

Deo beauties
5 TRIO OF BEAUTIES ABOVE represents queens past and present of the
frontier Rodeo. Leslie Holden, left, was named quesn for the 1972 rodeo, y Cadenhesd, right, reigned during the 1971 rodeo celebration and Terry wanch, center, was runnerup for the 1972 crown. The queen each year wins
coom by selling the most tickets for a drawing for a valuable ssddle that

Morton's fighting Indians repare for '7l grid wars


Opening of pre-school facility is announced
uper radar speed detector become operational here

## Register now!

which measures the time interval be-

## "Helping To Develop Industry <br> \section*{Norion Tribume} <br> -

## Rains brighten crop outlook

## 



SPEEDER-PROOF RADAR IN ACTION
A NEW AND POWERFUL radar speed detector that is enough to curdle the blood of heavy-footed motorists is demonstrated above by DPS patrolman John S. Salter of Morton. The ultra modern devise is computerized and is effective
tor a distance of several miles. The computer flashes a digital number reprefor a distance of several miles. The computer flashes a digital number repre-
senting the exact speed of the vehicle and beeps an audibal tone when the speed limit set into it is exceeded. The equipment is non-directional and can speed limit set into it is exceeded. The equipment is non-directional and can
be pointed in any direction to detect vehicle speeds both coming and going away from it. The new set is expected to be in operation in Cochran County by this weekend - so speeders beware!


COLORFUL AND TRADITIONAL
THE GRAND ENTRY that tradiaionally kicks off each ro- $\begin{aligned} & \text { ticipate without regard to age or skill and which produces } \\ & \text { pleasant memories for each person who takes part to che }\end{aligned}$ deo performance regardless of where it is held, is always pleasant memories for each person who takes part to che-
colorful, as it was at the 21 st Last Frontier Rodeo held here rish in the years to come. Such was the setting for the last
last weekend. This is one event in which everyone can par-
pertormance of the rodeo which wound up Saturday night

## Successful rodeo pageant ends <br> Sumss

## Premer


$\star$ Last chance
> reminded by head footbal coach
Doug Reed this week that they have
> only one more opporta ity to receive
athietic physicals free of charge.

## todyy in the old gymnasium where doctors will examine all those who missed the physical on Monday. If a

missed the physical on Monday. If a1
athlete misses this one, and still wants
to participate in any sport at the
school, he must receive a physical ex-
amination by a physicien at
Know the drug threat



## Classifieds



| Business and Professional Directory |  |
| :---: | :---: |
| AUTOMOBILE DEALERS- | UPHOLSTERY |
| GWATNEY-WELLS Chevrolet-Oldsmobile Co. Your Home-Town Dealer | Dooley's Upholstery \& Carpet 701 Houston - Levelland Everything for the home In Upholstery \& Carpet |
| Serving You With Fu' Line of Cars and Trucks | PHONE 894.3321 |
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| Grubbing \& Dozing $\text { P. O. Box } 992$ |  |
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|  | SALES AND SERVICE |
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| CHEMICALS- |  |
| SANDERS FERTIIIZER <br> \& CHEMICALS | PUMPS |
| \& CHEMICALS <br> Fertilizers an Farm Chemicals | Lomestic Irrigation Well Work High Speed Bailing Electric Perforating |
| Golden Uran | MAPLE PUMP \& MACHINE COMPANY J. D. Strickland $\begin{gathered}\text { Maple, Texas }\end{gathered}$ |
| JEWELRY- |  |
| Atchison Jewelry |  |
| 80 894.3450 bil Ave. G | Irrigation Pump Service- |
| WATCH REPAIR DIAMOND SETTING CUSTOM MOUNTINGS |  <br> 16 years experience |
| ANIMAL REMOVAL - | C. G. Richards <br> 513 NW 1st StreetMorton <br> M |
| Morton Bi-Products, Inc. Dead Cattle Removed Day or Night |  |
|  | PEST CONTROL - |
| Phone 266-8621 <br> Nights 266-5052 | 112 Ave. L Phone 894-7284 Levelland, Texas |
| SERVICE STATION- | RATS, ROACHES, FLEAS TREES and LAWNS AAA PEST CONTROL |
| Charley Ellis Gulf 310 E. Washington Morton |  |
| 310 E. Washington Morton <br> GULF PRONUCTS <br> Pickup and Delivery | To Report A Fire 266-5111 |
| Phone 266-8813, Nights 266-5145 | 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 <br> -Mortion, Texas, 79346 | City Police 266-5\%6 |



