Firm helps black citizens enter the fuel oil business

Call it what you want, the establishment of businesses by colored people works to the benefit of the businessman, the men and women he hires and his supplier.

The C. Hoffberger Co. a fuel oil heat subsidiary of the Gulf Oil Co. has 30 black resellers in the city.

A reseller buys fuel oil from a supplier, then sells and delivers it to home owners, businesses and other customers.

In some cases resellers may buy from several companies, but most of Hofberger's resellers are branded, meaning they sell only high quality Gulf Solar Heat and Gulf Econojet burners, taking advantage Heat and Gulf Econojet of advertising sales promoved by Hoffberger.

Some of the 30 independent businessmen began their careers with an investment of only a few hundred dollars—enough to buy a used tank truck.

Then, after classroom instruction in oil burner service and individual help in business practices and salesmanship by Foffburger personnel, the went to work lining up their own customers and making deliveries.

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One of the most successful of these new companies—most founded within the last five years—is that of James I. Gustus, Sr., and his son, Rudolph, who founded the G and M Oil Co. just about five years ago with $500. With that sum they bought a 1952 model truck and began to sell.

In their first year, the Gustuses delivered about 200,000 gallons. This year they sold more than that in Januar alone and will probably sell more than a million gallons in all of 1969.

From that first aged truck, they now have two 1,800 - gallon 1963 model trucks, purchased 18 months ago with the help of a loan from the Small Business Administration, and a 1,200-gallon 1969 model.

G an M employs three full-time drivers and two part-time officers workers. James Gustus manages the office and Rudy handles burner service and an occasional delivery. G and M is now one of the three largest black resellers connected with Hoffburger, along with Central Ice and Fuel Co. and Gembayes.

• • •

The impetus for Hoffberger's search for black resellers came as the white population of Baltimore began to move to the suburbs several years ago, and partly from the growing social consciousness found today in large companies such as it and its parent, Gulf Oil.

"We realize that there were just as many homes in Baltimore, and that they needed fuel oil for heat and hot water," said W. M. Gilbreth, Vice President and Manager of Hoffberger. "But to really get out and sell the colored market was something that, frankly, I don't think any company had given much attention."

RUDOLPH GUSTUS (right), a partner in the G.M. Oil Co. is one of black resellers affilated with the C. Hoffberger Co., a Gulf Oil fuel oil heating subsidiary. Right is T. J. Hough, wholesale sales representative for Hoffberger Co. which has developed a program for colored resellers to serve the Baltimore central city.

Thousands honor King in Memphis

MEMPHIS, Tenn. — Colored people from coast to coast have planned "Black Easter" observances this weekend to mark the anniversary of the slaying of Dr. Martin Luther King Jr. —and in some cities there were rumblings of trouble unless merchants and officials cooperated.

The main observance, a march to be led by King's successor, Rev. Ralph D. Abernathy, will be staged Friday in this river city where King was shot to death April 4, 1968.

Planners predict a turnout of 18,000 persons, and although Memphis officials say they expect no trouble, extra police will be on duty and National Guard units will hold practice drills in the West Tennessee area Friday and Saturday "as a precautionary measure."

Rumors circulated among Washington, D.C. merchants that businessmen had been threatened with violence if they remained open for transaction Friday. There were similar reports in Chicago, but police denied them.

SCLC, the King-founded civil rights organization which Abernathy now heads, said there would be observances in many cities across the land.

They include Atlanta, Houston, Philadelphia, St. Louis, Cincinnati, New Orleans, San Francisco, Cleveland, Ohio, Little Rock, Ark., and Montgomery and Selma, Ala., — as well as in New York, Chicago and Washington.

SCLC called on colored people to join the "Black Easter" observance by wearing old clothing to dramatize the plight of the poor, and to boycott stores with segregationist policies.

King's widow, Coretta King, has decided to pass up the Memphis march to remain at her Atlanta home for a "quiet memorial" with her children. There was speculation, however, that she may take part in a candlelight march to Georgia Capitol Friday night.

There will be day-long services Friday at the Ebenezer Baptist Church in Atlanta, where King served as co-pastor with his father, Martin Luther King Sr.

