

DOLLAR DAY SPECIAL

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PAID
Morton, Texas

LOCAL
BOXHOLDER
RURAL ROUTE
ROUTE STAR



VOL. II

MORTON, TEXAS, SUNDAY, JANUARY 2, 1955

NUMBER ELEVEN

Stricklands' Will Observe 20th Anniversary

Stricklands, now under the less management of Mr. and Mrs. M. B. McIlroy will hold a 20th anniversary open house Monday in honor of 20 consecutive years of business in Morton.

Back for the day will be Mr. and Mrs. R. C. Strickland, founders of the business. Coffee and doughnuts will be served. A drawing will be started at 4:15 p.m.

One Accident One DWI Fine Over Holidays

Traffic law violations and accidents were kept to a minimum in Morton and Cochran County over the long two week holiday season, with just two incidents occurring to mar an otherwise good record.

Morton's New Patrol Car In Operation

City Marshall Joe Hodge is now driving the new City of Morton police car purchased from Allsup Chevrolet last month and delivered a few days ago.

Accident Victim Still Improving

Still confined to the local hospital this week is 16-year-old Doris Linton, victim of an auto accident about 10 days before Christmas.

Ranch House Is Lost In Fire

WHITEFACE (Spl.) — A ranch house, vacant for the last 15 or 20 days, burned to the ground, Sunday night between the hours of 8 and 11 p.m.

Martha Waller Wed Merl Bridges

Miss Martha Jane Waller, daughter of Mr. and Mrs. J. M. Waller of Morton became the bride of Merl Bridges of Hereford, last Sunday.

Thirty Families Given Christmas By Local Welfare Fund Efforts

A total of 30 needy families in the Morton and Cochran County area were served up Christmas through the combined efforts of local citizens and clubs, the Wednesday preceding Christmas.

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Ran Holloman Take Office Of Commissioner

Five new County and Precinct officers took over their offices at midnight, Friday night, officially including one new County Commissioner from Precinct One.

Three Way News ...

By Mrs. Frank Griffith
Three Way P. T. A. met Monday evening December 20 in the school library with Mrs. Bill Eubanks presiding.

Visit With Children

Mr. and Mrs. C. W. Vanlandingham were visitors in Lubbock, recently. While there they visited with their children, Mr. and Mrs. James Beck and family and Mr. and Mrs. Buddy Vanlandingham.

Class Reunion Held

BULA (Spl.)—The 1954 graduates of Bula High school held a class reunion at the school during the recent Christmas holidays.

It's A Girl And Her Name's Spelled "Nikki"

It was a big BOY, when announced in the Tribune as the first child of the J. L. Merrills.

Vows Exchanged At Lovington

Jauldine Alexander and Weldon Hale spoke their marriage vows under a floral archway at the home of the bride's parents Mr. and Mrs. Carl Alexander Rt. 1 Saturday Dec. 18 at 7 p.m.

Civil Service Jobs Announced

Federal agencies in Washington, D. C. and vicinity, are still in need of qualified people for the following types of positions, the United States Civil Service Commission announced:

Christmas In Baytown

Mr. and Mrs. J. C. Houghton and Mrs. J. D. Hawthorne of Morton, Texas cut the bride's cake.

Monday Is Dollar Day

MONDAY IS DOLLAR DAY

Join the MARCH OF DIMES in January

Join the MARCH OF DIMES in January

Specialists Predict What's In Store For '55

FAMILY LIVING IN 1955
Overall family living costs are expected to remain about the same in 1955 as they have been the past three years, state home management specialists for the Texas Agricultural Extension Service.

Clothing Outlook

The average cost of clothing the family has shown a steady downward drift in the past three years, say clothing specialists for the Texas Agricultural Extension Service.

Food Outlook For 1955

The supplies, price and demand of food generally will remain about the same in 1955 as it has been in 1954 and 1953, predict food and nutrition specialists for the Texas Agricultural Extension Service.

Visit Here

Mr. and Mrs. Bill McDaniel of Ft. Worth visited with home folks in Morton last week.

Christmas In Erick

Mr. and Mrs. Elma Seavey and Mrs. Bill McDaniel spent Christmas with Mr. Seavey's father in Erick, Okla.

Here From California

Mr. and Mrs. A. T. Taylor of Modesto, Calif. are visiting relatives and friends in Morton this week.

