

Mailing of farm checks begins

A shot in the arm for the Morton area economy should be forthcoming soon with the mailing out of an estimated \$5 million in price support and diversion payments to area farmers.

John Hall, county office manager for the Agricultural Stabilization and Conservation Agency, began the monumental task of checking, signing and mailing the checks Tuesday morning. An estimated 1,934 checks going to approximately 967 farms are to be mailed, with completion of the mailing expected by September 15, Hall told the Tribune.

The total will not reach that of 1968 when \$5,013,619 was paid out in the county. This is due to the fact that the cotton diversion was dropped from the program this year, Hall explained, and added that the difference in this and last year's total payment will probably approximate the amount that was paid last year for cotton diversion.

There were 535 cotton farms and a combined 432 feed grain and wheat farms in the county signed up under the price support and diversion programs this year, according to ASCS figures released here Tuesday. Cotton producers originally planted 71,368 acres of which 4,506 acres were lost to hail and wind, leaving 66,861 actual harvest acres. No figures were available for grain sorghum and wheat acreage.

Price support levels for the various crops announced earlier in the year by the Department of Agriculture include 20.20 cents per pound for cotton grading a minimum of 1 inch middling lite spot,

\$1.62 per hundredweight for grain sorghums and \$1.26 per bushel for wheat.

The loss of the cotton diversion program has resulted in a sharp rise in the number of acres planted in 1969 as compared with 1968. In 1968 there were a total of 47,999 acres planted to cotton with farmers choosing to divert another 23,491 acres. This year's final total of 66,861 should result in a substantial increase in the county's production.

Whether or not the additional acreage planted to cotton as a result of the ending of the diversion program will prove a boost to the economy is a matter for conjecture. For the answer to this question lies in the total revenue that these additional acres will bring in. Whether the additional farm income from the extra bales produced will exceed the money received for diversion last year will be determined when the total crop is harvested and sold.

In the meantime, the above-mentioned shot in the arm to the county's economy should become apparent within the next two weeks as the farmers receive their money and begin shopping to fill their farming and domestic needs. All areas of business and commerce in the local community should feel the affects of the transfusion and the annual fall surge in business will hopefully be felt by all.



THAT'S A LOT OF GREEN . . .

JOHN HALL, ASCS office manager for Cochran county, has a large job cut out for him as he began early this week signing price support and crop diversion checks for the farmers of the county. An estimated \$5 million is expected

to be mailed to 967 farmers each of whom will average two checks for cotton, feed grain and wheat payments. Payments under the program this year will not total the \$5,013,619 paid out last year due to the dropping of diverted acres in the cotton program.

Football tickets

Individual and season tickets to the Morton Indian football games are now on sale, the school business office has announced.

Large discounts in ticket prices for both students and adults can be obtained by the purchase of season tickets, school officials point out. For further information inquire at the school tax assessor/collector's office in the elementary building or by telephone.

There will be a total of six home games this year as opposed to four and five in other years, so the purchase of a season ticket is of special value in 1969.

Get those tickets and get behind the Indians!

Helping To Develop Industry

and Agriculture in West Texas"

Morton Tribune

Volume 29 — Number 32

Morton, Texas, Thursday, September 4, 1969

Gov. Smith to be here Oct. 30

Governor Preston Smith will be the featured speaker at an open house to be held near Morton October 30, it was announced by the Morton Area Chamber of Commerce Tuesday.

Gov. Smith will travel to this area to attend and speak at the open house to be held by the Owens Brothers Custom Feeding Company located six miles southeast of Morton on that date. The date

had been tentatively set for October 18 with the governor scheduled to speak but other dignitaries wishing to attend could not be present at that time, so the new date was arranged and confirmed by the Governor Tuesday.

Upward of 1,000 visitors are expected for the event which will begin at near noon and last well into the evening. The complete guest list has not been finalized as yet, but a number of Congressmen and other high ranking officials are being invited, Leon Kessler, Chamber of Commerce manager, informed the Tribune.

The chamber board of directors are scheduled to meet Friday to appoint various committees to complete the planning for the affair, Kessler said. Though still tentative, the program calls for guided tours during the afternoon of the feed lot facilities including administrative offices, feed mill operation and the feed lots themselves. This will be followed by an outdoor barbeque and Governor Smith's address.

Kessler indicated that the Chuck Wagon Gang, of Odessa, a famous ranch-style food catering organization, has been contacted and arrangements are being made for the members to serve at this event. Nothing definite had been determined by press time Wednesday.

The Owens Brothers feeding operation opened for business August 1 and is rapidly building toward the 30,000 head capacity that the new facilities are capable of handling. There were an estimated 8-10,000 cattle in the lots early this week and by the date set for the open house it is expected that there will be near the 30,000 capacity on hand.

The company, obtained for the Morton area largely through the efforts of the Morton Industrial Foundation and the Chamber of Commerce, was built at a cost of approximately \$1.2 million, occupies 525 acres and employs approximately 30 persons.

The Texas Extension Service is conducting a series of meetings in the Panhandle and South Plains the week of September 3-5. These area meetings are to be held to inform the farmers about the grain sorghum referendum in early October.

Dr. William Black, Texas Extension Service, College Station, Texas, is to be the featured speaker. Dr. Black is the agricultural marketing and policy specialist with the extension service.

Bill Grisham, district agent of extension service district I, will be in charge of the meetings in Dumas, Dalhart, Hereford, and Bovina and Bill Gunter, district agent of district II, will chair the meetings in Plainview, Lubbock, and Lamesa.

Elbert Harp, executive director of the Grain Sorghum Producers Association, encourages every farmer and interested person to attend these informative meetings. The schedule of meetings are:

September 4 — 8:00 p.m. — Bovina High School Auditorium, Bovina, Texas.
September 5 — 10:00 a.m. — Hale County Agriculture Center, Plainview, Texas; 2:00 p.m. — South Plains Electric Coop, Lubbock, Texas; 8:00 p.m. — County Courtroom, Lamesa, Texas.

The committee stems from failure of Constitutional Amendment No. 2 at the polls on Aug. 5. The proposal, which would have provided the financing for implementation of the Texas Water Plan, was defeated by less than 6,000 votes.

The water plan, proposed by the Texas Water Development Board, would come under the scrutiny of the special interim committee, and, the committee would look into the ecological effects from implementation of the plan.

Neal Rose elected chairman of Cochran County Red Cross

Neal Rose, local merchant of long standing, was elected as Cochran County Chairman for the American Red Cross as an organizational meeting Thursday night.

A full slate of officers to assist him in the revival of the Cochran county chapter were also elected at the meeting held in the district court room in the county court house.

Other officers elected included Ray Griffith, first vice-chairman; Mrs. J. C. Reynolds, second vice-chairman; Mrs. Ray Griffith, secretary; Leon Kessler, disaster chairman; J. C. Reynolds, fund raising chairman; Bill Crone, service officer to military families; Mrs. Ralph Yearly, treasurer and Mrs. B. K. Sayers, public relations chairman.

Prior to the election of officers, Rev. Cecil Williams presided over the meeting and gave a keynote talk to the approximately 25 persons attending concerning the need for a revitalization of the chapter which has been threatened with disbandment due to lack of activity.

Charles Fodor, district representative from Lubbock, showed films on the various activities of the Red Cross which make it valuable in time of need.

Bill Crone gave a summary of his ac-

TO SPUR MHS SPIRIT . . .

FURNISHING THE GLAMOUR and spurring the football and basketball teams on to their greatest efforts and the student body to cheer its loudest during the 1969 season will be the sextet shown above. Demonstrating their cheerleading form with a complicated formation are left to right, Diane McCasland, Micheline Marina, Debbie Kuehler (top center), Peg Thomas (bottom center), Sue Winder and Vicki Goodman. The girls were elected by the student body last spring to serve as cheerleaders for the coming school year.



Indians look good in 'action', facing tough Seagraves test

The Morton Indians, fresh from a decisive "victory" over Muleshoe in a scrimmage, face a real tough test this Friday at 5:30 p.m. as they host top-rated Seagraves in the second and last controlled scrimmage of the pre-season season.

Seagraves, rated sixth in the state by the Football Magazine, boasts six district titles within the last seven seasons. It returns from a 6-4 team from last year. Seagraves deserves to be a highly rated pre-season favorite.

