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# Morton Tribune

MORTON, TEXAS, THURSDAY, OCTOBER 18, 1956

NUMBER 33

## MULTI - MILLION DOLLAR HAIL PEPPERS COTTON

### COULD AFFECT MORE THAN 64,000 ACRES OF CROPS

A spotted and heavy hail, which ringed Cochran County in the shape of a horseshoe, caused what could easily total up to \$3 million in damage, mostly to the 1956 cotton crop, last Monday night in the worst weather disaster ever to hit this county's crops.

So scattered was the damage, and so completely devastating in places, few wanted to predict a figure of approximate damage. Insurance adjusters were in the cotton fields Tuesdays and Wednesdays, gathering estimates. They found nearly completely destroyed cotton to the northeast, directly east, southeast, directly south, and southwest of Morton in this County and 50 percent estimated damage in several fields west and northwest of Morton.

Hardly had they begun their chore than the hail, which also was accompanied by damaging rains estimated up to three inches, was followed by a heavy, damp fog, Tuesday, and more showers and light hail Wednesday.

One of the biggest reasons for the delay in making any kind of a summary of the damage was the plain fact that farm officials and insurance men were slow in realizing the scope of the damaging blow. It came late Monday night when nearly everyone was in bed.

It brought heavy winds, and some lightning, but in Morton, there wasn't much hint of the disaster. Even those who got the news of the worst part of the hail east of

Morton, and had gone out to view the damage before noon, never gave it a thought that there would be damage reported from all sides of the county. It was late afternoon before most farm officials began to realize the scope of the odd storm. First estimates of \$250,000 were soon seen to be ridiculous by low. Then, as all things were taken into account — from completely lost crops to those simply washed into the dirt; from loss in grade and consequent loss in price, to loss by the additional cost of ginning; from replacing windows and windshield, to replacing at least the roof on one home; from loss in the feed crop to loss of time for laborers — it soon became apparent the loss was in the millions instead of hundreds of thousands.

County Agent Homer Thompson said Wednesday the more he heard, the worse the situation appeared to be. He declined to say how many farmers were reporting cotton damaged by the hail but agreed it could be 120 to 150. His first report said several thousand acres, others said more than 10,000 acres. One ginner who spent some time surveying the situation Tuesday said \$2 million was the most conservative kind of an estimate and said he would go along with an estimate as high as \$2.5 to \$3 million. And this estimate was made before the following fog & Wednesday's rain and hail. There was no way, late Wednesday, the

Tribune could obtain a list of the farmers who had made claims to local insurance men. Much of the crop was uninsured. One local agency reported 60 claims Tuesday. Another had seven and the secretary said there were more they knew they would receive. The Farm Bureau did not report how many of the farmers they cover were hit. Others were insured with firms out of Levelland and Lubbock.

Heaviest damage seems to have been suffered on the Max Bowers and B-nfield farms east of Morton where it was said four to six inches of hail were accompanied by three inches of rain. The roof of the Bowers home was damaged heavily. Cars and other vehicles parked in the vicinity of the Country Club inn had windows smashed by golf ball sized hail and even windows in some of the homes were knocked out. It was reported the J. D. Hawthorne home lost a picture window.

Were it not for the horribly desolate scene east of Morton, the scene further south on the Jim Middleton farm would have been thought to be bad, one ginner said. He had seen the Middleton farm first, then moved up to the Bowers farm and quickly decided the hail that wiped out Middleton's crop was light in comparison with the one that hit east of Morton. In both he estimated the loss to be 100 percent. Moving further south in what is known as the scrapeout,

below Lehman and Bledsoe, the G. D. Lewis farm was perhaps the center of another heavy hail pocket that got a good many farmers anywhere from 15 percent to 70 percent. Coming back north the Nichols farm was hit by light hail that lasted long enough to do heavy damage. Others in the vicinity were also hurt. Still further north, west of Morton, E. C. Wynn, Hadly Kern, and others were 50 percent

damaged. On up in Bailey County others were hurt by degrees ranging up to an early estimate of 75 percent on the Jack Ferguson place and a very heavy loss on the Jimmy Darieck place.

All sorts of other reports of damage that wouldn't ordinarily be thought of were reported. One of the oddest was at the Country Club where they went to work with top dressing for the greens to prevent

the grass from dying where heavy hail had beat deep holes in the golf course greens.

Plaquing efforts to determine the loss in dollars and cents was the fact that many of the farmers had already gathered some bales — a thankful thing that kept their loss from being 100 per cent. In actual bales the loss was tremendous. Unconfirmed reports showed why the loss was figured so great. Some of the best irrigated land, figured for tremendous yields, was covered by the hail. Just one case cited, and unconfirmed listed a predicted 300 bales of cotton lost by Bob Rapp. This would amount to approximately \$45,000. Max Bowers was thought to have lost around 150 bales. Others, more. Add to this the heavy loss in feed and the final toll could be staggering for a small agricultural county.

The County Agent made some notations following the hail — stating that defoliated cotton was suffering more damage than undamaged. He also noted that many farmers were pulling cotton the next day after the rain and hail. Following a rain the Agent said, cotton should be allowed to completely dry. The loss in pounds of lint and grade are excessive if the cotton is pulled wet. He also observed that cotton desiccated — burned by chemicals prior to being machine harvested — should be gathered every year before it becomes stony and reaches the barmy stage.

Much of the determination of the loss will come after the damaged cotton is pulled, ginned and graded. Much also depends upon the estimate of the County Crop, which has varied from 45,000 bales to as high as 80,000 bales.

However, regardless of whose figures you use — or how complete a check you make — old timers seem to agree, it was the worst natural disaster that has ever hit a Cochran County crop. Another observation frequently heard was that it will change the ideas of a lot of Cochran farmers who had defoliated and were waiting to machine harvest the crop. Though, it is also observed, if there had been more hands available, its highly unlikely any of them would have gone begging for work.

### EIGHT CASES ON THE DOCKET AS 72ND DISTRICT COURT OPENS

Eight cases have been set on the District Court Docket for the term of Court beginning next Monday.

When the 72nd District Court convenes at 10 a. m. Monday, October 22nd, on the docket are an attempt to murder case, two robbery by assault counts, two theft over \$50 counts, a charge of wife desertion, a swindling count and a forgery charge.

The first case set for Judge Victor Lindsey's Court is a charge of forgery against R. A. Vestal, Jr. Next in line on the slate are two companion cases charging theft over \$50 against William Franklin Anderson and Wallace Cookertman. The same two men also have robbery by assault counts — both incidents growing out of a case investigated a couple of months ago by the Sheriff's department in which a laborer was allegedly beaten and robbed on a highway south of Morton.

Weldon R. Weston is charged in a wife desertion case. M. D. Sides has been indicted by the Grand Jury for swindling by worthless check from the now defunct firm of Condray and Luke Pump Company.

Cecil Garcia is charged with at-

tempt to murder against another Latin American who was stabbed in the back in a local fracas a few months ago.

The jury panel has been summoned.

### Allsup to Show New Chevrolets With Open House

Allsup Chevrolet of Morton will join Chevrolet dealers all across the nation Friday and Saturday in a two day open house celebration unveiling the new 1957 Chevrolets.

The open house, all day Friday and Saturday, October 19-20, will include serving of coffee and doughnuts to all who attend.

Registration will also be held both days on door prizes to be awarded.

Allsups will have on display two of the new model Chevrolet cars — a two door Bel Aire and a four door 210 model. They will also have on display two of the new model pickups.

Mortonites are cordially invited to drop in and see the newest models. For further information on the newest sensation of the road — see the story inside this issue of the Morton Tribune and the pictures.

### Former Resident Dies at Lamesa

LAMESA — Funeral services for William Ewell Prather, long time resident of Lamesa and former resident of Morton, were conducted early this week at the Lamesa Church of Christ under the officiating of W. T. Hamilton, minister.

Prather, brother of Mrs. J. W. Rhodes of Whiteface, is well known to many Morton residents. He died early Monday morning at a Lamesa Hospital. Burial was in Lamesa Memorial Park.

Survivors include the wife, one daughter, Mrs. Wynelle Batson of Lamesa; his mother, Mrs. W. T. Prather of Lamesa; one brother, L. G. Prather of Lamesa and the one sister.

Prather was 47 years old.

instead the money he sent to the M. D. Anderson Tumor Clinic at Houston, to help them carry on the work there.

The late hour mercy flight to Houston to save Denny's life was made Tuesday morning.

Thanks to the combined efforts of several people and the Military Air Transport Service, Otha Denny, who had been battling cancer for many months was flown to the M. D. Anderson Tumor Clinic in Houston early Tuesday morning for emergency treatment.

Denny, who had made 12 trips to the Clinic recently for treatment, had been scheduled to return there late last week when he took a sudden turn for the worse and was rushed to the Phillips Dupre Hospital in Levelland. There he received more blood transfusions and was growing steadily when his wife, Cochran County's Tax Assessor Collector elect, who with Otha shared a confidence in the M. D. Anderson Clinic treatment, decided the only thing to do was to find a way to rush Denny to the Clinic.

Dr. Phillips forbade a trip by auto and also ruled out a trip by light plane as too dangerous for a man in Denny's condition.

Here was when Bob Cross, local FFA Supervisor took over. He and Bob Cross made arrangements by contacting Congressman George Mahon who went to work getting the MATS to reroute the plane.

This was accomplished early Tuesday morning. When the plane arrived at Reese Air Force Base an ambulance sped Denny to the plane and he was whisked to Houston.

Denny, a 47 year old Bledsoe farmer had been battling cancer

### G. Pfeifferberger To Speak Here

George Pfeifferberger, executive vice-president of the Plains Cotton Growers will be the principal speaker at a very important meeting of the Farm Bureau in the auditorium of the County Activities Building next Thursday night. It was revealed this week.

Election of officers will be held and resolutions to be passed on to the state Farm Bureau will be among the business attended to.

### Farm Bureau Move

Effective Monday, the offices of the Farm Bureau will be in the Evans Investment Company building, just east of the Post Office, according to Marvin Wilson, manager of the County Farm Bureau.

### Need Volunteers

Anyone interested in the preservation of our County Heritage and willing to serve on the County Historical Survey Committee, is urged to contact Judge Fred Stockdale immediately. A statewide meeting is to be held in Austin, October 27th, a week from Saturday.

For two years, he had recently required seven blood transfusions in the past two weeks, and had been taken to the Levelland Hospital on three occasions. He was weak from the transfusions and loss of weight.

The Air Force didn't stop with the offer of the mercy flight. Not only did MATS reroute a flight originally scheduled from Colorado to Houston — through the Reese Air Base — but the Air Force officials on both ends had an ambulance waiting. Denny was rushed to Reese Air Force Base in an Air Base ambulance and was taken at the Houston Airport to the Anderson Clinic by an Air Force ambulance.

Mrs. Denny has repeatedly offered her thanks to all who have helped her and her husband during the two year ordeal and this week added her thanks to the Air Force. However, neither the Air Force nor her neighbors were asking for thanks. Reward enough was to be found in the inspiring faith and battle both Denny and his wife had put up against the grave odds of cancer.

### Liquor Runner Nabbed After Wild Early Morning Chase Friday; Draws \$1,000 Fine in County Court Here

Radically different treatment was received by two bootleggers nabbed in Cochran County and the area last weekend — but the circumstances of their arrest was even more radically different.

The first of the two men, Jack Blanks of Lubbock, driving a 1955 Chrysler with a reported \$1600 worth of whiskey and beer — at wholesale cost — was fined \$1,000 and costs in County Court here on Friday after leading a local City Police officer on a wild early morning chase.

The other, Cruz Salinas, charged with transporting in a dry area after his arrest Monday night — or early Tuesday morning, was fined \$100 and costs in County Court.

Blanks, 32 year old Lubbocker described by liquor control board authorities as one of Lubbock's "biggest independent bootleggers", and a companion not charged — William Odell (Fats) Jenkins of Littlefield, were in the late model Chrysler parked in the "flats" section of town early Friday morning when City Patrolman Bill Burkett, on night duty, happened along. As he approached, the Chrysler sped off into the night, circling to the Muleshoe Highway and heading north of town. Burkett kept in hot pursuit in the City Chevrolet patrol, and quickly fired five shots at the right rear tire. Soon the big car, whose speedometer registered up to 140 mph, began to pull away. The chase led down several farm roads and turn rows and the local car hit a sand bank and dented the fender. Burkett jumped out and surveyed the light damage & continued on his way to the highway, convinced the car had escaped. As he reached the highway, the marks on the highway clearly told that at least one of the shots fired had hit its mark. The tire had gone flat and worn off the wheel and the badly bent rim was leaving unmistakable tracks. Burkett followed

the ridges to the farm home of Robert Claunch near Enoch, and at that point the Chrysler had pulled into the yard of the farm home. Claunch, thinking someone was attempting to steal his car, appeared at the doorway with shotgun in hand. When he recognized Burkett he went to a nearby home with a phone to call for the Sheriff while Burkett arrested the two men and found in their car an estimated 20 cases of beer and 30 cases of whiskey, all wrapped in bags.

