

Robert Lee Observer

Vol. 77, No. 13

Robert Lee, Coke County, Texas, Thursday, September 29, 1966

Single Copy 10c

Next Thursday Date To Open Dam Bids

Only a week remains before the Colorado River Municipal Water District will take bids for construction of a dam near Robert Lee which will impound 488,000 acre feet of water. Bids will be opened next Thursday at 2 p.m. in Big Spring.

Progress Made On Sewer System

Progress is being made toward bringing Robert Lee's proposed sewer system to a reality, Mayor Robert Vaughan said this week.

The mayor reported that engineers from National Engineering Co. of Austin have been here making surveys necessary for drawing up final plans. He said word was received several days ago, authorizing the city to proceed with its final drawings and plans for the system.

Among other problems to be worked out for the sewer is location of a site for the disposal plant. Vaughan said the plant will have to be located fairly close to the city, but the type plant which will be used will have absolutely no odor.

"Everything's rolling," the mayor said, adding that he is well pleased with progress being made.

Low Rent Housing Project Hits Snag

Progress on Robert Lee's low rent housing program met a snag Tuesday when members of the local authority went to Fort Worth and were informed by Public Housing Authority officials that plans would have to be re-drawn.

Making the trip to Fort Worth were Hugh Lewis Jr., chairman, J. O. Rudd, Weldon Fikes, and Bill Allen. They met with architect Elvin Fitch of Houston and Lee Buttrell, planner for Public Housing Authority.

Chairman Lewis said the local board was disappointed at the turn of events and is presently waiting for the architect to remake the plans.

Dogies Trip Bronte In District Game

The Robert Lee Dogies outclassed the Bronte Shorthorns in a game played Thursday night at Robert Lee. The contest ended with the Dogies on the long end of a 30-6 score.

James Fields scored first for Robert Lee from 20 yards out, in the first quarter.

In the second stanza Fields returned a punt 85 yards for the second counter.

In the third quarter, Mumford passed to Herford for 16 yards and another TD.

The fourth quarter saw Bronte make its only counter of the night when Cooper scored on a 12 yard run.

Minutes later Mumford intercepted a pass for Robert Lee and returned it 80 yards for a TD.

Final counter of the night was another punt return of 75 yards by Fields.

Mrs. J. C. McBride and Scott of Big Spring, John Augustine and Marion Kaylor of Abilene were visitors in the home of Mrs. Ethel Green Sunday.

Interest in the project indicates that a large number of bids will be received. The water district office in Big Spring reported last week that 34 prime contractors had checked out plans on the project.

In addition to Texas firms, contractors from Tennessee, Iowa, Missouri, Mississippi, Oklahoma, Arkansas, North Carolina, Arizona, Kansas and Minnesota have secured plans also.

O. H. Ivie, general manager of CRMWD, has been in New York recently to sign papers for the \$30,000,000 bond issue which will be used to construct the dam and pipe line which will carry water from the huge lake as far away as Odessa.

Most contractors who have visited the site say they feel the project will require at least two years to complete.



YOUNG ORGANIST — Daryl Copeland tried out the organ at the Hammond commercial display recently when he accompanied the other members of his family. Mr. and Mrs. Leslie Copeland and Gaye, to the West Texas Fair in Abilene. The young musician is a grandson of Sheriff and Mrs. Melvin Childress of Robert Lee.

1967 Model Cars Going On Display

There will be plenty of free refreshments this weekend in Robert Lee, as both Ivey Motor Co. and Vaughan Chevrolet Co. will show their new 1967 model automobiles.

Vaughan Chevrolet will have open house to show the new Chevrolets today, while Ivey Motor will show new Fords and Mercurys Friday.

Invitations from both firms asking the public to visit them may be found elsewhere in this week's Observer.

Also, news stories and advertisements concerning the new models are being printed in this paper.

Robert Vaughan said he expects to have at least six new Chevrolets on hand for public display. He also has a complete stock of 1967 pickups. Included in the Chevro-

let display will be the Camaro, a completely new model for Chevrolet. It's a sport job and Vaughan thinks it will be a big hit, particularly with young people. Regular Chevrolets, Chevilles, Chevy II's, Corvairs and Corvettes are other members of the family.

Cumbie Ivey Jr. said early this week that he expects to have an even dozen new cars for display, including both the Ford and Mercury lines.

Big news this year with Mercury dealers is the new Cougar, which is also a sports car, with considerable luxury packed into it. Better known Mercury models include the Monterey, Montclair and Comet lines. New, besides the Cougar, are the Marquis and Brougham.

New 1967 models are out for Ford in the Falcon, Mustang, Ford, Fairlane and Thunderbird lines.

Both Ivey and Vaughan were enthusiastic in their praise of the new models, and said they will have a show everybody will want to see.

The dates: Thursday for Chevro-

lets, and Friday for Fords and Mercurys.

Steers Tie Eldorado Eagles, 6-6

By RONNIE BAKER

The defense shines again. Other than that we were pretty well outplayed. We were out-rushed and out-passed, but weren't outscored or out-hustled. The blocking was still good at times but the outweighed middle men could not constantly move their opponents. The defense is still tough and that is what counts if your scoring punch is stalled. Every boy on defense was playing heads up ball to control the speed of Eldorado.

First Quarter

Robert Lee received the opening kickoff and it was returned to the 22 yard line. The Steers couldn't move the ball so Williams kicked to the Eldorado 43. After 3 plays Eldorado gambled on a 4th down and short yardage play. The Steers held and took over at their 45. The Steers ran one play and fumbled at the 46 with Eldorado recovering. Eldorado moved to the Steer 30 where a jarring tackle by Bloodworth and Roach shook the ball loose with Pitcock coming up with it. The Steers ran one play as the quarter ended.

Second Quarter

Eldorado's defense hung on and forced the Steers to punt with Roe kicking to the Eldorado 43. Then the Steers held and Eldorado punted to the Steer 31 yard line. The Steers moved for little yardage and Eldorado took over at the 41 yard line.

Then Eldorado started a passing attack that was clicking until on a 20 yard pass play, a good tackle shook the ball loose and Williams recovered it at the Steer 22 yard line. The Steers moved for short yardage again and had to punt. It went to

the Eldorado 45. Then Eldorado put on another drive which carried to the Steer 6 yard line. But the defense led by Gary Parker set the Eagles back to the 23. Robert Lee moved the ball to their 44 where, with time running out, the Eagles took over on downs.

Third Quarter

Then the action begins! Skipworth kicked to the Eagle 20 yard line and it was returned to the 34. On a sustained drive the Eagles

Steers To Take On Bangs 11 Friday

The Robert Lee Steers will get another real test Friday night when they travel to Bangs for a contest with the team which is rated No. 1 in Texas among Class B schools. The Bangs Dragons have yet to be defeated this season, having taken victories from Bronte, Early and Santa Anna.

After the fine showing made last week against the Class A Eldorado Eagles, local sports dopsters are looking for a real heads up ball game.

Last Week's Results

Forsan downed Wall, 12-7; Robert Lee and Eldorado tied, 6-6; Bronte took Ozona, 13-0; Jayton bopped Rochester, 12-8; Trent, Hermleigh and Loraine were idle.

This Week's Schedule

Bronte at Roscoe; Robert Lee at Bangs; O'Donnell at Hermleigh; Aspermont at Trent; Roby at Jim Ned; Hamlin B at Loraine (Saturday); Jayton and Forsan are idle.

PVT. GLORIA IN GERMANY

Pfc. Richard Gloria of Robert Lee is now stationed in Augsburg, Germany, where he has been for the past two months. He expects to be there with the U.S. Army for 18 months. He received his basic training at Fort Bliss in El Paso.

The son of Mr. and Mrs. Jesse Gloria, he is a 1965 graduate of Robert Lee High School.

R. L. SOLDIER IN VIET NAM

John Gloria of Robert Lee has been sent to Viet Nam with the U.S. Army. He has been there about 1 1/2 months.

Pvt. Gloria went into the service Sept. 23, 1965 and received his basic training at Fort Polk, La.

He is the son of Mr. and Mrs. Santos Gloria of Robert Lee and a former student of Robert Lee school.



Richard Gloria



John Gloria

Pioneer Day Will Honor Oldtimers

Coke County Historical Appreciation Week, which is being observed Sept. 24-30, will be highlighted today with a tea honoring pioneers. The affair will be held in the county courthouse at Robert Lee, from 2 to 4 p.m.

