

DOLLAR DAY SPECIAL

U. S. POSTAGE
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PAID
Morton, Texas

LOCAL
BOXHOLDER
RURAL ROUTE
ROUTE STAR

BULA WINS REGIONAL AGAIN

Bulldogs Win 2nd Straight Title By Thin Margin of Single Penetration

It was an old story with a new ending for Bula's Bulldogs, the pride of the Last Frontier when it comes to football.

Claude Morrison's Bulldogs had their second straight Six Man Regional football championship when the sun went down Thursday — but it was a little harder in coming this year, and perhaps, for that reason was more appreciated.

It took all the Bulldogs mustered plus a few breaks for the Bulldogs to edge Paint Creek on the strength of penetrations after the two teams fought to a 36-26 stalemate on the scoreboard.

Only enough, according to both coaches, their teams let up in the second half. Either team with a little more push, could have won out in that defensive final two quarters. But Bula was busy solving a puzzling spread formation that was a bout as extreme as any spread formation could be — and the Paint Creek Pirates, who had not lost a game this season, and who had beaten Bula in the opening game of the season, was too busy wondering what made this team so much tougher than it had been earlier.

As a result, Bula scored only once in the second half, an early third period touchdown with the all important extra point added and Paint Creek tied late in the fourth quarter but missed the PAT that would have won the game. This, together with the Pirates' 20-19 halftime edge, made the score 26 to 26.

The Pirates had a 9 to 8 edge in first downs and a slim edge in total yards gained. But Bula had the most penetrations, 5 to 4 and won the game.

Actually, Bula could have scored late in the game. But, with only four minutes to go, Coach Morrison checked with the officials and he knew Bula had the penetration advantage. He cautioned his boys to play it safe and take up as much time as they could, rather than to try any tricky handoffs. This paid off in a victory.

Some 800 to 1,000 who watched the close game certainly got their money's worth. Bula talked first on an end sweep by Burley Roberts. They ran and missed the extra point. The Pirates came back to score on a Holakanson pass and the talented quarterback booted the ball between the uprights for two points and an 8-6 edge. It was this extra point Bula was fighting to win out most of the game. A Nichols run gave Bula a short lived 13-8 lead in the second quarter but Earles talked for the Pirate team and even though Holakanson's extra point kick was wide, the Paint Creek team had a 14-13 edge.

Bula came back strong to score on a 16 yard end sweep by Roberts and missed the point. They seemed destined to carry the advantage to the locker room with them at half.

The game was full of missed opportunities and stars on both sides. Holakanson did a brilliant job in the first half for Paint Creek and in the second half his passes all were too hurried. He completed 5 of 9 in the first half, and 1 of 9 in the second half. Thane and Earles did the top defensive work for the Pirates.

Bula played the better defensive game, doing a fine job of halting the wide spread formation of the Pirates in the second half and forcing them to play a different type of game. Burley Roberts was outstanding on both offense and defense but on at least four occasions he was the only man left who could halt Holakanson or Earles, and he grabbed a shoelace an arm or a leg each time — just enough to trip up the runner. Nichols did a good job on offense, breaking through the Pirate line several times for lone gains. Jr. Austin also was a big factor on the Bulldogs' offense and on offense Roberts broke away around end three times, and grabbed the all important pass to give Bula the important last extra point.

Bula was hurt badly by the loss a week ago of Norvell Roberts, Burley's younger and faster brother. Norvell has been an offensive standout all season and his speed might have put as much as two touchdowns on a broken play between the two teams. Nevertheless, he showed with a broken collarbone and you just don't find replacements for 10 second dashmen growing or trees.

But the honor of winning by penetrations was enough. It kept in tact an amazing coaching record for Morrison whose teams are now feared by every six man team in the state. It was the fourth year in succession he's won the district, the 2nd year of four he's won the bi-district, and the second out of three years he won the regional.

The game was a real crowd pleaser. As tight as it was the mistakes didn't mean so much to the fans as long as both teams were making them. Many came expecting the Bulldogs to get beat, since the Pirates had beaten them 61 to 40 earlier in the season. But Bula didn't come anywhere close to losing — and they didn't lose.

Here's how the statistics went:

BULA	SCORE	PAINT CREEK	SCORE
26	26	26	26
5	4	5	4
8	9	5	9
272	285	272	285
267	295	267	295
5	39	5	39
3	18	3	18
0	6	0	6
0	1	0	1
3	5	3	5
1	2	1	2
1	1	1	1



VOLUME IV MORTON, TEXAS, FRIDAY, NOVEMBER, 30, 1956 NUMBER 9

Final Wage Rate On Cotton Pulling Was Listed \$1.50

The latest wage finding for Cochran County pulling on irrigated cotton, released as of November 29, is \$1.50 for both pullings.

Irrigation Planning Very Important For Best Crops

There is a number of irrigation systems laying idle during the winter months and will not be used until sometime after the first of the year.

County Cotton Acreage Gets Biggest Cut

The sad cotton acreage allotment news for 1957 planting was officially unloaded on Cochran County farmers Friday by Dale Carter, Plainview, Agricultural Stabilization and Conservation district field representative.

Of the 25 counties in the Panhandle-South Plains cotton producing area, 22 received acreage hikes, three including Cochran County — received less allotted acres.

ARRIVES IN 'PARADISE' AFTER TWO YEAR WAIT TO GET VISA

"It's a paradise," translates Mrs. J. D. (Inge) Head of Morton in speaking for her German speaking mother, Mrs. Kate Best, who arrived here Monday from Germany.

'PARADISE TO HER' — Grandmother Best, of Germany, shown shortly after she arrived in Lubbock, greeting her only daughter, Mrs. J. D. Head, of Morton, and her only granddaughter, Alice Head, and son in law Durwood Head. She hadn't seen the trio for eight years, and now has come to the USA to make her home with the Heads who farm near Morton.

At Chicago another representative of the company helped Grandmother Best change for Lubbock. Smiles on the Durwood Head family faces this week indicated they were glad Grandmother Best had decided to leave her longtime home in Duisburg, a major industrial city of the Rhineland, and come to live in Morton.

Mr. and Mrs. Barton, who will move here as quickly as they locate a house, have three children, all married.

SUPT. BARNES GETS CONTRACT FOR 3 YEARS AT MORTON SCHOOL

The Morton Independent School Board, in a special session last week, gave Superintendent John Barnes a three year contract.

LOCAL PASTOR IS NAMED TO COLLEGE 'WHO'S WHO' LIST

Don Elliott, who conducts services each Sunday here at the American Legion Hall for the First Christian Church, was named this week as one of the twenty-two Texas Tech students who have been nominated for the 1956-57 'Who's Who Among Students in American Universities and Colleges.'

Mobile Stamp Unit Is Due Again

The S & H mobile redemption center will be at Piggly Wiggly, Morton, all day Saturday, Dec. 8.

Will Join Staff At Flash - O - Gas

L. E. Barton, who has a background of 15 years experience in the butane and propane business, this week joined the Morton Flash - O-Gas firm here, it was announced by Tommy Lynch, owner.