The paper covered packages, with brand names on the outside, covered the back seat of the car up to the window level, and were covered by a quilt. In the front seat, on the floorboard was more liquor. In the car was a 30 caliber rifle and a police radio receiver. The men, as far as Burkett determined, had not attempted to use the rifle. It was theorized by officers that they

had it to protect themselves from hi-jackers. Burkett estimated the chase covered a 20 mile area and was told by one of the men that a 30 gallon auxiliary fuel tank in the trunk was so they could outrun pursuers who would run out of gas.

The pair spent a few hours in jail before being brought before Judge Stockdale. Charged with transporting Blanks pled guilty & was fined \$1,000 and costs. He made partial payment and was allowed time to get the balance of \$400 plus. The confiscated liquor was taken to Lubbock by a County Truck later in the day.

Before Morton was through with Blanks he was brought before the City Judge where he paid \$200 on three fines for reckless driving, speeding, and failure to heed a red light on a motor vehicle.

As local officers offered their congratulations to Burkett on what was believed to be one of the biggest liquor hauls in the history of the county, liquor control board officers also chipped in with their congratulations. They said they, in the past, had been after Blanks for a long time and that this conviction would make a second offense mighty costly to him if they are able to get him in Lubbock.

The car was not confiscated by the Liquor Control Board and the driver left Morton in it shortly after noon.

Salinas, arrested in a 1947 Chevrolet, was nabbed by local deputies around midnight Monday night on a tip. He was arrested south of Morton and had in his car a total of 72 quarts of beer and some whiskey.

Local Highway patrolmen have asked the Tribune to remind local and area farmers that cotton trailers, loaded with more than 3,000 lbs., are required by law to have at least a tail light and two reflectors.

The local patrolmen, T. A. Rowland and Bob Allen said that the law requires the minimum and then pointed out that loads of 4,000 lbs. or more require additional precautions. To be on the safe side, farmers can check at the local Sheriff's Department where they can see the law and read it or should feel free to check with the highway patrol.

Steady drizzling rains which had covered most of the county on and off yesterday afternoon and last night, had been recorded at 53 inches by 9:00 a. m. this morning.

The Morton High School Marching Band won a second place trophy in the ENMU Homecoming parade last Saturday at Portales, Okla. won first and Jal, New Mexico, won third in Class B. This is the first year the MHS group has placed at this event, according to the Band Director, John M. Bealmeier.

### Is Guest Speaker

Jim Kidd, Morton High School principal was the main speaker at the Hamlin High School Homecoming held October 13, at Hamlin.

More than 500 persons registered for the event.

### CROP Is Subject Of Films and Talk Set Here Tonight

The Christian Rural Overseas Program will be explained by Rev. Ellis Todd of Plainview, Thursday night (tonight) in the Activities Building at 8 o'clock.

Rev. Todd has recently returned from Haiti where he saw much suffering, hunger and dire distress evidenced by the pitiable condition of that island to the South East of America, recently visited by a severe hurricane. He will show films and tell of the condition of the devastated land.

CROP conducts annual harvest campaigns in about 600 counties in 18 states with the cooperation of many churches of many denominations in the states. CROP solicits and collects commodity gifts for shipment overseas to distressed people in many lands. The Government of our country pays 20 to one for the amount raised by the churches and furnishes transportation to the people who need help in these countries. Since 1947 shipments of CROP food and fiber gifts have reached a value of \$21 million including government surplus. Total weight of food made available to overseas programs is in excess of 271 million pounds.

The churches of our community are asked to cooperate in this program and four pastors of churches in the community have met with Rev. Todd and expressed a desire to do so. It is a non-denominational program endorsed and sponsored by more than 36 Protestant Churches of America.

See the pictures and hear the program explained by Rev. Ellis Todd next Thursday night at the Community Center.

### ESTIMATE 11,000 ALES GINNED

Monday night, before the hail, estimates of total bales ginned in the 1956 cotton crop were between 10,000 and 11,000 bales, or about one fifth of the originally estimated production of 55,000 bales.

Accurate figures were available through the Texas Employment Figures ran a little higher than

### Day - Roughage Approved for Cochran County

The Hay and Roughage program authorized last week by the State Board of Agriculture, Rep. George Mahon of Cochran County, has been approved for Cochran County.

Hardly had the Tribune appeared on the streets with the comment on Mahon that the Hay and Roughage Program had not been

extended to Cochran County.

Effective Oct. 11th, the value of farmer's Purchase Orders for roughage has been increased from \$1.00 to \$1.50 per hundredweight.

Approved for this county than the amount of the approval was forthcoming out of Washington.

The program was not included in an earlier announcement, the county was listed among those estimated last week for emergency feed grain.

### Indications Are, Mahon Reports, '57 Cotton Allotment To Be 'Abou Same'

LUBBOCK, Oct. 15 (Spl.) — Congressman George Mahon of the 13th District advised from his office in Lubbock this week that he has received information from the Department of Agriculture in Washington indicating that 1957 cotton acreage allotments in Texas will be about the same in each county as in 1956.

An additional large shift of acreage from West Texas to East Texas is not contemplated since it is planned that each Texas county will get not less than 99 percent of its 1956 allotment. Under the plan most West Texas counties should get slightly more acreage than in 1956.

The Department of Agriculture had approved a compromise plan which had been submitted by the State ASC Committee which will allow the State Committee to withhold from the State allotment slightly less than four (4) per cent for small farms of 15 acres or less. For medium size farms 2.78 per cent and for other than small farms and farm groups had asked that not more than (two) percent be withheld for other than small farms. The total amount withheld for all purposes will be about 6 1/2 percent of the State allotment.

Mahon said, "I had joined with

### Jr. Class to Hold School Carnival On Hallowe'en

A Junior Class carnival, sponsored by the Junior Class but participated in by classes an organization throughout the school, will be held Hallowe'en night, October 21, at the County Barn, at the County Park. It has been said this week by members of the Junior Class.

The various classes in the school are invited to participate by having a booth for which they will pay the Senior class.

Food concessions and games will be held in the barn.

A queen contest will also be held in conjunction with the carnival & the winner will be announced at the carnival.

THIS WEEK ON THE TELEVISION SCENE

KDUB - TV Channel 13

THURSDAY

6:55 Sign On
7:00 Capt. Kangaroo
7:25 Cartoons
7:30 Capt. Kangaroo
7:55 Sing Song
8:00 Garry Moore
8:30 Godfrey Time
8:45 Air Force Digest
9:00 TV Time Out
9:15 Godfrey Time
9:30 Strike It Rich
9:30 Valiant Lady
10:15 Love of Life
10:30 Search for Tomorrow
10:45 TV Sermonette
11:00 Network News
11:10 Stand and Be Counted
11:20 As the World Turns
12:00 Our Miss Brooks
12:30 Noon News
12:45 House Party
1:00 Big Payoff
1:30 Bob Crosby
2:00 Brighter Day
2:15 Secret Storm
2:30 Edge of Night
3:00 Recipe Roundup
3:15 Beauty School of the Air
3:30 Movie Marquee
3:50 Western Theatre
4:20 Community Crossroads
4:50 What's Behind the News
8:00 News, weather, sports
8:15 Doug Edwards
8:30 Range Rider
7:40 Cunch and Des
7:30 Tule Sports
8:00 Confidential File
8:30 Stars of Grand Ole Opry
9:00 Bob Cummings
9:30 Climax
10:30 News, weather, sports
11:00 Wall of Death
12:00 Sign Off

FRIDAY

6:55 Sign On
7:00 Capt. Kangaroo
7:25 Cartoons
7:30 Capt. Kangaroo
7:55 Sing Song
8:00 Garry Moore
9:30 Strike It Rich
10:00 Valiant Lady
10:15 Love of Life
10:30 Search for Tomorrow
10:45 TV Sermonette
11:00 Network News
11:20 As the World Turns
12:00 Our Miss Brooks
12:30 Noon News
12:45 House Party
1:00 Big Payoff
1:30 Bob Crosby
2:00 Brighter Day
2:15 Secret Storm
2:30 Edge of Night
3:00 Recipe Roundup
3:15 Movie Marquee
3:30 Community Crossroads
3:50 Local News
8:15 Doug Edwards
8:30 My Friend Flicka
7:40 The Crusader
7:30 Liberate
8:00 The Line Up
8:30 Person to Person
9:00 West Point
9:30 Zane Grey Theatre
10:00 Talent Scouts
10:30 News, sports, weather
11:00 Counter Punch
12:00 Sign Off

SATURDAY

7:25 Sign On
7:30 Captain Kangaroo
8:30 Mighty Mouse Playhouse
9:00 Winky Dink
9:30 Long John Silver
10:00 Porcena Theatre
11:00 Don Winslow, Ch. 3
11:30 Big Picture
12:00 Football Roundup
1:30 Championship Bowling
4:00 Lets Take a Trip
4:30 Pick the Victor
4:45 Industry on Parade
5:00 Beat the Clock
5:30 The Buccaneers
6:00 Mark Saber
7:30 Wild Bill Hickok
7:40 On Susanna
7:50 Hey, Jennie
8:00 Camerock
9:00 Jackie Gleason Show
9:55 Political
10:00 Chicago Wrestling
11:00 Good Sam
12:30 Sign Off

SUNDAY

10:25 Sign On
10:30 First Methodist Church
12:00 The Christophers
12:30 San Francisco - Detroit
2:45 CBS News
3:00 Face the Nation
3:30 Bandwagon
4:00 Telephone Time
4:30 You Are There
5:30 This Is the Life
5:30 Plainsman Parade

MONDAY

6:55 Sign On
7:00 Capt. Kangaroo
7:25 Cartoons
7:30 Capt. Kangaroo
7:55 Sing Song
8:00 Garry Moore
8:30 Godfrey Time
9:30 Strike It Rich
10:00 Valiant Lady
10:15 Love of Life
10:30 Search for Tomorrow
10:45 TV Sermonette
11:00 Network News
11:10 Stand and Be Counted
11:20 As the World Turns
12:00 Our Miss Brooks
12:30 Noon News
12:45 House Party
1:00 Big Payoff
1:30 Bob Crosby
2:00 Brighter Day
2:15 Secret Storm
2:30 Edge of Night
3:00 Recipe Roundup
3:15 Beauty School of the Air
3:30 Movie Marquee
3:50 Western Theatre
4:20 Community Crossroads
4:50 What's Behind the News
8:00 News, weather, sports
8:15 Doug Edwards
8:30 Robin Hood
7:30 I Love Lucy
8:00 Studio 1 Sun Theatre
9:00 Burns and Allen
9:30 Doug Fairbanks Presents
10:00 Hollywood Playhouse
10:30 News, sports, weather
11:00 On Approval
12:00 Sign Off

TUESDAY

6:55 Sign On
7:00 Capt. Kangaroo
7:25 Cartoons
7:30 Capt. Kangaroo
7:55 Sing Song
8:00 Garry Moore
8:30 Godfrey Time
9:30 Strike It Rich
10:00 Valiant Lady
10:15 Love of Life
10:30 Search for Tomorrow
10:45 Haddresser HiLights
11:00 Network News
11:20 Stand and Be Counted
11:30 As the World Turns
12:00 Our Miss Brooks
12:30 Noon News
12:45 House Party
1:00 Big Payoff
1:30 Bob Crosby
2:00 Brighter Day
2:15 Secret Storm
2:30 Edge of Night
3:00 Recipe Roundup
3:30 Movie Matinee
4:50 Community Crossroads
6:00 News, weather, sports
6:15 Doug Edwards
6:30 News That Tune
6:55 Political
7:00 Political
7:20 I Spy
8:00 50,000 Question
8:25 Political
8:30 Do You Trust Your Wife
9:00 Phil Silvers
9:30 The Pendulum
10:00 Hollywood Playhouse
10:30 News, sports, weather
11:00 Great Flamarion
12:00 Sign Off

