

WE KEEP LATE HOURS

Our business is keeping your machinery on the job, especially when you need it most. If that requires after-hours service, we'll give it gladly. If you can't reach us at our business phone, please call us at home.

WAYS TO AVOID FIELD DELAY

1. Lubricate machinery on regular schedule.
2. Tighten loose bolts and repair worn parts promptly.
3. Use only genuine A-C parts on all Allis-Chalmers machines.
4. Apply for inspection service well ahead of rush seasons.



LORAN & SONS

Business Phone 3081 — Home Phone 2351

This is IT!

NEW 1951 SUIT

She'll be singing praises for many years to come, if Santa brings her one of our newly arrived 1951 style suits. Just in time for her Christmas.



In light weight pure Worsted check \$65.00
Styled by Swansdown

Minnie's Shop

Around Texas with the Exchanges

PLAN HOLIDAY LIGHTING CONTEST IN SLATON

The Slaton Chamber of Commerce has worked out quite a Christmas program for the town, and one of the features is an outside Holiday lighting contest.

The contest is under the sponsorship of the Slaton Chamber of Commerce and every citizen of the town is invited to take part.

Three prizes will be given, first prize \$15, second prize \$10, and third prize \$5. Judges for the contest will be appointed by President Lewis Hollingsworth of the Chamber of Commerce.

The contest will be for outside lighting only and it is planned on having the light judged soon after Christmas day.

The full details of the contest have not yet been completed, but those who wish to take part

THE STATE OF TEXAS TO THE SHERIFF OF ANY COUNTY GREETING:

L. L. Mings, Administrator with Will Annexed of the Estate of Sallie Mings, Deceased, having filed in our County Court his final account of the condition of the estate of said Sallie Mings, Deceased, together with an application to be discharged from said administration, you are hereby commanded, that by publication of this writ once in a newspaper regularly published in the County of Cochran, and said publication shall be not less than ten days before the return day hereof, you give due notice to all persons interested in the account for final settlement of said estate, to file their objections thereto, if any they have, in said court on or before Monday, the 18th day of December, A. D. 1950, when said account and application will be considered by said court.

Witness, T. W. Pierce, Clerk of the County Court of Cochran County.

Given under my hand and seal of said court, at my office in the city of Morton, Texas, this 4th day of December, A. D. 1950.

T. W. PIERCE, Clerk County Court, Cochran County, Texas.

A true copy, I certify: H. D. CROCKETT, Sheriff, Cochran County, Texas.

OFFICER'S RETURN
Came to hand on the 4th day of December, A. D. 1950, at 1:25 o'clock P. M., and executed on the 4th day of December, A. D. 1950, at 1:30 o'clock P. M., by causing a true copy hereof to be published for ten days before the return day hereof in the Morton Tribune, a newspaper published at Morton, in Cochran County, Texas. This return is accompanied by the affidavit of the publisher of said newspaper, as required by law.

H. D. CROCKETT, Sheriff, Cochran County, Texas.

By JOHN GOSWICK, Deputy.

should start working out how they are going to decorate.

It is probable that this will be the last year for many years for Christmas celebrations and a good time is planned for all the folks in the Slaton area. —Slaton Slatonite.

SQUIRRELS BEGIN TO KEEP HOUSE ON HOCKLEY SQUARE

Four pair of Tennessee grey squirrels set up housekeeping on the Hockley County courthouse square Thursday—not necessarily of their own choosing, but because they were donated to the county by the city of Lubbock.

Their homes, as passerby noted, are green boxes located in trees about the courthouse.

Although the squirrels arrived in Hockley County from Lubbock, they are the offspring of squirrels shipped to Lubbock a number of years ago from Tennessee.

And what will they eat? Indications are that it will be nuts to the squirrels.—The Sun-News.

DECORATION PRIZES FOR HOMES PLANNED BY C. OF C.

George Samson, president of the local chamber of commerce, this week announced a residence decoration program for Christmas which is being sponsored by the chamber.

Prizes will be awarded December 23 for the best decorated windows, doors and outside Christmas tree, Samson said. Every residence in town is eligible.

"We want to really get the Christmas spirit and make it something big for the kiddies this year," Samson said. "With this decoration program, parents can drive around town, showing them to the children and help us promote a Christmas atmosphere." —The Post Dispatch.

CHRISTMAS CONTEST

A Christmas Outdoor Decoration contest for Sudan will be sponsored by the Tuesday Study Club. Thirty dollars in prizes are offered.

Decorations should be in keeping with the Yuletide spirit and will be judged 40 per cent on beauty, 30 per cent on uniqueness and effort, and 30 per cent on resourcefulness. Decorations must be ready for judging by Wednesday, December 20, at 6 p.m.

First prize will be \$15, second prize, \$10; and third prize, \$5.

Every decorated home will be entered in the contest by members of the Tuesday Study Club are not eligible to compete.—Sudan News.

DR. V. L. LAWSON
DENTIST
Morton, Texas

SNYDER VISITORS IN MORROW HOME

Bill Butler and small daughter, Vanna, of Snyder, visited here Sunday in the home of his mother, Mrs. Albert Morrow and Mr. Morrow.

Mrs. Butler is recovering from major surgery performed recently in a Lubbock hospital.

FORREST WEIMHOLD, of Levelland, was a business visitor in Morton, Monday of this week.

Tubane, Morton, Cochran County, Texas, Thursday, Dec. 7, 1950

MOVE INTO NEW HOME

Mr. and Mrs. Tom Arnn Jr. and two daughters, have moved into their new home in the East section of Morton.

ATTEND GAME IN ANDREWS

J. W. McDermott, M. C. Ledbetter and Bob Ziesenheim attended the basketball game in Andrews last Friday night.

WILLARD COXES MOVE INTO NEW HOME RECENTLY

Mr. and Mrs. Willard Cox and family moved recently into their spacious new home just outside the city limits east of town.

Three beautiful gifts to be given away Saturday night at eight o'clock, December 23 at MINYARD-ORMAND JEWELRY.

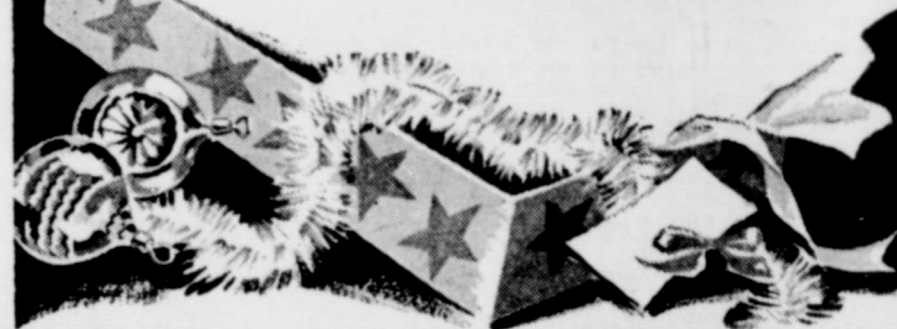


When you trim your Christmas tree will everything be there? Will your gift shopping have been finished, or will you still have to scurry around doing last minute shopping?

You can save time and anxiety by doing your shopping here where almost everything you need can be found on an easy one-stop shopping tour.

Our large selection of prized gifts offer you your best chance of satisfying everybody on your Christmas list . . . and of still staying well within your budget. If you have any special hard-to-deal-with problems just ask our clerks. You'll have your answer in a jiffy.

So come on down today. No hustle, no bustle. No traipsing around fighting against time. You'll find the solutions to your problems here . . . easily, quickly, inexpensively.



"ROCKET" ENGINE HYDRA-MATIC DRIVE

EACH NUMBER 1 IN ITS FIELD!



*Oldsmobile Hydra-Matic Drive optional at extra cost on all models.

Leader in high-compression engines . . . leader in automatic "drives"—that's Oldsmobile! Record-smashing action—remarkable economy—proven durability . . . that's the "Rocket"! Velvet smoothness—effortless operating ease—perfect partner to "Rocket" Engine power . . . that's Oldsmobile Hydra-Matic! See what this number one power team means to you. One thrilling "Rocket" ride will convince you: the Oldsmobile "88" is the performance star of the highway—most thrilling car you can drive!

You get both in **OLDSMOBILE**

SEE YOUR NEAREST OLDSMOBILE DEALER

Phone 2621 or visit

HAWKINS OLDSMOBILE

111 East Washington

EDITORIALS

Don't Blame the Examiner

Appearance of the Driver License Examiner in Morton is a flood of protests that are waiting for licenses either to wait too long or never to get to see the examiner. Those who are inconvenienced by the examiner are quick to blame the examiner in reality the examiner is at fault. In a recent issue of the Texas Sheriff's Association magazine, it was pointed out that these examiners are hired by an appropriation system. The words of the state legislature sets the appropriation and number of examiners appointed must keep within the budget.

Each examiner gives approximately 500 per month or 150 more than he should be expected to give. "This accounts," the magazine went on to state, "for the terrific turnover of examining personnel. It puts far too much strain on the examiners." Actually there is little the man on the street can do about this except complain. In these days when all the talk is for streamlining and economizing on legislative spending, its not so easy to get a larger appropriation. But complaints seldom do any good, unless they are directed at the right party. Don't plague our License Examiner with these complaints. He isn't at fault. He is doing the best he can.

Bouquets to Cobbs

Congratulations are in order for the entire personnel and management of Cobb's Department Store on their fine building. We have often said that it is merchants who are willing to look into the future and can plan their faith in a long range program who are the vital factors in the growth of a town. Cobb's Department Store is just one of the many local firms

who thought enough of the future of this town to rebuild a bigger and better store during the past summer. Their faith was not misplaced. Most of the town's businessmen will drop in on Jack Rice and personnel and congratulate Cobb's in their own way. We take this method of offering our congratulations, adding, the best wishes of all of Morton for a continued successful business operation.

It Could Happen Again

Today, Thursday, December 7, is the 9th anniversary of Pearl Harbor Day. Rather than one of the anniversaries we celebrate; it is a day we solemnly remember for its infamous implications. It is fitting, at a time when soldiers are again dying in war, that we should pause and remember a war which some say was never ended. It is fitting that we hold it in duty, in war or in peace, to remind ourselves to remember

what sudden treachery can do. We must realize, no matter how hard we search for the combination to a peaceful world, that to protect ourselves we must be prepared for possible war. Pearl Harbor is a symbol of how our way of living; our entire civilization, can be crippled and destroyed within a matter of minutes. We must remember Pearl Harbor, in order to be better able to arise should another such episode take place.

THE LAW --AND YOU

By ROBT (Bob) KIRK
County Attorney, Lamb County

Do You Know what the effect of a 90 day commitment to a State Hospital is?

To gain admittance by Court order to a State Hospital for those mentally ill, there must be one of two types of proceedings. One proceeding is for a "permanent" commitment and requires a jury trial and a finding that the person is of unsound mind, and would be dangerous if left at large.

The other type of order is a "90 day" commitment. One sent to a State Hospital on a 90 day commitment is not adjudged to be of unsound mind. He is sent to the hospital for a period not to exceed 90 days for "observation and treatment." He may be released at any time the Doctors of the hospital deem that his condition justifies the same prior to the 90 days. He loses none of his civil rights, and a new trial to find that he is restored to his right mind is not necessary. He can return to his business, and carry on the same as if he had never been sent to an institution.

Three beautiful gifts to be given away Saturday night, eight o'clock, December 23 at MINYARD-ORMAND JEWELRY.

Reveal Beauty

The addition of a subtle tint to your hair can radiate your complexion and show your mirror a lovelier you. Call for an appointment today!

Dorthea's
Beauty Salon

Phone 3601

This is IT!

FREE Three Lovely Gifts!

With each \$2.00 purchase you get a Free ticket on three lovely gifts.

To Be Given Away

Eight O'Clock

SATURDAY NIGHT, DEC. 23

You will not have to be present in order to receive the free gift.

Minyard-Ormand Jewelry Store

Looking Ahead

By George S. Benson
President, Harding College
Searcy, Arkansas.

PEOPLE ARE WAKING UP

Month by month, week by week the American people are becoming better informed on the facts about government and economics which have such a great bearing on their everyday lives and their future. For the last 20 years the American system of free enterprise has been attacked and slyly undermined by a vast army of Left wing crusaders. It was only a few years ago that supporters of the system finally became sufficiently stirred up to begin, in impressive numbers, to fight back. The telling weapon has been: the truth.

The accumulating evidence today strongly indicate that the national trend away from the basic American principles has been halted, though by no means stamped out. For the past two years while traveling in the country lecturing and conducting our Harding College Freedom Forums, I've observed the mounting reaction as the truth began to reach the American people—farm people at the grass roots, home owners in small town America, the men and women working in industries and the people of a thousand and one callings in our great metropolitan centers. Wherever the free enterprise facts were being driven home, they were beating down the half-truths and falsehoods of the Leftwingers.

Signs Were Apparent
The results began to be of measurable size about a year and a half ago. They were so encouraging that a report was made to the readers of "Looking

Ahead" on Feb. 15. "In the past year or so," I wrote, "there has been significant proportions. Millions of Americans are beginning to bestir themselves and squarely face the responsibilities of citizenship."

"The awakening isn't sufficiently widespread to be decisive—to halt the leftward trend—but, to me," I reported in the February column, "it is immensely encouraging." Since that column was written the continuing stream of facts—concerning the American economic system, and the falseness of Leftwing propaganda—has expanded the area of informed public opinion.

Big Job Ahead

A survey made four years ago by the painstaking Psychological Corporation revealed that only 15 per cent of the American people knew that corporation profits averaged up, nationwide, to considerable less than 10c on each dollar of sales. Eighteen per cent thought it exceeded 50c on the dollar, 29 per cent thought it ranged between 20c and 50c. But the same survey this year found almost twice as many people correctly informed on the profit facts. That's significant. And yet, these correctly informed people amounted to only 22 per cent of the total adult population. The job of informing the people on economic facts obviously has just begun.

The facts about profits are important. The public's understanding of them constitutes an important barometer on the success or failure of the Leftwing propaganda and the now substantial efforts being put forth on behalf of American economic education. The Leftwingers want to eliminate private business ownership, place everything in the hands of the all-powerful State. So they try to create resentment, and finally hate, against the business community. Using false and twisted statistics, they've convinced millions of uninformed people that business and corporation profits are exorbitant, sky high.

The Facts

The average profit on all business during the depression and recovery years, 1930-1950, was less than 2c on the sales dollar. Government statistics show the average corporation profit for the 10-year period 1940-50 was 4 1/2c on each sales dollar; and 5 1/3c for the single year 1949 amounted to 9.1 per cent of the national income, while the total national wages and salaries accounted for 63.7 per cent.

Over the years, the American economic system, with its profit motive and its supply and demand balance wheel, has proved to be the most workable, the most productive and the most equitable vehicle for the distribution of a nation's wealth ever created on this earth. The profit motive is to be found in wholesome perspective in every phase

JAKE H. CARROLL

REPRESENTATIVE

J. C. Mench

Airlift Shoes

Morton, Texas

Tribune, Morton, Cochran County, Texas, Thursday, Dec. 7, 1950

of our national life. Make a resolution today to learn more about profits and their indispensable function in our American society.

Here's a Lift for your motor- Get Winter-Blended Phillips 66 Gasoline!



Now at your Phillips 66 Dealers you can get a gasoline specially blended with extra amounts of high test (high volatility) elements... to overcome hard starting and motor sluggishness on cold winter days. Winter-Blended Phillips 66 Gasoline is right for smooth acceleration and thrifty mileage. Get it at any station where you see the famous orange and black Phillips 66 Shield.

