

Morton Tribune

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FATAL CRASH SCENE . . .

TWO OF THE VEHICLES involved in a three-car smashup that took the life of a Morton man and seriously injured another are shown above. The pickup in the foreground was driven by Raymond Devours of Whiteface who was injured. The death car had been removed from the scene when this photo was taken, but the third vehicle involved can be seen across the highway. Leo Pearson, 21, of Morton was killed in the head-on crash and the driver of the third car, Robert Kyle of Morton, escaped injury.

Cochran county residents have above-average buying power

Cochran County stands out as a strong market, with a buying power that is better than average. The finding is based upon a national economic survey covering the past year's business activity. The strong showing was due, in the main, to local consumers, who had more money at their command than in former years.

The extent of their spending and its effect on retail business in the area are revealed in the report, entitled "Survey of Buying Power." It was compiled and copyrighted by Sales Management.

Included in it are comparable figures on income and spending for communities in every section of the country.

It shows that net earnings in Cochran County were relatively high last year. After providing for their personal taxes, local residents had a net disposable income of \$22,563,000, as compared with the prior year's \$21,997,000.

Last what this was equivalent to, in terms of the individual family, was found

by dividing the total by the number of local households. It averaged out to \$11,875.

What did local residents do with their bigger incomes? They spent more for soft goods, food and services but held back somewhat in their purchases of big-ticket items.

However, despite the fact that they

See BUYING POWER, Page 7a

SPAG slates narcotic identification seminar

The South Plains Association of Governments in cooperation with the Texas Commission on Law Enforcement Officers Standards and Education will hold a two-day basic narcotic identification seminar at the Dickens County Electric Co-op Building, 1 mile west of Spur, Texas, this Thursday and Friday, August 27-28.

The 16-hour seminar will begin at 8:00 a.m. Thursday with registration and an introduction by H. Alden Deyo, Executive Director of the South Plains Association of Governments. Classes for the rest of Thursday will be devoted to the history of drug abuse; and discussions of marijuana, stimulants, depressants, opiates, and other hallucinogens.

On Friday, laws of evidence, search warrants, preservation of evidence, available laboratory aids, and Texas narcotic law will be covered.

Instructors for this seminar are being furnished by the Texas Commission on Law Enforcement Officers Standards and Education, Department of Public Safety, and Narcotic Agents from the State. Law enforcement officers from the 15-county south plains planning region have been invited to attend the seminar. Credit toward intermediate and advanced certification will be given those officers who attend.

A graduation ceremony on Friday afternoon will conclude the two day seminar.

A spectacular three-car smashup that strewed wreckage over hundreds of yards of Highway 116 approximately two miles northwest of Whiteface took the life of one Morton man and seriously injured another Monday afternoon.

Leo Pearson, 21, son of Mr. and Mrs. Don A. Pearson of Morton, was pronounced dead at the scene by Justice of the Peace Joe Gipson and Raymond Devours, of Whiteface, was taken to Cochran Memorial Hospital with what were thought to be serious injuries following the head-on crash. A third man involved in the accident, Robert Kyle, also of Morton, escaped serious injury.

Devours was later transferred to West Texas Hospital in Lubbock where he was reported in satisfactory condition suffering from cuts and bruises of the face, arms and chest. He was to be held for observation for possible internal injuries.

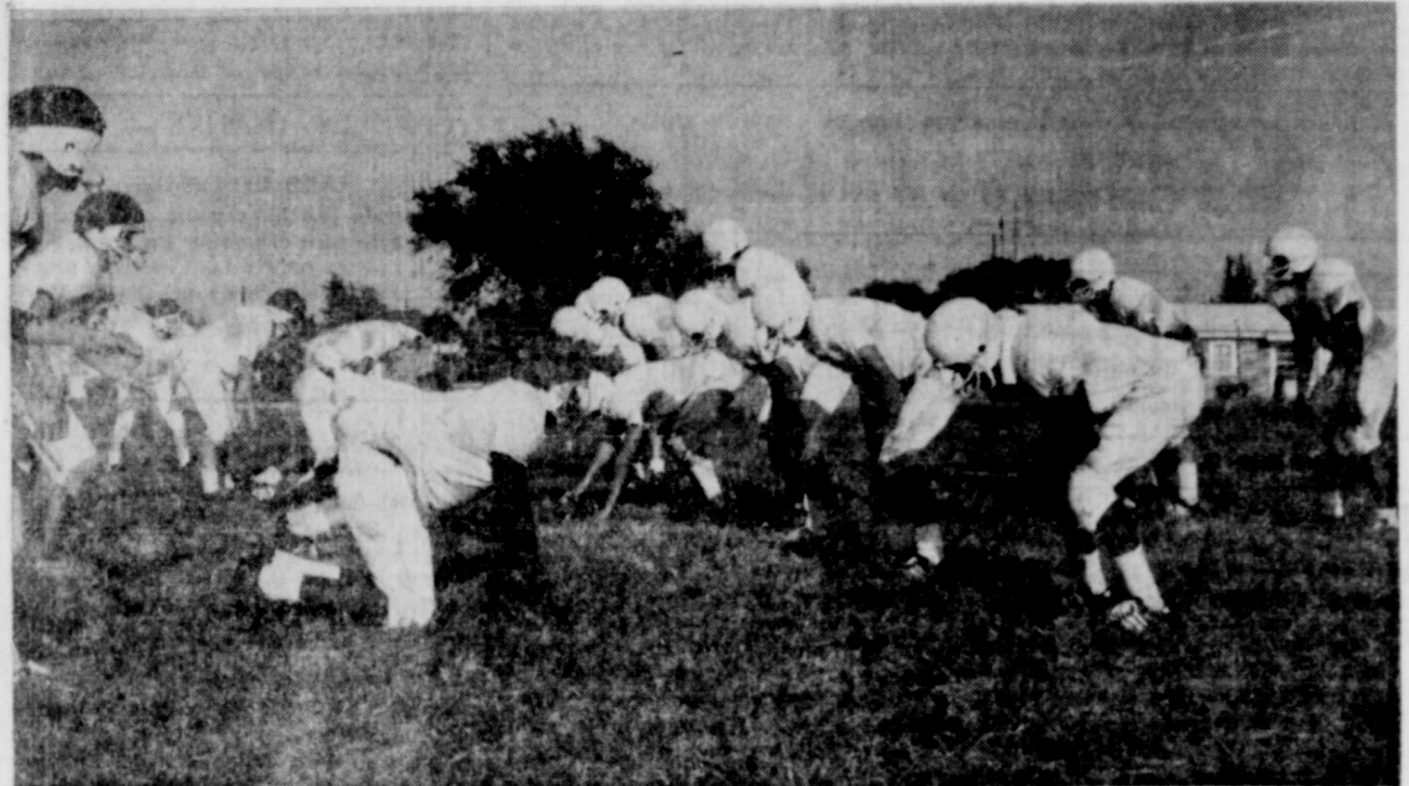
According to a report by highway patrolman D. E. Kuykendall of Levelland, the crash occurred when Pearson's 1962 Ford, being towed by a 1963 Ford driven by Kyles, went out of control following loss of control of his car by Kyles. Both vehicles were forced into the oncoming lane of traffic where they were struck head-on by a 1964 pickup driven by Devours. The two sedans were headed northwest at the time of the collision and Devours was headed southeast and pulling a fertilizer spreader.