## Keep More of Your Marbles

In the Home Game

## After all ... here's where you get to take your turn at shooting

Our big-city neighbors offer invitations to us every day to put our marbles in their bigger and fancier rings . . . so they can take out more for themselves.

But the game that OUR winnings have to come out of . . . is the HOME game. And . . . the more of our marbles we put into THIS game, the more WE get a chance to take out.

Maybe you've noticed the city folks bragging
about how much trade volume they take away from the small towns like ours in their "trade area" . . . getting our marbles into their pockets for keeps.

Trading at home . . . and making it more attractive for our neighbors to trade here ... is the direct and positive route to better jobs, better property values . . . better schools, better living . . . a better community for US to live in.

These Firms Are Genuinely Interested In The Future Of Our
Community And Your Welfare

Gwatney-Wells Chevrolet-Olds
Chevrolet \& Olds Desier for Cochran County

Luper Tire \& Supply
"A Tire for Evor, Purpose"

MORTON PACKING CO.
Ralph Soliz
YOUR BUSINESS APPRECIATED
MALT SHOP
Rob \& Lome Richards

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$\rightarrow$ ?
agricultural chemicals Sanders Fertilizer \& Chemicals 266-5000

Featuring Your Favorito Foods... At Budgot Prices
TRUETT'S FOOD STORE

St. Clair's Department Store MORTON INSURANCE AGENCY

Minnie's Shop-Child's Men Store $\underset{266-8602}{\text { High } \text { Yuality Clothing for Men and Women }} \underset{266-8840}{ }$

> INSURANCE Lifo Insurance - Bonds "Where All The Family Shops" "Where All The Family Shops"
Fire - Auto - Lisbility
CHAMBER OF COMMERCE MORTON AREA
For Twenty-five Yoars ..

With Modern Banking Serviso
FIRST STATE BANK
ROSE AUTO \& APPLIANCE
Phone 266-4671 TV SALES \& SERVICE

Hoadquarters For Your
BUILDING NEEDS - PAINT - LUMBER
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311 NW ist $266-5444$
New York Store
Clothing and Shoes for the Whole Family
Prices to Fit Your Budgot
Higginbotham-Bartleft Lbr. Co.

coEO RAILBRDS
ocel soldier essigned to experimental unit

## the Opening of VAN'S PRE-SCHOOL

| VAN'S PRE-SCHOOL | 206 S.E. Pierce |
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Buttermilk $49^{\prime}$ Cottage Cheese 39'

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| comit | ${ }^{\text {cificma }}$ | , | maimima |
| 5:51 | 3:91 | 2:69 | 4:91 |


|  | K. BACON -6. | Dr. Pep |
| :---: | :---: | :---: |
|  | HOT LINKS $699^{\circ}$ |  |

TRUETT'S Food Store

Couple pledge double ring vows inLevelland ceremony


Former resident married in Austin Baptist chapel

Couple to celebrate Golden Anniversary
 Kalty nod the tomper Ema Tucer
 orm

Multi-county library board holds meeting to ponder ' 71 budget

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General Telephone


ENGAGED
MR. AND MRS. Gaylon F. Mankins of Lubbock have announced the engege. mont of their daughter, Gala Lou, to
Gary Mack Tombs. son of Mr. and Mrs. H. C. Toombs of Maple. Miss
Munkins is a 1968 graduate of Lubbock High School, attended Texas Tech Uni-
versify and Draughons Business College. Combs is a 1965 graduate of Three
Way High School and a 1970 graduate of Texas Tech University. The couple
plan to be married November 20 in the