About 100 shouting and bango-playing youths prevailed upon the District of Columbia City Council Tuesday to declare Friday a memorial day for King.

"It should be a holiday that enables black garbagemen to say home with their children to explain Martin Luther King's work for the black people," Rev. Douglas E. Moore told the council. King was in Memphis to lend support to a strike by garbage collectors at the time he was shot.

Although the council proclaimed Friday a "day in memorial," most Washington stores were expected to remain open. Four rallies are planned at various locations in the district, and several churches planned specal services.

The Memphis March is expected to attract leaders throughout the civil rights movement. James Farmer, undersecretary of health, education and welfare, and Georgia State Rep. Julian Bond are also expected to attend.

"We march not in mourning but celebration of his life and work," the planners of the Memphis March said in a telegram inviting members of the City Council "to join with all citzens of good will in (the) March on Good Friday."

Gov. Mandel proclaims Book Week – April 5-11

At a Statehouse meeting in Annapolis, Gov. Marvin Mandel presented Mrs. Pat Barnes, coordinator of the Great Books program in Baltimore, with a proclamation designating April 5-11, Great Books week in Maryland.

The Governor urges all Marylanders to observe this week by lending their attention and support to the Great Books program, where in, as he said, "our literary and philosophical heritage is preserved."

The ceremony was held in conjunction with the 9th Annual Great Books Symposium scheduled for April 5 at Morgan State College.

"Man the Irrational Animal" is the topic.

Edward Albee's, "Zoo Story" and Eric Hoffer's "Ordeal of Change," will be discussed.

State's attorney, Charles Moylan Jr. will speak on "The Law and the Alienated Man."

Present also for the presentation of the plaque were Eugene Blum, Baltimore insurance and investment man and Great Books leader; Dr. Martin D. Jenkins, president of Morgan State and co-sponsor of the spring meeting, and Bruce Edemy, a Morgan alumnus active in Great Books work.

Mrs. King to stay home April 4-6

ATLANTA (UPI) —Mrs. Martin Luther King Jr. said Thursday she will quietly observe the Anniversary of her husband's death Friday and will not attend any public memorials or functions.

"My children and I will visit the cemetery and then return home for the day," Mrs. Coretta King said. "I will observe April 4, 5 and 6 in this quiet manner, not participating in any public memorials or functions.

The Southern Christian Leadership Conference, which King headed until his murder in Memphis, has planned memorials and demonstrations for an eight-day period beginning Friday in cities across the nation. Civic leaders in a number of cities also have planned memorial services.

"I feel a deep sense of gratitude for the numerous efforts being made and the thousands of memorials being held throughout this nation and the world to commemorate the life and death of my late husband," Mrs. King said.

She said she endorsed the plans being made by SCLC, which she said were aimed at "recommitment, rededication and reconciliation in order to bring about a just and peaceful nation where brotherhood can become the order of society.

"If this nation can move with stature in this direction then my husband's death will truly be one that redemptive force for good which can change society at this crucial moment in our history," Mrs. King said.

Mrs. Green cited for service

Mrs. Venue P. Green of 1519 Poplar Grove St. was presented a Certificate of Service and pin in recognition of 10 years of service for the Federal Government.

Col. Ned R. Bethea, Fort Holabird Post Commander, made the presentation during a recent ceremony.

Mrs. Green is an administrative clerk at the Fort Holabird Post Dispensary.

She is a graduate of Cortez Peters Business College and the Apex Beauty School of Cosmetology.

Her husband, Pallie C., is employed by Western Electric, and they have two children, both boys.

The first born, Samuel, is a freshman at North Carolina State College in Durham, N.C.

And the baby, Alfred C., is three years old.

The Green family attend the First Emmanuel Baptist Church, located on Park Ave.