All three vehicles were near totally destroyed with the entire bed torn from the pickup and the front end area completely smashed. No estimate of damage was immediately available.

Informed sources told the Tribune that Pearson had lived in this area for a number of years and attended school at Whiteface for some time. He moved to Morton approximately five years ago. He was employed by John A. Wheeler of Morton.

Funeral services for Pearson are to be held at the Smyer Baptist Church at 2 p.m. Friday. Arrangements are under the

See ACCIDENT, Page 7a



WHERE THE ACTION IS . . .

MORTON'S MIGHTY INDIAN football squad was rounding nicely into shape when the above photo was made during an intro-squad scrimmage last Friday. Friday night they will engage the Muleshoe Mules in a full fledged game

condition scrimmage which will mark the end of the two-day practice sessions. They will scrimmage Seagraves the following Friday and will open the season at home against the Plains Cowboys September 11.

Morton football squad facing first test Friday at Muleshoe

The Morton Indians will get their first test Friday night as they face Muleshoe in a controlled football scrimmage contest at Muleshoe. The teams will square off at 7 p.m.

The class Mules, strongly improved from last year's disastrous 0-10 season, will give the Morton coaches an opportunity to study the Tribe's strengths and weaknesses. Regular game conditions exist in scrimmage contests except that kickoffs and punts are not allowed. Generally one team will run 15 or 20 plays in a series from offense with the ball being returned to the twenty each time an offensive team fails to pick up ten yards in four tries.

Last year, Morton outscored Muleshoe by a couple of touchdowns. The Indians went on to rack up a 5-5 season mark while Muleshoe managed to score only one TD during the following ten regular games.

As two-day workouts draw near to conclusion, head coach Ted Whillock ex-

pressed a new optimism about his team's prospects.

More beef was added to the Indian line as veterans M. C. Collins and Monte Dewbre joined the squad along with senior lineman Doug Evans. Both Collins and Dewbre were starters last year and are expected to be the mainstay in the Indians' offensive and defensive forward wall this year.

Collins was named to all-district and all-regional honor teams last season.

Through Tuesday no major injuries had struck the Indians' workouts, but the possibility of Morton's being able to maintain a B team schedule remained in doubt. A shortage of sophomore candidates may force a cancellation of some non-varsity games.

The Muleshoe scrimmage will see the Indians unveil their new multiple offense and revamped defense. An even stronger test of the Indian attack will follow next week when the Tribe travels to Seagraves for a final pre-season scrimmage.

The Eagles, rated as the number one class A team in the state by some polls, will be seeking revenge for the tough time Morton gave them last year in a like contest.

Raising of children in Cochran county can prove expensive

In Cochran County, under present conditions, how much does it cost to raise a child from birth to age 18?

Most parents have no idea of the overall amount. Beyond recalling that at certain stages along the line the costs were unusually large, sometimes staggeringly so, they have never thought about their total expenditure.

A new analysis of such costs provides some answers. It was made by the Institute of Life Insurance, using data obtained from the Bureau of Labor Statistics, the Department of Agriculture and others.

The finding is that the amount spent by parents in rearing a child varies from family to family, but, in general, is closely related to income.

In some families, the outlay in the 18 years is equivalent to as much as 3.6 years of earnings, after taxes. In others, as little as 2.9 years of earnings are so spent. The average is slightly more than 3 years.

In Cochran County, where net income per family is currently in the \$11,000 to \$12,000 range, on average, the cost per

See COST OF CHILD, Page 7a

★ Get them now

Morton Indian football fans are urged by school officials to exercise their stadium seat options as soon as possible. The schedule of seat sales for last year has been lost and there is no way of knowing which seat belongs to whom, business manager Dub Hodge informs the Tribune.

So, if you desire the same seat you occupied last year, drop by the business office and state your claim.

Game tickets and seat prices are the same as they have been in the past with an adult season ticket costing \$7.50 and students tickets, \$3.75.

Seat reservations for the season are priced at \$5. Single game tickets are \$1.50 for adults and \$.75 for students.

There will be five home games again this season beginning with the Plains game on September 11.

Workshop on racial problems in schools given teachers here

All seventy Morton school teachers assumed one name this week — Terry (or Fern) Patterson.

The use of the fictitious name was a part of a two-day in-service program presented to the Morton faculty on Tuesday and Wednesday.

Several representatives of the Texas Educational Desegregation Technical Assistance Center, or TED-TAC, an extension of the University of Texas, visited the campus and guided the faculty into a simulated situation where the teacher would take a fresh look at his own situation.

The program presented material designed to help the school's faculty and administration recognize problems that may occur in a bi-racial or tri-racial system.

Utilizing film and slide programs, the Austin-based group led the Morton personnel in group discussions in which hypothetical situations were studied and solutions and alternatives were presented. The program was headed by Tomas Villareal, Jr., a 1965 graduate of New Mexico Highlands University.

The TED-TAC discussions have been presented to school faculties across the state.

The in-service programs for Morton teachers will continue through Friday as visual aids and instructive objectives workshops will be offered by local personnel.



CONDUCT SCHOOL WORKSHOP . . .

TASK FORCE MEMBERS from the Texas Educational Desegregation Technical Assistance Center (TED-TAC) of the University of Texas, are shown as they readied for a workshop they presented to Morton school teachers on problems encountered in a bi-racial or tri-racial system. The panel set up hypothetical racial problems and led discussions on

the proper solutions and methods of handling the situation resulting. Left to right, seated, are Clara Bon Scruggs, social worker with Headstart program and Nancy Johnson Joe Hernandez, Sally Jones and Angie McLaughlin, all consultants with TED-TAC. Standing are Tomas Villareal and Carl Pickhard, co-directors of the workshop.

Marble monument marked reign of Slaughter champion

By DAVID MURRAH

Not very many people, and certainly not very many bulls have had marble monuments dedicated in their memory, but Sir Bredwell was an exception.

Perhaps no other animal ever attracted so much attention during the years around the turn of the century. Colonel C. C. Slaughter's outlay of \$5,000 for the Omaha champion Hereford bull set the news wires buzzing about the fabulous price paid for the huge bovine.

As mentioned in a previous article in this series, the purchase brought Slaughter nation-wide attention. The purchase was the most exciting and spectacular event in Slaughter's 82-year career. He never ceased to praise the merits of the champion bull.