Drive RIGHT with Phillips 66

Hear Rex Allen and the Sons of the Pioneers every Friday night over C.B.S.

LUBRICATE FOR SAFETY EVERY 1,000 MILES

NEW 1951 Chevrolet

AMERICA'S LARGEST AND FINEST LOW-PRICED CAR!



See it SATURDAY!

The Smart New Styleline De Luxe 4-Door Sedan

NEW! Longer, lower, wider big-car look!

NEW! Strikingly smarter Fisher Body styling!

NEW! Luxurious Modern-Made interiors!

NEW! Jumbo-Drum brakes—largest in field!

NEW! Glare-Proof Safety-Sight instrument panel!

NEW! Improved, easier Center-Point steering!

plus **TIME-PROVED POWER Glide** Automatic Transmission —proved by over a billion miles of performance in the hands of hundreds of thousands of owners. Optional on De Luxe models at extra cost.

Refreshingly new IN ALL THE THINGS YOU WANT!

New outside! New inside! Refreshingly new in feature after feature! That's Chevrolet for 1951!

It's America's largest and finest low-priced car, with distinctive new styling, new front and rear-end design, and new America-Preferred Bodies by Fisher.

And, with all these new things, it also brings you the proved things, which make Chevrolet America's top car.

It brings you extra-sturdy, extra-

rugged, extra-durable Chevrolet construction; it brings you that more thrilling and thrifty Valve-in-Head engine performance for which Chevrolet is world-famous; it brings you comfort feature after comfort feature and safety feature after safety feature found only in Chevrolet and higher-priced cars.

Come in... see Chevrolet for 1951... and you'll agree it's America's largest and finest low-priced car.

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!



Allsup Chevrolet Company



Letters to Santa Claus

Dear Santa Claus:

I have been a good girl all year. Please bring toys to all the children. Please bring me a little piano and a nurse set, roller skates, doll buggy, dishes and a jump rope.
Your friend—Winona Smedley.

Dear Santa Claus:

I have been a good boy all year. Please bring toys to all good children. Please bring me a horse and chaps and guns.
Your friend—Lowell Hatcher.

Dear Santa Claus:

I have been a good boy all year. Please bring toys to all good children. Please bring me guns and holster, roller coaster, a buck-loader, skates, spurs boots and chaps, a bebe gun and filling station and a scooter.
Your friend—Raymond Davis.

Dear Santa Claus:

I am a great big boy of six and I go to school. Please bring me a cowboy suit and lots of kiddie records. I want 2 guns and lots of bullets.
You won't need to bring Mommy and Daddy anything cause

they have a new car.

I love you Santa—Ronnie Carson.

Dear Santa Claus:

I have been a good boy all year. Please bring toys to all good children. Please bring me a bicycle and a gun and a holster.
Your friend—Johnny Hancock.

Dear Santa Claus:

I have tried to be a good girl all year. Please bring toys to all the other boys and girls. Please bring me a big, big doll, a nurse kit and a set of dishes.
Your friend—Viola Smith.

Dear Santa Claus:

I have been a good girl all year. Please bring toys to all good children. Please bring me a pair of skates. Please bring me a bicycle. Please bring me a nurse set.
Your friend—Mary Ruth Coon.

Dear Santa Claus:

I have been a good girl all year. Please bring toys to all good children. Please bring me

a pair of skates. Please bring me a nurse set and a doll.
Your friend—Kathryn Cotten

Dear Santa Claus:

I am a good little girl as good as can be expected of a 5 year old and I always mind my Mommy.

Please bring me a Dale Evans Cowgirl suit, a great big doll and doll bed and a record player.

I guess that will be enough for me. Remember all the other good little boys and girls.
I love you Santa—Maisie Carson.

Dear Santa Claus:

I have been a good girl all year. Please bring me a doll buggy and a bicycle.
Your friend—Delberta Stephens

Dear Santa Claus:

Take toys to all good children. I have been a good girl. Please bring me a nurses set and a Toni doll.
Your friend—Marvalene Hoffman

Dear Santa Claus:

I have been a good girl all year. Please bring toys to all good children. Please bring me a baby grand piano and I want a table and chair set, doll dishes, a cooking set, a nurse set, and a doll buggy.
Your friend—Phyllis Ward

Dear Santa Claus:

Mommy and Daddy call me "Stinky" but I'm really a good little girl. I am only three years old and just want a little bit—just a cowgirl suit, doll and doll bed and a whole lot of candy. I'll be watching for you Santa and I love you.
Margery Carson

Dear Santa Claus:

I have been a good boy all year. Please bring toys to all good children. Please bring me a roller coaster and a filling station.
Your friend—Ray Luper

Dear Santa Claus:

I have been a good girl all year. Please bring toys to all good children. Please bring me a Toni doll and a cradle and a set of dishes.
Your friend—Vivian Ann Ledbetter

Dear Santa Claus:

I have been a good girl all year. Please bring toys to all good children. Please bring me a doll bed. Please bring me a doll buggy. I want a doll that can say ma-ma.
Your friend—Karin Haralson.

Dear Santa Claus:

I have been a good girl all year. Please bring toys to all good children. Please bring me

a cooking set, and a big, big doll, and a baton and a doll.
Your friend—Linda Gay Williams

Dear Santa Claus:

I have been a good boy all year. Please bring toys to all good children. Please bring me a car wrecker, and a train, and a filling station, and a bebe gun, and a truck, and a guitar.
Your friend—Earl Ward

Dear Santa Claus:

I have been a good boy all year. Please bring toys to all good children. Please bring me an electric train.
Your friend—Jimmy St. Clair

Dear Santa Claus:

I help my grandmother work when she keeps me. I am three years old. I am a good little girl nearly all the time.

For Christmas I wish you would bring me a doll and a doll bed, a wind-up boy on a tricycle, a pair of house shoes, and some candy and fruit. Please bring Tippy a little car.
Your friend—Terrie Olena Watson.

Dear Santa Claus:

I am a little girl five years old. I will go to school next year. I have tried to be a good little girl.

I wish you would bring me a little doll with blue eyes and says waa, waa, waa when you lay her down. Also bring me a pair of house shoes, and a play dish drainer and some doll dishes.
Please bring Tippy a little duck to play with in the bath tub.
Your friend—Susan Watson.

Dear Santa Claus:

I think I have been a very good girl this year, and I would like for you to bring me a doll that looks like a real baby and has a magic bottle, table and chairs, a swing and see-saw for my back yard, and any thing else you would like to bring me. Please don't forget my little friend, Darlene Goodson, in the Orphan's home in Waco, Texas. She has been a good girl too.
Love—Judy Lawson.



CHRISTMAS Decorations

To Beautify Your Tree and All the House.



Lights for both Indoor and Outdoor use.

Make A Gift More Exciting

You can't tell a book by its cover, and the same is true of gifts — but a gala festive wrapping makes even the most modest gift more tantalizing. Stop by for your gift wrappings now. Choose from printed and glitter-shot paper, sparkling ribbons and gay decorations.

A Large Assortment Of Christmas Cards

ST. CLAIR'S

Ben Franklin Variety Store

The Public..

Is Invited To Attend A

"Fires For Freedom"

Program and Bean Supper

At

Veterans Hall

THURSDAY, DECEMBER 7
7 O'Clock

Bring an unwrapped gift for Veterans Hospital.
Sponsored by American Legion, V.F.W. and Auxiliaries



PULLING POWER NEVER KNOWN BEFORE!

ALL-SOIL ALL-PURPOSE

WE'VE GOT 'EM! PUT 'EM ON TODAY!

Own the Only Farm Tire With All These Advantages

- GET NEW FULL OPEN CENTER—keeps center wide open for positive self-cleaning action.
- GET NEW FULL-WIDTH BITE—extreme shoulder-to-shoulder grip!
- GET NEW SPEARHEAD PENETRATION—exclusive shoulder angle penetrates any soil like a knife, and holds!
- GET NEW POWER BUTTRRESSING—every lug extra-braced from center to shoulder! Slow, even wear! No lay-back!
- GET NEW PADDED ROLLING CENTER—smooth hard-surface riding! Longer life!
- GET NEW REINFORCED CARCASS—utmost strength with flexibility!

Highest Allowances! We pay you huge cash allowances for your old tractor tires!

Special Credit Terms! They're easy to own! Get our easy payment plan!

NEW Front Wheel Tractor Tires
Plow Tail Wheel Tires

Steadier steering power with the new U. S. Royal Tri-Rib! Lower rolling resistance with the new U. S. Royal Plow Tail Wheels!

Complete Farm Line for Every Tire Need!

SEE US TODAY! LIMITED TIME! LIMITED SUPPLY!

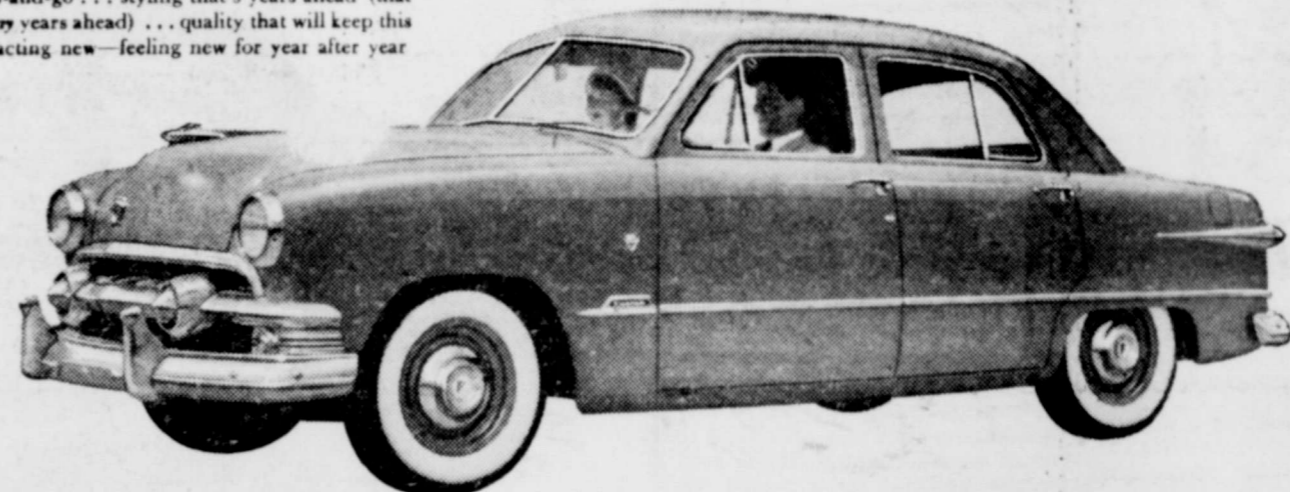
Reynolds Tire Co.

Morton, Texas

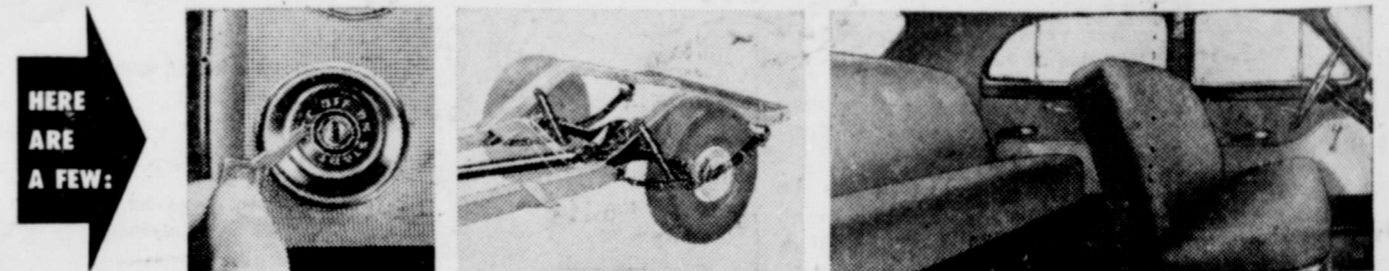


Here's the '51 FORD

New—through and through—is this '51 Ford! It brings you V-8 or Six power that rules the road in get-up-and-go... styling that's years ahead (that will stay years ahead)... quality that will keep this Ford acting new—feeling new for year after year.



with 43 "Look Ahead" features



Ford's New Key-Turn Starting turns on your engine when you turn the ignition key past "ON". No more reaching for buttons or pedals!

New Automatic Ride Control... a unique springing system which automatically adjusts spring reactions to road conditions. You get an easy ride... a level ride... no pitch, no bounce, no roll!

Ford's "Luxury Lounges" Interiors are designed to stay in style... to last through the years ahead. You'll find a new "Safety-Glow" Control Panel. You'll find a whole new selection of beautifully woven Fordcraft Fabrics that are matched to Ford's exterior colors. And Ford's interiors are built for the years ahead.

built for the years ahead!

In this '51 model, Ford has built a car, with 43 new "Look Ahead" features, that's as fine as the finest—yet priced with the lowest... a car that's built to last, not just for a year or two, but for the years ahead!

In addition to the "Look Ahead" features pictured on this page, Ford offers you a more rugged chassis frame box-sectioned back to the stiffer rear cross member for greater rigidity. For safety you get new Double-Seal King-Size Brakes... sealed against the weather. For quick, all-weather starts Ford offers you a new Waterproof Ignition System. And best of all, Ford brings you Fordomatic Drive*... the newest, finest, most flexible of all automatic transmissions. *Optional at extra cost.

Come in for the "LOOK AHEAD" facts on the

'51 FORD

WILLARD COX

YOUR FRIENDLY FORD DEALER

...regular half-yearly Sale of Coats and SUITS

USE OUR
LAY-AWAY
WE GIFT
WRAP

Tremendous Pre-Holiday Savings!!
Reduced $\frac{1}{4}$ to $\frac{1}{2}$ Price.

From Regular Stock.

Imagine this! The most desirable, new-fashion and top quality coats and suits on our racks—NOW price slashed to a fraction of their regular price! And here for you at these marvelous savings right in the MIDDLE of the season! Don't miss this Sale—come in today! Coats in short and full length.



BLANKETS
Make
Wonderful
Gifts.

Double in 5%
Wool and 10%
Rayon.

Single in lovely
solid colors, part
wool and rayon.

NICE SELECTION OF LUGGAGE

MID-SEASON Dress Special

Dresses and Casuals all budget priced. Our price-reducing spree included every dress on our racks. This means styles for every occasion, in gabardine, wools and crepe fabric, color and flattering fashion. Come in early—come in today! Sizes 7 to 17, sizes 14 $\frac{1}{2}$ to 24 $\frac{1}{2}$. Included are 1 and 2 piece dresses.

VANETTE
Nylon Hose
51 gauge, 15 denier
\$1.50 & \$1.95

Nylon
Blouses
Nylon and Rayon
Panties

Nylon Slips
Reg. Value \$6.95
Special for
Christmas
Only \$4.95

SHIRT THEMES FOR GIVING

MEN'S SHIRTS

By Beau Brummel
Dress and Sport. In Broadcloth and Corduroy. Western style shirts in popular gabardine.

MEN'S HATS

By Stephens
These make
handsome gifts.

SLACKS
Dress and Sport
In popular colors
and materials

Warmth at Yule Time!

And Through the
Winter in That
Rugged Gift Jacket!

Please him at Yule—and keep him happy all through the cold weather season with a gift jacket keyed to his rugged outdoor life... tailored for warmth and sound practicality. Furred collar and quilted lining.

Also a complete attractive gift selection of Ties, Socks and Handkerchiefs.