County Polio Fund Drive Opens; Your Help Is Urgently Needed

Tomorrow's day!!
Cochran County will kick off its 1955 March of Dimes fund raising campaign to help battle polio, 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 electricity for irrigation will be here Thursday at 7 p.m. at the County Courthouse, according to D. B. Lancaster of the Bailey County Cooperative.

Jaycettes Host New Year Party

The Jaycettes hosted their husbands at a New Year's eve party at the Cochran County Activities building, Friday night.

Visit Here Christmas

Mr. and Mrs. Gerald Green of Muleshoe had dinner with Mr. and Mrs. Earl Akin Christmas day.

Visit In Dallas

Mr. and Mrs. Tom Riddle and Mr. and Mrs. Vernon Shaw spent Christmas visiting relatives in Dallas.

Visit Here Christmas

Mr. and Mrs. Gerald Green of Muleshoe had dinner with Mr. and Mrs. Earl Akin Christmas day.

Navy to Enlist

Chief E. H. Linenbroeker, recruiting officer in charge of the U. S. Navy Recruiting Station in Lubbock, Tex., has announced that an all "West Texas" company will be organized from this area during the month of January 1955.

All West Texas Company

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. Navy Training Center at San Diego, California.

BE EARLY FOR CHOICE SELECTIONS

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

MINNIE'S Pre-Inventory & January

CLEARANCE SALE

DOLLAR DAY Prices Further Reduced to Clear Before Inventory

Children's SUITS

Choose wools and corduroys. You'll love the low, low prices

| | | |
|-------------|-----------|-------|
| 7.95 | Clearance | 4.99 |
| 8.95 | Clearance | 5.99 |
| 24.95 | Clearance | 16.99 |

Infants' and Children's CAPS

Exciting corduroy in all your desired colors

| | | |
|------------|-----|------|
| 1.98 | Cl. | 1.39 |
|------------|-----|------|

Infant's SWEATERS

All 100 per cent wool

| | | |
|------------|-----|------|
| 2.29 | Cl. | 1.00 |
|------------|-----|------|

Children's DRESSES

These range in size from 1 to 12 years. Out they go at CLEARANCE prices

| | | |
|-------------|-----------|------|
| 4.95 | Clearance | 2.99 |
| 5.95 | Clearance | 3.99 |
| 7.95 | Clearance | 4.99 |
| 8.95 | Clearance | 6.99 |
| 10.95 | Clearance | 7.99 |

Children's GOWNS

Beautiful nylons in sizes

| | | |
|---------------|-----|------|
| 4 to 14 years | | |
| 6.95 | Cl. | 3.99 |

FOR REAL SAVINGS HURRY

Children's JACKETS

Wonderful wools and corduroys

1/2 PRICE

Children's PANTIES

| | | |
|-----------------|-----|-----|
| 79c & 89c | Cl. | 49c |
|-----------------|-----|-----|

Children's GOWNS

Beautiful satins priced to 60¢

| | | |
|------------|-----|------|
| 3.95 | Cl. | 3.99 |
|------------|-----|------|

NEGLIGEEES

To Match

| | | |
|------------|-----|------|
| 5.95 | Cl. | 3.99 |
|------------|-----|------|

Children's SKIRTS

In this group we have corduroys, wools, and cottons

| | | |
|------------|-----|------|
| 3.95 and | | |
| 4.95 | Cl. | 2.99 |

| | | |
|------------|-----|------|
| 5.95 | Cl. | 3.99 |
|------------|-----|------|

| | | |
|------------|-----|------|
| 7.95 | Cl. | 4.99 |
|------------|-----|------|

• ALL SALE PRICES CASH PLEASE!

• ALL SALES FINAL

• NO EXCHANGES

• NO REFUNDS

Now is your opportunity to save money. Many items will go off sale after Dollar Day.

If you have not already attended this big SALE, you have really missed the biggest bargains of your life . . . so, shop Dollar Day at Minnie's and See for yourself—Fine Merchandises at give - away-prices! !

• ALL SALE PRICES CASH PLEASE!

