

DOLLAR DAY SPECIAL

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LOCAL
BOXHOLDER
RURAL ROUTE
ROUTE STAR



VOLUME II

MORTON, TEXAS, SUNDAY, AUGUST 1, 1954

NUMBER 6

Announce New Lunch Prices At Three Way

Under the supervision of Mrs. Des Stafford, the Three Way school lunchroom, completely remodeled, will serve lunches to the school children for 25 cents it was announced this week after a meeting of the Board.

The outside was repainted, a new roof was installed, the inside was repainted and covered with masonry.

Lunches will be served beginning August 30th. If possible a menu will be published in advance of each week in the local papers.

The decision to sell lunches for 25 cents resulted from the fact that this year is another short crop year, a letter from the superintendent states Mrs. Oran Reaves and Mrs. Evelyn Bridges will assist in the lunchroom operation.

Fifteen Girls Attend Camp

Fifteen girls from the First Baptist church spent July 19-21 at the Junior G. A. camp at Floydada.

The theme for the camp was "Love Lifts" and they had many interesting missionaries and preachers on the program. The camp was proclaimed one of the biggest and best ever held with an enrollment of 1650.

Mrs. Ollie Robinson and Mrs. McCusker were the sponsors and the following attended: Keitha Walton, Suzanne Nichols, Judy Carol and Loretta McCusker, Barbara Sanders, Penny Grusenford, Shirley Marks, Anna and Linda Pond, Bernice Fincher, Doris Heflin, Sue Ramsey and Shirley McMaisters.

News From Bula and Enochs . . .

MEET WITH MRS. HARRIS

The Enochs Ladies Homemakers Club met Thursday July 22 in the home of Mrs. L. G. Harris. A business meeting completed plan for a picnic to be held at Morton County Park on the evening of July 23.

Homemade Angel food cake and ice cream were served to Mesdames E. C. Gilliam, T. A. Thomas, J. S. Baydoun, M. J. Gibson, Ray Spence, J. W. Covington, D. F. Johnson, Ray Barnes, L. G. Fred, A. D. Hallford, C. W. Vanlandingham, C. G. Seagler, W. A. Pool, L. G. Harris and a visitor, Mrs. A. D. Calvert of Lubbock. Also Mesdames Fred Johnson and Harris.

ENOCHS CLUB PICNIC

The Enochs Ladies Homemakers Club held their annual picnic at Morton County Park on the evening of July 23.

A family style supper consisting of fried chicken, salad, beans, pickles, buns, cake, ice cream, tea and coffee was served to over 50 people.

Families attending included those of D. T. Johnson, T. A. Thomas, C. G. Seagler, A. D. Hallford, E. C. Gilliam, W. R. Adams, J. W. Covington, M. J. Gibson, Tom Bogard, Ray Spence, J. S. Baydoun, Ed Autry, Ray Barnes, L. G. Harris, L. G. Fred and C. W. Vanlandingham.

Do You Want To Hear The New Blackwood Bros. Quartet?

Harold Drennan, chairman of the committee which had planned the appearance of the famed Blackwood Brothers quartet, has received a letter that the quartet has been reformed. They're ready to come to Morton.

You know of the reputation of the original Blackwood Bros. This will be the first area per-

formance of the group with it's two newest members. Do you want to hear them?

If so, phone the Tribune immediately (that means on Dollar Day). We must make arrangements Tuesday for an early appearance. If you want to hear them, please call us today.

THREE WAY SCHOOL BOARD ELECTS TEACHERS; SCHOOL OPENS AUGUST 30

Eleven teachers were elected on Thursday night, July 29 at the regular meeting of the Three Way School Board bringing to a total of 13 the number of teachers in the system and leaving one position as yet unfilled.

The Board continued to look for a coach for 6-man football and for basketball. Last year's coach Mr. Ridgely, resigned to accept a position of coaching at Grady, N. M., according to Supt. Archie Sims.

Elected at Thursday's meeting were the following elementary teachers: Mrs. Chelle Bradley, Mrs. Maud Davis, Mrs. Marie Johnson, Miss Vada Mae Frasier, Mr. Ger-

ald Eller, Mrs. Katherine Sims, Mrs. Juanez Green and Sam Green.

Three high school teachers were named, all new to the school system. Mrs. Laverne Green will teach English; Mrs. Helen Gay will instruct Home Economics; John Criner will teach commercial and will be High School principal. Roy Crawford, Ag teachers, and Supt. Archie Sims was hired a few weeks ago.

Subjects to be handled by these teachers will be announced at a later date, according to Sims.

August 30th was set officially as the opening date for school at Three Way with registration plans to be announced later.

Other employees hired included Garvin Bridges, but foreman; Oran Reaves, building custodian; and Carey Stafford, tax-assessor and collector for the school district.

Members of the Board of Trustees are: Baker Johnson, president; W. T. Parker, secretary; L. E. War-

Three Way News . . .

Mrs. Adolph Wittner went to the West Plains Association Baptist Youth Camp at Floydada as Intermediate Counselor of the 3-way church. Accompanying here were Paul and Brenda Griffith, Bonnie Beattise, Janice Latimer, and for the girls from Watson.

Mrs. Chester Pitree was counselor. The girls who went with her were Yvonne and Barbara Mitchell.

Mrs. Bea Dupler and Mrs. Jewel Brackman and Jane Miller, Paula Kindell, Wywood Wilson, Elizabeth Dupler and Laura Whiteside of the Maple Baptist Church also attended the Camp.

In the coronation services Thursday evening Laura Whiteside of Maple was recognized as queen and Bonnie Beattise of Three Way was recognized as queen with scepter.

Mrs. Zemony Boozer went to Fort Worth Saturday to visit her brother Dane Wilborn who is hospitalized there. Dane fell from a scaffold and injured his back while working at Alamogordo. He was advised to see a bone specialist at Fort Worth.

Mrs. Boozer returned home Tuesday.

The young people of Hick Chapel Baptist Church and their sponsor Mrs. Fred O'Hara engaged a hay ride and watermelon feast Saturday night. Those attending were Jaquetta and Drelmah Boozer, Paul and Brenda Griffith, Ludee Theford, Jim, Bob, Bonnie Eva Dill and Hazel Carpenter, Charles and Mickey O'Hara.

Visitors in the Zemony Boozer home over the week-end were Mrs. Boozer's parents, Mr. and Mrs. Welborn of Wingate, Texas.

Three Way Community was well represented in Muleshoe Saturday night for the county and State election returns.

More scattered showers fell over the community the past week with Goodland receiving the heaviest amount. Up to 3 inches were reported from the southwest part of the community.

Mrs. Cass Stigall will have

Candidates Have Another Filing

Candidates in the runoff election still have some reports to file prior to the Second Primary and immediately after the election.

Any candidate desiring to know what filing needs to be done should consult the election chart in the County Clerk's office.

Large Attendance At Revival Series

Rev. Curtis Carroll of the 1st Missionary Baptist Church issued a last minute invitation to all Mortonites to attend the closing session of the revival series now in progress at his church, tonight.

Rev. John Elliott of Jacksonville College is bringing the message and Grady Nutt, Jr. is the music director. Rev. Carroll reports very large attendance.

Appreciation Day 1st Drawing Set

Thirty-nine Morton merchants this week began participation in the first week of "Appreciation Day", the weekly promotion adopted by the Morton Chamber of Commerce.

The merchants first step in the program was to pay their initial fees and contribute \$78 to the jackpot from which one winner will emerge Saturday.

All customers, except those merchants and their families who are sponsoring the program may secure their coupons at the 39 business locations participating. Coupons were ready for the merchants for the merchants and they handed them out beginning Saturday.

Coupons are then inscribed with the customer's name and placed in the container in the business location.

Hundreds of the coupons have been given out in Morton in preparation of the first drawing at 4 p. m., in front of the Court House, Saturday, August 7.

Nor is their anything complicated about the drawing. Names will be drawn until a winner is certified. Husbands and wives can answer for one another but no children are allowed to answer for their parents.

DOLLAR DAY is expected to find a rush of coupons handed out and the building jackpot is expected to boost Morton's lagging Saturday afternoon trade.

Complete information on the

Paul Belcher Is Junior Cowboy Winner, Friday

Paul Blecher 11-year-old son of Mr. and Mrs. Lee Blecher of Morton was top winner in the Levelland rodeo, Friday night.

Blecher won over some 15 or more contestants from all over the Plains in an exhibition of horsemanship. For his efforts he took home a large trophy.

Williams' election last week as County Judge. Though Williams had top vote, the two men will go into a runoff to decide the winner.

OUR APOLOGIES

The Tribune extends its apologies to Cecil Tate, present County Judge of Bailey County and to Glenn Williams in announcing

Cochran Posse Places Third

The Cochran County Sheriff Posse, with 31 riders in the saddle, captured a third place trophy in the Levelland parade Thursday evening.

The local posse had the largest number of riders they've sent to a show this season.