Headquarters FOR PRACTICAL GIFTS
THE FAIR STORE North Side of Square

Survey Finds United States Food Supply Plentiful; Some Surpluses

Mrs. America, who likes to feed her family well can be pleased with the general food picture.

Do we have enough food? The answer is yes. In fact we have surpluses on many of the basic foods. These surpluses can now be referred to as food in reserve. Also this year's crops in general are good.

Food production is well ahead of what it was at the start of World War II. Moreover, production can be substantially increased both by the farmers and by the processors.

The world food situation is also much improved so that foreign countries are far less dependent upon us for supplies.

Prior to the Korean situation, our problem was one of what to do with surplus foods, such as dried eggs, butter, dried milk, cheese, wheat, corn, etc. These surpluses still exist and the only difference is that now the government will probably convert them into stockpiles.

There are more than 3,000 items on grocery shelves with only a few of them in short supply in the stores at this time. We see no cause for alarm unless the American people become panicky and start hoarding foods which, of course, creates scarcities and run-away prices. They will have only themselves to blame if this happens. Staple foods are plentiful.

GRAINS
With supplies on hand and good crops forecast, it does not appear that there can be any shortage of bread, cereals, flour—or any grain product. Total supply of wheat for 1950-51 will be about 1,400 million bushels. Of this amount we will probably export around 250 million bushels—but even so, by next July we will still have on hand

between 400 and 450 million bushels. Feed grains for cattle are ample, too. New crops, plus large stocks on hand, will permit sizeable quantities to be exported and still leave substantial stocks for 1951.

FATS AND OILS
Lard—on hand in factory and warehouse stocks—189 million pounds which is 15 million pounds more than last year.

Vegetable oils—around 1,335 million pounds, about the same as last year.

Creamery butter production for last half of year, approximately 668 million pounds, about the same as last year. Also USDA has on hand around 176 million pounds for use when needed.

Smaller quantities of fats and oils are being exported this year. So what we produce can be used at home here.

FRUITS
Citrus fruits—for second half of year about same as last year. Supplies of other fresh fruits such as pears, peaches, apples, etc., will be somewhat smaller than last year. But this is the sort of thing that happens from year to year anyway. Some years

are more abundant than others. Our present supply of canned, frozen and dried fruits is smaller than usual. But to this will be added the new crop just now coming in. When that is canned and processed there will be enough to meet normal demands.

VEGETABLES
Fresh vegetables for last half of the year—about the same as last year. Canned vegetables—about equal to last year.

POULTRY AND EGGS
There is a surplus of eggs. The government under its support program has in storage 107 million pounds of dried eggs, the equivalent of about 300 million dozen shell eggs. They have been accumulating at the rate of fifteen million pounds per month—and the government is still buying at this rate.

SUGAR
Last year in this country we used 7,500,000 tons of sugar. This year we have on hand an additional 950,000 tons which gives us a total of 8,450,000 tons available for this year.

Present indications are that record beet sugar and cane sugar crops will be harvested in this country this year.

Christmas Contest Needs More Entries

More contestants for the outdoor decorating contest are needed according to Mrs. C. W. Davis, Garden Club president.

Judging will be done on the night of Friday, December 15; this will enable photographers to make pictures of the winning displays for the Christmas edition of the Tribune.

There are three classifications this year in which nice awards of cash and merchandise will be given. An entry blank is in this issue of the Tribune. Fill in your choice of entry and mail as soon as possible, requests Mrs. Davis.

GARDEN CLUB CHRISTMAS PARTY AT MRS. ROY HILL'S

The annual Christmas party of the Cochran County Garden Club will be held Tuesday night, December 12 in the home of Mrs. Roy Hill.

Members will exchange gifts. Names were drawn for the exchange at the meeting held, November 28 in the home of Mrs. Tom Arnn.

HENRY ANGLE TAKEN ILL

Henry Angley, father of W.E. Angley, is hospitalized in Muleshoe after suffering a heart attack last Friday.

Three beautiful gifts to be given away Saturday night, eight o'clock, December 23 at MINYARD-ORMAND JEWELRY.

FRED STOCKDALE
Lawyer
Morton, Texas

Outdoor Christmas Lighting Contest

ENTRY BLANK

Name

Address

Most Beautifully Decorated Tree—

Overall Decoration—

Prettiest Window—

Please Check One and Return to

Mrs. C. W. Davis, Pres. of Garden Club
Morton, Texas

Contest sponsored by Cochran County Garden Club,
Ben Franklin Store, Morton Floral, Morton Tribune.

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DIAL 2581

STOP—SHOP—SAVE

We Deliver

SARDINES FLAT—In Oil 3 For **25c**

SWIFT'S **LARD** 4 Lb. Pails **89c** KIMBELL'S—Mexican Style **BEANS** 3 For **25c**

HOMINY LAHOMA—No. 2 Cans 3 For **25c**



1 Lb. Package **PERCH** Pkg. **43c**

HONOR BRAND **BROCCOLI** 10 Oz. **29c**

HUNT'S—In Heavy Syrup **PEACHES** 300 Size .. **17c**

No. 2 Sliced **PINEAPPLE** Each .. **29c**

CHRISTMAS NUTS—ALL KINDS
Christmas Candy—All Varieties

CORN Concho—Fancy White 2 Cans For **25c**



RED DELICIOUS **APPLES** Pound **12c**

Large Green **LETTUCE** Pound ... **12c**

NO. 1—10 Lb. Mesh Bags **POTATOES** Bag ... **39c**



LOIN or T-BONE **STEAK** Pound **75c**

HAMBURGER **MEAT** Pound **49c**

KEETON PLAINSMAN **BACON** Pound **55c**

Successful Hunters



Dr. V. L. Lawson and Sheriff H. D. Crockett with the four buck deer bagged on a recent hunting trip in the area around Del Rio, Texas.

Book Lovers Set Date For Party

Book Lovers met with Mrs. Ermon Miller last Thursday evening. Due to illness, Mrs. Fred Stockdale was unable to review. The evening was spent in playing canasta.

Names were drawn for gifts for the Christmas party scheduled for Thursday, December 14, at the home of Mrs. C. H. Silvers. No limit was set for the gifts.

One guest, Mrs. Wendell Watson, and new member, Mrs. Turner Beard, were welcomed by the president, Mrs. Joe Gipson.

Refreshments of coffee and fruit cake topped with whipped cream were served by the hostess to Mrs. C. H. Silvers, Mrs. Murray Crone, Mrs. Fred Danforth, Mrs. Maude Davis, Mrs. Elizabeth Greer, Mrs. T. M. Tanner, Mrs. John Alford, Mrs. W. W. Smith, Mrs. J. A. Gowdy, Mrs. Gene Benham, Mrs. M. C. Ledbetter.

Mrs. Neal Rose, Miss Mabel Ann Manley, Miss Lonora Jackson, Miss Flo Ann Marshall, the new member, one guest, and president.

TECH POETS AREN'T LONGHAIRS

Two students at Texas Technological College will publish poems in the Annual Anthology of College Poetry—but the students aren't exactly the "Longhairs" sometimes associated with poets.

Will Turner, freshman from Melvin, is a civil engineering major who writes poetry as a "hobby." The poem he had accepted is "Prayer."

Jerry Raun, a geology major from Oden, writes both poetry and prose as a sideline. His poem will be "It's Only Dark."

Talk From Around Here

By ART. N. WALL

Mr. W. A. Burnette, age 55, a resident of Denver City, Texas, was killed Friday morning December 1st at 11:00 a.m. at the Stanolind Hall lease fifteen miles north and west of Plains. Mr. Burnette was an employee of Gibbons-Heasley oil field contractors. Mr. Burnette was gang pusher for Gibbons-Heasley. The cause of Mr. Burnette's death was the explosion of a heater treater. On investigating the accident it is believed that Mr. Burnette closed a plug valve on the three inch gas line that extended down to the ground from the top of the heater treater. This shut the gas in to where the safety valve or "fisher valve" had an effect. In all probability a near by well that was being worked on flowed a head at about the same time Mr. Burnette shut this plug valve. The explosion must have been very prompt after he closed the plug valve for from the plug valve to where he was killed was only about three steps. The heater treater stood twenty-seven feet and six inches high. It was six feet in diameter. About five feet down from the top the explosion ripped the quarter-inch steel in a circle as though immense cutting shears were used.

The heater treater was hurled from the cement foundation and fell on Mr. Burnette. Death must have come immediately. Mr. Burnette and his gang were doing connection work there at the tank battery where the heater treater was located. It was believed Mr. Burnette closed the plug valve thus shutting the pressure in order to do a certain piece of connection work. The men working with him said the explosion sounded no louder than a 12 gauge shot gun being fired.

Mr. Burnette was married. He leaves his wife and three children. Both his father and mother are living. Funeral services were held in the First Baptist Church at Denver City at 3:00 p.m. Sunday, Dec. 3.

Interesting facts concerning the fourth coming March of Dimes drive were given out at the meeting which took place at the Hilton Hotel in Lubbock, on Nov. 28th. Twenty-five people were present. Mr. Ed S. Stewart, state chairman for the March of Dimes and whose home is in Abilene, Texas, was the principal speaker. He stressed that the March of Dimes was out of the dime class and it was now necessary to push forth dollars. Texas has used from the National Foundation \$300,000.00 to fight the polio epidemic in this state. This money has been used in the past three years. Because of this Texas has not contributed any to national research. She has had to use all of her money at home to fight her own polio cases. Here in Cochran county we have done well considering our population. Last year we ran about 36 cents per capita at a basis of six thousand population or we raised according to figures shown at the above meeting, \$2,170.00. Our county, this writer was told, fell among first listings of counties who did well as to population. Even with this it was necessary for Cochran county to borrow \$1,000.00 back from the National Foundation to help financially in our polio cases. We needed \$1,400.00 but the National Foundation could not afford to let us have this much. Yet our state has had several hundred more cases this year than last year.

The Homemaking Girls of Whiteface had a "Community Game Night" Nov. 30th at 7:00 p.m. Forty-two, dominoes, canasta and other card games were played. Coffee was a nickel, cold drinks were 10 cents, cocoa was 10 cents and doughnuts were 10 cents. This columnist never heard how the girls made out financially but here is hoping they took in a little money. They have a worthy project. This game session was held at Whiteface School cafeteria.

The Whiteface seniors and the Whiteface P.T.A. have a box supper planned. Now don't you men get a sudden wave of panic when you read this because I know how you feel on box suppers. Five bucks for a box with a cake about the size of an overgrown doughnut in it, is rather hard to take. Well they tell me this stunt is not going to be pulled

at the above box supper which will be held Dec. 8th at 7:00 p.m. at the school cafeteria. They say these boxes will not run high which is just the way an old oil field pumper likes it. The reason for this box supper is so that both P. T. A. and the seniors can have a little of that old folding money. Anyhow, let's us all give them a helping hand. Remember way back in the old days when we used to take our best girl to a box supper? Why my gosh, we would sell our own saddle and horse too, just to buy our gal's box when it was up for sale.

Let us see now. Here is another gathering. On the night of Dec. 1st the Quarterback Club of Whiteface held a barbecue for the football players. There were about sixty players present and with the Quarterback members there were all told about one hundred and twenty at the barbecue. A big time was had and plenty to eat. This was held at Whiteface school cafeteria too. Our Quarterback club is right on the ball and is very active. Our coach and team is too. They have all done wonders this year. Guy Spurlock and "Pick" Flowers did the barbecuing.

And here we are again. The Whiteface Quarterback club and our school football players attended services Sunday night at the Methodist Church in Whiteface on December 3rd. Good going, fellows.

Whiteface is really having meetings. Now on Wednesday night Dec. 6th at the educational building of the Whiteface Methodist Church there will be held a Fellowship supper. Whatever you was going to eat for supper, —well just bring it up there. Mr. Brash, I bet I spelled that wrong) of Brash-Mitchell Hardware in Levelland will be the speaker at this supper. Now Mr. Brash is a very good speaker so just bring your suppers and come up there that evening, and after we eat we will hear Mr. Brash talk.

Here is a worth while project. The Women's Missionary Society of the Whiteface Methodist Church is putting out an appeal for the toys your youngsters have outgrown or discarded. They will give these toys to those children of our community who will have little or no Christmas. Leave those toys at the educational building of the Whiteface Methodist Church. Folks, let's don't lay this thought aside. Put it to action. Get up right now from your chair and throw them old toys of junior's in the car and then you will have them the next time you are in town or by the Methodist Church. Any further information on this can be had from Mrs. Gilbert Keith.

Visiting in our community from Estelline, Texas, was Mrs. Davis, who is the daughter of Rev. Clarence Bounds of the Whiteface Methodist Church, and Mrs. Cooper. They spent Monday, Nov. 27th visiting Girlstown as it is being considered as a project of a woman's club which they represent in Estelline.

We are still looking for a ditcher in order to bury about 500 feet of sewer tiling out at Girlstown. Any means of getting this ditch dug is O. K. It doesn't necessarily have to be a ditcher. Would like some water line and gas line covered too. Boys, you know how a worn out old pumper feels about grabbing up a shovel and doing all this. My! My! Cold weather coming on too.

The Whiteface P. T. A., on Dec. 12th, will serve the Whiteface football players and their dads a father and son banquet. This will be held at the Whiteface cafeteria at 7:30 p.m.

Donny Townsend, age two, son of Mr. and Mrs. V. N. Townsend of Whiteface, had his tonsils removed on Wednesday, Nov. 22nd, at West Plains Clinic. Mrs. Townsend had a nose operation on the following Saturday, Nov. 25th. Both mother and son are getting along fine.

Will end this column with this: "Your fears and worries are just as close as your nearest church."

Play Successful Says Director of Morton Band

The Morton Band play was pronounced a success by director Fred Danforth after two performances last week netted proceeds of \$170 to help purchase sweaters for all graduating senior band members with two years of band experience.

The play, entitled, "For Pete's Sake," given last Thursday and Friday evenings at the school auditorium, came off very well with participants well rehearsed despite the fact that only 4 night rehearsals were held.

The band extended its thanks to Smith Brothers Furniture Store for the use of the living room furniture. Joyce Daniels and Martha Wood were in charge of reserved seat ticket sales and Martha Deane Morrison was prompter.

Introduction of members of the cast was made by Evelyn Culpepper and she also eulogized for musical numbers that were presented between acts. Bobbie Gast soloed on "Harbor Lights" and then the Three Drips and a Drop, Tommy Bowman, Darryl Bowman, Jimmy Robertson, and Bobbie Gast, sang "The Whiffenpoof Song."

Ushers for the play were Carolyn Hefflin, Audrey Fay Ward, Nelda Joy Childs and Margie Williams.

H. E. GARDNER RETURNS HOME

H. E. Gardner returned several days ago from Temple, Texas, where he had been a surgical patient in a Temple hospital.

The trip home was made in Glenn W. Thompson's plane. Mrs. Gardner accompanied her husband. A bed was made in the four place plane by removing one of the front seats.

SERVICE GUILD TO MEET DECEMBER 13

Wesleyan Service Guild will meet Wednesday night, December 13, for the annual Christmas party and gift exchange, at the home of Mr. and Mrs. J. D. Hawthorne.

Husbands of members will be guests. Each person is asked to bring a gift. The meeting starts at eight o'clock.

E. S. WEED and family left Tuesday morning for St. Joe, Tex., as where they will make their new home.

666 GIVES FAST RELIEF when COLD MISERIES STRIKE
LIQUID OR TABLETS

While They Last — Brand New
Sewing Machines
AT
WHOLESALE PRICES
Portable Electric **\$69.50**
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Also will make your old sewing machine into a modern electric Portable for—
\$34.50.
Consoles and Desks also available.