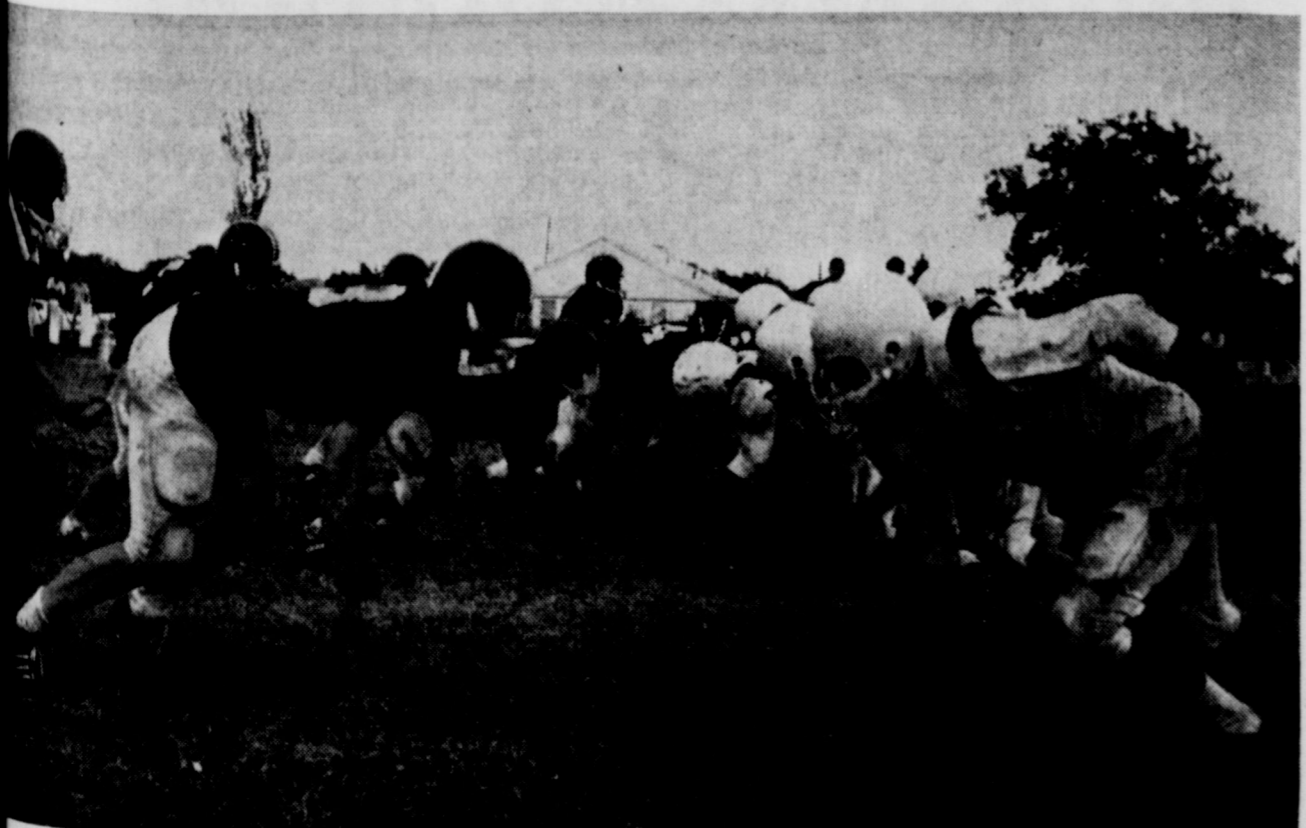
Don Sellers, a 218-pound tackle, and rebound center Jimmy Thornton are the big reasons why Seagraves is going to be tough. Three of the backfield members hit the 200 pound mark also. Fullback Donnie Hoover weighs 210. Halfback Crutcher weighs 200 as does line

backer Mike Cayce.

The Indians proved that they weren't going to be any pushovers as they handled class AAA Muleshoe easily in last Friday's scrimmage. The Tribe looked toughest on defense and weakest on passing offense as they galloped for 10 first downs and limited the Mules to only three.

Tailback Terry Harvey, a 175-pound junior letterman, ranked as the outstanding offensive back. Reserve quarterback Keith Embry nearly stole the show however as he jaunted seventy yards down the left sidelines for a score with the Indian second unit blocking for him against the Muleshoe reserves.

It was Harvey, however, that drew first scoring blood as he ran over from 35 yards out to score for the Indians. **See INDIANS, Page 3a**



WHERE THE GOING IS TOUGH . . .

WHEN THE GOING gets rough, the rough get going—the old football adage and that is about where the Morton Indians, in white, and the Muleshoe Mules, in black, were when this photo was taken at a controlled scrimmage between the two squads here Friday afternoon. No one wins

or loses a scrimmage but the coaches gather a good deal of information concerning the strength and weaknesses of their squads in these near-to-real contests. The Tribe showed considerable talent in this one, giving rise to cautious optimism for the coming season.

Rep. Bill Clayton opens fight for final water plan approval

State Representative Bill Clayton of Springlake has taken the first step pointing toward ultimate approval of an overall water plan for Texas, proposing a joint interim study committee to look into all phases of the Texas water situation.

Clayton makes the proposal in a resolution which would set up the committee comprised of three members from the Texas House of Representatives, three members from the Senate, and three members to be named by Governor Preston Smith. The committee would report its findings back to the 62nd State Legislature which convenes in Jan., 1971.

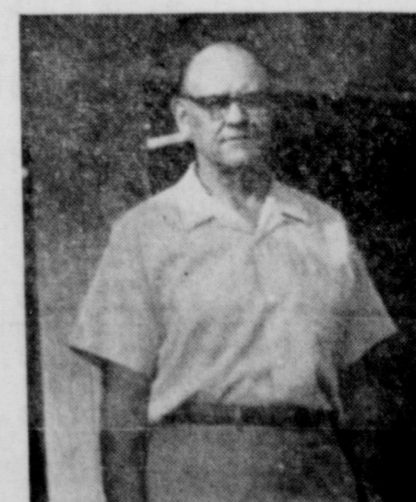
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Wells family returns from trip to Mexico

Bill and Blanche Wells of Gwatney-Wells Chevrolet returned Tuesday from a six-day trip to Mexico City and Acapulco which they won in a Chevrolet sales contest in June. General Motors paid all expenses for the trip.

"We had a marvelous time and even went deep sea fishing, though I didn't catch a single fish," was the way Bill described it. Both are sporting deep suntans.



NEAL ROSE

See RED CROSS, Page 3a

Classifieds

CLASSIFIED RATES

5c per word first insertion
4c per word thereafter
75c Minimum

1—FOR SALE

FOR SALE— 3-bedroom, 2 bath home. Contact Jimmy Cook, 317 W. Pierce. 48-tfn-c

FOR SALE: 11 to 16-inch six ply flotation front tire tube and wheel starts at \$65.50 a pair.

We have 15.5x38 to 16.9x36 tires excellent for dualling.

See us before you buy flotation sets for dual direct-axle or bolt-on sets.

We carry a wide assortment of irrigation gaskets. Also Redi-Rain 30 and Buckner 860 sprinklers.

LUPER TIRE AND SUPPLY
tfn-7-c

FREIGHT DAMAGED 1969 model stereo consoles. AM-FM Multiplex radio. Many styles and models. 30" to 72". Some with slight nicks and scratches. All carry full factory warranty. Prices from \$129.00. Payments as low as \$2.25 wk. 1403 19th Street, Lubbock, Texas. Pho. 747-5572
tfn-20-c

NEED PARTY with good credit in Morton area to take over payments on 1968 Model Singer Sewing Machine in walnut console. Will zig zag, button hole, fancy patterns, etc. Five payments at \$5.55 or will discount for cash. Write Credit Dept., 1114 19th St., Lubbock, Texas 79401.
tfn-20-c

CONSOLE SPINET PIANO. Will sacrifice to responsible party in this area. Cash or terms. Write Credit Mgr., Tallman Piano Stores, Inc., Salem, Oregon 97308.
2-29-p

FOR SALE: in Lehman, 3 bedroom, 2 bath house, good condition. Will sacrifice. Contact Cecil Barker or Beebe Insurance in Whiteface.
4-27-p

SEE L. W. Barrett for Monuments. Representative from Lubbock Monument Company, Lubbock, Texas. 266-5613.
rtn-26-c

ATTRACTIVE, inexpensive desk name-plates. See samples at Morton Tribune.

FOR SALE OR TRADE: 2 bedroom house, 1/2 acre land, out buildings.

