

edlines..

By Eddie Irwin

THE CAMPAIGNING is only partially over. Regardless of who we supported during the recent presidential election we still have two important duties to perform in the very near future. We must remember to pay poll taxes for the coming year because there may be important elections coming up. We also must remember to vote in a pair of elections yet to come. On Tuesday of next week we have another amendment to consider. And soon we will be selecting a new senator to replace Price Daniel, a man who now must resign since he has been elected governor.

and of course . . .

IT SHOULD go without having to say, that we owe our support & allegiance, insofar as it doesn't conflict with our moral beliefs, to



666
FIGHTS ALL COLDS
SYMPTOMS AT ONE TIME...
IN LESS TIME! IT'S THE
PROVEN COLDS MEDICINE

BETTY SUBSTITUTES GOLDEN



Don't fiddle around in a shabby kitchen when a visit to HIGGINBOTHAM-BARTLETT COMPANY will provide you with both ideas and materials for building modern cabinets. You'll be proud of the beauty and convenience new cabinets will add to this important room.

HIGGINBOTHAM-BARTLETT CO.
BUILDING MATERIAL OF ALL KINDS
GOOD SERVICE SINCE 1928
MORTON, TEXAS DAY OR NIGHT 2761

the president. We are in a very tense world situation. The entire world could be engulfed in a war soon — that is, a full scale shooting war.

TO GET OFF for a night last week to attend the Eastern New Mexico university production of Swanee of '57 at Portales. As usual, it was a great show. Even though good voices and good directors come and go, ENMU has managed to build up a good enough reputation that others step in and take their place. This year, from where we sat, it was the fine arrangements and orchestrations, plus a variation of types of music that made the show so great, rather than the overall quality of voices. Yet still, they had a great male soloist, one really fine soprano a pretty fair contralto and two good quartets — plus, as we have said, some really clever orchestrations.

fact is . . .
IF YOU REALLY like music, you seldom will be disappointed at an ENMU production. They have a very fine school of music.

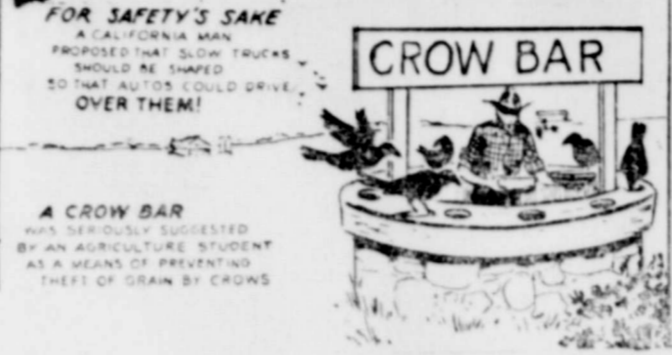
we would like . . .
TO MAKE arrangements in the near future for one of their productions to come to Morton. However, this is hardly ever possible, because of the travel expense required. Nevertheless, from the big turnout a couple of years ago to

ODDLY ENOUGH

by Waldman



A 12-FOOT DOG WAS THE GOAL OF A DOG BREEDER IN TEXAS. BUT AFTER RAISING AN 8 FOOT WOLF-HOUND, THE MAN'S INTEREST SHIFTED TO TROPICAL FISH!



FOR SAFETY'S SAKE A CALIFORNIA MAN PROPOSED THAT SLOW TRUCKS SHOULD BE SHAVED SO THAT AUTOS COULD DRIVE OVER THEM!

A CROW BAR WAS DEFOUSLY SUGGESTED BY AN AGRICULTURE STUDENT AS A MEANS OF PRESENTING THEM OF GRAIN BY CROWS

GIVE FAMILY PORTRAITS for CHRISTMAS

There's no better way to say—"MERRY CHRISTMAS!" than to give a beautiful oil portrait from NORMAN'S STUDIO — If you give a portrait from Norman's, you give the finest.

NORMAN'S STUDIO
EASTSIDE SQUARE BOX 1682
LEVELLAND

—In MORTON each Sat. from 1 to 5 p. m.
(Next door Georgia's Beauty Shop — South of the signal light

well as we already know how. . . .
another joke . . .
GOING THE ROUNDS deals with what may in reality be what is often wrong with the farm problem. Suspecting that a certain high ranking official in the department of agriculture didn't know enough about agriculture to solve the farmers problems, a farmer chanced to set up a discussion one day to find out how much he really did know. He got a fellow farmer to pretend he was arguing with him over a problem and as the farm official arrived on the scene he said, "we've been having an argument here. What's a heifer — is it a hog or a sheep?" To which the farm official leaned over and confidentially whispered, so he wouldn't be overheard, "To tell the truth, I dunno much about poultry."

we're glad to see . . .
SOMEONE taking an early interest in Christmas. We would further like to see a group of club or organization members get together soon and decide what the community is going to sponsor as a Christmas program.

there are questions . . .
AS TO WHETHER the idea to

Flame Horizon Club Elects Year's Officers

The Flame Horizon club met on Thursday, November 1, in the home of the Lake Coles. At that time they elected officers for the coming year:



Get it at Your Favorite Grocery

Morton Tribune
"TEXAS' LAST FRONTIER"
OFFICIAL NEWSPAPER OF COCHRAN COUNTY
Published Every Thursday Morning
106 North Main Street, Morton, Texas

MAX DALEY — BILL GLASSFORD — E. H. IRWIN
Owners and Publishers

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BILL GLASSFORD MANAGER
E. H. IRWIN EDITOR

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WEEKLY NEWSPAPER REPRESENTATIVES, INC.
NEW YORK • CHICAGO • DETROIT

President Margaret Hodges; vice president, Christine Gray; Secretary Sara Wallace; Treasurer Ray Ann Ross, and Reporter, Judy McCauston. Plans were made for the Thanksgiving and Christmas projects. Members present were:

WESTERN ABSTRACT COMPANY
ABSTRACTS, OIL, and GAS LEASE, MINERALS and ROYALTIES
M. C. Ledbetter Phone 2206
Eastside Square
J. B. Knox
Morton, Texas

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REPAIRS . . .
OVERHAULS . . .

Regardless of the size of the job . . .
our trained mechanics are ready to serve you . . . bring your auto to pick-up, truck by today —

ALLSUP CHEVROLET CO.
— THE HOME OF THE RAM-JETS —
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NOW IN PROGRESS — Morton, Texas

FALL FURNITURE SALE

Now is the time to buy . . .

BUY NOW — PAY LATER — TERMS — UP TO 30 MONTHS TO PAY — CHRISTMAS LAY-AWAYS — SHOP and SAVE!

MAPLE
2 - Piece BEDROOM SUITE

This is a pretty Maple finish, bookcase bed, matching double dresser, and nightstand suite that will bring luster to any room . . . regularly sells for much more

Only **8998**
(and your old suite)

See . . . our wonderful
new, Fall
Merchandise arriving
daily . . . come by and visit

3-Piece BEDROOM SUITES

Choose chinchilla, black, or pink . . . each a grand, dressy, beauty-retaining suite . . . each a suite that will do wonders for any home — you must see them Monday

Only **18995**
(and your old suite)

EXPERIENCED
SERVICEMAN
ON CALL

—O—
FREE
gift worth
\$3.00

to the first
25 Persons
who enter
our Store

**SATURDAY
MORNING
NOV. 10**

and see the
Washer & Dryer
"Space Mate"
in action

- No Gimmick
- No Obligation
- Absolutely Free

5-Piece Western LIVINGROOM SUITE

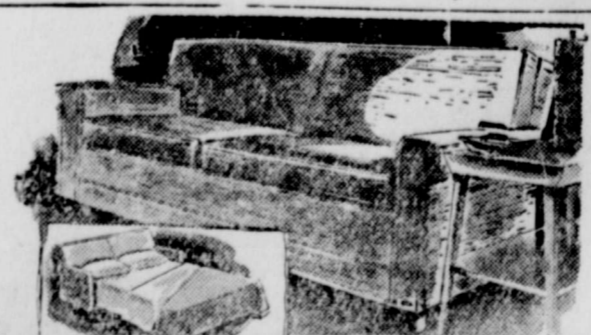
Built for wear, beauty, and West Texas . . . solid oak, brings new beauty to your home — regular 269-95

