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VOLUME XIV MORTON, TEXAS, THURSDAY, DECEMBER 16, 1954 NUMBER 41

## Alexander Granted New Trial And Change Of Venue To Levelland

The case of the State of Texas vs. Walter Alexander has been reset for trial through appeal action here Saturday morning in Judge Victor Lindsey's 72nd District Court.

Alexander's attorney, Forrest M. Bowers filed an appeal on Alexander's conviction last month on a robbery by assault count. The appeal was based on the fact that members of the 11 man jury that convicted Alexander discussed a prior felony while in the jury room in direct violation of the court's oral and printed instructions.

Five of the members of that jury identified Saturday that one of the members asked if Alexander had ever "been sent up" or words to that effect and another member of the jury answered that he had reliable information that he had previously served time.

Judge Lindsey held, in conformity with previous cases that had been quoted that the discussion, if it occurred before the jury had agreed on conviction and had afforded the sentence, constituted grounds for a reversal in that it could have swayed the opinion of the jurors.

Alexander did not testify in his behalf and the state could not bring out any information on his past record.

Judge Lindsey authorized a change of venue on the case and it will be retried in Levelland. Alexander's bail is the same \$2,500 originally set when he was billed by the Grand Jury.

Alexander was tried for the assault-robbery of C. O. (Pappy) Durham, Cochran County farmer. The jury had convicted him and sentenced him to 10 years.

Both Judge Lindsey and the at-

## Santa Claus Will Appear Here Today

Today is Christmas Movie day for youngsters all over the county who are asked to bring a can of food, an article of clothing or a toy for admittance to a special show which will include an appearance of Santa Claus, at the Rose Theatre.

The show, one only, is being held at 9:15 a.m. Elementary school and Junior High will be dismissed for the show. Mothers with children not yet of school age are asked to bring them along.

The food will be kept at the theatre, divided into boxes for the county's needy families and delivered next week. The clothing and toys will be moved to Ray's Hardware where they will also be boxed and also will be delivered by volunteer workers, next Wednesday morning at 9 a.m.

The show is being sponsored by the 1954 Study Club. Also having already contributed to the food funds are the sophomore class and the Methodist Youth Fellowship. The Lions and Jaycees in helping the toy gathering. Lions brought toys to their meeting yesterday and the Jaycees will do likewise.

## 1955 COTTON ALLOTMENT IS 7,500 ACRES LESS FOR COUNTY

Cochran County's cotton acreage allotment for 1955 shows an increase of some 6,500 acres over this year's original acreage appointment — but, remains some 7,500 acres less than this year's amended total.

Wide-spread confusion is being cleared up as quickly and easily as possible for those who come in to check up on the figures mailed to them last week. But actually, according to Ruth McGee of the ASC office, the explanation is rather simple.

This year's original allotment was approximately 73,000 acres of cotton. Some three or four months after this original amount was announced, the county, through a nationwide system of adjustment, was figured some 15,000 additional acres. In this 15,000 acre increase, only farmers whose originally figured cotton acreage fell below 47 percent of their cropland, received a portion of the upward adjustment. Others remained the same.

Now, under the amended system, though the original acreage allotment is higher, those who received the EXTRA acreage last year, are somewhat lower.

"This office," Mrs. McGee said this week, "has been given no reason to believe that another upward adjustment will be forthcoming." However, she went on to explain that the upward adjustment last winter came without forewarning.

The net result is that Cochran County has some 7,500 less acres of cotton allowable. All Cochran County farmers were mailed their 1955 allotment notices last week.

## SCHOOL BOARD DISCUSSES TRAFFIC PROBLEM Teachers Get Bonus; One Salary Raised

Morton's teachers got their \$50 semi-annual bonus checks this week, a week early, but in time to do a little Christmas shopping. The School Board authorized the business manager to give out the bonus checks early so that many could complete their shopping. This year school will continue right up until two days before Christmas. The regular salary checks will not be paid until next week.

The bonus is paid at the end of each semester to the local teachers who stay on to show in a small way, the Board's appreciation for services rendered.

In other business carried on Monday, a new Text Book Committee was named at the suggestion of Supt. H. A. Owens. Owens hire a different auditor to come to the book committee, to study new and old books and decide which ones to adopt for usage at Morton schools: Mesdames Doty Kempson, Evelyn Rose, Freeman, Elmo Smith, Glen Thompson, Hicks, Harr's and Jackson and Messrs Middleton, Carroll, Bealmar and Owens.

The Board made the appointments as asked.

Asked about what precautions have been taken to see that safety regulations are being observed at the schools, Supt. Owens said that after three or four days of check, ing closely not much else had been done. However, Board member Willard Henry disclosed that an arrest had been made and the

driver was turned loose by the city judge when he found no city ordinance to fine him on.

Later, Henry met with the City Council and Sheriff Hazel Hancock informed the City Council and it was read into the minutes, that the law violated was a state law on driving at an excessive rate in a school zone.

The law enforcement officers told Henry to tell the school officials and Board members that if they really want the fast driving stopped, they will take extreme measures to stop it. But they emphasized they did not want to play around about it. Owens told the Board Monday night, "we certainly want it stopped."

Junior High principal Elmo Smith told the Board he was contemplating issuing a statement to all junior high students, before the situation gets started, "there will be no students driving cars to school."

The four boys who recently walked off the football field and their fathers appeared at the meeting and made arrangements for an arbitration meeting between them, the president of the school Board, the Supt. and coaches. The meeting will present to the fathers and school of cials, both sides of the story and in effect will be to effect whatever apologies are necessary and to remove any pressure that may exist.

Business manager McCasland read the minutes of last month's

meetings which contained a couple of items that were not given to the press last month. The Board has voted a \$43 a month salary increase for the school's agriculture teacher, effective immediately. The teacher told the officials last month he could not stay on at his present salary.

They also voted to pay a substitute janitor for 10 days he worked and to subtract that sum from the pay check of the janitor whom he worked for.

They made it clear that \$2,400 worth of band instruments ordered were not to be paid for this school term, but would be paid for next year.

They announced a decision to hire a different auditor to complete the audit of school books, for the years 1953-54.

## Pvt. Chas. Baldwin School Graduate At Ft. Belvoir

FORT BELVOIR, Va., Nov. 30, 1954—Pvt. Charles D. Baldwin, 21, son of Mr. and Mrs. L. M. Baldwin, Box 13 Morton, Texas, graduated today from the 11-week cartographic Drafting Course at The Engineer School, U.S. Army, Fort Belvoir, Va.

The course which he completed offers training in the drawing land, water, and cultural features on transparent over-lays and drawings for reproduction as maps. It is one of the many technical courses conducted at The Engineer School for military personnel of the United States and friendly nations.

## Joe Carothers Gets Cpl. Rate At Brooke Hospital

FORT SAM HOUSTON, Texas—Joe W. Carothers, son of Mrs. Sam Neville, Morton, Texas, recently was promoted to corporal while serving with the Brooke Army Hospital at Fort Sam Houston.

Corporal Carothers, a cook with the 250th General Hospital, entered the Army in September 1953 and completed basic training at Camp Chaffee, Ark.

## Friends Help Area Farmer, Fire Victim

Friends of Earl Sloan, near New Mexico dairy farmer took up a collection last week to help put him and his family back on their feet following a disastrous fire which swept away his dairy barn and all his equipment.

The fire, evidently caused by a short in the wiring, razed the barn at 1 p.m. Saturday afternoon, two weeks ago. Sloan's place is one and one-half miles south and seven miles west of Bledsoe.

Destroyed in the grade "A" barn were all of his pieces of milking equipment, feed and other things stored.

Club members and volunteers who will deliver the boxes to Morton's needy families in the Christmas Welfare drive have been asked to pick up the food boxes at the Rose Theatre in Morton, next Wednesday morning at 9 a.m.

The food will have been boxed and boxes of toys and other items will be at Ray's Hardware where they will be picked up and delivered. Anyone with toys to donate to the drive should leave them at Ray's Hardware. Old toys that need only a very minor repair should also be left at Ray's for repair.

Names of any needy families should be turned in to Mrs. Collins, Health Nurse; Judge Fred Stockdale; Mrs. Robert Cross or at the Tribune office, as soon as possible.

## Methodists Plan Nativity Story Pageant, Sunday

A Christmas Pageant will be presented on Sunday evening, seven o'clock, at the First Methodist Church. The story of the Nativity is to be portrayed by boys and girls of the Church, assisted by choral numbers in Christmas carols. Mr. John Bealmer is choir director. Judge Fred Stockdale is the narrator. Speech choirs by the primary, junior and youth departments are to be featured. Boys from the junior and youth groups will be the shepherds and wise men. The kindergarten children are featured in the manger scene, singing one of the carols. Mary and Joseph will be portrayed by Mr. and Mrs. Weldon Wynn from the Asbury class of young adults. A cordial invitation is extended to the public.