WEDNESDAY

6:55 Sign On
7:00 Capt. Kangaroo
7:25 Cartoons
7:30 Capt. Kangaroo
7:55 Sing Song
8:00 Garry Moore
8:30 A to Z
8:45 Godfrey Time
9:30 Strike It Rich
10:00 Valiant Lady
10:15 Love of Life
10:30 Search for Tomorrow
10:45 TV Sermonette
11:00 Fragotten Women
11:10 Stand up and Be Counted
11:20 As the World Turns
12:00 Our Miss Brooks
12:30 Noon News
12:45 Houseparty
1:00 Big Payoff
1:30 Bob Crosby
2:00 Brighter Day
2:15 Secret Storm
2:30 Edge of Night
3:00 Recipe Roundup
3:30 Movie Marquee
4:30 Let's Take A Trip
5:00 Hi C Bar Ranch

THURSDAY

6:55 Program Previews
7:00 Today
8:00 Ding Dong Schoot Bandstand
9:00 Home
10:00 Tie Tac Dough
10:30 It Could Be You
11:00 Cook Book
11:45 RFD 11
12:00 Serenaders
12:30 Tennessee Ernie
1:00 NBC Matinee
2:00 Queen for a Day
2:45 Modern Romances
3:00 Comedy Time
3:30 Stu Erwin Show
4:00 Gene Autry
5:00 Bunny Theatre
5:15 Looney Tunes
5:30 To Be Announced
5:45 Hospitality Time
6:00 News and Sports
6:10 Weather
6:15 Here's Howell
6:30 From Hollywood
7:00 People's Choice
7:30 Tennessee Ernie
8:00 Dateline Europe
8:30 Celebrity Playhouse
9:00 Groucho Marx
9:30 Dragnet
10:00 Walter Winchell
10:30 News
10:30 Weather
10:45 Sports
10:55 Channel 11 Theatre

FRIDAY

6:55 Program Preview
7:00 Today
8:00 Ding Dong School
8:30 Bandstand
9:00 Home
10:00 Tie Tac Dough
10:30 It Could Be You
11:00 Cook Book
11:45 RFD 11
12:00 Serenaders
12:30 Tennessee Ernie
1:00 NBC Matinee
2:00 Queen for a Day
2:45 Modern Romances
3:00 Comedy Time
3:30 Stu Erwin
5:00 Western Adventure
5:00 Western Adventure
5:00 Western Adventure
5:00 Western Adventure
5:00 Western Adventure
5:00 Western Adventure
5:00 Western Adventure
5:00 Western Adventure
5:00 Western Adventure
5:00 Western Adventure

SATURDAY

8:00 Howdy Doodly
8:30 I Married Joan
9:00 Fury
9:30 Jet Jackson
10:30 Hopalong Cassidy
11:30 Les Teach
12:00 Million Dollar Movie
4:30 Playtime
5:15 News, weather, sports
5:30 People Are Funny
6:00 Lone Ranger
6:30 Cisco Kid
7:00 Caesar's Home
7:30 Western Marshall
8:00 George Gobel
8:30 Rice vs SMU
8:50 Rosemary Clooney
9:30 Lawrence Welk
10:30 News, weather, sports
11:00 Channel 11 Theatre

SUNDAY

12:10 Sign On
12:15 Norman V. Peale
12:30 Youth Wants To Know
1:00 Outlook
1:30 Mr. Wizard
2:00 Washington Square
3:00 Ray Bolger
4:00 Meet The Press
4:30 Roy Rogers
5:00 Bengal Lancer
5:30 Circus Boy
6:00 Steve Allen Show
7:00 My Little Margie
7:30 Crossroads
8:00 Loretta Young
8:30 The Man Called X
9:00 Highway Patrol
9:30 Mr. District Attorney
10:00 Cavalcade Theatre
10:30 News
10:40 Weather
10:45 Sports
10:50 Craig Kennedy

MONDAY

6:55 Program Preview
7:00 Today
8:00 Ding Dong School
8:30 Bandstand
9:00 Home
10:00 Tie Tac Dough
10:30 It Could Be You
11:00 Cook Book
11:45 RFD 11
12:00 Serenaders
12:30 Tennessee Ernie Ford
1:00 NBC Matinee
2:00 Queen For A Day
2:45 Modern Romances
3:00 Comedy Time
3:30 Stu Erwin
5:00 Western Adventure
5:00 Western Adventure
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5:00 Western Adventure

TUESDAY

6:55 Program Preview
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8:30 I Married Joan
9:00 Fury
9:30 Jet Jackson
10:30 Hopalong Cassidy
11:30 Les Teach
12:00 Million Dollar Movie
4:30 Playtime
5:15 News, weather, sports
5:30 People Are Funny
6:00 Lone Ranger
6:30 Cisco Kid
7:00 Caesar's Home
7:30 Western Marshall
8:00 George Gobel
8:30 Rice vs SMU
8:50 Rosemary Clooney
9:30 Lawrence Welk
10:30 News, weather, sports
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12:15 Norman V. Peale
12:30 Youth Wants To Know
1:00 Outlook
1:30 Mr. Wizard
2:00 Washington Square
3:00 Ray Bolger
4:00 Meet The Press
4:30 Roy Rogers
5:00 Bengal Lancer
5:30 Circus Boy
6:00 Steve Allen Show
7:00 My Little Margie
7:30 Crossroads
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8:30 The Man Called X
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news from —

ENOCHS...

By Mrs. C. C. DORN

TAKE FHA GIRLS TO FAIR

Mr. and Mrs. Ray Snodgrass, Mr. and Mrs. Claude Morrison, Mr. and Mrs. A. P. Fred, Mr. and Mrs. A. M. McBee sponsored a trip to the State Fair in Dallas for the Bula FHA girls. Those attending included Doris McBee, Phillis Fred Doris Stroud, Sandra Spence, Genevieve Seagler, Kathy Phillips, Billy Hallford, Beverly Snodgrass, Sammie Reynolds, Judy Young, Lennie Claunch, Carrol Cook. The group attended during a special day for FHA girls, statewide. The group attended the Cinerama on Friday, the Ice Capades on Saturday, and came home Sunday night.

FFA BOYS ALSO SEE FAIR

On October 6th, Rural Youth Day at the State Fair, J. Logan Green, the FFA instructor took five of the Bula boys to the Fair. Making the trip were Steve Green, Stanley Snitker, James Clevenger, John Autry and Kenneth Hasty.

WERE IN HOSPITAL

In the hospital at Levelland last week were Gaylene Fred and Tommie Newton. Home now, they were reported "doing fine."

VISITED MOTHER

Mr. and Willie Welch and family visited Mr. Welch mother in Littlefield Sunday.

VISITED SISTER

Mrs. H. H. Snow visited in the home of her sister, Mrs. James Cash and family at Hereford Sunday.

HERE FROM FT. WORTH

Mr. and Mrs. Douglas Cash and family from Fort Worth visited in the home of their parents, Mr. and Mrs. Dutch Cash over the weekend.

NO LUCK ON FISHING TRIP

Mr. and Mrs. L. G. Fred and Rev. and Mrs. C. C. Dorn spent the week at the Colorado City Lake but reported no luck in catching fish.

ATTEND MEETING

The Enoch's MFF attended a District meeting at Seminole Saturday night. Attending the meeting and supper were Linda Welch, Minnie Mansell, Elizabeth Dorn, Yvonne Mansell, Mrs. Willie Welch.

DAUGHTER IS BORN

Mrs. J. C. Snitker and Rev. and Mrs. C. C. Dorn.

TO MOVE IN THIS WEEK

The pastor, Rev. and Mrs. Vernon Whitfield and family of the Enoch's Baptist church are to move into the parsonage this week.

VISIT WITH JONES FAMILY

Mr. and Mrs. Cloe Hall and family took supper Sunday with the Leon Jones family.

SHOPPERS GUIDE by J & B FOOD STORE. I'M SORRY YOU HAVE TO HURRY HOME. I HAVE HAM HOCK AND TURNIP GREENS COOKING, TURNIPS, POTATOES AU GRATIN, APPLE AND CELERY SALAD AND BANANA FRITTERS. I WISH I COULD PLAN AHEAD! IT'S EASY WHEN YOU LET J. & B. FOOD PLAN YOUR MEALS FOR YOU! You can always be carefree and have more time for yourself when you shop at the J. & B. FOOD STORE. Why not start shopping here... today.

GET STYLING THAT'S HERE TO STAY... And Get it Now! GET POWER TO ROCKET AWAY... And Get it Now! GET THE VALUE THAT'S TOPS TODAY... And Get it Now! Now's the time to Go OLDSMOBILE! YOU'RE ALWAYS WELCOME AT YOUR OLDSMOBILE QUALITY DEALER'S! HAWKINS OLDSMOBILE CO. Phone 2621 111 E. Wash. Ave. 'SATURDAY COLOR CARNIVAL' OLDSMOBILE PRESENTS HELEN O'CONNELL, PETE MARSHALL, PHIL HARRIS, ETHEL WATERS AND CESAR ROMERO IN 'MANHATTAN TOWER', SATURDAY EVE, OCTOBER 27 A SPECIAL EVENT ON NBC-TV DON'T MISS IT!

SEE IT TODAY! RCA - VICTOR for '56 AT ROSE AUTO & APPLIANCE

**R-U-AWARE?**



**THE BLACK BEAR--**  
AT BIRTH THE BLACK BEAR CUBS ARE NO LARGER THAN THE SMALLEST PUPPY.

**BE AWARE...** a complete line of FRANKLIN VETERINARY SUPPLIES and VACCINES awaits your selection at the MORTON DRUG. The success of your livestock investment depends on your animal's health. Protect it... consult your veterinarian. Come to us for any serum or drug he may prescribe... we have it!

**MORTON DRUG**

**NEW CHEVROLETS ON DISPLAY FRI. AT ALLSUP'S**

The widest selection in history marks the 1957 passenger car line which Chevrolet dealers show to the public for the first time Friday, October 19, at Allsup Chevrolet.

The customer has his choice of 360 model-color combinations, almost one-third more than available at the outset of 1956 production.

Fuel injection and a new triple-turbine automatic transmission will make their debut on the 1957 Chevrolets. The Motor Division announced that fuel injection will be introduced on the Corvette engine, a lively new V8 of 283 horsepower that is to be available as an option throughout the line of Chevrolet passenger cars. Also unveiled for the first time is the new transmission known as the Turboglide.

While the 1957 Chevrolet boasts a number of improvements that will enhance the comfort and safety of driving, major interest in the chassis story is found in the greatest variety of power plants ever produced by a low price car builder.

Offered in the line that makes its bow at dealer showrooms on Friday are one six and four eight cylinder engines ranging in horse-

**1957 Chevrolets Carry Individual Beauty**



Distinctive styling and trim treatments for two-level photo of the "Two-Ten" sport sedan, at each of the three series of 1957 Chevrolet passenger cars are emphasized dramatically in this wide range in color choices total 360 for the line.

power from 140 to 283. An exclusive new transmission — Turboglide — heads a list of Chevrolet power train features that extends from the three speed manual shift through an improved Powerglide automatic transmission and the new V8 engine.

Introducing a new design of the torque converter type, the Turboglide is supplied only with the 283 cubic inch engine. In addition to the 283 cubic inch V8 engine equipped with RAMJET fuel injection, the 1957 Chevrolet offers sport car owners a choice of the standard four-barrel carburetor or dual four barrel carburetors. A wide range of transmissions complement the choice of engine. Hydraulic valve lifters will be used on all Corvette engines excepting the high performance, competition engine. Modified mechanical lifters are designed to improve oil metering to the upper valve train.

In eye appeal the 1957 Chevrolets differ strikingly from the 1956 models. While two and one-half inches have been added to overall lengths, the overall sweep of new styling motif gives the impression that the car is even longer than its 200 inches. All bodies are lower with a reduction of an inch and a half in height of the hood and substantially increased windshield areas.

But these are only some of the highlights — Allsup invites you to attend the opening party on Friday. They feel sure, by the time you've taken time for a cup of coffee and a doughnut — while eyeing the new styled Chevrolet — you'll be convinced its the car in your future.

**ATTENDING TECH**  
At least three ex-Morton students are attending Texas Tech in the recent fall enrollment. They are Deanna Rose, Bill Evans and Barlie Taylor.

