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Mr and Mrs R. O. Lane announ-ce the engagement and approaching marriage of their daughter, La-quita, to Freddy James, son of Mr and Mrs. Ben James, Rt. 3, O'Don-

35th year: No. 19

Stray Dogs

MIDDLETON SAYS PROMPT ACTION IS NEEDED

City Councilman J T (Dub) Mid-

dleton said Monday that beginning

Fridaythe City had a man employed

to pick up all stray dogs within the

City. The dogs will be held three

days in the City's Dog Pound, and

if not claimed, the animals will be

the town's canine population had

increased to an alarming rate and

endangers the public if rabies dev-

elops as in near by towns. Several

large and hungry dog packs have been noted roaming the town.

Keep your pets penned until after

the drive. The town should ap-preciate Dub's interest in this

-000

family visited in Big Spring over

-0-

Mr. and Mrs. Floyd Jackson and

Jim Palmer visited his mother

J. L. Wheat is doing well in a Lamesa hospital after a heart at-

Mr. and Mrs. O. J. Johnson and

daughter, Linda, of Arlington and Mrs. Johnson's father, C L Land of Cleburne visited in the Warren

Mr. and Mrs. D. E. Sumrow at-tended the funeral of her brother in law, H. P. Godfrey at Fredrick,

Okla, last week. Monday of this

week Mr and Mrs. Sumrow received

word that another brother in law, J. F. Box, of Fredrick had died and

they returned there for the funeral.

Freddie Pendleton, 4 year old

son of Mr and Mrs. Fred Pendleton,

was carried to the Childrens Hos-pital of Texas in Dallas for a series

of operations on his heart Jan. 2

and is now at home and improving

nicely. His parents have recently purchased the former M. J. Dor-

were in Lubbock Sunday nite visit ing his grandmother who is ill in

Methodist hospital there.

man home and have moved here.

He stood the operation fine

Mr and Mrs. Lyndell Woods

Smith home over the week end.

Mr. Middleton added that of late

killed.

safety hazard.

in Temple this week.

week end.

tack

nd.

City To Pick Up

nell. Both young people are graduates of O'Donnell High School. The bride-elect attended Draughon's Business College in Lubbock and is employed by Fenner Tubbs Motor Co. of Lubbock as secretary. Mr. James is employed by D. and H. Wholesale Co. in Lubbock.

Vows will be exchanged Jan. 26 in the home of the bride parents, Mr and Mrs. Lane. bride-elect's

Dr. and Mrs. Noble Rumbo spent Sunday in Abilene. -000-

DAN BLOCKER SPEAKS TO ROTARY The O'Donnell Rotary Club met Tuesday in its regular meeting with President Homer Hardburger presiding. Derwood Howard of Tah oka was a visiting Rotarian and Billy Hardburger was a local guest.

Dan Blocker, a character actor in TV and movies, was the speaker for the luncheon. He gave the club his version of Hollywood and then turned the program into questions and answers.

DAN BLOCKER ON TV JAN 22nd

Station Manager of Ch. 11 said Monday that Dan Blocker of here would be on the popular western T Y show "Cheyenne" Tuesday, Jan. 22nd. The subtitle of the show is "Land Beyond The Law." Mr. Blocker will have the character role of Pete and this is said to be the best role of his career. He has made ten TV productions and sev-eral movies since breaking into this art medium last summer. He is expected to have a 100 percent local audience Tuesday nite the 22nd. Folks in other TV areas are

reminded to check their station's programing.

-000-

Mrs. Dick Atkins and her sister Mrs. A B Pace of Lubbock visited their mother and father in Amherst Sunday.

Mr and Mrs. Ervin Jones and Mr and Mrs. Otis Harris visited the Clint Wrights at Plainview Sunday

Sam Goad, former local youth, is station in Arabia in Army. He wrote his aunt, Mrs. Tom Moore, that if he could get back to these Baldies he would never leave here

The Y. W. A. of the Baptist Church will meet Saturday, Jan. 19 at 4 p. m. in the home of Mrs. Truett Hodnett.

The Assocational Workers Conference of the Baptist Church, will meet with the Immanuel Church at Brownfield Thursday

BABY'S CHANCE OF LIVING IS TWICE GREATER THAN 1940

Engagement Is MOD Variety Show Set For Jan. 25th

O'DONNELL INDEX PRESS

Know

O'DONNELL, LYNN COUNTY, TEXAS. *

Wed. Jan. 16, 1957

S1.50 PER YEAR

MR. AND MRS. JOHN BURKETT Jocks you Golden Wedding Is Observed Here Mr. and Mrs. Elzie Davis and family moved to their new home near Welch...