• ALL SALES FINAL

• NO EXCHANGES

• NO REFUNDS

Junior DRESSES

Here's sizes 7 to 15 reduced to please you during this big CLEARANCE

| | | |
|-------------|-----------|-------|
| 8.95 | Clearance | 5.99 |
| 10.95 | Clearance | 7.99 |
| 12.95 | Clearance | 8.98 |
| 14.95 | Clearance | 9.99 |
| 17.95 | Clearance | 11.99 |
| 19.95 | Clearance | 12.99 |
| 24.95 | Clearance | 16.99 |
| 29.95 | Clearance | 19.95 |
| 35.00 | Clearance | 24.99 |
| 39.95 | Clearance | 26.99 |

ONE RACK

Ladies' & Juniors' DRESSES

Values to 19.95

CLEARANCE

3.99

Children's NEGLIGEEES

All nylon numbers

| | | |
|-------------|-----|------|
| 10.95 | Cl. | 5.99 |
|-------------|-----|------|

Ladies' and Misses' SWEATERS

Wonderful coat and blouse styles by Jantzen and Lampl . . . when you see these you'll buy several at these CLEARANCE prices

| | | |
|-------------|-----------|------|
| 4.95 | Clearance | 2.99 |
| 5.95 | Clearance | 3.99 |
| 6.95 | Clearance | 4.99 |
| 8.95 | Clearance | 6.49 |
| 10.95 | Clearance | 7.99 |
| 12.95 | Clearance | 8.99 |

Ladies' HATS

Select one and you'll buy several at these reduced CLEARANCE prices

| | | |
|-------------|-----------|------|
| 5.95 | Clearance | 2.98 |
| 8.95 | Clearance | 4.48 |
| 10.95 | Clearance | 5.48 |
| 12.95 | Clearance | 6.48 |

• ALL SALE PRICES CASH PLEASE!

• ALL SALES FINAL

• NO EXCHANGES

• NO REFUNDS

HURRY! HURRY!

Ladies' DRESSES

In this group we've placed dresses in sizes from 8 to 24 1/2, and knocked down the prices for quick CLEARANCE

| | | |
|-------------|-----------|-------|
| 8.98 | Clearance | 5.99 |
| 10.95 | Clearance | 7.99 |
| 12.95 | Clearance | 8.99 |
| 14.95 | Clearance | 9.99 |
| 17.95 | Clearance | 11.99 |
| 19.95 | Clearance | 12.99 |
| 22.50 | Clearance | 14.99 |
| 24.95 | Clearance | 16.99 |
| 29.95 | Clearance | 19.99 |
| 35.00 | Clearance | 24.99 |

Ladies' GOWNS

Exciting nylon numbers

| | | |
|-------------|-----|-------|
| 10.95 | Cl. | 7.99 |
| 12.95 | Cl. | 8.99 |
| 14.95 | Cl. | 10.99 |

Ladies' SUITS

This group consists of wools, rayons, and corduroys

| | | |
|-------------|-----|-------|
| 14.95 | Cl. | 10.99 |
| 24.95 | Cl. | 12.99 |
| 59.95 and | | |
| 69.95 | Cl. | 39.99 |

Ladies' SKIRTS

Here are gabardines, lorettes, and corduroys in sizes 8 to 20 at CLEARANCE prices that will be hard to equal again

| | | |
|-------------|-----------|-------|
| 6.95 | Clearance | 4.99 |
| 8.95 and | | |
| 10.95 | Clearance | 6.99 |
| 12.95 | Clearance | 8.99 |
| 14.95 | Clearance | 10.99 |
| 16.95 and | | |
| 17.95 | Clearance | 11.99 |
| 19.95 | Clearance | 12.99 |

Ladies' GLOVES

Consisting of fabrics, kid-skins and Pig-skin

| | |
|----------------------|------|
| 2.00 Clearance | 1.39 |
| 2.50 Clearance | 1.69 |
| 3.50 Clearance | 1.98 |
| 4.95 & 5.95 | 2.99 |

• ALL SALE PRICES CASH PLEASE!