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Sale of Both NEW and USED CARS And PICKUPS. More in Stock Than Ever Before.

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Repair Shop

We have trained mechanics for all Types Cars and Trucks

Let Us Change the Fram and Oil In Your Rocket Motors.

Hawkins Oldsmobile

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IT'S 16 to 1 - YOU WON'T LOSE YOUR HOME BY FIRE!

YOU CARRY FIRE INSURANCE . . . Why Not HOME MORTGAGE PROTECTION

There are 16.3 deaths among mortgagors compared to one loss of home by fire. This plan provides for monthly mortgage payments as they come due or cash to pay off the loan. In addition to fire insurance, carry mortgage protection. Talk to . . .

REPRESENTING
GREAT AMERICAN RESERVE INSURANCE COMPANY

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HOME OFFICE DALLAS



LEWIS OWEN
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Christmas Gift For HIM
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Drift thru your dreams in comfort—unbelievable comfort, superb tailoring, roomier armholes, longer trousers . . . They're not just ordinary pajamas . . . All have generous seams with strong stitching for extra wear. Asleep or awake count on Enro for comfort . . . because the all-elastic waistband S-T-R-E-T-C-H-E-S.

\$3.95 and \$10.00

"One Person Tells Another"

CHILDS'

LeBlanc Thanks Newspapers for Cooperation



Senator Dudley J. LeBlanc

Oklahoma City. . . (Special) Senator Dudley J. LeBlanc, manufacturer of Hadacol, thanked more than 400 members of the Oklahoma Press Association at their meeting here this week for the important part played by weekly and small daily newspapers in the tremendous success of Hadacol.

The Senator described how he had parlayed \$2500 in borrowed money into the \$7,000,000 in assets LeBlanc Corporation, of Lafayette, La., in two and a half years.

"One big reason for my success was that I kept pouring my money back into advertising just as fast and sometimes faster than I made it," said Senator LeBlanc.

He explained that Hadacol uses more than 6500 weekly newspapers as monthly schedules and announced plans for increasing his budget in this field.

SIDNEY STUDENT TO REPRESENT TECH

Dorene Moore, Sidney, junior student at Texas Technological College, will attend the National Home Sewing Contest, sponsored by the Women's Auxiliaries of Sheep and Goat Raisers Association, in Casper, Wyo., this week. Miss Moore won the area contest and was chosen to represent the state in the senior contest. Marilyn Jones, Tech sophomore from Garland, won second place in the junior class.

COCHRANS ENTERTAIN

Mr. and Mrs. L. A. Cochran entertained a few friends with a quail dinner, followed by games of canasta Monday night. The dinner table featured a center decoration of snowman and reindeer flanked by lighted candles. Guests were Mr. and Mrs. J. B. Knox, Mr. and Mrs. L. F. Hargrove, Mr. and Mrs. Gage Knox, Mr. and Mrs. R. D. Ormand, Mr. and Mrs. J. C. Reynolds and Pamela; Mrs. Dona Doughty, Mrs. Clyde Reynolds and Mrs. Elizabeth Greer.

DAUGHERTY IS NAMED SEMINOLE BANK PRESIDENT

Controlling interest in the Seminole State Bank passed into the hands of local stockholders and L. G. Daugherty, former executive vice-president, was named president following a deal completed here Tuesday.

Daugherty purchased the interest of John D. Mitchell of Odessa and J. G. Nisbett of Dumas, making 88 per cent of the stock of the bank owned by local people. Mitchell formerly was president of the bank and Nisbett was a vice-president.—Seminole Sentinel.

VISIT IN SAN ANTONIO

Mr. and Mrs. H. H. Hornsley of Three Way school faculty were in San Antonio during Thanksgiving holidays. They attended state teachers meeting.

LEGAL NOTICE

NOTICE OF THE TIME AND PLACE FOR A HEARING BY THE COMMISSIONERS' COURT OF COCHRAN COUNTY, TEXAS, TO CONSIDER THE QUESTION OF LEASING THE COUNTY HOSPITAL OF SAID COUNTY.

TO THE QUALIFIED ELECTORS OF COCHRAN COUNTY, TEXAS, AND ALL PERSONS WHO MAY BE INTERESTED IN THE QUESTION OF LEASING THE COUNTY HOSPITAL OF SAID COUNTY:

WHEREAS, the Commissioners' Court of Cochran County, Texas, did on Dec. 4, 1950, find and determine that it is to the best interest of said county to lease the county hospital of such county by an order of said Court, as authorized by the 51st Legislature of the State of Texas, Acts of 1949, Chapter 125, Page 225; and

WHEREAS, said order entered in the minutes of said Court provides that the time and place at which such question will be heard and considered by the Commissioners' Court is fixed at 10:00 o'clock, A. M. on Dec. 22, 1950, in the Commissioners' Court Room in the Courthouse at Morton, Texas, which date is not less than 15 nor more than 30 days from the date of such order; and

WHEREAS, such order provides that the County Clerk of Cochran County, Texas, shall forthwith issue a notice of such time and place of hearing as provided by the Acts of 1949, 51st Legislature

THEREFORE, all qualified electors of Cochran County, Texas, and all other persons who may be interested in the question of the leasing of such County Hospital are hereby notified that such question will be heard and determined by the Commissioners' Court of Cochran County, Texas, at 10:00 o'clock A. M. on Dec. 22, 1950, in the Commissioners' Court Room at the Courthouse in Morton, Texas, at which time and place you may appear and contend for or protest the proposed leasing of the County Hospital.

WITNESS MY HAND AND OFFICIAL SEAL, this the 4th day of December, 1950.

(SEAL)
T. W. PIERCE,
County Clerk,
Cochran County, Texas.
41-42-c

Farm Bureau Men Gather To Discuss Possible Cotton Allotment Legislation



FARM BUREAU LOOKS AHEAD—Farm Bureau work plans for 1951 were scheduled by directors of the Lubbock County Farm Bureau Monday in Lubbock. Those attending the meeting are shown above, left to right: C. M. Cravy, area fieldman from

Morton; Glenn Hackney, Lubbock, president of the local group; Otis A. Rogers, L. E. Evans, A. B. Allen, M. H. Kinard, Bill Tilson, district director from Meadow; R. L. Hooten, Roosevelt, and Walter Y. Wells, Lubbock (Courtesy Lubbock Avalanche-Journal)

Farm Group Seeks To Tie Future Cotton Curbs to 1951 Acreage

Establishment of future cotton acreage allotments on unlimited 1951 acreage is the aim of the Lubbock County Farm Bureau.

Directors of the bureau met in Lubbock Monday morning in the offices of Dave Sherrill, county agent.

Glenn Hackney of Lubbock, president of the group, said, "Supporting legislation to use the 1951 planted acreage as a basis for any future allotment of acreage to individual farmers will be one of our principal aims in 1951."

All Controls Removed
Congress removed all cotton acreage controls for next year after shortages developed this year. Acreage was drastically reduced for the 1950 planting.

Lubbock Farm Bureau members also plan to press for additional farm-to-market roads, establishment of more rural electrification systems and installation of rural telephones.

The directors endorsed resolutions passed by a convention last month in Mineral Wells of the Texas Farm Bureau federation. These resolutions oppose the

Keep Yourself Alive Over The Yuletide Holiday

Americans were asked to celebrate the year-end holidays by keeping themselves and the Christmas spirit alive this year.

That plea launched the National Safety Council's Christmas safety campaign, in which 161 national organizations are cooperating.

The campaign is aimed at reducing the increasing number of accidents throughout the nation. Special emphasis will be placed on traffic accidents, which have taken an upward swing this year.

Traffic deaths for the first nine months of 1950 were up 11 per cent and the council predicts that the traffic death toll for the year is virtually certain to reach 35,000. This would be the highest since 1941 and the only year since 1946 to show an increase.

"The Christmas-New Year's holiday season is the peak accident period of the year," said N. H. Dearborn, president of the council, "and traffic accidents present the most acute problem. Heavier travel and the normal winter hazards of bad weather, slippery roads and added hours of darkness.

BEAT WHITEFACE

The Morton High School girls' and boys' teams took a double basketball triumph from Whiteface on the local courts Tuesday.

The girls captured a 29 to 22 verdict while the boys, after a very sluggish 3rd quarter, triumphed 32 to 19. It was the initial victory for the boys.

Waydell Hill paced the boys with 12 points but Darryl Bowman turned in an outstanding performance, potting 7 points after breaking into the game in the 4th quarter.

"And more people will be traveling this year," he said. "Service men and women will be coming home on holiday leaves and some families will be traveling to military camps to spend the holidays with those who cannot come home.

"This increased travel calls for extra caution on everybody's part. If everyone will take a little more time during the holiday rush—just enough to be careful when driving on the highway or crossing streets and in recreational and home activities—everyone will be assured a much happier Christmas and New Year's.

"Don't let death take your holiday—on anyone else's," Dearborn urged.

See the new Pontiac

Silver Anniversary

Pontiac

New and Beautiful Proof that DOLLAR FOR DOLLAR you can't beat a Pontiac!

One look at the new Silver Anniversary Pontiac is convincing proof that Pontiac is continuing to set the pace in automobile value. Beauty-wise, performance-wise—"Dollar for Dollar You Can't Beat a Pontiac!" Come in soon and see why.

ARNN MOTOR CO.
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TUNE IN

Uncle Jay

DIAL 710 KGNC
AMARILLO STATION AT

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Tue. - Thu. - Sat.

LET HIM TELL YOU ABOUT THE NEW

FLASH O' TRAC SYSTEM

Low in First Cost
FITS ALL TRACTORS
CUT COSTS 50%
(Fuel, Oil, Repairs)

Write for circular and prices

Morton Flash O' Gas
MORTON, TEXAS

NO NEED FOR HUNTING!

YOU'LL ALWAYS FIND WE HAVE THE WIDEST VARIETY OF QUALITY FOODS—SURE AS SHOOTING!

SPECIALS FOR FRIDAY AND SATURDAY ONLY

MILK	Shurfine--Vitamin D Added 2 TALL CANS	23c	
Fresh and Meaty SPARE RIBS Pound . . .	45c	Lil' Rebel Vienna SAUSAGE 2 Cans	25c
Picnic (Whole 4 to 6 Lbs) HAM Pound	45c	Hunt's No. 1 Can CORN 2 Cans	25c
Swift's Sliced BACON Pound	49c	Hunt's Whole No. 300 Can POTATOES 2 Cans	25c
HOMINY	SHURFINE—Snow White 3—NO. 2 CANS	25c	
Crisp LETTUCE Pound	10c	Uncle William — No. 2 Can TURNIP GREENS Each . . .	10c
Golden West — 46 Oz. Can ORANGE ADE Each . . .	25c	Hi-Lex — Pint Bottles BLEACH 2 For	19c
Hunt's Dessert Cuts PEACHES No. 2½ Can . . .	33c	Shurfine — 14 Oz. Jar APPLE BUTTER 2 For	25c
Shurfine LUNCH MEAT Can	49c	Shurfine Sliced — No. 2 Can PINEAPPLE Each	27c
D U Z Large Size Box	28c	CATFISH Per Pound	49c

TOP PRICES FOR YOUR EGGS

TILGER & BARNARD Free Delivery—Phone 3101 **OWNERS & OPERATORS**

Andrews Five Thumps Indians, 46-33 In Opening Basketball Encounter

A tired band of Morton Indians proved their ability on the basketball court for one half at Andrews last Friday night and then wilted in the heat of a second half Andrews attack and dropped a 46 to 33 verdict in their opening game of the season.

With center Waydell Hill leading the way, the Indians pulled into a 23 to 21 halftime lead by the simple expedient of well executed floor plays. Hill poured nine points through the hoop in a second quarter spurt that saw the Indians roar back from a 12 to 8 quarter deficit into the 2 point lead.

But a full game was just a little too much for Coach Hartgraves five regulars and three inexperienced reserves. Riddled by absences of members who had a band engagement the same night, the Indian team tired. Two men, guard Johnny Green and forward Kenneth Wynn fouled out of the game in the third canto and Andrews poured it on in the last two quarters.

Hill paced both teams in garnering 7 field goals and 7 of 8

free tosses for a 21 point total. But team balance spelled the difference as Andrews got 15 points out of its five substitutes.

Morton's disappointing third quarter netted just 3 points and the home team had gained a 31 to 26 lead at the end of that quarter.

But it was the final stanza that told the story. Morton was able to score up just 7 points, forgetting all they knew about setting up plays and seemingly lost without two of their regulars. Andrews dumped 15 points through the draperies in the closing 8 minutes.

One encouraging aspect was the Indians accuracy at the charity stripe. They connected on 11 of 17 gift tosses for a .645 average, fine on any man's court. Coach Hartgraves, disappointed but not disillusioned by the defeat said that he was sure the boys would benefit a great deal in realizing their capabilities and also their shortcomings.

The Indians travel to Amherst tonight where both the boys and girls teams will enter the tourney there.

Morton (33)	FG	FT	PF
Stockdale f	1	0	1
Wynn f	0	1	5
Peters f-g	0	0	0
Hill c	7	7	2
McDermott c	0	2	1
Green g	1	0	5
Burns g	2	1	2
Houghton g	0	0	0
Totals	11	11	16

Andrews (46)	FG	FT	PF
Summerwell f	7	2	4
Singleton f	2	1	1
Smith f	5	0	4
Reid f	0	0	2
Houghen c	2	0	1
Floyd c	4	1	0
Burton g	0	1	1
Jones g	0	0	0
Forbes g	0	1	1
Spears g	0	0	1
Totals	20	6	15

Morrison Men Win

Fred Morrison's basketball team garnered an early season practice victory last week with a resounding 36 to 12 triumph over a team of school teachers at the gym.

Lefty Hall and "Smiley" Monroe paced Morrison's crew with Lefty dropping 12 points through the hoop and Monroe accounting for 8.

Morrison's crew, 13 men strong, wore down the teachers who had but one substitute. They led 9 to 4 at the quarter post, upped the margin to 16 to 7 at halftime and then pulled away easily during the second stanza.

Graders Trounce Whiteface Twice

The Morton grade school boys and girls teams continued their winning ways Monday night on the local hardwood by capturing both ends of a double bill from Whiteface before a good crowd.

The girls won their second in a row for the home folks by building a healthy margin and then hanging on to squeeze out a 22 to 20 decision. The boys went beserk against the Antelope five, racing to a 16 to 5 first quarter lead, building it to 32 to 19 at halftime, and coasting the rest of the way. The final score was 59 to 29. Harvey Winder and Jerry Don Mills paced the 8th grade attack that saw Coach Hartgraves empty the bench of substitutes and then run in two complete teams in their street clothes.

New TIL Setup Dims Indian Grid Future

The Morton Indians became victims again last week in another shuffle of the Texas Inter-scholastic League which, according to all reports, benefited the greatest number of the league's teams. In fact, a report released said that the new setup would virtually eliminate the old trouble which found smaller schools completely outclassed in their Districts.

Unfortunately, the TIL wasn't talking about Morton. The Indians, under the new setup, are more outclassed than ever.

Whereas; this season the Indians went into their games figuring they might be able to beat Tahoka, Slaton, Ralls, and perhaps Muleshoe; now they have seen all these teams slip out of their conference except Muleshoe not to be replaced by any they might defeat.

But we'll let you figure it out. In Class AA, District 7, we find Littlefield, Levelland, Brownfield, Muleshoe, and Morton. Some fun, eh? Here's an instance where the enrollment in three of the conference schools is way more than twice the local enrollment. In order to be classified in District 7AA the school must have 200 students. Morton's enrollment, 202.