First place went to Santa Rosa Rosa riders from Vernon and runner-up honors were won by the Fisher County posse. The Cochran posse outnumbered the Fisher riders according to a local posse member.

A total of 16 riding groups took part in the huge parade, reported to be the largest ever held in Levelland.

Local Rodeo Opens Thursday

Finishing touches were being added to the drafting of the program for the 4th annual "Texas Last Frontier" Rodeo, Thursday, Friday and Saturday of this week and the program was scheduled to go to the printers Saturday, when the Dollar Day Special went to press Friday night.

Most of the rodeo plans were progressing nicely with Jaxvoes reporting a good sale of rodeo kerchiefs; the Lions reporting the advertising in the program selling extremely well; the posse reporting the stock ready and the barbecue arrangements made and the posse looking for a large and colorful parade, Thursday evening.

A \$2,500 melon was waiting to be split by the contestants for the three day show, the largest purse of prizes ever posted in a local rodeo. The show a two go-round and average affair.

And there'll be special competition besides the five big events for cowboys and the girl's barrel race. Poses will vie for honors in a special barrel race and businessmen will enter a special goat roping event.

Tickets to the rodeo will be on sale at the gate.

Revival Starts At Bula Baptist

Rev. Moore is conducting the current revival at the Bula Baptist Church. The meeting began Friday and will continue through August 8.

Harold Drennan of Morton is leading the song services. Rev. George Fine is pastor.

Gospel Meetings Now In Progress Here, Whiteface

Gospel meetings get underway at both the Whiteface and Morton Churches of Christ today.

Wesley Mickey of Ft. Worth is the evangelist at the Morton church and will conduct services twice daily, according to Jesse Brookshire, minister.

Grandol Forehand of Sundown is bringing the message at the Whiteface church.

Softball fans were reminded that there will be no games Thursday and Friday of this week due to the rodeo. Play will be resumed next Monday. The big all star game is set for Tuesday night with the Heckler's club choosing the all-star team and the manager.

FOR REFERENCE BOOKS

Marion J. McDaniel of Enochs has been named area representative for Worldbook Encyclopedia.

McDaniel invites any and all who are interested in purchasing an encyclopedia to contact him and he will make an appointment to show the reference books.

Just drop a card to Marion McDaniel, Enochs, Texas.

HAWKINS, BULA WIN

Hawkins Oldsmobile became the first winner in the 3rd round of softball play as they defeated REA for the third time this season, 6-3, Friday night. Bula upended West Side, 10-0 to stay very much in the running for the play-off championship.

'Reservists Head Home; Camp Posts Good Record,' Thompson

From: PIO, 413th 131. Gov. Co., North Fort Hood, Texas

28 July 1954
RESERVISTS TO RETURN HOME

FORT HOOD, July.—After two weeks of intensive training here, 43 sun-tanned Army reservists from the Lubbock area will return home Aug. 1, remove their khaki uniforms and become civilians again.

During the training period the Lubbock reservists members of the 413th Military Government Company, qualified in all phases

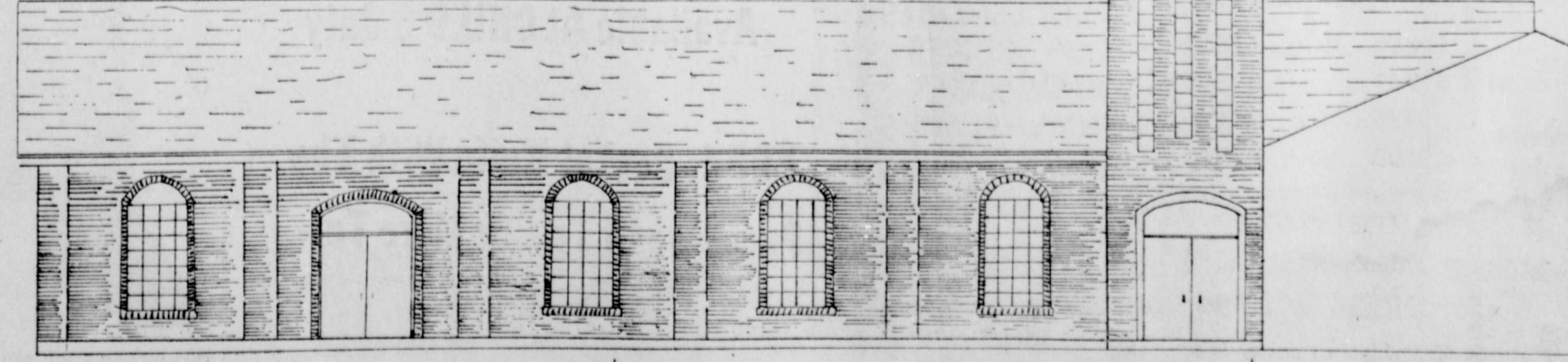
BARKERS VISIT

Dr. and Mrs. Frank Barker and children visited in the home of Dr. and Mrs. Norman Monk on Friday.

of the basic elements of Army training. They put into practice the lessons learned the previous year during the weekly instruction periods at the Army Reserve Armory at Lubbock Municipal Airport.

"We think our unit has compiled an outstanding training record during its two weeks here," said Capt. S. M. Kennedy Jr., 3611 31st St., Lubbock, the unit administration officer. "The men increased the efficiency of their military skills thereby increasing their effectiveness in America's reserve forces."

"Attendance this year among Lubbock reservists has compared favorably with all other units attending," said Maj. Homer Thompson, Morton, unit commander.



NEWEST CHURCH . . .

Shown above is Morton's newest church addition, now under construction at the First Missionary Baptist church.

The addition, being constructed east of the present structure, will house the new

auditorium seating some 450 persons and releasing the original building to house needed classroom space for Sunday school.

Work began on the addition early last week under the supervision of Evers Spencer.

As the drawing indicates, it will adjoin the old building, which faces north, on the east side to form an overall T-shape structure.

Rev. Curtis Carroll, pastor of the church, said additional space was badly needed

and cited overflowing Sunday school classes and the revival session now in progress as example. Crowds attending the revival this week have overflowed the present auditorium.

The church, in giving a

SCHOOL OPENS AUG. 30

Bula school will re-open on Aug. 30, was the information received here this week.

Attending the Baptist Encampment at Floydada last week, several of the Enochs Baptists reported a good time. The inter-



WEST SIDE, SQUARE — MORTON

Check this ad Carefully . . . Some Prices Slashed for Dollar Day

Summer Clearance and Back-To-School SALE

MAKE CHILDS' YOUR FIRST STOP DOLLAR DAY, AUGUST 2

Men's Cowboy BOOTS
We've 22 pairs reduced to a ridiculous low price . . . choose Olson-Stelzer, Tony Lama
 \$31.95 - Now - \$21.95
 \$32.95 - Now - \$22.95
 \$34.95 - Now - \$24.95
 \$36.95 - Now - \$26.95
 \$38.95 - Now - \$28.95

Arrow and Cooper T-SHIRTS
All white. Sizes S. M. L. and Extra Large. Fine combed yarn. Regular \$1.25 Values.
Now 77c

- All Sale Prices Cash, Please
- No Lay-Aways
- No Alterations
- No Exchanges
- No Approvals
- No Refunds, Please

50 Men's Sport Shirts
Values to 3.95
1.00
 MONDAY ONLY

Men's BOXER SHORTS
In broadcloth, solid and stripe colors. Sizes 28 to 44.
2 for \$1.00

Men's 100 Per Cent Tropical Weight SLACKS
These are regular \$15.95 values
Now \$9.98

Men's Athletic BRIEFS
Nylon re-inforced. Sizes 28 to 42. Regular 69c values
2 for \$1.00

Arrow Handkerchiefs
Regular 55c and 65c values.
Now 3 for \$1.00

Boys' Cowboy BOOTS
Here's 21 pairs reduced to sell quickly . . . sizes 2 1/2 to 6. By Tony Lama. Just in time for the Rodeo.
 \$18.95 - Now - \$11.98

Boys' DRESS SHIRTS
Available in stripes. Cuff links and ties to match. Sizes 4 to 12.
Now \$1.88

Men's WORK SHOES
Broken lot. Only a few to go of this low, low price. Regular \$9.98 values
Now \$5.98

Entire Stock Men's 100 per cent Wool SPORT COATS
Slashed in price . . . only 15 to go . . . values to \$35.00 . . . while they last
Now \$15.00

Men's T-SHIRTS
Extra fine combed yarn. Re-inforced nylon neck, S. M. L. and Extra Large
2 for \$1.00

SWIM SUITS
 \$1.79 - Now - \$1.00
 \$2.49 - Now - \$1.49
 \$2.98 and \$3.49 - Now \$1.88
 \$3.98 - Now - \$2.88
 \$4.98 - Now - \$3.44

Men's SOCKS
 49c - Now - 35c
 55c - Now - 38c
 65c - Now - 45c
 75c - Now - 50c
 \$1.00 - Now - 65c
 \$1.50 - Now - 85c

Men's Rodeo Time Western SHIRTS
 \$4.98 - Now - \$3.48
 \$5.98 - Now - \$4.48
 \$6.98 - Now - \$5.48
 \$7.98 - Now - \$6.48

Men's DRESS SHIRTS
Special group colored and white numbers. Nationally advertised.
Now \$2.95

Men's SPORT SHIRTS
Beautiful patterns. Priced to Clear
 \$1.98 and \$2.49 - Now \$1.49
 \$2.98 - Now - \$1.88
 \$3.95 - Now - \$2.88
 \$4.98 - Now - \$3.44
 \$7.95 - Now - \$4.88

Hurry, Hurry, Hurry Men's MOCCASSINS
While they last
\$1.00 Pr.