**Four from Here Attend Methodist Dennison Lectures**

Four members of the Morton Methodist Church were expected to be in Amarillo, Tuesday, Wednesday and Thursday of this week as the Dennison Lectures were delivered on "Evangelistic Preaching" at the Polk Street Methodist Church.

Bishop Marvin Franklin is delivering these lectures a gift presented to the North West Texas Conference of the Methodist Church by Dr. and Mrs. D. D. Dennison of Abilene. Dr. Dennison is pastor of the First Methodist Church there.

The lectures are to be delivered annually by some outstanding minister an dare made possible by a \$10,000 gift. The public is invited to hear these lectures.

During the lectures Bishop William C. Martin of Dallas was to call a session of the annual Conference on Wednesday. All ministers and Lay Delegates of the North-west Texas conference were expected to attend.

The Lay Delegate and Reserve Delegate of the Methodist Church of Morton are Peggy Houston and N. H. Steed. The Pastor Rev. James E. Harrell and Mrs. Harrell also planned to attend.

**NEW SON FOR TARVERS**

Mr. and Mrs. Roy Tarver, Jr., of Morton announce the birth of a son, Mark Dwain, born Oct. 11, at 1:15 a.m. in the Cochran County Hospital. The youngster weighed 6 pounds and 11 ounces. The father is owner-operator of the Tarver Furniture Company here.

**ATTEND FAMILY REUNION**

Mr. and Mrs. Earl Akin of Morton were in Amarillo Sunday attending her family, the McGinnis family reunion. Of the ten children, all but one was expected to attend. He is serving with the Army in Korea.

**Texans Find Ike Stands For Same Things We Do**

A fellow was in our town the other day selling men's suits. He was from St. Louis, and he said he was a manufacturer's representative. Grandpa would have called him a dry goods drummer, and Papa would have referred to him as a traveling salesman. This shows you how things change with time. But actually that fellow from St. Louis was doing just about what the earlier visitors did—trying to sell suits.

You might say that he stayed in the same place but the names went off and left him. Reminded me some of the political situation in Texas.

I was reading a letter in the daily newspaper last week, from a man who said he was going to vote for Eisenhower. "I am a Democrat," he wrote to the editor of the paper, "but I feel like the party has run off and left me."

Come to think of it, a lot of conservative-type Texas Democrats are in that shape today. They haven't changed their views much on such things as local control, government spending, bureaucratic red tape, and freedom of the individual; they still travel down the same road they did 20 or 30 years ago, even if they do it at 70 miles an hour instead of 25.

They grew up believing that a man could live down nearly any-

thing except voting for a Republican. They always voted 'er straight, until a good many of them jumped over the traces in '52 and went for Ike.

"I can't figure out what's happened," one of them told me. "Seems like Eisenhower talks like a Democrat and Stevenson talks like a college professor."

The other day this same fellow said: "I think I've got it figured out. Ike stands for the things us Texas Democrats have always stood for. Adlai is too thick with Walter Reuther and that crowd to suit me. I'm going for Ike again."

That's the way with most folks in our town. They decided to give Ike a try at it in '52, and they like the way he has gone about the job. There are some things they wished he'd done a little different, but by and large they think he has made us a fine President. At least all the hometown boys are back from Korea, and as far as we can tell the government is being run honestly.

Somebody asked that Missouri suit salesman how Mr. Truman was getting along, and he said he didn't know. "He isn't in the clothing business any more," he explained. "In fact, as far as I can tell, he is clear out of all kinds of business."

Yours Truly,  
*Tex*

**Be for TEXAS!  
Be a DEMOCRAT!**

**Vote DEMOCRATIC**

(Pol. Adv. Paid for by Texas Democratic Campaign Committee, Warren Woodward, Exec. Dir.)

**Here's How TO ASSURE GOOD GOVERNMENT IN TEXAS**

**Vote For...**

**WRITE IN CANDIDATE**

**FOR GOVERNOR**

*W. Lee O'Daniel*

**Listen to O'DANIEL DAILY (except Sunday)**

KFYO — 6:55 a. m. LUBBOCK  
KPET — 12:30 p. m. LAMESA

(Pol. Adv. Paid for by W. Lee O'Daniel)

**666**

**FIGHTS ALL COLDS**  
SYMPTOMS AT ONE TIME...  
**IN LESS TIME! IT'S THE PROVEN COLDS MEDICINE**

We have 13 x 26 - 6 ply and 1700 x 16 Combine Tires and Tubes in Stock

**Trailer Wheels**

Ford, Chevrolet, Ranger, Colby Ward, Sears, Electric Wheel, John Deere, Case and many others in 5 and 6 hole hubs  
15-inch x 5-inch and 15-inch x 6-inch wheels

**TRUCK TIRE BARGAINS**  
In New Tires of all Sizes

SPECIAL — 600 and 650 x 20 — 14 ply nylon airplane Tires and Tubes  
TRUCK TUBES all sizes from 600 x 20 through 1000 x 20  
NEW 600 x 16 — 4 ply Tires — 12.95 Net

TAX PAID

**BATTERY SPECIAL**

Prepare Your Car or Pickup for quick starts on Cold Mornings — This offer good for the Month of OCTOBER ONLY —

**6 - volt Battery, one year guarantee**

**Exchange . . . . . 6.95**

(for Fords and Chevrolets)

Other Batteries at Comparable Prices

**LUPER TIRE SERVICE**

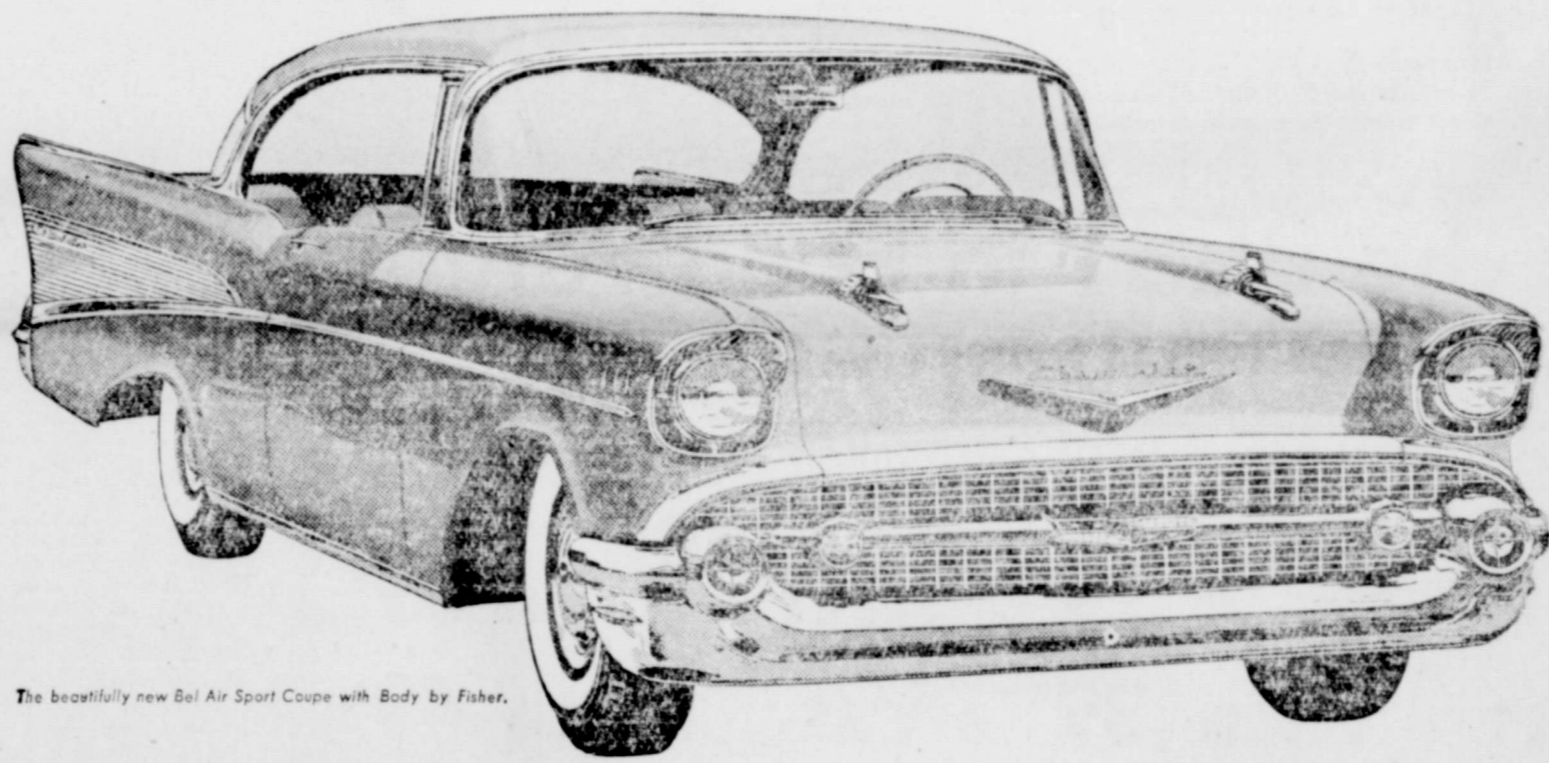
• Guaranteed repairs and service on all types of tires. — Distributor for HASTINGS OIL FILTERS — and GOULD BATTERIES

114 EAST WASHINGTON

MORTON

PHONE 3211

*Just out and just wonderful!*



The beautifully new Bel Air Sport Coupe with Body by Fisher.

**SEE THE '57 CHEVROLET FRIDAY!  
IT'S SWEET, SMOOTH AND SASSY!**

*Chevy goes 'em all one better—with a daring new departure in design (looks longer and lower, and it is!), exclusive new Turboglide automatic transmission with triple turbines, a new V8 and a bumper crop of new ideas including fuel injection!*

New right down to the wheels it rolls on—that's the '57 Chevrolet!

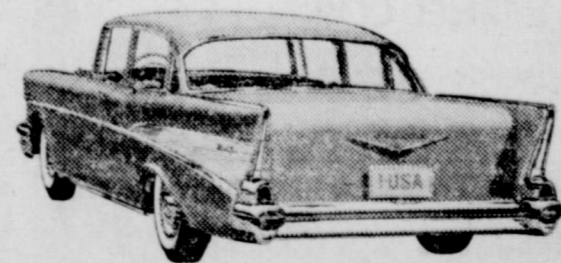
By now you know it's new in style. You can see that Chevy's longer, lower—and every inch a beauty.

But Chevrolet's new in lots of ways that don't show up in our picture. It's new in V8 power options that range up to 245 h.p.\* Then, you've a choice of two automatic drives as extra-cost options. There's an even finer Powerglide—and new, nothing-like-it Turboglide that brings you Triple-Turbine take-off and a new flowing kind of going. It's the only one of its kind!

Come see the new car that goes 'em all one better — the new 1957 Chevrolet!



\*270-h.p. engine also available at extra cost. Also Ramjet fuel injection engine with up to 283 h.p. in Corvette and passenger car models.



The new Bel Air 4-Door Sedan—one of 20 striking new Chevys.

Only franchised Chevrolet dealers  display this famous trademark

**ALLSUP CHEVROLET CO.**

113 EAST WASHINGTON

MORTON

Phone 3361

This Week is — Oil Progress Week Across the Nation

This week, October 14th through October 20th, is designated as National Oil Progress Week.

Oil Progress parades and celebrations are scheduled in cities all over the state in honor of the huge industry that has done so much for Texas.

Thirty-two years ago this week three men opened an oil exploration office in San Angelo. The sign on the office door read, "Humble Oil and Refining Company." This trio — a scout, a landman and a geologist — represented a young, vigorous company that was venturing into the Permian Basin for the first time. Only three years before, the first Basin oil in commercial quantities had been found in Westbrook Field, Mitchell County.

The public pretty well knows the success story that has been posted in West Texas crude oil production — though perhaps not in exact figures.

A 35 million barrel increase is shown for last year. Crude oil production in West Texas rose from nearly 300 million barrels in 1954 to nearly 385 million barrels in 1955.

Even before that, substantial increase in production, West Texas led the oil regions of the nation in amount of oil produced — in fact flowing more oil than any oil state save its own, Texas.

Major geologic feature of this region is the Permian Basin, which gave West Texas its first major production. Today, however, production isn't limited to Permian formations. Pennsylvanian, Mississippian, Devonian, Silurian, Ordovician, and even Cambrian ages are represented by producing formations.