Mobile Stamp Unit Is Due Again

The unit, the only one like it in operation, carries many items that can be redeemed with S & H Green Stamps.

Correction

In a routine printed last Thursday for the HD Agent, the abbreviation "TV" was used and should have been "Tup".

Mobile Stamp Unit Is Due Again

Persons desiring to have their stamps redeemed, bring the completed books to the unit, choose any item they wish, and place an order with the S & H representative on the unit. Their merchandise will arrive by mail at no cost to them.



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Camp Fire Groups Open Candy Sale Yearly Fund Raiser

The local Camp Fire Girls announced this week the beginning of their annual Fall Camp Fire candy sale, one of two fund raising projects they conduct each year to pay expenses of the years work. The candy is due to arrive Saturday, December 2nd, but the official candy sale date is December 1st through December 10th. At the famous King candy boxes, packed especially for the Camp Fire group, may be purchased at \$1.00 a box.

MONDAY IS DOLLAR DAY IN MORTON

MARKETING QUOTA REFERENDUM, NOVEMBER 11

Cotton growers have an important decision to make on Tuesday, December 11, 1956. Max M. Eowers, Chairman of the Cochran County Agricultural Stabilization and Conservation Committee, reminds farmers. On that day, growers will vote in a referendum to decide whether marketing quotas will be in effect for their 1957 upland cotton crop. All farmers who engaged in the production of upland cotton in 1956

will be eligible to vote in the referendum.

If at least two-thirds of the growers voting approve the quotas, "marketing quotas will be in effect on all farms growing upland cotton in 1957, penalties will apply on excess cotton, and price supports to those growers who comply with their cotton acreage allotments will be available at the full level of effective supports. Under current legislation, this support will be between 75 and 90 percent of parity, the minimum level within this range depending upon the supply situation at the time the determination is made.

"If more than one-third of the growers disapprove quotas, there will be no marketing quotas or penalties, but price supports to eligible growers (who comply with their allotments) will be available at 50 percent of parity.

"In either case, acreage allotments will continue in effect for the 1957 cotton crop as a means of determining eligibility for price support.

The chairman pointed out that the Secretary of Agriculture is directed to proclaim marketing quotas for the next upland cotton crop when the cotton supply exceeds normal. Quotas are not put into operation, however, unless they are

approved by at least two-thirds of the growers voting in a referendum on the question.

To Preach for New East Side Church of Christ

Ed Randall, of Clovis, New Mexico, who preached for the Church of Christ in Muleshoe for seven years, will preach for the Eastside Church of Christ in Morton next Sunday, December 2nd.

One and all are invited to meet and worship in truth and in spirit.

Bible study will be at 10 a.m. and the Lord's Supper at 11 a.m. The District Courtroom is being used while a meeting house is being constructed.

Since we thank you to the Fourth Street Church in Portales and to Grover C. Ross for the two inspiring sermons last Lord's Day, Bro. Baker from Abilene conducted the same service.

Everyone expressed enjoyment and appreciation of the services and all seemed encouraged in the Lord's work.

Three Way News . . .

ON SICK LIST

Mrs. Florence Bailey is on the sick list this week.

GUESTS OF MARVIN HOLTS

Guests in the Marvin Holt home Thursday were Mr. Holt's parents, and brother of Doan, N. M., Mr. & Mrs. Carl Pollard and family and Bailey Griffith.

VISITED J. M. PHILLIPS'

Mr. and Mrs. Howard Julian & Eddie of Cortez, Colo., visited in the home of J. M. Phillips last weekend.

HOME FOR HOLIDAY

Home for the Thanksgiving holiday last week were H. C. Brasher and Bob Carpenter who are attending college at Arlington, Texas. Howard Pollard, Neil Everett and Paula Griffith of ENMU, and Gail and Betty Ann of Texas Tech.

GUESTS FROM NEW MEXICO

Mr. and Mrs. Norman Underwood & girls had guests from Lovington and Hobbs on Thursday of last week.

GRIFITH'S GUESTS

Guests in the Frank Griffith home Sunday evening were Mr. & Mrs. Donald McGuire of Muleshoe.

THANKSGIVING DINNER

The Three Way Baptist church members enjoyed a Thanksgiving dinner at the church, Sunday.

THREE WAY VS. MORTON

The High school basketball teams travel to Morton Tuesday to meet Morton's cagers in the first home game of the season for the Indians and Maids.

HAS 18TH BIRTHDAY

Birthday congratulations to Miss Peggy Fowler, she was 18 on Nov. 24th.

Whiteface Jr. Honored

Is Released

There were sixteen guests at the Whiteface Junior High who made the A honor list six weeks.

Those having straight A's the fifth grade honor roll were Zula Knight and Mrs. E. J. Janice Little, June P. Ashmore, Kay King, J. J. Jiro and Beth Wenzel.

Those making all A's in the sixth grade were Christine Kirkman's honor roll, Jerry Brown, Curtis and Judy Ray.

Frankie McKinney and the all A group from Hensleys' and Steve Selig made honor roll last Saturday and Odis Summers with light A cards.

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- Furniture
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See: Lewis or M. V. Butler after 4 p.m. each Monday at BUTLER'S BODY SHOP, Morton, Texas

or: Call TW 4-3321, Levelland — write 1507 Ave. H., Levelland (FREE PICK-UP and DELIVERY)

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 — If you give a portrait from Norman's, you give the finest.

NORMAN'S STUDIO
EASTSIDE SQUARE BOX 1062
LEVELLAND

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

Cash Income Shows Increase

Annual gross cash income grew from \$4,880 to \$8,021 in five years for a group of Texas farm families who obtained Farmer's Home Administration farm ownership loans in 1950 to buy, enlarge, or improve their farms, the agency's State Director, Walter T. McKay reported today. The report came in a news release through the Morton FIA office.

The average net worth for these Texas farm families advanced from \$7,301 before they received their farm ownership loans to approximately \$10,900 at the end of their fifth year of operation under that loan program.

Before the loans were made the average family in the group was operating 189 acres but was operating 224 acres in 1955. The combined value of equipment and productive livestock owned by the average family in the group was \$4,538 before the loan was made, and was approximately \$6,686 in 1955.

Figures showing these advances, together with five year progress along other lines, come from a survey of 1955 borrowers who obtained loans in 1950. A similar survey is made each year. The 1956 figures will be available in 1957 showing five year progress made by those who got their loans in 1951.

Farm ownership loans are made to buy family-type farms, enlarge underused farms, develop farms, and refinance debts. Funds come from private lenders under the insured loan program or from annually appropriated funds, and are amortized for periods up to 40 years. On an average the loans are repaid in 9 years. Insured loans are limited to 90 percent of the fair and reasonable value of the farm. A loan to buy a family type farm cannot be made if the fair and reasonable value of the farm is more than the average value of efficient family-type farms in the county.

Hey Dad! Hey Mom! Hey Junior!

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ELECTRIC TRAIN SET

24 PIECES
\$47.45 VALUE



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WHAT A PRIZE!