CECIL BARKER
109 South Main
rtn-25-c

COCKROACHES, rats, mice, termites, gophers, and other household pest exterminated. Guaranteed. 15 years experience. 894-3824, Levelland, Tex. Davidson Pest Control. \$2.50 per room. rfn-14-c

HOUSE FOR SALE: One 2 bedroom, one three bedroom with two baths. Call 266-5245. 4-27-c

FOR SALE: 1967 Caprice 4-door. Extra clean, power and air, auto trans., stereo tape. See at 602 W. Harding. tfn-27-c

HOUSE FOR SALE: 3 bedroom, 1 bath, garage. 106 S. W. 5th. See Richard Click at County Line Grocery. 4t-30-p

FOR SALE: Normandy Clarinet, Phone 266-5004. 1-30-p

FOR SALE: 5 room house on lot 90 feet by 140 feet deep, 205 NE 4th Street. Call 266-5549. 4-30-c

FOR SALE: Must sell by September 18, late model bronze, Westinghouse frost-free 19 foot freezer-refrigerator combination, \$300.00 Call PO 2-3832 before 10 a.m. weekdays or any hour Sunday. 2607 2nd Street, Lubbock, Texas. 4-29-c

2—FOR RENT

FOR RENT: 2 bedrooms, cooking privileges if desired, air cond. 418 NW 3rd street or call 266-5801. 4-29-c

FOR RENT: furnished house, 507 West Washington, contact G. G. Nesbitt or call 266-5134. 2-30-c

3—BUSINESS SERVICES

REDUCE SAFE and fast with GoBese tablets & E-Vap "Water pills", Morton Drug. 8-30-p-ts

SORRY SAL is now a merry gal. She used Blue Lustre rug and upholstery cleaner. Rent electric shampooer \$1.00, Taylor and Son Furniture. 1-30-c

Knowing all American laws too much for common citizen

It takes more than 100 volumes, each one huge, to describe what the American law is today. Viewing this mass of material, you may well quaver at the thought that every person is presumed to know the law — that ignorance of the law is no excuse.

Is that true? Are you really supposed to know everything in those books?

No — not in any absolute sense. For one thing, you cannot fairly be expected to know about laws that are totally unrelated to your own activities. A New York pedestrian, crossing Broadway, need not be aware of the jaywalking rules in Pasadena.

Furthermore, your ignorance of the law may be an excuse if you are accused of a crime that requires a specific guilty intent. Consider this case:

A landlady, noticing ink stains on the rug in a boarder's room, took possession of his radio. She planned to hold it until

4—WANTED

WANTED: Children to keep in my home from 8 a.m. to 5 p.m. Geneva Woods, 203 East Buchanan. 4-29-p

WANTED: Man with family and experience to do dryland farming and feeding on dairy. House and good pay for permanent man. Billy Kiker, Elida, N. M. 274-3332. rfn-28-c

"See What beauty by Mary Kay can do for you."

Inez Swicegood
266-5651
rtn-12-c

HELP WANTED: Fountain manager, hours 9 a.m. to 4 p.m., apply at Morton Drug. 1-30-c

CARD OF THANKS —

CARD OF THANKS
Mr. and Mrs. Don Lamar would like to thank the Morton Fire Department, Maple Fire Department, Morton Police Department, Muleshoe Police Department, and all of their friends and neighbors who helped to search for their daughter, Deedee, last Tuesday night. 1t-30-c

NOTICE —

NO. 484
IN THE MATTER OF THE ESTATE OF CONNIE RAY BAKER, DECEASED (IN THE COUNTY COURT OF COCHRAN COUNTY, TEXAS)

NOTICE TO CREDITORS
Notice is hereby given that original Letters of Administration upon the Estate of Connie Ray Baker, Deceased, were granted to the undersigned on the 18th day of August, 1969, by the County Court of Cochran County, Texas. All persons having claims against said estate are hereby required to present same to me within the time prescribed by law. My residence and post office address is: Mildred A. Baker, Box 942, Morton, Texas 79346.

Mildred A. Baker
Administratrix of the Estate of Connie Ray Baker, Deceased.
Published in Morton Tribune Sept. 4, 1969.

THE STATE OF TEXAS

To any Sheriff or any Constable within the State of Texas **GREETING:**

You are hereby commanded to cause to be published once each week for four consecutive weeks, the first publication to be at least twenty-eight days before the return day thereof, in a newspaper printed in Cochran County, Texas, the accompanying citation, of which the here-in below following is a true copy.

CITATION BY PUBLICATION

THE STATE OF TEXAS

TO: Johnny Dale Young, Defendant,

Greeting:

YOU ARE HEREBY COMMANDED to appear before the Honorable 121st District Court of Cochran County at the Courthouse thereof, in Morton, Texas, by filing a written answer at or before 10 o'clock A.M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 29 day of September A.D. 1969, to Plaintiff's Petition filed in said court, on the 17 day of April A.D. 1969, in this cause, numbered 1819 on the docket of said court and styled Carol Elaine Young, Plaintiff, vs. Johnny Dale Young, Defendant.

A brief statement of the nature of this suit is as follows, to-wit:

Petition for Divorce
as is more fully shown by Plaintiff's Petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this writ shall promptly serve the same according to requirements of law, and the mandates hereof, and make due return as the law directs.

Issued and given under my hand and the seal of said court at Morton, Texas, this 14 day of August A.D. 1969.

Attest: Lessye Silvers Clerk,
District Court
Cochran County, Texas.

Published in Morton Tribune Aug. 21, 28, Sept. 4, 11, 1969.

he paid for the damage to the rug. But he promptly retaliated by having her arrested on a charge of theft.

In court, the landlady pleaded ignorance of the law, saying she had honestly thought she had a right to take the radio. And the court decided she could not be convicted of theft, because she lacked the specific guilty intent called, for in that crime.

Still, the rule that ignorance is no excuse does apply in the vast majority of cases. Our whole system of criminal justice would fall apart if the excuse of ignorance — so easy to claim, so hard to disprove — were to be generally accepted.

For example, imagine the chaos if every motorist who had been caught speeding could escape punishment by saying: "I did go fast, Your Honor, but I didn't realize that speeding was against the law."

True, the ignorance rule may be hard on the occasional individual who really did not know he was breaking the law. There is some harshness in punishing a person who, as one judge put it, "stumbles over an edict in the dark."

But for the sake of practical law enforcement, some unfairness cannot be avoided. Said Oliver Wendell Holmes:

"Justice to the individual is out-weighed by larger interests on the other side of the scales."

A public service feature of the American Bar Association and the State Bar of Texas. Written by Will Bernard.

Mrs. Martin feted with bridal shower

A bridal shower honoring Mrs. Jim Martin, the former Miss Jerri Holloway, daughter of Mr. and Mrs. Gerhome H. Holloway, was held Saturday, September 30, from 3-5 p.m. in the home of Mrs. Connie Gray.

The party rooms were decorated with the brides chosen colors of yellow and white. A white lace cloth was centered with a large flower arrangement of yellow daisies. Crystal and silver were used in serving.

Mrs. Kermit Ward and Mrs. D. L. Tucker presided at the guest book where fifty guests registered. Mrs. Courtney Sanders and Mrs. W. F. Wells attended the punch bowl.

Other hostesses were: Mesdames W. C. Benham, Vernon Blackley, Jim Clappitt, Larry Combs, W. D. Ford, W. G. Freeland, T. C. Hodges, E. D. Jackson, and D. A. Ramsey.

If soap and water does not remove mildew stains from white washable clothes, moisten stain with mixture of lemon juice and salt. Bleach in the sun and rinse thoroughly and dry. For other hints on removing mildew stains ask your county home demonstration agent for a "How To Prevent And Remove Mildew" bulletin.

Services held for brother of resident

Howard Hamilton McCraw, brother of Mrs. Sammie Williams, died of a heart attack in Kingsville while riding his horse with the Big K. Roping Club.

For many years he had performed in rodeos bull dogging and calf roping.

Services were held in the Ross Langum Funeral Home in Corpus Christi with interment Tuesday at Kingsville.

Mr. Hamilton is survived by his wife, Ruth, three daughters, Mrs. Helen Akins of Midland, Mrs. Jane Forbus of Pleasantville and Mrs. Patsy Nettles of Greeley Colo. One son, Larry McCraw of Stamford. One stepdaughter, Mrs. Alma Posey of Houston and a stepson, J. E. Honeycutt of Los Angeles, Calif. Seven grandchildren and six step grandchildren. One sister, Mrs. Williams of Morton and

six brothers, Hoyt McCray of Levelland, John and Roy of Abilene, Urban, Hawley and W. T. of Anson and Herman of French Camp, Calif.

A human heart, slated for transplant, was kept alive and in good condition for more than 14 hours in a Houston hospital.

Help Wanted!

Two men needed — one for gas department and one for water department.

Age 25 to 40 years, High school education or equivalent, Some pipefitting experience desired, but not required. Make application at Morton City Hall.

VALUE RATED

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1966 Olds 98 4-Door Hardtop

Real Nice

1966 Chevrolet Impala Station Wagon

8 Cylinder, Automatic, Power and Air

1967 Pontiac Catalina 4-Door Sedan

A Top Value Bargain

1965 Ford Galaxie

Loaded

1965 Ford Fairlane 500

Top Condition

1963 Olds Super 88

Good Transportation

1964 Chevrolet Pickup

4-Speed Transmission

We still have in stock two 1969 Oldsmobile demonstrators, Good, solid cars, but must go to make way for new models. See these outstanding values at

Hawkins Oldsmobile

111 E. Washington

Morton

Who beat the Pilgrims to a famous celebration by 79 years?