The area has 57 gas processing plants with a combined daily capacity of more than 2.5 billion cubic feet. These plants processed more than 1.75 billion cubic feet per day in 1955. Liquid products from these operations amounted to 133,511 barrels a day.

There are five oil refineries in West Texas, processing about 94,699 barrels of crude oil a day in 1955.

All types of wells drilled by the industry in the area during the first seven months of 1956 totaled 3,310. Of these 2,719 were oil, 12 methane, 19 gas, 4 service wells and 565 dry holes. It is interesting to note that nearly 20 per cent of the attempts to find oil in West Texas were unsuccessful.

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

Services TYPEWRITER and ADDING MACHINE SERVICE & REPAIR SELL or TRADE NEW and OLD Ed Summers MORTON TRIBUNE

Services SPRAY and BRUSH PAINTING Stucco, block, trailers, houses interior and exterior. Guaranteed work. W. W. Ashley, 504 SW 2nd, Phone 5176. 30-tfc

Help Wanted RELIABLE PARTY to service a route of CIGARETTE machines. No selling or soliciting. Route established for operator. Full or part time. Up to \$200 per month to start. \$800 to \$1500 cash required which is secured. Please don't waste our time unless you can secure necessary capital and are sincerely interested to eventually operate a \$20,000 annual net business. Give full particulars, phone. White P. O. Box 7209, Comden Station, Minneapolis, Minnesota for information and interview. 33-1tp

IRONING WANTED — One block South of Football Field — Mrs. Mildred Jennings. 33-2tp

WHY PAY MORE — for less? You can get the best quality cleaning & finishing for less money. Yes, I said right here in Morton. Compare and see we will agree. STRICKLAND'S CLEANERS We Appreciate Your Business 20-tfc

HELP WANTED — Service Station and tire mounting experience, or willingness to learn the shop work. Plenty of hard work. Loafers, do not apply. Luper Tire Co., 114 E. Washington. 32-tfc

LOOK — You can get better cleaning for less money right here in Morton than any place in this part of the country. STRICKLAND'S CLEANERS We Appreciate Your Business 20-tfc

IRONING WANTED — One block south of football field. Mrs. James Turner. 33-2tp

MAN WANTED: Good Rawleigh business now open in Cochran County. If willing to conduct Home Service business with good profits see P. E. Wright, 964 West 2nd, Littlefield, or write immediately Rawleigh's Dept. TXI -370-45, Memphis, Tenn. 28-6tp

YES — We use the changed system and two bath method of cleaning plus steam air finishing the very latest in cleaning and finishing, yet for less cost to you. STRICKLAND'S CLEANERS We Appreciate Your Business 20-tfc

FOR RENT — Business or office space occupied by City Electric. Call Elmo Smith. Phone 3011 or 4901. 32-tfc

WANTED TO BUY — Four room modern house to be moved. Carl E. Ratliff, 622 Lohbeck National Building. Phone Po. 2-2732, Lubbock, Texas. 29-4tp

GET A FREE WASH — We will give 4 free washes per week to the lucky four who register at Mating Laundry. Free pick-up and delivery. Phone 4311. 28-tfc

FOR RENT — Nice large bedroom with private bath and entrance. Call 5156 or 2771. 33-tfc

WANTED TO RENT — An irrigated farm. Would buy sprinkler and motor. If interested, write Box 767, Morton. 33-2tp

CANCER INSURANCE CAN NOW Be Purchased on the SAME FAMILY GROUP Basis as POLIO INSURANCE — See us today about sound coverage in a sound company ROY WEEKES AGENCY ALL FORMS OF INSURANCE 215 South Main Dial 3601

STANDARD ABSTRACT COMPANY W. E. ANGLE, Owner Abstracts, Lands, Loans, Leases Telephone No. 2791 Office South Side Square Morton, Texas

For the BEST in Food Values SHOP TRUETT'S FOOD STORE PRICES GOOD FRIDAY, Oct. 19 through THURSDAY, Oct. 25

BE SURE TO VOTE NOV. 6TH FOR A MENDMENT NO. 4, TO IMPROVE TEACHERS RETIREMENT

Table with 2 columns: Item and Price. CURED PICNICS... lb. 39¢, FRESH DRESSED FRYERS... each 89¢, CHUCK ROAST... lb 39¢, CLUB STEAK... lb 49¢

— DOUBLE "MORTON" STAMPS on TUESDAYS —

Table with 2 columns: Item and Price. HI-C, 46 oz. ORANGEADE... 25¢, RED SEAL, 12 oz. LUNCHEON MEAT... can 39¢, ASSORTED FLAVORS JELLO... 3 boxes 25¢, PURE CANE SUGAR... 10 lbs. 95¢

Table with 2 columns: Item and Price. HUNT'S, NO. 300 CANS Peaches... 2 for 37¢, HUNT'S, NO. 300 CANS Apricots... 2 for 37¢, HUNT'S, NO. 300 CANS Tomato Juice... 46 oz. can 29¢, LIBBY'S Spinach... No. 303 can 15¢

Table with 2 columns: Item and Price. COOKING FAVORITE CRISCO... 3 lbs. 89¢, MAXWELL HOUSE COFFEE... lb. 99¢

Table with 2 columns: Item and Price. KOUNTY KIST, 12 OZ. CANS WHOLE KERNEL CORN... 2 for 29¢, KOUNTY KIST, NO. 303 CANS PEAS... 3 for 49¢, OUR VALUE, NO. 303 CANS TOMATOES... 2 for 25¢, OUR VALUE, NO. 303 CANS GREEN BEANS... 2 for 25¢

Table with 2 columns: Item and Price. AUNT JEMIMA FLOUR... 25 lbs. 1.89, KRAFT'S VELVEETA CHEESE... 2 lb. 89¢, SUPREME CRACKERS... lb. box 29¢, BETTY — SOUR OR DILL PICKLES... full quart 29¢

• HOME OF "MORTON" SAVINGS STAMPS — Double on Tuesdays •

TRUETT'S FOOD We Deliver PHONE 4871

FOR SALE — One four room house and one three room house. (The latter furnished) in best condition and located near business district. Generous terms if desired. Roy Weekes, Box 306, Morton. 32-tfc

FOR SALE — Equity in 3 bedroom home. GI loan. Phone 2871 after 6 p.m. 33-tfc

FOR SALE — Grey drapes and rods. fit 2 large windows and one small. Call or see Jesse Brookshire 5396. Priced to sell. 33-2tc

THE SENIOR CLASS is selling Christmas cards until the last of October. Anyone wanting to buy see members of the Senior Class or call 5281 and leave name so we can contact you. 33-tfc

NOW IN PRINT BAGS — LAYING MASH and HOG FEED. Manufactured by Willingham Farm & Ranch Store. North on the Enochs Highway, Morton. 33-4tc

FOR SALE — One acre of land southwest part of Morton. Myrtle Williams. 33-2tp

BUSINESS FOR SALE — by owner. Service Station doing good business. nine unit apartment, all rented. 6 room house with bath and service porch. Will sell one third down, balance monthly payments. Located in Morton. Reasons for selling had health. See Mr. or Mrs. A. Baker, Morton Independent Oil Co. 33-tfc

FOR SALE — Canning tomatoes, bell pepper, okra for freezing and green tomatoes. Bring your containers. G. R. Blanton, 4 blocks N. of Doss Food. 29-tfc

FOR SALE — Reconditioned & Guaranteed Automatic Washers, as low as \$99.50 Ray's Hardware 4-tfc

FOR SALE — Good trailer house Inquire at Tarver Service Station 30-tfc



New Equipment NO. 16 COTTON HARVESTERS JOHN DEERE WAGONS with or Without Beds

Used Equipment NO. 15 JOHN DEERE COTTON HARVESTERS OLIVER COTTON HARVESTER

McAlister-Huggins Phone 4551 Morton, Texas 25-tfc

For Sale FOR SALE — A John Deere tractor with 4-row equipment. Reconditioned and in A-1 condition. Phone day 2341 or see Willis Dykes at McMaster Tractor Co. 26-tfc

FOR SALE — Three year old horse and saddle. Roy Tunnell, 4 1/2 mi. West of Enochs. 30-4tp

FOR SALE — 10 second hand window frames, 24 inches by 24 inches glass and several doors. C. L. Taylor. 29-tfc

FOR SALE — 1946 UTU Moline Ensign, butane System, complete 4-row equipment. Good rubber, a nearly new motor. \$900.00 1000 gal. butane tank. \$250. Leon Huff, Maple, Texas. 32-tfc

FOR SALE — Guernseys, Jerseys, and Holsteins. Heifers, some springing. Banes tested. 4 mi. W. of Eldorado. Ed Beisel 32-4tp

Lost and Found \$10 REWARD — for Siamese cat lost 11 miles northwest Morton. Contact James Greener. 32-2tp

LOST — Black heifer calf about 20 lbs. Brandled HK on left rib Tag No. 63. Reward. Mrs. Cora King 32-tfc

CARD OF THANKS We wish to take this means to say "thanks" to everyone who was so nice to us during the illness and death of our dear brother Ernest. Thanks to the doctor and sweet nurses and the good neighbors who brought food and flowers. May God Bless you all. Charley Mills, Charley Mills, Minerva Shaw, Bill Mills, Della Wood, Ola Mills, John Mills 33-1tc

Whiteface Jr. High Honor Roll Told

The Whiteface Junior High School had fourteen students making the honor roll this six weeks. These students had straight "A" cards to make the top honor roll: Mrs. Rex Little's 5th grade — Judy Ashmore, Kay King and Victoria Refina. Mrs. Zula Knight's 5th grade: Diane Fields and Kathy Whittenburg. Miss Christine Kitchen's 6th: Suzanne Allen, Jerry Don Brown, Curtis Dickson and Judy Rork. Mrs. Lala Hensley's 7th grade: Frankie McKinney. Steve Self's 7th grade: Darla Baldwin. James Cunningham's 8th grade: Sandra Dickson, Odis Summers & Tammie Abbott.

VISITS WITH SISTER Mrs. W. A. Lindsey spent last week visiting with her sister Mrs. Anna Hern, and a niece, Mrs. Earl Trut at Oil Center, N. Mex.

FOR SALE — One four room house and one three room house. (The latter furnished) in best condition and located near business district. Generous terms if desired. Roy Weekes, Box 306, Morton. 32-tfc

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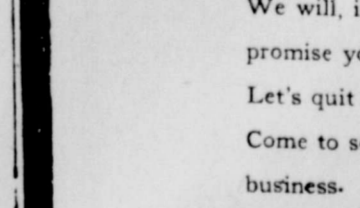
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McAlister-Huggins Phone 4551 Morton, Texas 25-tfc

L'Allegros Hear Of Importance Of Driver Education

The L'Allegre Study Club met for their regular meeting on Oct. 4, 1956 at the home of Mrs. Orville Tiler. The club members were honored with the presence of Mr. Hoy of the Western Fire Indemnity of Lubbock who showed a film on driver education and pointed out that driver education is essential in schools, and parents should encourage their children to take such a course.

Club members unanimously voted to go to the County Hospital as a group and secure their first Pello shot. (This they did later on in the week.) Those present for the meeting were: Mesdames Tommy Hans, T. E. Williams, Jack Wallace, Arlene Barnard, Bob Cross, J. C. Reynolds, J. T. Barnes, Dan Brown, Mrs. Vonlandrethom, T. A. Rowland, Charles McDermott, M. A. Silvers, Orville Tiler, Truman Doss, H. B. Barker, Bill Proctor and the guest speaker.

Cake and coffee was served by the hostess.

GAASCH — O'NEAL PIPE CO. PIPE — TUBING CASING Agricultural Gas & Water Lines of LIGHT WEIGHT STEEL PIPE 2-inch through 10-inch Tested to 800 POUNDS IMMEDIATE DELIVERY FOR COMPLETE DETAILS — CLIP and MAIL to: GAASCH — O'NEAL PIPE CO. BOX 928, BROWNFIELD, TEXAS

NAME ADDRESS I LIVE MILES (Direction) from Morton

MILO - MILO WANTED! WE WILL PAY TOP MARKET PRICE.

We have bought 10 city lots from Higginbotham-Bartlett Co. — we've come to MORTON to STAY. We have installed an Electric Truck Lift and Auger for quick unloading — no shoveling, all automatic. We own and operate elevators and storage facilities for 4 1/2 million bushels of grain — located at: Anson, our main office, Haskell, Hamlin, Stamford, Brownwood, Rotan, Spur, Rule, O'Brien, Blanket, Dickens, McAdoo, Petersburg, and NOW...

