DOLLAR * DAY * SPECIAL

U.S. POSTAGE Permit No. 21 PAID Morton, Texas

County Polio Fund Drive Opens;

LOCAL BOXHOLDER **RURAL ROUTE ROUTE STAR**

campa'gn will continue until Jan-

Any groups, clubs, or individuals vishing to help in anyway, are

asked to communicate their ideas

to Howell or members of his staff

of volunteer workers, immediately. Jack Wallace is County Chair-

man. Mrs. Orville Tilger is treasur-

separate events will be conducted. Howell, who will have more to

say as the month progresses, em-

pasized this week "more money is

needed than ever before as the

nation heads down the home

stretch in its battle to completely

wipe out the disease. Your help



VOL. II

Stricklands' Will Observe 20th Anniversary

management of Mr. and Mrs. B. McIlrov will hold a 20th anersary open house Monday in or of 20 consecutive years of ness in Morton.

be served. A drawing will be them large families.

Complete details are found in ar Dollar Day Special.

One Accident One DWI Fine Over Holidays

Its were kept to a minimum in Morton and Cochran County over just two incidents occurring good. mar an otherwise good record. ommie Lee Jackson of Paducah arrested December 23rd on a ricket Sale arrested December 23rd on a pled guilty and received a of \$50 and costs three days in and the license suspension. molished an automobile on the already been sold.

mained in the hospital until Thurs.

Morton's New Patrol Car In Operation

day of this week.

City Marshall Joe Hodge is now driving the new City of Morton It's A Girl police car purchased from Allsup Chevrolet last month and delivered And Her Name's a few days ago.

black in color and fully equipped heavy duty generator, back - up child of the J. L. Merrills. lights, lights and red blinker lights.

Accident Victim Still Improving

Still confined to the local hospital this ewek is 16-year old Dor's Linton, victim of an auto accident about 10 days before Christmas. Vows Exchanged At Lovington Dor's, young daughter of Mr. and Mrs. Elmer Linton of Morton, continues to show much improvement. hours following the mishap. She Mr. and Mrs. Carl Alexander Rt. 1 candles. had been in critical condition. Details on how the car in which

she and Ronald Fraley, also of J. D. Hawthorne of Morton. Morton, overturned are not yet

Ranch House Is Lost In Fire

Mrs. Oather Hall of Portales. WHITEFACE (Spl.) - A ranch house vacant for the last 15 or 20 by the bride was detailed with cake. days, burned to the ground, Sunshe wore a white satin hat and a lace cloth over red and the cen-The fire was controlled three creamy white lizard shoes, She terpiece was arranged of red carna-

carried a purple orchid on a white tions and frosted greenry in a hours after it was discovered, in Bible, an empty house located behind the The maid of honor Minnie Ola Whiteface school. However, it was Cox Lovington were a brown full Jauld'ne and Weldon will be at deemed a "complete loss" by fire- sk'rted street length dress with a home in Veterans Village ENMU bouffant slip fitted waist and a in Portales where Weldon is a No cause of the fire was an-Bridesmaid, Mrs. Ben Alexander Weatherford High School and atwas dressed in a pink suit with tended Weatherford Jun'or Col-

Martha Waller Wed Merl Bridges

Miss Martha Jane Waller daughter of Mr. and Mrs. J. M. attendant to the groom, Waller of Morton became the bride | The bride's mother wore a gray

of Merl Bridges of Hereford, last suit with a corsage of white carnations. The groom's mother was

were blue tinted carnations.

Thirty Families Given Christmas

Because each of us cannot get

was appreciated by those , who

CARD OF APPRECIATION

spend Christmas together

HOLD FAMILY REUNION

ber 23rd, except Curtis Snitker.

ceived here this week of the seri-

frosted vase by tall red tapers.

Following a short wedding trip

Weldon was graduated from Por.

MOTHER IS ILL

nesday preceding Christmas. The 30 family 1'st had been compiled through efforts of County around to shaking each hand, let officers, club workers, and anyone us here and now say, "thank you ack for the day will be Mr. and, who knew of hardship case. It in- very much for your efforts." Only R. C Strickland, founders of cluded White Negro, and Spanish- you who actually delivered the business Coffee and doughnuts American families, nearly all of baskets can realize how much it J. O. (Jim) Hill who had served

tisement in this issue of the past, the success was due to a MOVE TO SOCORRO interest.

delivered. Workers made every ef- farming. fort to select at least one suitable Mrs. Cunningham has purchased tov for every child on the list and a beauty shop in Socorro and it included approximately 100 chil. will take over operation as soon as dren. Clothes were apportioned the family 's settled in Socorro.

As is always the case, a few per-

The only county accident report. Nearly 100 of the 350 reserved l, came before the freezing snow seats set aside for the Jaycee ad 'ced the pavement. Also on sponsored second visit to Morton VISIT WITH CHILDREN December 23rd, Dickson Bills of of the nationally famous Black. Whiteface turned over and de- wood Brothers, January 10th, have

lie pasture near Bledsoe. The The reserve seat idea was inauweather.