Everyone is invited to the tea, with a special invitation extended to pioneers. Mrs. Bryan Yarbrough, who is chairman of the county's historical survey committee, said that a pioneer is anyone who has lived in Coke County 50 years or longer, or anyone who was living here that long ago. Special tribute will be paid these old timers at the tea.

Persons interested in preserving Coke County's history have been busy all week with some aspect of the week-long program.

Last Saturday was set aside for beautifying and cleaning historical sites and markers.

Sunday: Visiting historical sites and markers.

Tuesday: Soliciting historical gifts for schools.

Wednesday: Collecting and preparing an exhibit for the Pioneer Day.

Thursday: Tea honoring Coke County pioneers, 2-4 p.m., at courthouse.

Friday: Presentation of historical gift to schools.

Anyone who would like to contribute toward the historical gift for Robert Lee and Bronte Schools should contact a member of the survey committee.

B TEAM TAKES BALLINGER

Robert Lee's B team took a 12-0 victory from Ballinger B last Thursday. The contest was played here.

After a scoreless first quarter, Quarterback Quinn Conley reached pay dirt in the second period when he sneaked over from the 1 yard line, to give his team a 6-0 lead.

In the third quarter, a pass from Conley to Eddie Meredith was good for 30 yards and another counter. Score was 12-0.

Want Ads

CARD OF THANKS

The loss of our loved one leaves us with grateful hearts for good neighbors and friends. We extend our sincerest thanks to all of you for your many expressions of sympathy—your cards, flowers, memorials and food. We are especially grateful for your kindness to her in the many years she lived among you. May God bless each of you.

The Family of
Miss Viola Lawson

FOR SALE — 12 foot G.E. upright deep freeze. 453-2631. ltp

CHRISTMAS TIME

And the selling is easy with Avon Cosmetics. Enjoy peak earnings now with our beautiful gift sets and products. WRITE AVON, BOX 1174, San Angelo.

NOTICE

No hunting on the H. H. Jameson Land without written permit. H. R. Jameson. 8t

FOR NEW Construction and Repair. Day and Night Water Heaters, central heating systems, Kohler fixtures, all types water, sewer and gas pipes. Call 453-3441. HAMBRIGHT PLUMBING AND AIR CONDITIONING. tfe

NO HUNTING!

Because of past abuses, no hunting will be allowed on THE J. W. ARLEDGE ESTATE and PALMER LEEPER RANCHES in COKE and NOLAN COUNTIES for 1966-67 seasons. Game Warden patrolled. t 1-1-67

NOTICE TO BIDDERS

Sealed proposals addressed to O. H. Ivie, General Manager, Colorado River Municipal Water District, P. O. Box 869, Big Spring, Texas 79721 for the construction of Robert Lee Dam will be received at the Main Ball Room, Settles Hotel, Big Spring, Texas until

2:00 P.M., Thursday, October 6, 1966

at which time and place the proposals will be publicly opened and read aloud. Those desiring to mail their bids shall mail them to Mr. Ivie at the above address. Any bid received after closing time will be returned unopened.

Copies of the plans, specifications, and other contract documents are on file at the office of the District, Big Spring, Texas and the office of Freese, Nichols and Endress, 508 Throckmorton Street, Fort Worth, Texas, and may be examined at either office without charge.

Specifications, other contract documents and plans may be procured at the office of Freese, Nichols and Endress, 508 Throckmorton Street, Fort Worth, Texas at the following costs which will not be refunded:

HALF SCALE SET OF PLANS, \$10.00 Set

FULL SCALE PLANS BLUEPRINTS

Single or Several Sheets, \$.50c Each

Full Set of Plans, \$25.00 Set

DIRECT PRINTS

Single or Several Sheets, \$.75c Each

Full Set of Plans, \$35.00 Set

Bid security and performance and payment bonds shall be as set forth in the Instructions to Bidders.

There shall be paid on this project not less than the generally prevailing wages which have been determined by the Owner and which are contained in the schedule that is a part of the Contract Documents.

The Owner reserves the right to reject any or all bids, to waive formalities, and in case of ambiguity or lack of clearness in stating proposal prices, to adopt such interpretations as may be most advantageous. No bid may be withdrawn until the expiration of thirty (30) days from the date bids are opened.

COLORADO RIVER MUNICIPAL WATER DISTRICT
CHARLES B. PERRY, President.

County Agents News Column

By STERLING LINDSEY

The Coke County 4-H Horse Club will have a performance session at the Bronte Roping Club Arena next Sunday afternoon at 1:30 p.m. Any youth interested in participating in the various performance events is welcomed to meet with the group. Also, those wishing to attend and watch the performance are welcomed.

Coke County has been well blessed with moisture the past two months. The pastures have changed from a condition of dreading the coming winter already to one of open optimism. And, indirectly, the livestock markets have new life in them as a result of the rains.

What the effects will be on our cotton is difficult to say. Some fields, the older stands of cotton, are in good shape now. Other fields will probably not make any more cotton then they would have had it not rained.

The lateness of the year and the boll weevil populations increase have put our late cotton crops in jeopardy. For the cotton to develop on schedule and mature we must have some hot days and also a late frost.

The boll weevil numbers have increased immensely in the past two weeks. In some cases they have already inflicted heavy damage.

In summary, we have some fields of good cotton in Coke County this year, but the later fields may not benefit from the improved moisture situation.

The good moisture situation sometimes causes complications in pecans

at maturity. The pecan nut, by nature, will continue its natural cycle if moisture and warm temperatures are present when maturity is reached. With conditions as they are this year, I would begin checking your pecan crop to see if the nuts are mature. And as soon as they can be threshed, remove them from the trees. You might avoid losing part of your crop. Conditions are right for a "sprouting" year.

Several people have been plagued with borers in their peach, plum and apricot trees this year. Several trees were hit pretty hard in the late summer months. One practice to control borers is to paint the trunk and lower limbs of an infected tree with a commercial borer killer preparation. Another is to mix your own using dieldrin or thiodan.

We also are bothered with the lesser peach borer in this area. He can be controlled by placing PDB (paradichloro benzene) crystals around the base of the tree during October and early November. Make a trench around the trunk, place the crystals in the trench and cover them over.

You may wish to institute a borer prevention program on your trees once in June and again in August using thiodan or dieldrin insecticides. We have a leaflet available that describes the control procedures. Give us a call if you would like a copy.

Mr. and Mrs. C. J. Brooks attended funeral services for Mrs. Alice Bryson, held at Pioneer, Tex., Monday. Mrs. Bryson was a former school teacher who taught for 25 years at Pioneer and Big Spring.

Mr. and Mrs. H. O. Lewis of San Angelo visited last week with his sister, Mrs. Pearl Schooley, and with the Turney Caseys.

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Recent visitors in the home of the Turney Caseys were their daughters, Mrs. B. N. Chesney of Keller and Mrs. Grady Coulter of San Angelo, and their families; also their son, Bill Casey and his wife from Silver. All the children also visited Mr. Casey when he was in the hospital.

Mr. and Mrs. Oscar Kresta of Santa Anna visited Sunday in the Dave Millican home.

Observer want ads are very effective and cost very little.

O. H. (Judge) Campbell

LICENSED REAL ESTATE
BROKER

Your Listings Appreciated



HERE'S THE WAY TO SOLVE
ALL YOUR INSURANCE PROBLEMS

Are you puzzled about whether or not you are fully covered, or bewildered by the many premiums that are constantly coming due? Let us show you how one premium, one renewal date, and one competent agent can take care of ALL your insurance needs to give you, your family, or your home, complete low-cost coverage. Call or come by for complete information. DO IT NOW!

Allen Insurance Agency

Command Performance Camaro By Chevrolet



Camaro Sport Coupe with style trim group you can add.

You've been waiting for a Chevrolet like this. Now it's here.

Camaro! Long, low hood. Short rear deck. Big-car stance for stability. Strato-bucket seats. A 140-hp Six or 210-hp V8, depending on model. Camaro gives you a car full of comforts from carpeting on the floor to vinyl upholstery all around. There's a lot of security, too, with new safety features like the GM-developed energy-absorbing steering column. Camaro! Sport coupe or convertible. You can order a Rally Sport with hideaway headlights or an SS 350 with Camaro's biggest V8. See your Chevrolet dealer now!