If you don't know the answer, you don't really know the Texas Plains. But let's give you another chance. Try this quiz on for size.

1. What is a dust devil and where can you see one?
2. Where can you take a picture of the life-size "Monument to a Mule"?
3. Old-time desperados who were slow on the draw ended up under what hill?

Still puzzled? Then take a "discovery trip" soon. Before you start traveling round the world, find out how many fascinating things there are to see right on your own doorstep. Start by sending for the Texas Plains Trail folder. You'll discover a lot of things about Texas you never knew before. Like the answers to these questions.

TEXAS!

FOR A WORLD OF DIFFERENCE

Texas Tourist Development Agency, Texas 78711
Box TT-29, Capitol Station, Austin, Texas 78711
Yes, I'd like to know more about the TEXAS TRAILS.
Please send me the folders marked:
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To Report A Fire
266-5111

For An Ambulance
266-5611

Sheriff's Office
266-5700

City Police
266-5966

Teaching someone to drive may have legal implication

On the day Margaret got a learner's permit, her boy friend, Fred, took her out for a driving lesson. As they approached another car, waiting at a stop light, Margaret suddenly "froze." Worse, so did Fred.

Result: a collision, with considerable damage to the other car. In due course, the driver filed a damage suit against Fred.

"I'm not liable," Fred protested in court. "A driving teacher does not guarantee that his pupil will drive carefully."

Nevertheless, the court held him liable for Margaret's bad driving but for his own bad teaching. The judge said Fred should have made some effort, either by word or gesture, to avert the crash.

ACCORDING TO LAW, if you take on the responsibility of teaching someone to drive, you also take on the responsibility of doing so with reasonable care.

However, the law does recognize that a teacher's control has practical limits. In another case, after the driving lesson was supposed to be over, the pupil — acting on impulse — started the car again and jerked forward. The teacher shouted a warning and pulled the emergency brake, but not quickly enough to avoid hitting a pedestrian.

This time a court ruled that, while the teacher did have a special responsibility, he had fulfilled that responsibility by his efforts.

Are you held to a teacher's responsibility if you do not, in fact, occupy that role. Thus:

WHEN AN ACCIDENT resulted from the improper parking of a car by the roadside, a claim was filed not only against the driver of the car but also against his passenger. It seems that, while the driver was parking the car, the passenger had remarked:

"There, I think you are far enough off the road."

But the court ruled that the passenger could not be held liable for merely giving bad advice. The judge said the occupant of a car does not take over the role — and the responsibility — of a teacher, just by trying to be helpful.

A public service feature of the American Bar Association and the State Bar of Texas. Written by Will Bernard.

Former Morton man's rites in Fort Worth

Arthur C. Ford, 78, of Fort Worth and former long-time Morton resident passed away Friday in San Bernardino, California.

Services were held at 11 a.m. Tuesday at Lucas Memorial Chapel in Fort Worth with Rev. A. F. Jernigan officiating.

Mr. Ford is survived by his wife, Neoma, a son Frank W. of Fort Worth, daughters, Mrs. B. J. Studdard, Wichita Falls; Mrs. T. E. Ledbetter, Fort Worth; Mrs. C. J. Cooper, San Bernardino; sister, Mrs. Sarah Cole, Gould, Okla., and seven grandchildren.

★ Stockholders meet

The Annual Stockholders' Meeting of the Federal Land Bank Association of Levelland is to be held on Friday, September 5, 1969 at 2 p.m., in the District Court Room of the County Courthouse in Levelland, according to the manager of the Association, Joe Breed. All borrowers through the Association become stockholder-members when their loans are made, Mr. Breed said.

At this meeting annual operating reports will be made, and one director is to be elected.

Also, Mr. Breed announced that dividend checks totalling \$12,802.20 will be passed out to the stockholder-members.

The Federal Land Bank Association of Levelland makes and services Federal Land Bank loans on farms and ranches located in Hockley, Cochran, Terry and Yoakum counties.



The massive High Plains Diapause Boll Weevil Control Program, this year involving 13 spray planes, 150,000 acres of cotton and over 100 people, began aerial applications of insecticide on Tuesday, September 2.

The program, now in its sixth year, is an annual fight to keep weevils from infesting vast acreages of weevil-free cotton on the Plains above the Caprock until such time as eradication techniques can be perfected.

Spraying in 1969 will cover weevil infested cotton in parts of 12 counties stretching 200 miles along the eastern edge of the High Plains. Counties in the "control zone" include Briscoe, Borden, Crosby, Dickens, Dawson, Floyd, Garza, Hall, Kent, Lynn, Lubbock and Motley counties.

Lubbock County weevils are located along wither side of Yellowhouse Canyon and have been found in scattered fields within 2 miles of the Lubbock city limits. Weevils had not previously been discovered in this vicinity since 1965.

Following the pattern proven successful for the past four years, spraying in the first three applications will be on a five to seven day schedule, using 12 ounces per acre of ultra low volume malathion. These applications are designed to break the weevil's reproductive cycle.

Additional applications, up to an estimated maximum of six, will be made from 10 to 14 days apart at the rate of 16 ounces per acre to prevent weevils that may not be killed earlier from entering the diapause stage and going into hibernation. Spraying on this 10 to 14 day schedule will continue on all infested cotton until harvest or until cotton is killed by frost or desiccation.

The control zone is broken into three "units" and spray contracts were let to the low bidder on each of the three. The smallest of the units, Unit I, went to Ueding Flying Service of Vincennes, Indiana for \$1.93 per gallon of insecticide applied.

The contract for Units II and III went to D. C. Roane Flying Service, Inc. of Jeanerette, Louisiana at a price of \$1.65 per gallon.

According to Ed Dean, Field Service Director for Plains Cotton Growers, Inc., Lubbock, the organization which initiated the program in 1964 and continues as

coordinator for all the agencies involved, these per-gallon prices will result in approximately the same per-acre cost as was incurred last year. The total cost per application, including cost of the insecticide, surveying, monitoring, flagging etc., Dean said would come to around \$1.25 per acre.

Beginning acreage in the control zone for 1968 was only 75,000 acres, but the infested acreage spread later in the season to about 140,000. Originally the weevil infested acreage that required spraying in 1964 totaled 300,000.

According to Dean the expanded acreage at the start of this year's program is the result of adverse weather, in-migration and other factors during the spray period of 1968 which prevented some applications from being made on schedule.

"In 1968 we just weren't able to reduce overwintering populations in some areas to the low levels of previous years. And consequently the additional acreage that has weevils this year is no surprise to us," he noted.

Dean stated, however, that although the area of infestation is greater this year than last, weevil populations per acre are generally below the numbers that were present at the start of the 1968 program.

Cotton producers on the Plains are insuring themselves against the weevil invasion by per-bale contributions to the cost of the program. Their portion of the cost is paid as a part of compress receiving charges, amounting to 50 cents per bale in 1964, 40 cents for the next three years and 25 cents in 1968. Because of the increased acreage in the control zone this year, it was necessary to raise the per-bale rate of producer contributions to 30 cents.

These funds, plus varying amounts supplied each year by the Texas Department of Agriculture, are matched dollar for dollar by USDA.

Dean and program entomologists emphasize that the first concentrated spray effort will be aimed at infested acreage above and along the edge of the Caprock.

"It is imperative that these weevils be knocked down as quickly as possible to prevent further westward migration," Dean said.

"Otherwise," he continued, "as the weevil populations grow they would move into thousands of additional cotton acres adjacent on the West to currently infested cotton."

He further pointed out that this new acreage would then have to be included in the area to be sprayed, possibly pushing the control effort beyond its present financial capabilities.

Indians . . .

from page one

though touchdowns have little meaning in a scrimmage game, Harvey's running gave indication that he will cross the double-stripe several times more during the season.

A bright spot in an otherwise weak passing game stood out as quarterback Mike Bryan hit Harvey on a 50-yard play that carried to the Muleshoe 10. A Harvey fumble one play later miffed the Indian's starting unit's second attempt at a touchdown.

A most surprising performance was made last Friday by Indian football fans who turned out for the scrimmage in nearly record numbers, indicating a new interest in Indian football.

The Tribe sustained only minor injuries through the week, and Morton coaches are expecting additional material to join the squad throughout this week as classes get underway at Morton High School.

Following Friday's scrimmage with Seagraves, the Indians will be in preparation for the season opener at Plains on Friday, September 12. Morton fans are hoping for another rousing victory over the Cowboys. Last year the Indians romped over Plains 41-6 at Morton.