Bills received aggravated back pearance of the quartet. As the James Beck and family and Mr. Bils received aggravated back toket sale swung into its final and Mrs. Buddy Vanlandingham. Jobs Announced week Jaycees were again predic-

ting a full house. One week from tomorrow the March of Dimes benefit show will e unraveled. All Javcee profits will be given to the MOD. The recently the day after Christmas. Jaycettes will again host a dinner for the Jaycees and the quartet CLASS REUNION HELD

The s'x-cylinder Chevrolet, is Spelled "Nikki"

It was a big BOY, when anwith radio, heater, spotlight, nounced in the Tribune as the first

But it's an even bigger GIRL.

Saturday Dec. 18 at 7 p.m.

By Local Welfare Fund Efforts

A total of 30 needy families in | sons gave many, many hours of A total of 30 needy families in sons gave many, many hours of the Morton and Cochran County their time to see that the program Of Commissioner area were served up Christmas was carried out. It would be imthrough the combined efforts of possible to name all who helped. local citizens and clubs, the Wed. But the last days' efforts were mostly appreciated.

Probably more successful than | would have had no Christmas. have been the campaigns in the better coordinated program in which more people took an active

last week in the Tribune as an 8 Snitker of Enochs. Mrs. Shultz education may be substituted for lb. 13 ounce son, Nickie Dawn, was to leave for Dallas, mid-week part of the experience. should have been announced as an where she will undergo treatment 8 lb. 13 ounce girl, Nikki Dawn. at a clinic. The Snitkers made the Congratulations to the Merrills. Dallas trip with her.

Jauldine Alexander and Wel- tional wedding march.

was given in marriage by her over the archway.

The blue dressmaker suit worn of Morton, Texas cut the bride's

black accessories. Their corsages lege, She also attended ENMU.

man and U. S. Alexander as years in the Naval Air Corps.

Ran Holloman Take Office

Five new County and Precinct presiding. officers took over their offices at m'dnight, Friday night, officially including one new County Com-

missioner from Precinct One. M. R. (Ran) Holoman long time resident of Morton took over the Pct One Commiss onership from two terms. Holloman's first term carols. Cake and coffee were lar faces seen at community gath will be a four year term of fofice as passed in one of the amendments voted on last November.

ENOCHS (Spl.) - Mr. and Mrs. 3 Commissioner earned four year the Amherst Hospital. The boy Sam Cunningham, long time re- term which they started Saturday weighed 8 lbs. 10 oz. and was named Stovall is the former Nancy Everett. Not only a heaping basket of sidents of Enochs, moved this week along with County Judge Fred Lommie Lee. groceries, clothes donated and to Socorro, New Mexico where Stockdale, County and District toys, both new and repaired were Cunningham will be engaged in Clerk Lee Taylor and County men elected will beg'n serving Jimmy. Jong two week holiday season, out where they would do the most She is the former Lucille Sullivan. four year terms and the State of Texas will stagger its elections,

up for contest each two years. thanking the many organizations will be J. H. (Hardy) Rhyne who third child. and friends in and around Morton becomes Constable of Pct. One. who made it possible for us to Amos Taylor goes out of that of-Mr. and Mrs. B. E. York and stable of Pct. Three; J. B. Nixon, land, Texas died at 1.30 Sunday, Justice of the Peace Pct. Two and December 19. O. B. (Boots) Campbell, Constable

Mr and Mrs. C. W. Vanlandinging by the County Judge.

Civil Service

The W. M. Bryant family hosted of qualified people for the following toners for the men. a family reunion in their home types of positions, the United States

reunion at the school during the M scellaneous Duplicating Equip- and Mrs. Tommy Galt. recent Christmas holidays. All ment Operator, \$2 750 and \$2 950 a a year; Tabulation Project Plan. December 13. ner, \$3,410 and \$4,205 a year; and ENOCHS (Spl.)-News was re-

Tabulation lanner \$3,175 a year. To qualify, applicants must pass ous illness of Mrs. Shultz of Suna written test and must have had What was mistakenly announced down mother of Mrs. Clifford appropriate experience, High school tery pals revealed.

Also, the United States Civil Ser. vice Commission has announced a new examination for the following positions in rural telephony: Electronic Engineer (Wire Com. munications), \$4 205 to \$7.040 a year; Telephone Spec'alist, \$4,205 a vear; and Field Representative tinues to show much improvement. don Hale spoke their marriage A brother and cousin of the (Telephone Operations and Loans) She is now conscious after being vows under a floral archway at bride, Carl Alexander Jr., and \$4,205 to \$5,940 a year. Most of the unconcious for approximately 80 the home of the bride's parents Charlene Alexander Lighted the positions are in the Rural Electrificat'on Administration of the U.S. Frosted greenry decorated the Department of Agriculture located

She is a cousin of Mr. and Mrs. lattice archway where Jauldine throughout the country. and Weldon stood for the cere- No written test is required Ap-Rev. E. E. Hamilton pastor of mony. Baskets of white gladoli and plicants must have had appropriate the First Methodist Church heard candlebra were on each side, A experience or a combination of the exchange of vows. The bride spray of mistletoe was centered education and experience, Appropriate education alone may be At the reception following the qualifying for Electron'c Engineer The groom's parents are Mr. and ceremony Mrs. C. E. Alexander positions paying \$4 205 a year.