Now **18500**
(and your old suite)

PINK or AQUA
2-Piece SECTIONALS

Hurry down Monday for a view of these beautiful sectionals, they are built to last, built for beauty, and comfort . . . regular 224-00

Now **16995**
(and your old suite)



WESTINGHOUSE
"Space Mate"

The new washer-dryer that everyone's talking about, sets in 25 inch space, sells for the price of many washers only — you must come by and see it

Only **38800**
(Washer and Dryer now separate)

New CARPET Samples

Choose Viscose, COTTON, or Wool Carpet from a big selection of new material — priced easily too — and remember, we can lay it for you

From **395**
(We've an Experienced Carpet Layer)

Need an Extra Bed?
Get "Hida Beds"

Innerspring mattress, brings you added comfort — and a Hida Bed will do wonders for any livingroom — come by and see them — you'll appreciate their multi-uses — regular 229-95

Only **16995**
(and your old suite)

— LAY-AWAY A STRATALOUNGER for CHRISTMAS —

TARVER FURNITURE CO.
"YOUR HOME SHOULD COME FIRST"
Phone 2961 Northside Square Morton, Texas

MATTER OF MONEY by WALDMAN



THEY WOULD IN AN INSTANT TIME BE HEAVY TRAILING. HE HAD LEFT HIS MONEY IN HIS CASTLE. HE USUALLY HAD SLAVES CARRY IT ALONG, BUT HE WAS IMMEDIATELY DECEASED BY SOLDIERS.

FEMALE VOCALISTS SOUNDED THE WILD WEST IN THE PAST CENTURY. OFTEN RECEIVED TIPS FOR SINGING FAVORITE SONGS. THE MONEY WAS TUCKED UNDER A GARLIC FOR SAFETY.



AMERICANS WHO TRAVEL PROTECT THEIR FUNDS BY USING AMERICAN EXPRESS TRAVELERS CHECKS. EVEN IF TRAVELERS CHECKS ARE LOST OR STOLEN, A PROMPT REFUND CAN BE OBTAINED.

Friendly Circle HD Has Shower For Mrs. Cartwright

The Friendly Circle Home Demonstration club combined business and pleasure on Oct. 19 at the home of Mayme Cartwright. A baby shower was held for Mrs. Cartwright in addition to the regular club meeting.

The date of the rummage sale was shifted one week because too many of the club members were busy. The date for the next program with meeting is Nov. 16. Miss Peaty will be out of town during the date of the regular meeting. A list of the amendments to be voted on were read to the club.

The club was reminded that a fruit cake demonstration will be held on Nov. 16.

After the meeting, Mrs. Cartwright opened the presents while those who attended the meeting watched.

Cake decoration was the demonstration held. Two cakes were decorated by Mrs. L. M. Baldwin and Mrs. B. H. Kelly. Literature on cake decoration was passed around.

The cakes and iced tea were served as refreshments. There were 8 members and one guest present.

OPEN HOUSE FRIDAY, SATURDAY AS 'OLDS' UNVEILS '57 MODELS

Oldsmobile for 1957, having completed the most sweeping model change in the past 20 years, with distinctive styling innovations and mechanical improvements in every one of the 17 body styles, in 3 series of cars — comes to Morton Friday, November 9th.

That's tomorrow and Saturday, 2 big days, at Hawkins Oldsmobile where coffee and doughnuts will be served as you drink in the beauty of the tremendous new Oldsmobile silhouette.

The body is completely new, creating a fashionnew exterior appearance with deeper bumpers and a redesigned grille. Mechanical & structural advances include a new, wider and heavier chassis, new "pivot noise" front suspension of a design that resists dipping, improved rear suspension, a new 277 h.p. "Rocket" engine, known as the T-400 due to its high torque throughout the driving range, and new 14 inch wheels.

Outstanding styling note is the accent stripe, an Oldsmobile exclusive, that runs more than half the length of the car's side panels between narrow chrome mouldings. This marks the first new style trend in exterior color application since Oldsmobile introduced two tone color styling in the body in 1954.

The accent stripe permits a new two-tone effect, with the car painted one color and the accent stripe in a contrasting color. However, the conventional two tone styling is still available as an optional extra.

More new features and design changes have gone into the 1957 Oldsmobile than any of its predecessors in at least the past two decades. This has made it necessary for Oldsmobile to spend double the amount for the 1957 model change than in any previous year in history. It was announced by J. E. Wolfgram, general manager of Oldsmobile Division and vice president of General Motors.

Four new body styles have been added to the 1957 Oldsmobile line — three Fiesta station wagon models and an economy priced '88' convertible coupe. The division of body styles for 1957 includes seven in the Golden Rocket '88' series, six in the Super 88 series and four in the Starfire 98 series.

The streamlined 1957 Oldsmobile silhouette, more than two inches lower and nearly five inches longer than last year, presents as its most salient styling motif the new accent stripe. The accent stripe is available in eight colors that contrast with the body color. It originates just forward of the dip in the belt line and sweeps downwards and then through the rear fender panel to the taillight trim.

Another styling innovation is the twin 88-line heading that originates at the top of the windshield on each side of the roof and sweeps rearwards through the struts that divide the rear window into three glass areas and thence across the rear deck almost to its base.

Hawkins Oldsmobile invites you to see all these things plus a host of more exciting changes in the new 1957 models — on display Friday.

VISITED OVER WEEKEND
Mr. and Mrs. Walter Lytle of Ft Worth and son Terry Lee, and James Silton, who was recently released from the service, spent the weekend visiting relatives in Morton and area. They spent an evening with Mrs. Frances Silton, mother of James and Mrs. Lytle.

Jaycees Discuss Christmas Program Local Kids

Morton Jaycees, at the early in many a year, occupymembers with a discussion Christmas plans at their meeting, among other things. Discussed was whether to observe the 22nd or Nov. 29 Thanksgiving — or both. Texas Jaycees observe the 29th, the "Thanksgiving" and most of the Jaycees observe the 22nd, the "Thanksgiving". Christmas the Jaycees observe the annual Christmas at the Wallace Theatre, and Christmas cartoon service the kids, as usual, at no charge. The program is part of the annual Christmas program. Several Morton Jaycees help co-sponsor it. Morton Jaycees also added a new member, Walter Sandifer, and had as a guest Jeff Hardin, Levelland Manager of Wallace Theatre.

Mrs. Bedwell Host To Sewing Club

The Busy Fingers Sewing Club were entertained by Mrs. Henry Bedwell in her home on Thursday November 1st with nine members present. Mrs. Newton, vice president called the meeting to order in the absence of the president, Mrs. Merritt due to illness in her family. The club's Thanksgiving dinner will be in the dining room of the Activity Building, on November 16 at 6:30 p.m. Delicious refreshments were served by Mrs. Bedwell and assisted her was her daughter, Henry-etta. The next meeting of the club is to be with Mrs. Burleson on Thursday, November 15th.

GROUP FROM HERE ATTENDS MCGINNIS REUNION, AMARILLO

The Knights of Pythias Hall in Amarillo was the scene recently for the reunion of members of the McGinnis family from which three Morton families attended. There were 54 relatives and friends in attendance, including six brothers and two sisters of the family. Those attending were Mr. and Mrs. Earl Akin and family, Mr. and Mrs. Roy Akin and family, and Elmer Akin, all of Morton, and others from Painview, Lubbock, Muleshoe, Denver, San Spring, Oklahoma, and Amarillo.