• ALL SALES FINAL

• NO EXCHANGES

• NO REFUNDS

Ladies' BLOUSES

We've wool jerseys, crepes, and satins priced to go quickly

| | | |
|-------------|-----------|------|
| 5.98 | Clearance | 3.99 |
| 7.95 | Clearance | 4.99 |
| 8.95 | Clearance | 5.99 |
| 10.95 | Clearance | 6.99 |
| 12.95 | Clearance | 7.99 |

1 RACK

Ladies' & Juniors' DRESSES

taken out of regular stock. Imagine these dresses at

1/2 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

Neat modern numbers reduced for CLEARANCE

| | | |
|------------|-----------|------|
| 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

Wonderful numbers. But they must go during this

CLEARANCE

| | | |
|-------------|-----|------|
| 8.95 | Cl. | 5.99 |
| 10.95 | Cl. | 7.99 |
| 12.95 | Cl. | 8.98 |
| 14.95 | Cl. | 9.99 |

Sub-teen JACKETS and SKIRTS

More super bargains for the early shopper

| | | |
|-------------|-----|------|
| 4.95 | Cl. | 2.99 |
| 5.95 and | | |
| 6.95 | Cl. | 3.99 |
| 7.95 | Cl. | 4.99 |
| 10.95 | Cl. | 6.99 |

Ladies' PEDDLE PUSHERS and SLACKS

Popular gabardines, wools and corduroys

| | | |
|-------------|-----|-------|
| 7.95 | Cl. | 5.99 |
| 14.95 | Cl. | 9.99 |
| 15.95 | Cl. | 10.99 |

Ladies' ROBES, NEGLIGEEES & HOUSECOATS

Beautiful numbers. First come first served

ONE GROUP 1/2 PRICE (Others reduced to Clear)

Minnie's Shop

WOMEN'S AND MISSES' WEAR

WESTSIDE SQUARE

MORTON

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

Child's "One Person Tells Another"

Big Savings

IN OUR JANUARY CLEARANCE

MORTON, TEXAS

Prices Further Reduced for DOLLAR DAY

SEE OUR SPECIALS \$ DAY

Levi and Tem-Tex

Western SHIRTS

There 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

Special Group

Just a Few To Go!

Boys' Suits

Most heavily priced for this... Values to 19.96... CLEARANCE PRICE OFF

Shoes

Most heavy brogue, winter weight, scotch grain leather... 19.95, 21.95, and 22.95 values... CLEARANCE PRICE 10.00

GROUP

Boys' COATS

Sizes 2-18... and rayon coats, two-tone and solid colors... Spl. 2-98 7-98 Spl. 5-98 Spl. 4-98 8-98 Spl. 6-98

Men's All Wool Shirts

Newton and Fields and... They'll go quickly at... CLEARANCE PRICE 7-98 Spl. 7-98 8-98 Spl. 8-98

Famous Enro Pajamas

Broadcloth pajamas, variety of colors, sizes A, B, C, and D... CLEARANCE PRICES 3-98 Spl. 3-49 4-98 Spl. 3-98 8-95 Spl. 4-98

MONDAY ONLY

Rayon and Acetate

Men's SLACKS

Especially priced for this Clearance Sale... 6-98 Spl. 5-00 7-98 Spl. 5-00 9-98 Spl. 6-98 8-98 Spl. 6-00 10-98 Spl. 7-00

Only 3 left ALL WOOL Topcoats

Gabardine and covert cloth. Regular 42.50 and 50.00 values. Only five to go at this... CLEARANCE PRICE 15.00

Only 10 Iridescent Corduroy Coats

Wine and green coats by Field and Stream, regulars and longs. Regular 24.95 values... CLEARANCE PRICE 17.00

Best Buys of the Season

Men's

COWBOY BOOTS

Only 25 Pairs to Go First Come First Served

21-95 Spl. 21-95 22-95 Spl. 22-95 24-95 Spl. 24-95 26-95 Spl. 26-95 38-95 28-95



All Wool

Sweaters and Vests

2-98 Spl. 1-88 3-98 Spl. 2-88 5-98 Spl. 3-88 7-98 Spl. 4-88

One Special Group

Jackets

Velvet Jackets with Rhinestone trim, small and medium, navy and grey, black and red. Regular 9.98 values... CLEARANCE PRICE 7.98

GROUP

Men's COATS

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

6-98 Spl. 4-98 15-98 Spl. 10-98 8-98 Spl. 5-98 16-98 Spl. 12-98 9-98 Spl. 6-98 17-98 Spl. 13-98 10-98 Spl. 7-98 22-98 Spl. 16-98 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 4-98 values Spl. 3-49 5-98 values Spl. 3-98 6-98 values Spl. 4-98 7-98 values Spl. 5-98

ONE SPECIAL LOT

ARROW Dress Shirts

Colors and white shirts. While they last, special close-out on 3.95 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 values... CLEARANCE PRICE 15.00

Clearance Price

Entire SOCK Counter

This includes nylons, nylon stretch socks, and etc.