## Hospital notes



Mrs. Woolam funeral services here today

Bula-Enochs news

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| lorton Elementary <br> thool fees, supplies <br> ted by officials | - ED |
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COW POKES By Ace Reid
w, look at the bright side Jake, this is the cleanest
this pickup has been since you bought it!"

Sound financial planning is the bedrock upon which secure and successful futures are built. Allow us here at the First to utilize our thirty years of banking experience to assist you in formulating a savings plan that will assure the bright success of your future.

First State Bank
MEMBER F.DI.C.

EDITORIAL -

## The Small Town

, as other industries to service the cattle and packing indu tries are envisioned for the future. However, the writer warned that without modern retailing facilities, longrange survival for a community may not be possble, in spite of everything else a community may have going for it. The author posed questions concern-
ing the plans of present businesses to ing the plans of present businesses to
continue, after the present owners and continue, after the present owners and
operators retire.
He asked the following questions: (I) How many businessmen in your (1) How many businessmen in your
town are nearing retirement age? (2) How many of these businesses will be continued by second-generation, capacontinued by second-generation, capa-
ble family members. (3) If there are no qualified family successors, do these merchants have anyone working for them who might run the business in the future?
Other questions asked were the fo owing:
(4) Wh
(4) What kind of selection do customers in your area have for products in the following classes: men's, women's
and children's clothing; shoes for the entire family: major appliances; hard ware-housewares-sporting goods; drugs: food; furniture?
(5) How much shopping for stylish or
big-ticket items do townspeople do outside your town?
(6) How many local merchants have modernized their shopping facilities (or enlarged them) within the past five or 10 years?
The writer asks one final question "What is hits Friona right between the eyes ted and deteriorating buildings? Are they being left as everpresent ever more ominous eyesores to consumers, discouraging shopp:ng visist and community? Perhaps these buildings should be torn down and the sites converted into needed parking areas to supplement that always-limited on-street parking.
These are all problems that face the
city of Frien city of Friena.
Someone in business, or perhaps
committe from the Chamber of committe from the Chamber of Com blems stated.

Mr. and Mrs. Ray Bridges enjoyed Mr. and Mrs. Billie Bridges of Amarillo the all attended the rodeo activities, Mrs. Lula Simpson of Tatum, NMM.
spent several days last week visiting with her sister and family, Mr. and Mrs. L
W. Barrett.
Mr. and Mrs. Russell Hudson are visiting with his sister, Mrs. Arlene Smith, of
Burnett.

COCHRAN COUNTY TREASURER'S 2nd QUARTERLY REPORT



SOMETHING NEW ADDED

| ADDED FROSTING TO THE CAKE for the annual big parade of the Last Frontier Rodeo this year was a concert of country and western music by the "Country Classic" band of the Brownlow family, playing on the courthouse lawn both before and after the parade. Though scheduled to | play cinly $1 / 2$ hour before and $1 / 2$ hour after the parade, they performed a full hour before the start of the delayed parade and the alloted half hour efterwards. The largest crowd in recent years furned out for the parade, one reason for which could have been the appearance of the very |
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Correction
Bowman.
Bowman a
Church of

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are the bishops, and the bishops are to
"shepherd" the flock, "pastor" the flock, of God," and was directed unto the eld
1 Pet $5:$ (Poemeen) occurs in Eph
and is there translated "p
the "pastor" of the congregation, and,
such, is in authority. He is but a member,
and as all other members are subject

