



Buccaneer Beauty

Outfitted in pirate regalia, Janet Reed looks over the Corpus Christi bayfront, the site of considerable activity during the Buccaneer Days celebration, April 30-May 7.

Passage Of Hale-Aikin Won't Necessarily Hike School Costs

Passage of the \$122 million Hale-Aikin education improvement bill doesn't mean that local school district costs will go up, Supt. Floyd Parsons of the Big Spring Independent School District pointed out today.

Management of funds would determine any additional cost to the Big Spring district, Parsons said.

Relationship between state and local funds. "Costs may rise here anyway, but I don't believe they would rise simply because of passage of the school improvement legislation," Parsons said.

Flower Grove Boy Wins State Award For Cotton Excellence

DALLAS — Craig Beckmeyer, outstanding 4-H Club cotton producer in Martin County, today received \$100 and personal congratulations from Secretary of Agriculture Ezra T. Benson.



CRAIG BECKMEYER

Length was 31-32d to an inch and all graded middling. The seed paid for the ginning.

Club Officer. Young Beckmeyer has served as an officer in his local club for five years, three as president and as reporter and vice chairman of the county organization.

During the past three years, Craig has averaged well over a bale of cotton per acre without irrigation.

Craig is the son of Mr. and Mrs. A. J. Beckmeyer, Route 1, Ackery. He is 17 years of age, is a student in Flower Grove High School and has completed eight years of 4-H Club work.

Until the crop was set for insects, Craig reported that more beneficial insects were present throughout the growing season than were harmful ones so no insecticides were needed.

LONG RECORD. The state winner has grown cotton for the past five years. Three varieties have been planted during the period. Last year's top yield was 787 pounds of lint an acre. Craig followed the 7-step cotton recommendations in posting his outstanding three year record.

"We plowed the land deep and on the contour but put up rather low beds, he said. "I have found that less moisture is required at planting time when beds are kept low and that the lower beds can be soaked with less rainfall."

Rotary hoes and knives were used in combination to control weeds. The cotton was knifed, cultivated and hoed twice. A close check was kept on the five acres from the time the cotton emerged.

Kenney's Nursery. E. Hiway 80 Behind Plev Serv. St.

Deputies Complete Arrests Under 378 Hot Oil Charges

LIBERTY, Tex. (AP)—Sheriff's deputies completed last night arresting 13 persons under 376 "hot oil" indictments returned by the Liberty County grand jury Saturday.

Garth Christopher of Liberty, who bought the Liberty Oil Reclaim Co. Jan. 1 from T. B. Presswood Jr. of Liberty, was indicted on 17 counts. Presswood was named in 88.

The grand jury inquiry into Liberty Oil and two allied firms began Feb. 17 after the Texas Railroad Commission cancelled the company's permit to operate a tank bottom (waste oil) treating plant.

Luther Fuller of Pasadena, Tex., 14 indictments charging felony theft, perjury and embezzlement, \$7,000 in bonds.

Two persons remained in jail. They are: A. C. Buelle of Liberty, truck driver for Liberty Oil Reclaim, three indictments charging he received and concealed stolen property, held in lieu of \$1,500 bond.

Grand jurors made their report Saturday night, giving sheriff's officers a busy weekend serving warrants.

Lost—Vim and Vigor past 40, 50, 60? Found!!!

Thomas STYRWATER and OFFICE SUPPLY Has Royal Typewriters To Fit Any Color Scheme. Budget Priced

Plan To Buy Carpet? See This First! 100% NYLON CARPET ONLY 89¢ Sq. Yd. ONLY 1¢ Inst. W/Pad Many Colors WHITE'S Furniture Department 202-204 SCURRY

Legion Will Hold District Meet Here

Twelve American Legion posts will be honored at the annual spring convention of the 19th District of the legion, to be held at the Settles Hotel and American Legion Home Saturday and Sunday.

The posts will receive citations for having exceeded their 1958 membership quota, H. J. Morrison, local post commander, announced today.

New Cold Front Barges Into Texas

Another spring cold front barged into Texas Tuesday, bringing the threat of more turbulent weather.

Wednesday's Special Tomatoes 25¢ Doz. Pepper 25¢ Doz. Kenney's Nursery E. Hiway 80 Behind Plev Serv. St.

Bound's FREE BULBS GOOD HOLLAND BULBS NOTHING TO BUY! JUST COME AND GET THEM! JOHN DAVIS Feed Store Convenient Parking

Go Rambler - The compact quality car! McDONALD MOTOR CO., 206 JOHNSON LIVE BETTER BY FAR WITH A BRAND NEW CAR... GO RAMBLER!

