Rohert Tee Ohserver

Vol. 83, No. 12

Robert Lee, Coke County, Texas (76945), Thursday, Sept. 21, 1972

Single Copy 10c

Everything's Set for the

First Annual Coke County Fair

Steers to Try Roscoe

The Steers will hit the road at 8 p.m. Fans are urged to go Friday night for their first out of along and support the home team. town game of the season. They will take on the Roscoe Plowboys

Tea Will Honor Grand Officers

Robert Lee Chapter of the Order of the Eastern Star, is sponsoring a tea Sunday afternoon, honoring Grand Officers of the chapter. The tea will be held in the home of Mr. and Mrs. S. E.

Officers to be honored include Gerald C. Allen, Past Grand Patron and Member of Purposes and Policies Committee; Mrs. Cora Lee Darsey, District Deputy Grand Matron, District 5; Mrs. Winnie Waldrop, Deputy Grand Matron, District 5, Section 1; Mrs. Ione Allen, Chairman of Library Research; Mrs. Betty Goodman, Resolutions Committee: Mrs. Christine Roach, Time and Talent Committee.

Matron of the local chapter and Bobby Roberts is Worthy Patron. The public is invited to attend the tea from 2 until 4 p.m.

REGISTRATION TIME SET FOR NURSE'S AIDE COURSE

Those who wish to register for the Nurse's Aide class which is being planned for Coke County should report to the courthouse Friday between 10 a.m. and 4

Mrs. J. W. Martin, representacharge for the course.

Harris ratings show the Steers to be slightly favored over the Plowboys. Roscoe has a 1-1 record, losing their season opener but coming back last week to defeat Forsan 14-6.

up after their season opener last EXPLO '72 Due The Steers should be well fired week when they defeated the Bronte Longhorns 33-0.

Last Week's Results

Teams of District 9-A fared pretty well last week with five wins and two losses. It went like this: Robert Lee 33, Bronte 0; Eldorado 6, Ozona 34; Junction 13, Carrizo Springs 6; Mason 27, San Saba 0; Menard 7, Rocksprings 40; Sonora 41, Llano 0; Wall 67, Santa Anna 8.

This Week's Schedule

Robert Lee at Roscoe; Iraan at Eldorado; Junction at Burnet; Mason at Ozona; Early at Menard; Reagan County at Sonora; Wall at Jim Ned.

Mrs. Jeffie Roberts is Worthy B Team Defense Whips Menard

By Ronnie Baker

Again the B team defense was the difference as they put on a display of hustle to outgo Menard 7-0 last week. They are good and they have pride. You can tell that by watching them.

The defense, as I said, was the difference as Mike Davis recovered three fumbles which were jarred loose by the odd bunch.

Jessie Costillo recovered one tive of the Bradford Center, Tom fumble and intercepted the pass Green County Community Action that went 55 yards for a TD. Her-Council, will be present to take ford kicked the EP. They weren't applications from all persons who the only ones out there, but the are interested. There is no other guys named last week showed they like to hit.

Vaughan Chevrolet Invites Public To Inspect New 1973 Chevrolet Cars

The new 1973 Chevrolets will Monte Carlo, the Chevelle and be the main attraction in Robert Chevrolet's pickup trucks. Lee today (Thursday) when Vaughan Chevrolet will have 14 of the new automobiles and two pickups on display at their place in Robert Lee.

Robert Vaughan and Ben Bessent, owners of the firm, said this the new cars and trucks. They issued an invitation to everyone in the area to come by an inspect

seeing the new cars, will be serv- ed Service Supremacy, which City. He had seven opponents and by any time and have a free cup bumper now is molded urethane. ed free coffee and donuts and should result in a giant step to there will be free gifts for ev- ward better service.

product lines that are completely eight more than in the previous ple has four sons and one daugh- metal, and unique features in- braking refinements besides new new from the ground up - the year.

The 1973 Chevrolets feature seven car series, from the top of the Caprice to the versatile Vega.

John Z. DeLorean, a General Motors vice president and general manager of Chevrolet, stated week they are very pleased with that "the '73 models are substantially improved in roadability, old. comfort and styling."

> "In addition," DeLorean added, "Chevrolet dealers are undertak-

CHARGE FOR SOCIETY ENGRAVINGS TO BE MADE

Due to the high cost of having engravings made from pictures so they can be printed, we must charge for all society type pictures.

In the past we have charged for a second picture, when both announcement and wedding pictures were printed.

We regret that this policy must be adopted, but it has to

The Robert Lee Observer

In Coke County

The opportunity of a lifetime will be offered to residents of the area Sept. 22, 23 and 24, when EXPLO 72 comes to Bronte. Marty Mayer, former Bronte teacher and director of the program, will be in charge of the special study and sharing time.

All ages of persons are invited to benefit from the study, but special emphasis will be placed on placed 14th as a pair in the large youth. Mayer urged all young Register of Merit Hereford Show. people to attend. The meetings will be held in the Bronte School Cafeteria.

the young people of Robert Lee the tough heavy weight Duroc to join in this new spiritual experience.

Schedule follows:

7 p.m. Friday: How to Experience God's Love.

9 a.m. Saturday: How to Experience the Abundant Life in Christ. (Bring a sack lunch.)

1 p.m. Saturday: Continuation of the study.

5:30 p.m. Saturday: Fellowship and evening meal.

7 p.m. Saturday: Sharing time and film of EXPLO 72 in Dallas. 1:30 p.m. Sunday: A continuation of Saturday night's meeting, plus How to Live by Faith.

The schedule is not rigid, said those in charge, for "we will play it by the Lord's ear."

Aim of EXPLO 72 is to train others how "to experience the abundant and consistent life in Christ."

NEW PASTOR HERE FOR BETHEL BAPTIST MISSION

Rev. Cuellar has been preaching at the local church for the past three months. They have a son, Travis, who is eight months and believes his customers will be new front appearance and a new

Jarvis Littlefield of Afton, Littlefield is the former Joan Bil- added. All told, Chevrolet will offer bo, daughter of Mr. and Mrs. A. ter.

Fair will become a reality this must be in the hall by 9 a.m. weekend, when exhibits of many Friday, when judging will start. different kinds will be set up in Following the judging, the hall the old gymnasium of Robert Lee will be opened to the public at School. A large number of ex- 1 p.m. Friday and will remain hibits, big crowds and a good open until 6 p.m. It will reopen fair are expected.

All exhibits must be in the ex- open until 4 p.m. hibit hall between 2 and 4 p.m. on Thursday, Sept. 21. Perish-

Coke Exhibits Win At Abilene Fair

Several Coke County residents participated in the West Texas Fair in Abilene last week. Most were successful and made a cred- pected to enter the competition. itable showing for Coke Country in the Big Country Fair.