Bought in 1899, the bull served the Slaughter purebred Hereford cattle until the summer of 1904, when he developed what was diagnosed as "gastritis," or stomach inflammation. After a week's illness, the noble animal died.

Large headlines mournfully announced the end of Sir Bredwell and a Roswell, New Mexico, newspaper noted that the head of horns of the bull were going to be stuffed and sent to Dallas for display in Colonel Slaughter's office. The remains

were to be buried at the Slaughter Hereford Home on the outskirts of Roswell where a marble monument was to be erected "to his memory."

A royal burial was not out of line for the blue-blooded Sir Bredwell. From the very beginning of his ownership, the famous Hereford was considered and treated as royalty by Slaughter, other interested buyers, and the press. The famous meat packer, K. B. Armour, and a thousand others were interested in buying the animal because closing of the range in the cattle industry during the late 1800's had caused tremendous interest in purebred cattle.

The announced sale of Sir Bredwell attracted the interested parties to Chicago in 1899 for W. F. Sotham's Annual sale of bulls. Tension packed the sale ring when Sir Bredwell was brought in and as the millionaires squared off for the financial bidding. Prior to that time, \$3500 had been the highest price paid for a bull sold in public auction.

A dozen cowmen threw in their bid as the price started at one thousand dollars, and the price went up, a hundred dollars at a time.

See SIR BREDWELL, Page 7a

Cotton bale cost analysis report released by institute

A total of \$68.87 is added to the cost of cotton after it leaves the picker, according to a report released by the Cotton Producers Institute (CPI). It is considered production expense.

The study, conducted by the Department of Industrial Engineering at Texas Tech University, was based on costs in the Lubbock area. According to the report, this added cost amounts to over 10 percent of what a southeastern mill pays for a bale of cotton from the High Plains. Mr. Evans is chairman of the Cotton Producers Planning and Services Com-

mission. These factors combined to result in a fixed cost per bale as well as an excessive variable cost. But the study says that ginning costs could be reduced to 11.38 percent if the gin were operated 22 hours a day at 85 percent efficiency for 100 days.

A system of seed cotton storage is necessary for the farmer to realize this saving. Mechanical harvesters that gulp cotton from fields much faster than man compressed the ginning season from six months to two.

Mr. Forkner, a prominent producer and member from Lubbock participated in the research program last year by storing

seed cotton on the ground for up to 11 weeks. "There was no loss of quality, and the very little significant difference between seed cotton stored on the ground and that taken directly to the gin was in favor of stored cotton."

Mr. Forkner packed his cotton in ricks where it was picked up by the gin on a scheduled basis. "As far as I know at this moment, I'll put all my seed cotton on the ground this year." He cautioned farmers in other parts of the Cotton Belt that different methods of seed cotton storage may be more practical in their areas. The High Plains of Texas is a semi-arid region where fall rains do not provide enough moisture to deteriorate the cotton fibers.

"We have enough strippers here on the Plains to harvest all the cotton in three weeks, but it takes 8 to 10 weeks to gin it," Mr. Forkner said. "The purpose of storing seed cotton is to alleviate congestion at the gin, but now we're forced to store it in trailers which is one of the most expensive ways we can store it."

The report shows that storing seed cotton in trailers to await ginning costs an average of \$4.33 per bale.

It also shows that traditional practices such as pressing a bale twice before shipment to customers and cutting samples from pressed bales instead of automatically sampling the cotton as it is ginned are operations that increase the cost of the bale but do not add utility value.

Approximately \$25 per bale, or 5 cents per pound, could be saved if the advantages of automatic sampling, gin pressing to final density, and freight rate reductions were combined with the cost savings mentioned above.



A TOP TAP FAN . . .

GOVERNOR PRESTON SMITH (left) believes in buying and using Texas Agricultural Products and believes in promoting those products. Here he affixes a TAP (Texas Agricultural Products) sticker to his official state car while Bill Pierrat, deputy commissioner of the Texas Department of Agriculture, looks on. The Texas Department of Agriculture initiated TAP in 1968 to promote Texas foods and fibers.

Governor enthusiastic booster of Texas agricultural products

The TAP (Texas Agricultural Products) program has the support of Texas' top citizen.

Governor Preston Smith has again affirmed his support by affixing the bright black and green TAP bumper sticker next to his No. 1 license plate on his official state car.

Texas Agriculture Commissioner John C. White originated the idea of TAP in November of 1968. The primary goal of the program is to inform Texans of the limitless abundance and high quality of foods and fibers produced within the state.

Now nearly two years old, TAP has made great strides in the marketing and promotion of homegrown products. Specific items are chosen for promotion by the Texas Department of Agriculture's marketing division every two months.

A key to the success of the venture has been the cooperation of various commodity groups with TDA and with each other. Also of immeasurable aid have been grocers, radio and television sta-

tions, newspapers, banks, utility companies, legislators, and advertising associations for allowing TAP representatives to use their facilities without charge.

Governor Smith has twice signed proclamations supporting the efforts of Commissioner White and the TDA in the TAP program. It has been the steadfast support of Governor Smith and legislative leaders that has helped TAP with financial support.

Still another phase of the multi-faceted TAP program has been the TOT dinners. TDA marketing specialists recruited more than 20 sponsors to finance these gourmet meals, composed solely of Texas foods — shrimp to rice pudding.

Three Way news

The W. T. Simpson family spent last week fishing in New Mexico.

Mrs. Dutch Powell and girls spent Thursday in Lubbock.

Mr. E. T. Bateas spent last week at Lake Brownwood visiting his son and family the Wayne Bateas family.

Mrs. James Gillentine and boys from Lubbock spent Thursday and Friday with her parents, the H. W. Garvins.

Mrs. Troy Tyson and daughter from Levelland spent Wednesday night in the George Tyson home.

Mrs. Adolph Wittner and Kathy spent the first part of the week in Fort Worth visiting her sister and family.

The Muleshoe Chamber of Commerce gave an appreciation dinner for the Three Way school faculty and Trustees at the Three Way Cafeteria Friday night. All reported a good time.

Mr. and Mrs. Johnnie Wheeler attended the fat stock show in Lovington, N.M. Friday and Saturday.

Mrs. Gloria Duarte and Mr. Rankin attended the Headstart seminar in Lubbock at Texas Tech Thursday. The group had lunch at Furr's Cafeteria.

Mr. and Mrs. Nelson spent the weekend visiting the Bobby Carlises in Sherman. They were at Six Flags over Texas on Saturday.

We wish to express our sympathy to the family of W. T. Clark who was buried Monday afternoon at Morton.

Mr. and Mrs. Rickey Lindsey and girls from California are visiting her parents, the John Sheppards.