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## OES Held Christmas Party

A stated meeting of the Order of the Eastern Star held Tuesday evening in the County Activities Building, was conducted by Mrs. C. A. Baird, worthy matron.

Preceding the annual Christmas tree with the exchange of gifts by members, Mrs. Fred Stockdale introduced Joe Carroll, director of the local high school choral department. Mr. Carroll in turn introduced the high school girls sextet, who presented three musical numbers.

Members of the sextet are Misses Geraldine Ramsey, Kay Doss, Towana Cravens, Twila Jones, Glenda Allsup, and Ann Sanders. Gloria Nations accompanied the group at the piano.

Seven girls joined the sextet to sing Christmas songs. The additional girls were Misses Doris Dewbre, Jackie Outlaw, Darla Wilson, Sara Jo Wallace, Gloria Nations, Deann Rose, and Pat Key.

## Junior High Quintet Sings Carols At Wesleyan Guild Christmas Party

Members of the Wesleyan Service Guild and the Woman's Society of Christian Service enjoyed a Christmas party at the County Activities Building on Wednesday evening.

Several Christmas Carols were sung by the junior high school quintet. Members of the group were Misses Sue Cooper, Sue Hawkins, Mary Lee Ledbetter, Denise Rose, and Judy Holloman. They were accompanied at the piano by Patsy Ann Sybert.

Lee Benham, a member of the high school band played saxophone numbers which included: "Jingle Bells," "The First Noel," and "O Holy Night."

Mrs. J. A. Gowdy told the Christmas story, "The Other Wise Man" by Henry Van Dyke.

Words of welcome and appreciation were expressed by Mrs. Arlie Barnard and Mrs. John Crowder, presidents of both organizations.

A Merry Christmas game was played after which refreshments were served. Appropriate Christmas decorations of red and green were used on the table and through out the decorations scheme.

Those attending were: Mesdames Edna Waltrip, Oma Lytle, Dona Doughty, Elizabeth Greer, J. C. Reid, A. S. Key, E. L. Cox, Evelyn Smith, John Crowder, Weldon Wynn, Joe Nicewarner, W. E. Aikin, Gene Benham, John McGee, Bud Young, Carlton E. Luper, M. C. Ledbetter, F. E. Baldrige, Bob Mayon, L. F. Hargrove, C. H. Silvers, J. R. Kuykendall, Lee Taylor, Ola Rhyne, Hazel Harrison, Lem Chesher, Hattie B. Spotts, Helen Ingle, Effie Freeland.

After a dinner the exchange of gifts and a social hour, Christmas carols were sung, led by Mrs. Behrends.

Members present were: Mesdames John Bealmer, Gene Benham, Ira Brown, Truman Doss, L. B. Gibson, Joe Gipson, J. A. Gowdy, LeRoy Johnson, M. C. Ledbetter, H. A. Owens, Rose, Evelyn Rose, Russell, A. E. Sanders, Weir, Williams, E. L. Willis, Behrends, Riley, Bill Glassford and one guest, Mrs. Sue Hunter of Lubbock.

## Workshop On Mental Health At Sudan, Dec. 14

The 1955 Study Club of Sudan, with the cooperation of the other clubs and organizations of the city sponsored a mental Health workshop at the Sudan High School on December 14, 1954 from 10 A.M. to 2 P.M. with luncheon in School Cafeteria.

Dr. Robert Gordon, Hogg Foundation Consultant from the University of Texas conducted the workshop.

Please make reservations for luncheon with Mrs. M. H. Tollett, Sudan by Friday, December 10. One luncheon—\$1.00.

This meeting was open to the public and we urged the presence of all citizens interested in Effective Living.

## Bledsoe 4-H Met, Dec. 6th

The Bledsoe 4-H club met yesterday and we would like for the following to be put in the paper: The Bledsoe 4-H club met on December 6, 1954. We talked about helpful and harmful insects. We also saw a film on "Beautiful Harvest". This film told about the harmful insects to cotton, and told of sprays that would kill them.

We decided to have a Christmas party with the 4-H girls on December 21, at the Faunimer Community Building. We decided for the boys to bring a gift for a boy, and for the girls to bring a gift for a girl. We are all looking forward to having a good time.

## Whiteface Boys, Bledsoe Girls Are Runners-up

Last Frontier area teams acquitted themselves well in the big Whiteface basketball tourney last week that played to a crowd of 1,500 persons in the championship games, Saturday night.

Host Whiteface's boys came the closest to winning, grabbing second place as they lost out to Lipan 32-50 in a real thriller. It was the third straight year Lipan had grabbed the crown.

Meanwhile the strong Dimmitt Bobbies defeated another strong girls team from Bledsoe, 54-33 to win the girls title. The defending state champs handed Bledsoe their first loss of the season.

However, it was another strong area team, Bula's girls that really extended the Bobbies. They lost a semi-final round game to Dimmitt, 76-74 in a game where Susie Jones poured through 59 points, Susie added 30 in the third game against Whiteface to easily become the high individual scorer of the tourney. Bula won that one 69-54. Bledsoe had defeated Whiteface to go into the final championship round.

Morton's boys, winners of their first game, stumbled against the Dimmitt Bobbies but put up a stubborn fight before losing last Thursday evening.

## Turkey Shoot Is Friday, Saturday

There'll be another Turkey Shoot indoors style in Morton, tomorrow afternoon and Saturday, all day.

The Morton Lions are again sponsoring the shoot, with turkeys awarded every hour, on the hour, to high shooters and three special turkeys set aside for the higher shooters among the turkey winners.

The top woman shooter during the entire shooting will also take home a turkey.

Targets will again sell for 3 for \$1 with nine shots at each target. The shoot will be held in the Clark building, next door to Western Abstract. Targets will be spotlighted.

Turkeys are available immediately for those winners who wish to pick them up as soon as they are declared a winner.

## Christmas Play Monday Night At Assembly of God

The Assembly of God church will sponsor a Christmas play, entitled "His Wonders To Perform", Monday night, at 7:30 p.m. at the church and it will be followed by a Christmas Pantomime.

The public is cordially invited to attend and treats will be given to all children.

## Salt Down Hides Sent To Patients At TB Center

AUSTIN, December 8 — Deer hunters are asked to throw a handful of common table salt on the hides they send TB hospital patients.

The request came today from the man who ought to know, L. M. Rathbone, Austin taxidermist, who is receiving the hides for the patients.

Mr. Rathbone says the hides coming in at the rate of 10 to 15 a day are of excellent quality and most are arriving in good shape. But he says the salt will insure against spoilage.

Mrs. Helen Smith of Austin, council chairman, asked that the hides be marked "Charity," addressed to Mr. Rathbone at 2708 South Lamar, Austin, and shipped by motor freight.

## Council Sets Action On Phone Rates

The Morton City Council will sit in session again next Monday night, December 20, with the main business of order, another meeting with officials of the General Telephone Company of the Southwest.

The phone company is seeking a rate raise on all phones in the Morton exchange except extensions. For the convenience of the readers, the phone company's thoughts in seeking the rate raise are published elsewhere in the Tribune this week.

## Band Choral Music Sunday Afternoon

A real treat is in store for Morton school patrons who are interested in Christmas music, and band and choral numbers of all types, Sunday afternoon at 3 p.m. at the County Auditorium.

The combined Morton band and choral groups will present a program in two parts, the band music under the direction of John Bealmer and the choral unit under the instruction of Joe Carroll.

The program will also afford the band the opportunity of showing off numerous new pieces of equipment that have been added during the present school year.

Admission is free and everyone is cordially invited to attend.

## Chelos Arrange Nativity Scene

The Cheloh Campfire girls met last Tuesday afternoon to place hay and greenery in the Nativity Scene and to rearrange the scene.

They offered their thanks to Roy Allsup for providing the hay and to G. G. Nesbit for supplying the evergreen.

The girls who aided were Glenda Chesher, Melba Cooke, Penny Greusendorf, Billie Crockett, Shirley Miller, Keith Walton, Linda Williams and Vivian Ledbetter.

Join the MARCH OF DIMES in January

All advertising and News Copy as early as possible next week—PLEASE!—The Big Christmas Edition will be out Wednesday afternoon, if at all possible.



**EXPLAIN POSITION IN SEEKING TELEPHONE RATE INCREASE**

Mr. Farmer . . .