There seems to be just one solution. Somewhere along the line the local enrollment is going to have to drop three students.

The new conference setup has most of the big boys jumping for joy. They will have tough schedules but because their conference is geared more toward teams of their class, the setup should payoff at the box office. For instance, Lubbock, in class AAAA will meet such teams as Odessa, Abilene, Amarillo, Borger, Pampa and San Angelo. All of these teams should have an excellent chance of copping that crown. This means less of those repeat championships that have been far too prevalent in some classes.

Littlefield and Levelland will perhaps benefit some by the new setup for class AA. First of all, they won't have to run the risk of being upset by a smaller school (this happened to Levelland this year.) Secondly, until Brownfield gets back on the

beam, they won't have to worry about the crown landing in any other city. Morton and Muleshoe might as well be sitting in the corner playing tiddly winks.

If the TIL wanted to do something constructive, they might suddenly realize that you can't group Texas' more than 1000 high schools and not have some out of place. In a situation such as is found in Morton, where the enrollment is barely over the mark and other teams in the District are barely under the next, a special switch should be made.

One man suggested that this would have its consolation in Morton's case in that more non-conference games could be carded. To this we answer that if Morton wants to think of their own benefits they would be wise not to schedule any conference games. All they would risk is suspension from the TIL. There would seem to be no point in being a member of an organization that won't protect its members.

This, above everything else,

we do know, Morton doesn't belong on the field with football machines. Morton lacks players.

A boys and girls basketball tournament will be held at Three Way school, December 14, 15 and 16, according to an announcement this week by Supt. H. H. Homsley.

Three Way boys basketball team took consolation at Lubbock last week and the girls team was on winning bracket at Levelland, they finished fourth.

Tribune, Morton, Cochran County, Texas, Thursday, Dec. 7, 1950

Girls Defeated by New Deal, 25-17 In Levelland Basketball Tourney

The Morton High School girls lost their first basketball tourney of the year last weekend as they traveled to Levelland for the Lobo's invitational tourney and were dropped from competition by New Deal, 25 to 17.

Morton Keglers Continue Climb

A three game forfeit victory last week end gave the Bradbury bowlers undisputed possession of fourth place in the Business Men's League at Lubbock.

Clyde Carson paced the local boys who went ahead and bowled despite the lack of competition. Carson fired a 508.

The triple win also stretched Bradbury's streak to seven straight wins since they left the league's cellar and began the long climb back toward the top.

Furr Food Market continued to pace the field with Bluebonnet and Seven Up following in that order. Seven-Up will meet Bradbury's this week. Two victories for the Morton boys will enable them to climb to 3rd place.

Morton was given credit for one victory, a 2 to 0 forfeit decision over Slaton. That may have been the local girls undoing. Without the added experience and confidence that would have come with a first night victory, they succumbed to a last half New Deal drive. The Indian maids led 12 to 6 at the half.

New Deal went on to capture the tourney with a thrilling, 25 to 24 triumph over Whiteface in the final game.

Janet Waller led the Morton girls in scoring with 9 points in a game replete with fouls and referees whistles. The local five didn't lose any girls via the foul route but nearly every regular was within one foul of the limit when the game was over.

Lack of rebounding seemed to be the biggest cause for Morton's defeat. New Deal had an edge in height and then topped it off by scrapping harder for rebounds.

The host Levelland sextet was eliminated from competition by Wellman on the second night of the tourney. The meet was held on the court of the brand new Levelland High School gym.

NOW'S THE TIME TO TRADE ON A BIG NEW DODGE!



SHARE IN OUR SUCCESS!

Greatest Dodge sales in history mean lower cost to you!

We've never had such sales as in the past few months! Never had so many cars to sell—as Dodge production breaks all records! That's why we can give you an eye-opening deal!



YOURS AT A BETTER DEAL THAN ANY TIME THIS YEAR!

Today your present car will probably more than cover the down payment on a great new Dodge

Liberal trade-in allowances will give you this value-packed Dodge at the lowest total cost of any time this year! Spend just 5 minutes with us and we will prove: You could pay \$1,000 more and not get the extra room, flashing performance, ease of handling and rugged dependability of Dodge! Don't delay! Come in today!

GET PROOF! SPEND 5 MINUTES WITH US!

MORTON MOTOR CO.

Morton, Texas

ROYALTEx
More than 3000 holding fingers per tire
SKID PROTECTION NEVER POSSIBLE BEFORE

LIFETUBE
BLOWOUT PROTECTION
NEVER POSSIBLE BEFORE



U.S. ROYAL MASTER and LIFETUBE

The only such tires and tubes in the world (entirely exclusive)

YOUR UTMOST IN SAFETY EQUIPMENT For Any Car, for Years to Come

NEVER IN OUR HISTORY has there been such demand as we have experienced for the great Mid-Century U.S. Royal Master and the new U.S. Nylon Life-Tube.

MANY PEOPLE HAVE ASKED whether we will be able to make enough of them to go around. The answer is we have never been able to make enough of them. They have been "selling out" as fast as we could make them.

OF ONE THING YOU MAY BE SURE—we will continue to make all of them we can in keeping with all official limits on rubber supply.

OUR BEST ADVICE WOULD BE—keep in close and friendly touch with your own close neighborhood U.S. Royal Dealer. He will do his utmost to give you these Master and Life-Tube qualities that were never known before. He will see you safely and comfortably through the months and years ahead. We will do our utmost to help him.

Your One Tire Investment... for years to come!

ROYALTEx TREAD and TRACTION — for 60% more safe miles — for Skid Protection never possible before!

PROTECTIVE CURB GUARD, to protect your Sidewalls — end all Grinding Curb Scuff and Abrasion!

U. S. NYLON LIFE-TUBES, to double the strength of tires with Nylon Blowout Protection never known or possible before!

PRICED AS LOW AS LIFE AND SAFETY PERMIT

UNITED STATES RUBBER COMPANY
America's Largest Maker of Tires

Reynolds Tire Company

...annegrams

— by ann england —

teaspoon over skewers to form 2-inch disks. Let harden. Substitute other flavorings and colorings, as desired.

We are now the proud possessor of a string of Sarna Temple Bells, courtesy Mrs. W. E. Angley. She brought them by one evening last week and pleased us very much.

Hope you've planned to eat beans with us at Veterans Hall Thursday night. Mr. Sisson will be out and as most of you know he is quite a fine speaker.

That is the night we gather up gifts to send to Veterans Hospital. There is a list of suggested gifts in another section of the Tribune.

Mr. C. B. Markham met us on the street the other day and out of a clear sky wrote out a check for \$10.00 to be used by Auxillary in buying presents for Veterans Hospital. Now that is what we call pretty wonderful.

Gez whiz—did you read about the woman who swallowed old nails, tacks etcetera—because she was depressed? Well—we've been depressed but never to that extent.

If you didn't read it you're probably curious. It seems the lady in question consulted a doctor about a stomach ailment with a negative past history; however x-ray examinations indicated surgery which was done and when the mass was removed it was found to consist of old rusty nails, tacks and small metal objects.

As soon as she was well the doctor asked for an explanation and this is what he got:

After some reflection she told the following story which though strange, is illustrative of human nature. She said some years previously she had become greatly depressed without apparent reason. She became so depressed she wanted to die but had a horror of being known as a suicide. She told some of her close friends of her feelings and one of them suggested a way to commit suicide without any possibility of the cause of death being determined. This friend told her if she would swallow a few small nails or tacks they would soon perforate her stomach and she would die rather rapidly. The patient, like all real depressives, was very insensitive of physical pain so she began to

swallow the nails and tacks. This she did at intervals for a few months. When the depression began to disappear, as they always do in time, she lost her desire to die and stopped swallowing the nails. This patient is now alive, well and happy.

Dorothy, Neal, and Denise Rose came by for a few minutes Wednesday night, mainly to pick out some Christmas records for the light program. We were sewing on dolls (as we've been doing for the past two or three weeks). Denise was so fascinated she decided to learn, so we've planned for this summer, sessions with a needle and thimble.

Don't forget the outdoor lighting contest. Last year they were sooo pretty—it was fun just driving around looking. This year we hope there are many, many more homes decorated.

Year before last we decorated a tree as usual—you know, light, baubles, etcetera and then made artificial snow of soap suds—effective too.

Using a minimum of water, whip up thick dry soapsuds with an egg beater or electric mixer. Apply them to the tree and they will cling indefinitely. If you still want to sprinkle powdered "snow," use the soapsuds as a base.

Every few days we'd squirt a little more soapy froth on the tree just to freshen it up.

Sure hit the jack-pot on Santa Claus letters this week. If by chance they are not in this issue they will be later—as we intend to print every one.

Mrs. E. A. Miller's second grade turned in a bunch of beautifully printed ones.

Guess we aren't exactly MAD at the wind and sand BUT we were certainly aggravated Monday at noon when we arrived home to find the only west door we have had blown open. We now have a farm for sale (to be moved).

The spouse says he has great sympathy for the chap wanting to buy flowers for his girl who asked the florist, "what's the best to buy for a girl with a strapless formal and hay fever?"

Three beautiful gifts to be given away Saturday night, eight o'clock, December 23 at MINYARD-ORMAND JEWELRY.

GIVE SOMETHING FOR THE HOME

Exceptional Values In 4-Piece
BEDROOM SUITS
Priced From \$89.50 to \$239.50

Living Room Groups

At Real Savings
Many styles in Boucle, Tapestry and Plastic Upholstery.
\$129.50 to \$249.00

LAMPS

Priced From
\$5.95
To
\$19.50



Come In and Browse in our beautiful Christmas Lamp Department. You'll solve Every gift problem. Here you'll find modern lamps that give plenty of light and complement the modern room. A wonderful choice in traditional and modern.

SMITH FURNITURE & APPLIANCE

Goodness—did you ever see everyone so involved in Christmas? The windows around town are simply beautiful (inside of the stores are even prettier) and we think the lights on the court house and around the business section much better this year than before.

AND we've already received our very first Christmas greeting and it came last Thursday from Mrs. Scott Stump, down McAllen way.

Most of you remember Mrs. S. Mrs. M. A. Connell—she used to live here and then later in Abilene. Mrs. Stump wrote a letter telling us that Vernon had been in the service—he landed somewhere in Japan in October. In case any of Vernon's friends would like to drop him a greeting his address is: Vernon R. Connell, AF-180.



Painting Flowers On Your Dresser?

Probably not. But whatever your painting need, you'll find the quality supplies and equipment you need right here, and at low low prices. Come today!

Morton Lumber & Supply Inc.

35846
1954-1 Detachment, 1954 AACSSq
APO 33 328 c/o PM, San Francisco, California.

We are constantly amazed at the bright sayings of the small fry but Rodney Holloman (son of Mr. and Mrs. Tubby H) came up with a corker not long ago. It was the week we'd mentioned Linda Buck (Rod's cousin) and after hearing what we had to say, Rodney made this inquiry—"what does one have to do to get in "animalgrams?"

The pretty little wife of John Mather was in selecting their Christmas cards the other day and while here we asked how she liked Morton and her answer was, "I love it—wouldn't trade at all for any part of California." We'd like to say right here that Martha will get along well where ever she happens to be.

Of course none of us see very much of the polo playing Mathers but never the less they are mighty fine folks and we are proud they call Morton and Cochran County home.

Have a couple of recipes that are new, different and easy. The first is Orange Fudge—try it—you'll like it.

2 1/2 cups brown sugar, 1/8 teaspoon salt, 1 cup orange juice, 1/2 teaspoon cream of tartar, 1/4 teaspoon orange extract, 1/4 cup broken pecan meats.
Combine sugar, salt and juice in large saucepan. Blend thoroughly and heat slowly, stirring constantly until sugar is dissolved. Then cook to soft ball stage (238 degree F.). Cool to lukewarm, then add orange extract and nuts and beat until creamy. Turn into buttered pan, and when partly cooled, mark into squares. Cut apart when cold.

Youngsters are very fond of lollipops and this is a fine recipe for making them at home:

2 cups sugar, 2/3 cup light corn sirup, 1 cup water, 1/2 teaspoon oil of peppermint, 1/2 teaspoon red food coloring.
Combine sugar, corn sirup and water; stir until sugar dissolves. Cook, without stirring, to hard crack stage (300 degree F.). Add oil of peppermint and coloring. Cool slightly. Lay 24 meat skewers or twisted paper handles 4 inches apart on greased cookie sheet. Drop candy from tip of



SELECTED ESPECIALLY for joyous Christmas Giving

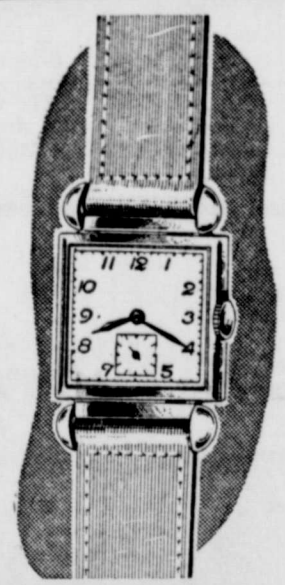
The **GIFT** She will Cherish



FINE DIAMONDS

These are the most precious gifts of all, for these are the gifts that live the longest and prove your love to the greatest degree. Come see our large selection of finer jewelry gifts. Here's a choice to suit every desire. Make your purchase today in time for Christmas.

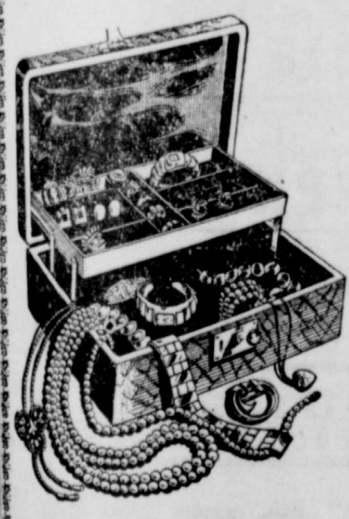
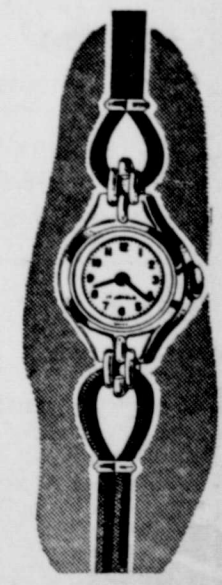
Norben Wear Aluminum In Colorful Trays, Glasses and Pitchers



HAMILTON AND BULOVA WRIST WATCHES

Delight every member of the family with a nationally known wrist watch. Finest movements. In a selection of attractive wrist bands.

Men's Waterproof, Shock Proof Watches
Priced from \$18.95 to \$45.00



PEARLS . . .

One of the most cherished gifts she will ever receive.

JEWELRY FOR HIM

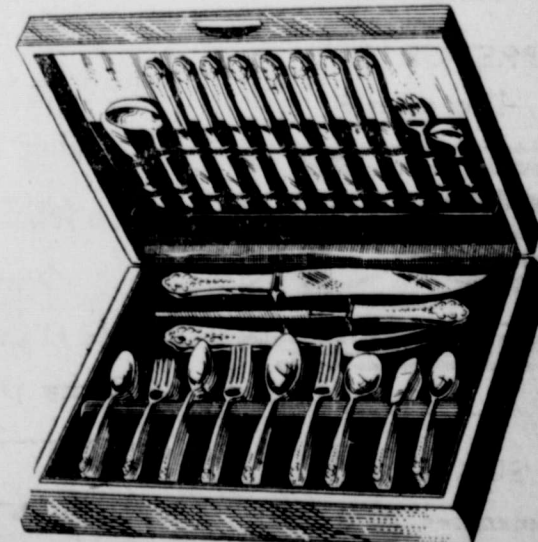
- Key Chains
- Tie Clasps
- Cuff Links
- Lodge Rings

STERLING SILVER AND PLATE

BY ALVIN

- Community Plate
- 1847 Rogers
- Tudor Plate

Complete line of fine silverware in sterling and heavy plate. We invite you to come in and see this superb collection. Available in sets, place settings or by the piece.



