

# Morton Tribune

Serving Cochran and  
Southern Bailey Counties

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MORTON, TEXAS, THURSDAY, NOVEMBER 15, 1956

NUMBER 37

## MORTON FFA PLACES HIGH IN DISTRICT LEADERSHIP CONTEST

Levelland and Anton FFA boys captured first places in six contests between FFA boys from the area schools held in Morton Monday. Morton and Sundown captured the other two first places. A total of 146 boys, representing 27 chapters from the two-county district, competed in the contest and junior chapter achievement contest.

Levelland had 10 for its two firsts, & following in order were Whiteface, Sundown, Whitharral, and Ropes. Two groups, Snyder and Pettit did not place in any event.

## Trinity Baptists' Revival To Open Sunday, Nov. 18

Sponsoring their first Revival since the opening of the new church in Morton, beginning Sunday, November 18 and continuing through the 25th is the new Trinity Baptist Church.

James Carroll is Whiteface chapter supervisor, was on hand for the Leadership Contest.

## Joe Evans Still Unconscious In Dallas Hospital

Word was received in Morton this week that Joe Evans, who is in the Baylor Hospital at Dallas, following surgery there, still has not regained consciousness and is in critical condition.

## Choir May Sing For Legislature

The Morton High School Treble Choir has been extended an invitation by Rep. Waggoner Carr to perform before the State Legislature when it convenes after January for the Spring session.

## Indians Close With Home Tilt Against Friona

The Morton Indians entertain the Friona Chiefs Friday night in the final grid game of the season. The Morton and the Indians only hope of escaping the conference cellar lies in a victory.

## Dinner Sunday Is Jr. Class Project

The Morton High School Junior Class is sponsoring a dinner Sunday, November 18, at the County Activity Building.

## OFFICIATES AT UNCLE'S FUNERAL

Bro. and Mrs. J. E. Harrell of Morton recently were called to Hamam at the death of his uncle, J. R. Holcomb, at the age of 84.

## Large Audience Views Oldsmobile

Mortonites flocked in to see the new Oldsmobile as never before, last Friday and Saturday, according to H. S. Hawkins, owner of Hawkins Oldsmobile, who this week offered his thanks for the fine turnout.

## Senior Class Play Set For Nov. 26th

The Morton High School Senior Class play, entitled "Man Alive," will be shown in the Auditorium of the County Activities Building on Monday night, November 26th at 8 p.m.

# OPEN HOUSE AT SCHOOLS TONIGHT

## CAPPING CEREMONY SUNDAY FOR VOCATIONAL NURSE TRAINEES

The public has been invited to a capping ceremony Sunday afternoon, November 18, at 2 p.m., at the Methodist Church, for Class Members training to become Licensed Vocational Nurses and for a group who have already attained the rating of Licensed Vocational Nurse.

The seven class members who will be capped are: Mrs. Zettie Montgomery, Mrs. A. E. Sullivan, Mrs. A. L. Jackson, Mrs. Carl Kerrell, Mrs. Horman Wittie, Mrs. Florence Zuber and Mrs. H. D. Montgomery.

## CCC STRUCTURES WILL BE SOLD

The United States Government announced this week it was offering for sale, to the highest bidder or bidders, two 40' x 100' quonset structures (for not less than \$3,445 each) for storing or handling agricultural commodities.

The structures are in relatively good condition and are located as shown below at Lehman and at Whitetace.

## Band To Compete At Canyon, Sat.

The Morton High School marching band will make its twelfth final appearance at a football game this coming Saturday, November 17, when it goes to Canyon to participate in the West Texas activities.

The band will march in the Homecoming Parade at 10:30 a.m., attend a free barbecue on the campus at noon, and will go to the game between WTSC and Texas Western that afternoon.

## Seeks Parents Believed To Be Pulling Cotton

Has some area family lost a thirteen-year-old son? A thirteen-year-old youth in Ft. Worth leaves his parents, or at least mother, is pulling cotton somewhere in this area.

## Pontiac Dealer Says, 'Thanks'

Bedwell Implement found a new home for one of its beautiful new Pontiacs for '57, even before the crowd had time to see it last weekend.

## PEP SCHOOLS OBSERVING THANKSGIVING ON NOV. 29TH

Among the schools in the area closing for Thanksgiving on the "Original Thanksgiving Day" observed by the State of Texas will be PEP schools, according to Marlon McDaniel, Superintendent.

## TO TAPE GRID GAME

Radio Station KLVF of Levelland will tape record the Morton football game Friday night and play it back at 9:00 a.m. on Saturday.

# FORM CHORAL BOOSTERS

A meeting was held on Nov. 1 and an organization called the Morton Choral Boosters was established. The purpose of this organization is to aid in the advancement of the Morton High School Choir.

The choir is planning an extensive tour this year; the annual production "Indian Capers," an out of town trip and many other activities.

## PATRONS ASKED TO ATTEND FROM 7 UNTIL 8:30; PLAN SPECIAL DISPLAYS

Tonight, in honor of American Education Week, the Morton Schools are holding Open House in all buildings.

According to High School Principal, Jim Kidd, school officials and teachers are in hopes that a large percentage of parents will turn out tonight to visit the school and become better acquainted with the faculty.

## LIGHT VOTE IS CAST TUESDAY

Cochran Counties, in a very light vote, as had been expected, joined the rest of the State of Texas, Tuesday in overwhelmingly endorsing Amendment No. 9, to provide benefits for persons disabled during their working career.

## FHA Appointment Announced Here

Walter T. McKay, State Director at Dallas, has announced the appointment of Mrs. Norma Sue Travis as Assistant County Office Clerk for Emergency loans in the local Farmers Home Administration Office.

## CROP Program Is Aiding Hungarians

CROP is helping the war-torn waifs of Hungary and stands by for immediate calls from the Near East, it was announced this week by John Gillies, state chairman, through W. W. Smith, county chairman of the Christian Rural Overseas Program.

## Vote For Honors as 'Mies 3-Way 4-H'

Twelve Three Way girls are in the running for honors of being crowned Miss 4-H Queen of that school at a meeting of the Bailey County Farm Bureau at Three Way on November 26.

## Bake Show Saturday Morn.

A Bake Show, followed by a Bake Sale will be conducted Saturday at Tarver Furniture in Morton.

## Beverly Welch Is Chosen Sweetheart

Beverly Welch was named the Sweetheart of the Whiteface Chapter of Future Farmers of America recently.

## 4-H Achievement Program Slated Next Thursday

The 4-H Club members in Cochran County will have their annual Achievement Program beginning at 7:30 p.m. on next Thursday, evening, November 22. The program will be held in the Banquet Room of the County Activity Building.

## MOST MERCHANTS TO OBSERVE THANKSGIVING ON 29TH, HERE

When are Morton Merchants to observe Thanksgiving — that's the big question that has been asked hundreds of times this week as the "new" Thanksgiving Day, Nov. 22 approaches.

## J. T. Hamoud Dies Rites Saturday at Missionary Baptist

Funeral services were held at the Missionary Baptist Church in Morton Saturday at 1 p.m. for J. T. Hamoud, owner manager of S & H Variety and J. T. Hamoud Jewelry in Morton.

## Thanksgiving Meal Will Be Served By T & C Study Club

Tickets went on sale this week to a Thanksgiving Dinner to be served on Saturday, November 24, from 6 until 8 p.m. by the Town & Country Study Club.

## HOBO SUPPER PLANNED TONITE

Members of the local Rebekah's Lodge will have special entertainment in the form of a drill team on hand at the Activity Building on Thursday night (tonight) as they present their annual "Hobo Supper."

## Jaycees Planning Appreciation Nite Honoring Schools

A School Appreciation Night, with a special emphasis on acknowledging a job well done by the coaches and boys on the Morton Indian football team, will be sponsored by the Morton Jaycees a week from Friday night at the Activities Building.

## 4-H Achievement Program Slated Next Thursday

The 4-H Club members in Cochran County will have their annual Achievement Program beginning at 7:30 p.m. on next Thursday, evening, November 22. The program will be held in the Banquet Room of the County Activity Building.



# Let's Go Whiteface and Bula



Each week, since we sensed a district championship coming on for Bula and Whiteface, we tried to buoy them to better efforts by reminding them of the game coming up on Friday. They were all important games to would be champions. Now, Friday, these truly are the two big ones. Cooper and Southland, the only two teams that stand in the way of district titles. Go get 'em you Bulldogs and Antelopes. Make sure you win the title. As for Three Way, a win this week means a good season — you'll have won better than half your games. This is the week for a Morton win. This is the win that will give you a better record than last year. We know you have a far better team than last year. Prove it with a better record. **BEAT FRIONA, FRIDAY.**

## BEAT COOPER AND SOUTHLAND

Come On You Indians . . . Let's Rack Those Friona Chiefs!