MORTON, TEXAS

We will, in the near future, build warehouses in MORTON. We promise you a good market for your grain the YEAR-ROUND. Let's quit hauling to other towns... SELL IT IN MORTON. Come to see us — we are sure you will like the way we do business. We need several million pounds of MILO... we'll buy delivered on the turn-row, or contract for future delivery. We will weigh at the Cochran County Gin, owned and operated by Curtis Willoughby.

Market Poultry & Egg Co. A. T. BALLARD, Mgr. MORTON, TEXAS 2 Blocks North of Square on Enochs Hi-Way

### Plains Open District Play at Farwell; Ken Leg Benches Sharon Hawthorne

Morton Indians begin play Friday, as they travel to Farwell to meet the undefeated team in the first game of the season for Class "A" teams. The Indians might appear on the sur-

paratively green Indians have had little chance to crow about victories. The Morton Indians suffered a severe blow Tuesday afternoon in a scrimmage session against Whitharral when first string center Sharon Hawthorne suffered a broken leg.

### Morton Girl Is Among HSU's Queen Candidates

ABILENE — Five coeds have been selected from thirteen given nominees to be in the run-off election for Hardin-Simmons University Homecoming Queen. The royal quintet is composed of Kaye Kelly, Vickie Rogers, Nancy Blackley, Jan Waters and Erlene Hren.

Nancy Blackley, a Morton High school graduate, is the only one of the group of queens from this area. The runoff election for Queen will be held this week, according to announcement by Jamie Tidensberg, Student Council Vice-president and chairman of the election committee.

The Queen and her attendants will be presented during the half-time activities of the Homecoming game Saturday, October 20.

Nancy Blackley, a member of the Cowgirls, is secretary of the HSU Student Council. She is a secretarial science major and serves as hostess in South Hall. She is the only queen entrant with black hair.

### Lose Grid Games

The Junior High grid team, winners of their first game of the year against Sudan, recently dropped a pair of contests. A speedy and tough Sundown team that has been running over all competition this season, hammered out a 33-0 win over Morton.

Last week in a thrilling game decided by one mistake, an intercepted pass, the Morton reserve team dropped a 6-0 game to Sudan.

### Named President

Monty Brown has been elected president of the 7th and 8th grade 4-H Club in Morton.

Other officers are Lowell Hatcher, vice president, and Tommy Talley, secretary. Treasurer. Adult leaders are Jim Middleton and Ken Coffman.

### Scholarship for \$100

A Mary Gibbs Home Economic scholarship, awarded to Shirley Williams, 1956 graduate of Morton, is for \$100. Shirley is attending Texas State College for Women at Denton and is majoring in Journalism. She is with her Home Ec. major.

### MATCHING PAINTS FOR WALLS AND TRIM

Two Benjamin Moore paints in colors that match perfectly! 16 colors and white in Alkyd Sani-Flat for walls and ceilings; Alkyd Dulamel for semi-gloss trim.

Benjamin Moore paints



MORTON, TEXAS



4.90 PER GALLON  
5.40 PER GALLON

**ANNOUNCING**  
the REMOVAL of offices of the  
**FARM BUREAU**  
from the City Electric Building  
to the . . .  
**EVANS INVESTMENT**  
Offices just East of the Post Office  
Morton, Texas  
(Effective Monday, Oct. 22, 1956)

## What put the magic in the new kind of FORD?



The new Ford Fairlane 500 (118-inch wheelbase). Longer, lower, larger than many medium-priced cars, yet lower in price than most of them!

Here's what put the magic in the new kind of FORD!

It started with the "Inner Ford." When Ford planned this baby, they thought in terms of a car through-and-through new.

The wheels got smaller. This Ford is so new that even the wheels have changed. Now smaller and broader, they help you take off quickly.

The wheelbase got longer . . . so now you can choose between a Ford that's over 16 ft. long—or one over 17 ft. long!

The frame got wider. Side rails bow out to give a more stable, safer riding platform . . . a lower, sleeker silhouette.

The ride got smoother. With new suspension, new springing front and rear, the ride this new Ford gives is the smoothest ever.

The handling got easier. Poised and balanced like a panther, this car has swept-back front suspension that works its magic when you need it most.

The power got hotter. There's a wide range of Silver Anniversary V-8's to fit every horsepower need\* . . . plus a new Mileage Maker Six.

"Six or V-8 the going is great"

The roof got lower. And it's designed to let you make the easy entries and graceful exits you've always known.

The body got quieter. It's the strongest body built for a low-priced car. No car in Ford's field has such generous sound-proofing.

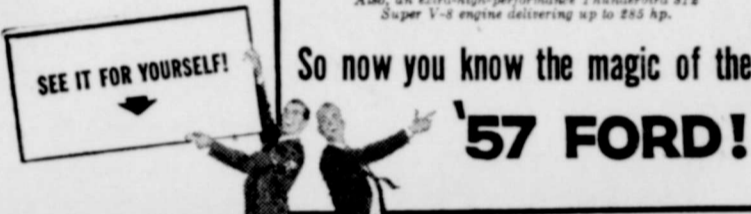
The room got bigger. There's head room to spare for a tuxoon-type hat. There's real stretch-out leg room, too.

The lines got sweeter. They have the Touch of Tomorrow. Each graceful contour says, "Let's go!"

The style got smarter. With this new-look Ford you have a car that belongs anywhere! All Fairlane models look like hardtops.

The value got greater . . . the price is still Ford-low.

\*A Special 270-hp Thunderbird \$12 Super V-8 engine available at extra cost. Also, an extra-high-performance Thunderbird \$12 Super V-8 engine delivering up to 253 hp.



## MAHAN MOTOR COMPANY

219 WEST WASHINGTON

"Your Authorized Ford Dealer" Phone 4431

MORTON, TEXAS

WE GIVE **J. N. GREEN STAMPS**

Every Day **J. N.**  
Redeems more stamps  
Than all other plans  
Combined!!!

WE GIVE **J. N. GREEN STAMPS**

SHURFINE 2 TALL CANS  
**Milk 25c**

PORK & BEANS FOOD KING NO. 300 CAN 10c  
CORN Food King, Cream Style, Golden, 303 2 cans 25c  
BLACKEYE PEAS FOOD KING NO. 300 Can 10c

CAMPBELL'S CAN  
**Tomato Soup 10c**

Shoestring POTATOES Red Seal, 2 1/2 Can 19c  
BABY FOOD GERBER'S, STRAINED CAN 9c  
POPCORN WHITESWAN CAN 15c

HERSHEY'S POUND  
**Cocoa 59c**

SOFT SPRAZE NESTLE (SPRAY NET) 11 OZ. 89c  
PIMIENTOS DROMEDARY 2 OZ. 10c  
FLOUR SHURFINE 5 POUNDS 39c  
ICE CREAM P. I. C. (Plains Ice Cream) 1/2 gal. 69c  
TEA PLYMOUTH 1/2 lb. 59c

DOLE 46 OUNCE  
**Pin'ap'le Juice 69c**

Frozen SHRIMP BREADED JUMBO, PKG. 49c  
Frozen GIZZARDS PACKAGE 29c

SHURFINE 3 POUNDS  
**Shortening 79c**

FRANKS ALL MEAT POUND 49c  
BACON CORN KING POUND 53c

FRESH DRESSED POUND  
**Fryers 49c**



MORTON, TEXAS

# Bula, Morton, Three Way, Whiteface, It's the big night for Bula ... CHAMP MEETS CHAMP

EVERYBODY has a Conference Game this week . . . Let's Win 'em all !

**Burleson Paint & Supply**  
featuring Cook's paints

**Hoffman Welding Shop**  
North on the Enochs Highway

**Cobb's Department Store**  
"the house of famous brands"

**Cochran Power & Light**  
"Serving the Last Frontier"

**Loran Distributing Co.**  
headquarters for irrigation equipment

**Allsup Chevrolet Co.**  
home of the sensational Bel Air

**Morton Tribune**  
— and the Dollar Day Special —

**Truett Food Store**  
we give and redeem MORTON stamps

**Bedwell Implement & Pontiac**  
Your M-M Dealer

**Morton Lions Club**  
wednesdays at noon

**Morton Jaycees**  
mondays at 12:00

**Morton Malt Shop**  
Mr. & Mrs. Rob Richards

**J and B GROCERY**  
Joe Mohmood and Son

**M. C. Ledbetter**  
Cochran County Attorney

**HB Service Station**  
Good Gulf dealers

**East Side Cafe**  
Mr. and Mrs. O. D. Vernon

**Ed Howell Motor Co.**  
See the new Buick, today



**Nu-Way Cleaners**  
Mr. and Mrs. Jack Wallace

**Morton Auto Parts**  
Amos Taylor

**Morton Co-operative Gin**

**Lindsey Feed and Seed**  
the store with the checkerboard sign

**Tarver Furniture Company**  
your home should come first

**Banks - Ross**  
your I-H dealer

**Morton Electrical Supply**  
Mr. and Mrs. Fred Morrison

**Seaney's Grocery & Market**  
We Give Treasure Saving Stamps



## BULA BULLDOGS 1956 Football Schedule

We	They
40	Paint Creek 61
13	Roaring Springs 19
27	Union 14
46	Three Way 6
	Open
53	Smyer 7

- Oct. 19 — Cotton Center (T) ★
- Oct. 26 — Pettit (H) ★
- Nov. 2 — Wellman (T) ★
- Nov. 9 — Spade (H) ★
- Nov. 16 — Southland (H) ★
- ★ Conference Games



## MORTON INDIANS 1956 Football Schedule

We	They
0	Seagraves 19
18	Portales 25
0	Muleshoe 7
7	Plains 19
13	Price College 0
6	Ralls 20

- Oct. 19 — Farwell (T) ★
- Oct. 26 — Sudan (H) ★
- Nov. 2 — Springlake (T) ★
- Nov. 9 — Open
- Nov. 16 — Friona (H) ★
- ★ Conference Games

We're crossing our fingers for Bula this week. Though in previous games they've rambled pretty well . . . this is the big test coming up. They meet the rugged Cotton Center Elks. Friday in a game that could decide the championship. Three Way meets Union after a gallantly played game against Southland. The Eagles, with the same amount of hustle, should get back into the win column. As for the Whiteface Antelopes — they're still rolling, and, like Bula, have an excellent chance of winning the district title. We think Whiteface, by getting past New Deal in their 2nd conference game — will become favored to cop the title. As for Morton, we played well enough in the first half to grab a lead, but stumbled against Ralls, an dlost. Now, in the 1st conference game against Farwell, we need a win.

## THREE WAY EAGLES 1956 Football Schedule

We	They
12	Dawson 26
18	Loop 18
42	Pettit 14
6	Bula 46
31	Spade 6
13	Southland 19

- Oct. 19 — Union (T) ★
- Oct. 26 — Wellman (T) ★
- Nov. 5 — Bye
- Nov. 9 — Smyer (T) ★
- Nov. 16 — Cotton Center (T) ★
- ★ Conference Games



## WHITEFACE ANTELOPES 1956 Football Schedule

We	They
7	Tatum 7
34	Whitharral 7
26	Ropesville 13
19	Friona 6
	Open
34	Meadow 12

- Oct. 19 — New Deal (H) ★
- Oct. 26 — Lorenzo (T) ★
- Nov. 2 — Wilson (T) ★
- Nov. 9 — New Home (H) ★
- Nov. 17 — Cooper (H) ★
- ★ Conference Games

**Hogan and Neely Oil Co.**  
John Neely, mgr.

**Wallace Theatres**  
Raymond Williams, Mgr

**McDermett Liquefied Gas**  
on the Muleshoe Highway

**Collins Packing Company**  
Custom Butchering

**Cochran County Gin**  
Curtis Willoughby, Mgr.

**Rose Auto and Appliance**  
Neal H. Rose

**Butler Body Shop**  
Skinner Butler

**Morton Flash-O-Gas**  
T. E. LYNCH, owner-manager

**Mrs. Lee Taylor**  
county & district clerk

**Strickland's Cleaners**  
Mr. and Mrs. R. C. Strickland

**R. J. Merritt & Sons**  
Magnolia Consignee

**Tarver's "66" Service**  
R. T. Tarver, Sr.

**St. Clair's Department  
& Ben Franklin Stores**

**Piggly Wiggly**  
where you get S and H Green Stamps

**Nation's Barber Shop**  
North Side Square In Morton

**B & J Drilling Co.**  
Bob Cook

**McMaster Tractor Co.**  
Ford Tractors and Mercury Cars

**Willis Food Store**  
we give Scottie Stamps

**Silvers Butane Co.**  
M. A. (Button) Silvers

**Luper Tire Shop**  
C. E. Luper

**Roy Weekes Insurance Agency**  
Dorthea's Beauty Salon

**McAlister - Huggins**  
John Deere Implement Dealer

**Hawkins Oldsmobile Co.**  
home of the Futuramic Olds

**Smith's Furniture & Appliance**  
We Redeem Scottie Saving Stamps

**Morton Floral & Greenhouse**  
Mr. and Mrs. Lem Chesher

**Doss Food Store**  
Double Frontier Stamps on Tuesday

**Ray's Hardware  
AND FURNITURE CO.**

**Williamson Insurance Agency**  
located in the First State Bank

**Willingham's  
Farm and Ranch Store**  
"Featuring Paymaster"

**Western Abstract**  
J. B. Knox

**Doty Battery & Electric**  
Tokie Doty

**The Cotton Warehouse**  
Fred Payne, Mgr.

**Reynolds Tire & Service Station**  
featuring Texaco Products

**Country Club Gin**  
John E. (Tubby) Holloman

### Sgt. Pedro DeLeon In Hawaii

25TH DIV HAWAII — Army Sgt. Pedro DeLeon, whose wife Esperanza and parents Mr. and Mrs. Gil DeLeon live in Whiteface, participated in Organization Day activities with the 25th Infantry Division September 29th in Hawaii.