DUNHAM JEWELRY STORE

East Side of Square

Venetian Blinds
Stoves
Radios
Furniture
Mattresses

Barker Furniture Co.

PHONE 5331 Morton, Texas

Lamps
Smokers
Linoleums
Houseware
Vacuum Cleaners

Tribune, Morton, Cochran County, Texas, Thursday, Dec. 7, 1950

Water Code Committee Will Hold Public Hearing on December 11th

The public hearing of the Texas Water Code Committee called by Senator Rogers Kelley, of Edinburg, beginning at 9:30 a.m. December 11th, in the Senate Chamber of the Capitol in Austin, is attracting wide-spread attention throughout the State.

"We had over four thousand copies of our Preliminary Report mimeographed, but the demand for copies exhausted our supply during the first week after its release on November 15th," Senator Kelley stated in Austin today.

"In addition, more than seventy persons and organizations have indicated their desire to ap-

near at the hearing and express their views concerning the Texas Water Laws," Kelley continued.

"The genuine interest manifested in this coming hearing is most encouraging, and after we have listened to the recommendations of the citizens of Texas who will give us the benefit of their ideas concerning the revision of the Water Laws in this public meeting, the Committee will be able to prepare its Final Report for submission to the Governor and to the Legislature in a manner that will be of the greatest benefit to the State," Senator Kelley said.

All persons and organizations who desire to make recommendations to the Committee at its final hearing in December, are urged to notify the Executive Secretary, L. Hamilton Lowe, P. O. Box 2331, Capitol Station, Austin, Texas, as soon as possible.

At the conclusion of this hearing in Austin the Committee's Final Report will be drafted and no more public hearings will be held prior to the convening of the 52nd Legislature in January.

ROY WEEKES AGENCY

ALL FORMS OF INSURANCE
LONG TERM
HOME IMPROVEMENT LOANS
Morton, Texas



stop COLD'S
distresses IN
MANY CASES
the first day!

NEW STATION BEING RUSHED TO COMPLETION

Construction is nearly completed on the new H. and B. service station being erected across from Baker's Drive In, according to Herb Hillman, owner.

The station is expected to be ready for opening sometime next week.

Adding Machine Paper at the Tribune Office Supply Dept.

Home Made Candy And Popcorn

MADE BY SECOND GRADE
ON SALE AT

SCHOOL CARNIVAL FRIDAY NIGHT, DECEMBER 8

7:00 P.M.

Junior High Auditorium

Rose Theatre

T. J. SIMPSON, Mgr. MORTON, TEXAS

Box Office Opens 6:00 p.m.

Monday through Friday.

Saturday and Sunday—Opens at 1 p.m.

FRI. & SAT.
December 8 & 9



PREVUE SAT.
December 9



SUN. & MON.
December 10 & 11

"The Outlaw"
Jane Russell and Jack Buettel

TUES. ONLY
December 12

Lew Ayers and
Teresa Wright
In

"The Capture"

WED. & THURS.
December 13 & 14

"The Milkman"
With
Donald O'Connor and
Jimmy Durante

MERCHANTS FREE
MOVIE DEC. 22

"Treasure Island"

WANT ADS

FOR SALE

FOR SALE—Gas range and 7-ft. Norge refrigerator. See J. T. Cotman, 2 blocks north, 1 east of hospital. 43p

FOR SALE—Equity in house, 6 rooms. Modern, carpets and venetian blinds. Raymond Strickland. 41c

FOR SALE—2-wheel trailer, 4x8 bed. Light but sturdy construction. Good tires, Roy Weekes. rtnc

FOR SALE—5-room house with bath. Will carry large loan. Price reasonable. Inquire at Baker's Drive In. 41c

Like Your Suits with an extra pair of pants? Order now and the extra pants will be included at 1/2 price. STRICKLAND CLEANERS. rtnc

FOR SALE—1950 U T U Twin City. All 4-row equipment. Cows on trade. See Don Hoffman, Morton. 42p

FOR SALE or TRADE—Twin City Tractor with 4-row equipment, cultivator. O. L. Tiger. rtnc

FLYING SAUCERS—A set of beautiful China (53 pieces) will be given away at MINYARD-ORMAND on Saturday night, December 23. 43c

Have Your Suit made to your measurements out of material of your selection. Costs less at STRICKLAND CLEANERS. rtnc

MEN ONLY—A man's fine wrist watch will be given away Saturday night, December 23 at MINYARD-ORMAND. 43c

FOR SALE—Four (4) room house in Lehman, across from School Building. Purchaser must move house off lot. Apply to Worley & McCulloch, Morton, Texas. 44p

Like Your Suits with an extra pair of pants? Order now and the extra pants will be included at 1/2 price. STRICKLAND CLEANERS. rtnc

FOR SALE—Bedroom suit and Divan. Phone 4241 or see Mrs. Tom Arnn Jr. rtnc

ORDERS Now Being taken for personalized Christmas Greeting Cards. Made from your choice negative. Fotoshop, Morton. rtnc

Have Your Suit made to your measurements out of material of your selection. Costs less at STRICKLAND CLEANERS. rtnc

FOR SALE—Floor Sweep for asphalt tile, wood and all type floors—Rays' Hardware. rtnc

FOR SALE—2 Milk cows. To freshen soon. See J. A. Mullinax. 41p

FOR SALE—Equity FHA, 4 rooms, bath, floor furnace, venetian blinds on 80x150 ft. lot, Phone 3576, W. W. Zuber. 42p

FOR RENT

FOR RENT—3 room house and bath. See Mrs. Tom Arnn rtnc

FOR RENT—Modern, furnished mouse-proof cabins. Mrs. Kenneth Wilson. 41p

FOR RENT—2 furnished apartments, 220 SE 6th St. C. H. Hickman. 42p

FOR RENT—Two room furnished apartment. Phone 4591. rtnc

FOR RENT—New building east of Ice House. See J. C. Blakeley. 43p

FOR RENT—Bedroom. Phone 5050. rtnc

FOR RENT—Furnished garage apartment. Garage for car. H. B. Bedwell. rtnc

FOR RENT—6 room unfurnished house. Phone 4646. Albert Morrow. rtnc

FOR RENT—2 room apartment, gas refrigerator. Phone 3401, 41p

FOR RENT—4 room furnished apartment. Phone 4646. Albert Morrow. rtnc

FOR RENT—4-room unfurnished house. Phone 3481. Lon W. Ray. rtnc

FOR RENT—See Mrs. A. Baker at Bakers Courts for nice, clean apartments with electric refrigerators. By night, week or month. Prices \$40.00 per month and up.

WANTED

WILL CARE FOR CHILDREN IN MY HOME. By Hour, Day or Week. Pre-school children preferred. Experienced. Phone 2756 or see Mrs. C. Carson, 614 SW 1st St.

MISCELLANEOUS

LADIES ONLY—A 17-jewel Swiss movement, ladies wrist watch will be given away Saturday night, December 23 at MINYARD-ORMAND JEWELRY STORE. 43c

HAWKINS OLDSMOBILE WILL take Cows and Hogs in Trade on Cars—Hawkins Oldsmobile. tnc

WANTED—A chance to buy those Fat Calves—Truett's Grocery and Market. 41/rtnc

Fresh Shipment of B. F. Goodrich Tractor tires and tubes. Batteries. Lorán & Sons Farm Supply

WANTED—Fat Calves—See Elma Seaney at E. and S. Grocery and Market. 20/rtnc

IF YOU Want to Buy, Sell or Trade—Try Lloyd Evans, Office 1st door East of Piggly-Wiggly.

TRY US FOR USED Cars and Pickups—Every one must be as we claim—ARNN MOTOR COMPANY. rtnc

Have you seen the FARMALL painted white, with red wheels and gold stars?

BANKS & ROSS CO.

USED FURNITURE

Battery Radios \$5.00 Up
5-Pc. Dinette \$22.50
Heater \$7.50
Apt. Range \$35.00
Living Room Suite \$32.50
Bed Springs \$6.00
Table Lamps \$1.50 Up
Oil Cook Stove \$10.00
Portable Radio \$10.00
Vacuum Cleaner \$10.00

WE BUY SELL OR TRADE NEW AND USED FURNITURE

BARKER FURNITURE CO.

GIFTS and TOYS

See Our
Wonderful
Assortment
Before You
Buy.



Jeter Hardware

Top QUALITY

VELVEETA

CHEESE
2 Lb. Box . . . 79c

DELICIOUS
APPLES
Pound

12 1/2c

TEXAS — Pound
ORANGES . . . 9c
U. S. No. 1—10 Lbs.
White Spuds . . . 39c

Chase & Sanborn Lb.
COFFEE . . . 79c

WINESAP
APPLES
Pound

10c

Orangeade

H I - C
46 Oz. Can . . . 27c

DOLE — No. 2 Can
Pineapple Juice 19c

LIBBY'S — 46 Oz. Can
Tomato Juice . . . 29c

HUNT'S — 14 Oz. Bottle
CATSUP 19c

Borden's Eagle Brand
MILK 15 Oz. 29c

LARGE BOX
SUPER SUDS 27c

LARGE BOX
FAB 27c

BACON

1 Lb. Pkg. 49c

Pork Chops
LEAN
Lb. 59c

Beef Ribs
Lb. 43c

OLEO
KEYKO
Lb. 29c

Del Valley Vienna—2 Cans
SAUSAGE 25c

12 Oz. Can
SPAM 49c

WOLF BRAND—No. 2
CHILI 63c

Shurfine—3—No. 2 Cans
HOMINY 29c

Shurfine—No. 303 Can
PUMPKIN 10c

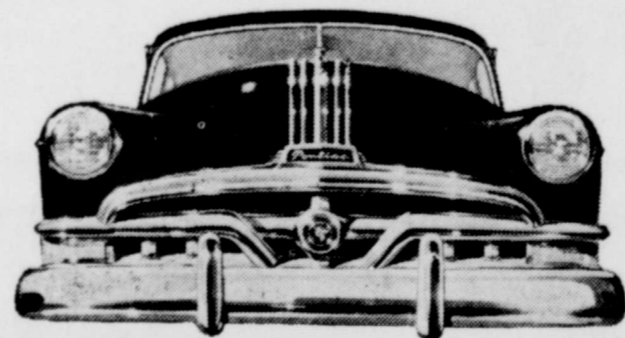
Shurfine—2 Tall Cans
MILK 23c

DECEMBER 12 WILL BE THE LAST SLAUGHTERING DAY UNTIL AFTER CHRISTMAS

DOSS FOOD STORE AND FROZEN FOOD LOCKERS

WE DELIVER — QUALITY FOODS — PHONE 3201

The Finest in 25 Years



The Silver Anniversary Pontiac



For 25 years Pontiac has built an unequalled reputation for outstanding value—but never before has this value been more pronounced than in the gorgeous new Silver Anniversary Pontiacs now on display. Come in and see them at your first opportunity.

ARNN MOTOR CO.

"PERSONAL SERVICE"

Cobb's Department Store Opens in Familiar Location Here

SECTION TWO—FOUR PAGES

Morton Tribune

"TEXAS' LAST FRONTIER"

VOLUME XI. MORTON, COCHRAN COUNTY, TEXAS, THURSDAY, DECEMBER 7, 1950 NUMBER 41

Morton Branch Is One Link in Long Line of Cobb Bros. Successes Since 1930

With the opening of the brand new Cobb's Department Store building in Morton last week, the success story of the Cobb brothers, Tom, Joe and Jack, is being repeated.

Jack Rice, manager of the local branch, unveiled the expanded store to the public last Friday, November 24, after a six months stay across the square while the modern structure was being completed.

Mr. Rice is understandably proud of the beautiful addition to downtown Morton. Its 52 foot front presents a fine view of all planned show windows, marble facade, and a new neon sign. Morton buyers, who have little contact with the Cobb Department Store chain except for its local outlet, may be surprised to read the story of the Cobb brothers, a story that goes together, link by link, a chain of successes.

New Building Features the Best in Modern Lights

Out of the welter of ideas, designs and problems that go into completing a new department store building, the lighting problem is a very important detail. Cobb's has paid particular attention to this with high ceilings which permit plenty of daylight to be used. Strips of Thinline tubing light the interior of the modern building with walls of pillars done in light pink, green, and yellow pastel shades which reflect the light rather than absorb it. All that is absorbed is a glare leaving plenty of illumination of merchandise. The light problem has been fully well solved in the two top showroom windows facing the street. Cobb's has sets of neon lighting in each window and three lights to pick out the merchandise to be highlighted in display. The spotlights are all for suffusing a soft red or blue tone to the Christmas gift display.

empire. It was not long before he was joined by the two other brothers and the firm of Cobb Bros. was organized. The company now is one of the major department store organizations of the Southwest, having 12 stores in West Texas, Eastern New Mexico and Arizona.

Tom Cobb, president of the string of retail establishments, was the first of the trio to come westward from Dallas, where he had been employed by Higginbotham Bailey Logan Co., a wholesale dry goods firm there. Two years later, Joe Cobb, secretary-treasurer of the firm, joined him, and the following year Bob Cobb, who now is vice-president of the company, came out.

The initial start of Cobb's department stores was made when Tom Cobb and I. A. Stephens of Lubbock, who had also been employed by the Dallas wholesale dry goods company, bought out the Lewis Bros. store in Brownfield on Jan. 1, 1927. They operated that business until April, 1928, when Stephens decided he wanted a store in a larger town and sold his interest in the Brownfield concern to Cobb. Stephens opened a store in Dallas, then later came to Lubbock and opened Stephens dry goods company, which he sold several years ago to the Dunlap Co.

About one year later, Joe Cobb joined his brother in the Brownfield venture. He had been working in Dallas with the same firm his brother had left two years

Baby's Department Will Prove Popular

Among the features of this Christmas season shopping at Cobb's Department Store is a packaging department which Manager Jack Rice, feels is second to none in Morton.

On display at the store right now is a collection of various designs in Christmas gift wrapping. Bright paper, glossy trimmings, and beautiful ribbons expertly handled.

Customers are invited to come in, select their merchandise and then select the gift wrap that they want.

Manager



Jack Rice, pictured above, is the manager of Cobb's Department Store. Mr. Rice's successful management of the store is evidenced by construction recently of a fine new building.

previously. In 1930, the trio was complete when Bob Cobb, who had had considerable experience in the field of retailing, came to the South Plains.

Thus was formed Cobb Bros., by three Tarrant county farm boys. The brothers were born near Grapevine and educated in Tarrant county public schools.

With the Brownfield store well established and doing a good volume of business, the brothers decided to expand. By the mid-1930's they had stores in Lamesa, Littlefield and Tahoka. Later, R. W. Rutherford, who had been with the company at Littlefield, was killed in an automobile accident and in settlement of the

Rice Completing Sixth Year As Manager of Cobbs

Jack Rice, manager of Cobb's Department Store in Morton, has plenty of experience in executive capacity in the dry goods business.

Jack came to Morton in 1945 to take over as manager of the Cobb's store here, replacing W. A. Johnson who had been manager when Cobb's opened their Morton branch. Previously Rice had been associated with Cobb's for two years at Levelland.