John Jacobs exhibited a young quarterhorse stallion that placed 5th in his class. In the cattle show Troy Millican, Lynn Gulley and Bob Gulley competed in the horned Hereford division. Troy place 9th with his heifer, while Dogies Lose Game Lynn was awarded 7th and 10th places with his two entries. Bob To Big Menard Gulley placed 6th and 12th with two Hereford bulls and the two

Bubba Duncan, Sue Lindsey and Lesa Lindsey participated in the swine show. Bubba placed 5th in the heavy weight crossbred A special invitation is issued to barrow class and 5th and 6th in class. In the light weight Duroc class, Sue placed 1st and 2nd and Lesa exhibited the 7th place barrow. Sue's 1st place barrow on hoof was 9th in the carcass contest and top placing Duroc in the contest.

> Several entries were made in the exhibits in the fair. Mary Elaine Lackey placed first in the youth division, "FunFair Fashions." Her entry was a two piece nister set. June Gulley placed day evening. third with a ceramic mug set, Mrs. Sterling Lindsey placed first on three entries - a needle-point cornice board, a needle-point pillow and a needle-point picture.

Coke County's First Annual able items are an exception and Saturday at 10 a.m. and remain

Youth Parade

A special feature of the fair will be a pet show and youth parade Saturday morning. Youngsters and pets will gather at the courthouse at 9 a.m. to set up the parade. They will march from the courthouse to the school. All sorts of pets as well as various vehicles and costumes are ex-Any young persons up to 12 years old is eligible to enter.

Much enthusiasm has been generated about the fair and town merchants are running an ad in this newspaper urging everybody to attend.

By Ronnie Baker

The Dogies were sort of outmatched in their game last week with a much bigger team from Menard. The final score was

The Menard line averaged 125 pounds to the man and the backs were nearly as big. The Dogies put up a good battle for three quarters but the bigness finally got to them.

The Dogies scored in the 2nd quarter on a fumble recovery in the end zone and a pass to Bobby Duncan for the extras to make their 8 points.

SHOWERS FALL HERE

Robert Lee had .13 inch of rainschool dress. Lesa Lindsey plac- fall last Wednesday and .26 inch ed first with a tole painted can- in a shower that fell late Mon-

> Mrs. Perry Mullis spent the weekend visiting her mother, Mrs. S. G. Guthrie, at Brownwood.

New Fords, Mercurys Go on Display Friday at Ivey Motor Co. Open House

New 1973 Fords and Mercurys system and a standard spare tire will go on display Friday at Ivey extractor for station wagons. Rev. and Mrs. Robert Cuellar Motor Co. in Robert Lee. The lomoved here Sept. 11 from San cal Ford and Mercury dealer will Angelo. He is pastor of the have 15 new cars on display and Bethel Baptist Mission in Robert the public is invited to come by and look them over.

> impressed with their elegant styl- optional opera window. ing and good looks.

The Ford Division has 39 car models in six lines which will make their debut Friday.

The new Ford receives a new Cumbie Ivey Jr., owner of the look, a more convenient instrufirm, said this week that he was ment panel and a variety of new well pleased with the new cars features. Thunderbird offers a

Torino, with two new luxury "We want everybody in this models, eliminates the high back Okla., was elected sheriff of Dela- area to visit us Friday and see bench seat of 1972 and adds a Their visitors, in addition to ing a new service program called ware County, near Oklahoma the new cars," Ivey said. "Come new front grille. Mustang's front won 22 precincts out of 30. Mrs. of coffee and donut with us," he Maverick's interior is substantially upgraded. Pinto adds to This year's new Fords have a changes started during the '72 The 1973 group will have three 47 passenger car models in '73. J. Bilbo of Robert Lee. The cou- fresh front appearance, new sheet model year both steering and cluding an optional anti-theft paint and trim color selections.

Back the Steers

Attend the Game

Robert Lee

VS.

Roscoe

Friday - 8:00 - There

The Steers Need and Deserve
Our Support and Backing
Attend All the Games!!

Fine Entertainment by the Band, Twirlers and Cheerleaders

ROBERT LEE STEERS

1972 SCHEDULE

Robert Lee 33, Bronte 0 Sept. 22: Roscoe, there

Sept. 29: Merkel, here Oct. 6: Bangs, there

*Oct. 13: Wall, there *Oct. 20: Sonora, here

*Oct. 27: Eldorado, here (Homecoming)

*Nov. 3: Menard, there *Nov. 10: Junction, here

*Nov. 17: Mason, there

*-District Game



Sponsored in the Interest of Good Sportsmanship by the Following:

Fern Havins
County Commissioner, Precinct 1

Adams Abstract & Realty Co.

Floyd Harmon County Commissioner, Precinct 3

> W. W. Thetford County Judge's Office

Roy's Construction Co.

West Texas Utilities

Snead's Pharmacy

Newby Funeral Home Mr. and Mrs. George Newby

> Melvin Childress County Sheriff's Office

Baker's Grocery

Robert Lee State Bank

Tinkler's Gulf Service Station

West Way Grocery

Mr. & Mrs. O. B. Jacobs Coke County Tax Assessor

Dawn Floral & Specialty Shop Mr. & Mrs. W. D. McAdams

Bryan's Ready Mix Concrete

Key Feed Store

Bell's Auto Parts

Mrs. Winnie Waldrop

Ross Conoco Service Station

Mathews Lumber & Hardware

Robert Lee Recreation Center Jack and Juanita Trimble

Alamo Theatre

Bahlman Cleaners Mrs. P. E. Mahon Phil's Kountry Kitchen

Ivey Motor Co.

Western Auto Store

Coke County Butane Mr. and Mrs. Bob Fields

Fran-Cilla Flowers & Gifts
Jones Barber Shop

Mack's Enco Service Station
Edith and J. O. McGinley
Roach's Dry Goods

Ray's TV Sales & Service Mr. and Mrs. Ray Shandley

Add Davis Grocery, Sta. & Trailer Park

Mr. & Mrs. Weldon Fikes

Robert Lee Observer Frankie's Beauty Shop

Steers Outgut Longhorns, 33-0

By Ronnie Baker

Definition-Outgut-To take two teams from Coke County, put them together and may the best team win.

horn strong point for almost a runted to their own 46, where it half, but the Steer power and was fumbled and Bronte recoveraerial show put the Longhorns down, but not without the usua! Coke County fight. The Steers displayed an assortment of attacks and with the lay off last Abalos recovering at the Bronte week it took awhile to get crank- 45. ed up. It ought to be in gear now, so go, go, go.