- Hoffman Welding Shop  
North on the Enochs Highway
- Loran Distributing Co.  
headquarters for irrigation equipment
- Allsup Chevrolet Co.  
home of the sensational Bel Air
- Morton Tribune  
— and the Dollar Day Special —
- Trueff Food Store  
we give and redeem MORTON stamps
- Bedwell Implement & Pontiac  
Your M-M Dealer
- Morton Lions Club  
wednesdays at noon
- Morton Jaycees  
mondays at 12:00
- Morton Malt Shop  
Mr. & Mrs. Rob Richards
- J and B GROCERY  
Joe Mohmood and Son
- M. C. Ledbetter  
Cochran County Attorney
- HB Service Station  
Good Gulf dealers
- East Side Cafe  
Mr. and Mrs. O. D. Vernon
- Ed Howell Motor Co.  
See the new Buick, today
- 
- Nu-Way Cleaners  
Mr. and Mrs. Jack Wallace
- Morton Auto Parts  
Amos Taylor
- Morton Co-operative Gin
- Lindsey Feed and Seed  
the store with the checkerboard sign
- R. J. Merritt & Sons  
Magnolia Consignee
- Tarver Furniture Company  
your home should come first
- Banks - Ross  
your I-H dealer
- Morton Electrical Supply  
Mr. and Mrs. Fred Morrison
- Cochran Power & Light  
"Serving the Last Frontier"

**BULA BULLDOGS**  
1956 Football Schedule

We	They
40	Paint Creek 61
13	Roaring Springs 19
27	Union 14
46	Three Way 6
Open	
53	Smyer 7
21	Cotton Center 13
34	Pettit 12
67	Wellman 36
59	Spade 14
Nov. 16 - Southland (H) ★ ★ Conference Games	

**MORTON INDIANS**  
1956 Football Schedule

We	They
0	Seagraves 19
18	Portales 25
0	Muleshoe 7
7	Plains 19
13	Price College 0
6	Ralls 20
6	Farwell 9
0	Sudan 27
12	Springlake 31
Open	
Nov. 16 - Friona (H) ★ ★ Conference Games	

**THREE WAY EAGLES**  
1956 Football Schedule

We	They
12	Dawson 26
18	Loop 18
42	Pettit 14
6	Bula 46
31	Spade 6
13	Southland 19
7	Union 59
39	Wellman 21
Open	
31	Smyer 19
Nov. 16 - Cotton Center (T) ★ ★ Conference Games	

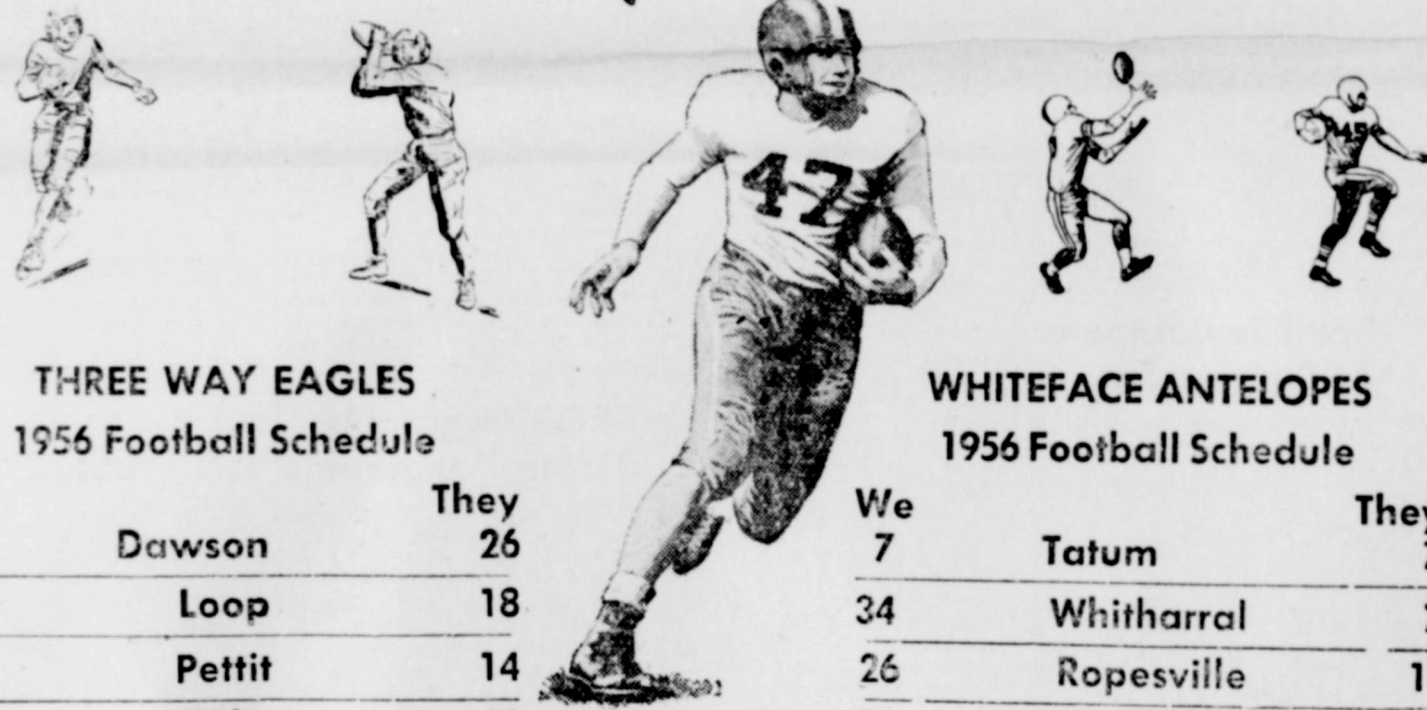
**WHITEFACE ANTELOPES**  
1956 Football Schedule

We	They
7	Tatum 7
34	Whitharral 7
26	Ropesville 13
19	Friona 6
Open	
34	Meadow 12
53	New Deal 19
44	Lorenzo 14
35	Wilson 26
25	New Home 14
Nov. 17 - Cooper (H) ★ ★ Conference Games	

- Hogan and Neely Oil Co.  
John Neely, mgr.
- Wallace Theatres  
Walter Sandefer, Manager
- McDermott Liquefied Gas  
on the Mule shoe Highway
- Collins Packing Company  
Custom Butchering
- Cochran County Gin  
Curtis Willoughby, Mgr.
- Seaney's Grocery & Market  
We Give Treasure Saving Stamps

- Rose Auto and Appliance  
Neal H. Rose
- Butler Body Shop  
Skinner Butler
- Morton Flash-O-Gas  
T. E. LYNCH, owner-manager
- Mrs. Lee Taylor  
county & district clerk
- Strickland's Cleaners  
Mr. and Mrs. R. C. Strickland
- Country Club Gin  
John E. (Tubby) Holloman

- Burleson Paint & Supply  
featuring Cook's paints
- Tarver's "66" Service  
R. T. Tarver, Sr.
- St. Clair's Department  
& Ben Franklin Stores
- Piggly Wiggly  
where you get S and H Green Stamps
- B & J Drilling Co.  
Bob Cook
- McMaster Tractor Co.  
Ford Tractors and Mercury Cars
- Willis Food Store  
we give Scottie Stamps
- Silvers Butane Co.  
M. A. (Button) Silvers
- Luper Tire Shop  
C. E. Luper
- Roy Weekes Insurance Agency  
Dorthea's Beauty Salon
- McAlister - Huggins  
John Deere Implement Dealer
- Hawkins Oldsmobile Co.  
home of the Futuramic Olds
- Smith's Furniture & Appliance  
We Redeem Scottie Saving Stamps
- Morton Florai & Greenhouse  
Mr. and Mrs. Lem Chesher
- Doss Food Store  
Double Frontier Stamps on Tuesday
- 
- Williamson Insurance Agency  
located in the First State Bank
- Willingham's  
Farm and Ranch Store  
"Featuring Paymaster"
- Western Abstract  
J. B. Knox
- Doty Battery & Electric  
Tokie Doty
- The Cotton Warehouse  
Fred Payne, Mgr.
- Reynolds Tire & Service Station  
featuring Texaco Products
- Cobb's Department Store  
"the house of famous brands"





### CHIELOS ENTERTAIN CAMP FIRE COUNCIL WITH CEREMONIAL FIRE

Chiehos Camp Fire Group and Girl Scouts presented a ceremonial fire as the program of the November meeting of the Morton Council of Camp Fire Girls, Nov. 5th, in the Bandroom of the Activities Bldg.

A girl answered roll call and recognizing that the day was one of thanksgiving, she was asked to express gratitude by lighting candles of work, health, peace and friendship. The candles were lit and all Americans and their friends were taken to other parts of the world whose only hope of peace is in us.

Prizes were presented to the girl and as she wears them she will have other experiences as a Camp Fire Girl. She sent school supplies to the children of Korea, Hygiene Kits to the children of Israel and seeds for a garden to South East Asia.

Those taking part in the ceremony were Glenda Chessier, Melba Cook Shirley Miller, Billie Crockett, Vivian Ledbetter, Linda Williams, Jimmie Ruth Stokes, and their leaders Mrs. M. C. Ledbetter and Mrs. Lloyd Miller.

Others present for the meeting were Board Members Harold Drennan, Hessie B. Spotts, and Mrs. Willard Henry.

#### VISITING DAUGHTERS

Judith and Mrs. G. A. Graham of Ruidoso, New Mexico have been visiting in Morton with their daughters, Mrs. Babe Vandenberg and family and Mrs. Louis (Snooky) Russell and family.

#### SON FOR JOHN E. HOLLOWMAN

Born Saturday morning in the Cochran County Hospital to Mr. & Mrs. John E. (Tubby) Hollowman was a son, weighing 7 lbs. He has been named John Emory Hollowman, II.

#### HOME ON LEAVE

Jackie Holleyman came home on leave this week from the U. S. Navy. Jackie, who has been in the service for 18 months, has

been stationed in Alaskan waters. He is to report to Long Beach, California when his leave is up on November 28th.

### 40 ATTENDED CEMETERY RITES VETERAN'S DAY

Approximately 40 persons gathered at the entrance to the Morton Memorial Cemetery Sunday, at about 3 p.m., as Morton paid tribute to veterans on Veteran's Day.

Rev. J. T. Harrell of the Methodist Church spoke to the gathering on the significance of the occasion to pay respects to those who gave their lives in the service of their country and to rededicate the living to the causes of freedom and faith in God.

A firing squad and color guard also took part in the occasion.

Early in the day, from 8 a.m. to 9 a.m., a sizable group of Mortonites had been served breakfast of pancakes, eggs, and bacon at the Activity Building in a Veterans' Day event.

The local VFW Post and the local Boy Scouts.

#### ART ON DISPLAY AT TECH

An Enochs woman, Mrs. Anna M. Motes is one of 85 art students who will have projects and demonstrations on display during the second annual Elementary School Art Conference at Texas Tech, on Saturday, Nov. 17.

#### HERE FOR WEEKEND

Mrs. Doris Baldwin was in Morton over the weekend visiting her daughter Mrs. Maxine McDaniel.

### WASHINGTON AND "SMALL BUSINESS"

For quite some time the nation's advertising men have been questioning the value of television advertising.

And it is perhaps an indication of that thinking that the use of television advertising, which was increasing by leaps and bounds, is leveling off, while newspaper advertising is showing consistent new gains.

The current investigation of television network practices explains a great many things about the television industry. This probe was started by the House Judiciary Committee, headed by Rep. Emanuel Celler, and has been taken up by the anti-trust division of the Justice Dept. So complicated did the investigation become that the FBI was called into the situation.