poured and Mrs. J. D. Hawthorne, Further information and applicat'on forms may be obtained from the Commission's Examiner in Charge, Mr. B. A. Proctor, located at Post Office or from the U. S. Civil Service Commission, Washington 25, D. C. Applications will be accepted by the Board of U. S. Civ'l Service Examiners, U. S. De. partment of Agriculture Washington 25, D .C. until further notice,

high white satin beaded collar. junior, Jauldine is a graduate of GIVEN COFFEE BY PRESIDENT Members of the Town and Country Study Club attended Wednesday. December 22, a coffee in the home of Mrs. LeRoy Johnson,

The groom's attendants were E.
F. Foreman Jr. of Portales, best tales High School and served four president of the club. Refreshments were served to approximately eighteen members. Miss Judy Johnson, doughter of Mr. and Mrs. J. C. Houghton and Mr. and Mrs. ohnson and student Bea, and Mr. and Mrs. Weldon at the University of Texas was

Three Way News ...

solo by Rev. Charlie Clair. The group then sang Christmas served to those present.

home for a few days. Treasurer O'Dell Smith. Other James Gillentine of Ft. Worth, county officers begin only a two born Dec. 16. Mrs. Gillentine is year term and will have their posts the former Anna Jewel Gowen of contested in 1956. At that time, the Maple. The baby was named

And it was a girl for Mr. and tended the Golden Wedding Anabout half the county officers being Mrs. Millard Townsend of Stegal born December 2 at Cochran Mrs. E. A. Preston of 1911 32nd St. Dallas. Another first termer taking over County Hospital. This is their Lubbock Sunday, December 26.

Russel J. Wall infant son of fice. Others are Bob Carter, Con- Mr. and Mrs. Berles Wall of Good. at Three Way Tuesday Dec 21.

Last rites were read in Wheeler Chapel of Portales Dec. 20 with The oath of office was officially Grover C. Ross officiating. Intern- FAMILY LIVING IN 1955 administered early Saturday morn. ment was in Portales Cemetery.

D. C. and vicinity, are still in need for the women and snow men but- have been small,

Bookkeeping Machine Operator, G. Goddy of 1322 S Ave C of Por. pected rise in living costs in 1955 it has slowed down. of Bula H gh school held a class Teletype Equipment), \$3,175 a year; Mr. and Mrs. Clint Everett, and Mr.

> Mr. and Mrs. Bill McDaniel of Ft. Morton last week,

CHRISTMAS IN ERICK

Erick Okla HERE FROM CALIFORNIA

MONDAY

Join the

It's good to see the college stud-

erings were Yvonne Mitchell, Don

Also home for the holidays were

Rev and Mrs Charlie Clair and

children spent Christmas with

Mr and Mrs Frank Griffith at-

Three Way high school basket-

relatives at Roswell, N M

Pfc. and Mrs. David Stovall. Mrs.

Mexico to Louisana.

Three Way P. T. A. met Monday vening December 20 in the school Tippie, and Frank Knox. ibrary with Mrs. B.ll Eubanks

The group enjoyed the Christsang "Have You Counted the Cast" and by Glenn Williams who made a speech on Christmas, also

Born to Mr. and Mrs. L. D. Krebbs I. V. Pierce, Wanda Price. Holloman and J. N. Foster, Pet. Sanderson a son December 16 at

party in their home Friday evening, December 17.

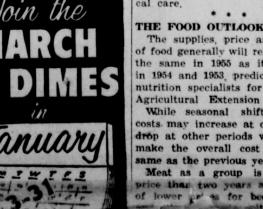
A Christmas program was pre-Bible quiz games were played. Gifts were exchanged and mys. ists.

VISIT HERE

Mr. and Mrs. Elma Seaney and mas with Mr. Seaney's father in

Mr. and Mrs. A. T. Taylor of

DOLLAR



Your Help Is Urgently Needed Hife of one Morton child and sent Cochran County will kick off its several others to the hospital for 1955 March of Dimes fund raising varying degrees of treatment. campaign to help battle polio, the Under the chairmanship of Ed Howell, local businessman the

disease that last year claimed the **Bailey Co-op Sets** Meeting Thursday

On Rates, Costs A meeting of all farmers who use Co-op electricity for irrigation and all who are interested in getting er. Co.workers have been named in Bledsoe and Whiteface where electricity for irrigation will be Stegal Tommy Galt, L. W. Chap- here Thursday at 7 p.m. at the man, Clint Everett, Pete Tarlton County Courthouse, according to Leon Reeves, Lonnie Jordan, L. A. D. B. Lancaster of the Bailey Coun.

ty Cooperattive. The meeting is one of two slated The teachers of Three Way The other will be at Muleshoe Wedmas program presented by Zed school went their different ways to nesday night. Rates and overall Robinson and Mrs. Johnson who take Christmas with folks back costs of electricity and electrical home. They scattered from New irrigation will be the main topic

of d'scussion. If you are interested, you are cordially invited to attend either ents home for the holidays. Fami- of these meetings,

Jaycettes Host Lowe, Gail Arnn, Ann Cole, Dale **New Year Party**

bands at a New Year's eve party January 1955. Seaman Eugene Wittner, son of at the Cochran County Activities Mr. and Mrs. Andrew Wittner was building, Friday night.