**Lets's Figure  
Irrigation  
Motor Costs!**

SEE OUR BIG 261 CUBIC INCH  
CHEVROLET IRRIGATION MOTORS

Complete with Carburetor

**75000**

Installed and working

Come by today and let us show you the advantage of this

Heavy Duty Engine

**ALLSUP CHEVROLET CO.**

"Home of the Motoramic 'S' or '6' Chevrolet"  
113 E. Washington —Phone 3361— Morton

The Telephone Company has a threefold responsibility to the City:

(1) To furnish good and adequate service;

(2) To pay fair wages to its employees; and

(3) To pay a fair return to those people whose money is invested in the local telephone system.

To fulfill this threefold obligation the Company has to have adequate revenues which in turn come from the level of rates it can charge for its services. As a public utility the rates this Company can charge are regulated under the state laws of Texas which delegate the authority to the various cities. In accordance with these laws the Company is making this application to obtain needed additional revenues through a repricing of its local telephone service. The following is designed to familiarize you with some of the characteristics of our business and explanations as to why we find it necessary to apply for adjustments in rates at this time.

**Some Characteristics of the Telephone Business**

Most businesses and some other public utilities experience a decreasing unit cost as volume increases. This is not the case in the telephone business. As a telephone exchange grows and more telephones

are added, the operating expenses and investment per telephone increase. One of the reasons for this situation is that telephone service cannot be provided through a pipeline arrangement where new customers can be served by merely connecting them to an existing line. Each telephone added requires wire and cable facilities all the way to the central office as well as terminating equipment in the central office. As the exchange grows the length of the lines increases with a further increase in investment per telephone.

Unlike other public utility services, local telephone service is not measured service; any telephone can make one or one hundred local calls at the same cost to the customer. With more telephones to call, as an exchange grows, the calling rate per telephone increases. This requires added central office equipment to handle the greater volume of connections. These calls are not like a manufactured item; they cannot be made up in advance, stored, and then handed out later. In other words, the facilities and operating force have to be available to handle the calls as the demand arises.

In all other public utility services, the customer has to invest his money in appliances before he can use the service. Furthermore, he has to pay for their maintenance. In the case of telephone service the customer makes no investment in facilities and is not saddled with maintenance expense. When the average householder considers the total amount of money he has invested in plumbing, heating, lighting, refrigeration, cooking and washing equipment he will realize that any comparison in costs with telephone service must take these factors into consideration.

Since 1941 the telephone industry has experienced a tremendous increase in the demand for service. Since the conclusion of World War II it has had to carry on the greatest construction and expansion program in its history. These additions have been made at postwar inflated costs. Consequently, the investment per telephone has been constantly rising. This in itself would produce decreasing earnings. Added to this increase in investment, however, there has been the increase in wages and taxes that all businesses have experienced. Consequently, all the growth in telephones that the industry has experienced has decreased rather than improved earnings.

Another characteristic of the telephone business is the high proportion of wages in its total operating costs. For example, in this Company, 68.8 cents of every dollar spent in maintaining the telephone system represents wages 95.9 cents of each dollar of traffic expense; 67.8 cents of each dollar of commercial expense and 61.5 cents of each dollar of accounting and general office expense are expended for wages. It is obvious that any wage increase as negotiated between the Company and the Union representing the employees has a decided effect on operating expenses. Since 1941 there have been 13 such increases so that today's starting rate for an operator, for a typical example, is 207% higher and for an installer 174% higher than 1941.

During all this period most other businesses have been able to adjust the prices for their products as their operating costs increased. The Telephone Company, however, is a regulated public utility and as such must seek adjustments from regulatory bodies. In this State the Company must seek rate adjustments from the various city governments. By its very nature regulation of rates is time consuming with the result that required relief is not secured until sometime after it is requested. Another characteristic of today's rate regulation is that the Company cannot seek relief until its earnings have reached the point of inadequacy. The combined effect of these is that the Company has had to get along with periods of totally inadequate earnings in many segments of its operations.

While the State Law in Texas provides that telephone companies are entitled to earn a fair return on the fair value of their property not to exceed 8%, this Company has not been able even to approach such a level.

**Adequate Earnings Are required**

With the level of earnings set by regulation the Telephone Company cannot finance plant additions out of earnings as is done by many other unregulated businesses. The customer's dollar does not build new plants; it is used to pay the costs of furnishing the service and to provide a return to the investors whose money was used to pay for the telephone system. Consequently the huge expansion in the telephone system that has occurred since 1945 had to be financed by the sale of additional stock and bonds and the expansion still to come has yet to be so financed. The telephone company has only one place to go for this additional capital and that is the investing public. Today's investor has a wide choice of highly attractive investments, many of which, due to their unregulated nature, offer greater possibility of increased returns and appreciation in value.

To retain its present investors and to attract new ones the Company must maintain an overall adequate



where Santa foresees happiness  
for him whose wife Shops  
there . . .



3.95 to 7.95

HE WANTS SMART.

**Arrow Sport Shirts for Christmas**

Choose washable Cottons, Wools, blends flannels, checks, plaids, solid colors from our big selection . . . he'll be proud of the sport shirt you select at Child's . . . or any one of these Gift Items . . .

- DRESS SHIRTS by Enro & Arrow
- SHOES by Florsheim
- PAJAMAS by Enro
- SOCKS by Jerk
- and many, many other Gift suggestions await you at Child's . . .
- TIES by Arrow and Hollyvogue
- HATS by Mallory and Dobb's
- BELTS by Paris
- SHORTS, T-SHIRTS and UNDERSHIRTS by Arrow



Someone is waiting  
to hear from you . . .

. . . to hear your voice this Christmastime!

And your Long Distance call is a two-way gift—for you'll get a world of pleasure too, hearing your loved ones, exchanging greetings with them.

Call early though—a day or so before Christmas is best. Lines are less crowded, calls go through faster.



**GENERAL TELEPHONE COMPANY  
OF THE SOUTHWEST**

A Member of One of the Great Telephone Systems Serving America

—REMEMBER—NOBODY IS MORE THAN A MINUTE AWAY—BY LONG DISTANCE—

**Santa Suggests**

Gifts that can be enjoyed for years to come . . .

for HER—

- Door-length **MIRRORS**
- New **CABINET TOP**
- Re-PAINT or **PAPER** the home
- Add a **ROOM, BATH or GARAGE**



for HIM—

- Black and Decker **POWER TOOLS**
- SAWS
- SANDERS
- DRILLS
- POLISHERS

**SPECIAL  
15% OFF**

on All AMUNITION

Go hunting over the  
Holidays



(Continued on page three)

**CLOSING OUT SALE!  
- ON GAS RANGES -**

PAY CASH AND SAVE—PAY CASH AND SAVE—PAY CASH AND SAVE—PAY CASH AND SAVE—PAY CASH AND SAVE—

LOT ONE

**3-MAGIC CHEF RANGES  
Model 19-L**

LIST EACH . . . \$284<sup>50</sup>  
LESS CASH DISC. . . 100<sup>00</sup>  
**NET CASH . . . \$184<sup>00</sup>**

PAY CASH AND SAVE—PAY CASH AND SAVE—PAY CASH AND SAVE—PAY CASH AND SAVE—PAY CASH AND SAVE—

LOT THREE

**2-MAGIC CHEF RANGES  
Model 33-L**

LIST EACH . . . \$259<sup>50</sup>  
LESS CASH DISC. . . 84<sup>50</sup>  
**NET CASH . . . \$175<sup>00</sup>**

PAY CASH AND SAVE—PAY CASH AND SAVE—PAY CASH AND SAVE—PAY CASH AND SAVE—PAY CASH AND SAVE—

LOT TWO

**1-MAGIC CHEF RANGE  
Model 3201-14**

LIST EACH . . . \$240<sup>00</sup>  
LESS CASH DISC. . . 100<sup>00</sup>  
**NET CASH . . . \$140<sup>00</sup>**

LOT FOUR

**2-TAPPAN RANGES  
Model-Pep V663**

LIST EACH . . . \$269<sup>75</sup>  
LESS CASH DISC. . . 79<sup>75</sup>  
**NET CASH . . . \$190<sup>00</sup>**

**McDermett Liquified Gas**

1001 North Main - Morton, Texas



**PHONES . . .**

(Continued from page two)

quate earnings position and must take all means at its disposal to accomplish this. While economies of operation and advancement in the art have helped keep telephone rates from rising in direct proportion to operating costs, price adjustments have been necessary and are still required in many exchanges. Failure to secure such deterioration of service and the shutting off of new capital for

expansion and improvement. The Company, accordingly, is diligently pursuing its program of securing additional rate relief in those localities where its earnings are not sufficient to meet today's requirements.