Everything New That Could Happen . . . Happened! Now, at Your Chevrolet Dealer's!

VAUGHAN CHEVROLET COMPANY

Across from Court House

ROBERT LEE, TEXAS

Phone 453-4601

42-7228

Robert Lee Observer

PUBLISHED EVERY THURSDAY

Entered at the post office at Robert Lee, Texas 76945,
as second class matter.

Editor and Publisher Ben Oglesby
Managing Editor Mary L. Prine
Telephone 453-3501

**Coke To Host District
4-H Council Saturday**

Coke County 4-H Club Council will be hosts for the fall meeting of the Extension Service District 7 Council next Saturday, Oct. 1. Council members, leaders and county extension agents of District 7 will meet at the recreation hall in the Robert Lee County Park. County Judge W. W. Thetford will welcome the group to Robert Lee.
Approximately 75 county council

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members and their leaders will be gathered together for the meeting. The District 7 Council is under the supervision of Miss Thelma A. Casey and Roy L. Huckabee, District Agents.

The Coke County Council members will serve refreshments to the group and provide drinks for their noon lunch. Representing Coke County in the meeting will be council delegates Kaye Roberts and

Steve Rives, and Gaylon Pitcock, district council treasurer.

The council will convene at 10 a.m. Saturday to undertake 4-H Club business of the district. The meeting should be completed at approximately 3 p.m.

Mr. and Mrs. Curtis Walker visited with their son, Bobby Walker, and family at Odessa during the weekend of Sept. 17 and 18.

Come To See Us Thursday . . . 1967 CHEVROLETS

Chevrolet's newest and sprightliest—
'67 Camaro Is Offered In Two Models



The all new CAMARO will be built in sport coupe and convertible models (Super Sport shown above). The Camaro line incorporates many sprightly options that include concealed headlamps behind a lattice grille which opens and closes when lights are turned on and off, plus a hood with simulated louvers and a wide "bumble bee" paint band on the nose. A 350-cu.-inch V8 engine is used in the Super Sport version of the CAMARO. They go on display September 29.

WILL BE ON DISPLAY

AND WE WANT

YOU TO SEE THESE

Beauties

FREE

COFFEE AND DONUTS
GIFTS FOR EVERYONE

WE WILL HAVE A WIDE
SELECTION OF NEW
CHEVROLETS ON OUR FLOOR
TODAY — THE MOST MODERN
AND BEAUTIFUL
AUTOMOBILES EVER
MADE BY CHEVROLET

Fastback roof line distinguishes
1967 Chevrolet Impala Sport Coupe



The 19 Chevrolet models in five series for 1967 are entirely new in appearance with freshly styled fenders, hood, grille, bumpers and taillamps. Bright fender wrap-arounds extend grille styling on all models, while fender lamps are featured in the wrap-around area on Caprice models. The exclusive new sport coupe roof line (above) stresses fastback styling with the rear window blending into the deck in an unbroken line. A four-way hazard flasher is now standard equipment on all '67 Chevrolets. Dealers throughout the nation will display the new Chevrolets on September 29.

Vaughan Chevrolet Co.

Robert Lee, Texas

Many New Homes Coming Into City

Robert Lee is definitely building and growing, as indicated by a report made at Tuesday's meeting of the BCD. No less than six houses have been moved into town recently, two more will be moved in soon, and material is being unloaded for a new home.

President Vaughan Davis told BCD members that persons who have recently moved houses into Robert Lee include: Fred Beaty, T. Z. Phillips, Eddie Bagwell, Furst Moore, Donald Ballard and Freddie White. The foundation was being poured Tuesday for Bill Preston's house, and Pete Smith is planning to move his house in soon. Tile was being unloaded Tuesday for the Maurice Duncan home.

Davis told the BCD that he felt things were looking good for the town, and he expected construction

Heard At Sanco

Mr. and Mrs. O. R. Eubanks of Eunice, New Mexico visited relatives here last week. They went to Comanche and Cleburne to visit other relatives.

Mr. and Mrs. Sam McGallian made a weekend trip to Fort Worth to visit a son, Raymond McGallian and family.

Preston Scarborough of San Diego, Calif., is visiting his mother, Mrs. Fronie Scarborough.

Mr. and Mrs. Herbert Hunt from Claude visited with his cousin, Mrs. Ulmer Bird last Saturday.

Mr. and Mrs. Monroe Prine of San Angelo visited in the J. M. Prine home Sunday.

31 PLAYERS TAKE PART In SUNDAY GOLF TOURNEY

Thirty-one players participated in the ABC Best Ball Golf Tournament at Mountain Creek Golf Course Sunday afternoon. The first place team with a score of 61, 11 under par, was composed of Mr. and Mrs. Leo Eubanks and Mr. and Mrs. Skinny Adams.

Louis Heuvel, Bob Jameson and J. C. Snead were second with 67, or 5 under par.

Third place winners with 68 were John Conley, Ronnie Baker and A. J. Roe Jr. Their score was 68, 4 under par.

Golf ball prizes were awarded.

Angelo Club Plays Here

Thirty members of the Pan American Golf Club of San Angelo came over Sunday morning and played a tournament on the local course.

Turney Casey is making a good recovery in his home after a stay in Bronte and Abilene hospitals.

to continue for at least a couple of years.

It was reported that volunteers are needed to help clean graves of Civil War veterans. This is one project being carried out under the sponsorship of the Coke County Historical Survey Committee. Mrs. Bryan Yarbrough is chairman of the committee and issued the call for help. Anyone who will help should contact her.

Davis said quite a number of tourists have been stopping in Robert Lee making inquiries about the prospective lake. Also, several big contractors have been making inquiries.

L. C. Brown and Jack Horn of Durham, N. C., were among the contractors who are interested in bidding on the big construction job. They have made extensive tests, checking rock formations and other factors which might influence their bid. Brown told A. B. Sheppard that his firm was second low bidder on the Three Rivers dam in Tom Green County, coming up behind H. B. Zachary.

Davis told BCD members that Cumbie Ivey Jr., who is chairman of the recently appointed committee to assist the successful bidder on the dam, will be in Big Spring next Thursday when bids will be opened and the contract let. Ivey will offer the assistance of his committee in helping the contractor secure housing, etc.

Sheppard said that the new housing subdivision which is being planned west of town is coming along fine. He reported work has been done on the landing strip, and that streets have been graded, in preparation to building curbs and gutters. He said anyone is welcome to come out and look over the project and see the progress which has been made.

Lunchroom Menus

Monday, Oct. 3

Sausage whirls, vegetable soup, peaches with cottage cheese on lettuce, milk, banana pudding.

Tuesday, Oct. 4

Meat loaf, buttered rice, pineapple, applesauce jello on lettuce, hot rolls and butter, milk and grapes.

Wednesday, Oct. 5

Hot dogs with chili, buttered corn, combination salad, buns, milk, potato chips, gingerbread.

Thursday, Oct. 6

Pinto beans with salt pork, spinach, buttered potatoes, corn bread and butter, milk, peach cobbler.

Friday, Oct. 7

Hamburger patties and gravy, creamed potatoes, garden salad, hot rolls and butter, milk, jelly and applesauce.

SUPERVISOR FOR AREA 3 TO BE ELECTED AT MEETING

A meeting will be held at the courthouse Tuesday, Oct. 4, for the purpose of electing a supervisor for Subdivision No. 3 of the Coke County Soil Conservation District. The session will convene at 7:30 p.m.

W. E. Burns is present supervisor for this part of the Coke County district.

Area covered by Subdivision No. 3 includes commissioner precinct 3, with the exception of area which is part of the North Concho Soil Conservation District, including generally the area west of Divide.

A program on brush control methods and the value of range plants will be presented. Agency representatives will be present to answer questions on various agricultural programs now operating in Coke County.

Coffee and donuts will be served and the public is invited.

Mr. and Mrs. A. J. Bilbo accompanied by Mr. and Mrs. R. L. McGuire of Big Lake, returned last weekend from a two weeks trip to Afton, Okla. They visited in the home of Mr. and Mrs. Jarvis Littlefield.

George B. Arledge of Winchester, Ky., is reported to be making a good recovery from surgery undergone last week. He is the brother of Mrs. Palmer Leeper of Sanco and Mrs. Jesse Cargile of Sweetwater.