First Quarter

ing kickoff at their 49 on an out- mination, Flanagan dodged, jumpside kick attempt. The Bronte ed and fought his way to the goal defense held for short yardage line for another TD. Extras failand took over on downs on the ed again and the score was 12-0. Bronte 38 yard line. Bronte promptly fumbled and Alex Costillo recovered at the Bronte 43. Longhorns took over.

ing kickoof at their 49 on an on-The Longhorns made a quick 1st at the Steer 44, but then, going to the air, they had a stray pass picked off by Rowaldt at the Steer 16. Again the Steers couldn't go and Mumford kicked to the Bronte 34 with no return.

Bronte went to the air again and again Rowaldt intercepted at the Bronte 45. The ball went back to Bronte quickly as the Steers fumbled at the Bronte 36.

The Longhorns made another 1st at the Steer 39 and going to the air again, Mumford intercepted at the Steer 40. The Longhorns held again and Mumford punted to the Bronte 20 with a return to the 29. The Horns made another 1st at their 39 on a penalty call as the quarter ended.

Second Quarter

The Steers held and Bronte punted to the Steer 20, with Abalos returning to his 44. Bronte stopped the Steers again and on the punt attempt, it was blocked and bounced back to the Robert Lee 21. Bronte fumbled at the 18 on their first play.

The Steers went to work as Rowaldt mixed his power running backs with some sharp passing and they moved for 1st downs at the 30, the 48 and the Bronte 42, a pass to Sockwell that went to the Bronte 10 yard line. Three

Mobil-Toons

By H. IVEY

plays later Abalos crashed over from the 1 yard line. The extras failed and it was 6-0.

Abalos kicked off to the Bronte 15 with a return to the 24. The Determination was the Long- Steers held at the 20 and Bronte ed at that point The Longhorns made a 1st at the Steer 47 and then fumbleitis set in again with

The Steers struck again. With the ball at the Bronte 36, Rowaldt hit Randy Flanagan with The Steers received the open- a pass and with plain old deter-Abalos kicked off to the Bronte 18 and it was returned to their 36. One play later the half ended.

Third Quarter

Bronte received the 2nd half kickoff from Abalos at their 17, returning to the 27. The Steers were all fired up now and threw the Horns back to the 11. Bronte punted to the Steer 40 with a return to the Bronte 47. The Steers made a 1st at the 37, then Bronte picked off a stray pass at their 25. Bronte got a 1st on their 42 on a penalty and another at the Steer 47. Again they fumbled and Costillo recovered at the Steer 44.

The Steers started another drive, as they powered and passed to the 8 yard line. From there Mumford guttted it off tackle and drove across to score. This time the extras were good as Abalos' kick is true and the score was 19-0. Abalos kicked off to the Bronte 5 and they got a good return to their 36. Bronte made a 1st at their 46 as the third quarter ended.

Fourth Quarter

The Steers held and Bronte punted to the Steer 15 with a return to the 19. The Steers made a 1st at their 30, then at the Bronte 49. Rowaldt hit David Beaty with a down and out pass. Beaty made a good catch and raced to the goal line to score. The extras failed and the score stood

The Steers kicked off to the Pronte 20 with a return to the 31. Bronte fumbled and Copeland recovered at the 30. The Steers moved for a 1st at the 19, then it was their time to fumble and the Longhorns recovered at their 11. But Bronte didn't want it and fumbled it back with Rowaldt recovering at the Bronte 21.

The Steers move for a 1st at the 7, then drew a penalty back to the 19. Short on downs, they tried a field goal which was short and Bronte returned it to their 14. The Longhorns made a 1st at their 26, then at the 37, but they were shaken loose from the ball again as Craig Bessent recovered at the Bronte 39.

The Steers made a 1st at the 14. From the 11 yard line Rudy Abalos circled right end to score for the Steers. A pass to Flanagan was good for the extras and the score was up to 33-0. Abalos kicked off to the Bronte 15 with a return to the 40. Two plays later the ball game was over.

Mr. and Mrs. Jack Looney of Oklahoma are here visiting his mother, Mrs. Lula Brown, at Bronte. They visited with relatives and friends Sunday in West Coke Hospital and Nursing Home.

CHOICE

Round Steak

RUMP ROAST, 1/2, or whole HORMEL OLEO, (in qtrs.) lb. - 3 for DOTTIE LEE CANNED BISCUITS 3 cans

RC or DIET RITE COLAS

6 Bottle Crt.

40c 0000000 70000 40c WEST WAY ON 3 OZ. SIZE Instant PER 100% TEA 40ckill Offer Expires Sept. 30

American Beauty Instant Potatoes - 8 oz. bag 25c Griffin's Raider Yams 2½ size can 29c **Griffin's Salad Dressing** Griffin's Grape Jelly **Griffin's Plum Preserves** - 18 oz. glass **Libby Catsup** 20 oz. bottle 39c Libby Vienna Sausage 4 cans 98c **Bounty Towels, large roll** KLEENEX, 200 ct. box 4 for \$1.00

Wholesun Orange Juice Gennessee Valley ChoppedBroccoli - 10 oz. pkg. 25c

(Limit 1)

Meadowlake Soft Oleo 1 lb. tub 37c Dial Anti-perspirant Deodorant 6 oz. can 99c **Jergens Dry Skin Lotion** 7 oz. bottle 99c Griffin's Waffle Syrup 24 oz. bottle 49c

ZESTA **CRACKERS**

with Coupon

1 Lb. Box

25c

ころくろうこうこう West Way Store Coupon This Coupon Worth 10c on Purchase of 1 Lb. Box **Zesta Crackers** Expires Sept. 30th, 1972

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Prices Effective Sept. 21st, 22nd & 23rd

Member of Ind. Grocers Inc. — We Supply Ourselves



West Way Grocery

10TH & BISHOP

PHONE 453-2652

competitors even use it." Our service is good too,

"Our gas is so good . . . our

give us a try. IVEY

Mobil Service Best Service in

> Robert Lee Phone 453-2643

Caddo. Okla. - Funeral for Mrs. William Leroy (Ruby Ellen) Lee Recreation Hall Tuesday Vickers, 76, who died Wednesday night, Sept. 26, at 7:30 p.m. at her home, were held Friay at burial in Caddo Cemetery. Wayne ter, officiated.

She was born Ruby Ellen Gilbert, Feb. 9, 1896, in Russellville, the nation in this field. The past Ark. She was married Nov. 7, two years he has been chairman 1925, to William Leroy Vickers in of the planning committee for the Little Rock. She was a member State Beef Cattle short course at of the Church of Christ.