Mr. Rice was born in Big Spring and moved to Levelland with his family in 1939. His father, A. J. Rice, Sr. works at the Coop refinery there.

At Levelland on November 25, 1941, Jack and Macie Gray of Paris, Texas, were married. They now have one child, a son, Bill Ed, who is 7 years old.

Jack started his retail selling at Tipps Men's store in Levelland and then moved on to Cobb's where he stayed for about two years. He was then partner and manager in the Jones Dry Goods store at Levelland when he was appointed to his present position.

He is a member of C. of C., Lions Club, Masonic Lodge, Odd Fellows and takes an active part in many civic enterprises. Macie is a member of the Order of Eastern Star. Both are members of the First Baptist Church.

Accent on Beauty In Christmas Wraps

Among the special features of Cobb's fine new Department Store building in Morton, is the expansion of the baby goods department.

No longer will Morton matrons have to go to Levelland and Lubbock to purchase gifts for those baby showers. Here in Cobb's store can be found a complete line of baby wear, toys, and all of the many little items that are so necessary for keeping the baby clean and fresh.

Baby's own department will be located in the left hand corner of the front of the store. Manager Jack Rice expects a fine glass showcase for that department to arrive in the very near future.

estate, the stores at Tahoka and Littlefield went to his heirs.

Retrenchment in the heart of the depression forced closing of the Tahoka store, although it later was reopened. A store at Graham also was opened and did a good business.

The next phase of expansion was the opening of a store at Levelland, Establishment of various other branches in the chain came in the years just prior to and during the war.

The Cobb store at Seymour was opened in 1938. The Morton, Muleshoe and Plainview units were established in 1940. Knox City and Stamford stores were added in 1943.

In 1945, the company moved its general offices and headquarters from Brownfield to Lubbock, where the company had purchased the six-story Myrick building in the downtown section of the city. Plans for the construction of a modern building for a Lubbock branch of the company were announced at that time, but actual erection of the building was held up until a lease was negotiated for the site and building limitations were eased about two years ago.

The Lubbock store was opened in September, 1949. Two more stores had been added during 1946 with purchase of stores at Casa Grande, Ariz., and Carlsbad, N. M.

A strict policy of maintaining wide stocks of quality merchandise at reasonable prices had been followed by the brothers throughout their 20 or more years of retailing in West Texas.

Get your Christmas Cards at the Tribune Office.

New Building Allows Expansion of Merchandise; Features Wide Christmas Gift Item Assortment

With almost no time at all for fanfare, local manager Jack Rice opened the doors to Morton's newest business building, Cobb's Department Store last week to an anxiously awaiting public.

The doors of the old building, located in the same spot, had been closed on May 23rd of this year and exactly six months later, on November 23rd, a spacious brick and tile structure had replaced the old building.

The new store, measuring 52x130 feet has about 2100 more square feet of space, meaning that Cobb's has expanded in a big way, featuring a more complete stock of all types of household furnishings, ladies, ready to wear, boys' clothes, and men's furnishings than ever before.

The building is far from completed. Manager Rice pointed out that they had to open the doors before inside furnishings and appliances could be installed completely. That's the reason the opening was accomplished without fanfare. Rice hopes there may be time for that formal opening a little later. Right now, it's Christmas season and customers want to make their gift purchases before the big rush.

Asked about air conditioning, Mr. Rice responded with a statement that 30,000 units of conditioning have been installed. Summer's heat certainly should present no problem to those people.

All new showcases will have been installed when a few remaining custom made pieces are installed. A wrapping table, glass showcases, and some additional fixtures are yet to arrive. The floor of the building is in terrazzo, a highly polished, beautiful stone with a smooth finish. The Terazza, does not stop at the front door. A front walk to the street has been laid in terrazzo with Cobb's name imbedded in it presenting an attractive appearance.

Another feature of the new building is the ample shoe department with seating space for 13 customers at one time and a huge stock of shoes.

In the rear of the store an alteration room and a lay-away room have been installed to insure better service to customers. The stockroom occupies a 10x30 foot space. Men's and Ladies' rest rooms are provided and a drinking fountain has been installed. Two dressing rooms for women and two for men have been nestled in the ladies' and men's ready to wear department.

Other features of the store which Manager Rice called special attention to are the fine lingerie department with stock of nylons, crepes, and silks; the bright blankets and down comforts; bedspreads in chenilles and linens; colored sheets, pillowslips, towels, and wash cloths; and a complete stock of

Stetson hats. Mr. Rice estimated that the volume of business handled by the Morton branch of Cobb's has doubled in the 6 years he has been manager. This certainly seems to leave no doubt that the buyers in Morton are satisfied with the service being provided.

Thanksgiving No Holiday

Cobb's Morton staff did the bulk of their moving from the east to the west side of the square on Thanksgiving Day. Already plagued with delays from several causes, Jack Rice was determined to get moved into the new building within six months, by working on Thanksgiving Day, this was accomplished.

LOUIS LEVINE & SONS INC.
Cincinnati, Ohio

EXTEND CONGRATULATIONS
AND BEST WISHES

to

COBB'S DEPARTMENT STORE

on the Occasion of their
Formal Opening.



Nationally Advertised

CONGRATULATIONS

to

In the opening of this new store you are making available to the folks of the community a splendid place to trade.

The policy you have adopted of serving the people with full value has been proven to be the right policy and has necessitated your new store.

Friedman-Shelby is proud that our shoes have played an important part in the growth of your store and pledges to the people of Morton and the surrounding area the high standards of quality so inherent in our shoes.

For more than 40 years we have built shoes of high quality . . . shoes that assure the wearer of complete satisfaction.

When you are again in need of shoes remember Cobb's and the Trade Marks shown here.

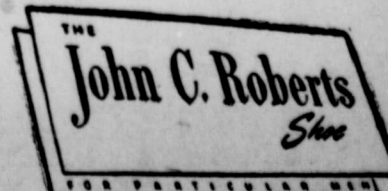
Again to Cobb's Dept. Store, we at Friedman-Shelby say:

Congratulations and continued success.

Friedman-Shelby



Grace Walker



Congratulations to

Cobb's

★ ★

We of
Gordon Edwards

are happy to be among the wholesalers supplying Cobb's with fine merchandise. Pictured at left is only one of Gordon Edwards beautifully designed dresses.

Accentuated positive lines enhance the smartness of this clever one-piece styled by Gordon Edwards of Dallas in Juilliard's feathered . . . the finest corduroy made.



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Alterations Head



Mrs. Merlene Daniels, alterations and lingerie saleslady at Cobb's Department Store.

Ten Employees Of Cobb's Store Serve the Public

A staff of ten employees, full and part time workers, are on hand at Cobb's Department Store to greet the public this Christmas. This does not include extra help that is always hired exclusively due to the Christmas rush.

Headed by Jack Rice, a six year manager of the store and the comparatively new assistant manager, Elwood Soechting, the personnel comprise a versatile staff, each one prepared to handle just about any job that may be thrown their way.

Merlene Daniels is the oldest Cobb's employee in the point of consecutive years' service. Mrs. Daniels came to work for Jack in 1946 and has remained there ever since. Marjorie Brooks has been a member of the local Cobb's family for 2 years.

Perhaps Mrs. Joe Gipson has seen as much service as any of the employees in the local store. Mrs. Gipson has worked whenever Cobb's needed help since 1940. Others who have remained with the store for part time duty are Mrs. Elsie Cravens, Mr. Wendell Watson, Mrs. Burl Reed, Mrs. Luther Hargroves, Mrs. Roy Brown.

THOMPSONS AND BALDWIN IN AUSTIN FOR STATE MEET

County Judge and Mrs. Glenn W. Thompson and Commissioner L. M. and Mrs. Baldwin were in Austin early last week for the annual state convention of county judges and commissioners.

Buyer-Saleslady



Mrs. Marjorie Brooks, buyer and ready-to-wear saleslady at Cobb's Department Store.

Sport Shirt Sizes Adopt Fuller Range and Look

Sport shirts are right in line with the Trim Look.

Manufacturers feel they can retain the comfort and casualness of sport shirts and still make them appear neat.

The way it's done for this fall is to make sport shirts in various neck sizes and sleeve lengths, similar to dress shirts.

Before, sport shirts came in small medium, large and extra large sizes. A man with a size 15 neck and 32-inch sleeves got the same shirt as the man with the 15 neck and 35-inch sleeves. The sleeves had to be altered; sometimes the trunk of the shirt wasn't just right.

But by assigning definite neck sizes and sleeve lengths, manufacturers eliminate the fuss and bother and odd fits.

Aside from regular - size sport shirts, the big news is gabardine. Rayon gabardine shirts—mostly in solid colors but also in some printed patterns—will dominate the scene this year. They always look nice and neat, are comfortable and can be worn by themselves or with sport coats.

Gen. Dwight D. Eisenhower still has his effect on the men's wear industry. More and more manufacturers style jackets after the general's famed wartime jacket which the Army later adopted.

Of gabardine material, these sport jackets have knit waists and either button or zipper fronts. They are made of light fabrics and without lining, permitting them to be worn as shirts or as jackets. A sport shirt underneath will look smart, indeed.

Some manufacturers are putting out ensembles of this type jacket, slacks and sport shirts, or just jacket and slacks. They can be mixed or matched. They come in gabardine and corduroy, in solid colors primarily, but also in some woven patterns.

Another big item in sport shirts this fall will be Tartan patterns.

For finer shirts, manufacturers are importing Viella from England. This is a cotton and wool blend fabric and can be washed. The sport shirt-and-tie idea, which has been highly promoted by merchants but misunderstood by many men, will be continued but in trimmer manner.

Many men just took any sport shirt and, just because the thing had a button at the collar, they buttoned it and then roped a tie around their neck. They did this often, without using good taste and came up with combinations awful enough to make store men tear their hair.

There are two points about this matter that many males apparently haven't got clear. One is that certain pattern ties and certain pattern sport shirts can—and do—clash. They should not be worn together. The other is that sport shirts have very long collars and, when buttoned, the collar can hide even the prettiest tie.

So this is the advice from men who know: Wear a tie only with a sport shirt when you know the colors and patterns of both go well together and make sure the collar points are wide enough apart and not too long to bury the tie. To help you along, sport shirts are being made with shorter points on collars and a cut that allows the tie knot to be visible.

Simple Plan Set Up For Remittance of New Servant Tax

Now the housewife who hires a maid can breathe more easily. Rumors of elaborate account keeping, report filling, and other time-consuming obligations under social security, are set at rest. The Bureau of Internal Revenue and the Social Security Administration unwrapped their plan for reporting regular household workers who come under social security on January first. It was a small envelope.

John G. Hutton, manager of the Lubbock social security office displayed a small envelope. In form and in size, it resembled those in use by private firms. It is a one-piece, preaddressed return envelope. There is space on the inner flap for the essential but brief items on the employee's wage and a pocket for transmitting the social security tax. That is all!

Under the new social security law, household workers who are paid as much as \$50 by one employer in the three-month period, January through March (a calendar quarter, and who have worked for that one employer on 24 days or more in that quarter, or the preceding quarter, will have their wages count toward old-age and survivors insurance. The tax to be remitted in the envelope form will be 3% of the worker's cash wages for the three-month period. The housewives may deduct one-half of this (1 1/2%) from her employee's wages. One and one-half percent is her share of the tax.

Before January 1, every regularly employed household worker should have a social security account number card. The social security office is the place to get it. Right away, every housewife should read the booklet, "Do You Have a Maid?" The back page of this informative booklet is a postage-free post card addressed to the collector of internal revenue.

Texas Tech ROTC Honored

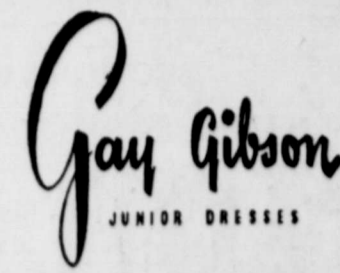
The Texas Tech Arnold Society squadron of the air ROTC will publish "The Arnold Air Letter," official newspaper of the national society.

Tech ROTC cadets will edit and publish the paper which will be distributed to 61 member squadrons and 71 air ROTC units in the United States and Hawaii.

The national conclave also named Texas Tech permanent headquarters for the 4th air force area which includes all squadrons in New Mexico, Oklahoma, Arkansas, Louisiana and Texas. Tech was temporary headquarters of the 12th air force area last year.

When mailed, it will place her on the list for the March mailing of the envelope report form.

Copies of "Do You Have a Maid?" may be secured free of charge from the Lubbock social security office.



... Take pride in the part they have played in the steady progress and popularity of Morton's finest Department Store.

Sketched here from Gay Gibson's exciting fall collection . . .

GREY MATTERS to the Junior with a quest for the unusual. Crew-necked pullover with knitted accents, a regimental crest on a red velvet triangle . . . a flaring gored skirt. In airy, light Heather wool*, 7 to 15.

* 60 percent wool, 40 percent rayon.



Morton, Texas



JUST AROUND THE CORNER—

There's a **WORLD OF CHRISTMAS JOY**

Christmas is such exciting fun for all of us. Just around the corner, streets and shops bustle with a holiday heightened spirit . . . while in the stores themselves we find hundreds of "just what I want for Christmas" gifts. Yes, all the wonderful Christmas ideas are right here in our Hometown. So come on downtown. No extra money to spend for travelling. Every cent of your Christmas budget goes to the buying of gifts when you buy here in Morton.

Morton Tribune

St. Michael's At Levelland Dedicated Dec. 6

The new St. Michael Catholic church in Levelland was dedicated at 10:30 a.m. Wednesday, Dec. 6, by Bishop Laurence J. FitzSimon of Amarillo. Rev. F. M. Higgins, pastor of Sacred Heart church, Littlefield, is in charge of the Levelland church.

St. Michael is the first Catholic church in Levelland. It is located in the northeast section of the city, just inside the city limits, on the Lubbock highway.

The new structure, 90 feet long and 38 feet wide, is built of pumice block and veneered with buff colored brick. It has a seating capacity of 300.

Following the dedication, Bishop FitzSimon presided at a Solemn Mass.

We Tip Our Hat
to our customer
Cobb's Department Store
upon completion of their beautiful new building.

As a hint to Christmas Shoppers may we invite you to look around in Cobb's and particularly at the wonderful assortment of

HARRIS LANGENBERG HATS

These handsomely styled hats are proper in business or for dress, comfortable always.

Langenberg Hat Co.



Saturday, Dec. 9 Unveiling Date For 1951 Chevrolet

Detroit—New 1951 Chevrolet passenger cars and trucks will go on display simultaneously at 7,690 dealerships on Saturday, December 9.

Announcement of the showings by W. E. Fish, general sales manager of the company, was coupled with an estimate that more than 10,000,000 people will inspect the latest series during the introductory period.

"Reports from the field indicate one of the most successful showings in our history, said Fish. "Not only have we found widespread interest in the new model features, but dealers are working on elaborate programs in connection with the event. In many centers the showings will take on all of the aspects of a civic celebration.

"For the Chevrolet retail organization the presentation of the 1951 series will come as a climax to its greatest year. Sales during 1950 will establish a new record and once again will top all competition by a substantial margin."

Tech Dean Plans Trip

Dean Dysart Holcomb of the Engineering Division at Texas Technological College will attend the National American Institute of Chemical Engineers meeting in Columbus, O., Dec. 4 to 6.

Adding Machine Paper at the Tribune Office Supply Dept.