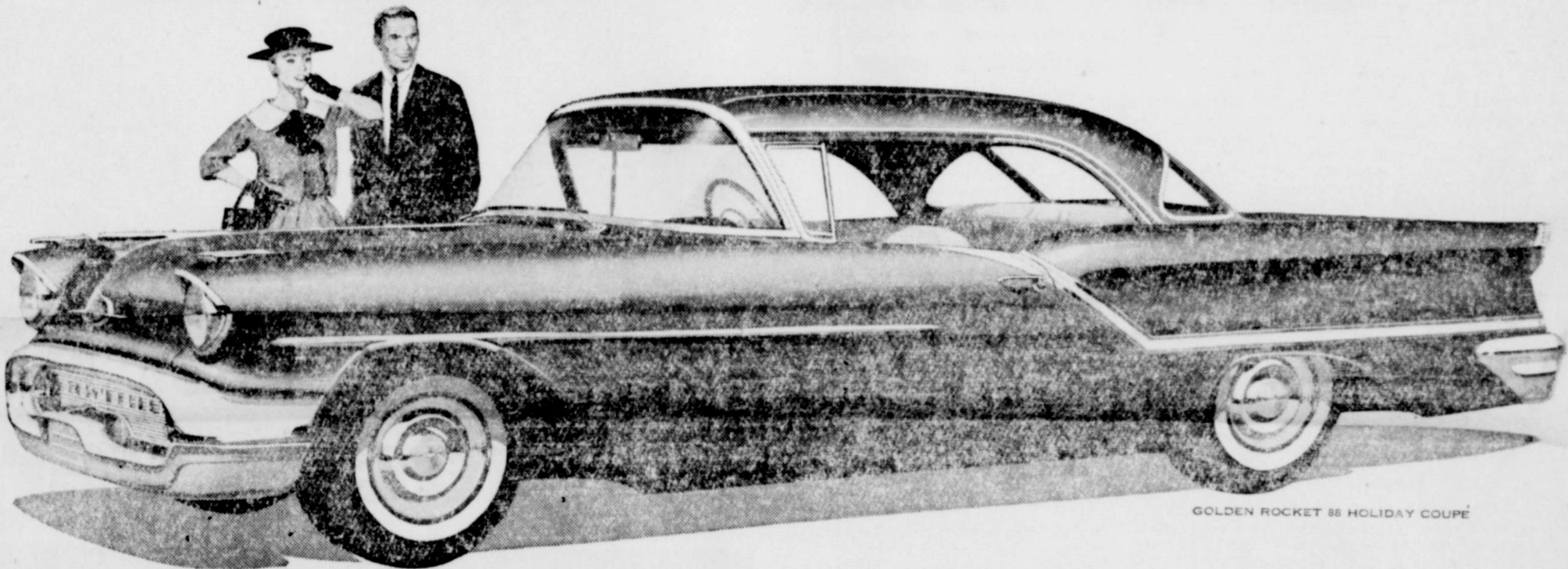
Held Bake Sale, Rummage Sale

Mrs. Oleta Clark's home was the scene of the Friendly Circle HD Club meeting on Nov. 2nd. Committees reported on the rummage sale and the bake sale on Nov. 10. An auction was held on gifts made at home. A demonstration on fruit cakes was given by Mrs. L. M. Baldwin and Mrs. B. H. Kelly. These cakes were served afterward with coffee as refreshments. Seven members were present at the meeting. The next meeting will be held at Mrs. Bossie Cartwrights. Miss Peaty will give a cookie demonstration.

BE AWARE!
If you are unable to see that cold, consult a physician at once. If you have a prescription, bring it to our **PRESCRIPTION SPECIALISTS** with complete confidence.
MORTON DRUG
MORTON, TEXAS
CHARLES JONES

Tomorrow's the day... they go on display!

NEW 1957 OLDSMOBILES!



GOLDEN ROCKET 88 HOLIDAY COUPE

ALL that's NEW is OLDS!

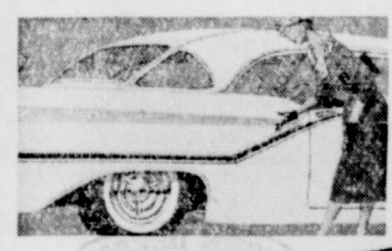
**3 NEW SERIES!
17 ALL-NEW MODELS!**
See them now - in our showroom!

So much that's new—so much that's exclusively Olds! Come in now and make your choice—from 17 glorious models in three great Oldsmobile Series... GOLDEN ROCKET 88, SUPER 88, STARFIRE 98. In every model you'll find the new styling values—the new engineering values that tell why your investment holds when you go over to Olds!

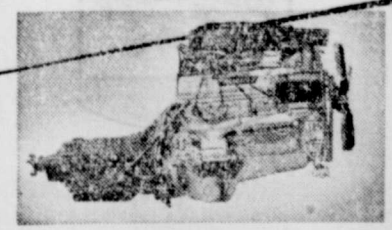
NEW PROFILE—longer, far lower to set you off in style... give you a wonderful "low-level" ride • **SPAN-AROMATIC WINDSHIELD** and **TWIN-STRUT REAR WINDOW**—for a new slant on style and around-the-corner visibility • **NEW WIDE-STANCE CHASSIS**—for improved roadability • **NEW JETAWAY HYDRA-MATIC**—now smoother than ever • **PIVOT-POINTE FRONT SUSPENSION** WITH COUNTER-DIVE—bringing you new precision handling and smooth, on-the-level stops • **TECH-STYLE INTERIORS**—newest materials and tri-tone design put the accent on comfort and luxury • **STRUT-MOUNTED INSTRUMENT PANEL**—for great rigidity, more easily accessible controls • **3 SERIES, 17 MODELS**—come see them now!

*Standard on Starfire 98 models; optional at extra cost on all other Series.

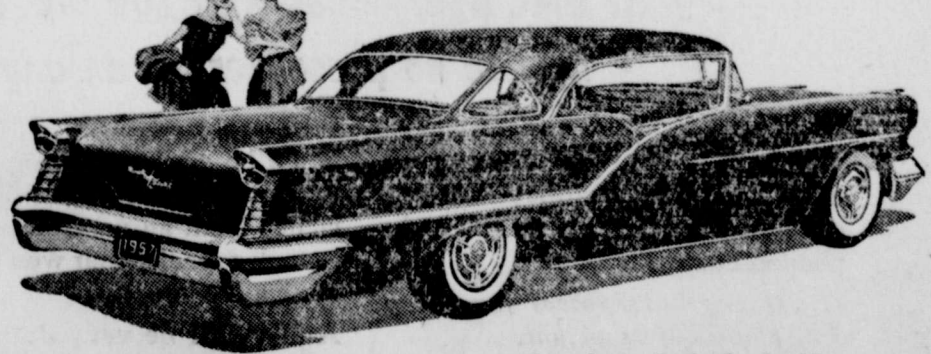
This year, the accent's on Oldsmobile—the car that puts the accent on You! Just look! It's the completely new Oldsmobile for '57! The car with styling that spotlights you... the car with the features that benefit you... the car with the value that safeguards your investment! Let us show you! Now, more than ever, it's true... Only Olds could be so New!



EXCLUSIVE ACCENT STRIPE... another reflection of Oldsmobile's styling leadership and your own good taste. This distinctive "accent" motif is mirrored inside, too, in smart new tri-tone Tech-Style interior beauty!



PLUS AN ALL-NEW ROCKET T-400 ENGINE
There's still nothing like it for high-compression performance! The Rocket T-400 reaches new highs in torque (100 lb.-ft.) and horsepower (277). Here's economy when you want it... power when you need it!



Unmistakably, the accent's on luxury in the Starfire 98 Series. Available in four glamorous models. Jetaway Hydramatic, Power Steering, Pedal-Ease Power Brakes and many other extra-value features are standard equipment.



Oldsmobile introduces a brilliant new combination of hardtop glamor and rugged utility to station wagon design! Shown above, the "geared-for-action" Super 88 Fiesta. Two other 4-Door Fiestas are available in the Golden Rocket 88 Series.

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

HAWKINS OLDSMOBILE COMPANY

111 EAST WASHINGTON MORTON, TEXAS PHONE 2621
COME IN! YOU'LL LIKE OUR QUALITY WAY OF DOING BUSINESS!

Now... YOU CAN ENJOY THE DALLAS NEWS FOR ONLY \$1.75 PER MONTH!
★ TEXAS AND WORLD NEWS
★ OIL AND FARM NEWS
★ COMPLETE SPORTS COVERAGE
★ "THIS WEEK" MAGAZINE, SUNDAYS
★ WORLD'S BEST COMICS
SUBSCRIBE TODAY TO:
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FILL OUT AND MAIL THIS COUPON
Circulation Department, The Dallas Morning News, Dallas, Texas
Please send me The Dallas Morning News, DAILY and SUNDAY, for which I agree to pay \$1.75 per month.
Check or money order is enclosed for: 1 month, \$1.75 3 months, \$5.25
NAME.....
ADDRESS..... PHONE NO.....
CITY..... TEXAS

News from — ENOCHS...