Survivors include her husband; two sons, Pat Cochran of Midland and Robert Hugh Cochran of Denton; one step-son, Benton Vickers of San Angelo; four daughters, Mrs. J. P. Fisher, Mrs. Roy C. Elliott and Mrs. J. C. Windham of San Angelo and Mrs. Curtis Sockwell of Robert Lee; two brothers, two sisters and several grandchildren and greatgrandchildren.

BACK FROM VACATION

Mr. and Mrs. T. M. Wylie have returned from a two .. weeks' vacation which took them through nine midwestern states. They made the trip in their pickup with a camper.

They said they saw lots of pretty crops. Some of the high points of their trip were visits to prehistoric Indian Mounds in Iowa, the Corn Palace at Mitchell S. D., and a ride on the last paddle wheel ferry on the Missouri Riv-

They traveled in Missouri, Iowa, Illinois, Wisconsin, Minnesota, South Dakota, Nebraska, Kansas and Oklahoma.

PERSONALS

Mr. and Mrs. A. R. Palmer were Saturday guests of his brother and sister-in-law, Mr. and Mrs. J. W. Palmer of San Angelo.

Mr. and Mrs. Aubrey Dean Williams of San Angelo were Sunday guests of her parents, Mr and Mrs. Hugh Smith.

Mr. and Mrs. Charles Mullis and children of Kermit were weekend guests here, visiting his father, Perry Mullis, and other relatives.

Overnight guests last Friday of Mr. and Mrs. R. L. Flanagan were his sister and brother-in-law. Mr. and Mrs. Don Salters of Comanche.

Squeeze a few dollars into your future.



Take stock in America. Now Bonds pay a bonus at maturity.

PROGRAM TUESDAY NIGHT PERSONALS

John Beverly, Extension Service reproduction specialist, will present a program in the Robert

"We think this is a real oppor-11 a.m. at the Coffey Funeral tunity to gain some added know-Chapel in Durant, Okla., with ledge that will help add a calf or two on a regular basis to Brooks, Church of Christ minis- most herds," said County Extension Agent Sterling Lindsey.

> Beverly is one of the leaders in Texas A&M and has worked with most of the leaders in the nation who are concentrating on beef cattle reproduction.

STEER ROPINEG AT POST TO BENEFIT BOYS RANCH

A steer roping is scheduled for Sept. 30 and Oct. 1 at the OS Ranch, south of Post, to benefit West Texas Boys Ranch.

J. O. Rudd, wagon boss for Coke County Coke County, urged everyone in Survivors include the parents; this area to attend the show. Ad- a brother, Jay Parks; a sister, mission price is a \$3 donation to Jana Parks; paternal grandpar-Boys Ranch.

Recent guests of Mr. and Mrs. Lewis Heuvel and Mr. and Mrs. C. C. Millican were Mr. and Mrs. Frank Johnson of Uvalde.

A. J. Bilbo was admitted Wednesday to Shannon Hospital and was schedule for major surgery today (Thursday).

Kitten Dean arrived home Monday from Austin for a week's visit in the home of her mother, Mrs. Wilson Bryan.

PARKS INFANT'S RITES HELD AT BALLINGER

Graveside rites were held at 10 a.m. Monday in Evergreen Cemetery, Ballinger, for Jackie Flo Parks, infant daughter of Mr. and Mrs. Johnny Parks of Ballinger. She died at 5:05 p.m. Saturday in Clinic Hospital in San Angelo.

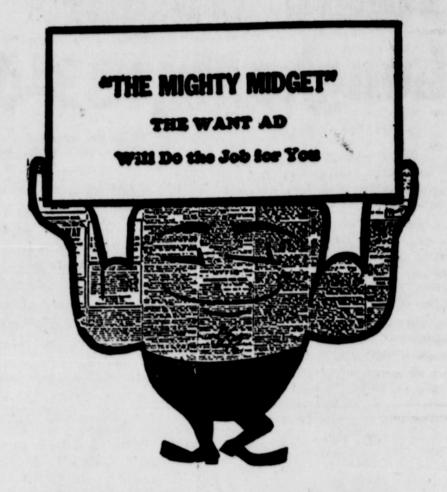
The mother is the former Jo Alice Evans, a former resident of

ents, Mr. nd Mrs. E. S. Morgan Rudd said donations for the of Ballinger; maternal grandpar-Boys Ranch are badly needed, as ents, Mr. and Mrs. J. B. Evans money has been coming in slow- of Hondo; a great-grandmother, Mrs. Alice Preslar of Robert Lee.

The Observer, Robert Lee, Texas

MANUFACTURE OF THE PROPERTY OF

Sept. 21, 1972



ROBERT LEE OBSERVER

THE '73 FORDS ARE HERE

At 60 mph a '73 Ford LTD rode quieter than an airborne glider.



A'73 Torino rode so smooth, a high wire artist kept balance on a road of 2x4's.



'73 Pinto: When you get back to basics, you get back to Ford.

When you get back to basics, you get back to Ford: the new Pinto. Every '73 Pinto has rack-and-pinion steering. A solid welded body, electrocoated to fight corrosion, 4-speed transmission-lubed for life. All in all, everything we've learned in seventy years of car making - all the basicswe build into every Pinto Wagon, Runabout and Sedan.
That's why it's become America's top selling economy car.

HE 1973 PINTO WAGON

There are 39 new models to choose from.

Every 1973 Ford, Thunderbird, Torino, Mustang, Maverick and Pinto comes equipped with new energy-absorbing bumpers and steel guard rails in all side doors. Steel-belted radial ply tires are available on every model, too.

FORD DIVISION Cord



All 1973 cars must meet Federal Emissions Standards before sale. See your Ford Dealer for details.

IVEY MOTOR COMPANY

10th St. and Austin Ave.

Robert Lee, Texas

Robert Lee BCD Items of Interest

brief talk at Tuesday's BCD meet- a five year gradual increase in ing on postal services and some of the changes that have been made recently to offer better ser-

is delivered in two days. He said none going to San Angelo. use of air mail and zip codes do more to increase speed of deliv- the Eastern Star tea Sunday and mittee for 1973-74. She will asery than anything else.

He stated that third class or County Fair this weekend. junk mail is handled only when Supt. Jimmy Bickley announce club in the state. This is an honthe employees have some slack ed a Junior High ball game with or for Mrs. Boatright who has time. This helps make air mail, Wall here at 6 p.m. Thursday. been active in Home Demonstrafirst and second class mail move The B team game will follow at 7. faster.

Present plans are for first class | Vice President Bill Allen premail to continue its present rate sided and 14 members were preof 8 cents and 11 cents for air sent.

Postmster Hugh Lewis gave a mail. Second class mail is on

Lewis said the public needs to know that Saturday mail leaves ing, held in the Astroworld Hotel, Lewis said Post Office officials for San Angelo at 12 noon. Sun- was "Stairway to Harmony." are pushing airmail due to fact day and holiday mail leave for There were 632 persons attending that 96 per cent of all air mail Abilene only at 6:30 p.m. with the convention.