Conservation work tab studied by committee

The Great Plains County Committee met on Wednesday August 27, 1969. Members present were Danny Key, Roy McClung, Bud Fountain, and Tom Davey, acting chairman.

According to Davey the meeting was held to review average cost for conservation work done under the Great Plains Conservation program.

The committee discussed how much money the Senate and House approved for the Great Plains Program. At present this figure was set at \$15,000,000. The State of Texas does not know at present what percent of the \$15,000,000 it will receive, but the Soil Conservation Service staff will strive to see that Cochran County received their fair share. If any farmer or rancher in Cochran County would like assistance in doing conservation work, please contact the SCS staff in Morton.



GRAIN SORGHUM PRODUCERS CERTIFIED—Grain sorghum producers in a twenty-nine county area of the Texas Panhandle and High Plains will vote this fall on whether to assess themselves for crop promotion and research. Agriculture Commissioner John C. White recently signed a certificate authorizing the Grain Sorghum Producers Association of Lubbock to hold the referendum. Standing at left is House Agriculture Committee Chairman Delwin Jones who helped make the new legislation a reality. Elbert Harp, right, is Executive Director of the G.S.P.A.

ASCS Community Committee election candidates announced

Candidates have been named for election of Agricultural Stabilization and Conservation Community Committee members, John Hall, ASCS office manager announced Tuesday.

The election is scheduled to be by mail with ballots to be counted in the office Sept. 17, 1969. Beginning time 9:30 A.M.

To be elected in each community are a chairman, vice-chairman, regular member and first and second alternates. The person receiving the most votes will be ASCS community Committee chairman, second highest will be vice-chairman, third highest will be the regular member, and fourth and fifth highest in votes will be first and second alternates.

First duty of the newly elected chairman, vice-chairman, and member will be to serve as delegates to the county convention at which vacancies on the Cochran County ASC Committee will be filled, according to County ASC Committee Chairman Danny Key. The county convention will be held Sept. 24th, 1969 County ASCS Office in Morton, Texas at 9:30 A.M.

In general, ASC community committees assist in carrying out farm program responsibilities assigned by the ASC county committee and in informing farmers of purposes and provisions of programs administered by the Agricultural Stabilization and Conservation Service.

"The ASC community committee is a vital link between the farmer and the men in Washington who administer the farm programs by Congress," said Chairman Danny Key. I urge farmers to vote in their community committee elections for persons they believe will best represent them faithfully and responsibly and who are well-informed about our local and national agriculture."

Nominees are:

- A Community — Ken Coffman, Roy Davis, C. C. Harvey, Loy Kern, G. W. Lyon, Jimmy Miller, Jimmy Webb, Troy Wells, Ike Williams, Youngblood.
- B Community — Donnye Baker, J. N. Burnett, Tom Greer, E. C. Hale, Raymon Hall, Earl Polvado, Curtis Sealy, J. L. Thomas.
- C Community — Jack French, Leonard Gainer, Dan Keith, Marvin Lasater, Olen Lewis, D. D. Marshall, Dalton Redman, Dewayne Smith, George Smith, E. C. White, Jr.
- D Community — Eugene Bentley, Ed Brownlow, Ralph Burt, Charles Cumpston, Bill Ford, W. P. Houston, Hughes Smith, Orville Snodgrass.
- E Community — Earl Bailey, C. E. Buchanan, J. F. Cooper, Jr., Windel Mason, J. C. O'Brien, J. C. Trull, Edsel Young.

Red Cross . . .

from page one

activities over the past 12 months in aiding service men and families of service men. He processed 31 emergency cases during that period dealing with notification of servicemen of serious illnesses in the family, notifying them on the birth of new babies while they are over seas, death notification and arranging for leaves and many others.

In taking office, Rose stated that he will make a strong effort to build the chapter back up to where it should be and strive to expand its services to the people of Cochran county.

The next chapter meeting is tonight, Sept. 4 at 8 p.m. in the district court room and all interested persons are invited to attend.

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CHURCH OF CHRIST
J. A. Woolley, Preacher
S.W. 2nd and Taylor
 Sundays—
 Bible Class — 10:06 a.m.
 Worship — 10:45 a.m.
 Evening Worship — 7:00 p.m.
 Wednesdays—
 Midweek F. Class — 8:00 p.m.



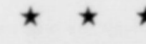
FIRST METHODIST CHURCH
Rex Mauldin, Minister
411 West Taylor
 Sundays—
 Church School Session — 9:45 a.m.
 Morning Worship Service — 10:55 a.m.
 Evening Fellowship Program — 5:00 p.m.
 Evangelism — 6:00 p.m.
 Mondays—
 Each First Monday Board Meets — 8:00 p.m.
 Each First Monday Commission Membership on Evangelism — 7:00 p.m.
 Second and Fourth Monday Wesleyan Service Guild 8:00 p.m.
 Tuesdays—
 Women's Society of Christian Service — 9:30 a.m.
 Each Second Saturday, Methodist Men's Breakfast — 7:00 a.m.



FIRST BAPTIST CHURCH
Fred Thomas, Pastor
202 S.E. First
 Sundays—
 Sunday School — 9:45 a.m.
 Morning Worship — 10:55 a.m.
 Morning Service KRAN at 11:00
 Youth Choir — 5:00 p.m.
 Training Union — 6:00 p.m.
 Evening Worship — 7:00 p.m.
 Tuesdays—
 Helen Nixon W.M.U. — 9:30 a.m.
 Wednesdays—
 Graded Choirs — 7:30 p.m.
 Prayer Service — 7:30 p.m.
 Church Choir Rehearsal 8:30 p.m.



SPANISH ASSEMBLY OF GOD CHURCH
Gilbert Gonzales
N.E. Fifth and Wilson
 Sundays—
 Sunday School — 10:00 a.m.
 Morning Worship — 11:00 a.m.
 Evening Evangelistic Service — 7:30 p.m.
 Tuesdays—
 Evening Bible Study — 8 p.m.
 Thursdays—
 Evening Prayer Meet — 8:00 p.m.



EAST SIDE CHURCH OF CHRIST
Cecil Williams, Minister
704 East Taylor
 Sundays—
 Bible Study — 10:00 a.m.
 Worship — 10:45 a.m.
 Worship — 7:30 p.m.
 Tuesdays—
 Ladies' Bible Class — 4:15 p.m.
 Wednesdays—
 Midweek Service — 8:30 p.m.



Going away to
SCHOOL

At this time of the year, all over our nation, boys and girls are leaving home to attend the school of their choice. Many, for the first time in their lives, will be away from home and their home church. They should be encouraged to, immediately, seek a church nearby where they may continue to worship the Lord, and have the companionship of friends with similar outlooks on life and God.

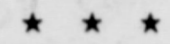


The Church is God's appointed agency in this world for spreading the knowledge of His love for man and of His demand for man to respond to that love by loving his neighbor. Without this grounding in the love of God, no government or society or way of life will long persevere and the freedoms which we hold so dear will inevitably perish. Therefore, even from a selfish point of view, one should support the Church for the sake of the welfare of himself and his family. Beyond that, however, every person should uphold and participate in the Church because it tells the truth about man's life, death and destiny; the truth which alone will set him free to live as a child of God.

Coleman Adv. Serv.,



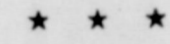
ASSEMBLY OF GOD CHURCH
G. A. Van Hoose
Jefferson and Third
 Sundays—
 Sunday School — 9:45 a.m.
 Morning Worship — 11:00 a.m.
 Evening Evangelistic Service — 7:00 p.m.
 Wednesdays—
 Night Prayer Meeting and Christ's Ambassadors Convene Together — 7:30 p.m.
 Thursdays—
 Every 1st and 3rd, Women's Missionary Council — 2:30 p.m.
 Every 2nd and 4th, Girls' Missionette Club — 4:30 p.m.



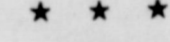
FIRST MISSIONARY BAPTIST CHURCH
Rev. Robert Evans, Pastor
Main and Taylor
 Sunday School — 9:45 a.m.
 Morning Worship — 10:45 a.m.
 Training Service — 6:00 p.m.
 Evening Worship — 6:45 p.m.
W.M.A. Circles
 Monday—
 E. Elizabeth — 7:30 p.m.
 Tuesday—
 Mary Martha — 2:30 p.m.
 G.M.A. — 4:00 p.m.
 Wednesday—
 Midweek Service — 7:30 p.m.
 Edna Bullard — 9:30 a.m.