By Mrs. C. C. DORN
W. C. JOHNSONS

and Mrs. Earl Specks and
Lubbock, and Mr. and Mrs.
Pennington of Tahoka vis-
ited the home of W. C. Johnson.

ENDING CONVENTION

Whitfield, Baptist pastor,

went to Corpus Christi for a Baptist Convention and was expected to return home today.

VISITS GRANDPARENTS

Richard Blanton of Lubbock spent Sunday visiting with his grandparents, Mr. and Mrs. N. O. Sanders.

VISITED MOTHER, SUNDAY

Mrs. Doru Whittenbarber spent Sunday visiting with her mother, Mrs. Rosie Hall.

SPEND DAY IN LUBBOCK

Mrs. Roy Spence and Mrs. H.

H. Snow spent the day in Lubbock, recently.

VISITS PARENTS

Mrs. Bill Burris and girls visited her parents Sunday, Mr. and Mrs. Carl Hall.

FEEL FROM COTTON TRAILOR

Mrs. Tidwell of Bala is on the sick list this week and is in the Amherst Hospital following a fall from a cotton trailor.

ATTEND RALLY AT SPADE

A number of Enoch's Baptist youths attended a Youth Rally at Spade with their sponsors, Mrs. Seagle and Rev. and Mrs. Whitfield.

MYF GETS \$33 FOR CROP

The Monument Lake MYF went on a "trick or treat" last week to get funds for foreign missions or for overseas use. They took up a total of \$33.

GRANDSON BORN

Zed Robertson announced the birth of a grandson in Japan on Oct. 22 to Capt. and Mrs. H. T. Harris. The grandson has been named Jeff Patton.

THANKSGIVING DINNER

Folks from throughout the area have been invited to have a Thanksgiving supper at the Enoch's Methodist Church on November 21. Sponsored by the WSCS of the church, the dinner with all the trimmings is open to all. Tickets may be purchased from the members of the WSCS group or at the door.

HELD MISSION STUDY

The WMR at Enoch's Baptist Church had their mission study on

Japan recently. Mrs. Cleo Hall gave the study for 10 ladies and pastor, Rev. Whitfield. Mrs. Guy Sanders kept the nursery.

VISIT FROM COLO CITY

Mr. and Mrs. Robert Chambers of Colorado City and girls spent the weekend visiting in the home of Rev. and Mrs. C. C. Dorn and family.

Book Lovers Club Elects President

The Book Lovers will next meet on November 22. It was announced this week though the time and place have not yet been decided.

The group was to meet with the president, Mrs. Iva Williams, tonight, but that meeting was called off.

At a called meeting which recently met in the home of Mrs. Sanders, the group unanimously elected Mrs. Williams president.

Other officers named were Mrs. Jess Burns, vice-president; and Miss Lenora Jackson, secretary-treasurer to fill the vacancies that occurred when the officers moved.

Present for the meeting were Madames J. A. Gowdy, Sanders, Williams, Burns, Bill Harris, Bill Glassford and Miss Jackson.

FFA Boys Will Hold "Shoot"

The Morton FFA boys will conduct a Thanksgiving Turkey Shoot, not the kind usually held here, but one designed for the top flight shooters, with a turkey winner every 5 minutes.

The exact date will be announced within the week. It will be held two miles west of town at the caliche pits, according to the FFA instructor who has put on this type of shoot before.

Complete plans, plus dates will be announced soon. Winners will have their choice of 12 lb. turkeys, hams, or sides of bacon.

Bake Show Set For November 17

The Bake Show, originally set for November 10, has been changed to November 17. It was announced this week by Miss Leila Petty, County HD Agent. The event is to be held at Tarver Furniture Company and after the various cakes are scored they are to be sold.

Reason for the change was conflict with another bake sale set the same day at Tarvers by the Bond Parents.

Local Scouts Worked To Get Out the Vote

Local Scouts joined in a nationwide get out the vote campaign,

last week hanging freedom bells on doorknobs proclaiming "Heed youths call. Vote as you think, but vote."

Nearly 4 million boys took part in the Scout campaign. In the South Plains Council, more than 6,000 Scouts, from Cubs on up, aided the project that was expected

to reach 35 million homes across the nation.

The project was jointly sponsored by the Freedoms Foundation, Inc. of Valley Forge, Rowland Sullender, Levelland district Commissioner, for which Cochran, Lamb, Bailey, and Hockley Counties are members, also

has been in charge of posting of a number of placards urging citizens to register.

The campaign is serving a two fold purpose of stimulating adults to exercise their responsibility by voting and also educating Scouts to do likewise when they become of age.

Thanks, folks...

for the wonderful way you received our gift shop... for your patronage... and the many new friendships made... although we have recently sold the shop, we hope you will continue shopping there... we know you'll be pleased

Marian

announcing...

change of ownership of Marian's Gift Shop... and a valuable FREE prize for the person who gives our shop a new name

recently we were pleased to purchase Marian's Gift Shop... and we want to give each of you, every resident of the Texas' Last Frontier, an opportunity to give us a new name... there's nothing to buy, just register your name and suggest a name for the shop any time before 10 a.m., Wednesday, Nov. 15

Anyway, when you're downtown in Morton, drop by and visit with us...

(WATCH FOR OUR FORMAL OPENING)

Louella Cooper

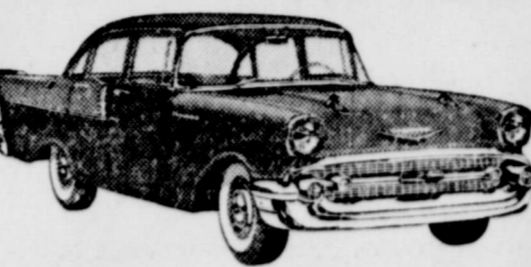
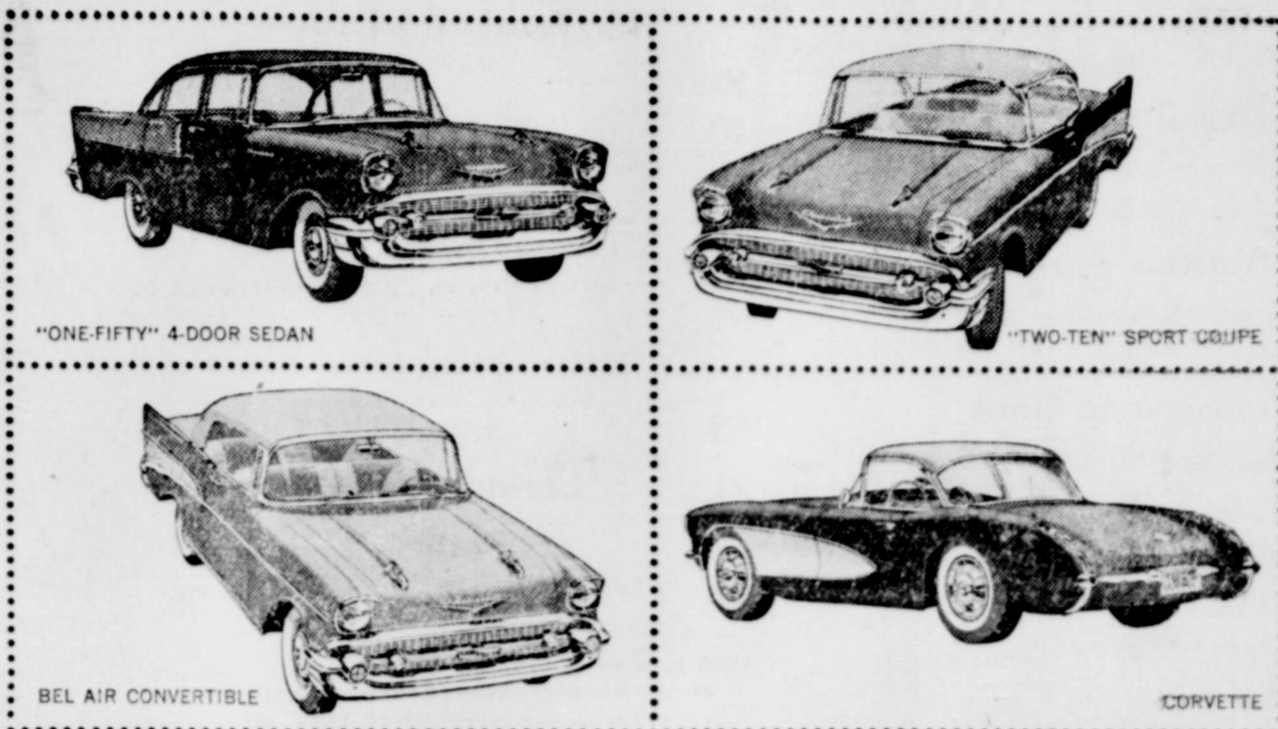
—LOCATED JUST SOUTH of the SIGNAL LIGHT