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MOORE'S "24"
"Baltimore's Jazz House"
4723 GWYNN OAK AVE.
ONE BLOCK SOUTH OF LIBERTY HEIGHTS AVE.
6 BIG DAYS OF ENTERTAINMENT
NEVER A COVER OR MINIMUM!
The Only Club in Town With 2 Current Recording Stars
FUZZY KANE TRIO (Appearing) WEEKENDS
MARK WES TRIO (Every Wednesday)
HEAR HIM SING HIS BIG HIT—"I LOVE YOU A LITTLE TOO MUCH"
COME EARLY AND GET A GOOD SEAT
Sing, Swing and Dance to the MUSIC OF THE MARK WES TRIO
They are Soul Extraordinary
Happy Hour every Day 3 to 7p.m.
WEEK ENDS INCLUDED
Note.. ONLY CLUB IN TOWN WITH AMPLE FREE PARKING ADJACENT REAR

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1869 N. GAY ST. AT NORTH AVE.
NOW SERVES MEALS 3 TIMES DAILY • Steaks • Chops • Seafoods
EVERY TUES. NITE Spaghetti Special
EVERY THURS. NITE Soul Special
SUNDAY MORNING "JAZZ IN" Talent Show
Featuring..... THE 3+F QUARTET
Dance—Sing, Do Your Thing
Bring Your Horn & Blow
BREAKFAST WILL BE SERVED 8 A.M.
Special! Easter Sunday Show April 6th
BILL ANDERSON COMBO EVERY FRI. - SAT. - SUN.

PEYTON PLACE
2714 Upper Pennsylvania Avenue
HENRY BAKER Presents
NOW PLAYING
WINSTON WALLS ORGAN TRIO
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featuring sweet songs by
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Direct from Miami, Florida
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Club Casino
1517 PENNSYLVANIA AVE.
The fabulous Tune Toppers
Music For Dancing—Check-rm.—Drinks Free Regular 75¢
"IT'S YOUR THING"
but we suggest you arrive early for reservations call 728-8761

Important Announcement

To Members of The Sphinx Club

Effective as of March 25, 1969, the Sphinx Club will be closed for an indefinite period of time. All memberships and privileges pertaining thereto are hereby cancelled. This action is necessary so that reorganization along new lines may be instituted without further delay. Our membership rolls and membership policy will be carefully reviewed. It's no longer practical for us to cater to a large membership. We must cut these rolls back to a few persons who will be approved by the Board of Directors. When reorganization is complete, only members with key membership cards will be admitted.

All details concerning club reorganization matters will be announced at the proper time.

BOARD OF DIRECTORS
SPHINX CLUB

EBONY LOUNGE & RESTURANT
2700 W. FAIRMOUNT AVE.
(Corner Franklintown Road)
7 A.M. to 2 A.M.
COCKTAIL HOUR DAILY
12 Noon to 5 P.M.
PACKAGED GOODS TO GO
MARTIN GENTRY, Manager
JAMES T. FORREST, Prop. — 947-9703

CLUB VENUS
Subway Exit 30 Perring Plaza Shopping Center
Reservations: NO. 8-2232
APRIL 2 TO 6
MARVIN GAYE
APRIL 23 TO 27
DAVE RUFFIN
Former Lead Singer Of The Temptations
AN EVENING AT THE FABULOUS CLUB VENUS
Only $15.00 For Two
Price Includes Show, two drinks per person, full-course dinner and entertainment fee. (No cover, no min., no odds.) Offer not good Saturdays or for sets that require purchase of tickets.

MACEO'S LOUNGE
1926 N. MONROE ST.
SOUL FOOD BUFFET
EVERY FRIDAY & SATURDAY
6 p.m. to 11 p.m.
ALL YOU CAN EAT FOR $1.75

COME TO
Lonnie's Lounge
1901 E. OLIVER ST. AT WOLFE
327-9639—675-7822
Come In and Say Hello To LONNIE & HAZEL SPRUILL
ROBERT 'CAZAZA' SPRUILL, GEN. MGR.
ROBERT CHESTER, Ass't. Mgr.
FINEST LIQUORS WINES & BEERS
Sandwiches of all Kinds
Cut-Rate Package Liquors
OPEN SUNDAYS

Monday thru Saturday
HOT ROD
3 P.M. TO 7 P.M.
WWIN
RADIO 1400 24 HOURS A DAY

Attempted arson charged to youth

Attempted arson 24 pt.

In Western Municipal Court Tuesday morning, Judge Harold Lewis ordered a 17-year-old youth held for the grand jury under -2500 bail on charges of attempted arson.