ST. ANN'S CATHOLIC CHURCH
The Rev. David Greka, Pastor
8th and Washington Sts.
 Mass Schedule—
 Sunday — 9:00 and 11:15 a.m.
 Monday — 7:30 p.m.
 Tuesday — 7:30 p.m.
 Wednesday — 7:30 p.m.
 Thursday — 7:30 a.m.
 Friday (1st of Month) 7:30 p.m.
 Friday (2nd, 3rd, 4th) 7:30 a.m.
 Saturday — 8:00 a.m.
 Sunday—Catechism Class, 10:00 - 11:00 a.m.
 Confessions—Sunday Half hour before Mass.
 Baptisms — 12 noon Sunday and by appointment



FIRST BAPTIST MEXICAN MISSION
Moses Padilla
 Sundays—
 Sunday School — 10:00 a.m.
 Training Union — 6:30 p.m.
 Evening Worship — 7:30 p.m.
 Wednesdays — 7:30 p.m.



NEW TRINITY BAPTIST CHURCH
Rev. Willie Johnson
3rd and Jackson
 Sundays—
 Sunday School — 9:45 a.m.
 Morning Worship Second and Fourth Sundays — 11:00 a.m.
 H.M.S. — 4:00 p.m.
 Wednesdays—
 Prayer Service — 7:00 p.m.

This Feature Is Published With The Hope of Getting More People To Church, and is Paid For By The Undersigned City Business and Professional People:

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 115 N.W. 1st — Phone 266-5223

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 210 South Main

Agriculture Secretary Hardin ates 'listening conference'

Secretary of Agriculture Clifford M. Hardin will hold the fifth in a series of "listening conferences" on September 18 at Texas A&M University. The conference will be held in G. Rollie White Coliseum on the A&M campus, beginning at 8 a.m.

State and farm industry leaders from five Southwestern States, Arkansas, Louisiana, New Mexico, Oklahoma and Texas, will attend and through their questions will tell the Secretary what's on their minds.

Participating in the arrangements for the conference are the vice presidents of agriculture in the Land Grant Universities of the five states. Dr. J. Kunkel, dean, College of Agriculture, Texas A&M will preside at the conference.

The conferences are designed to give every person who attends an opportunity, either through oral presentations or written briefs, to present his ideas on an expected wide range of topics.

These are expected to include opportunities for maintaining and increasing farm income; opportunities in rural America; rural-urban balance; proper nutrition and diets; development of natural resources and conservation and related subjects.

Secretary Hardin said several members of the Agriculture Committee of the House of Representatives, including Chairman W. R. Poage of Waco, will attend at least a part of the conference.

Scheduled speakers, representing virtually every major farm organization and agricultural commodity in the Southwest,



Tips from a Pro

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CHECK TIRES



for WEAR and BALANCE

About local folks . . .

Mr. and Mrs. Earl Palvodo, Robin, Melanie and April flew to New Orleans Thursday to attend the wedding of a cousin, Jennifer Garrett. Mrs. Palvodo played the organ for the ceremony which was held in St. John's Catholic Church in Houma, Louisiana.

Mr. and Mrs. Sammie Williams attended the funeral of her brother, at Corpus Christi Tuesday.

Mr. and Mrs. Paul Kulhanek and Lorie are visiting their mother, Mrs. Jephtha

Williams and brothers, Sammie and Clinton this week. Also visiting is Mrs. Velma Smith from Burleson, Texas.

The Wayne Smiths, Beverly and Floyd are visiting their grandmother, Mrs. Jephtha Williams and their aunts and uncles, the Clemmon Williams and Sammie Williams.

Mr. and Mrs. Gary West of Lawton, Oklahoma spent the weekend in the home of his parents, Mr. and Mrs. Wayne West of Levelland and her mother, Mrs. Thelma Turney.

Mr. and Mrs. James Hooper of Lubbock spent the weekend in the home of his parents, Mr. and Mrs. Walter Reeves.

A/le Jimmy Cartwright has been visiting his parents, Mr. and Mrs. Jack Cartwright and is enroute to Da Nang Vietnam. Also visiting with the Cartwrights was Miss Kathy Smith of Randolph, Texas.

Visiting in the home of Mr. and Mrs. Connie Gray during August were Mr. and Mrs. George Gray and children of Weibert and Mr. and Mrs. Ira Hudson of Lubbock and Mr. and Mrs. B. R. Muse and sons of Tulsa, Okla. Visiting in Morton Monday and Tuesday were Col. D. A. Parker and daughter of Kansas City, Nolan O. Parker and sons of Stanton, Mr. and Mrs. Wilburn West of Lamesa, Lee Hush of Madison, Wisc. and Mrs. Gray's parents, Judge and Mrs. Parker of Benjamin.

Mr. and Mrs. Raymond New of Lorenzo, Mr. Junior New and Timmy of Lubbock, Mr. and Mrs. L. L. Mings and Jerry and Mr. and Mrs. Al Herlocher and family of Morton were dinner guests in the home of Mrs. Thelma Turney Sunday.

Larry Turney and Lee Ray Davis have returned from Slaton where they visited with Larry's sister, Mr. and Mrs. Robert Hightower.

Mr. and Mrs. Connie Gray have returned from a tour of Denver, visiting the oldest summer theatre in the world they saw a production of "Pal Joe" starring Arlene Frances. They also visited Santa Fe where they saw "Tosca" and toured the Cimarron mountain trails.

Mr. and Mrs. Fred Morrison returned from Logan, Utah last Saturday. They attended the National Jubilee of Tupperware. Enroute to Logan the Morrissons enjoyed several side trips of interest. Some 2600 delegates attended the three day convention.

Mrs. C. L. Taylor left the last of the week for Houston where she will visit with her daughter and husband, Mr. and Mrs. J. T. Porter.

Roger Southall of Midland, who is with the Reporter Telegram, was a visitor in Morton last Wednesday.

Mrs. R. L. DeBusk returned from Houston after spending her vacation with her son and wife, Mr. and Mrs. Tommy DeBusk. Mrs. DeBusk will be remembered as Donna Williams.

Mr. and Mrs. Troy Coon and family of Lubbock spent the weekend visiting with his parents, Mr. and Mrs. Hulien Coon.

Mrs. R. R. Fitzner of Amarillo has been visiting in the home of her daughter, Mrs. Pete Lamb. While here she enjoyed many hospitalities from her grandchildren.

Mr. and Mrs. Kenneth Burks of Albuquerque visited with his parents, Mr. and Mrs. Jack Burks of the Star Route community.

Mr. Lessye Silvers of Morton and her brother of Fort Worth spent the past week in Ruidoso. While there, they were joined by her daughter and husband, Mr. and Mrs. Don Abby of Claunch, N.M.

Mrs. Joe Seagler and her mother, Mrs. M. W. Ellington, were among the Ruidoso visitors during the Labor Day celebrations.

Mr. and Mrs. Bill Crone returned from a State Treasurer's Convention in Corpus Christi. While there they visited with her niece, the former Pat Kennedy, a former Morton resident.

Rev. Jack Welch of Lubbock filled the pulpit of the First Missionary Baptist Church Sunday. He has been selected as interim pastor for that church until such

Accent on health

You've heard it said that curiosity can kill a cat.

It also can kill a child and is doing so thousands of times each year in this country, according to the Texas State Department of Health.

Curiosity is a trait all parents want their children to have since it leads to learning. But it can get a youngster into trouble. A child learns by exploring and shouldn't be discouraged from investigating his surroundings. However, it is the parent's duty to see that the environment is free from hazards.

More than a half-million children will swallow some type of poison this year, and a great number of these will be youngsters under the age of five. Sadly, virtually all of these poisonings are preventable.

In Texas during 1968 there were 183 fatal poisonings listed as accidental. Thirty-five of these were under the age of five — six of them in the first year of life.

In figures released for 1967, the National Safety Council says there were 4,900 fatal poisonings in the United States. Of this total 3,100 occurred at home.

The reason behind this extremely high percentage of home accidents is simple. Common household products — those used for housekeeping and medicinal purposes — represent the greatest potential poisoning hazards. Among these are detergents used in automatic dishwashers, furniture polishes and waxes, drain and bowl cleaners, lighter fluids used for outdoor grills, and the pesticides. Add to this list all the medicines kept in your medicine cabinet — from aspirins to tranquilizers.

Poison-proofing the home should be the aim of every parent. Here are some com-

mon sense steps to take:

Store all medicines and household products in locked cabinets away from food storage areas.

Clean out medicine cabinets regularly, discarding unusables down the drain and washing empty containers thoroughly before putting them into the trash.

Store hazardous products only in their original containers, never in soft drink bottles, unlabeled containers or cans, and keep fuel oil, chemicals and pesticides out of a child's reach.

Be especially careful about aspirin and other medicine. Never leave them in a child's room. Make certain all medicine bottles have labels.

If you repaint toys, furniture and interior woodwork, don't use paint intended for outdoor painting since it may contain lead or harmful chemicals.

And, don't leave hazardous products just "sitting around."

Three Way news

by MRS. H. W. GARVIN

The Three Way football boys played their first scrimmage game with Klondike on the Weiman field Friday night winning the game.