MORTON—

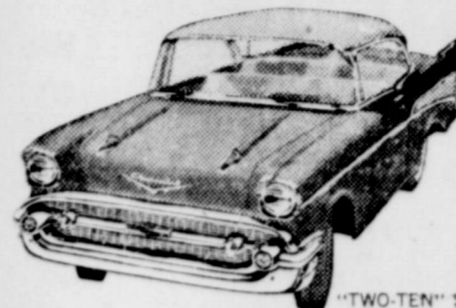
new Chevies by the score—

all sweet, smooth and sassy!

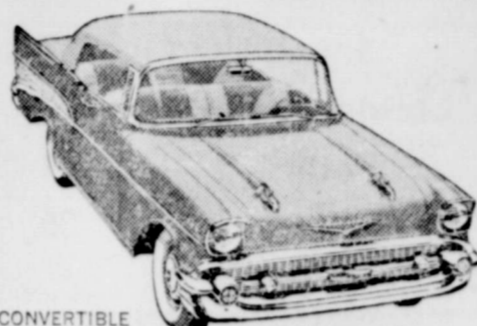
(There are 16 more where these four came from)



"ONE-FIFTY" 4-DOOR SEDAN



"TWO-TEN" SPORT COUPE



BEL AIR CONVERTIBLE



CORVETTE

Look over the whole line-up of new Chevrolets for '57. Nineteen new passenger car models that are lower, longer and new right down to the wheels—plus the dashing new Corvette.

There's one that will fit into your life beautifully. Come in soon and see!



AIR CONDITIONING—TEMPERATURES MADE TO ORDER—AT NEW LOW COST. LET US DEMONSTRATE!

Only franchised Chevrolet dealers display this famous trademark

ALLSUP CHEVROLET Co.

113 East Washington

MORTON

Phone 3322

Winners... by a landslide

1. CONTINUED LOW PRICES
2. NATIONALLY KNOWN BRANDS
3. FRIENDLY SERVICE, MODERN STORE
4. S&H GREEN STAMPS, DOUBLE EVERY TUESDAY

BABY FOOD GERBER'S, STRAINED CAN 9¢

POPCORN WHITESWAN CAN 15¢

INSTANT MAXWELL HOUSE BIG 6 OZ. JAR

Coffee 1.49

BROWNIE MIX PY-O-MY IN FOIL PAN 29¢

PIE CRUST MIX PY-O-MY PACKAGE 15¢

ALUMINUM FOIL REYNOLDS PACKAGE 29¢

ICECREAM (P.L.C.) 1/2 gal. 69¢

TEA PLYMOUTH 1/2 lb. 59¢

POTATOES NEW, FOOD KING NO. 300 CAN 10¢

IMPERIAL, BROWN or POWDERED 2 BOXES

Sugar 25c

Frozen SHRIMP BREADED JUMBO, PKG. 49¢



WHOLE, SUNNY ACRES NO. 303 CAN

Green Beans 5c

PORK & BEANS FOOD KING NO. 300 CAN 10¢

FRYERS FRESH DRESSED POUND 49¢

PICNICS CANNED, SERVE LIKE HAM EACH 1.99

CORN KING POUND

Bacon 49c

KLEENEX 400 COUNT 25¢

TOOTH PASTE BRISK GIANT BOXES 2 for 79¢

NOSE DROPS RHINAL BOTTLE 59¢

KOUNTY KIST 2 CANS

Corn 25c



MORTON, TEXAS

Bula, Morton, Three Way, Whiteface,

DON'T LET UP NOW ... BULA AND WHITEFACE

Cochran Power & Light
"Serving the Last Frontier"

Loran Distributing Co.
headquarters for irrigation equipment

Allsup Chevrolet Co.
home of the sensational Bel Air

Morton Tribune
— and the Dollar Day Special —

Truett Food Store
we give and redeem MORTON stamps

Bedwell Implement & Pontiac
Your M-M Dealer

Morton Lions Club
wednesdays at noon

Morton Jaycees
mondays at 12:00

Morton Malt Shop
Mr. & Mrs. Rob Richards

J and B GROCERY
Joe Mohmood and Son

M. C. Ledbetter
Cochran County Attorney

HB Service Station
Good Gulf dealers

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

Howell Motor Co.
See the new Buick, today



Nu-Way Cleaners
Mr. and Mrs. Jack Wallace

Morton Auto Parts
Amos Taylor

Morton Co-operative Gin

Lindsey Feed and Seed
the store with the checkerboard sign

Tarver Furniture Company
your home should come first

Banks - Ross
your I-H dealer

Morton Electrical Supply
Mr. and Mrs. Fred Morrison

Seaney's Grocery & Market
We Give Treasure Saving Stamps

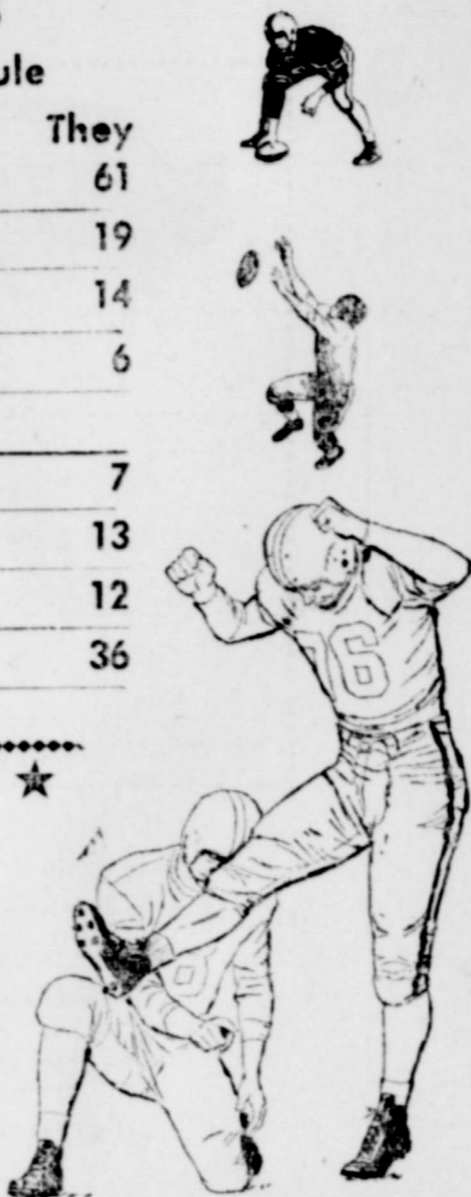


Win these last two Threc Way — a d Break Even for the season.