NOTHING BUT TOP MERCHANDISE OFFERED ON THIS SALE

Men's All-Wool SUITS
Buy your fall and summer suits now at big values.

SALE PRICE	Group I	24 ⁹⁵
SALE PRICE	Group II	35 ⁰⁰
Extra Pants		\$9.95

(Alterations Extra)

Men's Western FELT HATS
Rodeo colors for "Texas' Last Frontier Rodeo". Fine quality. \$10 values. While they last
\$5.98

Men's Faded Denim PANTS
Extra heavy material. Sizes 31-32-33-34 only
 A real buy. Don't miss it.
\$2.49

HEY FELLAS, LOOK AT THE FREE TUF-NUT KNIFE OFFER - AT OUR STORE - WITH ALL TUF-NUT BACK TO SCHOOL CLOTHES



Take Advantage Of Our Rodeo Special on
 • Western Pants
 • Western Shirts
 • Cowboy Boots
 • Western Hats
 For Men and Boys

Boys' SPORT SHIRTS
It's a real Back-To-School buy of long and short sleeve sport shirts . . . regular \$2.88, \$2.49 and \$1.98
Now \$1.49

Boys' U. S. KED SHOES
Sizes 6 to 12, small \$2.98 values
Now \$1.99

Boys' SLACKS
Sizes 9 to 18. Regular \$5.98 and \$6.98
Now \$4.98

Boys' Tuf-Nut Blue Jeans
Best of all - BAR NONE!
 • 8-Ounce Sanforized Denim • Heavy-Duty Talon Zipper Fly
 • Fit Better • Wear Longer • Authentic Western

SIZES 0-7	SIZES 8-11	SIZES 12-18
\$1.98	\$2.29	\$2.49

Children's SHOES
Prices slashed for Back-To-School wear
 \$3.95 - Now - \$2.49
 \$4.98 and \$5.98 - Now \$3.98
 \$6.98 and \$7.98 - Now \$4.98
 Sizes: Small 4's to big 6's.

One Big Table \$1.00 BUYS
Don't miss it!
 Boys' Sport Shirts
 Men's Work Shirts
 Men's Khaki Pants
 Men's Chambray Shirts
 Men's & Boys' Belts
 Just broken lots and sizes . . . it's a real buy if you can find your number.
\$1.00

One Group Men's OXFORDS LOAFERS
Crepe soles, neolite soles and leather soles. Don't miss this real buy.
Now \$4.98

Men's STRAW HATS
 \$4.98, \$5.00 - Now \$2.98
 \$6.00, \$6.50 - Now \$3.95
 \$10.00, \$12.50 - Now \$8.50

Boys' Tuf-Nut Jackets
POPULAR WITH BOYS and GIRLS EVERYWHERE!
 • Western Styled • 8-Ounce Blue Denim • Sanforized

Sizes 2-10	Sizes 12-18
\$2.49	\$2.98

Men's SPORT SHIRTS
Long sleeve numbers by Arrow, Earow, and Campus. Each a real buy.
 1/2 PRICE
 \$6.95 - Now - \$3.48
 \$5.95 - Now - \$2.99
 \$4.95 - Now - \$2.49
 \$3.49 - Now - \$1.75

Entire Stock MEN'S TIES 1/2 PRICE
One Entire Rack BOYS' SUITS 1/2 PRICE

Men's WESTERN PANTS
 \$10.98 and \$11.98 Values - NOW \$8.98
 \$12.95 and \$15.95 Values - NOW \$9.98

Men's SLACKS
 Group I - \$4.98
 Group II - \$5.98
 Group III - \$6.98
 Group IV - \$7.98

Available At CHILD'S Only
FREE Pocket Knife With The Purchase Of Two Or More Tuf-Nut Garments.

CHILDS'
Store for Men and Boys
WEST SIDE SQUARE MORTON

Men's All-Wool SLACKS
 \$16.95 - Now - \$12.95
 \$17.95 - Now - \$13.95
 \$18.95 - Now - \$14.95
 \$22.95 - Now - \$17.95

One Table Boys' Clothing BOXER SHORTS SPORT SHIRTS JIMMIE ALLS DENIM SLACKS
Values to \$3.95. While they last. Close-Out Price
\$1.00

FREE Lead Pencil To Every Child Who Enters Our Store During This Sale
 THIS OFFER GOOD ONLY AS LONG AS OUR SUPPLY OF KNIVES LASTS!
 SANFORIZED GUARANTEED

One Group Men's Florsheim DRESS SHOES
Extra heavy soles, leather linings, hand last, be here early, this is the best buy in town. Regular \$20.95, \$21.95 and \$22.95
Now \$16.80

Men's SPORT CAPS
Ideal for fishing and golfing. Regular 89c values.
50c

DOLLAR DAY AND FINAL CLEARANCE . . .

Be On Hand Early
Monday, August 2

Minnie's Shop

DOLLAR DAY AND FINAL

CLEARANCE

Sale Ends Dollar Day August 2

WOMEN'S WEAR

Dollar Day Clearance of . . .

DRESSES

Women's and Junior sizes,

Sizes 8 to 14 and 7 to 15.

Entire Stock Priced To

Clear \$ Day. This is the final day of our grand clearance. Get your supply of dresses NOW.

- 8.95 & 10.95 Clearance . . . 5.99
- 12.95 & 14.95 Clearance . . . 7.99
- 17.95 & 19.95 Clearance . . . 9.99
- 22.50-24.95 & 29.95 Clearance 15.99
- 34.95 & 39.95 Clearance . . . 21.99

These Sale Prices End \$ Day

ENTIRE STOCK
LADIES' GLOVES

1/2 OFF

LADIES' HATS

DAY Choice 100

LADIES' COTTON SLIPS

You have bought these before and know their value.

3.95 . . . Clearance . . . 2.44

LADIES' SLIPS

Nylon that Are Heavenly

- 14.95 . . . Clearance . . . \$10.99
- 12.95 . . . Clearance . . . \$8.99
- 9.95 . . . Clearance . . . \$7.99

BRASSIERES

Strapless numbers by Peter-Pan

3.50 . . . Clearance . . . \$2.49

Be on time when the doors open to make your selections . . . We have only two clearance sales a year . . . and they are big ones . . . For greater savings, don't miss an item on this page . . . All nationally advertised merchandise from your favorite designers . . . All priced to save you money. Remember Sale Ends Dollar Day . . .

WOMEN'S WEAR

LADIES' GOWNS

Finest Quality Plisse

- \$5.95 . . . Clearance . . . \$3.99
- \$3.95 . . . Clearance . . . \$2.99

LADIES' GOWNS

100% Heavy Nylon
Beautifully trimmed

- \$14.95 . . . Clearance . . . \$10.99
- \$12.95 & \$10.95 Clearance . . . \$8.99

LADIES' SLIPS

Heavy Crepe

Clearance 299

LADIES' SHORTS

Ours Fit so Perfectly

- \$3.49 . . . Clearance . . . \$2.49
- \$3.95 . . . Clearance . . . \$2.99

LADIES' SKIRTS

Also Jr. Sizes

- \$4.95 . . . Clearance . . .
- \$5.95 . . . Clearance . . .
- \$7.95 . . . Clearance . . .
- \$9.95 . . . Clearance . . .

Special

MOJUD HOSE

Reg. 1.50, 1.35, and 1.25

100

DOLLAR DAY ONLY

MINNIE'S SHOP

West Side Square

Morton

WOMEN'S WEAR

LADIES' PURSES

- \$3.95 . . . Clearance . . . \$2.50
- \$4.95 . . . Clearance . . . \$2.95
- \$5.95 . . . Clearance . . . \$3.95
- \$7.95 . . . Clearance . . . \$4.95

LADIES' BLOUSES

1/2 OFF

Sizes 8 to 40

CORSAGES

\$1.00 . . . Clearance . . . 60c

GIRDLES

by Form Fit (Life)

- \$8.50 . . . Clearance . . . \$4.99
- \$12.50 . . . Clearance . . . \$7.99

CHILDREN'S WEAR

CHILDREN'S SKIRTS

- \$2.95 & \$3.95 Clearance . . . \$1.99
- \$5.95 . . . Clearance . . . \$3.99

CHILDREN'S BLOUSES & T-SHIRTS

One group
Values to 2.98

Clearance \$1.00

CHILDREN'S SLIPS

Fine Quality Bastiste
Size 8 to 14 yrs.