49c Spl. 35c 75c Spl. 50c 55c Spl. 39c 1-00 Spl. 65c 65c Spl. 45c 1-50 Spl. 85c

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 42-44-46 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 Spl. 1-88 2-49 Spl. 1-49 4-49 Spl. 2-98

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

Fur Felt

Hats

By Dobbs & Mallory... 10-00 Spl. 6-00 15-00 and 20-00 Spl. 10-00

ONE Group

Men's SLACKS

Especially Priced for this Sale All Wools, rayons, and wool and rayon numbers- Sizes from 28 to 44

SPECIAL \$ DAY



While they Last!

SALE PRICE

4.98

\$ DAY SPECIAL

Just 8 All Wool

Sport Coats

Assorted colors, first come first served, sizes 33 to 40. Regular 29.95 values... CLEARANCE PRICE 10.00 (Be early for this value)

One Special Group All Wool

Slacks

Medium weight and tropical weight all wool slacks, priced to clear now. Regular 15.95 and 17.95 values... CLEARANCE PRICE 9.98

One Special Lot Men's Leather

Gloves

Goat skin and buck skin gloves, made by a famous California house, sizes 8 1/2 to 10, Regular 3.98 and 4.98 values... CLEARANCE PRICE 2.98

Special Lot

Boys' All Wool

Suits

Choose blues, browns, and tweeds, sizes 9-10-11-12 only, regularly sell for much more, while they last... CLEARANCE PRICE 7.00

Men's Corduroy

Caps

Tans and browns only... CLEARANCE PRICE 88¢

ALL SALE PRICES CASH, PLEASE!

• NO REFUNDS • NO EXCHANGES • NO ALTERATIONS

GROUP

MEN'S

Western PANTS

12-98 and 15-98 values... CLEARANCE PRICE 9.98

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

10.00



MONDAY ONLY

One Special Group 17 Pairs of Boys' Sizes 1 1/2-6

Cowboy Boots

All by Tony Lama, all of extra fine leather and workmanship, regular 14.95 and 17.95 values... CLEARANCE PRICE 9.98 (Buy 'em while the snow is on the ground)

Turtleneck T-Shirts

Long sleeves, lightweight, ideal for wear as T-shirt or undershirt, navy, white, maize, and grey. Regular 1.98 values... CLEARANCE PRICE 1.49 (If you're a big man be here early)

One Special Group Undershirts and Shorts

Boxer type, knit type, nylon and rayon shorts, also nylon undershirts to match shorts, Arrow broadcloth shorts. Regular 1.49 to 3.95 values going at the... CLEARANCE PRICE 77¢ (While they last. Be here when the door opens)

Only 6

Corduroy Long Jacket Coats

Regular and extra long coats. Sizes 44-46-48 only. While they last... CLEARANCE PRICE 10.00

Special GROUP

of 28

Men's

ALL - WOOL

SUITS

on Sale to Clear at low, low Prices- Regular 69.95 Values

35.00

Extra Pants 10.00 style Mark Clothing



'Salesmen's' TV Begun by Humble

A new kind of television program will originate in Texas on January 2, but the public won't see it. It will be the first Texas-originated closed circuit TV show—a program televised in Texas and tra-

veling over TV network cables to special meeting places—and will be seen by approximately 4,000 Humble Oil & Refining Company dealers and salesmen scattered over the state. From the WFAA-TV Studio in Dallas the program will be channeled into the coaxial cable for outlets in 10 Texas cities. In auditoriums and halls in these 10 cities, some

4,000 sales personnel from all service stations and Humble offices in nearby areas will gather to view the company's new 1955 sales program as outlined by company officials.

Cities scheduled to receive the closed circuit program are Dallas, San Antonio, San Angelo, Texas, Arkana, Temple, Lubbock, Wichita Falls, Fort Worth, Houston and Austin—all on the coaxial cable. Simultaneous live programs are also slated at Pharr, Tyler and Corpus Christi—where TV cable facilities are not available.