A section chief in Battery A of the division's 6th Field Artillery Battalion, Sergeant De Leon entered the Army in September 1953. He completed basic training at Fort Chafee, Ark., and arrived in Hawaii in May 1955.

**AT WAYLAND COLLEGE**  
Three ex-Mortonites attending Wayland College this year are Beva Ramsey, Christene Wilson and Lyndon Gathright.



Get it at Your Favorite Grocery

COMPTON'S PICTURED ENCYCLOPEDIA FIRST IN QUALITY and so stated by Life FINEST FAMILY REFERENCE with famous FACT INDEX

(The lowest and easiest terms of any recognized Encyclopedia)

ASK about the SPECIAL GIFT that goes with each set during October—

Mrs. Fred Stockdale —Representative Phone 3911

### With your . . . H. D. Agent

By Miss LEILA PETTY  
**CAKE DEMONSTRATION**  
Mrs. Edwin Nieman, member of the Lady Fair Home Demonstration Club, gave a demonstration on Cake Decorating to leaders of the Home Demonstration Clubs in the County. The meeting was held in the Banquet Room of the County Building on Wednesday afternoon.

Mrs. Nieman showed a cake already decorated and then decorated another cake to show how it was done. Those present did some practicing under Mrs. Nieman's supervision. Two decorated cakes were also shown by the Home Demonstration Agent and illustrations of other types of decorations were shown. Recipe sheets for decorative cakes were distributed.

Club leaders attending were: Mmes L. M. Baldwin, and B. H. Kelley, of Friendly Circle; H. M. Clark of Whiteface; F. L. Fred, of Morrison and Charles Sanders of Lehman and Ralph DeFord of

### Three Way News . . .

By Mrs. FRANK GRIFFITH  
**ATTEND CENTENNIAL**  
Albert Ellis attended the Wise County Centennial celebration last week. He reports that he renewed acquaintances with school mates of 1908.

**HUNTING IN COLORADO**  
Ed Latimer and Charles and W. T. Parker and Tommy are hunting in Colorado this week.

**VISIT IN LUBBOCK**  
Mr. and Mrs. Frank Griffith and Mrs. Florence Bailey were in Lubbock Tuesday, visiting Mr. and Mrs. J. L. Battens.

**ATTEND FLOWER SHOW**  
Mr. and Mrs. Thurl Lemons and children attended the flower show at Lubbock Monday. They met Mrs. Lemons' sister there and visited with her for a few hours.

**TAILORING WORKSHOPS**  
Two semi - tailoring workshops are being held in the county. The Whiteface group is meeting in the Irvin Building, and the Morton group in the Banquet Room.

Attending the first meeting at Whiteface were Mmes. G. C. Keith, W. A. Walker, H. M. Clark, Ray James, C. D. Arnold, A. Q. Lucas and Leon Smith.

Attending the first meeting at Morton were Mmes Woodrow Self, Bill Glassford, C. R. Melton, W. K. Courtney, Ester J. French, Owen Peden, Owen Egger, C. C. Benham, R. M. Waller, James Betts, Frank Gillespie, and Elmer Gardner.

**VISIT JETERS**  
Mrs. Burl Deaver and two children of Lubbock visited Sunday in the home of her parents here, Mr. and Mrs. N. D. Jeter.

**MRS. McCULLOCH IS HOME**  
Mrs. John A. Holloman received word this week that Mrs. Willie McCulloch of Athens, Texas, a former Cochran County resident, is back home now after being in the hospital for four weeks with a heart ailment.

**CALLED MEETING MONDAY**  
Three Way P-TA held a called meeting Monday, October 16th. After the business meeting, the assembly enjoyed a program presented by the freshman class.

**GRADE SCHOOL TEAM**  
Three Way Grade school will have football team this year, playing four games. Lack of player equipment has been the cause for not having a grade school team previously. Dads in the Community solicited donations last week in the community to purchase the needed equipment. About 40 complete suits are needed and more than \$700 in donations will be sufficient to outfit all the boys coming out.

The first grade school game was to be played against Pettit this week.

**EX-STUDENTS SEE 3-WAY LOSE HOMECOMING BATTLE**

Approximately 40 ex-students in the crowd Friday night watched a hard fighting band of Three Way Eagles battle all the way to the finish before dropping a 19-13 game to Southland.

Three Way put on one of their best performances of the season Sixman squad but just couldn't manage to stay ahead.

At halftime the Pep Squad performed for the spectators and cheered the football sweetheart and the gridiron hero.

Miss JoAnn Hodges, a junior, was selected as sweetheart and was crowned by Captain Don Richardson. Jack Reeves, also a junior, was named football hero and was crowned by Lynda Lowe, president of the pep club.

**SON FOR JAMES REEVES'**  
Mr. and Mrs. James Reeves of Arch, N. M., are the parents of a son born last week. He was named Bobby Jack. Mr. and Mrs. Leon Reeves of Goodland are the paternal grandparents.

**TO HUNT IN COLORADO**  
Mr. and Mrs. Tom Franklin left Saturday for a hunting trip in Colorado.

**VISIT LOVINGTON**  
Mrs. Ludnev Thetford and son visited her relatives at Lovington last week.

**GUESTS OF CECIL COLES**  
Mr. and Mrs. Mickey Souder of Lubbock visited the Cecil Coles over the weekend.

**VISITING JORDANS**  
Visiting in the Lewis Jordan home Sunday were Mr. and Mrs. Gaylon Weaver of Slaton, Mr. and Mrs. W. W. Dial, Mrs. J. S. Dial, Mrs. Sam Dial and daughters, and T. W. Dial and daughter, all of Lubbock. They visited with relatives in Portales last lunch.

**VISITED BUD WARRENS**  
Mr. and Mrs. Clifford Dunder of Lubbock visited the Bud Warrens recently.

**GUESTS SUNDAY**  
Earl Thetford and Harold Belcher of Lubbock visited in the Ted Thetford home Sunday.

**ATTEND FT. WORTH GAME**  
Mrs. Earl Bowers flew to Fort Worth week before last to meet her husband who was there on business and they attended the TCU Arkansas game.

**GUESTS**  
Mrs. Charles Robinson of Portales and Mrs. J. L. Thetford of Bowers visited in the T. C. Thetford home Wednesday.

**WEEKEND VISITORS**  
Mr. and Mrs. Eugene Shackelford and children of Cotton Center visited in the John Shackelford home Saturday night and Sunday.

**VISIT RELATIVES**  
Mr. and Mrs. Cleo Hall of Enochs visited the Bill Burris family and the Leon Jones family Sunday. Cleo is the brother of Mrs. Harris

### Whiteface High Has Nine On "A" Honor Roll

Two seniors, one junior, one sophomore and five freshmen are on the high honor roll for the first six weeks period released by the Whiteface school this week.

Rita Garrett and Billy Frank Hamm were the senior class students who maintained an "all A" average through the first grade period of the year.

Carylon Johnson led the Junior Class and Jimmy Little was tops among the sophomores.

Freshman high students included: Barbara Dickson, Daniel Galvin, Sandra Powell, Anna Pond, & Betty Singleton.

The A and B honor roll by classes included the following:

**Seniors:** Darlene Cable, Margaret Henderson and John Nance

**Sophomores:** Neil Allen, Bobbie Jean Cagle, Bob Carrett, Laquita Todd, and Beverly Welch.

**Juniors:** Floyce Baldwin, Janie Coffey, Gloria Collins, James Cr-

cen, Savannah Henderson, Kay Marlar, Charles Newton, Joel Parson, Patricia Powell, Karen Riddle, Kenneth Welch, Verda Wright and Gl-

ady Fair. — o o o —

McClellan, Merry Mitchell, Nathan Moore, Nita Moore, Barbara Sanborn, Mary Nell Stegall, Roxanne D. Stokes, principal of Whiteface Township, Terry Tubi, Joyce War-

High School.

And President: Doemie Abbott, James C. Gustin, Jan Hall, Frank Henderson, Johnny Little, Waylan-

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The Greatest Novel Ever Written . . . Now A Great Motion Picture! Takes Its Place With "Gone With The Wind" and "Birth Of A Nation"!

**ATTENTION:** Due to the importance of seeing this great story from the beginning, and due to its great length, it will be shown TWICE DAILY MONDAY THRU FRIDAY 1:30 and 7:45 3 TIMES DAILY SATURDAY AND SUNDAY 1:00 - 5:00 - 9:00 SEE IT FROM BEGINNING!

**AUDREY HEPBURN HENRY FONDA MEL FERRER**

**War and Peace**

Admission: Matinee 75c, Evening & Sunday 1.00, Children 50c

STARTING THURSDAY! OCTOBER 25TH LUBBOCK, TEXAS

**CLIFTON** Phone 2-2311

You'll Laugh As Never Before At the Dizzy Blonde Who's Giving Big Business the Business—and the Wall St. Tycoon Who'll Give Anything For Her Proxies!