Buffet supper preceded the program which also included an eve-

VISIT IN DALLAS

Christmas visiting relatives in seamanship military bearing, niversary celebration of Mr and VISIT HERE CHRISTMAS

Navy to Enlist "All West Texas" Company Chief E. H. Linenbroker, corult-

s needed."

er in charge of the U. S. Navy R. cruiting Station in Lubbock, Tex., has announced that an all 'West Texas" company will be organized from this area during the month of All men enlisting in the West

Texas Company will be enlisted as a group on 21st of January and will remain together during their nine week basic training course at the U. S. NavL Training Center at San Diego, California, The "West Texas" Company will compete with Mr. and Mrs. Tom Riddle and other "All State" Companies for Mr. and Mrs. Vernon Shaw spent Honors in marksmanship, rowing, swimming aind other sports. All men interested in being a member of the "West Texas" Company Mr. and Mrs. Gerald Green of should contact the Navy recruiting ball teams defeated Causey teams Muleshoe had dinner with Mr. and station at The Post Office Build-

Each table was decorated with there have been some shifts up livered milk.

upward drift. members of the former class were year (males only needed); Tabula- The Goodland Bible Study club living has moved upward, the prices should be about the same as in down. present for the gathering, Decemiting Equipment Operator and Tall enjoyed a Christmas party in the of some consumer goods have 1954. about cancelled out each other, past two years.

> they live and the goods and ser. and other bakery products. vices that are important to them. As more women combine wage- able increase in the demand for

the years. service cost such as rent and medi- tion,

same as the previous years.

Overall fam'ly living costs are strong with little change in prices, Inventories of clothing and fabrics expected to remain about the same Dairy products also are lower in used in clothing are low enough so Mr. and Mrs. L. W. Chapman in 1955 as they have been the past price. Butter has a lower price and that stocks on hand probably will a buffet supper and '42' three years, state home manage- there has been a slight but steady not call for continued lower prices ment specialists for the Texas Ag- decrease in average prices paid by Yet current wholesale and cata.

pecially for housing, medical care, the farmer's food crops in the of the population in the result is that while the overall ed or partially-finished form. For sent time. These groups individual families have varying by farmers formerly was purchased young adults. experiences, depending on where as flour but is now sold as bread | These are doubtless sufficient

Mrs. Bill McDaniel spent Christ. While seasonal price shifts are earning with doing their own house. oclthing within the next year. But expected in food, the net conclu- work, industry will continue to current low inventories and insion is for stable food costs in 1955, take over more food preparation, creased fabric prices suggest that Prices for house furnishings Markets now sell ready-to-cook clothing prices cannot long conhave been going down but only poultry; vegetables that have been tinue to drift downward. Mr. and Mrs. A. T. Taylor of by a very small amount. Prices Modesta, Calif, are visiting relators for some kinds of equipment have frozen precooked dinners; and FARM AND RANCH HOUSING tives and friends in Morton this decreased, such as radios, refri- mixes for baked products and pud. IN 1955 changes in equipment are difficult ing to pay extra for them,

CLOTHING OUTLOOK

The supplies, price and demand the family has shown a steady prices will change little rice inof food generally will remain about downward drift in the past three creases were noted in some prothe same in 1955 as it has been vears, say clothing specialists for ducts during the last half of 1954 in 1954 and 1953, predict food and the Texas Agricultural Eextension and they probably will hold at nutrition specialists for the Texas Agricultural Extension Service. Clothing for men, women about the same level during 1955.

Barring unforeseen events, there While seasonal shifts in food retail prices during the summer of should be so. While seasonal shifts in food retail prices during the summer of should be so quantities of macosts may increase at one time, a 1954 than two years ago. The main terials make a so mably good sedrop at other periods will tend to exceptions were shoes and rubber lection make the overall cost about the overshoes which increased about 2 percent on the average.

Although retail clothing prices

Demand is expected to remain raise before the first of the year. ricultural Extension Service. While consumers for both store and de. logue prices suggest that if there is poots and lollipops with corsages and down during this period, they Potatoes have been cheaper. Per it will not come unt | next spring. capita consumption of potatoes Judged by total expenditures, Families whose incomes have re- consumption of potatoes continues consumers seem to be putting a Attending the party were Mr. mained the same over the three- the long downward trend which has lower value on clothing now than Civi Service Commission announ and Mrs. Leon Reeves, Mr. and year period will have only a slight been apparent for several years, formerly. The sum now spent for Mrs. Cass Stegel, Mr. and Mrs. T. adjustment to make to meet an ex. though there is some evidence that clothing accessories and shoes \$2.950 a year: Telegraphic Opera, tales N. M. Mr. and Mrs Frank of about 1p ercent. Those with Fruit and vegetable prices have consumption expend bares, while BULA (Spl.)—The 1954 graduates for and Operator (Semiautomatic Knox, Mr. and Mrs. Pete Tarlton, lower incomes will have a little been mixed. The demand for fruit it was 14 percent in the late war for Bula H gh school held a class Teletype Equipment), \$3,175 a year; Mr. and Mrs. Clint Everett, and Mr. more trouble in meeting this slight in 1955 is expected to be as good years and 10 percent during the deas 1954. With average weather, fruit pression years of the 1930's. The ac. Even though the average cost of and vegetable production and price tual per capital volume also is