Mr. and Mrs. Jimmy Wheeler and family from Lovington spent Sunday with their parents, the Jehnnie Wheelers.

The W. T. Simpson family and Mr. and Mrs. Jim Simpson attended a family reunion the past week at Altus, Oklahoma.

Mr. and Mrs. Elmer Lee and children spent the weekend fishing at Ute Lake.

Mr. and Mrs. George Tyson had all their children home Sunday. They were Mrs. Wen Price and children, Dennison; Mr. and Mrs. Tommy Durham and children, Lubbock; Mr. and Mrs. Troy Tyson and daughter, Levelland; Mr. and Mrs. Buck Tyson and boys, Morton; and Mr. and Mrs. D. A. Williams and son, Sudan.

Rev. and Mrs. James Gollentine from Littlefield visited her parents, the H. W. Garvins, Thursday.

Several from the community spent the weekend fishing and several spent the weekend at Ruidoso.

Mr. and Mrs. Jack Furgeson and Debby spent the weekend in Lenord visiting relatives.

Mr. and Mrs. Dutch Powell and girls spent a few days at Ruidoso and El Paso the past week.

The Three Way school started Tuesday, September 2, with several new teachers.

A microbiologist at Mexico's National University, Dr. Armando Bayona, claims he has discovered a vaccine that will help prevent dental cavities in children.

Postmaster Murray L. Crone announces that the Post Office in Morton, Texas has for sale by sealed bid, one mosler safe with vault and one oak storage cabinet with lockable doors. The items can be inspected at the post office in Morton. The bidding will be closed Sept. 15, 1969.

COUNT THE SAVINGS

ON PRICED-RIGHT USED CARS

1968 Volkswagen Bus
4-Speed, Air Conditioned

1964 Ford Galaxie 500
Power and Air

1962 Corvair 2-Door
4-Speed

1962 Olds 98
Power and Air

1965 Chevrolet 3/4-Ton Pickup
4-Speed

Reynolds-Hamilton Ford

219 W. Washington

Morton

IT IS YOUR MONEY

You have a right to know these facts

You spend a lot of money for auto insurance. You have read wild statements about insurance costs and companies. If you would like some plain talk, here it is.

They say . . . Auto insurance companies are guaranteed a profit.

FACT: Before insurance companies can make a profit they have to first pay to have wrecked cars repaired or replaced, pay hospital and doctor bills for folks injured in auto accidents, pay for stolen or stripped cars, pay for cars damaged by hail, fire, wind or flood waters, pay wages or commissions to 95,400 Texans who give service to policy holders in every county in the state, pay taxes and operate their companies. If there is anything left after all these payments have been made, it is profit.

They say . . . Texas auto insurance rates need to go up 11.4 percent

FACT: The evidence is very clear. Accidents are up. Medical costs are up. Repair costs are up. Auto thefts and vandalism are both up. All this forces rates upward. Facts and figures prove that a 17 percent increase is needed now.

They say . . . There is nothing you can do to lower your auto insurance costs.

FACT: You can't lower labor and medical costs. You can't lower automobile and parts costs. You can help reduce the number of traffic accidents and crimes against automobiles. The accident that doesn't happen does not boost the cost of auto insurance. The car that isn't stripped or stolen does not increase the cost of your auto insurance.

Let Governor Smith, your Mayor and your County Officials know that you want a stop put to Texas' growing traffic accident and crime tolls . . . that you want the law enforced. Good law enforcement can reduce accidents and crimes against cars.

Lower accidents and crime rates can mean lower auto insurance rates for you. Isn't this worth a little effort on your part?

Association of
Texas Fire & Casualty Companies
110 Vaughn Bldg.
Austin, Texas 78701

They say . . . Labor costs are a small part of auto insurance costs.

FACT: Labor costs make up the major part of auto repair bills and in some parts of Texas labor costs for auto repairs have increased in recent time by an amazing 40 percent.

They say . . . Auto insurance companies make too much money.

FACT: Look at this listing of the earnings by major industries in the United States as published by the First National City Bank of New York and as republished in the study developed by the Arthur D. Little Co., an independent research organization then judge for yourself:

	Profit in Relation to Net Worth
Common Carrier Trucking	22.9%
Air Transport	27.5
Miscellaneous Transportation	16.5
Electric Power	11.4
Iron & Steel Mfg.	9.5
Telephone & Telegraph	10.0
Auto & Truck Mfg.	22.8
Automotive Parts Mfg.	13.4
Fire & Casualty Insurance	2.8



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GX-100
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FOR WILD QUAIL

Here is a unique feed supplement for all species of wild quail that will insure better hunting.

- Normally not eaten by other birds.
- GX-100 will increase quail hatches.
- Reduces loss due to malnutrition.
- Easy and inexpensive to feed.
- Holds coverts to given areas.
- Provides healthier — heavier birds.

*Patent Pending
Ask your dealer for complete details.

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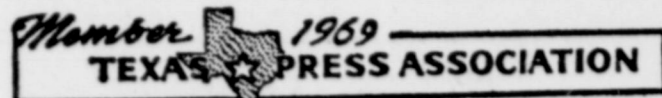
Morton Tribune

OFFICIAL NEWSPAPER OF COCHRAN COUNTY
"TEXAS' LAST FRONTIER"

Published Every Thursday Morning at 106 N. Main St., Morton, Texas 79346

BILL SAYERS, Editor and Publisher

Entered as second class matter at the post office in Morton, Texas, under the Act of Congress of March 8, 1879.



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SOMETIMES IT COSTS teen-aged offspring a good deal of effort to keep their parents on the straight and narrow, and I for one am glad they know the score and are willing to divulge it to their elders.

The other day after an afternoon of shopping in The City with my daughter, I was feeling indulgent and decided to treat us both to a show.

"DAUGHTER," says I, "guess what. You know that movie that part of it was filmed on the streets down in Big Spring?"

"You mean Midnight Cowboy?"

"Yeah. Well, it's showing right here in The City and your Aunt Marie that lives in Big Spring thinks maybe she might be in some of those scenes filmed on the streets there. Let's go. I'm treating."

"MOTHER! YOU CAN'T GO TO SEE THAT! It's Code X."

"Well, so? You're 18. Just how often do you have a chance of seeing one of your relatives in a real live movie?"

"Really, Mother, I don't think you should see it. What I mean is, I don't think you'd like it, and I don't have my ID card with me."

"Well, I'll vouch for your age and how do you know what I'd enjoy?"

"MOTHER, it's about two male prostitutes."

"Two WHAT?"

"I tried to tell you."

"Well, I see what you mean. Surely your Aunt Marie didn't know what it was all about or she wouldn't have been on the street while they filmed THAT thing. Let's see that one with Richard Burton and Rex Harrison, then."

"STAIRCASE?"

"Yes. I love to see Richard Burton act and Rex Harrison, too. They're both great and I'm still treating."

"Uh, Mother, uh, listen. I don't think you should see that one, either."

"Whaddya mean, I shouldn't see it? You're the teen-ager."

"Well, you wouldn't like it. It's not very nice."

"REX HARRISON not nice? I can't believe it!"

"Well, he and Burton play homosexuals."

"Oh, I see. Well, uh, here's one that sounds real sweet with Mia Farrow. Rosemary's Baby. A good family type thing."

"Mother, uh, it's really not a family type show."

"No? It's not really about a baby?"

"Well, yes, but see, the baby's father's the Devil."

"WHAT DID YOU SAY?"

"See, the Devil and Mia Farrow — well, later she had this baby . . ."

"Forget it, forget it! How do you know all this?"

"I keep up with the reviews and really, Mother, you shouldn't see any of those you've mentioned. You really shouldn't."

"I AGREE. Well, let's go to the one showing at the Blank. The Governor owns part of it and it's bound to be a nice and clean. Lese, the name of the show is Slaves."

"Mother, I hate to tell you this, but it's Code X, too. It's about . . ."

"Don't tell me, don't tell me!"

"REALLY MOTHER, you're going to have to start reading movie reviews yourself. There's just so many that you shouldn't be going to and I won't always be around to tell you."

"The Brick Dollhouse?"

"No! It's about these two women that . . . well, it's Code X."

"I guess we can go eat. I'll still treat."

"Sure. Don't feel bad, Mother. Movies are just that way now."

"REX HARRISON!"

"Sure. Let's go eat."

"And Governor Smith!"

"Oh well!"

"And even your Aunt Marie!"

"Well, let's hope she just THOUGHT she was in a street scene!"



FOR JOB WELL DONE . . .

FOUR MORTON YOUNGSTERS, just a few of the many who participated in the summer reading program carried on at the Cochran County Library during the summer months, receive their certificates for diligent effort from county librarian Hessie B. Spotts. The certificates are awarded by the state to children reading 12 or more com-

plete books during the summer reading program. With the beginning of school the children undoubtedly realized some benefit from their summer reading. Left to right the recipients are Anita Shelton, 24 books; Deborah Young 26 books; Patti Groves, 12 books; Jay Burleson, 12 books and the librarian.