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 |

Nov. 9 — Spade (H) ★
Nov. 16 — Southland (H) ★
★ Conference Games



MORTON INDIANS 1956 Football Schedule

| We | They |
|----|-----------------|
| 0 | Seagraves 19 |
| 10 | Portales 25 |
| 0 | Mulshoe 7 |
| 7 | Plains 19 |
| 13 | Price College 0 |
| 6 | Ralls 20 |
| 6 | Farwell 9 |
| 0 | Sudan 27 |
| 12 | Springlake 31 |

Nov. 9 — 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 |

Nov. 9 — Smyer (T) ★
Nov. 16 — Cotton Center (T) ★
★ Conference Games



WHITEFACE ANTELOPES 1956 Football Schedule

| We | They |
|----|---------------|
| 7 | Tatum 7 |
| 34 | Whitharral 7 |
| 26 | Ropesville 13 |
| 19 | Friona 6 |
| | Open |
| 34 | Meadow 12 |
| 53 | New Deal 19 |
| 44 | Lorenzo 14 |
| 35 | Wilson 26 |

Nov. 9 — New Home (H) ★
Nov. 17 — Cooper (H) ★
★ Conference Games

Hogan and Neely Oil Co.
John Neely, mgr.

Wallace Theatres
Raymond Williams, Mgr

McDermott Liquefied Gas
on the Mule shoe Highway

Collins Packing Company
Custom Butchering

Cochran County Gin
Curtis Willoughby, Mgr.

Rose Auto and Appliance
Neal H. Rose

Butler Body Shop
Skinner Butler

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

Mrs. Lee Taylor
county & district clerk

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

Only a complete collapse now will keep Bula and Whiteface from winning their District Titles. However, this collapse could come — so our advice to both teams is to not let up until the crown is sure enough in the bag. Both schools have done a fine job — especially Whiteface, still undefeated. We're pulling hard for the Antelopes to go all the way for a state title. As for Morton and Three Way, things haven't been so good. Though, with victories in their last two games Three Way can finish with an even record. And Morton is resting this week prior to starting off on a long winning streak beginning next week against Friona. That'll be the last game of the season for us.

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

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

St. Clair's Department & Ben Franklin Stores

Piggly Wiggly
where you get S and H Green Stamps

Nation's Barber Shop
North Side Square In Morton

B & J Drilling Co.
Bob Cook

McMaster Tractor Co.
Ford Tractors and Mercury Cars

Willis Food Store
we give Scottie Stamps

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

Luper Tire Shop
C. E. Luper

Roy Weekes Insurance Agency
Dorthea's Beauty Salon

McAlister - Huggins
John Deere Implement Dealer

Hawkins Oldsmobile Co.
home of the Futuramic Olds

Smith's Furniture & Appliance
We Redeem Scottie Saving Stamps

Morton Floral & Greenhouse
Mr. and Mrs. Lem Chesher

Doss Food Store
Double Frontier Stamps on Tuesday

Ray's Hardware and Furniture Co.

Williamson Insurance Agency
located in the First State Bank

Willingham's Farm and Ranch Store
"Featuring Paymaster"

Western Abstract
J. B. Knox

Doty Battery & Electric
Tokie Doty

The Cotton Warehouse
Fred Payne, Mgr.

Reynolds Tire & Service Station
featuring Texaco Products

Country Club Gin
John E. (Tubby) Holloman

BEDWELL IMPLEMENT TO SHOW '57 PONTIACS IN MORTON FRIDAY

Pontiac introduces its 1957 models Friday with three series, the Star Chief on a 124-inch wheelbase, the Super Chief on 122-inch wheelbase, in 16 new body styles.

The 1957 Pontiacs are the most exciting new cars we have ever offered, said the vice president of General Motors and General Manager of Pontiac Division, "From

the massive gleaming front to the smart, streamlined fins of the rear fenders, the 1957 Pontiacs are a triumph of modern design and safety engineering. The body design is new. The overall length has been increased only 1.2 inches; but the lower silhouette and the dramatic styling creates a much longer and sleeker appearance."

The wide, low front end of the 1957 Pontiac is high lighted and protected by heavy wrap-around bumpers with integrated bomb-type bumper guards. Large oval parking lamps are set into the lower part of the bumpers. A semi-circular chrome grille and a full width air scoop direct air flow to the car radiator.

Footed head lamps surmounted by sleek front-fender ornaments are prominent in the front end styling. Greater vision is achieved by lowering the hood 1.6 inches and increasing the windshield area 75.4 square inches in the Catalina, convertible and custom station wagon models and by 69 square inches in sedans and other station wagons.

The car on each side. The Star Flight styling of the 1957 Pontiac is further accentuated by a wind-split molding in the rear fender. On the Star Chief models this torpedo-shaped wind-split is sheathed in stainless steel. The same material brushed to a satin finish, is used on the vane wheel discs. A full range of excitingly modern colors is available on the 16 body styles.

American car buyers, who over the past few years have grown increasingly interested in what's under the hood, will find Pontiac engineers have developed the 1957 car to a new level of efficiency and smooth, durable performance.

The Strato-Streak V-8 engine, with displacement increased to 347.04 cubic inches, has higher horsepower. The 1957 line will offer engines with horsepowers of 252 and 270. And these are only a few of the tremendous features awaiting Pontiacs.



PER GALLON **490** PER GALLON **540** PER GALLON **595**
SANI-FLAT DULAMEL INTERIOR GLOSS

MATCHING COLORS

in 3 Benjamin Moore Paints

16 heavenly shades and white in Alkyd Sani-Flat for walls and ceilings; Alkyd Dulamel for semi-gloss trim or walls; and Moore's Interior Glass Enamel wherever you want a brilliant gloss. They're easy to apply... wash in a jiffy.

Benjamin Moore paints



SHOPPERS GUIDE by J & B FOOD STORE

NOV. 11

THAT'S FOR CONTRAST TO BROILED STEAKS, FRENCH FRIED POTATOES, HEAD LETTUCE WITH ROQUEFORT DRESSING AND APPLE PIE WITH ICE CREAM!

THIS WILL BE A PARTY THEY'LL NEVER FORGET!

I BOUGHT EVERYTHING AT **J. & B. FOOD** AND I AM SAVING MONEY!

Ladies, we guarantee you'll save when you shop at the J & B FOOD STORE for top quality meats and groceries. It costs no more for the best and we can prove it. We give EVEREDY COUPONS - double them every TUESDAY.

| | |
|---|---|
| Washington, Delicious Apples lb. 19¢ | Kimbell's, 1 lb. Free with order of Oleo 4 lb. \$1.00 |
| Texas Oranges . . . 5 lb. sack 45¢ | White, in Mesh or Plastic bag Potatoes 10 lbs 45¢ |
| Ruby Red Grapefruit lb. 10¢ | Chuck Time or Camp Fire Vienna Sausage . . 2 for 25¢ |
| California, Vine Ripened Tomatoes lb. 19¢ | Miracle Whip Salad Dressing . . pint 33¢ |
| Tekay Grapes lb. 19¢ | Stockton Tomato Catchup. . 2 for 35¢ |
| Loin or Club Steak lb. 49¢ | Choice Roast lb. 39¢ |
| Nice Lean Pork Chops lb. 59¢ | Sugar Cured Bacon half or whole lb. 49¢ |

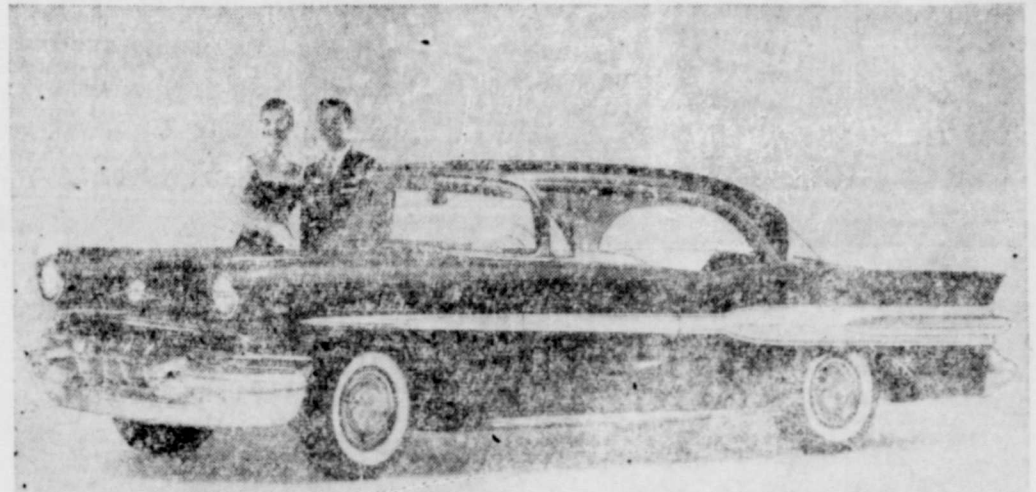
| | |
|--|---|
| Golden West FLOUR . . . 25 lbs. 1.99 | Wilson 'Bif', 12 oz. can CHOPPED BEEF . . 39¢ |
| Choice Flavors Texo Maid PRESERVES, 29 oz. 39¢ | Pure Cane SUGAR 10 lbs. . . 92¢ |