Willie J. Wallace, 17, of the 600 block Spedden St., was arrested after he had been identified as one of three men spotted in the back yard of the home of Mr. and Mrs. Kenneth Barham, of the 800 block N. Bentalou St.

ON THE EASTSIDE:

Dwight Gattis, 13, named good neighbor of the week

By CHARLOTTE W. MASON

Our Good Neighbor of the Week is ambitious young Dwight Gattis, the oldest son of Mr. and Mrs. George Gattis of N. Spring St.

The family includes his younger brother, Thomas, age 11.

Our Neighbor is 13, an eighth grade student at Lombard Junior High School, where the principal is Mrs. Mildred J. Seaborne.

Young Dwight attends Southern Baptist Church with his family and is very active in his Sunday school.

Hewis also a member of Boy Scout Troop No. 597, of which Robert McNair is scout master.

• • •

His other activities include: junior counselor at Camp Llewellyn and member of the 'Youth In Action' Group.

Recently, he participated luncheon held at Morgan State College, sponsored by the Maryland League of Women's Clubs.

Dwight's hobbies include playing and watching football and baseball, hiking, reading, watching TV and working with younger children (which he does very well).

French is his favorite subject in school.

Dwight likes to wear the color blue. His favorite dish is southern fried chicken (his 'Mom's cooking').

He also likes to type on his new typewriter (a Christmas present from his parents). His favorite hymn is the 23rd psalm and he likes to sing 'Jesus Keep Me Near The Cross."

• • •

Thirty-five representatives of the Upper-Primary Intermediate Team of School No. 139 took a field trip to Coppin State College recently.

Purpose of the trip was to identify Coppin as an educational institution, to supplement experiences concerning colored people and their contributions in science and to engage in scientific experimentation with a Coppin buddy.

Associate Professor Cyril Byron of Coppin arranged the series designed to stimulate the minds of the following young scientists.

Valarie Douglass, Perry Sanders, Willow Harris, Gregory Henderson, Maurice Baker, Stephanie Nelions, Denise Fountaine, Pauline Davis and Analia Matthews,. Maurice Mooney, Manuel Brown, Mary Clay;

• • •

Also, Martin Carrington, Donna Smith, James Daniels, Diane Corbett. Also Antoinette Robinson, Jerome Waters, William Murchison, Michele Lewis, Cynthia Coleman, Donell Washington, Steven Patterson, Ty Cornish;

And, Tonya Butler, Evelyn Harlee, Stefan Thomas, Bernadette Evans and Daryl Jones, Robert Greene, Gary Allmond, Craig Brown, Arlene Holmes, Kurt Miller and Zelda Parker.

• • •

Coppin State students who will be "Buddies" to the young scientists include:

Katie Banks, Jacquelyn Vincent, Cornelia Alston, Mary L. Coward, Pauletta Brogden, Lula McDaniel, Elice Frisby, Rita Carter, Delnora Robinson, Bennie Johnson, Violetta Neal, Paulette Mintz,

Also, Kathleen Carter, Addison Webster and June Carrington. Also Lorraine Bass, Elaine Brown, Sharon Watts, Verdell Brown, Jean Adams, Delores Malloy, Joyce Jennings, Fernell Perkins, Aileen Boone, Sandra Coger,

And, Barbara Spenser and Mary L. Harmon. Irwin Dorsey, Larry Banks, Roland Bailey, Larry Hall, Constance Sleigh, Florence Crawford, Cynthia Crutchfield and Charlene Robinson.

• • •

Teachers who made the trip with the group were: Joan Milburn and Mrs. Sedonia Merritt. Children's Aides were: Mrs. Debra Nicholson, Mrs. Delores Townes and Mrs. Marie Fields.

Neighbors, I'll keep you informed about the progress of this meaningful project...

Officers and members of the Jolly Friends Charity Club are working like mad for their coming project. The group's annual trek to the Anna Mae Hunter Home for the Blind.

They are planning to shower oddles of gifts to all residents of the home.

The Jolly Friends have been organized over 30 years and have helped many in all neighborhoods.

Unique feature is that they have included their husbands in recent years (so they could have protection when they returned from their club meeting at night). Smart gals!