\$1.98 . . . Clearance . . . \$1.39

- ALL SALE PRICES CASH, PLEASE
- NO LAY-AWAYS
- NO EXCHANGES
- NO REFUNDS

CHILDREN'S WEAR

CHILDREN'S SWIM SUITS

- \$2.98 . . . Clearance . . . \$1.99
- \$3.95 . . . Clearance . . . \$2.49
- \$4.95 . . . Clearance . . . \$2.99

CHILDREN'S SHORTS

- \$2.98 . . . Clearance . . . \$1.99
- \$1.98 . . . Clearance . . . \$1.29
- \$1.69 . . . Clearance . . . \$1.19

CHILDREN'S PAJAMAS

Fine Quality Plisse

- \$1.98 . . . Clearance . . . \$1.29
- \$3.95 . . . Clearance . . . \$2.49

CHILDREN'S DRESSES

She is always adorable
in our dresses

- \$10.95 . . . Clearance . . . \$6.99
- \$8.95 . . . Clearance . . . \$5.99
- \$7.95 . . . Clearance . . . \$4.99
- \$5.95 . . . Clearance . . . \$3.99
- \$3.95 . . . Clearance . . . \$2.99
- \$2.95 . . . Clearance . . . \$1.99

CHILDREN'S PURSES

Values to \$1.98

Clearance \$1.00

INFANTS' WEAR

Entire Stock
Prices Slashed
No Gift Wrapping, Please

- SALE PRICES ARE CASH, PLEASE
- NO LAY-AWAYS
- NO EXCHANGES
- NO REFUNDS

Reconstruction Begun In Flood Area

(Editor's Note: South Texas has just survived the biggest flood in its history. Reconstruction work is continuing this week and will continue for weeks and months to come. Even so, man has already won a tremendous battle against nature. Part of the story behind the winning of that battle is told here.)

Rain, usually a visitor in much demand in dust-dry South Texas, overstayed its welcome a few days ago.

Water overflowed the once-thirsty Johnson Creek, and water turned the usually amiable Rio Grande into a raving monster intent on destroying everything it could overrun.

All in all, the water did a big job of destruction. But the thing to remember and to profit by is that it might have been worse. If you don't believe that, consider the case of the large Latin-American family which was living near the edge of the Rio Grande when the flood waters came.

There were 12 youngsters in the family, and a 13th on the way. The man of the house usually managed to supply enough food. But like almost anyone else in his position, he didn't have room in his budget for items such as reserve for floods.

If the man and his family had stayed at their house during the flood, they would have drowned. But as it happened, they were given enough warning to be able to get some of their belongings out of the house before it was smashed by the river.

The family was penniless, but that isn't to say that any meals were missed by the youngsters. An emergency center had already been set up in Central School, an old but roomy place located on high ground and near the heart of Laredo.

However, the family hadn't had time to get settled before the woman had to be rushed off to the hospital. Several hours later, there were 13 youngsters in the family.

That still wasn't the end of the situation. The American Red Cross gave the family additional help in the form of money, supplies and shelter. In a few weeks, life will be back to normal for the family, and it may be that none of its members will ever have cause to understand the tremendous amount of planning which went into seeing that help would be available before the flood ever struck.

For instance, they never realize that in addition to the Red Cross and their local city and county government, every department in the state's government cooperated and was coordinated to one of the highest degrees in Texas history.

It may also be that the family of 15 may never realize that all of those departments cooperated in sending manpower and supplies into the flood area in record time. And that's the major reason why they were able to live through the worst disaster in South Texas' history without missing so much as a meal.

Arthur Jones, the director of the Laredo area for the Red Cross during the relief operation, had this to say:

"The real test of the success of a relief operation isn't necessarily in how many are fed after a flood or a tornado or whatever it might be. The real test is important and one of the major objects, certainly, but it isn't the real mark of success or failure. You're looking for..."

"More important is whether disaster victims are able to get help immediately, and whether they are given warning that the disaster is coming as much in advance as possible."

"When you find an operation in which there wasn't a single death and in which victims of the water didn't miss a meal or a night's sleep—such as was the case in Laredo—then you know the planning was more than just successful. It was remarkable."

A lot of Texans were in church Sunday before last, the day the worst flood situation in the history of this started developing. Others were at home, beginning preparations for their Sunday dinners.

In Austin, William L. McGill, state coordinator of civil defense and disaster relief, hurried to his office after getting a phone call from the radio room in the Texas Department of Public Safety Building—a room which stays on a 24-hour-a-day basis.

After studying the situation—Ozona was being flooded by a swollen, crazed Johnson Creek and other South and West Texas areas were in danger—he ordered the activation of the State Civil Defense and Disaster Relief Control Center in the basement section of the Department of Public Safety Building.

McGill was too busy at the time to fully realize it, but the activation of the Control Center was making history in Texas.

It was the first time for the center's operation in a situation other than a practice one. It also meant that civil defense and disaster relief was at last on the rapid, businesslike basis which Texas had been working toward for several years.

As McGill used to explain the idea when it was first being expanded, disaster relief "is essentially a table and chairs which all of the agencies involved use to sort of prop each other up on the learning side."

At first, that table and those chairs were located in a small room in the Governor's Office in the State Capitol Building. However, much more space was obviously needed when the Korean conflict and its resultant international tensions broke out. The Division of Civil Defense and Disaster Relief took several rooms in a nearby office building and went into operation on a much larger scale.

The last step in putting civil defense and disaster relief on its current high-speed basis came when the new State Department of Public Safety Building was constructed. A special portion underground was set aside for the State Control Center.

The center has radios, facilities so workers can work and live there around the clock, concrete protection on top, and escape hatches.

"But the big idea is still the table and chairs," McGill explains. "We still have to get people facing each other if we are to solve whatever problems come up in a relief operation."

The State Center had been tested on a trial run basis only two weeks before the South Texas floods. The last pieces of equipment weren't moved into the new quarters until just a few days before the huge operation began.

They were in time, however, and as a result, the operation was able to work like this:

As soon as the center was activated, representatives of all state departments in the state disaster relief organization hurried out to it. These included representatives of the Governor's Office and its Division of Civil Defense and Disaster Relief, the Texas Highway Department, the Adjutant General's Department, the Civil Aeronautics Commission and the departments of Public Safety, Public Welfare, Public Health, and the

State Fire Marshal in addition to the American Red Cross.

Other departments called upon later were the Railroad Commission, the State Board of Water Engineers, the Attorney General's Office, the Texas Education Agency, and engineering consultants from various state educational institutions.

Once those representatives went to work, were they a success?

"Someone beside myself will have to assess success or failure," McGill said. "I do know this—the new State Control Center enabled us to move 50 per cent faster than we were able to last year, when Waco and San Angelo were struck by tornadoes."

"In a business like this, seconds are important. You save even a few of them, and you might save more than a few lives."

You couldn't see the sign, but it said, "Cia, Aviicola Fronteriza—Pollitos—alimentos—Medicinas."

The reason the sign couldn't be seen was that it was very near the International Bridge which connects Laredo and its Mexican sister, Nuevo Laredo. At the moment, the bridge was out and water was well up into the ballad-famed streets of Laredo.

Eventually, of course, the waters went back down. The sign became visible again, and life started returning to what it was before the flood washed away any claim to normalcy.

Not so visible was the reason behind life's gradual return to calmness. The truth is that in this high-gear life of ours, any return to normalcy takes a highly concentrated and coordinated effort.

That's what happened in the case of Laredo and other South Texas cities struck by the worst flood in its history. Doing the planning around the clock were city and county officials in the disaster areas, government officials in nearby Austin and faraway Washington, D. C., and Red Cross officials in several localities.

But no matter who they were, all used the coordinating facilities of the state government, the heart of which was in the State Control Center at Austin.

There were hundreds of major and minor situations during the emergency situation, but this is a sample:

Even before the water had covered that sign near the International Bridge, it was obvious to officials in Laredo that a large number of vials of 22c typhoid

serum would be needed to prevent a possible epidemic there.

A message to that effect was sent from Laredo to the State Control Center in Austin over the Department of Public Safety radio. The radio operator carried the message into the next room, where representatives of various government agencies were on hand for the relief operation, and handed it to State Civil Defense Coordinator William L. McGill.

McGill immediately took the matter up with Dr. T. E. Dood of the State Health Department who was almost at his elbow. Dr. Dood picked up the telephone and saw to it that the vials were on an airplane flying into Laredo in a matter of minutes.

The Red Cross operation is another good example of how the coordination worked.

As soon as Red Cross officials—a representative of the organization stayed at the center throughout the relief operation—found out what was needed, they hustled in a total of 37 national disaster supply staff workers, in addition to supplies which were enough to handle thousands of people. The State Department of Public Welfare also supplied case workers to help the Red Cross, and all of this was accomplished in a matter of hours.

The job cut out for all the workers was amazingly large. In the Laredo area alone, almost 2,000 homes were affected. About 15,000 were fed through Red Cross shelters, while approximately 400 were given temporary emergency housing.