In a statement to the House Judiciary committee, Victor Hansen, Assistant Attorney General in charge of anti-trust matters, brought interesting facts to light.

Of the 457 television stations in the nation, only 35 are independent. The rest are either owned, or affiliated with one of the three networks.

The choice times on all these stations are controlled by the networks. Thus, depending on the network, to get good time, the advertiser must buy the complete network at a cost of from \$50,000 to \$90,000 per hour. Thus, local and regional independent business firms are arbitrarily ruled out of the "good" times when audiences are high, leaving only the so-called "dog" times available to them.

But there is another angle. In addition to the time costs, there is also the cost of the show, usually referred to as production costs. These usually either equal, or exceed the time costs. But networks are not only in the business of selling air time, they also own a great many shows.

Therefore, it often works out that an advertiser to get a time, say 8:00 P.M. on Tuesday nights, must also accept the network owned show. Take it or leave it, is the method of doing business.

Mr. Hansen also informed the committee that of the amount received by the network for time charges, half is kept by network owned stations, the rest divided among affiliated stations.

Thus CBS net has 25 stations, but owns only four of them. These four stations get half of the money paid for time by the advertiser, the other half is split up among 51 other stations. Another network has 100 stations, but owns only six, with the same arrangement prevailing.

Thus, network affiliated stations, receiving such a small share of the time charges for their best hours, try to make up for it by selling local advertisers the less desirable times at rates which make up for the losses they suffer on the time controlled on the station by the network.

In other words, in effect, local and regional independent advertisers are being asked by television stations to help subsidize the advertising of a few huge corporations who can afford to use network television. This is causing many advertisers to take a new, hard, long look at just what they are getting for money put into television. And at the same time, the anti-trust division of the Justice Dept. is taking a hard look at practices which on the present evidence, appear to conform very closely to monopoly tactics.



## SHUGART'S

### BIG STUDIO TRAILOR

IS BACK IN MORTON TO MAKE HIGHEST QUALITY PORTRAITS for LESS THAN HALF PRICE.

PHOTOGRAPHS for as low as \$1.00

Open On Thursday's Only

Across from the Post Office in MORTON

90 PER CENT MATCHING PAINTS FOR WALLS AND TRIM

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

Benjamin Moore paints

SEMI GLOSS FINISH

MORTON, TEXAS

### BARGAIN DAYS

NEW REDUCED RATES NOW IN EFFECT ON

## THE FORT WORTH STAR-TELEGRAM

... THE STATE PAPER THAT MORE PEOPLE SUBSCRIBE TO THAN ANY OTHER NEWSPAPER IN TEXAS

#### BARGAIN DAYS RATES

DAILY & SUNDAY	DAILY (WITHOUT SUNDAY)
7 Days a Week for One Year by Mail	6 Days a Week for One Year by Mail
REGULAR RATE \$18.00	REGULAR RATE \$15.00
BARGAIN DAYS RATE <b>13.95</b>	BARGAIN DAYS RATE <b>12.60</b>
YOU SAVE 4.05	YOU SAVE 2.40

Fill Out & Mail Today or Yourometown

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

MORE NEWS! MORE PICTURES! MORE COMICS! PARADE MAGAZINE SUNDAYS!

## FORT WORTH STAR-TELEGRAM

LARGEST CIRCULATION IN TEXAS - OVER 220,000 DAILY AND SUNDAY

AMON G. CARTER JR. President

### L'Allegros Hear Discussion On Children's Crafts

L'Allegro Study Club members met for their regular meeting on November 1st at the home of Mrs. Arlee Barnard with Mrs. Fred Stockdale as guest speaker.

Dorothy Barker introduced Mrs. Stockdale who gave a very interesting and delightful program on Children's Art Crafts.

Members made plans for the program "Canadian Water Project" which will be presented on Nov. 15 at the Morton Country Club with Merle Tripp, former mayor of Lubbock as guest speaker. The husbands of L'Allegros are invited.

Delicious refreshments of pumpkin pie, and coffee were served to the following: Mesdames H. B. Barker, Van Greene, T. A. Rowland, M. A. Silvers, T. K. Williamson, B. Vandenbergham, Eva Bowden, J. W. Earnes, Arlee Barnard, Bill Proctor, and the one guest, Mrs. Stockdale.

### Marching Band Enters Contests At Texas Tech

The MHS Marching Band will be one of numerous Texas bands to take part in the Region I Interscholastic League Marching Contests to be held at Jones Stadium in Lubbock on Tuesday night, November 27.

This event has been moved from Spring to Fall for this year and is to be called the "Gridiron Jubilee."

The public will be strongly urged to attend as the program will include approximately thirty marching bands, each performing a short individual show, a massed band performance, twirling routines, and special opening and closing routines. The entire evening's activities are being designed to show the general public one more phase of the importance of music education. More complete information will be published soon.

### Integration Is Discussion for 1936 Study Club

The 1936 Study Club met Wednesday, November 7th, at the home of Mrs. Ermon Miller.

Following a Social Hour at the meeting, during which the hostess served pie and coffee, the group considered the "Integration Problem in Our Community." The subject was presented and discussed by Mrs. Mary Gowdy and Mrs. Marvin Wilson.

Members present were Mrs. Lem Chessier, Dona Donohy, Gene Evans, Mary Gowdy, Bob Henthorne, L. F. Harroves, H. S. Hawkins, J. D. Hawthorne, John Holdner, Gene Knox, M. C. Ledbetter, E. A. Miller, Albert Morrow, Joe Niewarner, Neal Rose, Hume Russell, James St. Clair, E. L. Willis, Marvin Wilson and Bob Ramp.

# ALL that's NEW is OLDS!

Golden Rocket

Here's value that puts the accent on YOU! It's Olds for '57... with an exclusive new Accent Stripe. Seven Golden Rocket models include a new convertible and two new Fiestas. All with the 277-hp. Rocket T-400 Engine.

Starfire 98

Olds puts the accent on luxury! New Tech-Style Interiors... the sparkling action of the Rocket T-100 and new Jetaway Hydra-Matic... the ease of Safety Power Steering and Power Brakes are all standard features.

is OLDS!

SUPER

The accent's on action! Oldsmobile's Super 88 Series is geared for super performance... super power... with dual exhausts and the bristling action of the Rocket T-400 Engine. In six stunning models, including the new Fiesta. See Olds for '57 in our showroom now!

FOR '57... THE ACCENT'S ON

## OLDSMOBILE

COME IN! YOU'LL LIKE OUR QUALITY WAY OF DOING BUSINESS!

# HAWKINS OLDSMOBILE Co.

Phone 2621  
111 E. Wash. Ave.

SEE THE NEW 1957 ROCKET ENGINE OLDSMOBILES! NOW ON DISPLAY IN OUR SHOWROOM!

## WESTERN ABSTRACT COMPANY

ABSTRACTS, OIL, and GAS LEASE, MINERALS and ROYALTIES

M. C. Ledbetter Phone 2206 J. B. Knox

Eastside Square Morton, Texas

"So handy... I'll keep one myself!"

This year give an EXTENSION TELEPHONE for Christmas. You'll be thanked all year round for its convenience, privacy, protection. Gift-wrapped. Available in your choice of 8 lovely colors. For details, call our Business Office now!

## GENERAL TELEPHONE COMPANY OF THE SOUTHWEST

A Member of One of the Great Telephone Systems Serving America

## 666

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



KEEP THIS AD!

Over 20,000 Arthritic & Rheumatic sufferers have taken this Medicine since it has been on the market. It is inexpensive, can be taken in the home. For Free information, give name and address to P.O. Box 322, Hot Springs, Arkansas.

NEW EMPLOYEE FOR HOGAN - NEELY OIL CO.

John Neely of Hogan and Neely Oil company announced this week that Roy Hernandez, who has been employed by area service stations for some time, has been added to the staff of Hogan and Neely Oil Company, here.

In making the announcement, Neely said that he was also preparing to offer area truckers and stationary motor men diesel fuel as an added service.

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

For Tops in AUTO, TRUCK, or PICKUP

- OVERHAULS
Major REPAIRS
Small REPAIRS
or CHECKUPS

Bring your vehicle to Allsup's... our TRAINED Mechanics will do you a good job...

ALLSUP CHEVROLET CO. THE HOME OF THE RAM-JETS 113 EAST WASH. Phone 3361 MORTON

Services WILL BUY - Clean cotton rags, Tribune, Morton. COTTONSEED CLEANED Saw delinted, and treated for 2c per bu. Cleaned and treated for 2c per bushel. Williams Seed Cleaning Co. located on Clovis Highway, Muleshoe, Texas. 37-tfc

Services TOP PRICES FOR GRAIN SORGHUMS HANCOCK GRAIN CO. Phone 2181 Morton, Tex. 3 blocks South of signal light

Services TYPEWRITER and ADDING MACHINE SERVICE & REPAIR SELL or TRADE NEW and OLD Ed Summers MORTON TRIBUNE MODERN EXTRA NICE 3 Bedroom House \$9750.00 WILL TAKE ABOUT \$3500.00 to handle OR EQUAL VALUE in trade on Clear Property See Corky Evans or G. E. Worley 37-tfc

Notice PREPARE Your AUTO, TRUCK, for COLD WEATHER FLYING "A" ANTI-FREEZE NOW IN STOCK HOGAN & NEELY OIL CO. North on the Enochs Highway Phone 2361 Morton CHRISTMAS SPECIAL AIRWAY VACUUM SWEEPERS New low price, plus valuable premiums. Call for demonstration. Phone 4981 J. M. PHILBRICK or come to Taylor and W. 5th St. 37-tfc

Auto INSURANCE EASY MONTHLY INSTALLMENTS ROY WEEKES AGENCY ALL FORMS OF INSURANCE 215 South Main Dial 3601

Help Wanted Experienced BABY SITTER Wanted CALL Mrs. Corky Evans 3751 37-tfc

Save "MORTON" Profit Sharing STAMPS DOUBLE ON TUESDAY - ON ALL CASH PURCHASES

Table with 2 columns: QUALITY MEATS and For Your BAKING NEEDS. Items include Chuck Roast, Sirloin Steak, Club Steak, Fryers, Pecans, Baker's Coconut, Sun Spun Cherries, Eatmor Cranberry Sauce, Libby's Crushed Pineapple, Gladiola Cake Mixes, Ham, and Turkey.