"The use of closed circuit television programs may set a trend in industrial and business meetings of the future," F. A. Watts, Humble's sales manager, pointed out.

Some people live by their wits—others by the lack of other people's wits.

Many a career is wrecked for lack of ambition to pole its boat through the rapids of life.

It's a BIGGER Job Now!
Join the MARCH OF DIMES
January 3-4

(Continued from page one)

little in 1955. Farm families will need to devote more attention to planning needed improvements on home and buildings in 1955 in order to realize the most from the money spent. Careful attention to selection and use of materials should enable many families to achieve the needed improvements.

Blueprints and bulletins on planning, use of materials and other problems are available from the extension agents' office.

BUYING FURNITURE AND EQUIPMENT

The outlook for lower prices for household furnishings and equipment during 1955 is not as good as it was a year ago, says Bernice Clayton, home management specialist for the Texas Agricultural Extension Service.

Household textile prices may even increase slightly. Consumer spending for furniture and household equipment held up well during the first half of 1954 and many inventories were reduced. This situation is less conducive to lower prices than the one we had last year at this time.

Price decreases on some kinds of equipment such as radios, TV sets, refrigerators and washing machines are being highly advertised. The carpet wool situation has been an interesting one for several years. The use of carpet wool dropped sharply shortly after the outbreak of World War II. This gave rise to a comparatively new cotton and man-made fiber rug and carpet industry. The rate of mill use 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 year.

SERVICE COSTS

The general increase in personal service costs over the past few years seem likely to continue during 1955, according to Minnie Bell, home management specialist for the Texas Agricultural Extension Service. This includes such items as household service, personal care, medical care, urban rent and others.

Some of these service costs have shown especially large increases over the past 15 years. Domestic service and hospital rates, for example, are three times more now. Laundry rates and beauty shop services have nearly doubled, hair cuts are up a little more. This is not surprising during a period of good employment opportunities, especially for women. When other jobs are plentiful, people prefer not to work in personal service occupations where normally low wages have not fully caught up. Although we have less in the way

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

THE FAMILY AUTO

If the family is considering a new car there is a wide selection in colors, styles and accessories,

according to Minnie Bell, home management specialist for the Texas Agricultural Extension Service.

While inventory stocks are less than they were a year ago, consumer expenditures for automobiles have remained high. Income prospects for 1955 seem good enough to support a continued volume of

sales under the current price situation.

Families often have to make a decision when buying cars, equipment, machinery, or other goods and services. If it is a whole family affair there is better understanding and general acceptance by all members when the final decision is made.

TIRES & BATTERIES

Compare our quality. Guarantee, and Price before You Buy—

Announcing Our New 13 x 38 TRACTOR TIRE

- Let us fill your tires with ANTI-FREEZE
- Guaranteed Tire Repair on All Sizes of TRUCK, TRACTOR, or PASSENGER TIRES. Through 1400—

LUPER TIRE & BATTERY
Just East of Steak House, Morton

JOHN DEERE JOHN DEERE JOHN DEERE

WORLD'S MOST MODERN FARM TRACTORS

WE ARE GOING TO SELL

100 In January

ALL FUEL: GASOLINE, L. P. G., DIESEL

POWER - STEERING, ROLL-O-MATIC, POWER-TROL, LIVE-POWER-SHAFT

REWARD for ANYONE WHO SELLS BETTER FOR LESS

COME IN AND SEE THE EQUIPMENT OF MODERN FARMERS
COMPARE OUR PRICES ANYWHERE - WE TRADE FOR ANYTHING
ASK ABOUT THE JOHN DEERE CREDIT PLAN

McALISTER-HUGGINS
MORTON, TEXAS

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. Stop by and say hello.

And, because they like to reminisce, 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 tailored skirt... also valued at \$18

And three more of our friends who register will receive dry-cleaning service valued at \$5, \$3 or \$2. Remember, this is no contest. Just Stop by and Register. No purchase necessary. You need not be present for the drawing. Winners will be notified.

STRICKLAND'S

They Founded It

We're carrying on . . .

Yes, 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 STRICKLAND'S so successful. So we pledged that. Today we renew that pledge. Sincerely,

Mr. and Mrs. M. B. McIlroy
Managers & Lessees

MRS. R. C. STRICKLAND

MR. R. C. STRICKLAND