**Our Situation In Morton**

Morton has followed the typical pattern of expansion and growth during the postwar period and has experienced an increasing demand for telephone service. The Company in keeping with this demand expanded its facilities and during this period installed a dial system in 1949. Some examples of the growth of the Morton telephone exchange can be seen from the following comparisons:

In 1941 the Morton Exchange had 64 telephones in service; in 1946 the number had increased to 84; by 1949, when the dial system was put into operation, the number of telephones had increased to 300; and in 1952 the number of telephones had grown to 460. By the end of June 1954 there were 521 stations in service in the Morton Exchange. This growth, however, has not produced sufficient additional revenue to meet today's cost of operation.

Higher rates are needed at Morton because furnishing telephone service today requires an increased investment in facilities and equipment. In 1951, the Company had an investment in Morton of \$195,000 for every telephone in service. Today that investment is \$249,000. This represents an increase of 28% in invested capital to furnish telephone service today to our Morton subscribers.

Today's costs of operations have also increased to a point where the rate of return on this increased investment is far below the level necessary to insure sound business operation. The increase in cost of operation can mainly be attributed to increases in costs of labor, taxes, and other operating expenses. Even with a dial system, wages in Morton comprise 59% of operating expenses, excluding taxes and depreciation. Our employees have received three general wage increases since the last rate increase in 1951. Obviously, with such a high percentage of operating costs as wages, any increase in wages has a decided effect on operating expenses.

Taxes have been another important factor in the cost of furnishing telephone service to Morton. The Federal Income Tax is taking more than half of every dollar the Company has left after paying expenses of operation. The Income Tax Rate today is 52%.

The last rate adjustment for Morton was based on a rate case presented by the Company which reflected operations for a period ending November 30, 1950. The increase granted did not become ef-

fective until July 1951. However, it was anticipated that the rates granted at that time would yield a fair return on the fair value of our investment, but at today's level of expenses, revenues, and investment these rates yield only a 4.08% return. This return is not adequate. Since our investment capital is dependent on our ability to attract investors, it is necessary that we be able to pay a fair return on our money. This in turn requires that the telephone rates be more in line with today's cost of furnishing service. Since our return in Morton is inadequate to meet these requirements, we find it necessary to apply for an adjustment in rates at this time.

Listed below is a schedule of present and required rates:

**BUSINESS:** One Party Service, present rates, \$6.50, Required rates, \$9.50; Two Party Service, present

rates, \$5.00, Required rates, \$7.50; Extension, present rates, \$1.50, Required rates, \$1.50.

**RESIDENCE:** One Party Service, present rates \$3.00, required rates, \$3.50; Two Party Service, present rates \$3.75, Required rates, \$4.50; Extension, present rates, .75, required rates, .75.

**Dr. D.R. Stringer**  
**Chiropractor**  
West 2nd St. Night Ph. 5541  
MORTON, TEXAS

**WESTERN ABSTRACT COMPANY**  
ABSTRACTS, OIL and GAS LEASE,  
MINERALS and ROYALTIES  
M.C. Ledbetter J.B. Knox  
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Eastside Square Morton, Texas



**AUNTIE MAY says:**  
"since I serve 'em with Karo  
I can't make enough pancakes  
... everybody just loves this  
wonderful waffle syrup."

Buy the big Decanter Bottle!  
also in the popular 1 1/2-pound bottle  
and in 5-pound cans



**Ellie's** Real "Home Cookin'" Flavor  
**LIMA BEANS 'N HAM**

**Caressant** by LENELE  
Electric fragrance...  
Thrilling as a lover's caress!

CARESSANT PERFUME, 1.75 to 17.50  
CARESSANT COLOGNE, 1.25, 2.00  
FROSTED Cologne Stick, 1.00, 2.00  
DUSTING POWDER, . . . . . 1.25  
GIFT SETS, . . . . . 2.50, 3.25, 3.50 plus tax

**MORTON DRUG STORE**  
NORTHSIDE SQUARE



**OLDSMOBILE CONTINUES TO MAKE HIGH-COMPRESSION HISTORY!**

**"ROCKET" 202**

The engine that started an era is newer-than-ever for 1955!

Still in the lead . . . because it's still making history! It's Oldsmobile's new "Rocket" 202, backed by more miles—more owners—more experience—than any other high-compression engine! Now it's the "Rocket" to top all "Rockets"! Horsepower is up to 202! Compression climbs to an 8.5:1 ratio! Torque reaches new highs—even for Oldsmobile! And with power-contoured combustion chambers and a high-lift camshaft, your toe-touch is translated instantly into the most thrilling action you've ever known! It's flashing new "Go-Ahead" power to match Oldsmobile's dashing new "Go-Ahead" look! Massive new front-end design, bold new fender lines, daring new "flying color" styling! Come in soon. Find out why this year, more than ever, it's smart to make a date with an exciting, all-new "Rocket 8"!

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"Make COURTESY Your Code of the Road"

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**PIGGY WIGGLY**  
MORTON, TEXAS  
BRINGS YOU THESE CHRISTMAS SPECIALS PLUS S&H GREEN STAMPS!

PEACHES HUNT'S HALVES	No. 2 1/2 CAN	25¢	SUGAR PEAS DELMONTE	No. 308 CAN	21¢
CRISCO	5 LB. CAN	85¢	CARROTS	CELLO BAG	10¢
SUGAR IMPERIAL	5 LB. BAG	45¢	GLEEM TOOTH PASTE	ECO. SIZE	49¢
COCONUT DUNCAN HINES	4 oz. CAN	17¢	JERGENS LOTION	SMALL SIZE	19¢
CORN NIBLETS	7 oz. CAN	10¢	SAUSAGE COUNTRY STYLE	LB.	39¢
TURNIP GREENS SHURFINE	8 oz. CAN	10¢	FRYERS FRESH DRESSED	LB.	49¢
ORANGE JUICE FROZEN	6 oz. CAN	15¢	BACON CORN KING	LB.	55¢
CHILI HORMEL	No. 2 CAN	45¢	ORDER CHRISTMAS TURKEY	NOW	
HIP-O-LITE	PINT JAR	25¢			
CATSUP HUNT'S	14 oz. BOTTLE	17¢			
INSTANT PUDDING MY-T-FINE	PKG.	9¢			
SUGAR BROWN or POWDERED	2 PKGS.	25¢			
PINEAPPLE DOLE CRUSHED	8 oz. CAN	15¢			
SWEET POTATOES HOMEFOLK	No. 2 1/2 CAN	25¢			

**S&H GREEN STAMP BOOKS**  
Filled mean Extra Christmas Gifts

**DOUBLE S&H GREEN STAMPS TUESDAY**





**IF YOU NEED TO EXCHANGE**  
**SELL TRADE RENT BUY HIRE**  
**PHONE 2361**

**Services**  
 TURN Crankshafts for all makes autos, light trucks—also parts, wholesale, retail.—Super Service of Morton, one block west of Post Office. 3-tfc

**Services**  
 BOATY'S GARAGE on the Alley South of Football Field. Don't claim to be the best, but I'm pretty good. All work guaranteed. Try me. 13-tfc

**PERSONALIZE YOUR GIFTS** — We are now equipped to do engraving. R. E. Dunham Jewelry. 22-tfc

Trouble lies ahead for the person who decides he is a little too good for his job.

**Morton Tribune**

"TEXAS' LAST FRONTIER"

OFFICIAL NEWSPAPER OF COCHRAN COUNTY

Published Every Thursday Morning 106 North Main Street, Morton, Texas

MAX DALEY — BILL GLASSFORD — E. H. IRWIN  
Owners and Publishers

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BILL GLASSFORD MANAGER  
E. H. IRWIN EDITOR

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New 1955, Nationally-Advertised Twin Brush  
**FLOOR POLISHER and SCRUBBER**  
 Regular \$65.50 Value!  
**PLUS: YEAR'S SUPPLY OF WAX**

Scrubbers  
Waxes  
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Polishes  
12-inch swath!

Choice of 4-lb. paste wax, or 1-gal. liquid, self-polishing wax

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GUARANTEED ONE YEAR!

You save \$15.55 on the polisher alone!