> Mrs. S. E. Adams announced W. D. McAdams announced the

The Steers go to Roscoe Friday.

COKE COUNTY WOMEN ATTEND STATE HD MEETING

Mrs. J. C. Boatright, Bronte Home Demonstration Club member and THDA chairman, and Mrs. R. L. Page returned Friday from the State Home Demonstration Association Meeting in Houston. Mrs. Page is chairman of the Coke County Council.

Theme of the 46th Annual Meet-

Mrs. Boatright was selected to serve on the State Health Comsist with planning activities for the Health Committee of each tion work for a number of years.

> HELP YOURSELF AND YOUR COUNTRY BUY U. S. SAVINGS BONDS

COKE COUNTY RESIDENTS

Please watch for mailer on Cancer Care.

\$50,000 Protection for Each **Family Members**

Bell - Clark Associates OF ABILENE

PATRONIZE OUR ADVERTISERS

SEE

THE ALL NEW

1973 **FORDS**



Most changed Ford Division car for 1973 is the full-sized Ford. Shown here is the LTD fourdoor hardtop. All-new sheet metal below the window line and a new segmented grille give the 1973 Ford a more formal look. All 1973 Fords have a new impact-absorbing bumper system, although the overall length of the car is increased only about one inch. Power front disc brakes, power steering, SelectShift Cruise-O-Matic transmission and a 351-2V eight-cylinder engine are standard in all new Fords.

Friday, September 22 FREE Coffee & Donuts

Be Our Guest — Join in the Fun — See the Finest Cars and Trucks on the Automobile Market

1972 Models Left Over

All Must Go Now — Some at Dealer Cost — Some Below Cost

1—LTD 2 Door Hardtop (Demo)

1—Maverick

1—LTD 4 Door Sedan (Demo)

2—Mercury Montegos, 4 Doors

All with Power and Air

1—Pinto Also 5—F-100 1/2 Ton Pickups at Great Saving

luey Motor Company

Robert Lee, Texas

FOOTBALL EXCITEMENT



Enter Our 1972

PUNT, PASS & KICK **COMPETITION**

You Could Win One Of 18 Local Trophies

Put an impressive metal PP&K trophy in your room by signing up today for our 1972 PP&K Competition. Bring your parents in to register, get your free PP&K Tips Book and start practicing. Attend our free clinic for more help. Remember, you have a great opportunity because you're competing against boys your

> FREE! Registration Ends September 29

IVEY MOTOR CO.

Ford-Mercury Dealer Robert Lee, Texas

FISHING REPORT from Lake Spence



Lake Spence covers Sept. 15-18: channel cat, 3 lbs.; Melvin Ar- sa, 61/2 lb. striped bass. nold, Odessa, 1 striped bass, 6 lbs.; Tip Tippett, Odessa, 1 striped bass, 21/2 lbs.; George Rogers, San Angelo, five black bass, 21/2 lbs.; K. D. Robertson, Odessa, 10 Robert Lee, 10 black bass, 41/2 10 black bass, 3 lbs.; James Jennings, Odessa, five blacks, 3 lbs.: Terry Scott, Odessa, 10 blacks, 3 lbs.; W. P. Tadlock, Odessa, eight black bass, 3 lbs.; Ralph Hickman, Odessa, 6 white bass, 11/2 lbs.; Mrs. Ralph Hickman. five blacks, 3 lbs.

David Roe, San Angelo, five Odessa, 30 channel cat, 3 lbs.; Lee Cearley, Odessa, 3 lb. strip-

World Book Encyclopedia

Child Craft Cyclo Teacher Dictionary, Atlas

Mrs. Wilson Bryan Phone 453-2692

WELCOME

Robert Lee Baptist Church West 11th and Chadbourne Rill Reaty Pastor

Sunday School	9:45	a.m.
Morning Worship	11:00	a.m.
Training Union	6:00	p.m.
Evening Worship	7:00	p.m.

Prayer Meeting 7:30 p.m.

report from er and seven white bass; White, Big Spring, 10 crappie A. R. Owen, San Angelo, 10 11/2 lbs.; Buddy Carpenter, Odes-

PROJECT FIND TO HELP OLDER AMERICANS

Project FIND, a nationwide campaign to identify and enroll black bass, 3 lbs.; Chilly Tinkler, older Americans eligible for Federal Food Assistance Programs, lbs.; Robert De Woodie, Odessa, moves into its second, or followup, phase this week with the American Red Cross responsible for helping those who qualify to obtain certification for food stamps or commodities.

The Coke County Chapter of the Red Cross announced this week that Mrs. Billy Joe Luckett Also J. L. Henderson, Odessa, will serve as project manager of five white bass, 11/2 lbs.; G. M. the program in which trained vol-Jobe, Odessa, 3 lb. striped bass; unteer workers recruited by the Red Cross will assist candidates black bass, 3 lbs.; Tammy Duran, in this area to apply for food assistance.

> Anyone who needs assistance in making application for food is requested to contact Mrs. Luck-

PERSONALS

Mr. and Mrs. Claude Rogers of Lamesa visited here Friday with Will Tubb who is a patient at West Coke Nursing Home.

Mr. and Mrs. Charlie Askins and Chuck were weekend guests of their parents, Mr. and Mrs Foy Askins and Mr. and Mrs Raymond Bloodworth.

Mrs. Bonetia Robertson spending some time visiting in Portland, Tex., with her daughter and family, Mr. and Mrs. Kenneth Hester.

Wilson Carwile of San Angelo spent the weekend at Sanco visiting with Effie and Henry Carwile and with his mother, Mrs. Fannie Carwile, who is a patient at West Coke Nursing Home.

Observer want ads are very ef-

Ballet Classes To Begin in Robert Lee

Registration Will Be Held Saturday, Sept. 23

From 2 to 4 P.M.

at Robert Lee School Auditorium

Starting at Age 3

For Additional Information or Early Registration, Call

CHERI BAKER

At This Number: 453-2849

FRIGIDAIRE

Electric Range cooks while you're away-

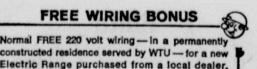
cleans itself, too!



The Frigidaire range is designed for perfectly controlled cooking, easy cleaning and beauty. You can now own modern cooking at its best.

See Frigidaire at West Texas Utilities...

Buy on Reddy Credit. Ask for details about budget plan purchase.