Mr and Mrs. Henry Smith . re--0turned last week from a visit on

the Gulf

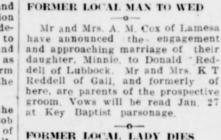
Rep. George Mahon of the 19th Texas District, has joined with sev-eral other Texas Congressmen and Senators in introducing legislation in the new session of Congress designed to bring early assistance to drouth-stricken areas of Texas and the Southwest. The proposal as worked out and presented was term ed a "two-fold approach to the

BILL TO HELP DROUTH AREA IS

PROPOSED

The bill was described in the floor of the house by Rep. Poage of Waco, chairman Bob the House Committee on Agriculture, as calling for immediate assistance to farmers and ranchers in the wide area of 'Texas and the Southwest who are in desperate need of help. Mahon and Poage pointed out that the prime purpose of the bill would require the Department of Agriculture to make payments to land owners who will agree to defer the use of their depleted pasture lands for periods of not less than 12 months. The program would become effective immediately and would continue over a period of three years after the drouth is broken. Mr. Mahon explained that the present. crisis could well become a permanent condition unless steps were taken to give the parched pasture land a chance to recover

Another feature of the bill would instruct the Secretary of Agricult-ure to assist in providing protein feed concentrates such as cotton-seed cake. Members of the group said they felt the cake was needed immediately to maintain the range herds of the southwest and that type program would be cheaper and more effective than the hay or grain program now being carried out. "This bill would enable the stricken areas to take the steps which they know to be sound from a conservation standpoint but which they cannot afford to take in the



Funeral services were read last Tuesday in Lamesa First Baptist Church for Mrs. Lois Murl O'Brien ise 32 who died in a Lubbock hos pital, Mrs. O'Brien, who lived on Star Rt. 4, was born in O'Donnell. Her parents, Mr. and Mrs. W P Cozart, live in Seminole.

-000 ON DEBATE TEAM

Eight Texas Tech debate teams took part in the Golden Spread De-bate Tourney at Amarillo Friday and Saturday. Among Tech students on the team was Dale Karpe of here He also was in extemporanious speaking contest.

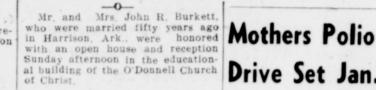
-000-Mr. and Mrs. Russell Floyd and son, Clifford, of Loop were guests Sunday in the home of the Rev. and The Floyds Mrs. Marvin Fisher. and the Fishers were next. door neighbors before Rev. and Mrs Fisher were wed

-0-Tom Brewer is taking treatments at Cristoval. -1-

Mr and Mrs. Luther Kenley visit ed his mother Mrs. H. Kenley at Lubbock Sunday.

Mr and Mrs. Major Rodgers of Vista, Calif., are visiting relatives here, Mr and Mrs. Rodgers and Mr and Mrs. Harvey Line visited relat STRANGER THAN FICTION ives in Lubbock Sunday.

PATIENTS



Mr and Mrs. Burkett, who lived in Dawson County from 1922 to 1937 when they moved to their farm east of O Donnell in Borden County, were wed Jan. 13, 1907 by a minister, G. G. Davidson, who performed the ceremony in a two horse buggy.

Changing their made of transpor tation from horse and buggy to train, the couple came to Putnam in Callahan County to establish their home, Before moving to Dawson County Mr. and Mrs. Burkett lived at Escota in Fisher County and Trent in Taylor County.

Their eight children include Their eight children include Mrs. E. O. Kirby of Odessa, J. Elmo Burkett of Portales, Jake L. Burk-ett of C'Donnell, Mrs. C. L. Tay-lor of Baileyboro, Joe W. Burkett of O'Donnell, Dale L. Burkett of Big Spring, Mrs. Alfred F. Allen of O'Donnell and Lim M. Durbert O'Donnell and Jim M. Burkett O'Donnell.

The pioneer couple has 22 grand children and 14 great grandchildren and most of the descendants were resent. Their daughter, Mrs. Allen registered the guests and the two other daughters, Mrs. Taylor and Mrs. Kirby presided at the serving table. Refreshments of cake and punch were served to 118 who called from two to five.

