bill on June 23 by a vote of 214 to 198. Differences between the House and Senate versions, including the limitations issue, now will have to be settled in a House-Senate Conference Committee, after which both houses will have the opportunity to accept or reject the Conference re-

Congress plans a month-long recess in August, so it is expected that action on the appropriations bill will be completed this month. Senate conferees have already been appointed.

House Conferees will most likely be appointed early in the week of July 9, and it is at that point that low-level limitations proponents may make ther next move. They will no doubt consider the possibility, and perhaps make an all-out effort, to have House conferees instructed to insist on retaining the limitations amendment.

However, according to Donald Johnson, Executive Vice President of Plains Cotton Growers, Inc., the wide margin by which the amendment was defeated in the Senate and the narrow margin by which it passed the House both should work against the success of such a move. There is also doubt as to the parliamentary acceptability of instructing House contened on an issue which the Senate specifically rejected.

Jhnson, who was in Washington at the time of the vote both in the House and Senate, said "The concensus now is that the lower limit on payments can be avoided for 1972, but the storm clouds continue to build and we dare not become complacent."

Johnson went on to say that Texas Senators Tower and Bentsen, along with the Department of Agriculture and other Administration officials worked very hard to defeat the limitations amendment in the Senate. "There is little doubt," he said, "that there is now a majority in both the House and Senate who favor a lower limitation level, and without the strong opposition of the Administration we could never have won on this issue."

Thus it becomes obvious that the Senate vote against the limitations amendment was a case of Senators acquiescing to the desires of the Administration and other Senators, not a reflection of majority sentiment.

This is further evidenced by the fact that, while rejecting the House-approved \$20,000 payment ceiling, the Senate Appropriations Committee nevertheless will strong language into its report on the bill directing the Agriculture Department to do a better job of policing the \$55,000 ceiling new in effect.

And the full Senate adopted handly a resolution by Sanator Hubert Humphrey, D-Minn., calling for Agriculture Secretary Clifford Hardin to supply Congress with a full report on the operation and administration of the limit on price support payments.

Johns:n sum; up the situation by sayin; "It appears we have dedged lightning for this time, but the storm clouds continue to build and get darker every year."

Reproduction to be subject for A&M beef cattle course

Texas A&M University's 21st Annual Beef Cattle Short Course is set for August 16-17 at the Memorial Student Center on the Texas A&M campus.

The theme of this year's program is "Improving Reproductive Efficiency in Beaf Cattle." The short course will feature information on breeding heifers, feeding programs for breeding animals and calving difficulties as they relate to cow size, sire and feeding regimes.

Recent research studies by the Texas Agricultural Experiment Station on early weaning of calves will be discussed by Dr. Myron McCartor of the Research and Extension center at Overton.

Another highlight of the program will be reports on studies in calving difficulties and call performance in exotic and straightbred cattle by Dr. H. A. Glimp of the Clay Center Research Station in Nebraska, Dr. Ray Woodward, animal geneticist with the American Breeders Service, will discuss breeds and reproduction, including exotic as well as straight-bred cattle.

An added feature of the two day program is a Monday night banquet, August 16, with Forrest Bassford, executive editor of the "Western Livesteck Journal" as the main speaker.

This year's program is designed to be of wide interest to livestock producers all over the state, according to John Beverly, Extension animal reproduction specialist. He added that "reproduction" was chosen as the theme of the conference since percent calf crop is undoubtedly one of the most important single factors affecting efficient beef production.

Registration for the short course begins at 7:30 a.m. Monday, August 16, and the program should conclude about 3:00 p.m. Tuesday.

M. and Mrs. Sandy Asbill visited last weekend with his brother and wife, Mr. and Mrs. Vernon Asbill in Artesia, N.M. They all spent Saturday in Ruidoso, N.M. enjoying the activities there.

SALE



Hair Pieces & Wigs

Human Hair Wigs (machine tied) .. Now 19.88 Now 29.88 Human Hair Wigs (hand tied) ... All Synthetic Wigs, including Venicelon, Kanekalon, Dynel and Modacrylic Now 17.88 New 6.88 Wiglets — 2-oz. Wiglets - 3-oz. Dome Now 9.88 Falls — Short Page Boy (Bobby Gentry) Now 24.88 14-in to 16-in. Falls Long Page Boy, 16 in. to 18 in. Now 29.88

Colonial Beauty Salon

Levelland Highway

266-8985

Specials Good Through Wednesday, August 4

Del Monte Dollar Values

PEAR HALVES, 303 can . STEWED TOMATOES, 303 can ...

Early Garden SPINACH, 303 can .

WHOLE TOMATOES, 303 can







BIG BUYING POWER ...

MANAGERS OF FOUR Affiliated Food Distribution Centers have jointly announced the biggest food industry story of 1971. Effective immediately, they have agreed to combine their purchasing program to serve a total of more than 2,000 stores in a seven state area of the South and Southwest. The total annual retail sales exceeds more than one billion dollars. The four, (l. tor.) Raymond Moreland of Tulsa, Charles O. McBeath of Amarillo, C. E. Toland of Little Rock and Nat Gibbs of Dallas, explained that their centers are combining their buy. ing power in order to lower their prices to their customers. The resulting organization will rank among the largest food distribution networks in the world.

Del Monte W.K. or C.S.

GOLDEN CORN

Del Monte Whole

GREEN BEANS

No. 303 Can



DEL MONTE

TOMATO JUICE

46-oz. CAN

00

PINEAPPLE-GRAPEFRUIT DRINK

Del Monte

46-oz. Can

Del Monte Red

SALMON



DOUBLE GOLD BOND STAMPS WEDNESDAY With 2.50 Purchase or More



Del Monte FRUIT COCKTAIL

No. 303 Can



Del Monte Chunk

No. 1/2 2 5 79°

DEL MONTE PINEAPPLE

00 Can WE RESERVE THE RIGHT TO LIMIT QUANTITIES

Toothpaste

"Super" REG. 8¾-oz. SIZE

Crest

Protein "21"

Shampoo 7-oz. SIZE

SUAVE

HAIR SPRAY

> Reg., Hard to Hold 12-oz. Can

Mennen's Baby Magic

> Lotion 9-oz. SIZE

Super Scope

Mouthwash 24-oz. SIZE

Golden Ripe

Bananas

Bunte

Orange Slices



Tender Crust BREAD And Save!



And Save

BUY



o pre