Several explanations are sugbulating Machine Operator, \$2,950 home of Mrs Jack Lowe Monday moved downward, Increasing and Bread, lard and coffee have had gested for the clothing situation. decreasing costs for family living fairly steady price increases the One is that our culture provides other more appealing kinds of livsented by members of the club and That also seems to be the picture | Consumers are continuing to ing and using leisure time call for for 1955, according to the special. spend about a fourth of their in. less expensive clothing. Another is come for groceries. This includes that vast improvements have made There have been considerable marketing services that save trans- sat sfactory clothing available for Refreshments of pumpkin pie, differences in price changes in portation costs and time and labor a decreasing sum. A contributing jelly and coffee were served to various parts of the country, es- in the home. Families buy less of factor is the greater concentration personal care and recreation. The rough form and more in the finish. and oldest age groups at the pre-Worth visited with home folks in U. S. average shows little change, example, most of the wheat sold spend less for clothing that do.

reasons for expecting no appreci

gerators and washing machines. dings. The extra cost is largely The rapid rate of improving Price decreases for TV sets have for labor in performing these ser- Texas farm and ranch homes over attracted wide attention. Price vices, and consumers appear will. the past three years was curtailed by the drouth in 1954 and the deto interpret because such items Mass commercial preparation can crease in farm income. Probably have become more elaborate over in some instances be cheaper than many more new homes would have individual home preparation by been built and considerably more Automobile prices were a little domestic help. Food marketing ser. improvement of existing homes lower in 1954 but the price direc. vices in the long run may bring would have been made if economic tion has been upward since 1950. a higher totalr eturn for the farm- conditions had permitted. This The most significant trend in er. Properly-processed and attrac. means the backlog of needed con. family living costs expected for tively - packaged foods create a struction is greater than ever, ac-1955 is the upward movement of wider market and better distribu. cording to W. S. Allen, agricultural eng neer for the Teas Agricultural Extension Service.

Construction seems likely to con-THE FOOD OUTLOOK FOR 1955 The average cost of clothing tinue high enough that material

BE EARLY FOR CHOICE SELECTIONS

MINNIE'S Pre-Inventory & January

MUST CLEAR BEFORE INVENTORY ... OUR LOSS, YOUR GAIN

DOLLAR DAY Prices Further Reduced to Clear Before Inventory

Now is your opportunity to save money. · ALL SALE Many items will go off sale after Dollar · ALL SALE PRICES CASH Children's SUITS PRICES CASH PLEASE! PLEASE! If you have not already attended this big · ALL SALES We've wool jerseys, crepes, and satins priced to go quickly Choose wools and corduroys. You'll love the low, low · ALL SALES SALE, you have really missed the biggest FINAL FINAL bargains of your life . . . so, shop Dollar • NO EXCHANGES • NO EXCHANGES Day at Minnie's and See for yourself-Fine • NO REFUNDS · NO REFUNDS Merchandises at give - away-prices!! Clearance 16.99 HURRY! HURRY! Junior DRESSES Ladies' DRESSES Here's sizes 7 to 15 reduced to please you during this big CLEARANCE Infants' and In this group we've placed dresses in sizes from 8 to 241/2, Infant's Clearance 5.99 and knocked down the prices for quick CLEARANCE Children's Clearance .7.99 **SWEATERS** Clearance 8.98 CAPS Clearance 7.99 Clearance 9.99 Clearance 8.99 Clearance 11.99 Clearance 9.99 Clearance 12.99 Clearance 11.99 Exciting corduroy in all All 100 per cent wool Clearance 16.99 Clearance 19.95 your desired colors Clearance 24.99 Clearance 26.99 ... Cl. 1.00 Clearance 24.99 Cl. 1.39 Ladies' Ladies' ONE RACK Children's SUITS Ladies' & Juniors' **GOWNS** Children's DRESSES **NEGLIGEES** This group consists of **DRESSES** wools, rayons, and cordu-These range in size from 1 to 12 years. Out they go at Exciting nylon numbers CLEARANCE prices Values to 19.95 Neat modern numbers reduced for CLEARANCE 14.95 Cl. 10.99 Clearance 2.99 All nylon numbers CLEARANCE Clearance 3.99 59.95 and Cl. 5.99 ... Cl. 39.99 Cl. 10.99 Clearance 7.99 Ladies and Misses' Ladies' SWEATERS **SKIRTS** Children's Children's Here are gabardines, lorettes, and corduroys in sizes 8 to Wonderful coat and blouse styles by Jantzen and 20 at CLEARANCE prices that will be hard to equal Lampl . . . when you see these you'll buy several at **JACKETS GOWNS** these CLEARANCE prices Clearance 4.99 Wonderful wools and cor-Beautiful nylons in sizes 4 to 14 years 1 PRICE Clearance 7.99 Clearance 8.99 Cl. 3.99 Children's Clearance 12.99 **Ladies' HATS** FOR REAL SAVINGS **PANTIES** 79c & 89c Cl. 49c **Ladies' GLOVES** HURRY Select one and you'll buy several at these reduced CLEARANCE prices Consisting of fabrics, kid-skins and Pig-skin ... Clearance 2.98 Ladies' Children's Children's Clearance 4.48 GOWNS SKIRTS Clearance 6.48 Beautiful satins priced to In this group we have · ALL SALE corduroys, wools, and cot-PRICES CASH PRICES CASH

Minnie's Shop

WESTSIDE SQUARE

PLEASE!