An old fashioned kerosene lamp sprayed old, arranged amid yellow gladioli formed the unusual centerpiece for the refreshment table which was laid with a cloth of gold linen.

As a personal aside the joins all of this area in wishing the best to one of the grandest couples it has been our pleasure to know. A million congratulations to you

The name of Bart Anderson was called Saturday at the Trades Day drawing for a 50 percent ticket worth \$216 but was not present. This was the second time within 3 weeks his name was called and both times he was absent. The jack will be worth \$473.

Drive Set Jan. 21 The 1946 Study Club will have their annual Mothers March On

Polio Monday nite, Jan. 21st beginning at 7:00 p. m. and will call at every house in town.

Members of the Club expressed their appreciation for help in the drives in past years and said they were again counting on the support of the public.

John Ellis said the quota for Big O this year is \$1300. O'Donnell has always met her quota in the the polio drive.

- 000-Buster Henry spent Sunday with his daughter Mr. and Mrs. Ralph Lindsay of Lubbock.

Mr and Mrs. Jesse Lane visited their daughter and family Mr and Mrs. Boyce Allen in Odessa.

Mr and Mrs. Marcus Pearce visit ed at Penbrook Sunday with Mr. and Mrs. Raymond Pearce.

Mr and Mrs. Durwood Seeley are visiting here.

Mr and Mrs. Cecil Pearce visi ed Mr and Mrs. Ken Fannon at Abilene over the week end.

Mrs. Bessie Williams visited her son. Ed Williams and family Pecos Sunday.

J. P. Hale was in Dallas Thurs-day of last week.

John Frank Weir of Brady visit ed his brother, Billy Weir and family over the week end

Mr and Mrs. Morris Maxwell of Hobbs visited his uncle and family Mr and Mrs. W L Maxwell Mondav

Mr and Mrs. Sam Singleton will live at Midland for next three months.

MOD Show Jan. 25th

Joe Burkett said Monday that O'

drouth problem.'

absence of some Government pro- | gram," the lawmakers explained.

In 1956 the ratio of hospital births to home births has more than doubled over the past 15 years, according to Texas State Department of Health statistics.

Live birth hospital deliveries increased from 42.4 percent to 90.1 percent during the period of Texas' greatest growth. Also the ratio of 1956 live births to deaths in Texas was well over three to one while statistics 15 years ago indicated the ratio was only slightly in excess of two births per death. Baby's chance of surviving the first year of life has more than doubled since 1940. Mother, too, has reaped even greater medical benefits. Fifteen years ago, the risk of death childbirth was nine times greater than it is today.

School Menu

Monday: pork roast, English wedge, bread, milk, pear half. lettuce

Tuesday: meat loaf, green beans candied yams, milk, bread, fruit

Wednesday: pork chops, lima beans, vegetable salad, rolls, butter milk, bread, apricot butter. Thursday: roast beef and gravy blackeye peas, buttered corn, slic-

ed tomatoes, corn bread, butter, milk, bread, ice cream, Friday: fish sticks, pinto beans spinach, carrot stick, corn bread, butter .milk, cherry pie.

Mrs. Skinner Hosts Club

The 1946 Study Club met in the home of Mrs. Weldon Skinner as hostess and Mrs. J. W. Gardenhire as co-hostess. Refreshments of cof-fee, open face cheese and tuna salad sandwiches and divinity candy were served to 24 members present, In the business session Edna Carroll was named parlimentarian. The program was on traffic safety. Mrs. Darus Sumrow gave a talk on "Highway Hypnosis" and the program was concluded with a film "And Then There Were Four" -000

Mr and Mrs. Jay Havens and family were week end guests of her parents Mr and Mrs. Tom Yandell.

Mrs. Ross Stark returned Satur day to Lubbock on account health of her father.

-0-Mr and Mrs. Armstrong of Trent were Sunday visitors of his coustn Mr and Mrs. Wallace Rains.

Mr and Mrs. H. M. Veach have as guests her sister and family, Mr and Mrs. Luther Hill of New Castle

Mr and Mrs. Buddy Veach of the Army are visiting his parents Mr. and Mrs. Troy Veach. Buddy will soon go overseas to be stationed in Okinawa.