West Texas Utilities
Company an investi

Ask for details

Hillside Grocery

YOUR CONVENIENCE STORE

OPEN:

Weekdays 11 a.m.-11 p.m. Sat. & Sun. 8 a.m.-midnight

Shamrock Gasoline 28.9 31.9

Picnic supplies, fishing equipment, bait (shad, minnows, shrimp, worms), candy, cold drinks, sandwiches and coffee. We feature a FULL LINE of groceries, drugs, ice and school supplies.

Regular Everyday Prices -

CIGARETTES package 50c carton \$4.50

Also Cigars, Snuff, Chewing Tobacco

You Are Cordially Invited To Attend the Showing of the



ALL NEW

1973 Cheurolets

Thursday, Sept. 21

FREE

Gifts For Everyone Coffee & Donuts

We Want You to Come By
And Inspect the Beautiful
Automobiles We Will Have
On Our Floor. We Are
Proud to Be the Dealer
For These Very Fine Cars



Be Our Guest

We'll Appreciate Having You Visit Us

Vaughan Chevrolet Co.

Robert Lee. Texas

CLASSIFIED ADVERTISTING RATES

1st Insertion fer Word 5c 2nd and Subsequent

Insertions Per Word 3c Minimum Charge: 50c Additional 50c for blind ads.

CARDS OF THANKS

Per word 5c - (Minimum \$1.00)

COPY DEADLINE:

Classified Ads -- 4 p.m. Tuesday Display Ads - 4 p.m. Tuesday

Classified ads and cards of thanks are payable in advance unless customer carries a regular account. \$1.00 minimum 3 Bedroom House, good location. charge it posted in ledger.

FOR SALE

3 bedroom houses on corner lots.

2 bedroom house, corner lot, \$3,500.00

2 bedroom house, 3 lots, \$5,500.00

Good Barbecue Cafe for sale. \$4,000.00

ELSIE ADAMS, REALTOR Phone 453-2723 or 453-2757 or 655-9429

BRING YOUR REPAIR WORK TO US. Scissors, knives and lawn mower blades sharpened. Screwworm Cases have you. Bill's Fix It Shop. Still Increasing 201 W. 17th & Euel, phone 453-2496, Robert Lee.

FOR RENT: 1 bedroom furnished apartments, overnight, weekly or by the month. Sheppard Apts., phone 453-2670 or 453-2636.

FOR RENT: Three 2-bedroom furnished houses. Apts. Phone 453-2670 or 453-2636.

FOR SALE: 175 Honda Motorcycle. Mike Conley.

ORDER RUBBER STAMPS at the Observer office. Stamps made to order.

FOR BETTER REPAIR on Boots and Shoes, and better boots for men, women and children, see North Chadbourne, San Angelo.

LIMITED SUPPLY: "Along Texas Old Forts Trail," books by SADDLE CLUB HAS Rupert N. Richardson, \$1.95 EXCITING PLAY DAY each. Observer office.

IVEY MOTOR now has the most modern spin balancing equipment available on the market today. \$2.50 per tire. Ph. 453-2715.

> Monuments Grave Markers Lettering

YARD PRICES Representing Birk Monument Roy Braswell.

Mfg. Co. Sam L. Williams, Phone 453-2525.

FOR SALE: Mini Bike, 1971 model. 4 HP, reasonable price. Phone 453-2420 or see at 1105 W. 12th St.

Alamo Theatre

SATURDAY 8:00 and SUNDAY 1:30 Barbra Streisand "On a Clear Day You Can See Forever' -G-

CARD OF THANKS

I wish to thank all who sent me cards, letters and flowers and came to see me while a patient in the hospital. Thanks to the dear sweet nurses who were so good to do for me and Dr. McDaniel for helping me so much. May the good Lord bless each and evervone.

Love, Mrs. Lillie Crum.

WANTED: Ironing, \$1.50 mixed dozen. Phone 453-2495.

AUTOMATICALLY CONTROL LED HEAT is safe and economical. Climatrol central systems and Sahara wall heaters. Hambright Plumbing & Air Conditioning. 453-2473.

FOR SALE

2 Bedroom House, close in. 2 Bedroom Mobile Home. Lakeside Lots.

ERNEST JONES 453-2708

I AM the new authorized VENUS Cosmetics dealer. Joydell Deen, Phone 453-2786.

VINYL FLOOR COVERING, 6 ft., 9 ft., 12 ft. (No wax), White! Auto, Bronte.

WE REPAIR SADDLES, Sell new boots and moccasins. Also all sorts of tac. All professional work guaranteed.

Calhoon Boot & Shoe Service Ballinger, Texas

By Sterling Lindsey

Coke County screwworm numbers increased sharply last week with a total of 55 cases being confirmed. The previous week was light by comparison with 22 cases confirmed.

For the year, the number of Sheppard cases reported and confirmed now stands at 230. Many cases were not found or samples taken. It is estimated the actual number sustained to be more than 700 cases for the year.

No doubt the remainder of year will be rough for the op erators calving, lambing, shearing, etc. Spraying can give some ORDER your MAGNETIC SIGNS relief, but does not insure comfor your car, truck, pickup or plete protection. However, a few business. Weather proofed. 2 oprators, using systemic insectior 3 day delivery. Easily re-cides such as Co-Rol, ruelene. movable. Robert Lee Observer. Ronnel, etc., have gotten fair to good control for a period following spraying. The horn fly and lice are bad now, also. Spraying Stanley Boot & Shoe Shop, 1112 could give some relief from all three. Be sure to follow the directions on the label for best results

Coke County Saddle Club had a play day Sept. 9 with 12 per-

sons entering three events. Winners were annouced as follows: Key Hole

Pee Wee Girls: 1. Kathy Ensor; 2. Jana Ragsdale. Int. Girls: 1. Mary Lee McCoy; 2. Barbara Ann McCoy. Pee Wee Boys: Tom Ensor. Junior Boys: Marvin Ensor. No Salesman Commission Added Senior Men: 1. J. Lee Ensor; 2.

Poles

Pee Wee girls: 1. K. Ensor; 2. J. Ragsdale. Junior Girls. 1. Wyndell Skinner. Int. Girls: 1. B. A. McCoy; 2. M. L. McCoy. Pee Wee Boy: 1. T. Ensor, Senior Men: 1. J. L. Ensor; 2. R. Braswell: 3. Jim Skinner. Senior Women: 1. Jeanette Skinner.

Barrels

Pee Wee Girls: 1. J. Ragsdale. Junior Girls: 1. W. Skinner. Int. Girls: 1. B. A. McCoy. Senior Women: 1. J. Skinner. Pee Wee Boys: 1. T. Ensor. Senior Men: 1. J. L. Ensor; 2. R. Braswell; 3. J. Skinner.

Have you tried a WANT AD?