SNOWDRIFT 3 POUNDS 89c

SUPREME CRACKERS lb. 27c LIBBY'S, No. 303 CAN GREEN BEANS can 25c MORTON SALAD DRESSING pt. 25c LIBBY'S, No. 303 CAN FRUIT COCKTAIL can 25c

FLOUR Aunt Jemima 25 POUNDS 198

Table with 2 columns: FROZEN FOODS and FRUITS and VEGETABLES. Items include Cape Ann Fish Sticks, Libby's Orange Juice, Morton Frozen Pies, Red Potatoes, Sweet Potatoes, Green Onions.

SUGAR Pure Cane 10 POUNDS 98c

HOME OF 'MORTON' SAVINGS STAMPS - Double on Tuesdays TRUETT'S FOOD We Deliver PHONE 4871

There's More To Good Vision Than Glasses

Cheated! By The Tests He Never Took

How were the grades on your child's report card? Doing as well as he is capable of doing? Could he be hindered by some visual difficulty? If a complete visual examination has not been made recently, it should be.

If your child DID have a visual examination within the last few months - was it complete? Or did the examiner spend only about 15 minutes changing lenses "to see what LOOKED best" on a DISTANT chart?

In school, it's more important that your child use his eyes properly WITHIN ARMS LENGTH. Then THAT'S where many of the tests should be made.

It may mean the difference between a prize-winner and a cheated child. Consult a Professional Optometrist practicing under his own name for a thorough complete Visual analysis.

Consult A Member of The Texas Optometric Association Look for this SEAL on your Optometrist's door, Your Assurance of Professional Visual Care.



- Littlefield Dr. B. W. Armistead Dr. Glenn S. Burk Dr. James E. Wolbencum Muleshoe Dr. B. R. Putman Levelland Dr. Wayne Hardy Dr. George Payne Slaton Dr. Joe Belote, Jr. Plainsview Dr. John P. Andrews Dr. Clovis Clough, Jr. Lubbock Dr. Davis Armistead Dr. Wm. Cauley Dr. C. Earl Hildreth Dr. C. M. Noel Dr. J. W. Kinard Dr. B. J. Welch

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

For Rent Unfurnished FOR RENT - Nice modern 3-room unfurnished apt. Southwest 2nd. T. W. Roberts, Phone 5551. 37-tfc

FOR RENT - Three room unfurnished apt. Albert Morrow, phone 4646 35-tfc

For Rent Furnished See Mrs. A. Baker for nice clean furnished air conditioned apartments. Priced \$10 per week and up. Phone 4071 - Morton Ind. Oil Co. 11-tfc

For Sale FOR SALE - One Hampshire Boar, 18 mo. old, R. N. Milligan, Goodland. Phone Maple 7-3145 37-tfc

FOR SALE - 1955 Ford tractor. See R. T. Tarver at Tarver station 37-tfc

FOR Sale - 4 row John Deere lister, planter, and cultivator. Willis Dykes at McMaster Tractor. Phone 2341 days 36-tfc

CIRCULATOR HEATER - for sale, 65,000 BTU. See Ermon Miller or Phone 5371. 36-tfc

HOUSE FOR SALE - 3 rooms and bath, backyard fence. Vernon Shaw, Phone 2596. 36-tfc

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

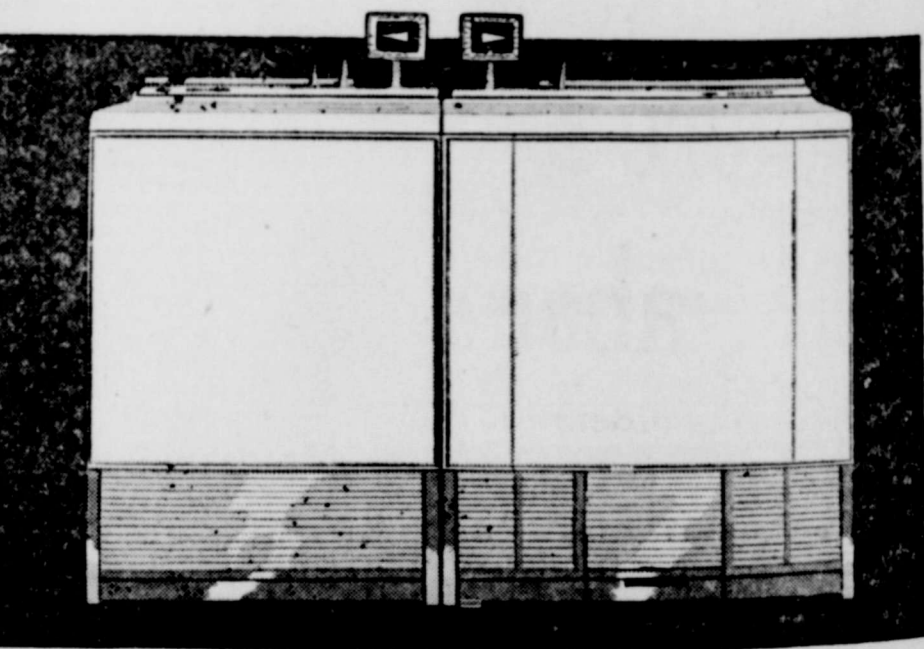


New Equipment No. 16 COTTON STRIPPERS No. 44, 2 BOTTOM MOLDBOARDS No. 292 2-way MOLDBOARDS No. 493 3-Disk PLOWS

Used Equipment 1 - Oliver Cotton Stripper 1 - No. 15 John Deere Stripper 1 - Late model "B" Tractor and Cotton Stripper

McAlister-Huggins Phone 4551 Morton, Texas 25-tfc

See the "Savingest" Pair from Frigidaire LEA & COX APPLIANCE CO. MORTON, TEXAS



With the new Sheer Look that fits in, builds in, blends in—anywhere!

GET READY FOR WINTER... Take the Work Out of Washing -

Here's the new combination that beats everything you ever heard of for saving water, time, clothes, and electricity! The new Frigidaire Porcelain Pair with amazing Control Towers. The Cleanest Wash you've ever seen—without rubbing. The Driest Load that ever left a washer. Removes lint and soap-scum that filter traps miss. Washes everything that's washable—automatically. Saves up to 1800 gallons of hot water a year—up to 21 big-size boxes of detergent. Fastest washing ever—does a complete wash in as little as 12 minutes.

Come in—see them "in action"! GMAC FINANCE PLAN AVAILABLE

Cannon Towel Set FREE with the Purchase of A Washer See The New FRIGIDAIRE Ranges, Refrigerators, Deep Freezers.

Put Your Toy Selections in the Lay-Away Now! LEA and COX APPLIANCE COMPANY 211 SOUTH MAIN MORTON PHONE 4891



**WELL PARTY**  
**LEE BELCHERS**

Party was hosted Friday night at the Activity Building for the Belcher family, popular local members who are moving to Ft. New Mexico.

**GIVE FAMILY PORTRAITS FOR CHRISTMAS**

There's no nicer way to say "MERRY CHRISTMAS" than to give a beautiful oil portrait from NORMAN'S STUDIO.

**NORMAN'S STUDIO**  
1002 LEVELLAND  
MORTON each Sat. from 1 to 5 p. m.

W. C. Gowen, brought his family to Morton in 1951. The Belchers have one son.

Attending the farewell party for the group were Mr. and Mrs. J. C. Wylie, Mr. and Mrs. E. L. Polvado, Mr. and Mrs. Don Hoffman, Mr. and Mrs. Hazel Hancock, Mr. and Mrs. Leonard Gandy, Ohlen Ray, Elwood Harris, Mr. and Mrs. Buster Betts, Mrs. Ran Holloman and Judy Holloman.

**WILL GET NEW NAME SOMETIME TODAY**

Morton's newest business, the gift shop formerly known as Marlor's Gift Shop will have a new name this morning.

**CLASSIFIED ADS**

**For Sale**

**FOR SALE** Equity in 3 bedroom home. GI loan. Phone 3871 after 6 p.m. 33-1fe

**THE SENIOR CLASS** is selling Christmas cards until the last of October. Anyone wanting to buy see members of the Senior Class or call 5281 and leave name so we can contact you. 33-1fe

**FOR SALE** Reconditioned & Guaranteed Automatic Washers, as low as \$99.50 Ray's Hardware 4-1fe

**FOR SALE** Good trailer house Inquire at Taxer Service Station. 30-1fe

**FOR SALE** 1956 UTV Moline Ensign, butane System, complete 4-row equipment. Good rubber, a nearly new motor, \$900.00 1000 gal. butane tank. \$250. Leon Huff, Maple, Texas. 32-1fe

**Real Estate**

**WANTED TO RENT** 1/4 to 1/2 section of irrigated land. Will furnish motors on 2 or 3 year lease. Write Delbert Wesley, St. Rt. Bayboro, Texas. 37-2tp

**Lost and Found**

**LOST** Black heifer calf about 400 lbs. Branded HK on left rib. Tag No. 63. Reward. Mrs. Cora King 32-1fe

**LOST** glasses with grey plastic frames. Reward. Contact Gregory Zielinski or Phone 2361 35-1fe

Since they are small glasses, the reward will be small — but rest assured your efforts appreciated.

**CARD OF THANKS**

We would like to express our deepest appreciation to our friends and neighbors for the help and kindnesses we received during Wayne's illness with polio. He is improving remarkably well and will be home until Dec. 11th.

**COMPTON'S PICTURED ENCYCLOPEDIA**  
Mrs. Fred Stockdale  
Phone 3911

**Jaycees To Fete Football Team**

The Morton Jaycees had two guests on hand Monday at their weekly luncheon meeting in the County Activities Building.

R. C. Taylor and Dale Farley of the Burris Corporation were the guests of S. M. Monroe and Bob Huckabay.

The club announced special plans to invite the members of the local High School football team and their coaches to dinner next Monday as a vote of confidence for the fine work they did this season.