Polisher complete with:  
 • 2 waxing and scrubbing brushes  
 • 2 polishing brushes  
 • 2 reversible buffing pads  
 • Your choice of wax

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**BARGAIN DAYS**  
 NEW REDUCED RATES  
 NOW IN EFFECT ON

**THE FORT WORTH STAR-TELEGRAM**  
 ... THE STATE PAPER THAT MORE PEOPLE SUBSCRIBE TO THAN ANY OTHER NEWSPAPER IN TEXAS

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7 Days a Week for One Year by Mail	6 Days a Week for One Year by Mail
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<b>BARGAIN DAYS RATE .. 13.95</b>	<b>BARGAIN DAYS RATE .. 12.60</b>
YOU SAVE 4.05	YOU SAVE 2.40

Fill Out & Mail Today or See Your Hometown Agent

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ADDRESS .....

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**MORE NEWS! MORE PICTURES! MORE COMICS! PARADE MAGAZINE SUNDAYS!**

**FORT WORTH STAR-TELEGRAM**  
 LARGEST CIRCULATION IN TEXAS—OVER 220,000 DAILY AND SUNDAY  
 AMON G. CARTER, PUBLISHER

**Letters to Santa**  
 Morton School  
 Morton, Texas  
 December 7, 1954

Dear Santa,  
 I have tried to be good all year. I wish you would bring me a record player and a football suit. I wish you would bring my friend Rodney a football suit and some guns.

Love  
 Richard Funk

**Wanted**  
 NEW CAR and TRACTOR Salesman WANTED—Apply in person, Miller Motor, Co., Morton Texas. 41-1 tfc

**For Sale**  
 FARMERS ATTENTION—We are the dealer for PORTABLE ALUMINUM SPRINKLER IRRIGATION SYSTEM. If you are planning on installing a sprinkler system we will be glad to figure your needs. McMASTER TRACTOR CO., Box 7, Morton, Texas, Phone 2341. 30-tfc

**FOR SALE** — Five-room house. To Be Moved. Tarver's Service Station. 15-tfc

**FOR SALE** — 3 bedroom house, with large den, extra large living room, dining room, kitchen and bath. Street under process of being paved. Square footage, 1,500, priced at \$10,000. Completely remodeled, and decorated. See Bud Nairn, 703 E. Buchanan. 52-tfc

**FOR SALE** — 21 ft. Aluminum house Trailer. Can be seen at Page's Trailer Court. — M. Hale, Day phone 3461. 38-4 tp

**FOR SALE** — Practically new Up-right Singer Sweeper — Cheap Phone 4372—Mrs. J. W. McDermott 38-tfc

**CHRISTMAS TREES FOR SALE** — 5 to 12 feet. Farmer's Produce. South of the signal Light.

**CHRISTMAS TREES FOR SALE** — Freshly cut spruce. See at C. T. Sullivans 1 1/2 miles east on Lubbock highway, 1st house south. 41-1 tp

**FOR SALE**—Girls' bicycle 26-inch wheels. Good condition. Priced to sell. M & M Barber Shop 29-tfc

**FOR SALE CHEAP** — 4 room house and barn to be moved. See Roy Gunnels, Morton, Texas. 40 2 tp

**FOR SALE**—Two registered Hampshire boar without papers. \$50. each. See J. W. McDermott. 40. 4 to

**FOR SALE**—Choice Heigeri butts baled. \$20 per ton — P. J. Ausmus 2 miles south of Maple. 40 1 tp

**FOR SALE**—4 room house and bath. 75-ft. front. 2 blocks south high school building. Patton addition. G. E. Skaggs. 40-4 tp

**PARAKEETS** — Baby birds for Christmas \$2.00—Cages, Texaco Station, Mr. Snow, Enochs, Texas. 41-2 tp

**FARM FOR SALE**—320 acres, improved 1/2 in cultivation. 6 miles northeast of Plains, \$50 per acre. R. W. Adcock, Plains, Texas. 41-2 tp

**Three Way News**  
 By MRS. FRANK GRIFFITH

Jacquetta Boozer was on the sick list the past week.

Mrs. C. W. Coffman, mother of Rev. Clyde Coffman, has been hospitalized at the West Plains Clinic, Muleshoe. She is reported to be doing well.

Mrs. Dan St. Clair of Van Horn, formerly of this community is in the West Plains Clinic also.

Bonnie, Hazel, and Eva Dell

Morton School  
 Morton, Texas  
 December 7, 1954

Dear Santa,  
 I have been good for some toys. I hope that every body will have a merry Christmas. I want a bicycle, B-B gun, camera and a whip. I am 8 years old.

Love  
 Ricki Van Coffman

Morton School  
 Morton, Texas  
 December 7, 1954

Dear Santa,  
 I thank you for the things you brought me last year. I want a football, wagon, a be-be gun, and some be-bees for my gun.

Love  
 Johnny Lloyd

Morton School  
 Morton, Texas  
 December 7, 1954

Dear Santa,  
 I have tried to be good. I have worked hard. I want a doll and some doll clothes and a toy telephone, and a piano, that's all.

Love  
 Lois Baker

Morton School  
 Morton, Texas  
 December 7, 1954

Dear Santa,  
 I am going to be nice this year. I want a doll, a dress and some doll clothes.

Love  
 Beverly Criswell

**For Sale or Trade**  
 FOR SALE or TRADE — 4 room house with bath. Will trade for farm equipment. Good location. Phone 2861, Merle Ensor. 37-tfc

**For Rent Unfurnished**  
 FOR RENT — Unfurnished house 3 rooms and Bath. See Fred Morrison or Call 2861 or 5551 32-tfc

**For Rent Furnished**  
 SEE Mrs. A. Baker at Baker Apts. for nice furnished Apts. Priced \$10 per week up. 35-tfc

**FOR RENT** — 4 room furnished house. See Mrs. A. Baker at Baker Apts. 37-tfc

**FOR RENT** — Sleeping rooms and apartments. Inquire at the La Mesa Cafe. 12-tfc

**FOR RENT** — Furnished apartments, Wilson's Southside Courts. Phone 2676. 20-52tp.

**FOR RENT** — Modern 4-room furnished house. All newly decorated, inquire Coach Walters 40-3 tp

Carpenter have returned from Ariz. They spent three weeks visiting relatives there.

Mrs. Frank Knox was hostess for the class meeting and social for the Women's Sunday School Classes of Three Way Baptist Church.

Mystery Pals were revealed and names drawn again for the coming year.

Those attending the party were Mesdames D. P. Brinker, Bill Davis, John Gay, Bradley, Archie Sims, Johnny Critter, Winfred Rush, Adolph Wittner, Andrew Wittner, Jerry Ferguson, Ted Ferguson, Albert Ellis, A. J. Neutzler, Alene Chapman, Elmer Battaes, and Edler.

Plans were made for the Christmas party to be given in the home of Mrs. Baker Johnson Dec. 13. Each lady is to bring a gift to exchange, also a toy gift for the Nursery at the Church.

Three Way High School girls and boys basketball teams played Pep at Pep November 30 and at Three Way Friday December 3. They won all four games. They will play in the Whiteface tournament this week and in the Pettit tournament next week.

The grade school teams played in the Bledsoe tournament. The boys were defeated by Causey in the consolation finals. The girls placed 2nd, Whiteface girls defeated them for 1st place.

The Three Way pep club entertained the football boys with a banquet Thursday evening, Dec. 2 in the gym. Fried chicken potatoes, gravy, corn, hot rolls, ice cream and cake coffee and lemonade were on the menu.

Miss Kay Cole, football sweetheart was presented a miniature gold football by the capt. of the team Ronald Coleman.

Mrs. Billy Knox was confined to her bed with the flu last week.

Guests in the Trutt Smith home Sunday for a belated Thanksgiving Dinner were: Mr. and Mrs. Henry Higginbotham Sr., Mr. and Mrs. Ben Higginbotham and children, all of Muleshoe, Mr. and Mrs. Henry Higginbotham Jr., and children of Crosbyton, Mr. and Mrs. R. B. Chesser and Glenda Ruth of Snyder, Curtis Smith of Muleshoe, Mr. and Mrs. Albert Ellis and A. J. and Jimmy Battaes of this community.

Mr. and Mrs. Jacky Knox of Lubbock visited Mr. and Mrs. Frank Knox Sunday and Monday. Jacquelyn Rhea was on the sick list the past week. She had a throat infection.

Mrs. Charlie Clair is also on the sick list.

**AUTO INSURANCE**  
 CAN NOW BE PAID IN EASY MONTHLY INSTALLMENTS. PROTECT YOUR DRIVERS LICENSE BEFORE YOUR ACCIDENT HAPPENS.