The job was so big, in fact, that some Red Cross case workers never really had time to see the area in which they were working.

"I know there was a flood here," Miss Eleanor Ramsey, a busy Red Cross case worker from Atlanta, Ga., took time out to explain, "but so help me, I haven't had time to look at so much as a drop of water."

Whether or not she had time to see the reason for her being there, the point is that Miss Ramsey and a lot of other relief workers must have got their job done.

At any rate, that was the opinion of Mayor Joe Martin Jr., who worked with state, federal and Red Cross officials on the situation for seemingly endless days of emergency.

"I can't say enough about the cooperation this city has had from the government and Red Cross of-

ficials in this emergency," the mayor said. "Anyone whose city is hit like this comes to realize just how wonderful it is to have a helping hand—especially when that hand is offered very quickly."

To the Voters of Whiteface and Pet. Two:

Thank you from the bottom of my heart for your consideration and support in the election last week. I will endeavor to serve you to the best of my ability.

Sincerely,
Cecil Lyons

Oils Effect On State's Economy Book Subject

DALLAS, TEXAS, July.—Texas oil's billion-barrel-a-year impact on the state's economy as well as a history of its use—ranging from 16th Century boat patching material to jet fuel—is covered in Texas Mid-Continent Oil & Gas Association.

The 40-page booklet is the newest edition of the Association's

periodic round-up of facts and statistical data on the state's petroleum industry. Its chapters cover oil search, production, natural gas, transportation, refining, petrochemicals, industry taxes conservation, and history.

Pointing out that petroleum is a principal reason for a "better understanding of this important influence in contemporary Texas life."

Copies are available on request from Association headquarters, 311 South Akard Street, Dallas.

FREE-1 lb. Coffee

With the Purchase of \$10.00 or More DOLLAR DAY



GET YOUR APPRECIATION DAY COUPONS AT HUB VARIETY

<p>Ladies' Full Fashioned NYLON HOSE Full 60-15 \$ DAY SPECIAL 39c pr.</p> <p>Solid Colors TWISTALENE \$ DAY SPECIAL 2 yds. 1.00</p> <p>Ladies' Rayon Blouses \$ DAY SPECIAL 1.00 ea.</p> <p>Artificial FLOWERS \$ DAY SPECIAL 3 for 1.00</p> <p>And we've many other items Awaiting you \$ Day Plus Appreciation Day Coupons Free</p>	<p>Large Lot Children's SANDALS \$ DAY SPECIAL 1.98 pr.</p> <p>Boys' SWIM TRUNKS Nice selection of colors \$ DAY SPECIAL 69c</p> <p>Ladies' HALF-SLIPS Have wide trim \$ DAY SPECIAL 1.00</p> <p>Ladies' SHORTS Entire stock reduced to clear, wide variety of colors \$ DAY SPECIAL 1.39</p>	<p>Entire Stock Ladies' White SANDALS \$ DAY SPECIAL 1.98 pr.</p> <p>RODEO SPECIAL !! Boys' and Girls' Felt Rodeo Hats Choose your color \$ DAY SPECIAL 3.98</p> <p>One Lot EARSCREWS \$ DAY SPECIAL 30c (Plus Tax)</p> <p>Cotton Lunch Cloths See our colors first full 50x50 inches 1.00</p>
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INTRODUCING..... APPRECIATION DAY

EVERY SATURDAY... BEGINNING AUGUST 7TH

FOR THE BENEFIT OF OUR FINE CUSTOMERS IN THE "LAST FRONTIER" TRADE AREA

Dear Friends,
We believe we've got the best customers in the world and we intend to show you how strongly we believe it.
Beginning Saturday, August 7, and continuing each Saturday we're sponsoring a big drawing on the square where one person will take home an appreciation.
Check in at our business this week and get the whole low-down on the plan.
And be there next Saturday to help us inaugurate the drawings.
The drawing will be at 4 p.m. and there will be a winner each week. As the jackpot builds, so will your reward for being our friends.
Remember, this is a Chamber of Commerce sponsored project.

There's nothing complicated about this program
Just stop in where the big Appreciation Day sticker is on the window, and after you have conducted your business be sure to ask for the coupon. Turn it over, put your name on the back and deposit it in the box. The coupons will be collected on next Saturday and the drawing will be held. The wife can answer if her husband's name is called or he can answer for her. Please, no children will be allowed to answer for their parents... only for themselves.

- Hub Variety
- Morton Tribune
- Piggly-Wiggly
- Strickland Cleaners
- Nu-Way Cleaners
- Reynolds Tire Co.
- Doss Food Store
- R. E. Dunham, Jewelry
- Morton Drug
- Ramby Pharmacy
- Rose Auto & Appliance
- Willis Food Store
- Ray's Hardware & Furniture Co.
- Cobb's Dept Store
- Forrest Lumber Co.
- Joe's Grocery & Market
- Wallace Theatres
- St. Clair's Dept. and Ben Franklin Store
- Loran-Stripling Co.
- City Electric Co.
- Hoffman Welding Shop
- Morton Electrical Supply
- Truett's Food Store
- Smith Furniture
- Lindsey Feed & Seed
- Seaney's Grocery
- Morton Floral
- Luper Tire Shop
- Jeter Hardware
- Lackey Grocery & Market
- Morton Malt Shop
- Cochran Texaco Service
- Minnie's & Child's
- Burleson Paint & Supply
- M & M Barber Shop
- SUPPORTING FIRM
- First State Bank

Remember the names of these merchants. They are among the 39 who are sponsoring this program. They urge you to pick up a copy of the rules, from them.
And your coupons will remain in the big box for the drawing, week after week.
As you secure more coupons your chances grow. But if you have only a coupon or two in the box, you'll still have a chance at the jackpot no matter how big it gets.

More and More Water Wells Being Drilled

Development of groundwater in the Texas High Plains accelerated during 1963. According to a report of the Board of Water Engineers.

The report shows that owing to continued below-normal rainfall the drilling of new wells in the High Plains has increased at a rate unsurpassed since 1958. Records show that 6,200 wells were drilled during 1963 and the number of wells available for use totaled 24,500 as of January 1964.

The report, written by Edwards Leggett, geologist said ground water withdrawals during 1963 totaled 4,700,000 acre-feet. Of which 4,000 acre-feet was pumped in principal irrigated region of southern High Plains. Since the total ground-water withdrawal in the High Plains has

been about 16,000,000 acre-feet. The net declines of water levels during 1963 was the greatest on record. A decline of 2 feet or more occurred in almost the entire irrigated district of the southern High Plains.

These conclusions are complete in a report entitled, "Ground water development in the southern High Plains of Texas, 1953" prepared cooperatively by the Texas Board of Water Engineers in cooperation with the U. S. Geological Survey. Copies of the report are available for free distribution upon request to the Texas Board of Water Engineers, 302 W. 15th St., Austin 14, Texas.

**J. H. RHYNE
THANKS VOTERS**

Words cannot express my appreciation for your generous support in my race for Constable. I'm asking for your continued support and influence in the runoff election.

Thank You
J. H. (Hardie) Rhyme

Just Bigger and Better Tales Being Told on Texas and Texans

Day copy —HTK —Jokes

You are entering Texas, beware! "The Jokes on Texas," a book of new jokes and stories throughout the state recently published by John Randolph, author of "Texas Brags," has produced a companion piece to his earlier work. Where "Texas Brags" states facts and little-known facts about Texas with an occasional joke, "The Jokes on Texas" is just the converse.

Believing that Texans enjoy a good story regardless of which way it goes, the new book polices in a good-natured way at Texas heat and cold extremes, its whimsy and its oddities.

Numerous cartoons, stories and anecdotes from the front cover to the back, "The Jokes on Texas" compiled for the express purpose of revealing to non-Texans some too-stolid notions that Texans don't always take themselves as seriously as has been contended and can laugh a heartily at their own peculiarities as at the following:

In the Texas National Guard 124th Cavalry.

The volume went to press just as he was sent overseas, and his wife, Ruth, acting as publisher, marketing paper storages and marketing problems to keep pace with the immediate and fantastic demand for it. The author saw his first copy in India.

The 124th Cavalry and Randolph saw action as part of the Mars Task Force in Burma. He came home to write a narrative history of their jungle exploits, "Marsmen in Burma." It gained distinction as one of the most elaborate and expensive (\$6.50) single-volume unit histories of World War II, and one of the few written without top echelon supervision. Only a few copies remain, and Randolph refuses to sell them except to former members of the Mars Task Force.

Dairy Culling Is a Must

COLLEGE STATION, JULY — Improved production efficiency by heavier culling of cows producing milk at little or no profit will help dairymen through the present tough cost-price situation, say R. E. Burleson, extension dairy husbandman.

To be efficient, says the specialist, a dairy herd must be large enough to make good use of equipment, barn space, and labor and consist of cows that pay their way. A dairyman is better off without a cow that doesn't pay her keep even if a better replacement can't be had notwithstanding that total income will be less from the reduced herd.