Mr. and Mrs. Mack Sides spent the weekend in Wheeler visiting his parents.

Three Way school started Monday with a full staff. The school has several new teachers on the staff this year.

Lisa Diane O'Brien honoree at shower

Miss Lisa Diane O'Brien, infant daughter of Mr. and Mrs. Michael O'Brien, was honored with a shower Thursday, August 20, from 3 to 5 p.m. in the home of Mrs. Elzie Browne.

Table decorations featured a pink binnacle with pink flowers.

Co-hostesses were Mesdames: Ross Shaw, Weldon Avery, Donnie Dewbre, James Dewbre, L. S. McCarty, Truman Smith, Weldon Mason and Dub Henry.

Out of town guests were Mrs. O'Brien's mother, Mrs. Edwin O'Hair; her aunt, Mrs. Jack Angley, and a cousin, Miss Jenny Angley, all of Earth.

Approximately thirty-five guests attended.

S. R. Hodges, relative of local residents, died in Quanah August 20. Hodge, 94, was a retired preacher and barber. Relatives attending the funeral Saturday were: Mrs. Eula Hodges, his daughter-in-law of Morton and granddaughters, Mrs. Donald Masten of Morton, Mrs. Mike Houston of Morgan City, La., Mrs. Helen Tinnin of Midland and Mrs. Gloria Taylor of Fort Worth.

About local folks . . .

by DUTCH GIPSON

Mr. and Mrs. LeRoy Johnson had as guests, their daughter and family, Mr. and Mrs. Truett Latimer of Austin. Their grandson, Jeff Latimer, has been at Timberline Trails Camp for boys at Tin Cup, Colorado. Other visitors recently were Mr. and Mrs. Roy B. Johnson, Lori and Karen of Dallas.

The O. A. Graves family returned to Morton early Saturday morning from a trip to Fort Worth where they visited in the homes of their daughter and two sons. The occasion for the trip was to celebrate the graduation of Mrs. Graves from Texas Tech University. Phil Graves and Steve Cox enjoyed a trip to 6 Flags and an all night visit with Cox's two aunts, Diane Cox and Christine Cox, of Dallas. Mr. Graves enjoyed an extended fishing trip in East Texas.

Mr. and Mrs. James Walker, Jimmy and Steve have returned from vacationing at Red River and Santa Fe, New Mexico.

Mr. and Mrs. Earl Polvado, Robin, Melanie and April have returned from a trip to Ruidoso, New Mexico.

Mr. and Mrs. Connie Gray, Glo and Carol have returned from a vacation to Grand Canyon and points of interest in New Mexico and Arizona.

Mr. and Mrs. E. L. Willis of Lubbock were weekend guests of her mother, Mrs. W. L. Miller.

Mr. and Mrs. Art Wall have returned after a two weeks vacation in Casper and Buffalo, Wyoming.

Arriving last Thursday from Houston were Misses Marcy and Jo Neavetts, granddaughters of Mr. and Mrs. Joe Gipson, also were Misses Beth LaBrito and Dana Aldridge of Houston. Marcy and Beth left early Friday for Santa Fe, N.M. for a brief visit with friends. They returned to Morton Tuesday accompanied by Paula Zuel of Santa Fe. Jo and Dana remained in Morton. The five girls left Wednesday for Houston where Marcy, Beth and Paula will enroll as 2nd year professional students at Dominican, Joe and Dana, who are seniors at Westburg High, will also be registering.

Mr. and Mrs. Carol Jean Baldrige of Ralls spent the weekend in Morton with the Truman Anglins.

Mrs. S. A. Ramsey attended the graduation of her son-in-law, Vernon Stokes, at Texas Tech University Saturday night. Stokes received his Doctorate degree in education.

Misses Joe Neavitt, Dana Aldridge and Shelby Race attended the performance of "Texas" in also Duro Canyon Monday night.

Mr. and Mrs. Paul Cornwell of Oklahoma City, Okla. were guests in her parents, Mr. and Mrs. Chester Bairds, home over the weekend.

Mrs. Johnny Reyes and John Jr., of Houston arrived in Morton last Thursday to attend the wedding of her brother, Higinio Vasquez, to atsy Louise Trezo.

Judge and Mrs. M. C. Ledbetter held open house in their mountain home in Ruidoso, N.M. for friends of long standing. Mr. and Mrs. Aub Latta and Mr. and Mrs. David Casey and daughter, Gretchen, of San Diego, Calif. Those attending other than the honorees were: Mr. and Mrs. D. C. Benahm, Mr. and Mrs. Hume Russell, Mr. and Mrs. Joe Nicewarner, Rev. and Mrs. Rex Mauldin and family, Mr. and Mrs. Bob Polvado, Stevie, Debbie and Susan, Mrs. Neal Rose, Mrs. Armie Love Hawkins, Mrs. Lessey Silvers all of Morton, Mrs. Francile

Hawthorne of Lovington, N.M., and Ann England of Midland.

Mr. and Mrs. David Casey and daughter, Gretchen, of San Diego, Calif. were guests of her father and family, Mr. and Mrs. P. B. Ramby. Mrs. Casey's grandmother who lives in Lubbock was also a guest in her son's home.

A back yard covered dish get-together honoring Mr. and Mrs. Aub Latta of San Diego, Calif. was enjoyed Monday night at the Hume Russell home. Attending were: Mr. and Mrs. J. C. Reynolds, Mr. and Mrs. Joe Gipson, Judge and Mrs. M. C. Ledbetter and Zoellen; Mr. and Mrs. J. W. McDermett, Mr. and Mrs. Truman Doss, Mr. and Mrs. Neal Rose, Mr. and Mrs. Lloyd Miller, Mr. and Mrs. Joe Nicewarner, Mr. and Mrs. Vernon Blackley, Mr. and Mrs. Loy Kern and children, Mr. and Mrs. Clyde Brownlow and family of Amherst, Mr. and Mrs. Billy Smart of Lubbock, Mrs. Lillian Williamson, Mrs. Lessey Silvers and Mrs. Armie Love Hawkins.

Mr. and Mrs. C. B. Burleson of Lake Jackson are visiting in the home of her sister, Mr. and Mrs. Bill Sayers, this week.

Mr. and Mrs. J. T. Porter of Pasadena arrived in Morton Saturday for a weeks vacation with her mother, Mrs. Charles Taylor.

Mr. and Mrs. Buddy Cook have returned home after a weeks vacation in the mid-western states sightseeing.

Miss Giorietta Gray entered West Texas State College Sunday, August 23. She will be a member of the college band. Accompanying her to the campus were her parents, Mr. and Mrs. Connie Gray and Carolyn.

Mrs. M. W. Ellington and daughter, Mrs. Joe Seagler, returned home Friday after several days of vacationing with Mrs. Seagler's children who live in Austin and Pasadena.