**ROY WEEKES AGENCY**  
 ALL FORMS OF INSURANCE  
 215 South Main Telephone 3601

**Holiday Special!**

Good Friday, Saturday and Monday, Dec. 17-18-20

**Cake Mix** BETTY CROCKER or HILLSBURY All Flavors . . ea. **35c**

PACIFIC PEARL Oysters 10 oz. can . . 59c	• FRESH MEATS • PREMIUM COOKED HAMS, 1/2 or whole . LB. 63c
OCEAN SPRAY Cranberry Sauce 1 lb. size . . 19c	CHOICE CUTS ROAST BEEF . . LB. 35c
COLORED Charmin Tissue 2 for . . . . . 25c	NICE LEAN PORK ROAST . . . LB. 43c
<b>SUGAR</b> Imperial Pure Cane . 10 lbs. . . <b>89c</b>	CORN KING, WILSON SLICED BACON . . . . . LB. 59c
GOLD COAST In heavy syrup Spiced Peaches No. 2 1/2 can . 28c	LIBBY'S FANCY, SOUR or DILL Pickles 22 oz. . . . . 35c
<b>Snowdrift</b> 15c coupon in can . 3 lbs. <b>85c</b>	LIBBY'S Whole Green Blue Lake Beans No. 303 . . . . . 25c
LARGE Walnuts Lb. . . . . 39c	ALL FLAVORS Jello 3 pkgs. . . . . 23c
<b>FLOUR</b> Light Crust Pillow Case Sack . . 25 lbs. <b>\$1.89</b>	LIBBY'S NO. 1 CAN SLICED or CRUSHED Pineapple Can . . . . . 15c
PAPER SHELL Pecans Lb. . . . . 53c	FROZEN Catfish Lb. . . . . 35c
<b>SPUDS</b> 10 lbs. Red No. 1 . . . . . 45c 25 lbs. Red No. 1 . . . . . 89c	DONALD DUCK FROZEN FANCY Broccoli 10 oz. . . . . 23c
FANCY WASHINGTON Red Delicious Apples Lb. . . . . 19c	FANCY TREE-RIPE ARIZONA <b>ORANGES</b> . . . . . LB. 10c
CELLO BAG Carrots Bag . . . . . 10c	DOUBLE SCOTTE SAVING STAMPS EVERY TUESDAY ON BULO PURCHASE OR MORE
LARGE STALKS Celery Stk. . . . . 15c	<b>WILLIS FOOD</b> PHONE 2581 — WE DELIVER

Order Your  
  
 NOW!!  
 SEE OUR  
  
 SELECTIONS . . .  
 WE'VE  
  
 AND  
  
 TO SUIT EVERYONE!  
  
 GET  
  
 NOW

**TICKETS ON SALE NOW**

Give 'em for Christmas !!

**BLACKWOOD BROS. CONCERT**

**JAN. 10—8 P. M.**

**Cochran County Auditorium**

Reserve Seats .....	1.50
General Admission, Adults .....	1.00
Students .....	50c
Children under School Age .....	FREE

ALL PROFITS TO MARCH of DIMES

SPONSORED by the JAYCEES

Reserve Seat Tickets AVAILABLE at FIRST STATE BANK or By MAIL at BOX 34, MORTON, TEXAS (Check or Money Order)

—Other Seats Available from Any Jaycee—



**DAUGHTER, BROTHER**  
 Mrs. W. W. Lytle and Mrs. Curtis of Weatherford visited last week in the home of his brother, E. R. Lytle.  
 He also visited two of his daughters, Mrs. Thuri Lemons of Bailyton and Mrs. Eddie Irwin of Morton.

**BLUESO VISITORS**  
 Mr. and Mrs. E. R. Lytle, Mr. and Mrs. W. W. Lytle and son Curtis of Weatherford and Mrs. Eddie Irwin and daughter Sharon spent last Wednesday visiting in the Donald Brown home in Bledsoe.

### Miss Helen Hodges Weds Sidney Earl Tinnin, Friday

Mr. and Mrs. Sidney Earl Tinnin, who were married Friday at 7 p.m. in St. John's Methodist Church in Lubbock with the Rev. Hubert Bratcher reading a double ceremony, are at home at 2520 27th St. The couple are students at Texas Tech.  
 The bride is the former Miss Helen Marie Hodges, daughter of Mr. and Mrs. T. C. Hodges of Morton. Mr. and Mrs. E. B. Tinnin of Ralls are parents of the bridegroom.

Organist Cappy Brown played the marches and accompanied Miss Claudia Ticer who sang "Always." Miss Barbara Barlow read "How Do I Love Thee" (Browning) when the couple met at the wedding altar. The arch was decorated with foliage and lighted with tapers.

The bride wore a street length dress of white wool, designed on princess lines, with three quarter length sleeves and rolled collar trimmed in gold madras and pearls and draped skirt of pearl tulle. Her father gave her in marriage.

Miss Beverly Lisenby of Turkey served her cousin as maid of honor. She wore princess styled yellow taffeta and carried carry yellow carnations.

Curtis Stevens Jr. of San Angelo was best man. The bridegroom's cousins, Dovee Lynch of Ralls and Charles Wilks of Hobbs, N. M., and Raymond Stephens of Lubbock were ushers.

The bride's table was centered with a white satin heart flanked with red carnations, and from which silver bells, lettered with Helen and Sidney, were suspended. Assisting in hospitalities were Misses Norene Truitt, Pat Cantrell and Shirley Cook.

The couple went to Bledsoe, N. M., for a brief wedding trip. The bridegroom is a graduate of New-

Mexico Military Institute, Roswell, N. M.

The bride was a graduate of the 1952 Morton High school and is now a Senior at Texas Tech.



Miss Hodges and Mr. Tinnin, who were married in the Twentieth Century-Fox CinemaScope production in Technicolor, "King of the Khyber Rifles," at the Ross Theatre Wed., Thurs. December 22-23.

#### LEGAL NOTICE IN NOTICE TO BIDDERS THE STATE OF TEXAS COUNTY OF COCHRAN

Notice is hereby given that the Commissioners' Court of Cochran County, Texas, will receive bids for certain equipment described herein up to 10:00 o'clock A.M. on Thursday, December 30, 1954, at which time said bids will be opened and read in open court at the regular meeting place in the courthouse at Morton, Texas; said equipment being described as follows:

1. Wheel type bucket loader machine to have a bucket capacity of 3/4 yard struck measure. To be gasoline powered with not less than 50 H.P. at not more than 1800 R.P.M. machine to be so constructed as to have driving wheels next to bucket. Machine to have 5 speeds forward and 5 speeds in reverse. Machine to have torque converter drive, and hydraulic booster steering. Tires are to have a minimum size of 18 1/2 x 24 and drivers and 7-00 x 20 on steering wheels. Machine to be standard equipped with electric starting, oil both air cleaner and oil filter.

The successful bidder to take in trade one used Ford tractor equipped with front end bucket loader and rear mount blade; and all bids shall be net purchase price including trade in.

The court reserves the right to reject any and all bids. In open court this the 13th day of December, 1954.

Fred Stockdale, County Judge Cochran County, Texas

**New and Used Cars**

Let's All Have A Merry Christmas

Trade cars with us Today

**Ed Howell Motor Co.**

CLARK BLDG. PHONE 5331 MORTON

Redeem your Scottie Stamps at **MORTON DRUG STORE** NORTHSIDE SQUARE

they're good as Cash on any item in our Store

**TOYS TOYS TOYS**

THE CHRISTMAS STORE WITH GALORE

at **ST. CLAIR'S BEN FRANKLIN Store**

King Arthur <b>Sword and Shield Set</b> Ideal for harmless play, inexpensive, but delightful <b>1.29</b>		<b>Battery Operated Train</b> Runs on rubber cable, lots of fun <b>2.98</b>
<b>Knight in Armor Set</b> Helmet, sword and sheath, shield and breast-plate <b>3.98</b>		Betty Crocker <b>Cooking Set</b> Complete with cake mixes, utensils, pans, etc., a gift to please the little housewife <b>4.98</b>
<b>Structo Road Grader</b> All metal, 18 inches long, rugged <b>3.98</b>		<b>Big 18-inch Doll</b> Latex body, vinyl head, sleeps, cries, dressed in ruffled bonnet, lace and embroidery dress <b>4.98</b>
Frontier <b>Cap Shooting Rifle</b> A real play gun that carries a pioneer look <b>2.98</b>		When you shop <b>ST. CLAIR'S BEN FRANKLIN</b>
<b>Mechanical Train Set</b> Complete with tracks and three freight cars <b>2.98</b>		

**Cobb's ... GIFT Guide**

for HIM ...