JOIN the MARCH OF DIMES IN JANUARY DOLLAR WAS USED FOR AID TO POLIO VICTIMS -----

POLIO LUNG

ANNA THOSE NEEDING WERE AND OTHER ADD FOR WERE

Our Big Mid-Winter SALE Continues With MORE DRASTIC PRICE REDUCTIONS

Come by and register for our nice door Prize to be given away at 4 p. m. Saturday, Jan. 19

Also See Our Specials On Dresses, Skirts and

1 Rack of Dresses and Robes values to \$34.95 Now on sale at only \$12 each

1 rack of Skirts and dresses, values to \$12.98

1 rack of Skirts and blouses values to \$4.98 now \$1

Many, Many more Bargains To Be Seen

Grances-Nell Jashion Store

-000 FORMER LOCAL RESIDENT DIES

W. E. Graham, 58, of Hobbs, N M. E. Oraham, 58, of Hobbs, N. M., recently passed away after sev-eral months of failing health. He lived here in 1940 - 41. He was the father of Mrs. Mack C. Bradley, formerly of here, and now of Lub-book bock.

-000-

Mr and Mrs. D. C Simmons of Lubbock visited Mr and Mrs. S M Minton over the week end. ------

Mr and Mrs. Luther Ellis Hereford visited Mr and M Mrs. John Ellis Saturday nite.

ACCIDENT HERE SUNDAY

Three persons sustained minor injuries in two car crash near here Sunday afternoon. Serious injuries miraculously were avoided about 4:15 p. m. when cars driven by Mrs Maxine Hudgins, 28, of Lamesa and Amos Ted Franklin, 16, of Wells collided about a half mile north-east of here on FR 2053. Highway Patrolman Henry Crump said the accident occured as the car driven by Mrs. Hudgins turned from a county road onto the farm to mar-ket road, Both cars were traveling west when they struck, Crump said. Frankklin's car slid 353 feet and overturned on the shoulder follow ing impact. It virtually was demol ished. Franklin and a passenger in his car, Ray Agnew, 16, also of here, received treatment for minor cuts and bruises at Lehman Clinic here and were released. Mrs. Hud gins was not injured.

*

Donnell's March of Dimes program would be the nite of Jan. 25th (Friday). A very good program is now being worked up.

This week members of the O' Donnell Volunteer Fire Department placed MOD containers in stores thruout the town. In the near future the Volunteer

Fire Department will begin the advance sale of tickets to the Burk-ett Variety Show, Mr. Ellis said that money was now coming in from rural routes from envelopes recently sent out.

BASKETBALL SCHEDULE

Jan. 17 Tahoka A boys and girls at m. here.

Jan. 18th Plains, 7 y. m. there Jan. 22 Sundown here

- Jan. 25th Seagraves there Jan. 29th Frenship here Feb. 1st Ropes there

- Feb. 5th Plains here Feb. 8th Sundown there
- Feb. 12th Seagraves here
- Feb. 15th Frenship there Feb. 19th Ropes here

JR. HI ASSEMBLY PROGRAMS GIVEN THRU JANUARY

Following is the Junior High program for the next few months -Thursday, Jan. 10 Film. 'Master Whitetail'

Thursday, Jan. 17 — 7A, Mrs. Furlow play, "Judy Takes Over"

Thursday, Jan. 25th, Southern School Assembly Program, 10:15 Thursday, Jan. 31 - Film "Be-hind the Flyways" 10:30

*



* Come In Today And See The Beautiful New Whirlpool COMBINATION WASHER AND DRYER A Simple Twist of A Dial gives you two useful Household Appliances In One

*

SEE IT TODAY AND GET OUR DEAL

Prompt Service Calls For Any Appliance Repairs

Singleton Appliance WE GIVE FRONTIER STAMPS

We Redeem Frontier Stamps At Our Store

Now only \$2.99

Blouses ---

purchase of mallest bolt to the largest appliance

We Give S. and H. Green Stamps

WINANS HARDWARE

* O'Donnell's Sport's Center

OUR PROMISE . . .

To You This New Years -- and the years to come

-- is to continue to give you the MOST COMPLETE HARDWARE STORE to be found and at the same time maintain our traditional low prices.

ALWAYS the same careful attention given to



tial moisture, filling out the surface and smoothing wrinkles. And it costs so little to look younger-during this limited-time offer you save dollars! Try a complete night and day treatment for face and throat. Try the



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The Jet No Ranch Magon

The fartch Wingon

FIVE NEW FORD glamour wagons long, low and loaded with Go!