CONGRATULATIONS TO COBB'S ON YOUR FINE NEW BUILDING



Enchanting Colors

in Rib-trimmed Jersey Casual That marvelous little dress for town, country, campus . . . in Wyner's Sag-no-mor jersey. Wide sweater ribbing waistband and cuffs, rhinestone buttoned cardigan neck and full, graceful skirt.

- Colors: Bois de Rose
- Bali Red
- African Green
- Sultry Gold
- Cordial Lime
- Sizes 10-18

MARLENE DRESS COMPANY

Plenty of Headaches in Building Local Cobb's Manager Attests

Have you ever wanted a big dose of headaches just contract to have building constructed. These are the sentiments of Jack Rice, manager of Cobb's Department Store which opened its new building here a week ago.

Of course, Jack isn't the only one in Morton who has faced the problem. A terrific mid-year boom in Morton has caused the same problem for Wallace Theatres, Roy Allsup, Bert Morrow, L. A. Cochran, Ben Burleson and many, many other local businessmen.

Cobb's particular troubles, odd enough, came not in securing materials but in securing labor, and the subcontractors work was terminated, and fighting went on. The Cobb brothers already had nearly all the material contracted for long before shortages hit the market.

Material, which was scarce in plenty of places, was plentiful enough so the company could get all they needed on hand long before the construction was to begin. But remember that rainy days and August. Well, that just broke the back of contractors who hoped to get the store finished sometime in September.

Whenever the rain did let up, it wasn't for long enough to get started. The heaviest rain in the history of Morton led out to be the biggest headache, not only for the farm

ers, but for Cobb's.

Labor shortage came in for its share of grief. With the building boom encompassing the entire city, every merchant undertaking a building project and all the contractors in town had trouble getting enough men to do their work. Then, all of these jobs had to be coordinated so that when the cement pourers finished another group would be ready to take over. Of course this was a physical impossibility.

The net result was that Cobb's had hoped to open their store in September, finished and ready for occupancy. They moved in November 23rd, Thanksgiving Day, and still have a list of articles to come a mile long. Just a few of the things that still have to be done are the installing of air vents, completion of air conditioning equipment, installation of 16 new glass showcases which haven't been completed yet, and some painting and decorating to be done in the alteration room, stockroom, dressing rooms, and in various departments.

The show cases are being tailored made for Cobb's out of an imported plywood, Korena, found in Africa. All of the cases have to be made then covered with this wood. All the wood paneling in the entire store is made from this variety of wood.

The terraza floor, a combination of chipped marble embedded in stone, covers the entire floor from front to back with a lighter-colored terraza in the lobby and front walk and the name Cobbs, in red terraza, embedded between the front show-windows.

Yes, headaches come with building. Those who think that bricks, steel, plaster, terraza, Korena wood, neon signs, 120 sections of neon tubing, marble, wiring, and fixtures form the basic problems to building go talk to Jack Rice. It's labor that really causes the grief.

Get your Christmas Cards at the Tribune Office.

Assistant Manager



Elwood Soechting, assistant manager of Cobb's Department Store. Mr. Soechting joined Cobb's in late summer. He had formerly been with Cobb's at Carlsbad, New Mexico.

Cobb's Soechting Well known Here

Elwood Soechting, assistant manager at Cobb's in Morton, is another employee of Cobb's who has been with the firm in two different locations.

Elwood was with Cobb's branch store in Carlsbad, New Mexico before he joined the Morton staff in late summer of this year. Previously he had worked for the Jacob Schmidt Company of San Marcos and also was associated with the Dr. Scholl concern.

It was in San Marcos that Mr. Soechting's parents made their home. Elwood graduated from high school there and met his wife, the former Mary Kathryn Corrier there. They were married in 1946 and now the family has expanded in a big way. Three boys, Paul, age 4, Donnie, age 1, and the infant Charles have come to the Soechting household to keep the mother and father stepping.

Hosiery, Most Expensive Item On Today's Woman's Clothing Budget

More money is spent for hosiery than for any other one item in the clothing budget. Mary Routh, extension clothing specialist of Texas A. & M. College, says the reason may be due to the fact that not enough attention is given to the size and kind of hosiery bought nor to proper care and laundering.

She says hosiery, just the same as any other wearing apparel, should be selected for the occasion or for a particular use and different type hose should be used with different costumes. For example she says, ultra sheer hose should be reserved for special dress occasions because they are too fragile for everyday use. Sheer hose, on the other hand, are suitable for both dress and general wear, but are out of place on people who are active in sports and the like. Heavier weight hose are appropriate for household, active sports and winter wear.

Price alone, says Miss Routh, is not a guide to hosiery quality. Some medium and low priced hose may have the wearing qualities sought while other higher priced hose may give poor service because durability was sacrificed for sheerness by the manufacturers.

Miss Routh says hosiery buyers should become familiar with the terms used to designate quality in the finished product. First quality in hosiery indicates a stocking without flaws or irregularities. All hosiery not thus designated is classified substandard and includes irregulars, seconds and thirds. The hose of substandard quality must each be marked to show how they are classified.

Irregular refers to hosiery that contain imperfections or irregularities in size, color or fabric but neither stocking in the pair has noticeable mends, runs, tears, or breaks. They could give very satisfactory wear and be a good buy. They should be carefully examined before they are bought. Seconds and thirds are hose in which one of both stockings of a pair contain noticeable mends, runs, tears, breaks or de-

Tribune, Morton, Cochran County, Texas, Thursday, Dec. 7, 1950

fects. Seconds contain shorter mends or breaks than do the thirds.

Miss Routh says the hosiery must fit well if the buyer is to get the most service and wear from them. Buyers should consid-

er foot and leg length, foot and leg width, and calf and ankle measurements because all influence correct fitting. Generally the foot of the stocking when measured flat should be one-half inch longer than the foot and a fleshy foot may require a longer foot length to allow for extra take up.

Congratulations!



to COBB'S DEPARTMENT STORE

... home of these famed names in footwear ...



We extend our very best wishes for continued success to Cobb's Department Store . . . now in their handsome, modern building . . . where fashion-conscious women in Morton will always find the season's most beautiful shoes. We take pride in knowing that our brands . . . as seen in Vogue, Good Housekeeping, Seventeen, many other leading magazines . . . have had a part in this steady progress.

WOHL SHOE COMPANY • Saint Louis

Red Cross Sets 1951 Fund Goal at \$85 Million

A goal of \$85 millions for the American Red Cross Fund campaign was announced today by General George C. Marshall, Red Cross President. The figure is set by the organization's board of Governors to meet the various tasks assumed by the Red Cross in the present national emergency, General Marshall said.

The campaign will be held from 1-31, with Brigadier General David Sarnoff, chairman of the Board of Radio Corporation of America, as National Fund chairman.

The nation's mounting military strength is creating sharply increased demands on the Red Cross. In addition, civil defense commitments require the organization to train 20 million men in First Aid; instruct hundreds of thousands in Home Nursing and as Nurse's Aides; recruit millions of blood donors; prepare for mass feeding, clothing, and shelter in case of disaster or national emergency.

The total resources of the Red Cross must be mobilized for defense of our homes, our communities and the nation in the event of security and world peace," he declared.

The estimated cost of the Red Cross program for the fiscal year 1951 actually totals \$94,800,000, General Marshall said. The difference between the estimated \$85 million and the fund goal of \$94,800,000 will be met by the allocation of reserve funds. General Marshall pointed out that this will exhaust the accumulation from war-time over-subscriptions. Last year the operating budget was \$79,000,000, with a fund goal set at \$67, millions. The fund goal announcement followed a series of meetings of the governing board's committee on finance and program last week in Chicago, in which General Sarnoff participated. They also assisted in their deliberations by representatives from metropolitan and small town chapters who expressed their unanimous conviction that the budget represented the minimum sum required to carry out the increased Red Cross responsibilities.

Mr. Roland Harriman, New York banker and chairman of the board of the Union Pacific Railroad, who will succeed General Marshall as Red Cross President on December 1, participated in the meetings.

MR. GILES VISITS MORTON BRIEFLY

Mr. Porter Giles of Lubbock visited briefly in the Tribune office, Wednesday of last week. Mr. Giles was on her way to a farm, where she and Mr. Giles will stay.

Mr. Giles, well known paper salesman, is a frequent visitor to Morton.

MRS. ALBERT MORROW was a visitor last Thursday in Lubbock.

MR. JOHN MATHER VISITS CALIFORNIA

Mrs. John Mather and her sister-in-law, Rose, of Lubbock, left last Thursday for California where they will visit for about two days with their parents.

Congratulations to COBB'S

whose faith in the community's progress is evidenced by construction of a fine new store.

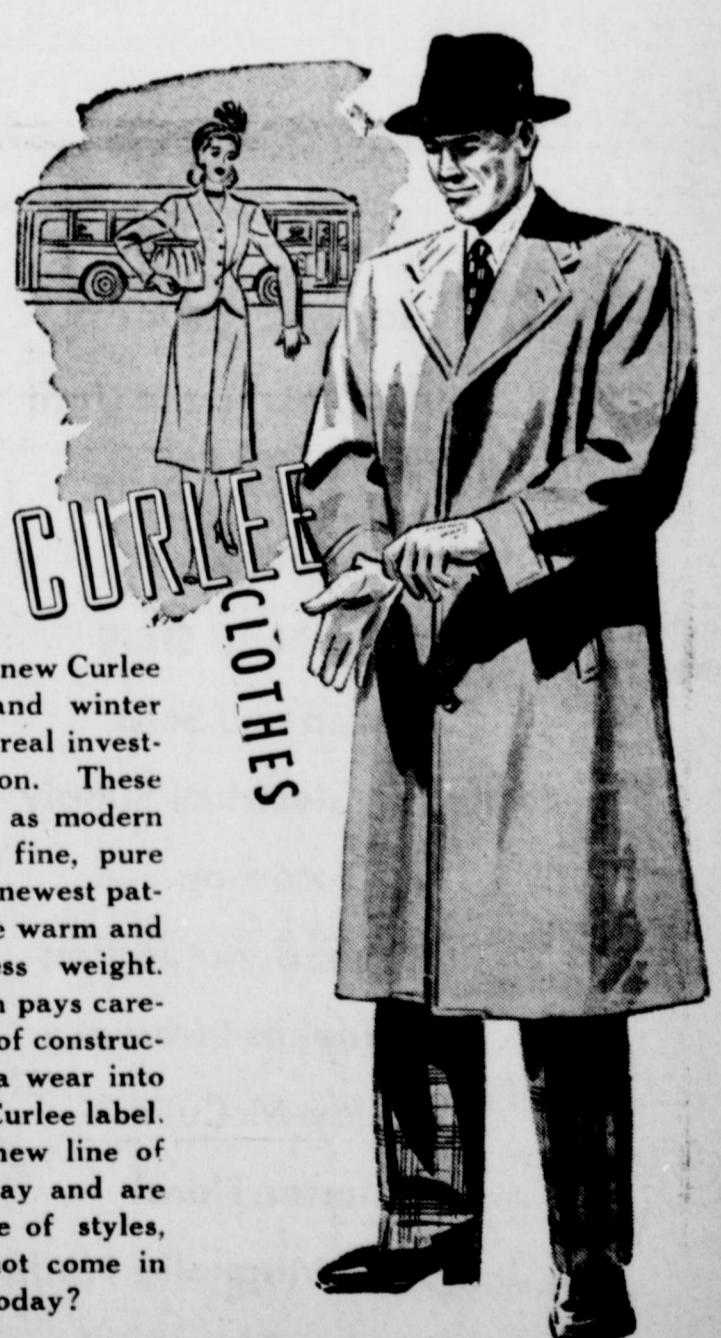
THEY'RE ALWAYS RIGHT

Men who know values — men who appreciate the importance of a well-groomed appearance — these make up our regular customers for Curlee Clothes. In the complete Curlee line you will find combined all of the features which make for satisfaction; skilled styling in the modern manner, selected materials of finest quality in the season's newest patterns, expert tailoring which gives careful attention to every

detail of construction. Come in and see our new selection of Curlee Suits. We are featuring them in a complete range of styles, models and sizes — priced right.

For Lasting Satisfaction

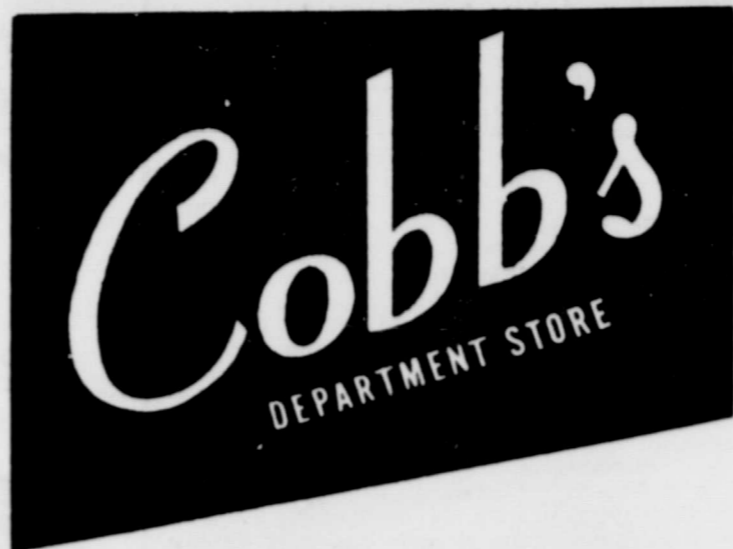
When you choose one of the new Curlee Outercoats for you fall and winter wardrobe, you're making a real investment in clothing satisfaction. These coats are smartly styled — as modern as tomorrow. They offer fine, pure wool fabrics in the season's newest patterns — materials which are warm and comfortable without excess weight. Skilled workmanship, which pays careful attention to every detail of construction, builds months of extra wear into every coat that carries the Curlee label. We have just placed our new line of Curlee Outercoats on display and are offering a complete range of styles, models and sizes. Why not come in and make your selection today?



use our convenient Lay-a-Way Plan!

CURLEE CLOTHES

HEARTY
Congratulations and Best Wishes
FOR Continued Success to . . .



and Personnel

All of us here in Morton share your Pride in Cobb's beautiful new building.

Your faith and confidence in the future progress of Morton is shown by the erection of one of Morton's finest and most modern business establishments.

From All of Us to All of You Congratulations!

First State Bank
Morton Tribune
Jeter Hardware
Morton Power and Light
The Steak House
Allsup Chevrolet
Willis Food Store
Loran and Sons
Morton Electrical Supply
Fotoshop
Dortheas Beauty Salon
Roy Weekes Insurance
Worley-McCulloch
Morton Floral
R. J. Merritt-Magnolia Products
Hawkins Oldsmobile
Western Abstract

Baker's Drive-In
Sanders Implement Co.
Dunham Jewelry
Rose Theatre
Tilger-Barnard Piggly-Wiggly
Western Auto Associate Store
Morton Motor Co.
Reynolds Tire Co.
Morton Drug
The Fair Store
Minyard-Ormand Jewelry
Minnie's Shop
Ray's Hardware
St. Clair's Department and
Ben Franklin Variety Stores
Smith Furniture and Appliance
Ramby Pharmacy

Barker Furniture
Doss Food Store
Modern Beauty Shop
Higginbotham-Bartlett Lumber Co.
Forrest Lumber Co.
Morton Lumber and Supply Inc.
Bud Nairn Electrical Contractor
Banks and Ross
McAlister and Huggins
Greene Supply Co.
L. B. Childs
Stricklands Cleaners
Bowman's Cleaners
Willard Cox
Arnn Motor Co.
Miller Motor Co.
McDermett Liquified Gas

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