- comfortable, long-lasting PAJAMAS by Manhattan from 3-98
- popular, rugged STRETCH SOCKS in fancies and solid colors from 79c
- ever-needed JEWELRY by Hickok in all the latest color and styles from 1-50
- exciting new TIES by Wembley and Manhattan, and he'll need a complete new Tie wardrobe this year what with all the clothing colors from 1-50
- ever-popular, comfortable HOUSE SHOES in styles that will please in the years ahead from 4-98
- long-wearing, pretty NYLON Boxer SHORTS in all the available colors for only 1-00
- new, eye-catching BELTS by Hickok and Tex Tan in conventional or new color styles to match shirt and socks from 1-50

for HER ...

- heart lovin' HOUSESHOES by Daniel Green and Wohl in all the pretty new styles from 3-98
- beautiful LINGERIE by Luxite and Munsingwear designed to please come Christmas from 1-98
- new, gorgeous ROBES and GOWNS by Luxite, Schrank and Munsingwear in popular fabrics and colors from 3-98
- just arrived ROPE BEADS and JEWELRY that adds to any lady's costume from 1-00
- popular, pleasing HOSE by Clausner that are next to the heart of any lady from 79c
- for a special gift ... PAJAMAS in nylon, rayon and flannel from 3-98
- for the young lady, in high school or college ... the young man earning more education ... the traveler ... overnight visitors ... nothing pleases like SAMSONITE LUGGAGE ... and COBB'S is the place to make your selections and don't forget ... 'tis only eight (8) more shopping days till Christmas ... let Cobb's trained clerks help you make Christmas gift selections that will PLEASE ... both the giver and receiver ...

**Cobb's**



THIS WEEK ON THE TELEVISION SCENE

KDUB - TV Channel 13

Table of TV programs for KDUB-TV Channel 13, listing times and program titles for Thursday, Friday, Saturday, and Sunday.

KCBD - TV Channel 11

Table of TV programs for KCBD-TV Channel 11, listing times and program titles for Thursday, Friday, Saturday, and Sunday.

Three Way News . . .

'BE COURTEOUS TO ALL. SOCIABLE TO MANY. FAMILIAR WITH FEW' Whenever you enter our Pharmacy, you will like the courtesy with which everyone will serve you. We want you to feel that every visit is as pleasant as a social call.

Maple received a few flakes of snow Saturday evening, however, the Northern part of the community did not get any of the much needed moisture. Three Way girls and boys basketball teams entered Whiteface tournament, but were defeated Monday night by the Shallowater team.

with Mrs. Frank Knox Tuesday December 7. Plans were made for their Christmas party to be given in the home of Mrs. Jack Lowe. Enoch Baptist Church was host to the W. M. U. of the West Plains Association Wednesday December 1. Among those of Three Way taking part in the Week of Prayer program were Mesdames Elvis Julian and Chester Petree of Watson Bay.

THE DARK AGES The religious system that we have pointed out to you had its development, gradually gained more control over the affairs of men until it was granted jurisdiction over the civil affairs of men. This ecclesiastical hierarchy that developed was not then and is not now the New Testament church. The best definition that I could render for such a system would be that it is a mixture of Judaism, paganism and Christianity. Take a small part of the latter, larger portions of the other two, blend them together properly and you have that institution that was in control of the affairs of this old world at the beginning of and during the dark ages.

WHAT WILL IT BE FOR CHRISTMAS? FOR MOM, FOR BROTHER or SISTER, FOR THE KIDS, FOR HER, FOR THE WHOLE FAMILY. Includes images of a toaster, record player, table and chairs, and a baby carriage, along with lists of household items and toys.

NEW 1955 ZENITH FOR 1955 and for Sales and Service Ray's Hardware & Appliance

SEE IT TODAY! RCA - VICTOR for '55 AT ROSE AUTO & APPLIANCE



edlines..

By Eddie Irwin

WE HOPE JACK Russell (of the Hume Russells) got as much back out of our mistake last week as did his folks who suddenly read that they had become grandparents.

IT WAS ANOTHER Jack Russell, formerly of Morton who became the proud father. Jack moved from here quite some time ago.

WE THOUGHT we'd made two bad mistakes. We had prevailed on

the Bula group, who were playing basketball in the Whiteface tourney on Wednesday night, to bring us back a complete list of the results of the tourney. Working on the paper, we were unable to attend.

THE INFORMATION that the Morton boys won, which we in turn passed on by way of a story and headline. Then, the first thing we read in the Lubbock paper Thursday morning was that Morton's boys had been beaten by O'Donnell.

IT WAS the Avalanche-Journal that had been misinformed by phone and our basketball story was correct. So, perhaps, in addition to apologizing to our readers and to both Russell families for our mistake, we should also extend apologies for the Avalanche-Journal for their mistake. Don't imagine they had that mistake called to their attention even one 100th as many times as ours was pointed out to us.

THE BIG day gets closer and closer all the time. Christmas season is in full swing, and by the time this gets in print, more than half of the club and organization Christmas parties will have already been held.

THE END of Christmas shopping, the fall boom will be at an end. Harvest will be nearly completed and we'll have harvested another "fair" crop, but not enough to get even with the previous rough years.

WAITING TO get the report on our 1954 crop. Think it will compare, overall, favorably with last year's. In fact, we think it'll be a little better, including everything. But we haven't yet received the official on the allotment for the coming year.

THERE WAS some way we could get actual, concrete facts on how many people have moved into town, how many have moved out; how many farmers have quit, how many have come here. That would be a good way to spike some of the growing pessimism.

BELIEVE THAT the majority are far too pessimistic over the outlook for the present and the future.

ATTENDED THE council meeting last week, we've talked to various businessmen concerning the proposed phone rate boost. Most of the people are rather strongly against the raise, but their objection isn't so much paying out more money, as it is getting better service.

WAS BROUGHT up at the Council Meeting and the phone company spokesman admitted service here wasn't all that might be. But as for the reason for the troubles, they weren't exactly sure. Seems that sand getting in the main building behind the old phone office, may be some of the trouble.

DID SEEM ROUGH was that even with increased rates we have no assurance that service will be better. They only say they expect it to be better when the new building is completed. This much is sure.

Regardless of the fact that the phone company needs more money to operate, the local subscribers aren't going to be happy until they get service. After all the telephone

company is one based on service to the public. When they fail to provide service, they cease to have a reason to do business.

OF HAVING the PO officials jump all over us let us mention we were very happy Saturday to be able to make the weekly drawing award to Mrs. Bill Edwards on a

ticket that Bill himself signed, before he was killed in that traffic accident a couple of months ago. Only wish it had been a higher percent ticket.

Standard Abstract Company

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BOX 977

Maxine Smith Earl Burns Are Married

Miss Maxine Smith daughter of Mr. and Mrs. Truman Smith Rt. 2 Morton, and Earl Burns son of Mr. and Mrs. E. H. Burns of Rt. 1 Brownfield, Texas, were married Thanksgiving Day.

The single ring ceremony was performed by Byron Willis in his home.

Mrs. Mary Lee Smith served her sister as Maid of honor and Bill Randolph of Lamesa attended the bridegroom.

The bride is a graduate of Morton High School and attended Texas Tech last year.

The bridegroom is a graduate of Ackerly High School and at present is attending Texas Tech. They are at home at 2411, 21st St., Lubbock.

Charles Ledbetter Honored Saturday On 8th Birthday

Mr. and Mrs. M. C. Ledbetter hosted a birthday party, Saturday afternoon for 8-year-old Charles Ledbetter.

The guests played two quarters of 6-man football on the local gridiron before a late afternoon snow forced postponement of the game. They retired to the Ledbetter home where they were served refreshments.

Guests included Royce and Randall Witte, Howard Killian, Sandy Wallace, Marlin Rose, Mike Doss, Ravi Ross, Norman Houghton, Larry Miller, Benny Turney and Donnie Dewbre.