J & B FOOD STORE

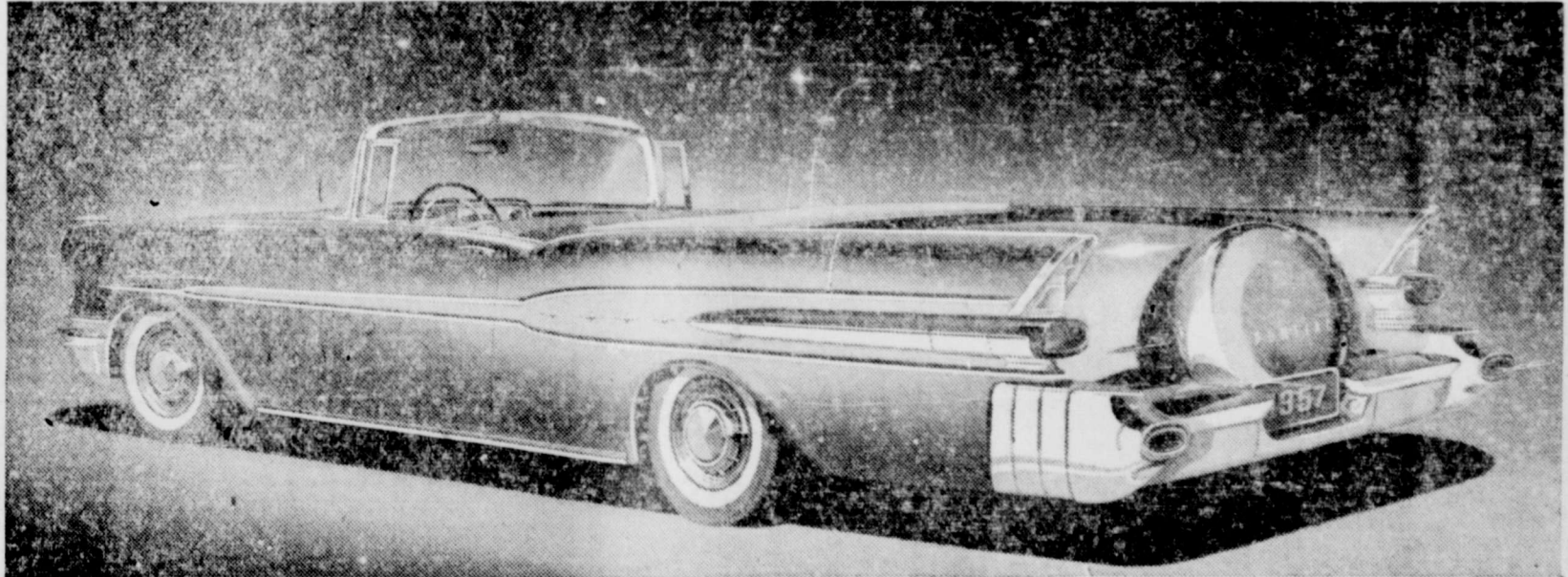
ACROSS THE STREET FROM ACTIVITY BLDG

PHONE 3371 MORTON, TEXAS

WE GIVE EVEREDY COUPON STAMPS



PONTIAC CUSTOM CATALINA SEDAN—Longer, lower Star Flight styling of the luxurious 1957 custom Catalina sedan combines with the powerful new V-8 engine and the more responsive Strato-Flight Hydra-Matic transmission to make the new car the most exciting ever offered by Pontiac. Body finish of Lucite lacquer in "dream car" colors and upholstery of fine hand-buffed leather are featured on the Star Chief series. The sleek Catalina four-door hard-top model is also offered in the Super Chief and Chieftain series in 1957.



THE NEW Pontiac is Completely New from Power to Personality!

Fresh from 100,000 miles of testing, the '57 Pontiac is on display tomorrow!

Even a brief once-over of Pontiac's sleek new lines tells you that you're in at the start of a styling revolution. And that glistening sheath conceals a carload of engineering "firsts"—all polished to watch-work perfection in the toughest test ever given a new car.

This '57 Pontiac pounded the road through 100,000 miles of tests . . . through it all Pontiac engineers refined and perfected every feature of this great car.

They made Pontiac's big, new power plant even more efficient than its predecessor, the engine that set over fifty new world records and led all eights in miles per gallon! They perfected the new suspension system, new controls and new Strato-Flight Hydra-Matic* to give you the smoothest riding, easiest handling—and safest—new car ever to hit the road!

See and drive this new '57 Pontiac. Sample in a single mile all that's been proved by 100,000 miles of testing.

*As extra-cost option.

AND THE FIRST CAR AT ANY PRICE WITH . . .

STAR FLIGHT BODY DESIGN—a Pontiac Exclusive—longer and lower than ever before—the year's most distinctive new automotive styling.

NEW INTERIOR STYLING—WITH THE "OFF-THE-SHOULDER" LOOK—a fashion "first" for '57—perfectly color-matched with the exterior.

NEW STRATO-STREAK V-8—270 h.p. in Star Chief and Super Chief, 252 h.p. in the Chieftain—with smoother Strato-Flight Hydra-Matic.

CLOUD-SOFT, LEVEL-LINE RIDE—the ride sensation of the year—a new suspension system based on a big 124- or 122-inch wheelbase.

THREE POPULAR-PRICED SERIES—Star Chief • Super Chief • Chieftain.

See America's Number 1 Road Car—On Display Tomorrow!

BEDWELL IMPLEMENT CO.

219 EAST JEFFERSON MORTON, TEXAS

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

Extra Good...

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

TRUCK TIRE BARGAINS
In New Tires of all Sizes

SPECIAL — 600 and 650 x 20 — 14 ply nylon airplane Tires and Tubes

TRUCK TUBES all sizes from 600 x 20 through 1000 x 20

NEW 600 x 16 — 4 ply Tires — 12.95 Net TAX PAID

BATTERY SPECIAL
Prepare Your Car or Pickup for quick starts on Cold Mornings

6-volt Battery, one year guarantee
Exchange 7.95
(for Fords and Chevrolets)

Other Batteries at Comparable Prices

LUPER TIRE SERVICE

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

114 EAST WASHINGTON MORTON PHONE 3311

VISITING MRS. MASTEN

Mrs. Arkie Church of Los Angeles arrived in Morton Monday, for a 10-day visit with Mrs. Ailene Masten. Following her visit here she will go to Little Rock, Ark., for an extended visit with her son.

Local Schools Plan Open House On Nov. 15th; National Education Week

Next week will be observed in schools throughout the state and

As American Education Week, and Morton's Schools are planning an Open House for the occasion.

According to Jim Kidd, High School Principal, the night of Thursday, November 15 will be observed as open house. All local schools will be open, classes will have special displays on tap, and the occasion will provide an excellent opportunity for parents to meet and chat with the teacher of their child or children.

Mr. Kidd has extended, for the entire school, a cordial invitation to all patrons to attend.

Swiping Pens At Post Office Mighty Risky

Nation-wide, some folks have a special attachment for Uncle Sam's ballpoint pens — especially so, the ones he has been placing in post offices.

But, there is one little catch. The pens, "placed on this desk for your convenience (the public) are the property of the U. S. Post Office Department — Penalty for theft is \$500 fine and or one year in prison."

A far cry from the rough pens of yesterday, the ballpoint pens were installed with chains attached to desks for the convenience of the general public.

But some folks just seem to need them more somewhere else, so the warning — anyone found with a pen from the Post Office, no matter how they got it, is subject to the charge of theft from a U. S. Post Office.