In addition the club voted to be sponsors of an ice cream supper to which everyone in the community is invited, to honor the school for its fine program thus far this year. A committee was named to carry out this project and make complete plans as to exactly what the event will consist of and what night it will be held.

**HOLD PICNIC LUNCH, SKATING PARTY**

Two Whiteface seventh grade held a combination picnic and skating party in Morton last week.

**10th ANNUAL PEP THANKSGIVING BAZAAR**  
— November 29, 1956

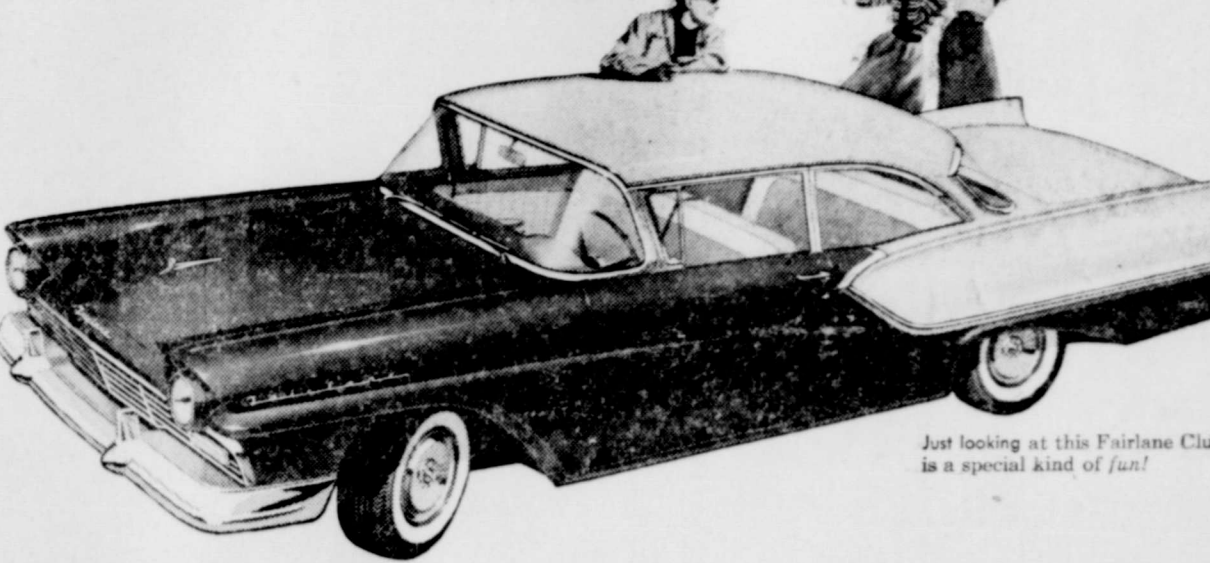


**Pep Community Famous TURKEY and SAUSAGE and all the TRIMMINGS**

— Serving from 4:30 till 9 P. M.  
— Games All Evening  
— Dance 9:00 until 12  
to the MUSIC of —  
**TOMMY HANCOCK and his Road Side Playboys**  
— Sponsored by St. Phillip's Church

**What puts the Mark of Tomorrow in the new kind of FORD?**

Here's what puts the Mark of Tomorrow in the new kind of Ford!  
It's the sculptured look. You'll see it the moment you let your eyes wander over this fine car. In a '57 Ford you belong . . . anywhere.  
It's the long, lean lines. There's a greyhound grace to the new Ford. No useless "fat," no showy "padding." Ford is as trim as a jet fighter.  
It's the hardtop styling. Fairlane sedans have the hardtop look of Victorias! Superthin center pillars are smartly concealed to give hardtop beauty when doors are closed.  
It's the freedom of choice. Colors? Fabrics? Accessories? Far more! Ford gives you a choice of two new, bigger sizes . . . longer, lower, roomier!  
It's the ride that stays gentle. With a new frame that rides sweeter and lower, new springs, new suspension all around, even the roughest roads can't ruffle the poise of the new Ford.  
It's the Thunderbird power. Ford celebrates its Silver Anniversary of V-8 leadership with the biggest selection of V-8's in Ford history.  
In addition to all this Thunderbird GO, there's a new and more powerful Mileage Maker Six.



It's the record-breaking performance. On the Salt Flats at Bonneville, Utah, a '57 Ford traveled 50,000 miles in less than 20 days . . . an average speed of 108.16 mph, including all pit stops! Another Ford averaged over 107 mph. Altogether, 458 national and international performance records were smashed as Ford rewrote the record book.  
It's the big dollar value that lasts and lasts. Styled for tomorrow, a new Ford keeps its value longer. And wonder of wonders, all this extra strength, extra beauty, extra length is yours at low Ford prices!

**MAHAN MOTOR CO.**  
"Your Authorized Ford Dealer"  
219 WEST WASHINGTON PHONE 4431 MORTON, TEXAS

— The S&H Mobile Stamp Redemption Center will be in Morton in time for Christmas Shopping — watch for the date!

**there's Something Special . . . about the food from Piggly Wiggly**

(Place your order now for that DELICIOUS Thanksgiving Turkey!)

**PLYMOUTH 9 1/2 OUNCES**  
**Peanut Butter 25c**



**SHURFINE 3 POUNDS**  
**Shortening 79c**

**CINCH BOX**  
**Cake Mix 25c**

**MARSHMALLOWS** MINITURE PKG. 19c  
**PIE CRUST MIX** PY-O-MY PACKAGE 15c  
**PINEAPPLE** SHURFINE CRUSHED NO. 2 CAN 25c  
**ICECREAM** (P.L.C.) 1/2 gal. 69c  
**TEA** PLYMOUTH 1/2 lb. 59c  
**POMIENTOES** DROMEDARY 2 oz. 10c

**SHURFINE NO. 300 CANS**

**Pumpkin 2 for 25c**

**TOWELS** SCOT ROLL 19c  
**SCOTKINS** PACKAGE 15c

**DOLE BIG 46 OZ. CAN**

**Pin'p'le Juice 29c**

**FRYERS** FRESH DRESSED POUND 49c  
**FRANKS** ALL MEAT CELO PKG., POUND 49c

**CORN KING POUND**  
**Bacon 49c**



MORTON, TEXAS



THIS WEEK ON THE TELEVISION SCENE

KDUB - TV Channel 13

THURSDAY

- 6:30 Sign On
7:00 Good Morning
8:00 Captain Kangaroo
8:25 Cartoons
8:30 Captain Kangaroo
8:55 Sing Song
9:00 Garry Moore
9:30 Godfrey Time
9:45 Air Force Digest
10:00 Transition Series
10:15 Godfrey Time
10:30 Strike It Rich
10:30 Valiant Lady
11:15 Love Of Life
11:30 Search for Tomorrow
11:45 Noon News
11:55 Weather
12:00 Network News
12:10 Stand up and be counted
12:30 As The World Turns
1:00 Our Miss Brooks
1:30 TV Sermonette
1:45 House Party
2:00 Big Payoff
2:30 Bob Crosby
3:00 Brighter Day
3:15 Secret Storm
3:30 Edge of Night
4:00 Home Fair
4:15 Western Theatre
4:30 Community Crossroads
5:30 Community Crossroads
5:45 What's Behind the News
6:00 News, Weather, Sports
6:15 Doug Edwards
6:30 Annie Oakley
7:00 Bob Cummings
7:30 Climax
8:30 Tele Sports
9:00 Pillsbury Show
9:30 Playhouse 90
11:00 News, weather, sports
11:30 Sign Off

FRIDAY

- 6:30 Sign On
7:00 Good Morning
8:00 Captain Kangaroo
8:25 Cartoons
8:30 Captain Kangaroo
8:55 Sing Song
9:00 Garry Moore
9:30 Strike It Rich
10:30 Valiant Lady
11:15 Love Of Life
11:30 Search for Tomorrow
11:45 Noon News
11:55 Weather
12:00 Network News
12:10 Stand up and be counted
12:30 As The World Turns
1:00 Our Miss Brooks
1:30 TV Sermonette
1:45 House Party
2:00 Big Payoff
2:30 Bob Crosby
3:00 Brighter Day
3:15 Secret Storm
3:30 Edge of Night
4:00 Home Fair
4:30 Western Theatre
5:30 Happy Rhythm Boys
6:00 Local News
6:15 Doug Edwards
6:30 My Friend Flicka
7:00 West Point
7:30 Zane Grey Theatre
8:00 Crusader
8:30 Mickey Rooney Show
9:00 The Line Up
9:30 Person to Person
10:00 Talent Scouts
10:25 TBA
10:30 News, weather, sports
11:00 Double Profile
12:00 Sign Off

SATURDAY

- 8:25 Sign On
8:30 Captain Kangaroo
9:30Morton House Playhouse
10:00 Wheel Dink
10:30 Western Theatre
11:30 Toyland Express
11:45 Let's Take A Trip
12:15 Western Theatre
1:00 Eye On New York
1:30 Football Roundup
4:30 Pick The Victor
4:45 Championship Bowling
5:30 Wild Bill Hickok
6:00 Beat The Clock
6:30 Buccaneers
7:00 Jackie Gleason Show
8:00 Oh, Susanna
8:30 Hey, Jeannie
9:00 Gun Smoke
9:30 Crunch and Des
10:00 Chicago Wrestling
11:00 A Very Young Lady
12:30 Sign Off

SUNDAY

- 9:55 Sign On
10:00 The UN In Action
10:30 Church of Christ
10:50 First Christian Church
12:00 Industry on parade
12:15 Man to man
12:30 Face the Nation
1:00 Packers vs 49'ers
3:45 CBS News
4:00 This Is My Life
4:30 Plainsman Parade
5:00 Telephone Time
5:30 Air Power
6:00 Lassie, cbs
6:30 Jack Benny

7:00 Ed Sullivan, cbs
8:00 G. E. Theatre, cbs
8:30 Alfred Hitchcock cbs
9:00 \$64,000 challenge, cbs
9:30 Reader's Digest
9:45 Judge Roy Bean
9:55 Loretta Young
10:45 Doorway to Suspicion
11:45 Sun On