ALL SALES

NO EXCHANGES

• NO REFUNDS

FINAL

4.95 Cl. 2.99

3.95 Cl. 3.99

NEGLIGEES

To Match

Ladies' BLOUSES

5-98	 Clearance	3.99	
7.95	 Clearance	4.99	
8-95	Clearance	5.99	
10.95	 Clearance	6.99	
12.05	Clearance	7.00	

1 RACK

Ladies' & Juniors' **DRESSES**

taken out of regular stock. Imagine these dresses at

	½ PRICE			
10.98		Spl.	5.48	
12.95		Spl.	6.48	
14.95		Spl.	7.48	
17.95		Spl	8.98	
19.95		Spl.	9.98	
22.50		Spl.	11.25	

Ladies' PURSES

	modern numbers reduced for CEEP	KANCE		
4.95		Clearance	2.99	
5.95		Clearance	3.99	
7.95		Clearance	4.99	
8.95		Clearance	5.99	

Sub-teen **DRESSES** and SUITS

JACKETS and SKIRTS Wonderful numbers. But More super bargains for

they	must go di	iring	this
	CLEARAN	CE	
10.95		Cl.	7.99
12.95		Cl.	8.98
14.05		CL	0.00

the early shopper

Sub-teen

MAN AND SAME	4.95		CI.	2.99
5.99	5.95	and		
7.99	6.95		CI.	3.99
8.98	7.95		CI.	4.99
9.99	10.95		CI.	6.99

PEDDLE PUSHERS and SLACKS

Popular gabardines, wools and corduroys

PLEASE!

ALL SALES

FINAL

• NO EXCHANGES

• NO REFUNDS

MORTON

7.95	 Cl-	5.99
14.95	 C1.	9.99
15.95	 CI.	10.99

ROBES, **NEGLIGEES** & HOUSECOATS

Ladies'

Beautiful numbers. First come first served ONE GROUP 3 PRICE

(Others reduced to Clear)



All Sales Cash, Please!
 All Sales Final
 No Refunds
 No Alterations
 No Exchanges

MORTON, TEXAS

Prices Further Reduced for DOLLAR DAY

SEE OUR SPECIALS \$ DAY

Levi and Tem-Tex

Western SHIRTS

are some nice values that you'll want several of

Spl. 3.48 6.98 Spl. 5.48 Spl. 4.48 7.98 Spl. 6.48

Just a Few To Go!

Shoes

Most heavy brogue, winter

weight scotch grain leather.

19.95, 21.95, and 22.95 values

CLEARANCE PRICE

10.00

Special Group

RANCE PRICE

+ OFF

Ov

Or GROUP Or

Boys' COATS

and rayon coats, two-tone and solid colors. ... Spl. 2.98 7.98 Spl. 5.98

en's All Wool

Shirts

They'll go quickly at

LEARANCE PRICE ... Spl. 7.98

Spl. 8.98

Pajamas

Famous Enro

Spl. 4.98 8.98 Spl. 6.98

Broadcloth pajamas, variety of colors, sizes A, B, C, and D CLEARANCE PRICES

... Spl. 3.98 .. Spl. 4.98

MONDAY ONLY

Rayon and Acetate

Men's SLACKS Especially priced for this Clearance Sale

Spl. 5.00 6.98 Spl. 5.00 9.98 Spl. 6.98 Spl. 6.00 10.98

Only 3 left ALL WOOL

Topcoats rbardine and colvert cloth Regular 42.50 and 50.00 values Only five to go at this CLEARANCE PRICE

15.00

Only 10 Irridescent

Corduroy Coats Wine and green coats by Fields

CLEARANCE PRICE 17.00

Regular 24.95 values

Best Buys of the Season

Men's COWBOY **BOOTS**

Only 25 Pairs to Go First Come First Served Spl. 21.95 .95 Spl. 22.95 Spl. 24.95 Spl. 26-95

38-95

. 28.95



All Wool

Sweaters and Vests

Spl- 1.88 Spl. 2,88 Spl. 3-88

CLEARANCE PRICE

One Special Group

Jackets

Velvet Jackets with Rhinestone

trim, small and medium, navy

and grey, black and red. Re.

7.98 Spl. 4-83

GROUP

Men's COATS

Your choice of gabardines, rayons, all wools, and rayonnylon coats. Sizes 34 to 44. Priced to clear

	_			_	-
12,98	 Spl.	8.98	24.98	 Spl.	18.98

Extra Special

Men's Outing Flannel

Shirts

Green, red, and blue plaid. Regular 2.98 values CLEARANCE PRICE

1.88

Special Priced

Sweat Shirts White and grey sweat shirts,

sizes 34 to 44, 1.69 values CLEARANCE PRICE

88¢

GROUP

Men's SPORT SHIRTS

By Arrow and Enro All colors in wide assortment of fabrics. Small, medium, large and extra large sizes. Long sleeves. Out they go during this January sale

3.98	values	 Spl.	2.98
698	values	 Spl.	4.98

ONE SPECIAL LOT

ARROW

Dress Shirts

Colors and white shirts. While hey last, special close-out on 1.95 and 4.50 Values