**ANYTHING CAN HAPPEN TO A GIRL IN**

**THE SOLID GOLD CADILLAC**

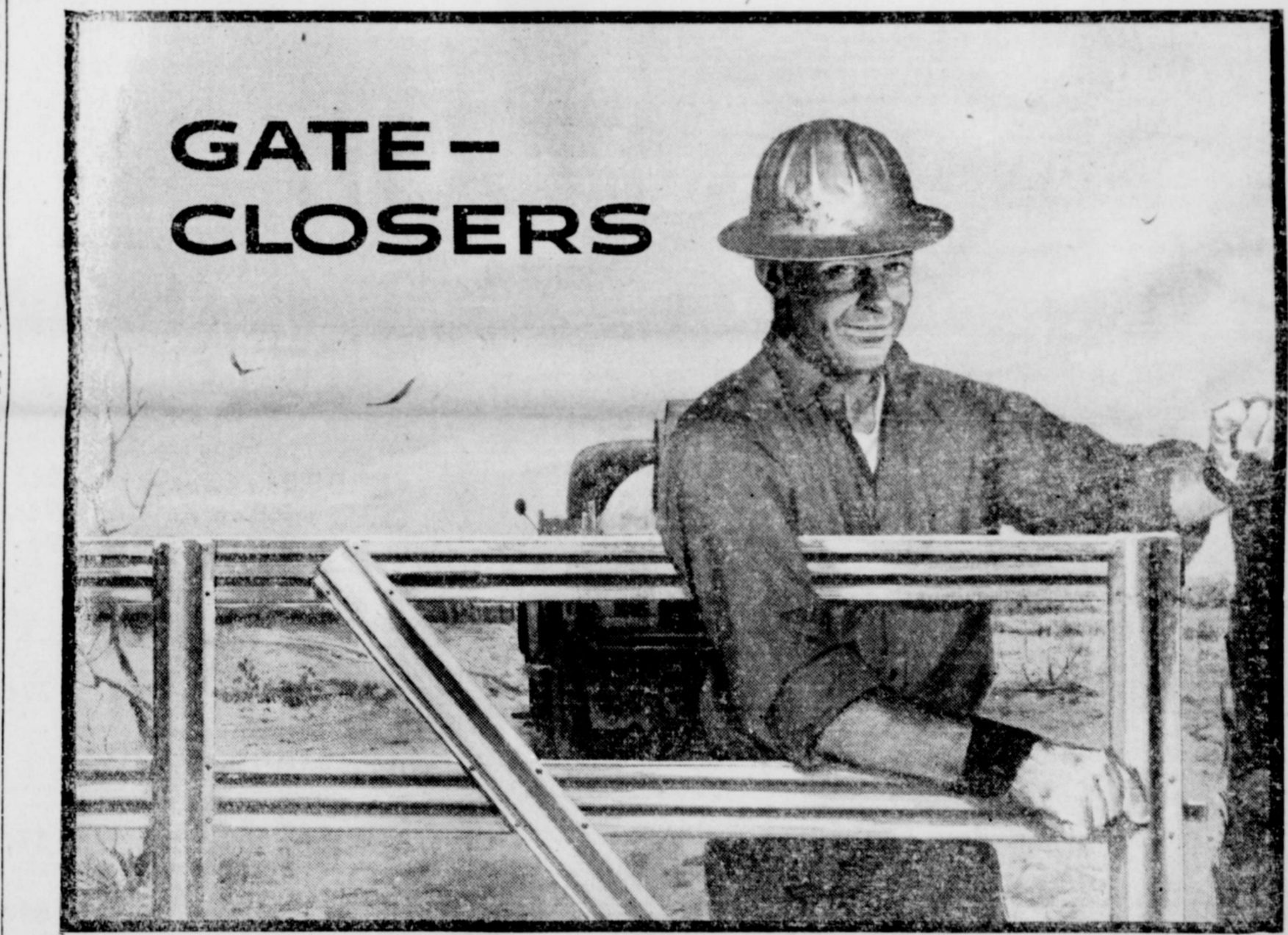
A COLUMBIA PICTURE STARRING

**JUDY HOLLIDAY • PAUL DOUGLAS**

STARTING TUESDAY! OCTOBER 23RD LUBBOCK, TEXAS

ADMISSION: Matinee 75c, Evening & Sunday 1.00, Children 50c

**LINDSEY** Phone 5-7177



# GATE-CLOSERS

Dear Friends

A farmer friend of ours paid Humble's field men a fine compliment recently.

He said, "There's one thing about you Humble people, you close gates."

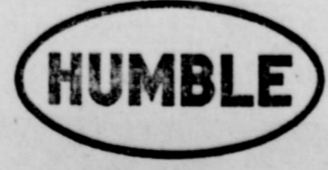
Well, of course we do.

All of us at Humble want the good will of the folks with whom we do business. And among those folks, the farmers and ranchers who lease their land to us for exploration and production are right at the top of the list.

In fact, you farmers are partners with us in the development of a vital natural resource. If our efforts are successful then everyone involved benefits.

Keeping the gates closed and the fences mended—things like that are the least we can do.

We know. A lot of us grew up on farms and ranches.



**OIL PROGRESS WEEK**  
October 14-20

Oil Serves You—Every Minute of Every Day

Sincerely

HUMBLE OIL & REFINING COMPANY

**WESTERN ABSTRACT COMPANY**

ABSTRACTS, OIL, and GAS LEASE, MINERALS and ROYALTIES

M. C. Ledbetter Phone 2206 J. B. Knox  
Eastside Square Morton, Texas

**BETTY SUE by H.T. GOLDEN**

WIMPY HELLO BETTY SUE - HOW ARE YOU MONEY?  
DINKLING YOUR FRECKLES ARE SO CUTE!  
FRECKLES, HECK - I'VE GOT THEM!

We don't call our building materials "CUTE" . . . the word is "EXCELLENT." Come to the HIGGINBOTHAM-BARTLETT COMPANY for high grade lumber, roofing, doors, windows, paints, builder's tools and hardware . . . everything for your building project and save.

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BUILDING MATERIAL OF ALL KINDS  
GOOD SERVICE SINCE 1928  
MORTON, TEXAS DAY OR NIGHT 2761

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DON'T EXPERIMENT buy a

**COTTON HARVESTER**

Get the Harvester that has proven the BEST  
The World's most Modern Harvester for the World's most modern farmer

SEE THE 1957 JOHN DEERE, before you buy . . . Experimenting Cost

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Your John Deere Dealer  
Morton Texas

47 NORTH TEXAS STATE

Among the Morton High School graduates attending North Texas State College are Connie Carter, Eugene Thompson and Ralph Ware Mr. and Mrs. E. V. Thompson and family visited Eugene over the past weekend.

STILL AT McNEESE COLLEGE

Beginning his second year at McNeese College, Lake Charles, Louisiana this year, is Alfred Coats a Morton High graduate. Alfred a state finalist in high jumping, was one of the top trackmen in Morton history.

edlines..

By Eddie Irwin

IF PEP RALLY'S is what it will take to produce school spirit, the local school is on the right track. We have long been an advocate of the idea that school spirit or pride is a necessary element of a good school — that this spirit or pride stems from a lot of things, not the least of which are a sound athletic program, a good, well promoted band, a faculty that "cares" and many other things. The Pep Rally at Morton the other morning was really worth sitting in on. A group of about eight or ten businessmen were on hand along with the school personnel — and as one of the

businessmen said, he'd been in the city for many years and hadn't seen such spirit before.

WON'T DO THE JOB, but it is a big factor in getting the best out of a school. The spirit itself doesn't produce more talented, or faster, or heavier football players, but just as surely as black is black spirit has won many a football game. That is, it has been the deciding factor. Spirit doesn't make a player a better player, but it is more than one instance has been responsible for bringing out in a bandsman, musical effort that he wouldn't have given without spirit. Spirit doesn't control whether or not a student can learn algebra, or physics, or history — but it may determine that he will put out a lot more desire to learn, and thus may make him a better student.

THIS IS A KEY part of a good school — and we're sure Morton students can see better just what importance to their schooling, they'll see the difference between taking

lessor as a result of the loss. The loss is far less important than the attitude which follows it or produces it. With the present attitude, the entire Morton School system will do far more for the students who attend and the person

WHO WANTS TO see only the rougher side of things, can always find something to gripe about. But these are times in Morton, when the true optimist can find a lot of signs of good times — of perhaps the changing from an era of hard time to booming times for Morton.

Next, we had cotton gins going full blast, cotton crops being harvested, and good weather to boot. Then we had two new football teams being drilled and all sorts of

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Ellie's The flavor you want! SPAGHETTI 'N MEAT BALLS

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IMPERIAL PURE CANE SUGAR 10 pounds . 95¢

SWIFT'S JEWEL SHORTENING 3 lb. can . . . 79¢

FOOD KING PORK & BEANS NO. 300 CANS 2 cans . . . 25¢ FROZEN FOODS Morton — 1 lb. 8 oz. PIES APPLE PIE . . . ea. 49¢ CHERRY PIE . . . ea. 49¢ PEACH PIE . . . ea. 49¢ CHOICE MEAT MARKET CLUB STEAK . . . lb. 59¢ PICNIC HAM . . . lb. 39¢ SLAB BACON . . . lb. 49¢ GOOD BEEF LIVER . . . lb. 29¢ PORK LIVER . . . lb. 29¢ VELVEETA CHEESE SPREAD . . . 2 lb. box 89¢ FRESH PRODUCE COCONUTS . . . lb. 17¢ CARROTS . . . celo bag 10¢ GRAPES . . . lb. 15¢ CELERY . . . stalk 12 1/2¢

ROSE THEATRE MORTON, TEXAS THURS., FRI., OCT. 18 - 19 THAT CERTAIN FEELING PEARL BAILEY

JAGUAR MEN... who strike like the ferocious jungle beasts they worship! JAGUAR SABU

THE FASTEST GUN ALIVE starring Glenn FORD Jeanne CRAIG Bradrick CRAWFORD with RUSS TAMBLIN

Nancy Wife JOAN BENNETT MERRILL SHARLEY YAMAGUCHI

THE PICTURE THAT'S ASTOUNDING THE WORLD! THE ANIMAL WORLD WARNER BROS. COLOR & TECHNICOLOR

Stranger At My Door MACDONALD CAREY PATRICIA MEDINA SKIP HOMEIER

talk about more to come. Still another sign of good times was the new grain elevator and warehouse announcing plans. Yes sir, last week was a week for optimists. Business, in general, was good. The signs all pointed toward good days ahead.

important factor for a long time to come. took a trip . . . WITH THE FOLKS last week and met an ex-Mortonte in Alamogordo who asked us to say hello for him and his family to everyone here. Gayle DeVault formerly employed at Ed Howell Motor Co. for two or three years, has moved to Alamogordo and we met he, his wife and two children in a cafe. They have been in Alamogordo for about three months where he is at the Chevrolet garage. Said the climate is fine and they like it very much — but it hadn't rained yet and they couldn't tell me what happens if it comes a cloudburst & the rain starts to pour down out of the Sacramento mountains, at the back doors of Alamogordo.

HAS A NIGHTWATCHMAN, we have been informed. We are still protected in the same old way, but Bill Burkett's official title, is City Patrolman. Though he works at night, and does the various jobs a nightwatchman would do, he also does a great many things a nightwatchman isn't expected to do.

THE INTERNAL Revenue Service recently reminds that some 3,000 North Texans who have tax refund checks awaiting them are being traced by the department. Most of the group either forgot to mail in a forwarding address, after moving or never attached an address to the return. Those who are due a refund check should send their correct name to the Claims Examiner — Miss Bonnie Reed — District Director of Internal Revenue, 2101 Pacific Avenue, Dallas, Texas.

CONGRESSMAN Mahon this past week advises that he has received information from the Department of Agriculture in Washington indicating that 1957 cotton acreage allotments in Texas will be about the same in each county as in the last year. We hope that elsewhere in this paper, you'll find a later and more complete story from the county ASC committee, who have already met. If not, Mahon's story will be reprinted.

THIS NEWS with joy. We don't just to stem the tide of East Texas stealing our cotton acreage isn't enough. We need to get back what was wrongly taken from us. And, we had been led to believe, it appeared West Texas would get a larger share this year. Maybe in a year when drought has plagued a large part of the state, but when West Texas has done well by comparison — they suddenly decide to drop the history method of determining the acres? We hope they don't do that. But it sounds like the type of thing they would do, judging from past records.

IT APPEARS to us . . . THE FARMERS OF West Texas have been "double compromised" out of some more cotton this coming year by the double talking and double dealing State ASC Committee that represents all of Texas except West Texas. In a meeting not too long ago our organizations met with the State Committee and asked to push a movement to keep the acreage withheld for small farms, etc. to 2 percent. At that time they were talked into agreeing a compromise wouldn't be so bad — just let 'em stay in the phrase "except for small farms."

On DISPLAY FRIDAY and SATURDAY the All-New 1957 CHEVROLET FREE Coffee and Doughnuts FREE Door Prize Don't miss the New, Exciting . . . CHEVROLETS ALLSUP CHEVROLET CO. — THE HOME OF THE RAM-JETS — 113 EAST WASH. Phone 3361 MORTON

MR. MAHON, an old countryer like you who is used to looking at the rocky side, may be satisfied, but we certainly are not.

and Figures The following comes from the Congressional Record, January 22, 1956, page 403, by way of the Lusk worth Soil Conservation District's publication . . . It, no doubt, is self-explanatory. Government losses through manufacturer's subsidies . . . Shipping and air line subsidies . . . Total . . . Farm price support program . . .

Blue Bird Group Elects Officers The Blue Banner Blue Bird group met Tuesday, October 18th at the Little Falls School. Officers elected were President Betty Crowder; Vice President Pam Reynolds; Secretary, Betty Carol Williams; Treasurer, Linda Lindquist; Reporter, Mary Kate Miller.

Parents Observe 50th Anniversary Mr. and Mrs. J. W. Miller of Adon celebrated their 50th wedding anniversary, Sunday, October 14, at the home of a daughter, Mrs. P. W. Carter of Adon.

McDONALD'S FARM TOMMY LYNCH I DON'T KNOW . . . MAYBE HE WAS ONE OF THE GOVERNORS DOWN THERE . . . We know you'll want to be folks where you've been when you've come to MORTON FLASH-O-GAS . . . you'll tell them about the courteous, friendly and efficient service that is always found when you call on us for your Buane of Progress gas needs. Our rates are low . . . service is unequalled.