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PERSONALS

Mr. and Mrs. Joe Bessent of Victoria visited several days last week in the home of Mr. and Mrs. Wesley Watson and other relatives.

Visitors in the Leslie Wink home over the weekend were his father, E. H. Wink of San Angelo and their son, Robert, who is attending Texas Tech at Lubbock this fall.

H. C. Schooley Jr. and some friends of Ft. Worth spent the weekend in the home of his grandmother, Mrs. Pearl Schooley, and the Turney Caseys.

Mrs. Bonnie Robertson was an overnight guest in the home of her son and family, Mr. and Mrs. Wilton Robertson and children at Odessa Saturday.

Mrs. Jack Trimble visited her son and family, Mr. and Mrs. James Coleman and son at Odessa over the weekend.

Mrs. Callie Graham of Crockett is spending a week here with Mrs. Lois Smith.

Diane Samuelson, who is attending Texas Tech at Lubbock, spent the weekend here with her mother, Mrs. Vivian Samuelson.

Mr. and Mrs. Hadley Richards and Mrs. Ed Hickman visited in Big Spring Sunday with Mr. and Mrs. Johnny Mac Hickman and family.

Mr. and Mrs. J. C. Snead Jr. returned home this weekend after spending a week with their son and family, Capt. and Mrs. Jack Snead and children at Holloman Air Force Base in New Mexico.

Mrs. Lou Ella Bessent visited two days last week with her son and family, Mr. and Mrs. Charlie Bessent at Lubbock.

Take a Look at the Ads.

A little time spent in reading them is time well spent.

ALAMO THEATRE

ROBERT LEE, TEXAS

NOTICE! EVENING SHOW NOW STARTS AT 6:30

THURSDAY AND SATURDAY, SEPT. 29 & OCT. 1
Dana Andrews, Jane Russell, Richard Arlen, Lon Chaney in
"JOHNNY RENO" in Big Theatre Color
Also Cartoon

SUNDAY 1:30 MATINEE & MONDAY, OCTOBER 2 & 3
Steve McQueen, Suzanne Pleshette, Brian Keith, Arthur Kennedy in
"NEVADA SMITH" in Theatre Color
Also Cartoon

They're Beauties

And You Probably Want One!!

Yes, We're Talking
About the New



1967 AUTOMOBILES

And Just In Case Somebody Sells You One

DON'T FORGET

Robert Lee State Bank Is The Place

To Finance Yours At

Low, Low Interest

Come in today, let us show you just how easy it is to own a brand new car — when you finance the bank way — at low interest rates. We can save you money!



Robert Lee State Bank

Winter's Coming

Don't forget, we can save you
MONEY on

QUALITY BATTERIES

One, Two, and Three Year Guarantee

PRICES START AT \$8.40

NO ONE Can Undersell Us on Quality Batteries

COME TO SEE US

We Have Bargains on Oil, Oil Filters and
All Auto Parts

Watch for Our Coming Ad on ANTI-FREEZE

BELL AUTO PARTS

REAP BIG FOOD SAVINGS IN OUR
HARVEST OF VALUES!



Delicious **APPLES** Lb. **19c**

Extra Fancy, Full Red, Washington New Crop

NABISCO **FIG NEWTON COOKIES** - 1 LB. BAG **35c**

BAMA **APRICOT PRESERVES** - 18 OZ. GLASS 3 for **89c**

Coca Cola's New **Fresca** 6 Bot. Crt. **39c**
 Plus Deposit



COFFEE, Folger's - 1 Lb. Can **69c**

Imperial Cane **Sugar** 10 Lb. Bag **99c**

STOCK - UP ON FROZEN FOODS

MR. G FROZEN **FRENCH FRIES** - 2 Lb. Bag **29c**

GENNESSE VALLEY FROZEN **STRAWBERRIES** - 10 OZ. PKG. **27c**

MORTON'S **CREAM PIES** - Each **29c**

GANDY'S PURE **ICE CREAM** - 1/2 Gal. Crt. **69c**

Gandy's **Frozan** 3 for **\$1.00** 1/2 Gal. Crt.

TEXAN **LIQUID DETERGENT** - 2 OZ. BOTTLE **37c**

DEL MONTE **CATSUP** - 14 OZ. BOTTLE 5 for **\$1.00**

LIBBY'S **Pineapple - Grapefruit Drink** FOUR-46 OZ. CANS **\$1.00**

DEL MONTE **PEAR HALVES** - 303 SIZE CAN 4 for **\$1.00**

DEL MONTE **PEACHES** - 2 1/2 SIZE CAN 4 for **\$1.00**

DEL MONTE **GARDEN PEAS** - 303 SIZE CAN 5 for **\$1.00**

Swift Jewel **Shortening** 3 Lb. Can **63c**

TRIMMED RIGHT MEATS

MEAD'S CANNED **BISCUITS** - 6 Cans **49c**

DANKWORTH **SLAB BACON**, Sliced As You Like **79c** LB.

Choice Fed Beef **Round Steak** Lb. **79c**

BONELESS STEW MEAT - Lb. **65c**

HORMEL ALL MEAT **WIENERS** - 1 Lb. Pkg. **53c**

These Prices Effective Sept. 29, 30 & Oct. 1

Double Stamps on All Purchases of \$2.50 or More (Excluding Cigarettes) on Wednesdays



West Way Grocery



10TH & BISHOP

PHONE 453-5151

'67 Chevrolets Go On Display At Vaughan's

For the 1967 car buyer, Chevrolet stresses choice with a capital "C", Robert Vaughan, local dealer, said today, as he opens his showroom to display the new models.

"Introduction of the Camaro, as Chevrolet's sixth line of cars matches the American public's growing preference for individualized transportation," he declared.

Vaughan said the 48 new models of Chevrolet, Chevelle, Chevy II, Corvair, Corvette and Camaro offer an "unparalleled variety of sizes, body styles, options and safety features." They go on sale Thursday, September 29 (today).

Two models of the personal-size Camaro—a coupe and a convertible that Vaughan terms "four-passenger packages of excitement"—are built on a 108-inch wheelbase.

"Cmaro (pronounced ca-mair-o) offers the greatest choice of engines, trims, options and accessories Chevrolet has ever introduced with a new line of cars," Vaughan said.

Also new for 1967 is a top-of-the-line Chevelle station wagon named "Concours" which has wood-grain exterior trim.

Many important new safety-related product improvements are standard equipment on all 1967 Chevrolets. They range from an energy-absorbing steering column and dual master cylinder brake system with warning light to passenger-guard door locks and a four-way hazard warning flasher.

Heading a list of more than 400 options and accessories is a new stereo tape system, an improved cruise control and a new air conditioning unit which can be dealer installed on all new Chevrolets except Corvair and on all 1964 through 1966 models of Chevrolet, Chevelle and Chevy II.

Front disc brakes are available as options on regular Chevrolet, Chevelle, Chevy II and Camaro models. Four wheel disc brakes are continued as standard on Corvettes.

Here are the highlights of the six Chevrolet lines for 1967:

Regular Chevrolet

The industry's top selling automobile has a longer, lower "big car" look to its 19 models in five series on a 119-inch wheelbase. A wrap-around grille includes front fender identification lamps standard on luxury Caprice models, optional on all other series.

Long body lines carry to the tip of the rear fender. Rear fender skirts are available for added body smoothness. Twin horizontal tail lamps above the bumper are recessed into the rear panel.

Caprice and Impala sport sedans have a new roofline that ends in a larger, more sloping back window. An exclusive new roofline on Impala sport coupes stresses fast back styling with the rear window blending into the deck.

Extensive refinements in steering, rear suspension and body mounting give improved ride, handling and roadability. Base tires are larger for most models and a larger 24 gallon fuel tank is standard on all models.

A distinctive SS 427 package stressing use of the 427 engine is added for the Super Sport coupe and convertible. Simulated air intakes on the hood, heavy-duty chassis components and red line tires are included.

A 250 cubic inch six cylinder engine and four V-8's up to the 427 satisfy every power requirement, offering horsepower range from 155 to 385.

Offered are five transmissions. Turbo Hydra-Matic is available with all 396 and 427 cubic inch engine installations and for the first time with the popular 327 engine on Impala SS and Caprice models.

Camaro

The industry's newest 108-inch wheelbase car blends four passenger roominess with sports car proportions and wide tread handling. Incorporated are the best features of larger Chevrolets including big car engines.