ONDAY

- 6:55 Sign On
7:00 Good morning
8:00 Captain Kangaroo, cbs
8:25 Cartoons, cbs
8:30 Captain Kangaroo, cbs
8:55 Sing Song, cbs
9:00 Garry Moore, cbs
9:30 Godfrey Time, cbs
10:30 Strike It rich, cbs
11:00 Valiant Lady, cbs
11:15 Love of Life, cbs
11:30 Search for Tomorrow, cbs
11:45 Noon News
11:55 Weather
12:00 Network news, cbs
12:10 Stand up and be counted
12:30 As the world turns, cbs
1:00 Our Miss Brooks, cbs
1:30 TV Sermonette
1:45 Houseparty, cbs
2:00 Big Payoff, cbs
2:30 Club Day
2:00 Brighter Day, cbs
3:15 Secret Storm, cbs
3:30 Edge of Night, cbs
4:00 Home Fair
4:30 Western Theatre
5:30 Community Crossroads
6:00 News, weather, sports
6:15 Doug Edwards
6:30 Robin Hood
7:00 Burns and Allen, cbs
7:30 Doug Fairbanks
8:00 I Love Lucy, cbs
8:30 December Bride, cbs
9:00 Our Mr. Sun
10:00 Code Three
10:30 News, weather, sports
11:00 Sundowners
12:05 Sign Off

TUESDAY

- 6:55 Sign On
7:00 Good morning
8:00 Captain Kangaroo, cbs
8:25 Cartoons, cbs
8:30 Captain Kangaroo, cbs
8:55 Sing Song, cbs
9:00 Garry Moore, cbs
9:30 Godfrey Time, cbs
9:45 Godfrey Time, cbs
10:00 Baby Time
10:15 Godfrey Time
10:30 Strike It rich, cbs
11:00 Valiant Lady, cbs
11:15 Love of Life, cbs
11:30 Search for Tomorrow, cbs
11:45 Noon News
11:55 Weather
12:00 Network news, cbs
12:10 Stand up and be counted
12:30 As the world turns, cbs
1:00 Our Miss Brooks, cbs
1:30 TV Sermonette
1:45 Houseparty, cbs
2:00 Big Payoff, cbs
2:30 Bob Crosby, cbs
3:00 Brighter Day, cbs
3:15 Secret Storm, cbs
3:30 Edge of Night, cbs
4:00 Home Fair
4:30 Western Theatre
4:45 Home Fair
4:50 Western Theatre
4:55 Hairdresser Highlights
4:50 Western Theatre
5:30 Community Crossroads
6:00 News, weather, sports
6:15 Doug Edwards
6:30 Name That Tune
7:00 Phil Silvers, cbs
7:30 Texas In Review
8:00 Herb Shriner Show
8:30 I Spy
9:00 \$64,000 Question
9:30 Do You Trust Your Wife
10:00 Crunch and Des
10:30 News, Weather, Sports
11:00 The Hidden Room
12:00 Sign Off

WEDNESDAY

- 6:55 Sign On
7:00 Good morning
8:00 Captain Kangaroo, cbs
8:25 Cartoons, cbs
8:30 Captain Kangaroo, cbs
8:55 Sing Song, cbs
9:00 Garry Moore, cbs
9:30 Godfrey Time, cbs
10:30 Strike It rich, cbs
11:00 Valiant Lady, cbs
11:15 Love of Life, cbs
11:30 Search for Tomorrow, cbs
11:45 Noon News
11:55 Weather
12:00 Network news, cbs
12:10 Stand up and be counted
12:30 As the world turns, cbs
1:00 Our Miss Brooks, cbs
1:30 TV Sermonette
1:45 Houseparty, cbs
2:00 Big Payoff, cbs
2:30 Bob Crosby
3:00 Brighter Day, cbs
3:15 Secret Storm, cbs
3:30 Edge of Night, cbs
4:00 Home Fair
4:30 Western Theatre
5:30 Bar Hi-C Ranch
6:00 News, weather, sports
6:15 Doug Edwards

6:30 Giant Step, cbs
7:00 Godfrey and Friends, cbs
8:00 The millionaire, cbs
8:30 I've got a secret, cbs
9:00 U. S. Steel Hour

KCBD - TV Channel 11

THURSDAY

- 7:00 Today
9:00 Ding Dong School
9:30 Bandstand
10:00 Home
11:00 Tic Tac Dough
11:30 It Could Be You
12:00 Serenaders
12:30 RFD 11
12:45 Cook Book
1:30 Tennessee Ernie
2:00 NBC Matinee
2:30 Queen For A Day
2:45 Modern Romances
3:00 Comedy Time
4:30 Stu Erwin Show
5:00 Runny Theatre
5:30 Looney Tunes
5:45 Hospitality Time
6:00 News and Sports
6:15 Weather
6:30 Here's Howell
6:45 Modern Fiction
7:00 Groucho Marx
7:30 Dramet
8:00 People's Choice
8:30 Tennessee Ernie
8:45 Fox Vite Theatre
9:00 Walter Winchell
9:30 News
10:00 Weather
10:45 Sports
10:50 Channel 11 Theatre

FRIDAY

- 7:00 Today
9:00 Ding Dong School
9:30 Bandstand
10:00 Home
11:00 Tic Tac Dough
11:30 It Could Be You
12:00 Serenaders
12:30 RFD 11
12:45 Cook Book
1:30 Tennessee Ernie
2:00 NBC Matinee
2:30 Queen For A Day
3:45 Modern Romances
4:00 Comedy Time
4:30 Stu Erwin Show
5:00 Runny Theatre
5:30 Looney Tunes
5:45 Hospitality Time
6:00 News and Sports
6:15 Weather
6:30 Here's Howell
6:45 Modern Fiction
7:00 Groucho Marx
7:30 Dramet
8:00 People's Choice
8:30 Tennessee Ernie
8:45 Fox Vite Theatre
9:00 Walter Winchell
9:30 News
10:00 Weather
10:45 Sports
10:50 Channel 11 Theatre

SATURDAY

- 8:00 Roy Rogers
9:00 Heavy Doody
9:30 I Married Joan
10:00 Fury
10:50 Jet Jackson - Jungle Jim
11:30 Let's Teach
12:00 Movie
1:45 TCU vs Texas
4:30 Scoreboard
4:45 Western
5:45 News
5:55 Sports
6:30 Lone Ranger
6:30 People Are Funny
7:00 Lawrence Walk
8:00 Casper's Hour
9:00 George Gobel
9:30 Your Hit Parade
10:00 To Be Announced
10:30 News, weather, sports
11:00 Channel 11 Theatre

SUNDAY

- 12:10 Sign On
12:15Norman Vincent Peale
12:30 Frontiers of Faith
1:00 Wizard
1:30 To Be Announced
2:00 Lawrence Walk
3:00 Ray Bolger - Wash. Squ.
4:00 Topper
4:30 Des-Weaver Show
5:00 Meet the Press
5:30 Roy Rogers
6:00 Bengal Lancers
6:30 Circus Boy
7:00 Steve Allen
8:00 Celebrity Playhouse
8:30 O'Henry Playhouse
9:00 Loretta Young
9:30 Man Called X
10:00 Cavalcade Theatre
10:30 News
10:45 Weather
10:45 Sports
10:50 Craig Kennedy

MONDAY

- 7:00 Today
9:00 Ding Dong School
9:30 Bandstand
10:00 Home
11:00 Tic Tac Dough
11:30 It Could Be You
12:00 Serenaders
12:30 RFD 11
12:45 Cook Book
1:30 Tennessee Ernie
2:00 NBC Matinee
3:00 Queen For A Day
3:45 Modern Romances
4:00 Comedy Time
4:30 Stu Erwin Show
5:00 Superman
5:30 Looney Tunes
5:45 Hospitality Time
6:00 News & Sports
6:10 Weather
6:15 Here's Howell

With Your...

COUNTY AGENT

COTTON HARVESTING TROTT

Many farmers missed their tax refund on fuel used on farm by applying for it. All fuel used between July 1, 1956 and June 30, 1957 on farms should be recorded and records maintained. At the end of this period you will be given another chance to make your claim.

GASOLINE TAX AND OTHER FUEL REFUND TO FARMERS

Many farmers missed their tax refund on fuel used on farm by applying for it. All fuel used between July 1, 1956 and June 30, 1957 on farms should be recorded and records maintained. At the end of this period you will be given another chance to make your claim.

COMMUNITY CONTESTS

Are you a community like? The contest will dry out on the ground to dry out a little. Since we have had a biting cold it will dry out fast by leaving the stalk to dry out. I suggest you in a hurry but a little extra time may pay you bigger dividends in cotton income. Keep the cotton bolls out of the open cotton. The cotton will dry out on the ground if harvested too early, and this disease can do you a much bigger job if you bring him the dry cotton.

SOIL BANK

The final date for farmers to enter conservation reserve contracts under the soil bank for this year is now November 30th, after the recent extension granted. This is an announcement from the U. S. Department of Agriculture.

HUNTING

Hunting season is on and accidents are highly in order. There is not a deer, duck or quail in Texas worth the price of permanent injury or death to a hunter. As we enter the 1956-57 hunting season, we wish to stress fire arm safety to youth and adults at every opportunity. Following is a list of points worth consideration:

- 1. Keep weapons unloaded until actually hunting in the field.
2. Know the capability and proper operating procedure of your weapon.
3. Never cross a fence or climb a tree with a loaded weapon on your back or in your hands.
4. Alcohol and gun powder do not mix.
5. Keep weapons away from children.
6. Be positive of your target before you shoot. Livestock and fellow hunters are always out of season.
7. Be familiar with hunting regulations and obey them.
8. Respect the rights and property of the land owner on whose land you hunt. You may want to hunt there again next year.
9. Above all, see that fellow hunters respect and obey the same rules that you observe. You'll have a better chance for survival.
Children are the most important crop on the farm. Teaching of fire arm safety is a good way of protecting that crop. Join the Cochran County 4-H Rifle Association.

FFA Planning Turkey Shoot for Nov. 24th - 25th

The Morton FFA chapter, under the supervision of C. D. Knott, local Ag teacher, will hold a Turkey Shoot at the caliche pit west of Morton on Saturday, November 24th and on the afternoon of Sunday, November 25th.