Culling has slackened in recent years and cows have been kept in milking herds which might ordinarily have been culled. Many of them, because of the present cow-price situation, are not paying their way.

Burleson says there is no magic formula for culling but records are mighty important. To keep or not to keep is a decision which the dairyman must make and it pertains to every cow in the herd. Three questions are posed by the specialist and the answers involved an analysis of receipts and expenses. They are, will it pay to remove cow X in favor of a higher producer? Will it pay to remove cow X without replacing her and if cow X is removed, when is the best time? The feed supply, labor force, barn space and other particular circumstances on the individual farm should also be considered in a final decision. Aged cows, hard milkers, and slow breeders should be considered for culling says Burleson.

Since late 1952, milk supplies have been in excess of demand and in order to balance the two, production must be cut or consumption raised or as Burleson puts it, some of both. Lower prices should encourage consumption, however, they also call for more efficient production and culling, adds Burleson, is a good adjuster.

Marketing 'Em Quality Eggs

COLLEGE STATION, JULY — An egg is a perishable product. It does not stand rough treatment nor maintain the high quality and value it possessed when laid if it is not handled properly. Frequent turning and rapid cooling are practices which will pay off.

F. Z. Beamblossom, extension poultry marketing specialist, Gacher eggs at least three and preferably five times each day. If eggs are left in the poultry house all day, their quality is affected. The temperature of an egg when laid is above 10 degrees Fahrenheit and if the quality is to be maintained, rapid and thorough cooling is a must, says the specialist.

Eggs only three days old held at a temperature of 99 plus degrees will keep to B grade; held at 77 degrees F they will hold up for eight days; at 45 degree F they will hold their quality for 65 days while at 37 degree they are still a quality eggs after 100 days.

Humidity in the egg holding room is of equal importance with temperature. Quality Beamblossom points out that the ideal situation for holding is a temperature of about 55 degree F, and humidity about 80 percent. Eggs, after they have been cooled, should not be placed in warm cases. Pre-cooled cases and always ease the eggs in the little end down. Then take them to market at least twice each week.

Dirty eggs are penalized. It's up to the flock owner, says the specialist, to provide surroundings which make clean egg production possible. A nest for each four to five hens or community nests containing plenty of clean absorbent material such as straw, peanut hulls or shavings is a must. The floor of the laying house should be kept dry and the house well ventilated. If the eggs must be washed, an abrasive such as emery or a buffer should be used. After the soiled spot removed, bring the egg proper environment, says Beamblossom, is good management and will pay-off at the market.

"LAST FRONTIER"

RODEO

3 Big Days

AUGUST

5-6-7

MORTON, TEXAS

DOLLAR DAYS SALE

Monday, August 2, St. Clair's Department Store

SPECIAL FOR DOLLAR DAY
Ladies' and Children's

Summer SANDALS



This is a close-out to bring you greater savings

DOLLAR DAY PRICE
1.00 pr.

CLOSE OUT! One Group Ladies' SKIRTS

You're sure to find some numbers here that will mean real savings for you

DOLLAR DAY PRICE
1.77 ea.

CLOSE OUT! One Group Boys' and Girls' Summer SHORTS

There's plenty of wearing time for these before cool weather

DOLLAR DAY PRICE
77c ea.

SPECIAL FOR DOLLAR DAY REMNANTS

You'll be amazed and pleased at the wide selection of fabrics included in this remnant clearance... hurry, for best selections Dollar Day



DOLLAR DAY PRICE

SPECIAL FOR THE RODEO



Men's Western SHIRTS

Includes values to 6.95 going

DOLLAR DAY PRICE
3.99

GET 'EM \$ DAY for the RODEO

One Group Ladies' and Teen-Age

DRESSES

Here are some real values, and priced for quick sale Dollar Day

DOLLAR DAY PRICE
1.99

Boys' and Men's SWIM SUITS

Reduced to clear quickly at low, low close-out prices.

DOLLAR DAY PRICE
1.44

SPECIAL FOR THE RODEO

Men's Famous JUSTIN Cowboy BOOTS



Values to 34.95, priced to dress you for the Rodeo

DOLLAR DAY PRICE
19.99

Get 'em NOW at St. Clair's

GET 'EM \$ DAY for the RODEO

Men's Blue Chambray WORK SHIRTS

Ideal for work this summer and early fall.

DOLLAR DAY PRICE
1.39 ea.

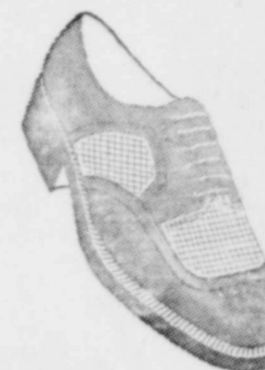
Children's Cowboy Boots

Here's a real value, and just in time for the "Texas" Last Frontier Rodeo." Sizes 8 1/2 to 3

DOLLAR DAY PRICE
5.95

SPECIAL FOR DOLLAR DAY

Men's Summer Sport Shoes



This is a final close-out price, and priced to please you

DOLLAR DAY PRICE
4.00

Just Right for the Rodeo Children's Wool Felt Cowboy HATS

Choose from blacks, reds, greens, tans and rusts

DOLLAR DAY PRICE
1.98

Men's Sport Shirts

Short sleeve numbers priced to clear quickly, be early for this super value

DOLLAR DAY PRICE
1.39

SPECIAL FOR DOLLAR DAY Tops in Selections PIECE GOODS SPECIALS

This includes cottons, piques, in fancies and solids, and many, many others

DOLLAR DAY YARD
44¢

A Wonderful Fabric BUTCHER LINENS

We've lovely colors, and priced to please you

DOLLAR DAY YARD
57¢

SPECIAL FOR DOLLAR DAY



Men's SUMMER STRAWS

Here's your chance to get that straw at a reduced summer clearance price

DOLLAR DAY PRICE
2.50

St. Clair's
DEPARTMENT STORE
West Side of Square Morton, Texas

edlines . . .

WE ARE WELL on our way toward getting scalped and I guess there's no real reason why we shouldn't be except that we can honestly state, it was an accident, as if . . .

IT ISN'T TOUGH enough, running a newspaper and trying to see that each candidate gets a fair shake in the election news, propaganda, or whatever you want to call it; without having a kinkfolk in the race.

AFTER IT'S all over (the first Primary, that is) we get in a big haste to write the story and plump forget to mention the kinkfolk's name as a candidate in the runoff.

TO RAN HOLLOWMAN for not mentioning that he was the one of seven other candidates who qualified for the runoff election, or Commissioner Pat, One, with

incumbent, Jim Hill, but if our . . . APPOLOGIES HOLD no water, in this instance, at least this should serve as proof why we have to refuse some Chamber of Commerce, Jaycee and Lion's jobs because we are too busy. Too busy to even get all the facts included in such an important story.

IT COULDN'T BE possible that you haven't heard about the big Rodeo coming up in Morton, August 5-6-7 but you might not realize that it's THIS week, Thursday, Friday and Saturday.

BETTER MAKE . . . ARRANGEMENTS to come out and join the happy crowd that attends the show. And remember the big Rodeo parade, Thursday, we had . . .

THE PLEASURE OF visiting the new gasoline plant site Thursday a.m. with about 30 members of the Morton Chamber of Commerce and learned more in about a half hour than we had learned

in six months of trying to find out just what was going on before. Mr. Whiteside . . . EXPLAINED a few of the trials and tribulations which the workers of Llano Grande Corp. have undergone while getting the foundation for the huge, sprawling gas plant installed.

FROM A FIRST glimpse of the area a few miles south of Lehman that they'd just started work on the plant. In the way of visible structure from the street level, little can be seen. But a closer inspection reveals the hundreds of man hours that have gone into building the foundation for future tanks, pipe connections, etc.

WHITESIDE knew, they're right on schedule with their work. And that sentiment was echoed by Howard Tellepsen, himself, President of the entire Tellepsen Corporation. Mr. Tellepsen had flown in from Houston for an hour's inspection of the scene before going to an important meeting in

the plant . . . WHICH NECESSITATED laying of about 145 miles of pipeline to gather gas which will be processed there, will be in operation by mid-December if all goes well. All but about 30 miles of the pipe has been laid.

DISTINCT PLEASURE meeting Tellepsen who is a very youthful looking man to be head of the large corporation and also president of the Houston Chamber of Commerce. That job in itself must be a tremendous one in view of the huge scale Chamber of Commerce activities being carried on by Texas' largest city during the past two or three years.

IS A BIG STORY to be told the building of the plant. It's quite possible that the plant could be extremely important in the MAKING of Morton for the future. We only hope, in the next few weeks we can find time enough to devote the research necessary to bring the story to the people of this area in words we and they together can understand.

WE KNOW. And it's not a case of soft soaping either. The men who handle the work and the public relations for Tellepsen are certainly among the easiest and friendliest people we've ever dealt with. There is no air of importance surrounding the construction of the multi-million dollar business location. Simply an air of work to be accomplished. They've every one of them, from the president to the crew bosses, etc. been cooperative and tolerant of all the inquisitive approaches made by local people.