The front engine Camaro takes a fresh look at the "long hood—short deck" concept introduced in American cars by Corvette. It stresses curved contour styling in an aerodynamic body tested in a jet age wind tunnel.

The smooth grille has a two-headlight system. Concealed headlights in a black grid grille plus special exterior moldings are included in a distinctive Rally Sport (RS) option. Wide, rectangular taillights set in a shallow cove highlight the clean oval shaped rear of Camaro.

A distinctive SS 350 package is available to spotlight use of the new 350 cubic inch engine introduced exclusively for Camaro. Included as a special hood with twin simulated louvers, a four inch paint stripe around the nose and wide oval red line tires. The Rally Sport and SS 350 options can be ordered individually or together.

Strato-bucket seats and all vinyl interior are standard. Among many interior options are a fold down rear seat back for added luggage room and a Strato-back bench front

seat with folding center armrest.

A new combination of separate frame and unitized body construction gives Camaro maximum roadability and passenger comfort. Front suspension is independent with coil springs. Mono-plate leaf springs are used at the rear. Wheels are 14 inches. Large drum type brakes are self adjusting.

Camaro's base engines are the 230 cubic inch six and a special 2 barrel carburetor version of the 327 cubic inch V-8. Optional is a larger six and two other V-8's including the all new 350. Horsepower ranges from 140 to 295.

Three speed and four speed manual transmissions are available plus Powerglide automatic. Floor mounted shift controls, center console and special instrumentation are optional.

Chevelle

The volume leader in the fast growing intermediate car market increases its selection to 13 models in five series with the addition of the luxury Concours station wagon. Wheelbase continues at 115 inches.

There is a look of motion to the forward thrust of the restyled front fenders which give a family resemblance to the regular Chevrolet.

The simulated hood louves identifying SS 396 models are redesigned. Bold horizontal bars highlight the new full width grille. Wrapa-

round taillights are a major 1967 styling feature.

Chevelle's base six cylinder engine is increased to 230 cubic inches. Two sixes and five V-8's are offered with a horsepower range from 140 to 325.

Turbo Hydra-Matic transmission is offered for the first time with the two Chevelle 396 cubic inch engines. Four other transmissions are available.

Chevy II

The clean restyling that helped Chevy II take second place among all small car sales in 1966 is refined for 1967. Seven models are offered in three series on a 110 inch wheelbase.

Larger headlamp bezels, together with a redesigned extruded aluminum grille, give a broader, "big car" look to the front end. All models have 14 inch wheels and tires.

An improved starting motor and new battery provide greater efficiency and even more dependable service on Chevy II for 1967, as well as on all other Chevrolet lines.

Five engines—a four, two sixes and two V-8's—give a broad power choice. Horsepower range is from 90 to 275. There are three transmissions.

Corvair

Chevrolet's distinctive rear-engine car will be offered in five models in two series for 1967 on a 108 inch wheelbase.

Principal design and mechanical features which have won Corvair an enthusiastic owner body totaling more than 1.5 million are continued with styling refinements.

New Strato-bucket seats are standard on Monza models.

Corvette

America's only sports car carries into its 15th year on the market all the features which made 1966 its most successful model year in history. A sport coupe and convertible are again offered on a 98 inch wheelbase.

Styling refinements include redesign of fender side louvers and a new rear end panel incorporating a wide, centrally located back-up lamp.

Three additional all-vinyl trims increase the interior selection.

Five V-8 engines are available including two new triple carburetor versions of the 427 cubic inch engine. Horsepower ranges from 300 to 435. There are three transmissions.

All Chevrolet models have redesigned interiors featuring a fresh variety of vinyls and fabrics. Fifteen exterior colors—11 of them new—are offered for 1967 with up to 7 two-tone combinations available.

Mr. and Mrs. Curtis Walker had as their guests, Mr. and Mrs. Curtis Wayne Walker and children of San Angelo, over the weekend.

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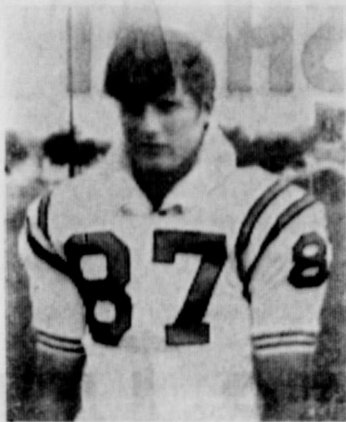
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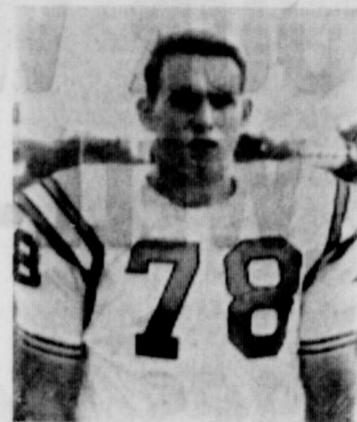
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Roy Blair



Robert Lee Steers vs. Bangs Dragons

FRIDAY - 8 P.M. - THERE

ROBERT LEE STEERS

1966 Schedule

| | | | |
|----------|-----------|-------|---------|
| Sept. 30 | Bangs | There | 8 PM |
| *Oct. 7 | Trent | Here | 7:30 PM |
| *Oct. 14 | Roby | There | 7:30 PM |
| *Oct. 21 | Loraine | There | 7:30 PM |
| *Oct. 28 | H'rmleigh | Here | 7:30 PM |
| *Nov. 4 | Forsan | There | 7:30 PM |
| *Nov. 11 | Jayton | Here | 7:30 PM |
| *Nov. 18 | Bronte | Here | 7:30 PM |

*—Denotes 4-B Conference Game

SEASON RECORD

Robert Lee 33, Menard 8
Robert Lee 6, Eldorado 6

Be sure to attend all the games, support your team, and give every encouragement to the fine young men on the team. You will thrill to the pleasure of this fine sport... the tense moments of decisive plays... the displays of fine sportsmanship. Help our coaches build these players into the men we want them to be... Make your plans to be present at every game on the Steer schedule.

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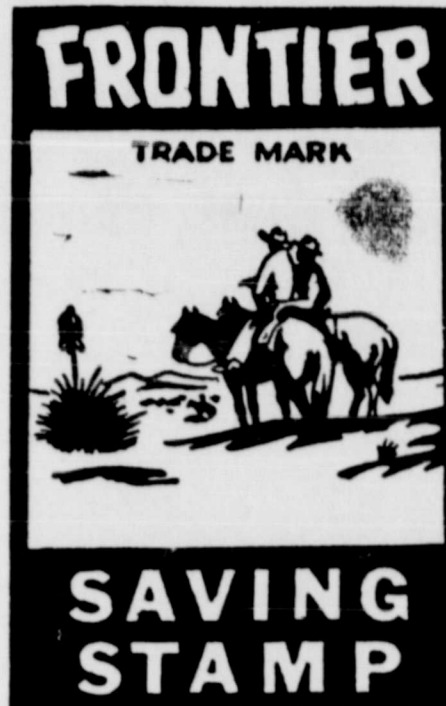
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FIRST DRAWING OCTOBER 8



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New Fords To Be On Display Friday At Ivey Motor

New models of the five Ford lines will go on display Friday all over this country and at least six of the new cars will be shown here by local Ford dealer, Ivey Motor Co.

All the new Ford line, including the Mustang, Falcon, Ford, Fairlane and Thunderbird will feature new styling, new engineering re-

finements, new luxury features, new power plants and new safety features.

The new Ford line runs the entire ladder of price ranges, from the Falcon, the most popular compact car line ever produced, to the Thunderbird, the pacesetter in the personal luxury car field.

1967 Mustang

Newly styled for the first time since its introduction in April of 1964, the 1967 Mustang will seek to enhance its already impressive reputation as the most popular new car ever produced.

"The leadership established with the production of 1,285,000 Mustangs

through the 1966 model year will be challenged for the first time in 1967," said Cumbie Ivey Jr., local dealer.

"However, with new styling, a wide selection of engines and optional equipment plus new ride and handling qualities, the 1967 Mustang is ready to retain the popular

appeal it has achieved in little more than two years," he added.