Leave it to the station wagon leader to make the big news for '371 And what news! Wagons so big, so full of fine-car prestige that you'll wonder how it can be done at low Ford prices.

If your choice is the Country Squire, you'll he proud to pull up at the finest places in this new glamour wagon with its wood-like trim.

If your needs call for a 6-passenger wagon vie's four doors, you'll love the new Country 2 days. It has almost nine feet of loadspaces arly a frost more than ever before.

here's still another f-door Country form. It has the extra third seat for 9-passenser o was And, as in all Ford wayons for 57,

which opens both the wrap-around liftgate and tailgate with one motion. And they can't be opened from innide!

There's good news, too, about Ford's popular Ranch Wagon. This 6-passenger, 2-door model features Ford's new subdued tones, and smart interiors which lefy muddy little shoes and drippy chocolate cones.

In the wonderful way that Ford can take a fine thing and make it even finer, the Del Rio Ranch Wagon goes beyond the Ranch Wagon in style, fabrics and trim.

Better take a Ford wagon for a spin. You'H agree that for styling it's a sweetheart . 5 ra have this new single constrol handle for work and power, it's an obedient slave!

tow 'I fard here long ndeurs craise is bistory!

SP Furd brake 458 national and

Ask for Your FORD STATION WAGON

Action Test Today

FORBES MOTOR CO. ed Sales and Service Phone 92, O'Donnell, Texas



LOTT PHARMACY

DIVORCE AND REMARRIAGE

DIVORCE AND REMARRIAGE "Is it lawful for a man to put away his wife for every cause?" This question was put to Jesus by a group of Pharisees who were trying to detect in his teaching some doctrine that was contrary to the Law of Moses. Jesus answered this question by saying: "Hare ye not read, that he who made them from the beginning made them male and female, and said. For this cause shall a man leave his father and mother, and shall cleave to his wife; and the two shall become one flesh? So that they are no more two, but one flesh. What therefore God has joined together, let not man put asunder." Matt, 19:3,6) asunder." Matt. 19:3.6)

This answer reveals that God's plan is for a man to have one wife, and for a woman to have one husband. If he had intended otherwise, he would have created two or more women for Adam. otherwise, he would have created two or more women for Adam-or two or more men for Eve. When a man and a woman have been united as husband and wife they are no longer two in the sight of God but one. This God-recognized union is not to be torn asunder by any of the flimsy excuses that are recognized as grounds for divorce by the courts of our country.

Having received the above answer to their question, the Jews said: "Why then did Moses command to give a bill of divorcement, and to put her away?" Jesus said: "Moses for your hardness of and to put her away?" Jesus said: "Moses for your hardness the heart suffered you to put away your wives: but from the beginning it hath not been so." This same hardness of heart is responsible for a large percentage of the divorce cases that are filling our courts today, but this hardness of heart is not a scriptural grounds for divorce. Jesus said: "Whosever shall put away his wife, EXCEPT FOR FORNICATION, and shall marry another. rommitteth adultry : and he that marrieth her when she is put committeth adultry : and he that marrieth her when she is put away committeth adultry" (Matt. 19:9), Fornication, or unfaithfulness on the part of one of the marriage partners, is one of the two scriptural reasons for divorce and remarriage.

CHURCH OF CHRIST

SUNDAY	
Bible Study	10:00 A. M.
Worship and Communica Evening Service	10:45 A. M. 6:00 P. M.
Mid-Week Bible Study	