DWIGHT GATTIS
Good neighbor of the week in East Baltimore.

Officers are: Mrs. Helena Coleman, president; Mrs. Connie Cartwright, vice president; Mrs. Margaret Sterling, secretary; Mrs. Peggy Jones, recording secretary; Mrs. Ollie Leak, business manager.

Other members are Mesdames Alma Johnson and Frances McGlotten, Collie Leak, Sidney Sterling, Herbert McGlotten, Arthur Cartwright and M. Coleman. Congrats Neighbors for your longtime good deeds.

• • •

Speaking of good deeds ... just heard about a new club on the way Up in our community... Call themselves the 'Good Guys'.

The members meet regularly at the McKim Community Center located at 1120 E. Baltimore St. Director of the center is the Rev. Sid Rigell.

Membership is open to any boy in the community who is striving to be a good citizen.

Officers of the club include: Peter Mack, director; Quinton Cammer, president; Jerome Brown, vice president; Rodney Penn, assist. secretary; Wilber Brown, Mascot; Frank Peoples, Sargent.

And, Levern Peoples, Buck Privates; Sonny Brown, Buick Private... Neighbors, the members are busy as bees planning for the coming "Crawsing of the Sweetheart of the Good Guys" come April 8th at the Center... at 4 p.m. See ya there.

• • •

Taking advantage of the spring like weather last week was the Primary Special Education class of Mrs. Virginia Wells of School No. 116.

Being aware of physical fitness, they toured the surrounding neighborhood, to see some of the places they had talked about in their unit on "Some interesting places around Baltimore".

They visited the Peale Museum; Shot Tower, War Memorial Building; City Hall; The Wholesale Fish Market and The Flag House.

On the tour were: Darnell, Dickerson, Tyrone Junlap, Warren Holly, Steve Hope, Kenneth Johnson, Larry Langley, Antonio Larry, Lester Quickley, Manzie Smith, and Steven Thomas.

Also, Keith Vass, Michael Williams, Richard Winder, Ricky Stalling, Bernadette Brown, Roslyn Carter, Zola Covington, Elaine Davis, Rose Foster, Jean Peterson and Candy Young.

NOW HEAR THIS NEIGHBORS ... The Baltimore Branch of the NAACP is conducting its annual Spring Renewal Membership Campaign from now through 22nd...

If you haven't renewed yours do it TODAY ... Mrs. Enolia McMillan is director.

Dr. Lillie M. Jackson is president...

Remember, neighbors, the good work done by the NAACP helps to win freedom and Democracy for ALL...

• • •

Interesting program in the making in Provident's Hospital's "Project Completion"... This is to be an exciting project to train people to contact big business firms for large contributions (needed to complete the building of the hospital).

I'm told this promises to be one of the greatest challenges for leadership offered to date.

Neighbors ... WE NEED PROVIDENT HOSPITAL' LET'S GET OUT AND FACE THIS CHALLENGE.. I'm on Provident's BANDWAGON.. ARE YOU?

• • •

Soooo you Wanta be a Good Neighbor? Well.. listen to this. Awhile back our Neighbors of the Mt. Calvary A.M.E. Church out in Towson, Md. lost their church which was destroyed by a fire.

Not a minute was lost when the good congregation of First Lutheran Church, located on Burke Avenue in Towson offered to let them hold worship services in their church.

That is where the members of Mt. Calvary will be holding their Annual Women's Day Services, April 13.

Mrs. Doris White is chairman, Mrs. L. McQuay, co-chairman, Miss Ursula Davis, secretary and Mrs. D. Smith is treasurer. The Rev. R. Boston is pastor.

At the 1 p.m. service, the sneaker will be Mrs. Myrna Powell of the Ebenezer Baptist Church, Baltimore, and Mrs. Zefferine Garth, director of the Madison Avenue YWCA will speak at 3:30.

Remember this will help the members build another church ... or even help in any way they see fit ... see ya there.

Neighbors remember last week I told you I would include a theme each week .. written by a member of the 5th grade class of Mrs. Edith Spruill of School No. 116. Manly Brohawn is principal.