Mr. and Mrs. Buford Elliott enjoyed a few days the past week in Ruidoso, N.M.

Bill Gray, son of Mr. and Mrs. Connie Gray, received his business degree from Abilene Commercial College. He also attended Texas Tech University and is a graduate of South Plains College. Gray was invited to join the National Mensca Society, the membership of which is determined by the National Testing Bureau and only 2% of the nation is eligible.

Rev. and Mrs. Mearl Moore made a quick trip to Elk City, Okla. for a visit with their son, Larry, who is a senior there and will be graduating in the spring.

Rocky Hamilton, grandson of Mr. and Mrs. Fred Morrison, who has spent the summer here, flew to Tulsa Monday to enroll in school.

Mr. and Mrs. Charles McDermett entertained her parents, Mr. and Mrs. J. E. Walker of Ralls, and her sister, Mrs. George Duncan of Hobbs, with a dinner honoring their birthdays. Other guests in the McDermett home on Sunday was her niece, Ann Duncan, of Amarillo.

Mr. and Mrs. O. D. Chesshir and sons, Ernest G. and Mr. and Mrs. Donald Rhea Chesshir, Donna, Tammy and Don of Lubbock spent last week vacationing in Bal Mohea and the Fort Davis Mountains. Mr. and Mrs. Chesshir returned to Morton Friday.

Mr. and Mrs. John Hall and boys returned home this week after visiting with his brother and family in Grapevine.

Mrs. Ray Griffith and her parents, Mr. and Mrs. Lillard Thomas of Lamesa spent the weekend at the Griffith cabin in Ruidoso.

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SHOP IN MORTON WHERE THERE IS NO CITY SALES TAX!

ASCS Farm News

By John W. Hall

September 1, ASCS community committee election ballots will be mailed to eligible farm voters, according to Key, Chairman of the Cochran Agricultural Stabilization and Conservation Committee.

Each of the 5 ASC communities in county, three community committees and two alternates will be elected. The candidate receiving the largest number of votes becomes chairman; the second largest vote-getter, vice-chairman; the third largest, regular member; fourth and highest become first and second alternate members who are temporarily absent if a permanent vacancy occurs. Community committees are elected for one-year terms, beginning October 1. "It's very important that farm neighbors select their most qualified farm neighbors for community committee posts. Community committees elect the ASC Committee and choose its members. They also assist the County ASC Committee in local administration of farm programs and help keep voters informed on how the programs affect individual farm operations."

and obtain the signature of the witness in order for the ballot to be counted. A list of known eligible voters is open for inspection at the County ASCS office. Any person who believes he is an eligible voter but who is not listed should get in touch with the County ASCS Office as soon as possible, Key said.

Air conditioner use can help environment

Air conditioning is being used by an increasing number of homeowners to "enhance their environment," W. S. Allen, Extension agricultural engineer, says the problem of discomfort from high summer temperatures and humidity can be largely solved through the use of an air conditioner.

Window units, he notes, will perform better and more economically if the homeowner gives attention to a few simple operating guidelines. Window units should not be installed in windows exposed to extreme heat from the sun.

Make sure, he emphasizes, that electrical circuits are adequate to handle the requirements of the unit being installed.

The thermostat should not be set too low. The average comfort range, he notes, is from 72 to 76 degrees Fahrenheit.

Air filters should be checked at frequent intervals and cleaned or replaced so they can perform their important function.

High heat production areas, such as the kitchen, should be isolated from living areas whenever possible, suggests the engineer.

Blinds or shades should be closed or drawn in order to prevent the sun's rays from entering the cooled areas.

And finally, advises Allen, keep doors and windows closed. Units cannot be expected to cool an area larger than their rated capacity.

Mrs. James St. Clair and Mrs. Faye Mills attended Market in Dallas the first part of the week.

High Plains grain sorghum under attack by spider mites

Spider mites are attacking sorghum over the High Plains, according to a survey conducted by the Texas Grain Sorghum Producers Board. Heavy populations are found in some fields north of Lubbock.

Mites cause leaf deterioration, yield reductions, and lodging. They appear to build up faster on plants in the milk stage to maturity. Mites are small insects which are difficult to see with the naked eye. Their presence can be detected by a webbing on the under-side of the leaf. However, this is the advanced stage of infestation and control becomes more difficult. They are sucking insects and release a toxin material into the leaf as they suck the plant fluids.

What control measures are available? Little information is known in this region as to the best chemical procedure. In some areas resistance to chemicals has made spraying useless. Here it appears

(based on field observations) that chemicals are giving initial control, but have little effect on new hatches. As a result, more than one spraying will be required in order to break the cycle.

What is being done to gather more information for control recommendations? Texas Grain Sorghum Producers Board is conducting trials in cooperation with aerial applicators, chemical companies and Texas Tech University to help find the best control methods for now.

To date, we cannot make any definite recommendation except to say that liquid Di-syston has shown the most favorable results and it is not yet known how long this control will last or be economical. Also, keep your fields adequately irrigated.

If conclusive evidence is observed regarding effective control, TGSPB will immediately release this information.

Georgia professor named dean of Tech agricultural sciences

Dr. Anson Rabb Bertrand, professor of agronomy and chairman of the Agronomy Division at the University of Georgia, has been named dean of the College of Agricultural Sciences at Texas Tech University.

He succeeds to the post vacated when Dr. Gerald Thomas resigned earlier this year to accept the presidency of New Mexico State University at Las Cruces.

Dr. Bertrand, currently working on an agricultural project in east Pakistan, will assume his duties here after Jan. 1, 1971, said Texas Tech President Grover E. Murray.

Dr. Sam E. Curl, associate dean of agricultural sciences, will serve as Interim Dean until the arrival of Dr. Bertrand.

"Dr. Bertrand's long experience in the Agricultural Sciences and his own specialty in the soil sciences and water will make him especially helpful in the agricultural field in West Texas," Tech Executive Vice President Glean E. Barnett

said. "That he is a Texan by birth adds dimension which will make him more understanding of our problems and more able to work with Texans. Under his leadership the development of the College of Agricultural Sciences should proceed at a fast pace," Barnett said.

Prior to joining the University of Georgia in 1967, Dr. Bertrand served three years as branch chief of the U.S. Department of Agriculture at Athens and, from 1961 to 1964, as research director of the U.S. Department of Agriculture at Watkinsville, Ga. He was a professor at Purdue University from 1955 to 1961.

The 47-year-old educator was born in Gatesville, Tex., and earned his bachelor's degree in agriculture education at Texas A&M University. He received his master's degree in agronomy at the University of Illinois in 1949 and his Ph.D. in soil physics at Purdue in 1955.

Dr. Bertrand is author and co-author of more than 35 articles published in scientific journals and has served as associate editor of The Journal of Soil and Water Conservation and of Soil Science Society Proceedings.