Approx send us your name and ad- the the send us your name and ad- the the send to be	Saturday 8:25 Sign On 8:30 Captain Kangaroo	6:00 News, Weather Sports	8:00 Celebrity Playhouse	3:45 Modern Romances	10:50 Ch. 11 Theatre TUESDAY
The self set of the se	8:25 Sign On Vergeroo	6:15 Doug Edwards	8:30 O. Henry Playhouse 9:30 The Man Called X 10:00 Cavalcade Theatre	4:00 Comedy Time 4:30 My Little Margie	Same as Monday until 4:30 5:00 Bunny Theatre
Any to the address below. Correspondence Course O. Box 942, O'Donnell, Texas O EXCLUSIVE FRANCHISE avail- b. Sell liquid fertilizer to farm- full or spare time. Liberal pro-	Stau Captain Rangaloo	6:30 Robin Hood 7:00 Burns and Allen	10:30 News	5:30 Looney Tunes	5:15 Looney Tunes 5:45 Hospitality Time
ble Correspondence Course O. Box 942, O'Donnell, Texas O EXCLUSIVE FRANCHISE avail- ble, Sell liquid fertilizer to farm- r, full or spare time, Liberal pro-	9:30 Mighty Mouse Playhouse 10 Winky Dink	7:30 Doug Fairbanks Presents 8:00 I Love Lucy	10:40 Weather, 10:45 Sports 10:50 Dateline Europe.	5:45 Hospitality Time 6:00 News and Sports	6:00 News and Sports 6:10 Weather
CLUSIVE FRANCHISE avail- be. Bell liquid fertilizer to farm- full or spare time. Liberal pro-	10:30 Popcorn Theatre 11:30 Let's Take A Trip	8:30 December Bride 9:00 Studio One	MONDAY 7:50 Today	6:10 Weather 6:15 Here's Howell	6:15 Here's Howell 6:30 Captain Gallant
blo. Sell liquid fertilizer to farm- n, full or spare time. Liberal pro-	12 The Ruggles 12:30 Big Picture	10:00 Code 3 10:30 News, Weather Sports	9:00 Ding Dong School 9:30 The Price Is Right	6:30 Western Marshall 7:00 Sir Lancelot	7:00 Big Surprise 7:30 Noah's Ark
	1 Football 4 Championship Bowling	11:00 Mister Universe 12:00 Sign Off	10:00 Home 11:00 Tic Tac Dough	7:30 Stanley 8:00 Highway Patrol	8:00 Jane Wyman 8:30 Warner Bro. Cheyenne
	5:00 Mark Saber 5:30 Wild Bill Hickok	TUESDAY	11:30 It Could Be You 12:00 Serenaders	8:30 Robert Montgomery 9:30 Sheriff of Cochise	Conflict alt. 9:30 Break The bank
Trite "Na-Churs" Plant Food Co	6 Beat The Clock 6:30 The Buccaneers	Same As Monday Until 6:30) Name That Tune	12:30 RFD 11 12:45 Cook Book	10:00 Ford Theatre 10:30 News	10:00 Badge 714 10:30 News
	7 Jackie Gleason Show 8 Oh, Susanna	7:00 Phil Silvers 7:30 Texas In Review	1:30 Tenn, Earnie Ford	10:40 Weather	10:40 Weather
Buy your daily paper	8:30 Hey, Jeannie 9:00 Gunsmoke	8:00 Nothing But The Truth 8:30 Play		1	
thome it's same price	9:30 You Are On Your Own 10:00 Play	9:00 \$64,000 Question 9:30 Do You Trust Your Wife	1	_	
Tindex office	11:00 Play 12:30 Sign Off	10:00 The Brothers 10:30 News, Weather, Sports			
for Telegram \$13.95	SUNDAY 9:55 Sign On	11:00 Play 12 Sign Off			
	10:00 To be announced 10:30 Music box	WEDNESDAY Same As Monday Until 6:30)		Lan Earry	
	10:40 Church Service	6:30 Giant Step 7:00 Godfrey and Friends	LOI	ton Far	mers
20 to week \$12 95	12 The Christophers 12:30 Face The Nation	8:00 The Millionaire 8:30 I've Got A Secret			
days a week \$11	1:00 Sports 3:45 Sunday News	9:00 20th Century Fox hour 10 To be announced			
che index at same time	4:00 This Is The Life 4:30 Sports	10:30 News, Weather, Sports 11:00 Play	You	r dues should be sent in no	w to the
a more	5:00 Telephone Time 5:30 Air Power	12:00 Sign Off THURSDAY	and a children in the		
and the second se	6:00 Lassie 6:30 Private Secretary alt. Jack	Same As Monday Until 6:30)			
DTITT	Benny 7:00 Ed Sullivan	6:30 Annie Oakley 7:00 Bob Cummings	Plains C	offon Gro	owers, Inc.
	8:00 G. E. Theatre 8:30 Alfred Hitchcock	7:30 Climax 8:30 Sports			
	9:00 \$64,000 Challenge 9:30 Reader's Digest	9:00 Grand Ole Opry 9:30. Playhouse 90	and the second second		
	10:00 What's My Line 10:30 News	11 News, Weather, Sports 11:30 Sign Off	Dues are 15 cents p	per bale on your 1956 Co	tton crop.
	10:45 Play 11:45 Sign Off	FRIDAY Same As Monday Until 6:30)	Plains Cotton Gro	wers. Inc. can. and is. a	ccomplishing much for the
	MONDAY 6:55 Sign On	6:30 My Friend Flicka 7:00 West Point			ach in the field of short
	7:00 Good Morning 8:00 Capt. Kangaroo	7:30 Zane Grey Theatre 8:00 The Crusader	staple cotton.		
Jan. 16, 17	8:25 Playtime 8:30 Capt. Kangaroo	8:30 Mickey Rooney Show 9:00 The Line Up	If your ain has not	held out for you, please m	nake your payment direct to
Yvonne De Carlo in	8:55 Sing Song 9:00 Garry Moore	9:30 Person To Person 10:00 Talent Scouts	the organization. Co	otton growers, landlord	ds, businessmen, in fact
Islands .	0:30 Godfrey Time 10:30 Strike It Rich	10:30 News, Weather, Sports 11:00 Play	everyone should sen	d in dues or contribut	ions NOW
In Trucolor	11:00 Valiant Lady	12:00 Sign off	MAIL YOUR CHEC	KS TO	
Fri. and Sat.	11:15 Love of Life 11:30 Search for Tomorrow 11:45 Noon News 11:55 Weather	KCBD TV: Channel 11		PLAINS COTTON GROW	ERS. Inc.
Jan. 18, 19	12:10 Stand up and be counted	SUNDAY 12:10 Sign On 12:15 Norman Vincent Peale			
Yaqui Drums	12:30 As the world turns 1:00 Our Miss Brooks 1:30 Houseparty	12:30 Frontiers of Faith 1:00 Wizard 1:30 Youth Wants To Know		Room 220, Lubbock Natio	nal Bidg.
Sunday and Mon.	1:45 Houseparty 2:00 Big Payoff 2:30 Club Day 3:00 Brighter Day	2:00 Lawrence Welk Top Tunes 3:00 Wide Wide World 4:30 Sports Show		Lubbock, Texas	
	3:15 Secret Storm 3:30 Edge of Night	5:00 Meet The Press 5:30 Roy Rogers 6:00 Bengal Lancers			
Canyon River					N. SH. DI. M. L.
Cinemascope and Color	T	HIS IS THE BIG M	FOR 1957		
			E.		
a a anda	Ctrl	ing from Ju		111-50	
tom docal	DUV.1	ing from dre	eam-cars		
mapendent Agent Unich.	•	0	2		
AUTO INSURANCE				C- NOW	