THE WAY THEY'VE welcomed our interest in their business. can't blame . . . THE POSSE for not finishing any higher in the Levelland competition. Until a few more "Last Frontier" residents join the posse and bolster their list of riders third place is about as high as the local posse can get this year.

WINNER IS the Santa Rosa riding club from Vernon which not only boasts a strong list of riders but is an all Palomino group.

HOT CLUB is the Fisher County group that averaged around 30 riders to all types of competition. In other words they averaged nearly as many riders as the Cochran Posse has members.

HAD TO BE content this week with another third place trophy in the Levelland Rodeo parade appearance. But among 16 riding groups that's a pretty air record.

ON THE LIST of players chosen for the All-Star game nor on the manager. Voting didn't end until Saturday and the Dollar Day Special went to press late Friday night.

GIRLS ARE among the group who are a little over 21 years old and still can find a sponsor, we've been informed that 28 is

the age limit for the Jaycee beauty contestants. Tye Williamson is chairman of that committee and entries should be made to him, Andy Behrends at Mills Motor Co. or Tubby Holloman.

Many ARE wondering what good is accomplished by the Little League, especially under the set-up this season where a late start and lack of sponsors makes it more of a game of scrub each night, rather than team competition, four parents have taken the time to advise us that their boys are suddenly finding something of real interest and are playing every week.

During the busy season on the farm it's easy to become careless and forget safety practices. W. L. Ulich, Extension agricultural engineer, warns that modern high speed farm machinery must be handled safely if we expect to reduce serious accidents which lead to a loss of labor—or too often loss of life.

Ulich says tractors and other farm machinery can be safely operated if you observe a few simple safety rules. Here are his suggestions: Consult your operator's manual to determine proper operation and care of your tractor.

Be sure you kill the tractor engine before leaving the operator's seat.

Be careful around power take-off equipment and always keep moving parts well shielded.

Check machinery before using to see that it is in good working order—replace or repair worn belts and chains.

Do not allow children to play with equipment—it is better for

INDICATE what we've been driving at? Namely, that the effort being put into the program will give our young people something of interest, something to keep them off the streets, etc.

THE NEW building isn't nearly completed, we think congratulations could be in store now for the members of the 1st Missionary Baptist Church on their new auditorium. The artist's sketch of it is on the front page of the Dollar Day Special this week. The old building has been left blank to give you an idea of how the new addition will join onto it.

lead to accidents.

You homeowners know good healthy shade trees increase the beauty and monetary value of your home. Loss of your ornamental shade trees during these continued drought periods will normally decrease values of your home says B. G. Hancock, Extension horticulturist.

You probably water your trees just as your lawn grass—light sprinkling every 2-3 days. Grass watering penetrates soil about 6-8 inches which is fine for grass but doesn't reach roots of your shade trees.

To really give your trees plenty of water, soak soil areas under tree branches 3-4 feet deep, slowly over a 1-2 day period. Don't forget if you use a holding basin, it should be at least one-half the area covered by the limb spread. For more information and details on how to save your shade trees see your county extension agent.

In Purchase of Right Food For Dogs Safety In Handling Farm Equipment

Dog owners can save money while assuring their dog's canned food meets his nutritional needs. Price is not always a sure guide to the best product. A reliable guide for dog-food shoppers is a keystone-shaped design on the can label with the words "Inspected and certified by the U. S. Department of Agriculture as a normal maintenance dog food."

Manufacturers who ask for this inspection pay for it, and it costs the taxpayers nothing.

Friends, A number of book agents will be making calls in your community this summer, and some of you will buy reference books. This should never be done without the benefit of knowing first what all of the major books sell for, how much information they contain, what age range the books are, and whether or not the books are recommended. How about letting someone who is not afraid to compare his product with any on the market give you a demonstration?

MONDAY IS DOLLAR DAY IN MORTON

Just drop a card to MARION J. McDANIEL ENOCHS, TEXAS for a comparison of the 35 leading sets of books on the American market. Buy the book that is suited for THE WHOLE FAMILY BUY THE BOOK THAT IS LEADING IN SALES BUY THE WORLD BOOK ENCYCLOPEDIA DESIGNED TO MEET THE NEED OF HOME, SCHOOL, AND OFFICE

COOK'S PAINTS All This Week! 6 for 5 HOUSE PAINT SALE YOU GET 1 GALLON FREE WITH EACH 5 GALLONS PURCHASED. ONE-COAT OUTSIDE WHITE... 2-COAT HOUSE PAINTING SYSTEM... SUBURBAN OUTSIDE COLORS... BURLESON PAINT & SUPPLY NORTHSIDE SQUARE MORTON

Subscribe NOW Box 545 Morton, Texas 52 Issues for only \$2.50 in Cochran & Adjoining Counties Mail Your Check Today THE TRIBUNE



LOOKS LIKE A LAMP, BUT—Such is the sentiment of Mrs. R. M. Hodgson of Bay Minette, Ala., as she looks over one of the latest in modern lamps shown at the Southwest Furniture Market July 19-22. Shown by Calamp of California, a Los Angeles firm, the unusual lamp is designed for the contemporary home. The Vinylite shade is washable and comes in all colors.

STARTING \$ DAY . . . OUR BIG BEN FRANKLIN TOY and DOLL LAY-AWAY EVENT Buy Now! Have Toys and Dolls Paid for by Christmas Small Deposit Holds Your Selection . . . Balance in Easy Payments

9-Piece Holster Set Corralled for a Merry Christmas . . . Texan Jr. roll-cap pistols, leather double holsters, belt, cuffs, spurs . . . concha and jewel trim Lay-Away Price 7.98

Pride 'n Joy of the Play Mothers Doll Carriage Deluxe folding style with steel frame and 21 1/2 x 9 3/4 x 8 1/2 inch leatherette body, 6-inch wheels . . . blue and white Lay-Away Price 7.98

Snow Suit Doll Cuddly latex body . . . soft vinyl head with fabulous "rooted" Saran hair that can be washed brushed, and combed . . . full 19-inch . . . regular 6.95 Lay-Away Price 4.98

Big 26-inch "Horsman" BABY DOLL . . . just waiting for a little "Mama" . . . cuddly soft with life-like "skin" . . . wash, comb, curl her "rooted" Saran hair . . . soft life-like vinyl head . . . cotton stuffed vinyl body . . . embossed cotton dress with taffeta trim . . . use our Lay-Away Regular 11.98 Value, Lay-Away Price . . . 9.98

Out of the West! TWO-GUN SHERIFF 25-inch cuddly bear wears plastic belt and double holster with two removable guns . . . plastic vest and gold stars . . . ribbon bow . . . cotton stuffed rayon plush body . . . rolling eyes . . . Lay-Away Price 5.98

Auto Transport, Trailer and 4 Autos He'll have fun by the hour loading these 4 scale model 1964 autos on to this big, sturdy 27 x 5 5/8 x 6 3/4 inch transport trailer. Cab and chassis made of die-cast aluminum, body made of heavy gauge steel. Ramp extends at rear for loading and unloading. Lay-Away Price 5.98

Large 24-inch PONY-TAIL PEGGY Looks so real . . . go-to-sleep eyes with long lashes . . . soft life-like vinyl head with molded "pony-tail" hair . . . foam rubber stuffed latex body . . . her taffeta dress has over-skirt to button on and off . . . cooing voice Regular 7.98 Value, Lay-way Price 5.98

Tot's Red Tricycle Year-round fun for action-loving youngsters . . . sturdy all-steel tubular frame, 10-inch front wheel with Chrysler oilite bearing Lay-Away Price 6.98

Big Baby Doll Soft latex body and vinyl head . . . molded hair . . . lace trimmed nylon dress and bonnet . . . sleeps and coos . . . Regular 5.98 Lay-Away Price 3.98

Glamour Doll Full 24-inch . . . soft body, vinyl head with "rooted" Saran hair . . . complete with rubber curlers so you can comb and wave her hair . . . dressed in bride's costume of nylon and net . . . regular 10.95 Lay-Away Price 9.98

and don't miss our new Gift and Glass-Wear Dept. On your left, just as you enter from the street, you'll see our new arrangement of Gilbert Pottery of California, plus many other items idea for giving.