Today's 'Voice from the Ghetto', is Karen Yvette Cooper, Age 11

LOVE

Love is when someone needs another.
Love is a hurting thing.
Love is what everyone needs.
There's not much to live for if you haven't loved.
Everyone needs Love.
When you hear Love you think of a
Man and a woman.
But love is for everyone..
Everyone tries to love someone,
Most love everyone.

Equal clothes rights sought for female impersonators in jail

If clothes make the man, then the same must be true for female impersonators This one thinking beyond the question of equal rights for femal impersonators that arose this week.

State Senator Verda F. Welcome (D-4th), reported that she has received complaints from men in Baltimore City Jail that their expensive garments are destroyed.

Apparently when the women's fashion buffs are jailed, their clothes are confiscated, according to Jail Warden Hiram L. Schoenfield who answered Mrs. Welcome's inquire.

"They are asking me if this is legal. One individual said he was wearing on his person, at the time of his arrest, clothing valued at $445—he itemized each article," Seantor Welcome stated.

• • •

Warden Schoenfield, not being an expert in women's fashions, has decided to let City Solicitor George L. Russell rule on the legal aspect of the Question.

Noting that wearing women's clothes is part of the charge against a female impersonator, Mr. Schoenfield said they are destroyed "such as the gun belonging to the robber; narcotics belonging to the narcotics offender, alcoholic beverages belonging to the alcoholic."

Mr. Schoenfield, understandably confused, said that "we believe we may be morally right but legal wrong" on the question.

"Everyone has certain rights," Senator Welcome commented.

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Have That New Look
HEADQUARTERS For WIGS and HAIRPIECES of
100% Human Hair Wigs $19.95
Full Line of Hair Styling Products
IRVIN'S AID PHARMACY
631 W. LEXINGTON ST.—685-1948
Prescription Specialists

NOW-On The Avenue!
UNCLE TOM IS DEAD
Reddie is a honky
Clarence is a dirty sfoolie
EVOLT
Mr. Charley is uptight
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HELD OVER
PLUS Wow! MAROC Gene Barry 7
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WEST SIDE STORY
2nd COLOR HIT "INDIAN SCOUT"
SUN-MON-TUE. APRIL 6-7-8.
Five Million Years To Earth
2nd BIG HIT— ASSIGNMENT K

AN EVENING WITH KARLOFF
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Black Sabbath
Carlin Gold Park Drive at Park Circle. 323-2000 DRIVE-IN

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Beacon Baptist Church Rev. Hughes
Miracle Deliverance Church Rev. Barnes
Church Of The Lord Jesus Christ Bishop Shelton
Divine Holy Temple Church Of God Bishop C. Charles Lenis
Archbishop J. B. Lavejoh From New York City
Rev. James Robinson
Rev. Barnes
Rev. Brown - Grace Memorial Church
Bishop W. L. Showell - First Apostolic Faith
Bishop - George Lavant
Full Gospel Temple — Rev. Ben F. Barnes
Rev. A. C. Grumbley — 1034 Fulton Ave.
Rev. R. A. Carr 700 Poplar Grove St. Rehoboth Church
Baltimore's ONLY SOUL Station! 5,000 WATTS

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NOW SHOWING HIPPODROME
HIPP 90¢ 18:30
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WILLIAM CASTLE PRODUCTION
RIOT
JIM BROWN GENE HACKMAN

Free Easter Orchid
Presented by TIGER LILY
Fri. and Sat. April 4th & 5th
with GASOLINE FILL-UP (Minimum Purchase 8 Gallons)
MOORE'S ESSO SERVICENTER
BELAIR ROAD and NORTH AVENUE

HARLEM
GILMOR ST. at EDMONDSON AVE. 728-1630
Clint Eastwood
2ND BIG WEEK
he's going to win World War II this weekend or die trying!
HELD OVER DON'T MISS IT!
FEATURE STARTS 1:30 4:00 7:00 9:50
MGM presents a Jerry Gershwin Elliott Kastner picture starring
Clint Eastwood
"Where Eagles Dare"
Richard Burton Mary Ure
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how far can a policeman go?
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2ND HIT ★ WALT DISNEY'S "GNO-MOBILE"
LOOK TO THE NAME WALT DISNEY FOR THE FINEST IN FAMILY ENTERTAINMENT