Dr. Woods & Armistead OPTOMETRISTS Ira E. Woods, O.D. B. W. Armistead, O.D. Glenn S. Burk, O.D. 406 LFD Drive Littlefield, Texas Phone 1000

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- Morton Tribune Eastside Cafe Hawkins Oldsmobile Co. McMaster Tractor Co. Morton Malt Shop Morton Furniture Coffee Shop Loran-Stripling Co. Willis Food Sanders Implement Green Jewelers Byron's Auto Supply Banks-Ross

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good - All Next Week

MEATS

Swift's Premium (4-lbs.) PICNICS . . lb. 45¢

Swift's Premium Bacon . . . lb. 63¢

Swift's Premium Franks . . . lb. 49¢

Swift's Premium (Jumbo) Bologna . . lb. 49¢

Swift's Seminole Bacon . . . lb. 49¢

ARMOUR'S STAR, Cooked Half or Whole Ham . . . lb. 65¢

Homemade, Bulk Sausage . . lb. 49¢

Fryers . . . ea. 89¢

Swift's Pure Lard . lb. 69¢

ROUND Steak . . . lb. 59¢

No. 1 Red, Washed 10 lb. Potatoes . . . bag 49¢

LARGE, FIRM HEADS Lettuce . lb. 12 1/2¢

All popular brands Coffee . . . . . 1 lb. \$1.09

CUT GREEN, NO. 303 Beans . 2 for 25¢

Kimbell's Oleo . . . . . lb. 20¢

Washington, fancy, delicious APPLES . . . . . lb. 19¢

Calif. Navel Oranges . . . . 2 lbs. 25¢

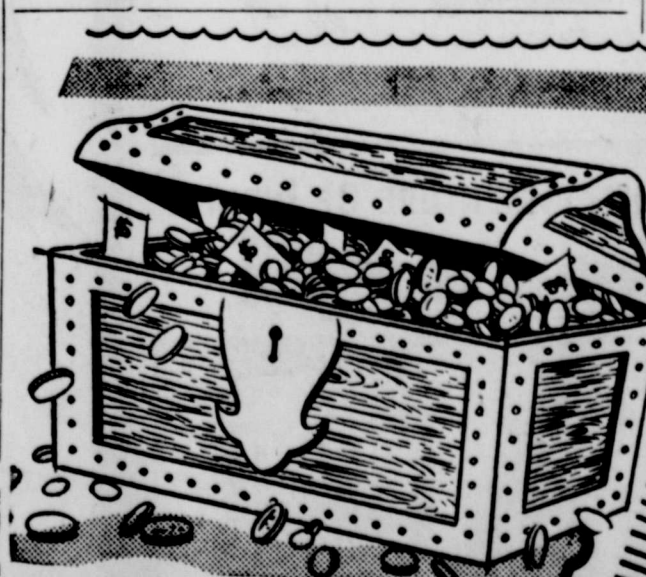
Concho, No. 303 Can Tomatoes . . 2 for 25¢

TALL CANS ALL BRANDS, CANNED Lettuce . lb. 12 1/2¢ Biscuits 2 for 25¢ Milk . . 2 for 29¢

White Swan, Cranberry 303 CAN Coffee . . . . . 1 lb. \$1.09 Sauce . . . . . 19¢

WHITE SWAN, NO. 2 1/2 Peaches . . . 29¢ IMPERIAL Sugar 10 lbs. 98¢

Walnuts, Pecans almonds, Brazil nuts Oleo . . . . . lb. 20¢ lb. . . . . 50¢



JOE'S GROCERY AND MARKET



### Water Problem Getting Worse In Texas

AUSTIN, Texas, Dec.—Texas is suffering from the effects of a king-size-drouth, not an ordinary one and steps should be taken to make wise use of such rain that does fall, according to the Water Education Committee of the Texas Society of Professional Engineers.

The committee, which has been making an intensive study of Texas water problems for the last six months will release a report soon in the interest of acquainting Texans with the major phases of the water situation.

A preliminary draft of the report quotes A. N. Sayre, chief of the U. S. Geological Survey, as stating that the Texas drouth ranks in duration and severity with the eight major drouth of the last 600 years.

It has been in full sway in one part of the State or another for more than 10 years and during most of that period it has continuously inflicted miseries on most of the State and its people, the tentative report states.

The drouth's effects on the economy of the State are great, and extend far beyond the borders of Texas. Drouth conditions have existed in Arizona since 1942 in New Mexico since 1943 and in California since 1945.

Although the legislature cannot change the weather conditions that have produced this drouth, the engineers' water education committee believes the law-makers can, in cooperative action with other government agencies, enact a comprehensive program of water development and control, and thereby afford a measure of relief.

The education committee is preparing a series of recommendations to the governor and the legislature. It is expected the full report will be available toward the latter part of this month. At the same time the recommendations are given to state officials, the committee's complete water report will be released to newspapers in a series of brief articles.



KING OF KHYBER RIFLES 2c

Tyrone Power locks in death struggle with Guy Rolfe in the classic novel of British colonials in India, "King of the Khyber Rifles" filmed by Twentieth Century-Fox in the new Cinema-Scope process and showing Wednesday and Thursday, December 22-23, at the Rose Theatre, Morton.

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MORTON, TEXAS

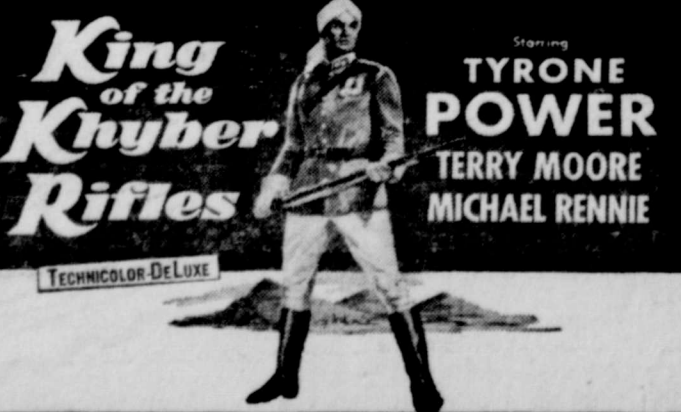
THURSDAY & FRIDAY—DECEMBER 16 & 17



WEDNESDAY & THURSDAY—DECEMBER 22 & 23

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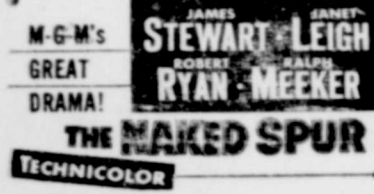


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MORTON, TEXAS

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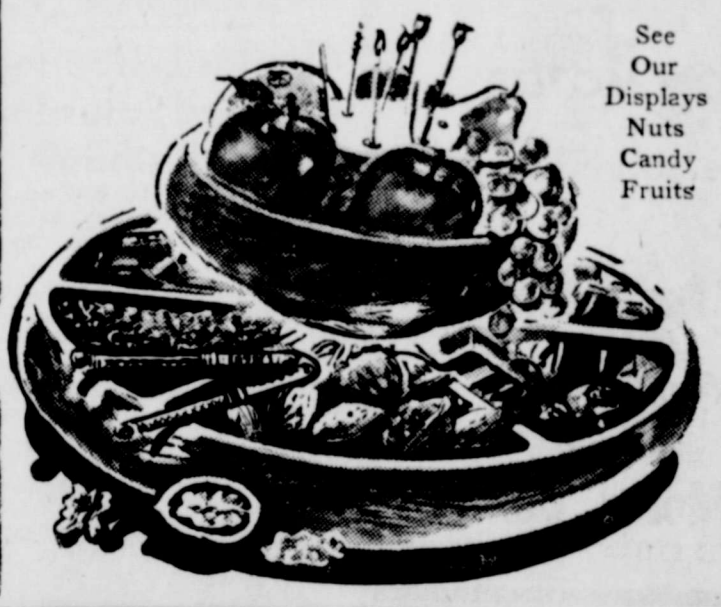
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- Flame Tokay Grapes 1 lb. . . . . 12 1/2¢
- Crisp Celery Stk. . . . . 12 1/2¢
- Fresh Coconuts Ea. . . . . 14¢
- Texas, Sack Oranges 5 lbs. . . . . 39¢

- Swandown, Yellow, White, Chocolate Cake Mixes 3 Boxes 1 00
- Maryland Club 2 oz. Instant Coffee Jar 59¢
- Chicken-of-Sea, Chunk Style Tuna 3 Cans 1 00



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### Meats

- Armour's Star Hams 1/2 or whole lb. . . . . 59¢
- Wicklow Bacon 1 lb. . . . . 59¢
- Brown & Serve, Swift's Sausage PKg. . . . . 49¢
- Nice Fryers lb. . . . . 49¢
- Swift's Prem Luncheon Meat can . . . . . 43¢

# FLOUR SHURFINE 10-lb. SACK 79¢

### Frozen Foods

- Camano Strawberries 10 oz. PKg. . 15¢
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- Donald Duck Orange Juice 6 oz. can . . 15¢

- Eagle Brand MILK 15 oz. CAN . . . . . 29¢
- Shurline No. 300 PUMPKIN 2 CANS . . . . . 25¢
- Baker's COCONUT 4 oz. BOX . . . . . 15¢
- Hunt's No. 2 1/2 Can PEACHES 4 CANS . . . . . 1.00

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INSTANT MAXWELL HOUSE COFFEE 6 oz. Jar 1.69 OF COURSE!

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