- Locomotive
- Track
- Freight Cars
- Transformer
- Automatic Uncoupling

No Box Tops! Nothing to Buy!
No Strings!

Just come in today and sign a "LUCKY COUPON."
(Drawing held before Christmas)

MORTON DRUG'S

carload of GIFTS

NORTHSIDE SQUARE

To MEET EVERY CHRISTMAS BUDGET

Men's TOILET SETS
1.00 to 25.00

Ladies' TOILETRY Gifts
1.00 to 7.00

TOYS and FAMILY GIFTS
50c and up

Midnight Perfume to fill your life with excitement.
1 dram, \$1.25, 1/2 oz., \$4.50, 1 oz., \$7.50



Midnight Deluxe Gift Set, Midnight scent in 4 oz. Cologne, 4 oz. Dusting Powder, 6 oz. Hand and Body Lotion, Permastick Lipstick and Perfume Vial. The Set, \$7.



- ELECTRIC BLANKETS
- HEATING PADS
- JEWELRY & BILLFOLDS
- WRIST WATCHES
- FOUNTAIN PENS and SETS (See them NOW)
- ELECTRIC RAZORS

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A Trainload of Values!
... for family... for friends

Argus Cameras U. S. Time Watches
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SHEAFFER'S SNORKEL PENS

Choice of... COLORS, POINTS, PRICES

SHOP EARLY FOR BEST SELECTION!

There's a Sheaffer Pen at the price you want to pay . . . for every name on your Christmas list. Come in now for top selection.

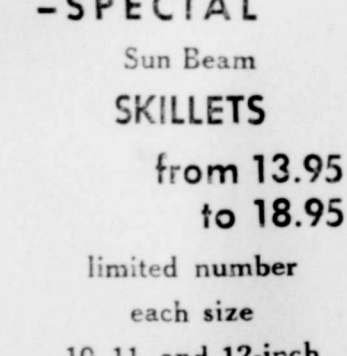
Outstanding features

- clean, no-dunk filling
- smooth-writing points
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1. Admiral Ensemble \$16.00
2. Statesman Ensemble \$22.75



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—x— CAMERAS 4.95 to 199.95

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—x— STYROFOAM in stock

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The new perfume sensation that makes you provocatively precious. Try it and see!

Perfume 2.50 to 27.50
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DOLLS and TOYS for 6-month to 10-year-olds

Fostoria CRYSTAL and MILK GLASS

— VIEW MASTERS and REELS —CLOCKS 2.95 and up —ELECTRIC RAZORS

REDEEM your SCOTTIE STAMPS for Christmas Gifts

get him a pipe assorted ceramics Christmas cards

• WE WILL TRY TO HAVE SOMEONE AVAILABLE at ALL TIMES to ADVISE CHILDREN WHO ARE GIFT SHOPPING

4-H ACHIEVEMENT AWARDS ARE HANDED OUT: JERRY BRYANT IS NAMED GOLD STAR WINNER

The annual 4-H Achievement Program was held Thursday evening in the Banquet Room of the County Building with about 115 attending. This was just one of those many meetings held across the na-

tion in observance of National 4-H Achievement Day.

In Cochran County there are 9 girls' 4-H Clubs and seven boys' 4-H Clubs with an enrollment of 460. Texas has 427 local Clubs &

7 boys' 4-H Clubs with an enrollment of 460. In the United States there are more than 2,000,000 4-H Clubs.

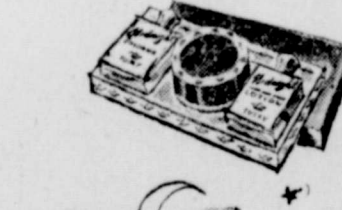
Donna Burnett presided at Thursday meeting. To start the evening's program the grand "America" as a song of the giving. The 4-H club motto pledge was led by Paula Burnett. A movie was shown which has been made at the 4-H Building, College Station last summer. Creed, Agriculture editor of the Lubbock TV station of the movie.

Following the movie about County awards were presented by Donna Burnett and Jerry Bryant. 4-H members: Mrs. Richard and Ken Coffman, Adult Club; and Miss Leila Petty and the Thompson, Extension Agents.

Mr. Coffman discussed the training and Tractor maintenance two projects he feels are most important to training of 4-H boys. He gave out several prizes that had not been picked up also some handouts the best work in marksmanship.

Cochran County 4-H Award medals presented at the program were as follows: Clothing — Mrs. F. Barbara Sanders; W. 4-H, Donna Burnett; Dairy, Stanley Cunningham; Dairy, Paula Burnett; Dress, Donna Burnett; Extension Agents, nta Gay Key; Electric, Bob Coffman; Entomology, Bob Stovall; Jimmy Davis; Babe Law, Sharon Hines; Home, Bill and Ray Chandler; Foot, Patricia — Sandra Cunningham; Home, Ruth Stokes; Cleta Laska; Home Improvement, Linda Slaggs; Delores Jones; Adversity — Paul Bolcher; Animal — Edward Decker; Ed Collins; Poultry — Jeff Jones; Forestry — Jeff Jones; Safety — David L. Larry Soban; Bill Ed Thompson; Jimmy S. Clark; Soil and Conservation — Ronald Taylor; well Hatcher; Tractor, Maudie — Denn Westerman; Babe Law, David Haralson; Larry S. Achievement — David C. Bryant; Dixie Loveland; Courtney; Ahmadi Recreation; Mrs. Richard Key; God Star Jerry Bryant.

Judge Fred Stockdale made short talk in which he commended the 4-H members for their devotion to the 4-H motto and their prayer after which refreshments of cookies and punch were served.



Midnight Trio, 2 oz. Cologne, 2 oz. Lotion and delightful after-bath Tale, 3 oz., for unforgettable lasting loveliness. \$2.



If you are daring enough wear MIDNIGHT by Tussy



Glamour Set. It's Midnight Hand and Body Lotion and Cologne for magic all-over beauty. \$1.



Bubble Bath. Thrilling luxury-scent for luxury-loving women. 16 packets, \$1.



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To Open Candy Sale

Morton High School Band will begin a candy sale to try to raise money for a new instrument. Candy will be in bars and will be sold by trays — 5 the tray. Each tray will have with the MISS Band and the purpose of the sale on it.

Mon. Is Deadline For Emergency Feed Application

Monday, December 3rd is the last day for filing application for feed, grain and roughage. The FHA office advises farmers and ranchers who have not made application and feel that they are eligible to receive this help, they should contact the local Farmers Home Administration office sometime Saturday or Monday.

COMING
SATURDAY, Dec. 8
The S&H Green Stamp Mobile Redemption Center



PIGLY WIGGLY, Morton, Texas

Egyptian Art Reborn

The glorious days of ancient Egyptian sculpture have been revived for modern Egypt by a talented artist, Mahmoud Mukhtar, who was born at the turn of the century in a village on the Nile. Before his untimely death in 1954, he created a wealth of statues which rival the splendid art of the Pharaohs' time.

As a boy, Mukhtar absorbed the native tales of his country and spent his days fashioning horses, knights and camels from the clay of the Nile. When the Cairo Academy of Fine Arts opened in 1910, he began a period of formal training. He won a scholarship to Paris with his entries to the first exhibition of the Academy.