CLEARANCE PRICE

2.95

Only 8

All Wool Gabardine Coats

By Field and Stream, longs and regulars, 22.95 to 34.95 CLEARANCE PRICE

15.00

Clearance Price

Entire SOCK Counter

This includes nylons, nylon stretch socks, and etc-

49c	Spl.	35c 75c	Spl.	50
55c	Spl	39c 1.00	Spl.	65
65c	Spl.	45c 1.50	Spl.	850

Entire Stock Ties 1.50 to 3.50 values

CLOSE OUT 1/2 PRICE

25% OFF on All Luggage for a Short time Only

GROUP of WHITE

T-Shirts

By Cooper and Arrow, extra fine combed yarn, Sizes 42-4-46 only. Regular 1.50 values CLEARANCE PRICE

77 ¢

\$ DAY SPECIAL

MEN'S **Undershirts**

Combed yarn, ribbed \$ DAY ONLY 3 for 1.00

SEE OUR SPECIALS \$ DAY

GROUP

Boys' SPORT SHIRTS

Choose from a variety of colors and styles, corduroys, gabardines, and acetates. Sizes 2 to 18 1.98 Spl. 1.39 2.98 2.49 Spl. 1.49 4.49 Spl. 2.98

One Group Men's

Fur Felt

Hats

By Dobbs & Mallory

10-00 Spl. 6-00

SPECIAL

\$ DAY

One Lot Men's

Sweaters

Turtle neck, long sleeve cotton-acetate and soft fabrics. Regular 3.98 values

CLEARANCE PRICE 2.88

ONE Group Men's

SLACKS Especially Priced for this Sale All Wools,

> from 28 to 44 While they Last!

> > SALE PRICE

rayons, and wool and

rayon numbers. Sizes

Just 8

All Wool

Sport Coats

Assorted colors, first come first served sizes 33 to 40. Re-

CLEARANCE PRICE

10.00

gular 29.95 values

SPECIAL

\$DAY

One Special Group All Wool Slacks

Medium weight and tropical to clear now. Regular 17.95 values

CLEARANCE PRICE

9.98

Special Lot

Boys' All Wool

Suits

Choose blues, browns, and tweeds, sizes 9-10-11-12 only,

regularly sell for much more,

CLEARANCE PRICE

7.00

while they last

(Be early for this value) One Special Lot

> Men's Leather Gloves

fornia house, sizes 81/2 to 10, Regular 3.98 and 4.98 values

CLEARANCE PRICE

2.98

Men's Corduroy Caps

Tans and browns only

CLEARANCE PRICE 88 €

> GROUP MEN'S

Western **PANTS** 12.98 and 15.98 values

CLEARANCE PRICE 9.98

PLEASE! NO REFUNDS • NO EXCHANGES • NO ALTERATIONS

PRICES CASH,

GROUP MEN'S

Western **PANTS** 10.98 and 11.98 values CLEARANCE PRICE

8.98

MONDAY ONLY

MEN'S

SUITS

Single & Double breasted

SPECIAL

\$ DAY



MONDAY ONLY

One Special Group 17 Pairs of Boys'

Sizes 11/2-6 Cowboy Boots

Ill by Tony Lama, all of extra

CLEARANCE PRICE

9.98 (Buy 'em while the snow

is on the ground)

One Special Group Undershirts and Shorts

Boxer type, knit type, nylon undershirts to match shorts Arrow broadcloth shorts. Regular 1.49 to 3.95 values going

CLEARANCE PRICE 77¢ While they last. Be here when Long sleeves, lightweight, ideal

Turtleneck

T-Shirts

grey. Regular 1.98 values CLEARANCE PRICE

1.49

Only 6 Corduroy Long

Jacket Coats Seizes 44-46-48 only. While they

CLEARANCE PRICE 10.00

(If you're a big man be

Special GROUP

Men's

ALL - WOOL

SUITS on Sale to Clear

at low, low Prices. Regular 69.95 Values

Extra Pants 10.00



of 28

style Mark Clothing

see (Ford Tractor) page five Herbert L. Cadenhead,

"Salesmen's" TV Begun by Humble

A new kind of television program state. will originate in Texas on January 3, but the puble won't see it.

TIRES & BATTERIES

Compare our quality.

Guarantee, and Price

before You Buy-

special meeting places-and will be vee stations and Humbe offices in seen by approximately 4,000 Hum. nearby areas will gather to view little in 1955

nated closed circuit TV show-a in 10 Texas cities. In auditor.ums arkana, Temple, Lubbock, Wichita of materials should eanable many program televised in Texas and tra. and halls in these 10 cites, some Falls, Fort Worth, Heuston and famil'es to achieve the needed

WORLD'S MOST MODERN FARM TRACTORS

SELL

100

January

COME IN AND SEE THE EQUPMENT OF MODERN FARMERS COMPARE OUR PRICES ANYWHERE - WE TRADE FOR ANYTHING

ASK ABOUT THE JOHN DEERE CREDIT PLAN

McALISTER-HUGGINS

WE ARE GOING TO

ble Oil & Refining Company dealers the company's new 1955 sales proand salesmen scattered over the gram as outlined by company offi-Dallas, the program will be channel- closed circuit program are Dallas most from the money spent. Care-It will be the f.rst Texas origi- ed into the coaial cable for outlets San Antonio, San Angelo, Tex- ful attention to selection and use

> TV cable facilities are not avail- extension agents office. "The use of closed circuit tele. BYING FURNITURE AND sion programs may set a trend in EQUIPMENT industrial and business meetings of The outlook for lower prices for

others by the lack of other people's

sales manager, po'nted out.