See These and Many More at St. Clair's Ben Franklin Store WESTSIDE SQUARE MORTON, TEXAS

DON'T MISS

the 4th ANNUAL "TEXAS' LAST FRONTIER"

RODEO

RODEO GROUNDS NORTH OF MORTON

3 BIG DAYS

August 5-6-7

W.W. BRANSCUM, EARTH, TEXAS, CONTRACTOR

OVER \$2,500 IN PRIZES

Businessmen's Goat Roping
3 Trophies
To Best Averages
On 3 Goats
\$5 Entry Fee

Sad. Bronc Rdg \$200
ADDED

Calf Roping \$200
ADDED

Dble. Mugging \$200
ADDED

B'back Riding \$200
ADDED

Bull Riding \$200
ADDED

Barrel Race (3 DAY MONIES) \$75
ADDED

1/2 ALL ENTRY FEES PLUS \$1075

Two Go Rounds and Average -

Entrance Fee
Ropers \$20
Riders \$10
Barrel Riders \$10

Rodeo Books Close
12 Noon
August 5
Not Responsible
For Accidents


2nd Annual BATHING BEAUTY REVUE
Sponsored By J-C's
Thursday, Aug. 5
7 p.m.
Award to Winner

Rodeo Office in County Courthouse
J. W. McDermott, Pres.
Phone 4371
Bill Crone, Secy.
Phone 5731

SPECIAL
Thursday, August 5
QUARTET POSSE
BARREL RACE
Trophy to Winning Posse
\$10 Entrance Fee

BIG PARADE
5 P. M. - Thursday, Aug. 5th
Awards to Winners In
Posse & Float Judging

GRAND ENTRY
8 p.m. - Each Night
Admission
Adults \$1.00
Children .50c

- ★
Hap's Friendly Service
...
- Wallace Theatres
T. J. Simpson, Mgr.
...
- Piggly Wiggly
...
- Baker Feed and Seed
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- Allsup Chevrolet Co.
...
- Bedwell Pontiac & Imp. Co.
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- Benham Seed Farm
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- Butler Body Shop
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- Byron's Auto Supply
Your Business Appreciated
...
- Ed Howell Motor Co.
...
- Van Greene
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- Mrs. Lee Taylor
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- M. C. Ledbetter
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- Doss Food Store
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- First State Bank
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Morton Flash-O-Gas
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- Morton Floral & Greenhouse
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- Higginbotham-Bartlett
...
- Hub Variety
...
- Maytag Laundry
B. E. NICHOLS
...
- McAlister-Huggins
(Your John Deere Farm Implement Dealer)
...
- Hoffman Welding Shop
...
- Morton Drug Store
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- Morton Electrical Supply
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- Red Horse Service Station
TOMMY BARNES, OWNER
...
- Reynolds Tire Shop

- ★
S & H Variety
NORTHSIDE SQUARE MORTON
...
- City Electric
WALTER SANDEFER
...
- St. Clair's Dept. and
Ben Franklin Store
...
- Sanders Implement Co.
...
- Smith's Furniture & Appliance
...
- Strickland's
Mr. and Mrs. R. C. Strickland
...
- Tarver's "66" Service Station
...
- Roy Weekes Agency
Dorthea's Beauty Salon
...
- West Plains Pharmacy
...
- Rose Auto & Appliance
...
- McDermott Liquefied Gas
...
- Marian's Gift Shop
...
- Morton Tribune
...
- Burleson Paint and Supply
...
- Cobb's Department Store
...
- East Side Cafe
Mr. and Mrs. O. D. Vernon
...
- Fred Stockdale
...
- Hawkins Oldsmobile Co.
...
- Nu-Way Cleaners
Mr. and Mrs. Jack Wallace
...
- Western Abstract Co.
...
- Loran-Stripling Co.
Allis-Chalmers Sales & Service
...
- Morton Power & Light
...
- Hazel Hancock
...
- Banks-Ross
"Your International Harvester Dealer"
...
- Morton Malt Shop
Robert Richards
...
- Minnie's Shop
...
- Childs' Men Store
...
- Roberts Appliance
F. F. ROBERTS

MEET YOUR FRIENDS MONDAY, AUGUST 2, AT COBB'S

DOLLAR DAY

The House of Famous Brands-Cobbs



S A L E

DOLLAR DAY SPECIAL Wonderful Garza SHEETS

Here are some Dollar Day prices that will bring joy to you planning your back-to-school home buying. You know the quality of these sheets . . . here are the prices

- 81x99 . . . 1.59 ea . . . 3.18 pr.
- 72x108 . . . 1.69 ea. . . . 3.38 pr.
- 81x108 . . . 1.79 ea. . . . 3.58 pr.



One Table Ladies' & Children's SANDALS
Broken sizes . . . some famous brands. While they last
DOLLAR DAY 50c pr.

One Rack Ladies' SANDALS
Here are some real top notch bargains. Values to 9.98
DOLLAR DAY 2.88 pr.

One rack Ladies' Shoes & Sandals
You'll find some more expensive numbers in this group selling at a low, low price . . . values to 12.98
DOLLAR DAY 3.88 pr.

Large Cannon WASHCLOTHS
Stock up now for the "back-to-school" rush
DOLLAR DAY 12 for 1.00

Special Purchase Cotton and Rayon THROW RUGS
Choose sizes from 24 by 30 inches to 3x5 ft. Slightly irregular
DOLLAR DAY 69c to 9.95

Wonderful DENIM
In solids, stripes and checks
DOLLAR DAY 2 yds. 1.00

One Table PIECE GOODS
Select Shandura nylon, pima cotton, Heather Lynn, tissue chambray, mist lawn, taffeta, and suiting
DOLLAR DAY 77c yd.

Ladies' and Children's Shortie PAJAMAS and GOWNS
You'll find cotton plisse and rayon numbers from which to make your selections
DOLLAR DAY Children 1.00 ea Ladies' 1.49 ea

Ladies' HOSE
Here's a terrific buy for yourself, gifts, and special occasions. 51-15, and going
DOLLAR DAY 2 prs. 1.00

Ladies' HANDBAGS
Available in plastic and leathers, in box, pouch and clutch styles . . . wide range of colors . . . values to 8.98
DOLLAR DAY 2.99

Ladies' Nylon ANKLETS
We've a wide assortment of colors . . . sizes 6 to 10 1/2 . . . going
DOLLAR DAY 3 prs. 1.00

Men's SPORT SHIRTS
Nylon, Broadcloth, Skipdent Pima Cloth short sleeve numbers in solids and checks
DOLLAR DAY 1/2 Price



Ladies' Spring and Summer HATS
Another unbelievable buy from Cobb's . . . we've straws, belting, and piques . . . values to 8.98
DOLLAR DAY 99c ea

One Group Ladies' DRESSES
You'll be sorry if you miss this group of linens, prints, seersuckers and plisse numbers
DOLLAR DAY 3.49

One Group Ladies' SPORTSWEAR
Super values in T-shirts, blouses, jackets, halters and shorts. Big values to 5.98
DOLLAR DAY 99c

Ladies' and Children's SWIM SUITS
Reduced to clear very quickly
DOLLAR DAY 1/2 Price

Cannon BATH TOWELS
Thirsty numbers . . . 20x40 inches . . . out they go
DOLLAR DAY 2 for 1.00

One Group Ladies' DRESSES
Consists of embossed cottons, seersuckers, nylons and the tissue chambrays . . . your's for the low, low price
DOLLAR DAY 4.99

One Group Ladies' Better DRESSES
This group is made up of crepes, imported linens, silk shantung and cottons
DOLLAR DAY 1/2 Price

Ladies' BLOUSES
We've nylons, linens, and fancy weaves in cotton for you to select your numbers
DOLLAR DAY 1/2 Price

Ladies' SKIRTS
You'll find cottons, linens, twistalenes, and a few gabardines in this group
DOLLAR DAY 1/2 Price

One Group Ladies' SKIRTS
This includes cottons, denims, linens, twistalenes and seersuckers
DOLLAR DAY 1/2 Price

Boys' Western STRAWS
Famous U-Rollit by Bailey of California. Values to 5.00, going
DOLLAR DAY 1.00 ea.

All Children's White SLIPPERS and SANDALS
Reduced to Clear
DOLLAR DAY 1.88 pr.

Boys' SPORT SHIRTS
Short sleeve numbers. Cut in price
DOLLAR DAY 1/2 Price



One Table PIECE GOODS
Choose dimities, chambrays, piques, and embossed cottons at the low, low price
DOLLAR DAY 3 yds. 1.00

Children's Shorts, Playalls and Eaton Suits
By Dotty Dan
DOLLAR DAY 1/2 Price

One Group Children's Shorts, Peddle Pushers, Blouses & Slacks
Come in denim and seersucker. Values to 2.98
DOLLAR DAY 49c

One Group Men's DRESS STRAWS
Broken sizes
DOLLAR DAY Values to 3.98 1.00 Values to 7.50 2.00

Men's DRESS SHOES
Available in nylon mesh and calf, and all-leather. Broken sizes. Values to 14.98
DOLLAR DAY 4.88 and 8.88

Men's Western STRAWS
These are U-Rollit hats by Bailey of California
DOLLAR DAY 1/2 Price

Men's SWIM TRUNKS
Only a few left. Broken sizes. Values to 3.98
DOLLAR DAY 1.47

Men's Cowboy BOOTS
Famous Justin boots in colors, broken sizes, values to 32.50
DOLLAR DAY 14.88

Men's Loafer PANTS
A buy to top 'em all. In faded denim and in charcoal
DOLLAR DAY 1.99 pr.

Men's Handkerchiefs
Large white hankies
DOLLAR DAY 12 for 1.00

COBB'S

West Side of Square

Morton, Texas

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