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PRESSING

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FAR BIGGER IN EVERY IMPORTANT DIMENSION_This year Mercury has grown bigger in every important dimension. For example, there is more headroom, leg room, shoulder room, hip room.

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the first ear you can buy with Dream-Car Design. Here's distinctive, distinguished styling shared by no other car.

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size from expensive cars



WIDEST RANGE AND CHOICE OF POWER IN MERCURY HISTORY __ A 290-hp TURNPIKE CRUISER V-8 engine is optional on all models. In the Montclair series the standard engine is a 255-hp Safety-Surge V-8 with a Power-Booster Fan that saves horsepower other cars waste. A 255-hp Safety-Surge V-8 is standard in the Monterey series. A special M-335 engine (335-hp) is available at extra cost in Monterey models equipped with standard transmissions.

price just above small cars

Never before has so much bigness and luxury cost so little. And Mercury introduces features you can't buy at any price in other cars. Mercury's new Dream-Car Design is Mercury's alone. It's sleek, daring, clean-cut_makes other cars look plump and old-fashioned. Mercury's exclusive Floating Ride is the finest

combination of bump-smothering features ever put between you and the road.

Check the low price tags in our showroom. You'll find you can get a new Big M for little more down_or per month_than for the lowest price cars. And what a lot more you get!

ALL-WEATHER COMFORT IS NO LONGER A LUXURY! MERCURY'S NEW CLIMATE-MASTER COMBINES AIR CONDITIONING AND HEATING IN ONE LOW-COST SYSTEM!

STRAIGHT OUT OF TOMORROW MERCURY for '57 with DREAM-CAR DESIGN

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THE

BIG



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