VFW SLATES IMPORTANT MEET TONIGHT

An important meeting of the local VFW Post 5074 will be held tonight, according to Homer Thompson, to plan for the joint Scout-VFW sponsored Veteran's Day breakfast to be held next Sunday morning.

The VFW's part is to serve the meal after they've cooked it, according to Homer Thompson. The Scouts obligation is to sell the tickets.

All committees will be named Thursday so all VFW members, past and present are urged to attend and help plan the breakfast.

AT FATHER'S BEDSIDE

Mr. Fuller, father of Mrs. Roy Hickman of Morton, who lives at Dimmitt, remained very ill in the Dimmitt Hospital this week. Mrs. Hickman has been at his bedside for about a week.

KCBD - TV Channel 11

THURSDAY TV schedule: 7:00 Today, 7:00 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, 2:00 Queen For A Day, 3:45 Modern Romances, 4:00 Comedy Time, 4:30 Stu Erwin Show, 5:00 Looony Tunes, 5:30 News and Sports, 6:10 Weather, 6:15 Here's Howell, 6:30 Western Marshall, 7:00 Jack & The Beanstalk, 7:30 Stanley, 8:00 I Led 3 Lives, 8:30 Robert Montgomery color, 9:30 Sheriff of Cochise, 10:00 Ford Theatre, 10:30 News, 10:40 Weather, 10:45 Sports, 10:50 Channel 11 Theatre

FRIDAY TV schedule: 7:00 Today, 7:00 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, 2:00 Queen For A Day, 3:45 Modern Romances, 4:00 Comedy Time, 4:30 Stu Erwin Show, 5:00 Looony Tunes, 5:30 News and Sports, 6:10 Weather, 6:15 Here's Howell, 6:30 Captain Gallant, 7:30 Big Surprises, 8:00 Jane Wyman, 8:30 Warner Bros - Cheyenne, 9:30 Break The Bank, 10:00 Badge 714, 10:30 News, 10:40 Weather, 10:45 Sports, 10:50 Channel 11 Theatre

SATURDAY TV schedule: 8:00 Roy Rogers, 9:00 Howdy Doody, 9:30 I Married Joan, 10:00 Fury, 10:30 Jet Jackson - Jungle Jim, 11:30 Let's Teach, 12:00 Football Preview, 12:15 Big Ten game, 2:00 Scoreboard, 3:15 Movie, 5:45 News, 5:50 Weather, 5:55 Sports, 6:00 Lone Ranger, 6:30 People Are Funny, 7:00 Lawrence Welk, 8:00 Caesar'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 TV schedule: 12:10 Sign On, 12:15 Norman Vincent Peale, 12:30 Frontiers of Faith, 1:00 Wizard, 1:30 Youth wants to know, 2:00 Lawrence Welk, 3:00 Wide, Wide, World, 4:00 To Be Announced, 4:30 Dee Weaver Show, 5:00 Meet the Press, 5:20 Roy Rogers, 6:00 Bengal Lancers, 6:30 Circus Boy, 8:30 O'Henry Playhouse, 9:00 Loretta Young, 9:30 Man Called X, 10:00 Cynleade Theatre, 10:30 News, 10:40 Weather, 10:45 Sports, 10:50 Craig Kennedy

MORTON FLASH-O-GAS advertisement: Just one trip to MORTON FLASH-O-GAS and you'll know you can depend on us for prompt, courteous delivery service of your Butane and Propane gas needs. We deem it a pleasure to serve you. Call today—we know you'll be pleased. T. E. LYNCH, Owner

Before winter . . .

BUILD A GARAGE

TO PROTECT YOUR

AUTO, PICKUP —

Call . . .



See us before you

BUILD or REPAIR MORTON TEXAS

Ellie's CORN BEEF HASH logo: A meat supper treat

DOSS Super

Shurfine MILK

8 tall cans 100

WE GIVE FRONTIER STAMPS



Bargains



IMPERIAL PURE CANE SUGAR

10 pounds . . . 98¢

WELCH'S, 24 oz. Bottles GRAPE JUICE . . . 3 bots. 100

ZESTEE, 20 oz. Tumblers GRAPE JELLY . . 3 tum'rs 100



SWIFT'S JEWEL SHORTENING

3 lb. can . . . 79¢

- SALAD WAFER
CRACKERS lb. box . . . 27¢
ALABAMA GIRL Sour or 'Dill PICKLES qt. 29¢
OSCAR MAYER LUNCHEON MEATS 12 oz. can . . . 39¢
WHITE SWAN POP CORN 10 oz. cans 3 cans . . . 49¢
WRIGLEY'S GUM 3 Pkgs. . . 10¢

- FOOD KING BLACK EYE PEAS can 10¢
FOOD KING PORK & BEANS can 10¢
BATHSIZE LUX 2 bars 22¢

FROZEN FOODS

- UNDERWOOD'S BAR-B-Q BEEF . . . lb. pkg. 79¢
MORTON'S, 8 oz Macaroni & Cheese Pies . . 4 for 1.00
MORTON'S, 8 oz Turkey Pot Pies 4 for 1.00

FRESH PRODUCE

- TEXAS ORANGES 5 lb. sack 39¢
TEXAS RUBY RED GRAPEFRUIT lb. 10¢
FRESH, CRISP CELERY stalk 12½¢
YELLOW SQUASH lb. 10¢

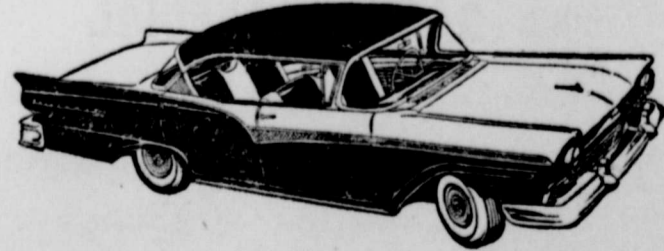
CHOICE MEAT

- FRESH, Quick to Fix PORK LIVER lb. 29¢
NICE PORK CHOPS lb. 59¢
WICKLOW BACON lb. 49¢

DOSS FOOD STORE AND FROZEN FOOD LOCKERS

WHERE YOU GET FRONTIER SAVING STAMPS

Watch the 57 FORDS go by



WORLD'S LARGEST SELLING V8's MAHAN MOTOR CO. Authorized FORD Dealer EXPERT REPAIRS on FORD - MERCURY - LINCOLN

Channel 11 Theatre schedule: 12:45 Cook Book, 1:30 Tennessee Ernie, 2:00 NBC Matinee, 3:00 Queen For A Day, 4:00 Comedy Time, 4:30 Styles of Distortion, 4:45 Film, 5:00 Cisco Kid, 5:30 Looony Tunes, 5:45 Hospitality Time, 6:00 News and Sports, 6:10 Weather, 6:15 Here's Howell, 6:30 Disneyland, 7:30 Rosemary Clooney, 8:00 Father Knows Best, 8:30 Adventures of Tom Sawyer, 9:00 This Is Your Life, 9:30 American Legend, 10:00 Crossroads, 10:40 Sports, 10:50 Channel 11 Theatre

For Channel 11 Schedule

See Page Four

ROSE THEATRE MORTON, TEXAS

LAST TIMES TODAY THURSDAY, NOV. 11

SCREAMING EAGLES advertisement: TOM TRYON - JIM WELLS - BOB ROY

Fri. - Sat. Nov. 9 - 10

SIZZLING advertisement: Cha Cha Boom!

Sun. - Mon. Nov. 11 - 12

WALK THE PROUD LAND advertisement: THE NEWEST AND MOST SENSATIONAL MUSICAL

Tue., November 12

KING DINOSAURS advertisement: THE NEWEST AND MOST SENSATIONAL MUSICAL

Weds. - Thurs. Nov. 13 - 14

WORLD WITHOUT END advertisement: AN ALLIED ARTISTS PICTURE

INDIAN DRIVE-IN MORTON, TEXAS

Fri. - Sat. - Sun. Nov. 9 - 10 - 11

GREGORY PECK advertisement: RICHARD LEO BASEHART GENN

JOHN HUSTON advertisement: MOBY DICK

TECHNICOLOR