Let's All Go To The County Fair

BETTY CROCKER LAYER

CAKE MIXES

STOKELY SWEET PEAS, 303 can ALLEN'S SPINACH, 303 can -HUNT'S STEWED TOMATOES, 300 can - 2 for 55c ROYAL PIE CHERRIES, 300 can

STOKELY'S CREAM STYLE

303 can

DEL MONTE CRUSHED or SLICED PINEAPPLE, natural juice, No.1½ can - 2 for 57c

DEL MONTE FRUIT COCKTAIL 303 can -

SALAD DRESSING

Miracle Whip

4 roll pkg. SILK BATHROOM TISSUE

KEEBLER'S COOKIES. 39c asst. pkg. - 3 for Hunt's Snack-Pack Gelatin 4 pkg. crt. BORDEN'S SLICED SINGLES AMERICAN CHEESE 12 oz. pkg. MEAD'S BISCUITS -HORMEL OLEO, 1 lb. quarters - 3 for

MEXICAN or ENCHILADA Patio Dinners 2 FOR

BANQUET FROZEN DINNERS 2 for 89c GANDY'S PURE ICE CREAM ½ gal. crt. GANDY'S FROZAN -½ gal. crt. 39c

CARROTS, 1lb. cello bag 2 for 25c CABBAGE, firm green heads

DANKWORTH SMOKED

SLICED-LB.

LEE'S WHOLE HOG SAUSAGE - 2 lb. bag \$1.55

GOOCH'S THIN SLICED BACON

lb.

89c

Robert Tee Observer

Vol. 83, No. 12

Robert Lee, Coke County, Texas (76945), Thursday, Sept. 21, 1972

Single Copy 10c



Ho



Fairs Part of Ancient History

ent peoples met on the fairground that Western Europeans couldn't produce and wares.

The First Annual Coke County were formerly held in connection, parently had the edge on early, jellies, pickles, mincemeat and friends has been a prime mover

means of carrying on trade be- lo, tells in his writings of fairs the Ludlow Fair. tween different tribes. Tribal which were held in ancient China wars were forgotten when differ- were so elaborate and colorful to hold contests and trade their believe the immensity of the gatherings.

fairs and the famous (or perhaps been held for more than 2,000 a message from the king was read ment of this country. Friendly a little better for the Second An-

Fair which is scheduled for this with Greek fairs. Fairs spread fairs. Ireland's history records other household goods, and re- in making American agriculture weekend in Robert Lee is not the throughout Western Europe and pagan religious rites which were ceived prizes and medals. first to be held. Fairs are almost there is a record that a fair was nothing more than country fairs. held in France in the year 692. and even some of today's citizens part of the American way of life and their wives, dearly love to Fairs first came as a peaceful The Italian traveler, Marco Po- can recall the Irish ballad about during the 1800s and continues produce a better jar of jelly, a

first big fair was the Stourbridge many other contests have been piece of crochet work than any-Fair which was sponsored by the town of Stourbridge and Cam-Anicient Greece and Rome held In the British Isles, fairs have bridge University. At these fairs prove the agricultural develop harder to bring back something now infamous) Olympic Games years. Ireland and Scotland ap- to start off the festivities. The competition among neighbors and nual Coke County Fair in 1973. king urged the people to "keep the king's peace and make no fray, outcry, shrieking or other noise." Rules about honest weights and measures were also read. Some people doubt the effectiveness of either procedure, since good fellowship and the making of a little extra money were always the way of conducting a fair.

> Fairs were known to North America before it was discovered by Europeans. The Aztecs of Mexico held fairs at the end of each week to honor their gods and to conduct a special fair court of law. The greatest fair took place in Mexico City in front of the temple. Cortes' soldiers, who saw the fair, were astonished at its size, orderliness and cleanliness. There were separate sections for each kind of goods, and strict rules about honesty were followed. Items on exhibit and for sale included stone implements, cloth, chocolate, tobacco and garments of feathers.

In America, the Berkshire Agricultural Society, which was organized by a country gentleman named Elkanah Watson, put on a fair called the Berkshire Cattle Show in 1810. Prizes were given for many other products besides livestock.

For the first time women took an active part and exhibited their

even until today. Corn huskings, better fat lamb, a more produc-In Merrie Olde England, the quilting bees, horse races and tive stalk of cotton, or a prettier developed through the years to body else in the county. The add spice to county fairs.

the most productive in the world. This type of fair became a American farmers and ranchmen, first annual Coke County Fair Fairs have done much to im- can only make us try a little





Come One Come All

TO THE FIRST ANNUAL



COKE COUNTY FAIR

FRIDAY AND SATURDAY, SEPTEMBER 22 AND 23

Friday Hours: 1 to 6 P.M. — Saturday Hours: 10 A.M. to 4 P.M.



In The Old Gym-Robert Lee Schools

See the Exhibits... Hundreds of Items

For Both Adults and Youth

Canned Fruits and Vegetables

Cakes, Pies, Bread, Candies

Clothing, Handwork

Hobbies, Flowers

Historical Items

Cotton, Grains

Forage Crops

Sorghum, Corn

Vegetables, Fruits

Antiques

And Many Others

County Commissioner, Precinct 1

Floyd Harmon

W. W. Thetford

Snead's Pharmacy

Newby Funeral Home Mr. and Mrs. George Newby

Melvin Childress County Sheriff's Office

Baker's Grocery

Robert Lee State Bank

Our Congratulations —

We sincerely congratulate all the persons who have worked to make the First Annual Coke County Fair a reality. They all deserve our thanks for bringing about this important event. The Coke County Fair is symbolic of the productivity of our area and we should be proud to show what we have grown on our land and what we have made with our hands. It will be a fine show and we hope every person in Coke County attends. And, of course, we hope hundreds of visitors come by to see the many things produced here. They might also catch a glimpse of the good life which is available to them, just in case they might want to move here.

This Ad Boosting Coke County Was Made Possible by the Following:

Fern Havins

Adams Abstract & Realty Co.

County Commissioner, Precinct 3

County Judge's Office

West Texas Utilities

Tinkler's Gulf Service Station

West Way Grocery

Mr. & Mrs. O. B. Jacobs Coke County Tax Assessor

Dawn Floral & Specialty Shop Mr. & Mrs. W. D. McAdams

Bryan's Ready Mix Concrete

Bell's Auto Parts

Mrs. Winnie Waldrop County Clerk

Mathews Lumber & Hardware

Alamo Theatre

Western Auto Store Bob & Phelan Wrinkle

Ivey Motor Co.