Mental Health is Subject Discussed by T & C Study Club

The T & C Study Club met in the home of Mrs. T. McAlister recently and heard an interesting program on "Mental Health Through Mental Health."

DAUGHTER

Miss Polly Paul visited with her mother, Mrs. J. E. Paul, and her father, Mr. J. E. Paul, at the home of Mrs. J. E. Paul, at the home of Mrs. J. E. Paul, at the home of Mrs. J. E. Paul.

VISITED AT WICHITA FALLS

Mrs. Polly Paul visited with her mother, Mrs. J. E. Paul, and her father, Mr. J. E. Paul, at the home of Mrs. J. E. Paul, at the home of Mrs. J. E. Paul, at the home of Mrs. J. E. Paul.

Advertisement for Morton Drug featuring a picture of a dog and text about R-U-AWARE and a dog's health.

Before Winter Hits... MAKE THOSE REPAIRS on the HOME, GARAGE, and other buildings

Call - See us before you BUILD or REPAIR MORTON, TEXAS



Which of these trucks will do the most for you?



You get both with this "double-duty" INTERNATIONAL 4x4! The INTERNATIONAL light-duty Model S-120 four-wheel-drive, pictured above in both illustrations, is a full-size pickup, with a full-size body, full-size cab. It's no cumbersome midget, or ungainly monster, but a modern pickup with comfort and good looks your wife will approve.

INTERNATIONAL TRUCKS

BANKS - ROSS MORTON, TEXAS

Advertisement for RCA-VICTOR and ROSE AUTO & APPLIANCE.



Keeping house for a family of twelve on the sidewalks of the British port of Hongkong is no easy task for these refugees from communist China. A major problem is to find food. CROP gifts help these families and others resettled by Church World Service in housing developments.



### THREE WAY NEWS...

By Mrs. FRANK GRIFFITH

#### SHOWER HONORS MRS. BOB ROWE

Mrs. Bob Rowe was honored with a pink and blue shower on Monday, October 29, from 7 till 11 in the home of Mrs. Archie Sims...

#### ELBERT ADAMS' HAVE GIRL

Congratulations to Mr. and Mrs. Elbert Adams on the birth of a daughter, on Saturday, November 11...

#### CARNIVAL WAS SUCCESS

The school Carnival at Three Way two weeks ago, on a Friday evening, took in \$605.70. Gate receipts accounted for \$33.70 and the remainder was collected by the various organizations and classes connected with the school.

Here's the breakdown by grades and groups: 1st and 2nd, \$20.15; 3rd, \$15.30; 4th, \$20.15; 5th, \$16.30; 6th, \$10.00; 7th, \$10.73; 8th, \$27.35; Freshman, \$15.68; Sophomore, \$47.85; Junior, \$47.10; Seniors, \$196.49; FFA, \$12.60; FHA, \$31.05; Pep Club, \$31.05.

#### CAROLYN PARKER, JOHNNY SANDLIN, JOANN HODGE, JACK REEVES, ARE CROWNED

Mrs. Sam Green, director of the Coronation Ceremony on Saturday evening following the carnival, presented the most impressive program of its kind ever to be given at Three Way.

Miss Frazier and Mrs. Sims helped with the decorations. The theme for the production was moonlight. The stage was decorated in blue and white with latices covered in carnations of pink, yellow, and white.

The chorus of junior high and high school girls sang several selections. They were beautiful all dressed in colorful evening dresses. Gwendia Lee and Carolyn Parker sang a duet.

Miss Kay Cole furnished piano accompaniment and selections. The Grade School Queen, Miss Carolyn Parker, was escorted to the throne by King Johnny Sandlin and a court jester, J. L. Lemons.

Joann Hodge was queen of the High School. Jack Reeves, High School King and Harold Carpenter, also court jester, accompanied her to the throne.

W. C. Eubanks announced the arrival of each prince and princess and the royal couples.

#### VISIT RELATIVES

Mr. and Mrs. Benny Emerson of Dora visited relatives and friends at Three Way on a recent Sunday.

#### HOME FROM TEXAS TECH

Home from Texas over the weekend two weeks ago were Maude Eubanks, Gail and Betty Ann.

#### VISIT IN PORTALES

Mrs. Frank Griffith and Bailey visited in the Herb Savage home at Portales recently.

#### HERE VISITING PARENTS

Mr. and Mrs. Jimmie Battens of Lubbock spent the weekend visiting the Elmer Battens' and Frank Griffiths' a week ago.

#### FINISH SEASON FRIDAY

The Three Way Eagles go to Cotton Center Friday for the last game of the season. They played Smyer last Friday.

#### WEEKEND AT HOME

Paula Griffith, Howard Pollard, and Neil Everett spent the weekend at home recently. They are attending ENMU. Paula was enthused over the fact that she had the opportunity to sit in on an interview with Edgar Bergen, famous radio and screen personality, when Bergen was visiting a friend at Portales last week.

#### HOME FROM WAYLAND

Elizabeth Dupier was home from Wayland College on a recent weekend.

### New 'Leash' on Life!

THE FATE OF 50,000 PETS, ranging from puppies to porcupines, rests each year in the hands of the Illinois Citizens Animal Welfare League, Chicago. At its privately-supported shelter, kindness to animals is practiced 24 hours a day, every day.



DOG'S ARE MOST POPULAR "GUESTS." But after holidays, shelter takes in scores of chicks, ducklings, rabbits who outgrow accommodations.



GOAL OF LEAGUE is to find homes for deserted or unwanted pets. Abandonment is one of cruelest things that can happen to domesticated animals.

NEWEST AID TO HUMANE WORK is "Animal Ambulance" unit, on duty from 8:00 a.m. until midnight. Specially designed cages in International-Metro truck handle animals as large as goats and ponies. Vehicle picks up only animals in distress.



### SOIL CONSERVATION DISTRICT NEWS



OUR SOIL ★ OUR STRENGTH

M. C. (Lefty) Hall, a cooperator of the Cochran SCD, who farms 12 miles southwest of Morton has harvested 15 acres of blue panic grass. This grass was planted in 40 inch rows at a cost of 1.00 per acre. Cultivation consisted of hoeing, \$3.00 per acre, sandflinger, 25c per acre, plowing, one time at 50c and a total cost of \$71.25 in harvesting and cleaning the combining was valued at \$1 per acre. Labor in cleaning ran \$25, thus a total cost from planting to salting of \$136.25 for approximately 2,000 lbs of clean seed, ready for market.

Conditions were favorable in that good rain was received thus avoiding the effort and cost of an irrigation. More net will be realized on this blue panic than from a similar 15 acres of irrigated cotton. In addition a good cover will be maintained throughout the blow season, all residues remaining on the land for future crops. Tubby Holleman and Albert Morrow have also harvested 18 acres of a 1956 planting of blue panic & expect a yield of some 50 lbs. per acre. As yet the seed have not been cleaned.

To you that expect to need grass seed for your 1957 planting, you should purchase now. Some cooperators that might have seed for sale are Max Bowers, Indian Grass; Albert Morrow, Tubby Holleman, J. W. McDermott, Lonnie Hooper and M. C. Hall, blue panic. Don't let this seed get out of the district. To keep this seed in the district and plant it in the district is up to you. Buy it now.

### Barnes Is Winner

John Barnes, if he has like most other football minded Morton men, has taken a ribbing more than once when his grid predictions didn't pan out. But two weeks ago he had the laugh on the rest of the gang as he was named a winner in the "Pick The Victor" football contest sponsored by RCA Victor. John was a winner from the Lubbock region, in the contest that requires you to first pick winners and then scores of some of the top games. Each week in each region across the country, five winners are named. Two weeks ago, Barnes was 5th winner and received an RCA Record player attachment. Rose Auto and Appliance is the local RCA affiliate.

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### Best Citizens of Whiteface Jr. High Are Selected

The Whiteface Junior High School Faculty met on a recent Wednesday afternoon and selected a group of "best citizens" composed of one student from each of the rooms.

Selected were: In Mrs. Knight's room, Sandra Freeman and Ronnie Caffey, Room 5-A.

In Mrs. Rex Little's Room 5-B, Judy Ashmore and James Bryan.

Mrs. Burn's Room 6-A found as best citizens, Linda Welch and Jimmy DeSmet.

Chosen from Miss Christine Kitchen's 6-B were Judy Rork and Jerry Brown.

Mrs. Lula Hensley's best citizens from Room 7-A were Frankie McKinney and Tony Refino.

In Room 7-B Steve Self's best citizens were Helen Howard and Reagan Haney.

In James Cunningham's Room 8-A the students selected by the committee were Sandra Dickson and Tommie Abbott.

In Room 8-B, Mrs. Vestamae Smith's best citizens were Frances Refino and Leon Green.

The students selected for these honors were named on a basis of attendance, attitude, grades and general conduct.

### Morton, Whiteface Students Enrolled At Hardin Sim'ons

Two Morton and two Whiteface students are among the students enrolled at Hardin Simmons University this fall.

Three of the four are seniors at HSU at Abilene. The fourth is a sophomore.

Vernon James Whittenburg, son of H. L. Whittenburg of Whiteface, is among the 1,575 students enrolled. Vernon is a senior student, a member of the Life Service Band and is Senior Class Social chairman.

Nancy Ann Blackley, also a senior, daughter of Mr. and Mrs. Vernon Blackley, of Rt. 2, Morton, is a very active student. She is a member of the HSU Cowgirls, the Student Council and the South Hall Down Council. She is secretary of the school Student Council.

James Edwin Dewhree, son of Mr. and Mrs. R. Z. (Sonny) Dewhree of Route One, Morton, is the other senior. He is a member of the Circle K campus organization.

The sophomore is George Lyons, son of Mr. and Mrs. G. B. Lyons of Whiteface. No campus organizations have Lyons on their roster.

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**TRAILER TIRES**  
in nylon - 760 x 15 through 820 x 15  
**TRAILER WHEELS**  
Ford, Chevrolet, Ranger, Colby Ward, Sears, Electric Wheel, John Deere, Case and many others in 5 and 6 hole hubs  
15-inch x 5-inch and 15-inch x 6-inch wheels

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In New Tires of all Sizes

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

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Prepare Your Car or Pickup for quick starts on Cold Mornings

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Here's where you'll find all the big-time changes in looks, ride, handling, performance. There's an exciting new expression of vigor, alertness and luxury in styling. There's a new ease and confidence at the wheel as you pilot the greatest V-8 ever developed—a power plant that tops even last year's Strato-Streak which set 50 world records and bested all eights in miles per gallon!