Many a career is wrecked for lack



JOHN DEERE

POWER - STEERING

ROLL-O-MATIC

POWER TROL

LIVE-POWER-SHAFT

EW RD for ANYONE

HO SELLS

FOR LESS

LUPER TIRE & BATTERY

Announcing Our New

· Let us fill your tires with ANTI-FREEZE

· Guaranteed Tire Repair on All Sizes of TRUCK,

TRACTOR, or PASSENGER NEES. Through

13 x 38 TRACTOR TIRE

JOHN DEERE JOHN DEERE

ALL FUEL GASOLINE

L. P. G.

DIESEL

REWARD for ANYONE

WHO SELLS

BETTER

Farm families will need to devote more attention to planning needed Cit'es scheduled to receive the ings in 1955 in order to realize the

also slated at Pharr, Tyler and ning, use of materials and other Tyler and Corpus Christi-where problems are available from the

the future," F. A. Watts, Humble's household furnishings and equipment during 1955 is not as good as it was a year ago, says Bernice Some people live by their wits- Clayton, home management specialist for the Texas Agricultural Extension Service.

> Household textile prices may even increase slightly. Consumer spending for furniture and house hold equipment held up well during the first half of 1954 and many in-

> of carpet wool trended downward early in 1954 and was well below that of 1953.

Mrs. Clayton believes that there will be plenty of varied furnishings and equipment during the coming

SERVICE COSTS

ervice costs over thep ast few ing 1955 accordingt o Minnie Bell Texas Agricultural Extension as household service personal care

shown especially large increases are up a little more. This is ot surprising during a period of jobs are plentiflu, people prefer not work in personal service

of price prospects, Miss Bell says and the household can get needed we are likely to get less for the domestic service more cheaply by oney spent. Service enters the buying it on a mass production household economy in other ways, than on a personal service basis. Service is increasingly purchased with food and clothing, although we THE FAMILY AUTO do not know the share of these prices that could be assigned to add

new car there is a wide selection spects for 1955 seem good enough services. We also have service sub- in colors, styles and accessories, to support a continue volume of is made.

management specialst for the

Texas Agricultural Extension Serthan they were a year 1go, consum. er expenditures for automobiles

aind services. If it is a whole family affair there is better understan If the family is considering a have remained high. Income pro- ing and general acceptance b

NOTICE IRRIGATION FARMERS!

There will be meetings of all farmers Who Use Cooperative Electricity for Irrigation as follows:

7 P.M. Courthouse, Muleshoe, Jan. 5, 1955 7 P.M. Co. Auditorium' Morton, Jan. 6, 1955

"Rates and Costs of Electricity" Will be one of the main topics of discussion.

ALL FARMERS interested in getting Electricity for Irrigation are invited. Make arrangements to attend one of these meetings.

BAILEY COUNTY ELECTRIC COOPERATIVE ASSN.

"A Locally Owned, Managed, and Taxpaying Farm Organization"

HEY! It's Our 20th Anniversary

... and here's how we're Celebrating

We're having a big open house, and you're invited. We'd like to show you our plant, demonstrate the equipment for those who are interested, and most of all ... chat with you over a cup of coffee and a doughnut. I stop by and say hello-

And, because they like to reminice, too. We're bringing back, for the day, Strick and Sally, to greet all their many friends and to take a well deserved bow. We bought the business, but we're proud to preserve the name STRICKLAND'S.

FREE - Coffee & Doughnuts 10 a.m. to 4 p.m. - FREE MONDAY, JANUARY 3rd

Be Sure to register for the big drawing to be held at 4:15 p.m. There'll be five names drawn. Just a small way to let you know we - both the McIlroys and the Stricklands - appreciate your friendship

The first man's name drawn will designate the one to receive a pair of tailored trousers . . . valued at \$18

The first lady whose name is drawn will receive a talored skirt . . . also valued at \$18

register will receive dry-cleaning ser- this is no contest. Just Stop by and Winners will be notified. Register. No purchase necessary. You

And three more of our friends who vice valued at \$5, \$3 or \$2. Remember, need not be present for the drawing.

STRICKLAND'S

They Founded It

We're carrying

on . . .

Strick and Sally founded STRICKLAND'S. 20 years ago, on January 1st-

They started, as do most successful business-people, on very little . . . some borrowed money and the best wishes of their friends. They parlayed it into a very successful business.

They gave 19 years of their efforts to Morton in that one business venture. Not to mention the other years and days, and hours of efforts in every phase of civic endeavor. Then they decided to rest.

When we took over last year we knew of nothing better to say, nothing better to offer than the same fine, top quality, cleaning and tailoring that had made STRICLAND'S so successful So we pledged that. Today we renew that pledge.

Mr. and Mrs. M. B. McIlroy

Managers & Lessees

Sincerely.



MRS. R. C. STRICKLAND

MR. R. C. STRICKLAND