His life in Paris proved to be an exciting as well as productive experience. He met many new people and saw many new aspects of life but he never forgot his early background and his sculpture continued to follow the traditions of his native Egypt. He was rewarded by the acclaim of the French critics.

Before he left Paris to join his colleagues who were contributing to the intellectual life of Egypt, he completed work on an impressive statue which symbolized Egypt's awakening from long centuries of domination and its intellectual and political liberation. His own government commissioned him to make two statues of the Egyptian national hero, Saad Zaghlul. Instead of creating an exact replica of Zaghlul, Mukhtar sculptured two symbolic representations of Egypt's struggle to achieve complete freedom and independence.

During his short lifetime, Mukhtar created 85 statues, some of which were erected in Egypt; others housed in his museum in Paris, and still others kept in a museum named in his honor in Cairo. These statues reveal his amazing combination of depth and simplicity, his ability to depict an idea in its totality and conclusively without emphasizing details.

All of these statues demonstrate how well the master has assimilated modern Egypt's spirit, through an appreciation of its ancient past. Mahmoud Mukhtar is an eloquent spokesman for the modern Arab World, whose art is a continuing synthesis of the major human civilizations. And with the chief of his ancestors, the young sculptor has fathered a modern Egyptian art which proudly bears comparison with the country's five thousand-year-old masterpieces.



Brucella Vaccine To Be Distributed To Cattle Producers by U. S. D. A.

The Department of Agriculture will distribute Brucella Vaccine to cattle producers who are participating on plans A, B, or C for control of Brucellosis, known as Bang's Disease to most ranchers, on a first come, first served basis.

In order to qualify for this vaccine a cattleman should contact his veterinarian and complete the agreement forms necessary to enroll his herd in one of the three approved plans. When these agreements are approved by the Commission, the producer may then request, through his veterinarian, vaccine for all female calves in the herd.

The only cost to be borne by the producer is that for services of the accredited veterinarian administering the vaccine. The fee will cover the cost of the veterinarian's professional service, necessary forms and certificates, and mailing costs.

Following is the fee schedule that has been recognized for official brucellosis vaccination in herds participating in Plans A, B or C.

\$2.00 for the first calf, 75c a head thereafter up to 50 head; 65c a head over 50 up to 100 head; 50c a head for more than 100 head.

In brief the main points in the program are as follows:
1. Free vaccine is available only to participants of an approved plan.
2. The vaccine is to be obtained

CHURCH OF CHRIST MINISTER MOVES HERE THIS WEEK

Moving to Morton this week is Minister Denton Thompson and family of Lubbud.

Mr. Thompson will conduct the regular services Sunday at the Morton Church of Christ.

HOME CAGE SEASON OPENS HERE TUESDAY

Having split even in their first two starts away from home against Whitharral and Spade, the Morton Indians and the Morton Maids open their home basketball season here Tuesday night facing the Three Way teams.

Morton opened with a win at Whitharral last week and then, on Tuesday of this week, the boys lost a last second thriller as they tried to stall but committed costly miscue in the final seconds. Leading 57-56, they lost the ball to Spade and a field goal in the waning seconds enabled Spade to grab the lead. A foul on the basket attempt gave Spade a free throw which they sank for a 78-57 win.

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with this sensational value of 3 rooms of FURNITURE for ONLY

559.90

—30 MONTH TERMS

—included in this terrific package:

- 5-piece LIVINGROOM SUITE
- 2 TABLE LAMPS
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- Big Roomy RANGE
- 7-ft WESTINGHOUSE REFRIGERATOR
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—TO MAKE HER CHRISTMAS TRULY—MERRY—
Large Selection of BEDROOM SUITES



—PICTURES to Adorn any wall

Gift Furniture

WROUGHT IRON or BRASS

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HER HEART'S DELIGHT

a CEDAR CHEST . . . \$29.95 and up

ESPECIALLY for HIS COMFORT

STRATALOUNGERS . . . \$69.95 and up

YEAR ROUND COMFORT SPECIAL

Innerspring Mattress and Box Springs
Regular 89.90 . . . ONLY 60.00



APPLIANCE GIFTS

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at
TARVER'S it's . . .
WESTINGHOUSE

- REFRIGERATORS
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and the SPACE-MATE WASHER-DRYER that fits in only 25 inches of space

ALL ON 30-MONTH TERMS

We have a large selection of used Chairs, Bedroom Suites, Livingroom Suites, TV's, Refrigerators, and Stoves —economically priced

Special Sale LAMPS

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Cotton, Wool, Viscose, Nylon
\$3.95 Square yd. and up
Experienced Carpet Layers

HIDE-A-BEDs

only \$150.00 and your old suite
4 COLORS on our Floor NOW

25% OFF

NICE SELECTION of TV LAMPS
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— LAY-AWAY A STRATALOUNGER for CHRISTMAS —

TARVER FURNITURE CO.

"YOUR HOME SHOULD COME FIRST"

Phone 2961

Northside Square

Morton, Texas



A host of Morton merchants are waiting to serve you - to aid you in selecting that special gift for that special person on your Christmas list

On Dollar Day you have an excellent chance to shop early while the selection is good - and many merchants feature a lay-a-way plan or convenient terms for those seeking a more costly item.

Trade at home - this Christmas and always - you'll get lots of services that don't go with an out of town purchase.



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WESTEMS PROVING TO BE HIGH PRODUCING,, HIGHLY PALATABLE FORAGE GRASSES OVER MOST OF THE STATE

C. A. RECHINTHIN

Conservation Service indicate that a year's total production from this grass on rangeland will reach to 6,000 lbs. an acre on the deep soils of the Ft. Worth Prairie in favorable years. A clipping study near Ozona showed that little bluestem produced about 3,200 lbs. an acre on a thin, rocky, limestone soil. For comparison, the invading grasses that had replaced the little bluestem on a similar soil produced only 285 lbs. an acre.

Big bluestem and sand bluestem are other important species of this genus. They are tall grasses, five to eight feet high, with the seed borne on two or three branches of the head.

Sand bluestem grows principally in the deep sandy soils of northwest and west Texas.

Big and sand bluestem are much alike in appearance and both are very palatable, high-producing forage grasses. They have been completely grazed from much of their former range in Texas. They are now found in abundance only in protected sites, and in conservatively grazed pastures.

Three species of the bluestems are quite commonly lumped as either bluestem or silver bluestem. The three species are silver bluestem, found throughout Texas, west of Dallas; cane bluestem found in West Texas; and pinhead bluestem, found mostly in southwest Texas. They have about equal value as range grasses. They are generally of lower value than little and big bluestem but in their adapted range of lower rainfall are good range grasses.

A clipping of ungrazed grasses from a lowland site near Lamesa indicated a total year's growth of 5,800 pounds from a mixture of cane bluestem, sidecut's gramma, and blue gramma, with the cane bluestem dominant. Buffalo grass, for comparison, on a similar site, produced 3,100 pounds.