Lubbock Chamber asks for Maid of Cotton contest applications

The South Plains Maid of Cotton Committee of the Lubbock Chamber of Commerce, has announced that application forms for contestants in this year's South Plains Maid of Cotton competition are now available at the chamber offices, 902 Texas Avenue.

The annual affair is a preliminary to the 1970 National Maid of Cotton Selection to be held by the National Cotton Council in Memphis, Tennessee in late December of this year. The winner of the South Plains Maid of Cotton selection is an automatic finalist in the national selection.

According to the committee, to be eligible for the competition, the forms must be submitted to the South Plains Maid of Cotton Committee of the Lubbock Chamber, not later than 5 p.m. September 18, 1969. Finals will begin at 8:30 a.m., Thursday, October 2, 1969. The Maid of Cotton Show will be held at the Lubbock Municipal Auditorium 8:00 p.m., Friday, October 3, 1969, where the reigning South Plains Maid of Cotton, Teri McKinley, a Texas Tech University sophomore, will give up her crown to the winner.

The 1966 South Plains Maid of Cotton, Nancy Barnard (it's now Nancy Rose), was selected as the National Maid of Cotton and hopes are high of a repeat this coming year.

Look Who's New

Jeffery Scott, son of Mr. and Mrs. Morris Peterson of Brownfield was born August 27 at 9:45 p.m. and weighed 9 pounds and was 23 inches long. Paternal grandparents are Mr. and Mrs. W. B. Peterson of Enochs and Mr. and Mrs. Marion McDaniels of Bula are the maternal grandparents.

John David, son of Mr. and Mrs. Nolan Harlan of Bula was born August 24 at 4:00 p.m. in the Amherst Hospital. He weighed 9 pounds. Grandparents are Mrs. Mary Britt of Amherst and Mrs. Lulan Harlan of Bula.

Cortez found a thriving cotton trade in Montezuma's Mexico.

Water group explains Procedure for claims

Conservation District No. 1 has received numerous inquiries about notices sent to landowners from insurance companies, urging them to file for their water rights, and as a result of the legal notices that were run in the newspapers regarding the Water Rights Adjudication Act of 1967.

Otha Dent, Texas Water Rights Commissioner, has noted that the adjudication procedures do not pertain to groundwater, or water from playas (the intermittent lakes that are found throughout the High Plains area). These adjudication procedures also do not apply to water used from streams for stock watering or domestic purposes.

Mrs. Ed Jennings hosts Whiteface Garden Club

"Flower Show Practice, Horticulture Grooming, and Mechanics" was the subject of the Comprehensive Study at the meeting of the Whiteface Garden Club, Monday evening at the home of Mrs. Ed Jennings. Mrs. D. L. Burris acted as Program chairman, with Mrs. B. J. Bills demonstrating Horticulture Grooming, using Dahlia specimen, and Mrs. R. D. Hensley, Sr. explaining the use of Mechanics in flower arranging.

Mrs. O. F. Hemphill was elected Club President for a two-year term ending, May 31, 1972. Election at this time was to insure the incoming President had the opportunity to attend the next Garden Club School which will be in October.

Further plans for the Whiteface Garden Club Flower Show and Bazaar, Sept. 27, were made with special emphasis on the bazaar plans. Cakes, pies, dried flower arrangements, handicrafts, patterns and potted plants will be for sale.

This year the flower show will be held in the School Cafeteria. All interested persons desiring to enter either arrangements or horticulture specimen in the show may do so by bringing them to the School Cafeteria before 10 a.m. Sept. 27. Club members are required to bring their potted plants on Friday, Sept. 26 between 3 and 5 p.m.

Members present were Mrs. J. L. Schooler, Mrs. J. W. Smith, Mrs. Woody Splawn, Mrs. D. L. Burris, Mrs. R. D.

Hensley, Sr., Mrs. Jerry Marks, Mrs. O. F. Hemphill, Mrs. S. J. Bills, Mrs. James Sinclair, Mrs. G. C. Keith and the hostess, Mrs. Ed Jennings.

Next meeting will be a workshop on Flower Arrangements at the home of Mrs. R. K. McCoy Sept. 15 at 8 p.m.

Bookmobile schedule

Wednesday Sept. 10, Whiteface No. 1 — 9:30 — 10:30; Whiteface No. 2 — 10:30 — 11:00; Lehman, 11:05 — 11:30; Bledsoe, 12:00 — 1:00; Maple, 2:15 — 3:15.

Research foundation sets annual field day

Hundreds of West Texas area farmers are expected to be on hand September 11 for the 13th Annual Field Day at the High Plains Research Foundation.

With the addition of agricultural chemicals and seed distributor exhibits to the regular features, the Field Day is expected to be one of the most successful since the Foundation began in 1956.

The chemicals and seed displays will be exhibited in a tent on the lawn south of the Moody Building near area where field tours will begin.

The chemical and seed displays will become a part of the farm machinery exhibits which has proven to be one of the most successful features of Field Day activities. It is estimated that the farm machinery exhibits will number some 60 different exhibitors. Noting its popularity, Longnecker, Foundation director said the farm machinery exhibit grows every year.

Field Day activities begin with research plot field tours at 1:30 p.m. These tours will continue until 4:30 p.m. Foundation facilities will be open for inspection during the afternoon.

The evening program will begin 5:00 p.m. Guest speaker will be Congressman Bob Price, U. S. Representative 18th Congressional District.

Door prizes will be given away during the program.

A highlight of the program will be drawing for a free Hawaiian Vacation for two and \$500 in expense money. The vacation has been donated by Hale County State Bank, Plainview Coop Compress and Central National Bank.

Area residents are invited to attend the activities and view the latest research underway at the Foundation. Special areas of research includes new programs in minimum tillage, castor volunteer control and the swine feeding economics study.

The Board of Trustees will conduct regular business meeting the morning of Field Day.

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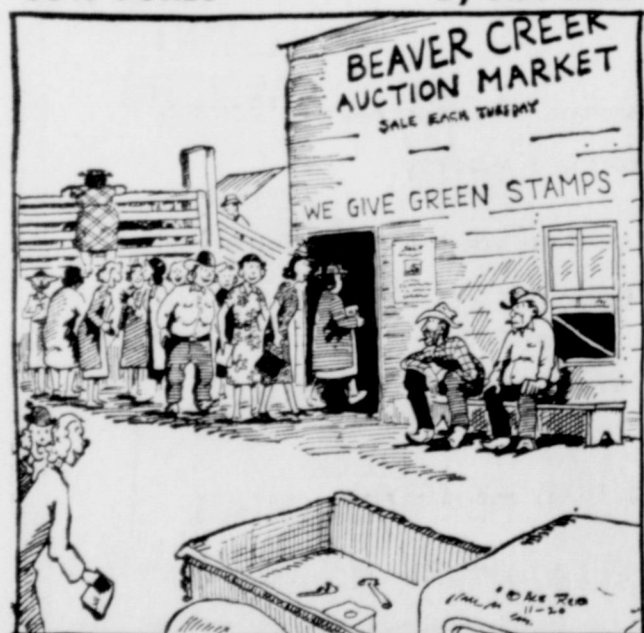
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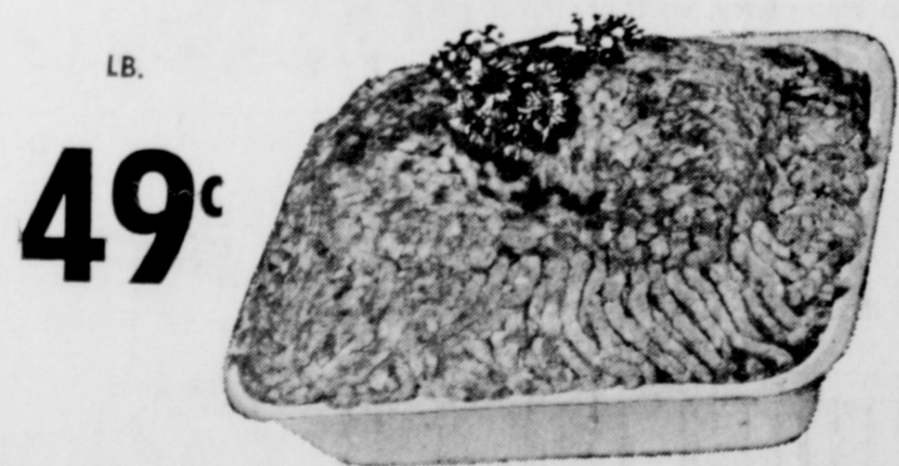
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