Coke County Butane Mr. and Mrs. Bob Fields

Roach's Dry Goods

Add Davis Grocery, Sta. & Trailer Park

Ross Conoco Service Station

Mr. & Mrs. Weldon Fikes

Bahlman Cleaners Mrs. P. E. Mahon

Roy's Construction Co. Mr. and Mrs. Roy Bazor

Robert Lee Observer

Jones Barber Shop

Reba's Beauty Salon

Don't Forget the-

Pet Show and Youth Parade

Saturday Morning — Starts at 9 o'Clock

The Parade Will Begin at the Courthouse and Fnd at the School

Barecue sausage, Creamed potatoes, garden salad, hot rolls and butter, milk, fresh oranges.

Tuesday, Sept. 26 Meat loaf, buttered rice, fruit Jello on lettuce, hot rolls and butter, milk, peach upsidedown cake.

Wednesday, Sept. 27

Pinto beans with salt pork, spinach, buttered potatoes, corn bread a proclamation declaring Sept. 23 and butter, milk, and apricot as Texas Hunting and Fishing Day cobbler.

Thursday, Sept. 28

hominy, cole slaw, potato chips, door recreation. milk and chocolate pudding. Friday, Sept. 29

Turkey and dressing with giblet gravy, green beans, combina- cation to the wise use of our natution salad, hot rolls and butter, ral resources and their proper milk, mandarin orange salad.

DATES CHANGED

representatives of the Farmers Fishing Day to learn more about Administration, the Farmers Home Administration of Sweetwater, will be in their office at the courthouse next week than \$5,700,000 for conservation in 27 in the nursing home. en Wdnesday instead of Thursday. 1971. They will be here on Sept. 27 instead of Sept. 28.

PACK 452 SPONSORING **GUN SAFETY PROGRAM**

Den One of Pack 452 is sponsoring a Gun Safety Program for Coke County. The program is in connection with President Nixon's and Governor Smith's proclamations of Sept. 23 as National Hunting and Fishing Day and the scouting program theme, "Citizens," for September.

The following news release from Austin was released this week stating:

Gov. Preston Smith has signed in recognition of the contributions of Texas' hunters and fish-Hot dogs with chili, buttered ermen to conservation and out-

> The Governor said, "I urge all of our citizens to join with sportsmen-conservationist in a rededimanagement for the benefit of Jim Robertson dismissed. future generations. Further, arge all citizens to visit sportsconservation and outdoor skills." Hunting and fishing license

Hospital News

Sept. 12

Elsie Latham, Mrs. Eugene Gloria, Ouida Scott admitted. Mrs. Marshall Bevan, E. C. Davis, Mrs. V. M. Box, M. L. Smith dis-

Sept. 13 H. W. Lanier dismissed.

Sept. 14 Mike Fluhmann, Ouida Scott, Clarence Mitchell dismissed. Sept. 15

Louis Martinez, Mrs. J. Mumford, Russell McBroom admitted. Mrs. Eugene Gloria, Mrs. Roy Braswell, Mrs. Bryan Gartman dismissed.

Albino Gutierrez, Louis Mar-

tinez dismissed.

Jack Looney, Mrs. O. D. Adkins. Cleve Casey admitted. Russell McBroom, Mrs. Roxie Reeves.

Mrs. Michael Owens, Mrs. J. D. Jack Phillips and Alton Pyburn, men's clubs on Texas Hunting and Harmon, Mrs. Willie Carper admitted. Jack Looney, Mrs. J. D. Mumford dismissed.

On Tuesday morning there were sales in Texas provided more nine patients in the hospital and

THERE'S HOME TOWN NEWS An Observer want ad will do it. IN THE HOME TOWN ADS.

The Observer, Robert Lee, Texas

PERSONALS

Mr. and Mrs. T. F. Pruett of Colers, Calif., spent last week here visiting in the home of his sister, Mrs. Frank Clawson, and other relatives.

Mr. and Mrs. Curtis Walker were guests Sunday in the home of their son and family, Mr. and Mrs. Don Walker and children, of San Angelo.

Visting in Austin last week in the home of their daughter and family, Mr. and Mrs. Harry Anderson, were Mr. and Mrs. Dave King.

HELP YOURSELF AND YOUR COUNTRY BUY U. S. SAVINGS BONDS

Mr. and Mrs. James Fields of Abilene spent the weekend here visiting their parents, Mr. and Mrs. Bob Fields and Mrs. Bill

Sept. 21, 1972

JAY'S **Bait & Tackle**

714 East 5th

ONLY BAIT STAND IN THE CITY LIMITS MINNOWS - WORMS BLOOD BAIT - SHRIMP Also All Kinds of

Fishing Tackle

San Angelo Highway

Phone 365-2313

BALLINGER, TEXAS JIM W. JONES, Owner

All Types of Granite and Marble Markers Top Quality Craftsmanship

We invite you to buy direct from us and eliminate a salesman's commission. Compare our prices and quality of work.

It's 1973, and Chevrolet roofs are opening, seats are swiveling, bumpers are retracting, hatches are flipping up.

Did you ever have so much to talk about that you didn't know what to say first?

We're happy to report that's us for 1973. But since everything must begin somewhere...



Isn't it romantic?

You see that rectangle beaming at you from above? That's a moonroof. Not to be confused with a sunroof. (Although many people will undoubtedly be caught using it like one.) A power roof is available on Chevelle and Monte Carlo; a manual one on Nova.

Bumpers are exciting?

This year's are something to get

stirred up about. One of our new bumpers, for example, is built around twin hydraulic cylinders. So on minor impact, the whole system retracts to cushion the shock.

It's standard on all big Chevrolet, Chevelle and Monte Carlo



New Malibu Colonnade Hardtop Coupe.

models. Nineteen different models to choose from.



(above) Caprice Coupe. Our new uppermost Chevrolet. Its luxury, comfort and quiet ride rival the most expensive cars you can buy.

(below) Monte Carlo S Coupe, America's newest road car. With the handling of the finest European cars, and the looks and comfort of an American car.



New Nova Hatchback Coupe.

Look what we hatched You know us for our little Vega Hatchback. Now dependable Nova has one. Which literally makes it half trunk with the backseat down. It's a feature as practical as Nova



We've been thinking about your legs

One of the few things people asked us to improve in our popular Chevelle was leg room in the backseat. Well, your knees will be pleased with the '73s. There's almost 31/2 more inches in the sedans.

So what else is new

Naturally this is only a taste of what's new for '73.

Among other things, we're introducing larger gas tanks for longer cruising range, a new Exhaust Gas Recirculation system, a hatchback for wagons, and a highly refined flowthrough power ventilation system.

Plus a reading light for front seat passengers, improved suspension systems, engines that give you performance combined with gas economy, reclining seats and scores

of dramatic styling changes. We invite you to see it all at your Chevrolet dealer's.



Building a better way to see the U.S.A.