Seacoast bluestem is similar to little bluestem but produces underground runners or rhizomes and grows in rather dense and some-

times large colonies. It is found along the Gulf Coast and inland for about 100 miles on sandy soils. It is an excellent forage grass in its adapted range, but like little bluestem has been grazed out of much of its former range.

A number of less important native species occur throughout the state. Texas bluestem is similar to little bluestem. It is found in Southwest Texas. Bushy bluestem occurs on low, wet or seepy places in the southern half of Texas. It is of little value as a range grass. Other species occur in East Texas but are of little importance.

The native bluestems generally seed only once a year, usually in the fall. They start growing when warm temperatures start in the spring. They are most nutritious when green and growing. Livestock will graze them readily at this time.

Close grazing during the growing period will not permit the plant to produce leaves with which to manufacture food for producing seeds and storing food in the roots on which to start growth the following year. Such close grazing so seriously weakens the plant that it will be eliminated by drought or by competition from other plants that are not grazed because they are less palatable. This is what has happened to the bluestems in many of the ranges of the state where they were once dominant.

The bluestems are such valuable forage grasses that particular care should be taken to maintain them by conserving grazing. Resting pastures permits the bluestems to regain vigor and spread. In those places where they have been eliminated seeding may be necessary to give them a fresh start.

Considerable seed of little and big bluestems has been harvested in the last few years and is usually available at reasonable prices. Most of it is used in seeding pastures in the Soil Conservation Districts of Oklahoma and Texas.

Small grazed areas along highways, railroad rights-of-way and other places can be found over much of the state where limited amounts of seed may be gathered. The seed can be hand stripped or the grass can be mowed and the seedway distributed over the area to be seeded.

There are several introduced species of bluestems that are worthy of note. They are King Ranch Bluestem, Angleton Bluestem, Brahman or Kleberg Bluestem, and Caucasian bluestem.

King Ranch bluestem, a strain of yellow bluestem imported from Australia was developed on the King Ranch. This strain was more vigorous and better adapted than the species, and was given the name King Ranch to distinguish it from the species. It has been found adapted to most of Texas extremely low rainfall area in the Trans-Pecos. It seeds vigorously and it spreads naturally from seedlings. It is especially well adapted to

South Texas. Yields as high as 17,000 pounds total forage an acre have been clipped under extremely favorable conditions. It is well adapted to range and pasture seeding and does well under irrigation.

Angleton bluestem, sometimes called Angleton grass, is another introduced bluestem showing promise. It was imported and developed by the Texas Experiment Station at Angleton. It seems best adapted to South and Southwest Texas. It produces long runners which root at the nodes and produce new plants. High yields of excellent forage have been produced in South Texas.

Brahman or Kleberg bluestem is another introduced species first noted on the King Ranch. It was found there in a pasture that had been considered Angleton bluestem. In characteristics it is intermediate between KR bluestem and Angleton bluestem. It is a promising grass for most all areas of South Texas.

It is doing well wherever tried in Texas, and shows real promise as forage grass.

Three Way Menues Announced

Here, by request of the school, are the menus for the Three Way School for the week of December 3 to December 8th.

Monday
Cream Potatoes
Green Beans
Vienna Sausage
Hot Rolls
Butter
Honey.
Milk

Tuesday
Pinto Beans
French Fries
Corn
Cake
Milk
Bread

Wednesday
Soup
Salad
Cockers and Bread
Cobbler Pie
Milk

Thursday
Macaroni & Cheese
Corn Bread
Lima Beans
Beets
Cakes
Milk
Butter
Friday
Hamburgers
Potato Chips
Salad
Jello
Milk

Children can drink as much milk as they want to any day without any additional charge

Mrs. Sanders Is Reviewer for Book Lovers Club

Mrs. A. E. Sanders reviewed the book "Sand in Her Eyes" by Signora Laun for Book Lovers last Thursday evening in the home of Mrs. Iva Williams, president of the club.

The next meeting will be in the home of Mrs. Carl England with Mrs. England and Mrs. Bill Harris as co-hostesses, on December 13. Miss Lenora Jackson will review.

Two new members, Mrs. W. H. Mahon and Mrs. Roney were introduced to the group. Other members present were Mrs. J. A. Gowdy, Mrs. M. C. Ledbetter, Mrs. Sanders, Mrs. Harris and Mrs. England.

SPENT HOLIDAY HERE
Mr. and Mrs. Wayman Marshall of Lubbock spent the holiday visiting their parents Mr. and Mrs. S. A. Ramsey and Mr. and Mrs. T. D. Marshall.

HERE VISITING
Bob Waddell and J. B. Prossmore, former Mortenites of San Antonio were in Morton Thursday on business. While here they visited a number of relatives and old friends who live here.

OUT OF HOSPITAL
Thurman Smith returned home from the Methodist Hospital after a brief illness last week.

Clarke's Christmas



MONDAY, DECEMBER 3RD

EASTSIDE SQUARE MORTON, TEXAS

GIRLS' Blue JEANS
Wonderful for play outside, long-lasting.
DOLLAR DAY
1.49 pr.



GIRLS' and BOYS' OXFORDS
Wonderful for wear these coming months, priced to please
DOLLAR DAY
1.98 pr.



SEW and SAVE DRIP 'n DRY PRINT
Get several yards for winter sewing.
DOLLAR DAY
59¢ yd.

80 - SQUARE PRINT
Fast color, ideal for many of your sewing needs, and priced
DOLLAR DAY
3 yds. 1.00

POPULAR CORDUROY
Get several yards and count your savings, make shirts for him, skirts for her, and many other items of dress.
DOLLAR DAY
1.00 yd.

BOYS' Sport SHIRTS
Long sleeve shirts that are just right for Christmas giving, or wear from now until Christmas.
DOLLAR DAY
1.49 ea.

MEN'S SWEAT SHIRTS
Brings added warmth, easily kept, often sell for much more going
DOLLAR DAY
1.00 ea.

MEN'S Dress SHIRTS
Give him several, every man needs dozens of them, priced for your buying pleasure.
DOLLAR DAY
1.98 ea.

LADIES' SKIRTS
Get her several for a real pleasant surprise on Christmas.
DOLLAR DAY
1.98 ea.

LADIES' LOAFERS
See them and you'll buy a pair quick, but be early
DOLLAR DAY
1.98 pr.

CHILDREN'S PANTS
Popular, stylish, corduroy pants, wonderful for dressing them Christmas, going
DOLLAR DAY
1.69 ea.

LADIES' BLOUSES
Here's another real buy, but be early, it's first come first served
DOLLAR DAY
1.00 ea.

1 RACK CHILDREN'S DRESSES
You'll find in this group famous Jone's, Bentex, and Lassie Sasse dresses, priced
DOLLAR DAY
1.98 ea.

1 RACK LADIES' DRESSES
Famous Dan River and rayon dresses, be early for top selections, these will go fast.
DOLLAR DAY
4.00 ea.

CLARKE'S DRY GOODS
EASTSIDE SQUARE MORTON, TEXAS

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

TAKE UP THE SLACK!