To insure its sales pace, Mustang for 1967 will include such new options as the Select Shift Cruise-O-Matic transmission which allows manual or automatic gear shifting and a lineup of engines that cul-

Continued on Next Page

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FALCON WAGON

COME SEE

THE NEW LINE OF

1967 Fords & Mercurys

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FAIRLANE

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COFFEE & DONUTS

- DRAMATIC AND DYNAMIC STYLING
- ELEGANT, LUXURIOUS INTERIORS
- BEAUTIFUL NEW 1967 COLORS



MUSTANG



FORD

- MANY OPTIONS-You Get What You Want
- UNITIZED CONSTRUCTION FOR SAFETY
- POWER TO SUIT YOUR NEEDS

IVEY MOTOR CO.

New Fords —

Continued from Preceding Page

minates with a 320 horsepower 390 CID V-8.

Such optional features as a custom interior trim group, GT performance equipment, a fingertip speed control system and a Tilt Away steering wheel present the buyer with even more opportunity to tailor Mustang to his individual taste.

Completely new interior styling adds to Mustang's long list of standard equipment luxury features. Sculptured bucket seats, color keyed all vinyl upholstery, molded nylon carpeting, padded instrument panel, glove box and courtesy lights and sporty floor mounted shift levers are standard on 1967 Mustangs.

In addition to interior and exterior styling changes, ride and handling characteristics have been improved. Tread width, both front and rear, is two inches greater, giving a significantly wider stance for improved ride and cornering ability. Front suspension and steering components have been completely redesigned, producing a smoother, better controlled ride.

The Mustang name and emblem are located immediately behind the front wheel cutout. A wide, bright finish rocker panel moulding extends full length from wheel cutout to wheel cutout, adding emphasis to the low, sleek lines.

1967 Ford

The 1967 Ford, with a major body styling change for the third consecutive year, will seek a larger share of the medium price market by offering the biggest and most luxurious cars in its history.

"With the 1967 Ford, we will offer the new car buyer the smartest, freshest styling and the most advanced mechanical and body refinements possible," said Ivey.

"Our new models not only have dramatic new styling, but they also ride and handle better, are even quieter than last year's cars and have the greatest number of standard safety items in Ford Division's history," he continued.

Three inches longer than its predecessor, the 1967 Ford has sculptured side panels which give the car a lower, longer silhouette. Roof lines on all models but convertibles, station wagons and 4-door hardtops are totally new with softer, more sweeping lines that create a fast-back look. New grilles, taillights, side trim and readend treatment add finishing touches.

Interiors also are newly designed with instrument panels that feature recessed controls and new, more luxurious upholstery materials.

Already noted for its quiet ride, the Ford will reflect further advances by sound engineers to reduce noise even more for 1967. Front and rear suspensions have bigger, softer rubber "sound stoppers" attached to the chassis to isolate road noise more effectively. Drive shafts utilize a new flywheel-type inertia damper to reduce sound.

A new Comfort Stream Ventilation system, standard on LTD models, provides quiet, "windows-up" driving with constant, controlled fresh air movement throughout the car. Stale air is exhausted through one-way ducts in the front doors.

Radial ply tires, which prolong tire life 50 to 80 per cent, improve gasoline mileage, provide better lateral stability and a smoother ride at highway speed, are optional on all big Fords in 1967. Standard tires have a standardized pressure feature which eliminates the need to adjust pressure for varying loads or road conditions.

Carburetion and valve train redesign on 1967 engines will result in smoother performance, greater economy and dependability. Also new is the Select Shift Cruise-O-Matic transmission, which permits manual or automatic gear shifting.

Among safety features are an impact-absorbing steering wheel with deep-padded hub, energy-absorbing

safety arm rests, a dual hydraulic brake system, padded windshield pillars, remote control outside view mirror, two-speed electric windshield wipers and a new lane-change indicator incorporated in the turn signal.

1967 Falcon

The Ford Falcon will appear in 1967 with new power and transmission options, new safety features and a number of styling and product improvements that will give the economy-minded buyer more car for his money.

Already established as a leader among cars of its size, Falcon for 1967 boasts even greater fuel economy, added comfort and convenience, smart styling and greater passenger safety.

"The Falcon has become the trend-setter in its field," said Ivey. "In 1967, it has new styling treatment with a Mustang flair, added special features and a new engine option, making it an even better value in economical transportation."

Styling changes for 1967 include a new grille, new deeply sculptured accents on the front fender panels and bold new taillights with built-in back-up lights. Interior styling is highlighted by new fabrics, color-keyed to body colors.

An expanded engine lineup offers 1967 Falcon buyers an optional 225-horsepower 289 CID V-8 engine, which brings a new dimension of performance to the compact car field. Other Falcon engines include the standard 289 CID V-8 and the 170 CID and 200 CID Sixes, all of which have been improved.

Select Shift Cruise-O-Matic, which permits either manual or automatic operation is available along with 3 and 4-speed manual transmissions. Also optional in the Falcon line for 1967 are radial ply tires.

New Ford safety features are included on the 1967 Falcons. As in 1966, Falcon will be available in seven basic models including two sedans, three club coupes and two station wagons. The Falcon Club Wagon series also is continued, offering three "super-size" utility vehicles.

1967 Fairlane

With a host of performance options, numerous engineering refinements, and important new styling changes, the 1967 Fairlane is well equipped to capture an even larger share of the burgeoning intermediate car market.

The Fairlane, completely redesigned in 1966, has won wide accept-

The Observer, Robert Lee, Texas

Sept. 29, 1966

ance with sales currently running 37 per cent ahead of 1965, according to G. B. MacKenzie, Ford Division general sales manager.

"In restyling the Fairlane for 1967, we endeavored to sharpen the bold, clean, youthful styling that became Fairlane's hallmark in 1966," he said. "With new engineering refinements, options and standard safety equipment we expect Fairlane to continue its exceptional market performance."

"In 1962, the year Ford introduced the Fairlane, intermediates accounted for 9.6 per cent of the market. As other manufacturers moved into this area the intermediate share expanded to 17.4 per cent in 1964, 21.1 per cent in 1965 and through June of this year to 25.6 per cent."

Fairlane styling changes for 1967 include an attractive new recessed grille, bold new body side panel trim, smart new taillight design and luxurious new interior trim combinations. The sporty GT models again will be available with distinctive racing stripes.

Engineering refinements include new valve design on V-8 engines which increase durability and reli-

ability. Carburetion also has been improved for added smoothness and economy.

Optional equipment for the Fairlane has been broadened to include Power Disc front brakes, a Stereosonic Tape System, vinyl roof coverings, a 427-cubic-inch engine and high performance wide oval tires.

Safety features include those of the other new Ford lines.

Fairlane for 1967 is available in four series with three station wagon models. Power teams range from the economical 120 horsepower 200 CID Six to the high performance 425-horsepower 427 CID V-8. The lineup of transmissions goes from a fully-synchronized three-speed manual to Fairlane's now famous GTA Select Shift Cruise-O-Matic.

1967 Thunderbird

Thunderbird, pacesetter in the personal luxury car field for more than a decade, will broaden its scope of appeal in 1967 with the addition of a 4-door model, reflecting the greatest changes in its history.

The objective of the new design is to retain the Thunderbird unique personality and offer the convenience of four doors in addition to two-door models.

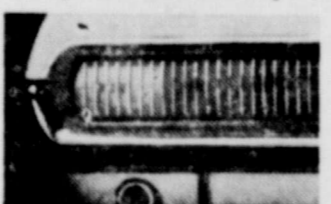
Look what's happening at Mercury!



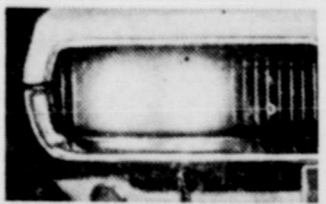
Untamed elegance! America's first luxury sports car at a popular price.

This is the day of the Cougar. An entirely new kind of driving machine from Mercury.

Mercury Cougar is a true luxury car. With an ice-cool elegance. With a European flair and thrust to its styling. With a roomy, full-width rear seat! With standard features found, until now, only in expensive cars. Examples:



Sequential rear turn signals are standard! They flash in three steps (at the rate of 70 times a minute) to point the way you're turning.



Concealed headlamps are standard! They hide by day and, cat-like, open at night.

Inside, vinyl-covered bucket seats, cushioned with molded foam, are standard! Wall-to-wall deep-loop carpeting, standard! 3-spoke steering wheel, standard!