He is a Fellow of the American Society of Agronomy and a member of Sigma Xi, Gamma Sigma Delta and the American Society for Advancement of Science. Other organizations in which he holds membership include the Soil Conservation Society of America, the International Soil Science Society, the Soil and Crop Science Society of Florida and the Georgia Academy of Science.

Cotton Talks

The report of the Texas Crop and Livestock Reporting Service on acreage, yield and production of cotton, just released, shows 1,418,690 bales (500 pounds gross) produced in the 25 High Plains counties represented by Plains Cotton Growers, Inc. The total is down from 1,662,300 bales grown in 1968 but still represents 49.6 percent of the State's 2,882,000 bale total and over 14 percent of the 9.9 million bale total grown in the U. S. Running bales for the area were reported earlier by the U. S. Bureau of Census at 1,392,800. Statewide production in running bales came to 2,806,926 in the Census report.

The TCLRS report for 1969 reveals an average yield per harvested acre for the Plains counties of 349.2 pounds, compared to 1968's yield of 496 pounds. The State average yields per harvested acre for 1968 and 1969 were 410 and 294 pounds, respectively.

Weather in 1969 cost High Plains farmers 226,250 acres of cotton, 10.4 percent of the 2,173,950 acres originally planted. Abandonment of acreage between planting and harvest time across the State came to 9.7 percent. Adverse weather was responsible also for the drastic drop in per acre yields last year.

TCLRS figures for irrigated cotton harvested on the Plains total 1,256,600 acres or 64.5 percent of total acres harvested. Yield on irrigated acreage averaged 404 pounds per acre as opposed to a yield of only 255 pounds on the 35.5 percent grown under dryland conditions.

The chart below shows planted acres, harvested acres, percentage of acres lost, average yields per acre and total production in 500 pound bales for each of CG's 25 counties in 1969.

Look who's new

Stephanie Diane, daughter of Mr. and Mrs. Steve Ellis, Stephanie arrived Friday, August 21 at 12:30 p.m. and weighed 8 pounds and 9 ounces.

Mr. and Mrs. Sylvan Amyx and son, John, of La Grange, Indiana, Patsy Amyx and son of Kingsville, Mrs. Clint Condry of Abernathy, all former residents of Morton were guests Monday in the home of Mr. and Mrs. Amos Taylor and Kenneth.

Comments on Conservation

Ding! Dong! Bell! and summer is over and school, youth, and education become the center of attention again. Progress in the past has come primarily through equipping youth with the moral, mental, and physical training needed to carry them across the threshold that exists between youth and few responsibilities and adulthood and full responsibility.

The field of conservation is no different. The hopes in conservation of our natural resources lie in how well youth is educated in what is needed to "conserve and preserve. Knowledge is of little value unless put to use. Therefore, some way, somehow, educators must help instill the desire in youth. "SCS and Conservation Education" is the title of a recently published leaflet that explains the importance of teaching conservation to students and tells how Soil Conservation Service employees can help.

We agree with SCS State Conservationist Clyde W. Graham. Mr. Graham said, "We believe that everyone needs to be informed about the true meaning and importance of conservation. A good place

to start is in school. Students need to learn that conservation means more than merely saving or setting something aside. It means intelligent use, development, restoration, and conservation of natural resources. We, of course, are especially interested in land, water, plant, and wildlife resources, but oil, gas, and other resources are important, too."

Free copies of this leaflet are available and should be helpful to teachers who include conservation in their teaching plans.

ONE OTHER BIT ABOUT EDUCATION — Several land areas in the state of Texas are devoted to helping increase knowledge. The James E. "Bud" Smith Plant Materials Center at Knox City is used to evaluate new grasses, forbs, and legumes. A field day will be held at this center on September 30. Make plans to go with me; you might see some plants that you would like to try on your farm. Stephanie Diane Ellis-welcome to Morton. Your daddy has been passing out some specially wrapped cigars in your honor. Congratulations to your mom and dad, Mr. and Mrs. Stephen Ellis.

TSTI announces times, dates for registration

Evening Class enrollment at Texas State Technical Institute at Amarillo will be held September 2, beginning at 7 p.m., says Verdell Turner, State Tech Registrar at the Mid-Continent Campus.

The Evening class enrollment will be in two sections, said Turner, with those whose last names begin with the letters A through J, enrolling at 7 p.m. and K through Z enrolling beginning at 8 p.m.

Evening classes are being offered at State Tech in Airframe Mechanics, Commercial Art and Advertising, Technical Communications, General Drafting and Blueprint Reading.

Enrollment for day classes will be held September 1 with those whose last names begin with:

- A through D . . . reporting at 8:30 a.m.
 - E through J . . . reporting at 10:15 a.m.
 - K through P . . . reporting at 1:15 p.m.
 - Q through Z . . . reporting at 2:45 p.m.
- Courses being offered to day students include Airframe Mechanics, Building Construction Craftsman, Graphics and Design Technology, Commercial Art and Advertising, Technical Communications, Livestock and Ranch Operations and Farm Machinery and Industrial Mechanics.

Rev. Moore speaks at Tops meeting

Rev. Mearl Moore spoke at the meeting of the Lighter Later Tops Club Wednesday, August 19, in the First United Methodist Fellowship Hall. He gave a program on art and did a painting using brown tones.

Gene Bridges led the group in saying the Tops pledge and Brenda Gardner called the roll. Marie Adams had the best weight loss of 2½ pounds and Yvonne Egger lost 3¼ pounds for the week of August 12.

Mrs. Gardner presented Rev. Moore with a gift in appreciation of his program.

Smith transferred

Marine Private David A. Smith, husband of the former Miss Edna S. Womack of Whiteface, Tex., reported for duty with Marine Aviation Training Support Group, Naval Air Station, Lakehurst, N.J.

Doug Corey, son of Mr. and Mrs. Bob Cross has returned to A&M College to enroll for the fall semester.

Sell Out Sale '70's

Now Is the Best Time of the Year to Buy a New Chevrolet or Olds at Best Possible Prices!

BEAT THE PRICE INCREASE
It looks like a substantial price rise in all 1971 models

- ★ Complete Selection Olds 88s & 98s
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IMMEDIATE DELIVERY

All cars and pickups in stock are sitting on "Ready" - Ready to go!

Big! Big! End of Model Year Bargains

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Just A Reminder . . .

That the Big Ben Franklin

BACK-TO-SCHOOL SALE

is still in progress with outstanding bargains in all the students' needs.

Shop for the entire family while these outstanding bargains last.

Official school supply list for each grade is available at Ben Franklin.

BEN FRANKLIN

Westside Square Morton

DRY CLEANING SPECIAL!

through Month of August

6 PIECES OR MORE 60¢ Ea.

Any Item of Clothing May Be Included

Don't miss this special bargain rate. Bring in all those items of clothing — Men's, Women's, and Children's, and take advantage of this very special offer.