WITH

Angle-Action

DEEP CLEATED PULLING POWER

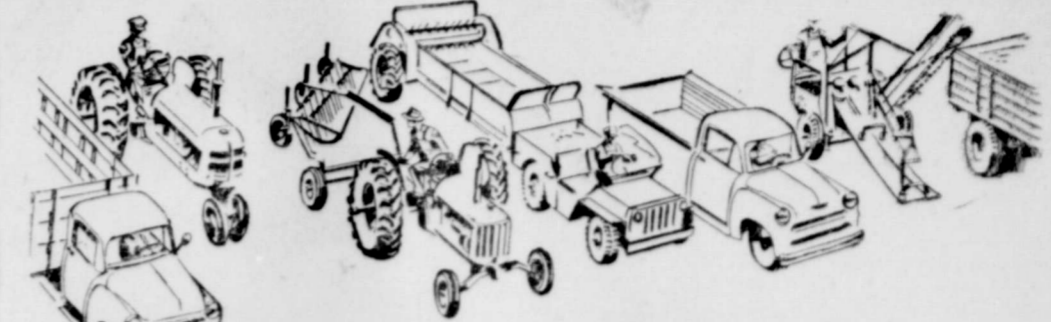
Now — brawn, strength, grip to spare with GENERAL tractor tires. More power from deeper cleats, better traction from wider treads. A tire that goes when the going is rough.

SEE US FOR GREATER TIRE SAVINGS!



THE GENERAL FARM TIRE

Repair and Service on ALL Types FARM TIRES
LUPER TIRE SERVICE
114 East Washington MORTON, TEXAS Phone 3211



UNDERNEATH IT ALL

You'll Find GENERALS



Farm Tires For Every Purpose

In the field, the barn, or off to market you'll find a GENERAL tire will do the job easier and safer. Let a GENERAL carry the burden of your working day. See us for all your equipment needs now.

More Power For Your Tractor

Deep, rugged cleats and brute strength gives you extra pull at a price you can afford. Equip now with famous General "ANGLE-ACTION" tractor tires at the easiest terms and greatest savings yet.

BUY NOW at Lupers and SAVE!

THE GENERAL FARM TIRE

Repair and Service on ALL Types FARM TIRES
LUPER TIRE SERVICE
114 East Washington MORTON, TEXAS Phone 3211

Change to 14-inch Tires — NOW!

we now have 14-inch Tires and wheels for your car

(Liberal Allowances for your Tires and Wheels)

Change your new equipment's 14-inch rayon

tires for — SAFER, STRONGER, NYGEN & NYLON TIRES

Special CLEARANCE PRICES on

All 15 and 16-inch Rayon Tires

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

See Us FOR The LONGEST Trades In Town

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 3211

THIS WEEK ON THE TELEVISION SCENE

KDUB - TV Channel 13

THURSDAY

6:55 Sign On
7:00 Good Morning
8:00 Captain Kangaroo
8:25 Cartoons
8:30 Captain Kangaroo
8:50 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
11:00 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 Beauty School of the Air
4:30 Western Theatre
5:30 Community Crossroads
5:50 What's Behind the News
6:00 News Weather Sports
6:15 Doug Edwards
6:30 Arnie 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

6:55 Sign On
7:00 Good Morning
8:00 Captain Kangaroo
8:25 Cartoons
8:30 Captain Kangaroo
8:50 Sing Song
9:00 Garry Moore
10:30 Strike It Rich
11:00 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
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6:30 Arnie 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

SATURDAY

8:25 Sign On
8:30 Captain Kangaroo
9:00M... Playhouse
10:00 World Link
10:20 Playhouse Theatre
10:30 Toyland Express
11:45 Let's Take A Trip
12:15 Industry on Parade
12:30 Big Picture
1:00 Eye On New York
1:30 Double Feature Theatre
3:00 Frontier Theatre
4:00 Championship Bowling
5:00 Mark Saber
5:30 Wild Bill Hickok
6:00 Beat The Clock
6:30 Buccaneers
7:00 Jackie Gleason Show
8:00 Ob. Susanna
8:30 Hey, Jennie
9:00 Gim Snooks
9:30 High Finance
10:00 Chicago Wrestling
11:00 Barricade
12:30 Sign Off

SUNDAY

9:55 Sign On
10:00 The UN in Action
10:30 Music Box
10:40 First Baptist Church
10:40 The Christophers
12:30 Face the Nation
1:00 News vs Baltimore Colts
3:45 CBS News
4:00 This Is the Life
4:30 Plainesman Parade
5:00 Reporters' Roundup
5:30 Air Power
6:00 Lassie, cbs
6:30 Jack Benny

10:00 National Pro Highlights
10:30 News, Weather, Sports
11:00 Nonook of the North
12:00 Sign Off

KCBD - TV Channel 11

THURSDAY

6:30 Giant Step, cbs
7:00 Godfrey and Friends, cbs
8:30 The Millionaire, cbs
8:30 I've got a secret, cbs
9:00 U. S. Steel Hour
7:00 Today
9:00 Ding Dong School
9:20 Bandstand
10:00 Home
11:00 Tie The Dough
11:20 It Could Be You
12:00 Screenaders
12:30 RFD 11
12:45 Cook Book
1:00 Tennessee Ernie
2:00 NBC Matinee
3:00 Queen For A Day
3:45 Modern Romances
4:00 Comedy Time
4:30 My Little Margie
5:00 Bunny Theatre
5:30 Looney Tunes
5:45 Hospitality Time
6:00 News and Sports
6:30 Weather
6:15 Here's Howell
7:00 Gilchrist
7:00 Crooked Marx
7:30 Tenet
7:30 People's Choice
8:30 Tennessee Ernie
9:00 Live Video Theatre
10:30 News
10:40 Weather
10:45 Sports
10:50 Channel 11 Theatre

FRIDAY

7:00 Today
9:00 Ding Dong School
9:20 Bandstand
10:00 Home
11:00 Tie The Dough
11:20 It Could Be You
12:00 Screenaders
12:30 RFD 11
12:45 Cook Book
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6:30 Weather
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7:00 Crooked Marx
7:30 Tenet
7:30 People's Choice
8:30 Tennessee Ernie
9:00 Live Video Theatre
10:30 News
10:40 Weather
10:45 Sports
10:50 Channel 11 Theatre

SATURDAY

8:00 Roy Rogers
9:00 Howdy Doodly
9:30 I Married Joan
10:00 Pury
10:20 Jet Jackson - Jungle Jim
11:30 Let's Tesh
12:00 Football Preview
12:15 Army - Navy
12:30 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
1:00 From Hollywood
10:30 News, weather, sports
11:00 Channel 11 Theatre

SUNDAY

12:30 Sign On
12:35Norman Vincent Peale
12:30 Frontiers of Faith
1:00 We Hold These Truths
1:00 Wizard
1:30 American Forum
2:00 Lawrence Welk
3:00 Washington Square
4:00 Topper
4:30 Dee Waver 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
10:40 Weather
10:45 Sports
10:50 Craig Kennedy

MONDAY

7:00 Today
9:00 Ding Dong School
9:30 The Price Is Right
10:00 Home
11:00 Tie The Dough
11:20 It Could Be You
12:00 Screenaders
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 My Little Margie
5:00 Superman
5:30 Looney Tunes
5:45 Hospitality Time
6:00 News & Sports
6:10 Weather
6:15 Here's Howell
6:30 Western Marshall
7:00 Sir Lancelot
7:30 Stanley
8:00 Highway Patrol

With Your... COUNTY AGENT

By HOMER THOMPSON

THE DANGEROUS SILENCE OF THE COUNTRY

The dangerous silence of the country is not a new phenomenon. It is a problem which has existed since the beginning of time. It is a problem which has existed since the beginning of time. It is a problem which has existed since the beginning of time.