And in a car this luxurious, you'd expect a V-8 engine. Cougar has it. A 289

cu. in. V-8. Compression ratio: 9.3:1. And it uses regular fuel.

When we say Mercury unleashes Cougar, we mean it. Cougar is a superb sports car.

It moves on cat feet. Tracks true. Rides smoother, quieter.

The price! Less than you'd

expect. At previews, people have overguessed by \$1,000!

We believe Cougar is the best-equipped luxury sports car for the money.

And at Cougar's price, you can indulge yourself in such better-idea options as:


Styled steel wheels. 4-speed

stick or "Mr. and Mrs." Select-Shift Merc-O-Matic that lets a man run it through the gears . . . lets his wife leave it in automatic. Also a 4-barrel Marauder 390 GT V-8. Vinyl-covered Oxford Roof. Sports Console.

Also: Tilt-Away steering wheel. Power disc-brakes up front. A finger-tip speed control mounted on the turn signal lever. But first: See Mercury Cougar. Untamed elegance. At your Mercury Man's, your Mercury dealer's.



Cougar excitement runs through the whole Mercury line. See all 25 models. See your Mercury dealer listed at right.

 LINCOLN-MERCURY DIVISION

New Cougar Is Top Number In '67 Display Of Mercurys

The Observer, Robert Lee, Texas

Sept. 29, 1966

A new dimension will be added to the auto industry this weekend as Mercury unleashes the Cougar, America's first luxury-sports car, at a popular price. The new Cougar will be shown this weekend at Ivey Motor Co., Robert Lee Mercury dealer, along with the more conventional Mercury motor cars.

The new Cougar introduces an entirely new kind of motoring experience—a specialty car, lithe in appearance with long hood and short deck testifying to the European flair of its styling. Available exclusively as a two-door hardtop model, it has a 111-inch wheelbase and 190.3 overall length which assure built in comfort for both front and rear passengers.

Plus-performance in keeping with this new personal car is offered with a choice of three V-8 engines matched with fully synchronized three speed manual transmission or optional four speed manual or Select-Shift Merc-O-Matic transmission.

Transmission levers are floor-mounted or sports console-mounted. In addition, there's a performance handling package option and a GT performance group option.

"Changes in car buying tastes have occurred so rapidly in the past few years that it literally may be called a revolution," said Paul F. Lorenz, Ford Motor Company vice president and Lincoln-Mercury Division general manager. "The sought after qualities of today are grace, style, sophistication, quiet performance, luxury and understated elegance."

Lorenz continued, "The Cougar is the only American market entry that has been developed specifically as a luxury sports car at popular price with features and appointments that previously had been available only in the larger, more expensive American luxury-personal cars. The Cougar also offers responsive performance, refinement and understated elegance that rival

the best of the European road cars that are far more expensive to own and operate."

The clean, spirited lines of the Cougar create an appearance of motion, accented by the recessed grille with forward thrust from the fenders and the dividing center section. Fixed position dual sealed-beam headlamps are concealed behind vacuum-powered retractable doors which continue the grillework pattern of bright and black vertical bars.

Thin, dual paint stripes just below the beltline and the limited use of chrome contribute to the simplicity of its styling execution. The rear grille styling repeats the frontal theme, with full width taillamps and sequential turn signals.

The elegance of Mercury Cougar's interior is an exciting climax to the luxury-sports motif of its exterior styling. Comfortable front bucket seats are standard and full width front seat with center arm-

rest optional. The floor is covered with deep loop carpeting.

The fully padded instrument panel and twin pod cluster assembly are designed for tasteful appearance with maximum convenience and protection. The three spoke steering wheel with walnut grained texture lends additional sports type authenticity.

Suspension innovations, extensive body sound insulation and chassis refinement give the Cougar a quiet, smooth yet controlled ride with extremely low impact harshness.

Power train options make it possible for the motorist to custom tailor the Cougar to his own performance requirements. Refined versions of Ford Motor Company's efficient 239 cubic inch V-8 engine are offered. This engine comes with a two-barrel carburetor in the 200 horsepower standard engine, and it has a 225 horsepower four barrel option. For the ultimate in power there's an optional GT 390 cubic inch V-8 with four-barrel carburetor rated at 329 horsepower.

The Mercury Cougar is equipped with Ford Motor Company's standard safety features. A choice of 16

attractive exterior colors is offered, and they can be had with optional ivory or black oxford vinyl roof or in two tone paint combinations.

1967 Mercury

Mercury continues its expansion in the upper end of the medium price field for 1967 by adding three luxury models in two new top of the line series.

They are the Mercury Marquis, a formal two door hardtop with wide rear roof pillars, and the Mercury Brougham series which offers four door sedan and hardtop models with rich, luxurious interiors.

These new entries are only three of the 16 models in the full size Mercury line which will be introduced to the public Friday.

Both the Marquis and the Brougham series more than satisfy the modern trend. The Marquis has as standard equipment such prestige features as individually adjustable twin comfort lounge front seats and vinyl covered Oxford roof. Seats in the luxurious Brougham are covered in an all nylon fabric finished in a large box pleat pattern.

Both series are powered by the Marauder 410 engine with 330 horsepower teamed with the flexible Select-Shift Merc-O-Matic transmission as standard equipment. Four speed manual transmission is available at no extra cost. Both Marquis and Brougham are equipped with power disc brakes.

The styling of all full size Mercurys assumes additional Lincoln Continental influence, particularly the broad, raised power dome on the hood and the subtle rise in the rear fender line.

The big, roomy interiors attain a higher level of luxury with new trim styles and fabrics in every series. Eight new body colors are among the 17 choices offered.

New, stylish four-door sedans with Breezeway ventilation, featuring a recessed and retracting rear window, are exclusive with Mercury, a pioneer and leader in automotive ventilation. This new Breezeway ventilation is standard on four door sedans in the Brougham and Park Lane series and optional in the Monterey and Montclair series.

The Mercury Monterey series consists of a four-door sedan and hardtop, a two door hardtop and a convertible. The Montclair series has a four-door sedan and hardtop and a two door hardtop. The Park Lane series has a four door sedan and a hardtop, a two door hardtop and a convertible. The Brougham series has a four-door sedan and hardtop and the Marquis is a two door hardtop.

The glamorous new Colony Park station wagon has a new chrome and textured walnut toned body side styling treatment and power disc brakes. Both Mercury wagons, the Commuter and Colony Park, have standard dual action tailgate and optional rear facing or center facing third seats.

Mercury Intermediates

New front and rear end styling with strong family resemblance to the full size Mercury plus expansion of its luxury options give the

Continued on Next Page

A man expects a lot from his car. Good looks that are a constant source of pride. Performance that won't let him down. A quiet, authoritative ride. Integrity of workmanship. Unique features that add to the joy of driving. A car that pampers and protects the ones he loves. It takes a lot of car to satisfy a man. Mercury does it...28 different ways!

Introducing the all-new '67 Mercury... the Man's Car!



Completely new! Mercury Marquis! A man's kind of luxury!

A man expects a lot from his car. This entirely new top-of-the-line Marquis gives it to him. Prime examples:

Unique Twin-Comfort Lounge Seats in front (plenty of legroom for him without disturbing her!). Marauder 410 V-8. New Super-Hush Ride. Power disc brakes up front, standard. And speed control, optional. And many more better-idea features.

Ford Motor Company Lifeguard Design Safety Features!

On every 1967 Mercury you get as standard: ■ Dual hydraulic brake system with warning light ■ Deluxe front and rear seat belts with reminder light ■ Impact-absorbing steering wheel with deep-padded hub ■ Padded instrument panel ■ Padded sun visors ■ Padded windshield pillars ■ Double-yoke safety door latches ■ Remote control outside rear view mirror ■ Non-glare (Day/Night) inside mirror with flexible backing ■ Breakaway or double-pivot inside mirror arms ■ Windshield washers ■ Two-speed or variable-speed windshield wipers ■ Thick laminate safety plate glass windshield ■ Turn indicators with lane-changing signal feature ■ Positive door lock buttons ■ Backup lights ■ Self-adjusting brakes ■ 4-way emergency flasher



Totally new! Mercury Brougham! A man's kind of elegance!

A lot of better ideas for a man. That's Mercury Brougham. From its man-about-town styling to its Continental-type uphol-

stery. Even its power says "Man's Car," with a Marauder 410 V-8. Choose, at no extra cost, either Select-Shift Merc-O-Matic or 4-speed manual. Choose the 4-door hardtop or the sedan (right) that offers a new slant on Breezeway Ventilation. Power front disc brakes, too. A lot of car: Brougham!