Get the youngsters ready for back-to-school with expertly cleaned clothes during this special which will continue through August.

Strickland Cleaners

220 W. Washington Morton

Scholarship golf tournament at Brownfield in September

The South Plains Chapter of the American Petroleum Institute will host the 16th annual scholarship Blind Bogey Golf Tournament at the Brownfield Country Club on Friday and Saturday, September 11 & 12, 1970. The tournament is open to anyone wanting to play.

This tournament provides the funds for the Petroleum Institute Scholarships at Texas Tech, currently providing four (4) yearly scholarships of \$500 each. The scholarships are disbursed by the Texas Tech University Office of Scholarships. Recipients are determined by a Scholarship Committee composed of need and scholastic achievement of residents of a fifteen (15) county area of the High Plains.

Two additional scholarships of \$250 each are to be available this year for the time for students at South Plains College at Levelland. The recipients are determined by the officials of South Plains College.

Prizes and contributions are donated by many businessmen of the area involved and they come from merchants and

companies who are indirectly and directly associated with the oil industry.

This year will be two "special" prizes. The Bowman Motor Company of Brownfield, Texas is donating a 1970 Cadillac for a hole-in-one and Charlie Price Real Estate of Brownfield, Texas is donating a mini-bike for a hole-in-one. This raises the total value of prizes to \$17,500.

Starting times for foursomes can be obtained by contacting Mike Dugger at the Brownfield Country Club. The entry fee is \$5.00 per person, which includes a ticket for the Saturday Stag Barbecue.

W. T. Clark rites held in Morton

Funeral services for Warner Thomas Clark, 87, of Maple were held at 3 p.m. Monday, August 24, in Singleton Funeral Home Chapel. The Rev. Paul McClung, pastor of the First Baptist Church, officiated. Burial was in Morton Cemetery.

Clark died at 7:10 a.m. Sunday in Cochran Memorial Hospital following a lengthy illness. He had been a resident of Maple for 42 years.

Survivors include a niece, Mrs. D. C. Terrell of Maple and several other nieces and nephews.

Pallbearers were D. Tucker, Rayford Masten, Bud Warren, Weldon Avery, Pete Tarellon and Paul Powell.

Visiting in the George Trejo home this week are her mother, Mrs. J. M. Gellejos, her daughter, Delilah Trejo and nieces Bernadette and Elaine Lujon all of Colorado Springs, Colo. They will attend the wedding of Miss Patsy Trejo and Higinio Basquez, Jr., Saturday at 2 p.m. Friends of the couple are also invited to attend.

One-fourth of gasoline tax is used for public education, balance for roads.



TEXAS ROYALTY . . .

COLONEL C. C. SLAUGHTER, right, the "cattle king of Texas", displays his \$5,000 champion Hereford bull, Sir Bredwell, soon after the exciting auction in which the Texas cowman outbid meat packer K. D. Armour and many others for the Omaha champion. (photo courtesy of Mrs. Richard Bauer and Mrs. Lloyd Miller.)

Buying power . . .

from page one

did not go all-out in their spending, they made it a good year for local merchants, who chalked up a sales total of \$6,873,000.

The survey gives each community a performance rating based upon the amount of retail business actually done as compared with the estimated full capability of the area.

This is done through an "index of buying power," a weighted figure involving income, population and sales.

Cochran County is given an index rating of .0031, which is the percent of the nation's business it is believed able to produce.

Since less than that was done during the past year, .0020 percent, it is concluded that a fair amount of the local purchasing potential has not yet been attained.

Cost of child . . .

from page one

child comes to approximately \$37,900.

With one exception, this financial burden is spread out over the years. The exception is the very first outlay — for the birth of the child. This averages \$380. Medical needs thereafter are estimated at \$2,490.

In most local families, a principal item of expense is food. With prices as they are now, the food bill for the 18 years is placed at \$8,020. A girl consumes about \$500 less than that and a boy \$500 more.

Clothing expenses per child are figured at \$3,790, making allowance for the fact that hand-me-downs are sometimes available. Transportation expenditures add another \$3,800.

Beyond these, there are the outlays for recreation, personal care, the share of the housing expenses attributable to the child and the cost of education up to, but not including, college. That comes later.

For the 140 or so youngsters in Cochran County who are reaching age 18 annually, the total outlay on the part of their parents comes to approximately \$5,306,000.

Sir Bredwell . . .

from page one

Colonel Slaughter entered the bidding with a two thousand dollar offer; others began to drop out. When the figure reached the three thousand mark, a lull halted the bidding. Armour faded, but a northern breeder renewed the attack with a \$3100 offer.

Slaughter and the yankee alternated bids until the price reached \$3500. It was Slaughter's turn. No one else had ever paid over that mark.

The auctioneer looked Slaughter squarely in the eyes. Feeling his proudest, the Texas cowman said softly, "Let the record break."

His words brought down the house. Slaughter reported later, "When the record was broken by my bid of \$3600, everybody went wild. Hats and overcoats were thrown in the air, and men laughed, cried and shouted."

After the excitement was over, the price spiraled upward until Slaughter had outspent his opponents.

A Minneapolis lawyer penned a Shakespearean description of the big sale, and the poem was printed in several papers. Accenting the royalty of Sir Bredwell, the account served as a noble tribute to Slaughter's accomplishment:

A MODERN TOURNAMENT
"Bring Forth the Bull," and at the word,
Behold, the noblest of the herd!
An instant every head was bare,
For majesty itself was there.
With stately step and fearless eye,
Amid the crowd that pressed him nigh,
A hereford of the purest strain
He stood — the monarch of the plain.
A thousand men with eager eyes
Keenly surveyed the captive prize. . .
And now the master of the ring
Began the monster's praise to sing.
Extolled his size, his weight, his breed—
Each point could tempt a herdman's greed —
And bade them name the price in gold
At which Sir Bredwell should be sold.
"One thousand dollars," said a voice,
And man by man increased the price
By tens and twenties in a flood,
Until two thousand strong it stood;
And here the general throng withdrew,
As having paid their tribute due,
Leaving to further press the fight,
Two kings of gladiatorial might.
One, leader of that mighty clan
Who wield the cleaver and the can

(Armour);
The other from the far Southwest
(Slaughter) —
A plainsman, void of seal or crest,
Yet ruling o'er a larger state
Than many an Eastern potentate;
O'er flocks and herds, an uncrowned
king —
These stood beside the battle ring,
While "Armour!" "Slaughter!" was the
cry.
And prompt the war waxed fierce and
high . . .
"Thirty-five hundred," Armour named;
"The record breaks!" the king exclaimed.
"Thirty-six hundred then he'll bring!"
Called out the master of the ring.
The scene might well the title bear
Of "Slaughter of the Armourer" . . .
But as the king surveys the field,
Behold, four knights come spurring on,
Just as he deems the battle won.
They raise the pennon from the dust,
While Slaughter cries . . .
"Come on, my braves; to horse! to
horse!
We'll see who bears the stoutest purse!
For know Sir Bredwell said to me,
I crave your hospitality;
Nor will I pause until he reigns
The Monarch of the Texan plains.
Lay on, Macbeth! Lay on, McDuff!
Damned by the first who cries 'enough!
At "forty-nine" at last they pause,
While Slaughter jeers their hopeless
cause,
And bodily shouts, "A hundred more!"
None answer, and the fight is o'er . . .
No bull fight this of ancient Spain,
No gaping wounds, nor heroes slain;
This verse is but the halting tale
Of Sotham's annual Hereford sale.