THE RECEIPTS OF AN' CARE FOR

The receipts of an' care for the country are not a new phenomenon. It is a problem which has existed since the beginning of time. It is a problem which has existed since the beginning of time. It is a problem which has existed since the beginning of time.

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keep this and attach others and make a file on it for ready reference.

COTTON BURRS

The cotton burr program has been approved and few farmers are trying to take advantage of it. The program is this: ASC payment of \$1.25 per ton of burrs up to 4 tons per acre or \$5.00 per acre payment for a total of 20 acres. That is, 4 tons per acre for 20 acres. Many gins are not burning the burrs as in the past. This is a very commendable effort on the ginners part and my gratitude goes to them. Of course, we realize burrs

TO SERVE YOU BETTER. We have secured the services of L. E. Barton, an experienced butane and propane SERVICE MAN—with 15 years experience. Mr. Barton, who has attended numerous refrigeration and carburetion schools, joined our firm Dec. 1. We welcome him, and believe he will be in a position to offer you the COMPLETE SERVICE you expect and desire. FLASH-O-GAS. Phone 4831 - Nite 4247 MORTON. T. E. (Tommy) LYNCH, Owner

Buy for Christmas NOW... and get a 12-MONTH LOAN INTEREST FREE. (Longer Terms if Desired) ON THE PURCHASE OF MAYTAG or KELVINATOR WASHER - FREEZER - DRYER - RANGE - Other items of Furniture. Here's How It Works: Example: You buy a \$500.00 item with 12 months to pay, interest is \$55.00. You get \$25.00 credited toward the purchase of another item, FREE. Example: You buy a \$100.00 item with 12 months to pay, interest is \$11.12. You get \$11.12 credited toward the purchase of another item, FREE. and etc., the bigger the purchase the more money you'll save, but hurry, this offer good for a limited time only... and you'll get the full benefit of credit life insurance, health and accident insurance, and hazard insurance on your purchase. Ray's Hardware and Furniture Co.

WANTED 100 USED FARM TRACTOR TIRES. We Buy Your Smooth Tractor Tires at Highest Cash Prices! Reward! We pay highest prices for worn, power burning, time wasting tractor casings. Or ask us about trading them in today on new, strong GENERAL tires. ANGLE ACTION, DEEPER CLEATS, TOUGHER TREAD, SELF CLEANING, MORE GRIP. REPAIR and SERVICE on ALL TYPES FARM TIRES. LUPER TIRE SERVICE. 114 East Washington MORTON, TEXAS Phone 3211

SEE IT TODAY! RCA - VICTOR for '56. RCA Victor Eaton, 261 sq. in. viewable area. Bunny, mahogany grained, lined oak grained finishes. Model 211725. AT ROSE AUTO & APPLIANCE

Books Make A Wonderful Gift. Give a lasting gift... Bibles, Testaments, Bible Dictionaries, Bible Storybooks and Cutouts, Books for adults, teenagers, and small children, Antique Clocks, many designs, good time-keepers, will adorn any room. (Our stock largest in West Texas - You must see it to appreciate it.) RHEA'S FLOWERS. 611 AVE. I PHONE TW - 4 - 3113 (One Block West of First Nat'l Bank, Levelland, Tex)

edlines..

By Eddie Irwin

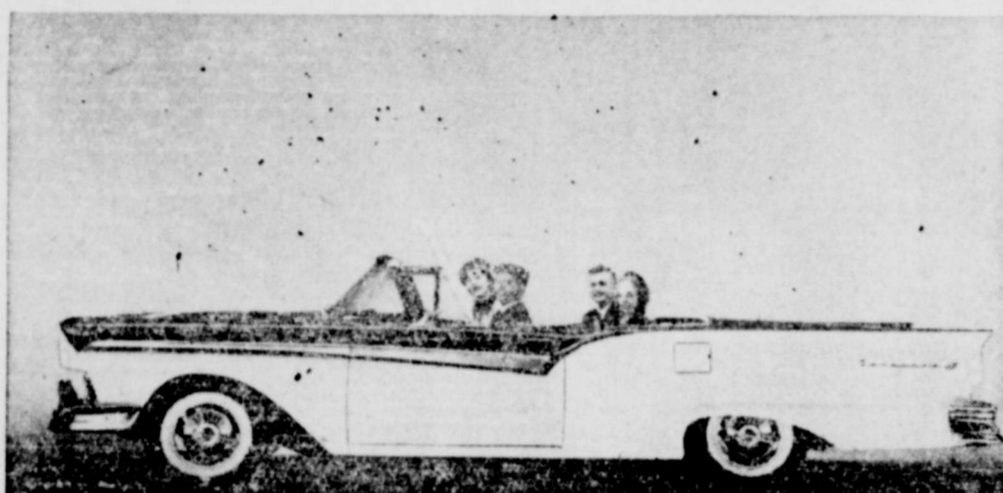
POSTMASTER CRONE says the warnings about thefts of Post Office fountain pens don't seem to be doing much good. They still turn up missing, probably souvenirs in someone's household. We have a solution for this. One warning was enough. Just wait until someone gets caught and then stand true to your word. About the time word gets around that someone did five years for stealing a government pen, you'll be surprised how much better these thieves will begin to hear.

the folks out . . .

BULA WAY are understandably proud of their boys for that narrowest of narrow wins in the Regionals here Thursday. Not only was that good but a fair sized crowd came out and few went home disappointed. That made the Bula school officials happy, and Morton folks also.

but we wonder . . .

HOW MANY of the spectators can think back and recall the play that actually won the game for the Bulldogs — the one that gave



A 1957 FORD CAR offering the advantages of both the hardtop and the convertible represents the first revolutionary new idea in automotive design since the development of the closed car 40 years ago. To change the hardtop into a convertible, the driver simply presses a button and the all-steel top automatically slides into the trunk where it is completely concealed. It's equally simple to raise the top. The center picture shows the top in operation. Production of the car, a Ford first, will start in January.

This Year It's FORD



FORD GOES FIRST

The GREATEST CHANGE on EARTH —

10 years in the making — 209 Million Dollars worth. Even more changes mechanically than in appearance.