## Three Way news

## men mie mive

 wash C The. Three Way Pep club had a rummage sale Saturday at the Maple community building. Mr. and Mrs. Johnnie Wheeler visited
their son and family the, Joe Wheelers, in Floydada Sunday.
Shoona Wooten, infant daughter of Pam Wooten, was flown to Houston Tuesday
to Texas Childrens Hospital her mother to Texas Childrens Hospital her mother
and grandmother, Mrs. Barney Locke, acand grandmother, Mrs. Barney Locke, ac
companied her.
Mr. and Mrs. Paut Carlisle from Littlefield visited their son and family, the
Nelson Carlisles, Friday. Mrs, George Tyson and Mrs. E. T. Bat-
teas attended the Workshop for school teas attended the Workshop eor school
cooks held at South Plains College in
Levelland last week. Mr. and Mrs. Terry Hutton spent the weekend in Muleshoe visiting their par-
ents, the Sam Damrons and Horace Huttons.
Ena Gordon from Buda is visiting her sister, Bulah Toombs. Others that spent Sunday in the Bulah Toombs home was
Mr. and Mrs. Monte Toombs from LubMr. and Mrs. Monte
bock, Mr. and Mrs. Bob Vinson from
Morton and Mr, and Mrs. Murlan Roberts and boys from Lehman and Cindy Hanna from Maple.
The community received good rains SunThe community received good rains Sun
day. Amounts were from $31 / 2$ inches to two inches.
Mr. and Mrs. H. C. Toombs spent the weekend in Jacksboro visiting friends.
Mrs. James Gillentine and boys from Lubbock visited her parents, the H. W Garvins, Monday.

## Bookmobile

The High Plains Bookmobile Library will be in your area on the following dates
Tuesday August 17 , Morton $-9: 30-12: 00$ Wednesday, August 18, Circleb
9:00-10:00; Bula $-10: 30-12: 00$.

## BIG END-OF-MODEL PICKUP SALE

## is now in full swing at GWATNEY-WELLS CHEVROLET-OLDS

We have a large variety of models and equipment combinations to choose from in prices ranging from the lowest to the highest in the Chevrolet pickup field.

With over 20 units to choose from, you are sure to find a model to suit your taste and fill your individual requirements

See this large assortment of rugged, stylish powerpacked pickups today and take advantage of the low, low prices during our End-of-Model Sale.

## $=52575$

Gwantey-Wells Chev.-Olds.
113 E. Washington



[^0]:    The multi-county Library Board met
    in a budget session with Bookmobile Liin a budget session with Bookmobile Li-
    brarians Mrs. Joe Sooter and Mrs. Bob
    Henderson, Tuesday July 27th at 4 p.m. Henderson, T, Board members the mete Cochran County Judge Glenn Thompson, of Morton; Bailey County Judge Glen Williams, of Muleshoe; Lamb County Judge C. T. Sides; Parmer County Judge
    Archie Tarter of Farwell; Mrs. Ray Cart Archie Tarter of Farwell; Mrs. Ray C
    er of Morton and Mrs. Eddie Beene
    Needmore.
    Guest at the meeting was Mrs. L. Hall who told the board members about housing the bookmobile, bookmobile li-
    brary facilities and workspace in the new brary laciities and workspace in the new
    library building presently under construc-
    tion in Muleshoe. Board members discussed the budget
    for for 1972 and Mrs. Sooter was instructed to prepare a proposed budget for presen-
    tation to the commissioners court in Bailey, Parmer, Lamb and Cochran Countie
    based on the 1970 census. rs. Sooter will submit the budget to de judges in the four counties
    $\qquad$ contribute for the upkeep and operation
    of the bookmobile are Lamb County 42 ; of the bookmobile are Lamb County 42 ;
    Bailey 20 ; Cochran 13 and Parmer 25 . Mrs. Sooter also advised that the coun-
    judges and library users in each county will have electrical outlets installed o enable the bookmobile workers to hav Following the meeting, the board mem bers toured the new library building I Phone your NEWS to $266-557$