And to prove it all, every feature of this great newcomer has been refined and perfected in the world's most exhausting road test—Pontiac's grueling 100,000-Mile Marathon Run!

No wonder they're calling Pontiac the Surprise Package of the Year! Come in and drive it. You'll know in a single mile that it's America's No. 1 Road Car!

OVER 6 DOZEN "FIRSTS" INCLUDING...

- Star Flight Body Design—a Pontiac Exclusive—longer and lower than ever before—'57's most distinctive styling.
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- Cloud-Soft Level-Line Ride—the ride sensation of the year—a new suspension system based on a big, road-hugging 124- or 122-inch wheelbase.
- Three Popular-Priced Series—Star Chief • Super Chief • Chieftain

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### edlines..

By Eddie Irwin

WONDER HOW many of you missed the Tuesday was another election day? Wonder how many remembered but just didn't

care? At any rate a ninth amendment was voted on in Cochran County and throughout the entire state of Texas. And regardless of how you might feel about the clerical error that forced the special election and cost the taxpayer so much additional money, if you let it cause you not to vote, or to vote

adversely out of SPITE, or to throw away your vote, then you should be ashamed. Friday is the . . . FINAL FOOTBALL game of a long and rather unhappy season for Morton. With a win in this last game we could have a 2-8 record for the season, which certainly doesn't look like much. But, with all the factors taken into account, the record on paper certainly be- lies the record on the field. Our Indians have done a splendid job overall. They learned some mighty important lessons back near the start of the season — lessons that will better equip them to cope with the future than many of the boys who played on winning teams. Our school spirit has soared

to a great deal. This has been a year of awakening of spirit, of respect, of purpose for Morton students. — A year well spent. we hope . . . IF YOU AGREE with these sentiments you'll do two things. First of all, put off that pleasure trip you had thought about taking next Friday night — or that big game you were going to see — and see Morton play Friona. It'll be a good game — but more important it'll be a way of showing the boys and the coaches you appreciate their spirit this season. Then, secondly, next week when a testimonial ice cream supper sponsored by the Jaycees is held, come to it. The ice cream and cake will be free, we hope your words of confidence to the coaches and boys will also be free — right from the heart to encourage those whose felt that the most important thing was the lessons learned in playing the various football games not the scores posted on the board.



Keeping house for a family of twelve on the sidewalks of the British port of Hongkong is no easy task for these refugees from communist China. A major problem is to find food. CROP gifts help these families and others resettled by Church World Service in housing developments.

If you haven't changed to WINTER OIL — now's the time to change to

**COSDEN 10w30 'all weather oil'**

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from DOSS SUPER FOOD STORE, Morton

SHURFINE, 22 oz. JAR  
SWEET MIXED PICKLES . . . . . 35¢

SHURFINE, PURE VEGETABLE

**Shortening**

3 lb. can . . . . . **79¢**

GIVE US YOUR ORDER for that THANKSGIVING TURKEY, NOW!

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2 cans . . . . . **33¢**

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2 cans . . . . . **25¢**

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**Instant COFFEE**

6 oz. jar . . . . . **149**

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MA BROWN STRAWBERRY PRESERVES

21 oz. jar . . 44¢

WHITE SWAN POF CORN

3 cans . . . . 49¢

KRAFT'S ORANGE DRINK

4¢ oz. can . . 25¢

AUSTEX CHILI BEANS

can . . . . . 15¢

FOOD KING PORK & BEANS

can . . . . . 10¢

WRIGLEY'S GUM

3 pkgs. . . . . 10¢

SHURFINE CATSUP.

2 bottles . . . 39¢

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MINUTE MAID, Good Tasting ORANGE JUICE . . . . 6 oz. can 15¢

FRESH, FROZEN, Easy to Fix FISH STICKS . . . . . 3 pkgs. 1.00

SIMPLE SIMON, 8-inch, PEACH, PUMPKIN, APPLE, or BOYSENBERRY PIES . . . . . 2 for 89¢

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FRESH, Quick to Fix PORK LIVER . . . . . lb. 29¢

NICE PORK CHOPS . . . . . lb. 59¢

GOOD LOIN STEAK . . . . . lb. 59¢

**FRESH PRODUCE**

FRESH, CRISP CELERY . . . . . stalk 12½¢

TOKAY, Good Eating GRAPES . . . . . lb. 19¢

TEXAS ORANGES . . . . . 5 lb. sack 39¢

RUBY RED GRAPEFRUIT . . . . . lb. 12½¢

— White, Butterscotch, Yellow, Apple Chip, or Lemon Flake

**ALTOGETHER NEW INSTANT SWANS DOWN CAKE MIXES**

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years in Morton. One, in which baskets of groceries were taken to designated homes so people in the area who had nothing would have food for Christmas; and last year, the decision to let the food basket idea go, and simply see that as many youngsters as possible get a toy for Christmas. Both of these ideas have good points, and had ones. Now, while we have time to get together and work on it, what do you think about the plan the Amer. Legion has for sponsoring a turkey dinner for all youngsters who want have a turkey dinner for Christmas this year?

SAY TO the idea that everyone in the Community get behind the project and we not only make the whopping big turkey dinner a big success but we have a toy for every youngster who shows up? If you like the idea, now is the time to sound off. Tell Albert Morrow or the Legion members immediately. But if you are going to help, now is the time to plan. At this date, there is still time to erase any plans that any church, club, lodge, school, athletic team, or anyone else had made and to leave the evening of December 21 open for this event. And all of you merchants, businessmen, officeholders, or anyone else who is in need of "building or rekindling Christmas spirit" you can get in on it now. There'll be lots of help needed, so think it over before you decide. This is one of those programs where money isn't the only need. Time and help will have to be donated. We'd personally like to see the businessmen who have been having trouble making ends meet, simply donate their time to help serve, or pass out the toys or do anyone of many other jobs.

**Lions Hear of School's Plans For Education Week**

Guests of the Morton Lions Club at the noon luncheon were the 3 local school principals who, along with Superintendent John Barnes, asked the Lions to attend the open house at the schools tonight. They explained the significance of American Education Week and Lion Neal Rose, presiding for Lion President Stockdale who was not on hand, asked the Lions to pledge they would attend if possible.

Christmas cards, purchased by the club through the crippled children's camp, were passed out.

Also a guest was L. A. Robinson, Lubbock, foreman of the construction job on the First State Bank Building.

The Lions discussed observing of Thanksgiving on Nov. 29th, and a group announced they would observe the 29th instead of the 22nd.

Lion Irwin asked the Lions to attend the Jaycees School Appreciation night, and also told of the Legion's planned Christmas dinner for hungry children.

**WCS Group Met At Luke Cole Home**

Wesleyan Service Guild met in the home of Mrs. Luke Cole on Nov. 12th. After a short business session conducted by the President, Mrs. Fred Payne, the meeting was turned over to Mrs. R. Ross who gave the devotional on the theme "Feed My Sheep."

Mrs. Bill Wood gave a talk on "Mental Health" The meeting was dismissed with a prayer by Mrs. James Harrell. Refreshments were served to sixteen members and to one guest. The next meeting will be on November 22 with Mrs. C. Sanders giving the Thanksgiving program and Mrs. Lem Chesher as hostess.

**STOP THAT ITCH! IN JUST 15 MINUTES,**

If not pleased, your 40¢ back at any drug store. Try instant drying ITCH-ME-NOT for itch of eczema, ringworm, insect bites, foot itch or other surface itch. Easy to use day or night. Now at Morton Drug.

that will have to be done. but above all . . . IF YOU LIKE the idea, please tell someone so . . . today. Don't delay. This program will be only as big as the group behind it. If you just like the idea, but aren't interested in helping, then don't speak up and the Legion can make their plans for something less extensive.

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**MAN FROM DEL RIO**  
ANTHONY QUINN  
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**THE LAST WAGON**  
RICHARD WIDMARK  
SUN - MON, Nov. 18 - 19

**Bigger than Life**  
Tues - Wed, Nov. 20 - 21

**INDIAN DRIVE - IN**  
MORTON, TEXAS

Sat. - Sun, Nov. 17 - 18

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FORBIDDEN EMPIRE!  
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**CHECK The WINDOWS Of J & B FOOD For RED HOT WEEKEND SPECIALS**

### H. D. COUNCIL REVIEWS WORK OF PAST YEAR

The Cochran County Home Demonstration Council was called order by the chairman, Mrs. E. Gardner in regular meeting on Tuesday, November 12.

Opening recreation was led by Mrs. C. O. Bryant of the Lady club.

Council chairman, Mrs. Gardner gave a comprehensive report of her work and activities for the past year. Mrs. Virgil Riley, treasurer and secretary, gave her annual report — a complete summary of all work done by the council, taken from the minutes, also reported on the financial standing of the Council.

Annual reports of the Year Committee (Mrs. Cheryl Smith), the EEE Committee (Mrs. Bernice Nohbut), the Education Committee (Mrs. C. D. Arnold), the Extension and the TBA chairman, Mrs. Dexter Nohbut, also gave their annual reports.

Club presidents from the County Line (Mrs. Vernon Blackley), Friendly Circle (Mrs. Bernard Nohbut), Lehman (Mrs. Arvid Sorenson), Lady Pals (Mrs. C. O. Bryant), and Whitehouse (Mrs. D. Arnold) gave reports.

Plans for the annual Christmas party were discussed. Committees were set up and the date of the party was Dec. 19 at 3 p.m. in the place where it will be held will be announced later. All guests coming and outgoer Council members are urged to attend.

The Council was pleased to have Mrs. Aubrey Russell of Lubbock District II Agent as guest. She made a few remarks pertaining to the council that were appreciated by the local group.

Those present included Mrs. P. P. Petty, HD Agent, Mrs. C. O. Benham, Mrs. Olive Cline, Mrs. W. C. Benham, and the others already mentioned.

**MCDONALD'S FARM**  
by TOMMY LYNCH

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