"Today, our land has taken on totally new values. These include the productive source of our food and other living essentials, watershed areas subscribing community stability and well-being, recreational space and wildlife habitat, wilderness or other unspoiled natural areas for the enjoyment of all citizens, and living and industrial working space for our 190 million people who are increasing their numbers by 2 3/4 million every year." — D. A. Williams, Past Administrator, Soil Conservation Service

Claims for a veteran's burial expense, not to exceed \$250, may be filed within two years by the undertaker or person who bore the expense.

Accident . . .

from page one

South Plains Funeral Home
Lubbock.
He is survived by his wife Willie May, his parents, one grandparent, Mrs. Esther Adams of Arizona; four sisters, Rena and Mary Helen and one brother, Dale, who at the time of the accident was en route home from service in Vietnam.

According to all available information it is thought to be the first traffic fatality in Cochran county in almost three years; it was the sixty third fatality on the South Plains for 1970. At this time this year there had been 85 South Plains traffic deaths.

ATTENTION ALL SHOPPERS!

THE GIGANTIC NEW YORK STORE BACK-TO-SCHOOL SALE IS BEING EXTENDED TWO MORE WEEKS

Prices are slashed so you can save up to 50% on hundreds of quality items throughout the store. Don't miss the fantastic bargains in this biggest of all back-to-school sales

Men's and Boys' SHIRTS Sizes 6-16 1.00	PIECE GOODS 42" Wide Rayon Velvet 7 Colors 3.37 Reg. 4.98 yd. Quality Fabrics 50% Dacron, 50% Cotton-Plaids and Solids Reg. 1.49 yd. .97c 50% Polyester 50% Cotton Reg. 1.98 yd. 1.37 62" Double Knit Reg. 6.98 yd. 4.97	Ladies' Nylon Seamless HOSE First Quality-Fall Shades 3 PAIR \$1
Girls' and Ladies' FLATS Reg. 4.00 Pair 2 FOR \$5	Men's and Boys' WINTER JACKETS GREATLY REDUCED Boys' Knit SHIRTS Sizes 3-7 ; 8-12 1.69 Values Values to 3.98 97c 2.37	Special For Back-to-School BOYS' WORK SHOES Sizes 3 1/2 to 7 — Reg. 7.98 3.99
Ladies' Laminated COATS With or Without Fur Collar Values to 22.95 13.97	Closeout Men's Turtle Neck Knits SHIRTS Famous Makes — All Sizes Solids and Fancies — Values to 7.95 1.77	Men's Blue Denim Western SHIRTS Complete Size Range — 4.98 Value 3.67
Chenille Bed SPREADS Full Bed Size 2 FOR \$5		

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You'll get more trunk room with a new flameless electric water heater! Convenient because it has no flue, needs no ventilation. Easy to install, economical to run, automatic, safe and absolutely silent. See your nearest appliance dealer or your utility representative now!

THAT ELEPHANT'S GOT TO GO!

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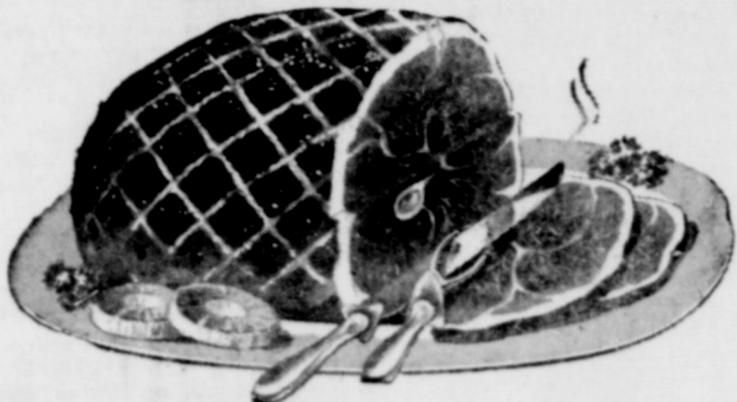
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Shankend LB. **49^c**

Buttend LB. **59^c**

Center Cuts LB. **99^c**

Beef Ribs LB. **39^c**

LUNCH MEAT

Pickle and Pimento Shurfresh Bologna, Olive Loaf, 3 6-oz. PKGS. **1⁰⁰**

Shurfresh CHEESE SPREAD 2-LB. BOX **99^c**

SHURFINE SWEET CUCUMBER CHIPS

3 PINT JARS **1⁰⁰**

DEL MONTE TOMATO WEDGES

4 303 CANS **89^c**

For Softer, Whiter, Fresher Clothes



Downy FABRIC SOFTENER

it's Concentrated

KING SIZE **1⁴⁹**

Shurfresh Salad Oil 24-oz. Jar **49^c**

Shurfine Prune Juice 32-oz. Bottle **49^c**

Spam Lunch Meat 12-oz. Can **49^c**

— FROZEN FOOD SPECIALS —



HEINZ Barbecue Sauce WITH ONION 26-oz. BOTTLE

69^c

Apple Juice Tree Top 12-oz. Can 3 FOR **1⁰⁰**

Corn on Cob Birdseye 4 Ear Pkg. **43^c**

Shurfine ORANGE JUICE

5 6-oz. Cans **1⁰⁰**



SHURFRESH CRACKERS

1-LB. BOX

23^c

Del Monte Italian

CUT GREEN BEANS 303 CAN 2 FOR **59^c**

Alka-Seltzer 25 Tablets **59^c**

Medical Center Alcohol, Isopropyl

Rubbing Compound **17^c**

Shurfine

Tooth Paste 6 1/4-oz. Box. **49^c**

Bufferin 100 Count **1²⁹**

Shurfine MOUTH WASH Pint Bottle **39^c**

HAWAIIAN PUNCH

Apple Punch — Lemon Punch — Red Punch — Grape Punch

2 46-oz. CANS **69^c**



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SAVE SHURFRESH COUPONS

CRISPY FRESH Produce

CUCUMBERS LB. **17^c**

Green Onions 2 BCH **15^c**

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