Excitingly new! Mercury Cyclone! A man's kind of action!

The Cyclone shown, with GT Performance Group, is the Man's Car for the men

who like their action big: every performance feature a man looks for. Including a 4-barrel Marauder 390 GT V-8; dual exhausts; heavy-duty handling gear: shocks, springs, stabilizer bar; power disc brakes up front—the works! Cyclone!



Marquis • Brougham • Park Lane • Montclair • Monterey Cyclone • Caliente • Capri • Comet 202 • Cool new Cougar

IVEY MOTOR COMPANY

10th Street & Austin Ave.

Robert Lee, Texas

WISE PEOPLE

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WANT ADS

New Mercurys —

Continued from Preceding Page

Mercury intermediate size cars new status for 1967.

Fresh, Mercury-influence styling touches create a lower appearance from the front and rear and a fleet-er look in profile. Full width bright horizontal bars divide the new grille into two banks centered by a vertical Mercury crest which appears to float in a bright housing. The Mer-

cury Cyclone and Cyclone GT option have their own front end treatment, with a deep-section grille. All series carry Mercury script on the left front of the hood and on the rear deck lid.

The 11 models in the Mercury intermediate line will go on sale Friday.

Interior luxury appointments exceeding all previous year models are a major product development for the Mercury intermediates in 1967. All series have new, richer trim

styles, fabrics and colors and new door trim panels with bright upper moldings.

The Mercury intermediates come in three distinct sizes: The Mercury Comet, the Capri, Caliente, Cyclone and Cyclone GT performance group, and the Comet Voyager and Villager station wagons.

All Mercury intermediates also have added Ford Motor Company's standard safety features for 1967. A wide selection of engine and transmission combinations is available, with power plants for lively performance and economy.

All models with optional automatic transmission have Select-Shift Merco-O-Matic, the sports shift feature which gives the driver a choice of fully automatic control or manual control.

New big car options offered in the intermediates include a stereoscopic tape system.

Body styles are a two door sedan, four door sedan, two door hardtop, and convertibles. Rear facing third seat is optional on the Comet Voyager and Villager station wagons.

READ THE WANT ADS



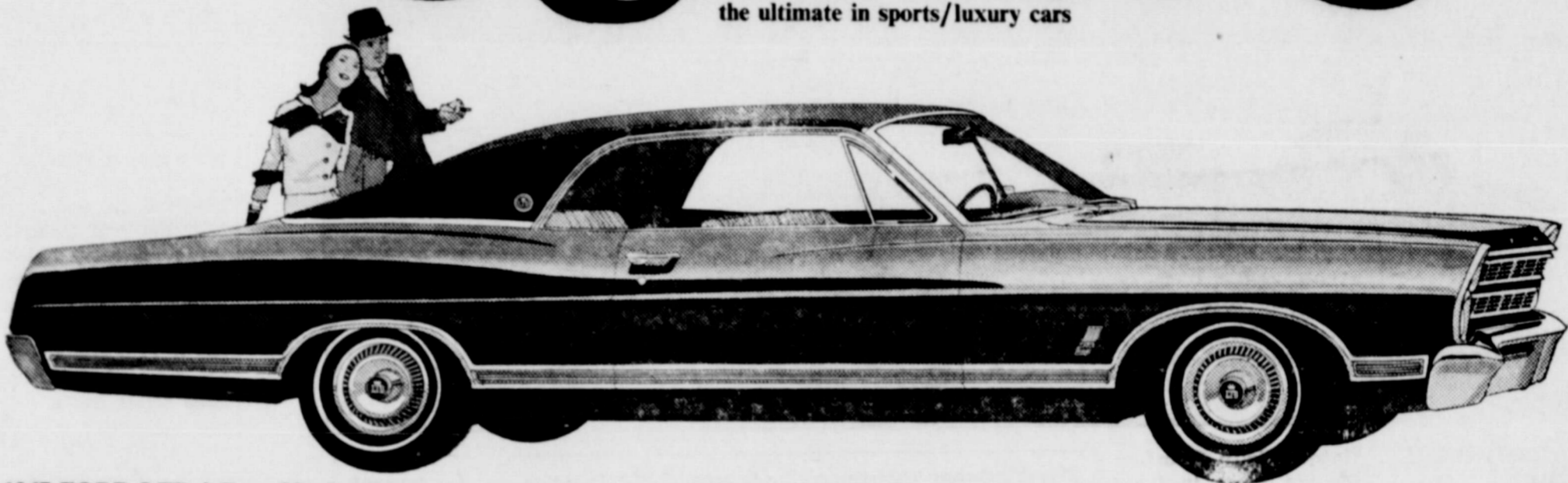
Ride Ford's New Wave for '67! At your dealer's Friday!



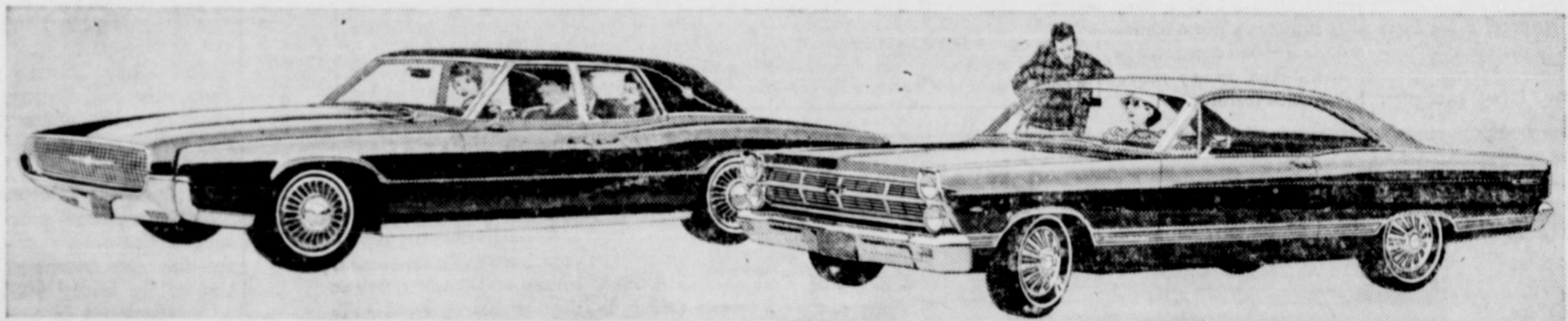
1967 Mustang Hardtop—
bred first to be first



1967 FORD XL 2-Door Hardtop—
the ultimate in sports/luxury cars



1967 FORD LTD 2-Door Hardtop—
one of the world's quietest luxury cars



1967 Thunderbird Four-Door Landau—one of three all-new Thunderbirds

1967 Fairlane 500 Hardtop—the car that gets sportier and more popular every year

18 Fords: The strongest, quietest, best built Fords in history. Choose from luxurious new LTD's, sporty XL's, stylish Galaxies, Customs and wagons.

3 Mustangs: Bred first . . . to be first. All-new hardtop, convertible and fast-back 2+2. Mustang is longer, wider, sportier than ever. And more than ever designed to be designed by you.

3 Thunderbirds: Unique, exciting, the ultimate in luxury. There are two new

two-door models, and for the first time in history . . . an elegant new four-door.

13 Fairlanes: Big-car roominess and performance in a lean middleweight. You can pick from exciting XL's and GT's, convertibles, smart sedans and wagons.

10 Falcons: Low price and big economy combined with new luxury. Some people even call them short limousines. Choose from classy Sports and Club Coupe, sedans and wagons.

Better Ideas from Ford for '67 . . .

SelectShift Cruise-O-Matic transmission that shifts automatically and manually . . . automatic door locking . . . Comfort-Stream Ventilation that lets you close windows, yet be refreshed by a silent flow of air . . . adjustable Tilt-Away Steering Wheel . . . automatic speed control for foot-free turnpike cruising . . . a Magic Doorgate on wagons that swings out for people and down for cargo. And for '67, Ford Motor Company Lifeguard-Design safety features are standard on all models. Ride Ford's new wave for '67!

You're ahead in a
FORD
MUSTANG • FALCON • FAIRLANE
FORD • THUNDERBIRD



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