NOT A WARMED OVER MODEL

MAHAN MOTOR COMPANY

AUTHORIZED FORD DEALER

219 WEST WASHINGTON

MORTON, TEXAS

Phone 4431



HOVIE LISTER
manager of
STATESMEN QUARTET

invites You As His
Radio Guest To . . .
"Sunday Meetin' Time"

Every Sunday Morning On
Radio Station

KSEL

604 ON YOUR DIAL
7:15 TO 7:45 A. M.

Hear The Statesmen
And Blackwood Bros.
Sing Your Favorite Songs

See Them In Person Monday,
December 10, 8:00 P.M. Lubbock
Municipal Auditorium. Advance
Tickets on Sale at

U. V. BLAKE RECORD SHOP
2401 34th St.

Lower Floor — \$1.50
Balcony — \$1.25

Enclose Stamped, Addressed Envelope For the Return of Tickets

them their sixth penetration. We think none of the fans, except a few who kept a play by play account. Actually they play that put Bula inside the Paint Creek 20 for the fifth time, was a sickening one to Bula when it occurred, for it started as a 12 yard run around end and wound up as a fumble the Pirates recovered deep in their own territory to halt a Bula drive. That play eventually won the game for Bula. Just as cleanly as if it had been a touchdown. Bula fans who were keeping close tabs on the statistics, were rather glad an extra penetration was the deciding factor — if there had been a tie on that count — Paint Creek would've had the nod on first downs, 9 to 8.

of course it was . . .
A TOUGH GAME to lose, but Coach Morrison agrees, any team

that lost Thursday had themselves to blame, for both teams muffed a half dozen good scoring chances by costly mistakes.

six man football . . .
HAS ITS place, just like 11 man football. But they have one rule we would like to see incorporated into 11 man football. That's the scoring rule that allows an extra "extra point" for the point after that is kicked. In other words you can get two points for a kick and just one for a run or pass that carries the ball over the stripe. We think it would not only break a lot of tie games, but would add a lot of thrills.

never did like the . . .
IDEA OF SEEING a team get beat on penetrations, or on first downs, after they have posted an equal score to their opponents.

INTRODUCING THE NEW FORD RETRACTABLE

The first revolutionary new idea in automotive design since the development of the closed car 40 years ago was unveiled today by Ford Division of the Ford Motor Company. It is a hardtop model with a fully retractable steel top which, at the touch of a button, slides automatically into the car's trunk, according to W. H. Mahan of Mahan Motor Co., Morton.

The functional design of the first automatic all weather car has resulted in a distinctive appearance previously unattained by any hardtop model. The new car combines the advantages of both a hard top and a convertible.

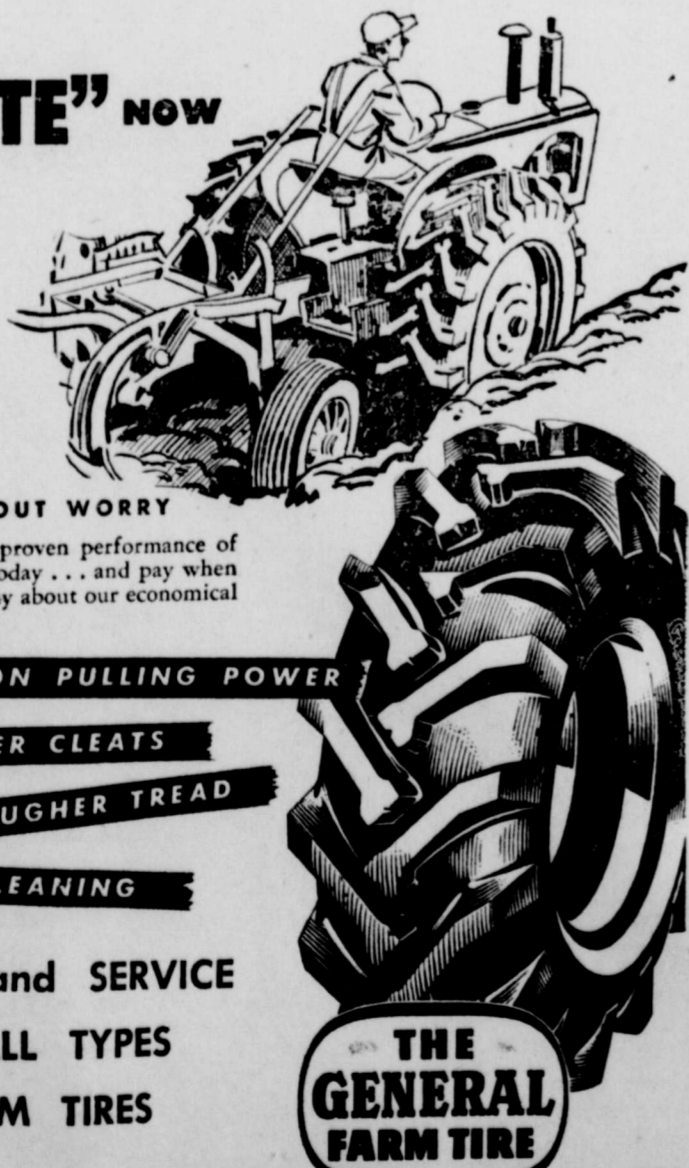
Publication today of photographs of a finished model of the Ford Retractable ended nearly 5 years of secrecy. In that time, Ford's stylists and engineers perfected a design which has been a long-sought goal of the auto industry. The six passenger two door car is scheduled for production starting in January, and it will be sold by Ford dealers. It will be the featured car at the New York Automobile Show opening December 8.

Operation of the Retractable is deceptively simple. An instrument panel button is touched to raise or lower the steel top. Electric motors do the rest in a matter of seconds. Years of research were required to perfect the design. In the testing program, the top mechanisms have been operated 10,000 times, equivalent to 30 years of normal service.

When the driver touches the top button, electric locks are released in the trunk lid and it rises up and back out of the way. Then the locks are automatically released at the top, which swings up, back and down into the trunk. The trunk lid closes and locks itself. In 40 seconds, the car has been converted from a closed hardtop sedan to an open air vehicle. To change it back again, the top button needs only to be moved in the opposite direction. For complete safety, the mechanism will operate only when the car's transmission is in neutral and the ignition key is turned to the accessory position with the engine stopped.

W. H. Mahan said the Retractable was another example of the type of advanced engineering, product improvement, and customer benefits which the public can expect and continue to expect from Ford. He cited the introduction of the Thunderbird as a similar advancement.

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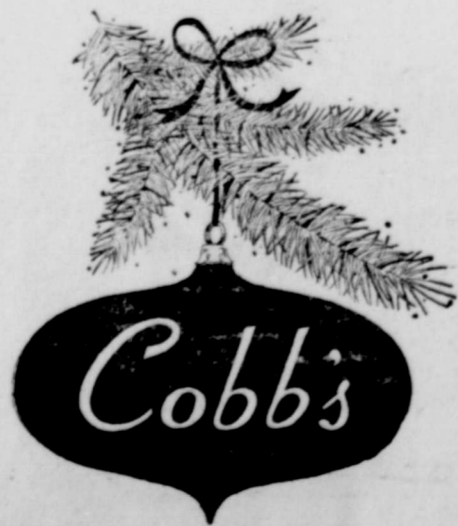
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