WHITE'S Springtime VALUES. Your Best Tire Buy is NYLON WHITE Premium Deluxe. Guaranteed 25,000 Miles. LIST PRICE \$31.65 6.70-15 TUBE-TYPE NYLON BLACKWALL 16.99* Sale priced at only 16.99*



BUZ SAWYER



DIXIE DUGAN



NANCY



L'IL ABNER



BLONDIE



ANNIE ROONEY



SNUFFY SMITH



GRANDMA



DONALD DUCK



PEANUTS



JOE PALOOKA



MARY WORTH



REX MORGAN

G. BLAIN Your Cleaner Is Worth **Up To 50%**
LUSE
VACUUM CLEANER SALES, SERVICE & EXCHANGE Trade-Ins On New EUREKAS And G.E. CLEANERS Bargains In Latest Model Used Cleaners, Guaranteed. Guaranteed Service For All Makes—Rent Cleaners, 50¢ Up
1501 LANCASTER 1 Blk. W. of Gregg Phone AM 4-2211



POGO



KERRY DRAKE

GRIN AND BEAR IT



"The personality tests of our employees are confidential, Miss Finch! You'll just have to take your chances on an office romance!"

The Herald's Entertainment Page Of Top Comics

Crossword Puzzle

- ACROSS**
1. Graph
4. Roasting stake
8. Close
12. Pother
13. Italian river
14. Vocal sound
15. Cuddling
17. Dilapidation
18. And ten: suffix
19. Warns
21. Flat
22. Instances
23. City in Mass.
27. Home of the silkworm
31. Mass. cape
32. Willow
34. Couple
35. Pulpits
37. More cheerful
39. At no time
41. Gaelic
42. Withdraw
45. Imitator
47. Surface
48. Left over
52. Intellect
53. Broad smile
54. Thickness
55. Cresses
56. Periods
57. Bishop's jurisdiction
DOWN
1. Human race
2. American humorist
3. Back doors
4. Dept. store event
5. Sons of kings
6. Hotel
7. Roman garments
8. Emphasize
9. 24th part of a day
10. Single entity
11. Numbers
16. Conduce
20. Ascertain
21. Old oath
22. Weather indicator
24. Ascend
26. Pushed forward
28. Supports for riders' feet
29. Windmill sails
30. In addition
33. Europe and Asia together
36. Works dough
38. Require
40. Edge
42. Stopping walk
43. Canal
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46. Metal fasteners
49. Make a mistake
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51. Cautious solution

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Iraq May Build Pro-Red Legion

CAIRO, Egypt (AP)—Reports that Soviet-armed Kurdish tribesmen are being shipped through the Suez Canal to Iraq aroused speculation today that the Soviet Union is helping Iraqi Premier Abdel Karim Kassem form a pro-Communist Foreign Legion.

Egyptian authorities said three Soviet ships — one carrying 855

fully armed Kurds and the other two loaded with military equipment—passed through the canal since Sunday bound for Iraq's big Persian Gulf port of Basra.

The Kurds, though not Arabs, are scattered through Arab regions as well as into the Soviet Union and make up one million of Iraq's 6 million people. Many have long dreamed of carving out their own nation of the areas of northern Iraq, western Iran, and eastern Turkey which they inhabit.

Observers at Port Said reported the tribesmen passing through the canal were Soviet citizens of Kurdish origin, from the southernmost regions of the Soviet Union. The United Arab Republic's Middle East News Agency said the Soviet Kurds were trained in guerrilla fighting.

The agency, without giving a source, said more Soviet ships, carrying new groups of Communists, are expected at Port Said en route to Iraq.

There was no foreign confirmation of the Egyptian reports. Nasser has been waging a bitter campaign against Kassem, accusing the Iraqi Premier of letting the Communists get the upper hand in Iraq. Kassem, with Soviet Premier Nikita Khrushchev seconding him, has blamed Nasser for the recent unsuccessful army revolt in north Iraq.

Only a week ago Kassem hinted he might grant the Iraqi Kurds self-government — a move that would meet with favor in Moscow.

The Communist-trained Kurds could form the nucleus of foreign legion units which the Egyptian press said Kassem is forming. Cairo papers said their mission is to oppose Arab nationalists in Iraq who want to swing their country closer to the U.A.R. and President Nasser and who are against the growing Communist influence in Baghdad.

The 1,600-ton Soviet ship Gruzia carrying the Kurd tribesmen was closely guarded during a brief stop at Port Said Monday. Officials said they had difficulty getting aboard to make a routine check.

Egyptian authorities said the Gruzia, which came from the Soviet Black Sea port of Odessa, appeared bound for Basra but her papers listed her destination as the Far East.

Another Soviet ship, the Nikolai Brigof, loaded with 9,000 tons of military equipment, also passed through the canal Monday for Basra, the Middle East News Agency reported. The 10,000-ton Soviet freighter Elia Teknikof, with arms for Iraq, moved through on Sunday night, the agency said.

Ritz
LAST DAY OPEN 12:45
YUL BRYNNER-WOODWARD-LEIGHTON
The Sound and the Fury

Stats
LAST DAY OPEN 12:45
DOUBLE FEATURE
"ROAD RACERS"
PLUS
"DADDY-O"

JET
LAST NIGHT OPEN 6:45
The Gun Runners

SAHARA
LAST NIGHT OPEN 6:45
DOUBLE FEATURE

Cat on a Hot Tin Roof
LAST NIGHT OPEN 6:45
DOUBLE FEATURE

Have You Heard "Music By Muzak" At First National Bank?

Down Town
Call Hi-Fi House For Information
AM 4-7552 Or AM 4-8857

Ritz ONE TIME ONLY 9:15 P.M.
ALL TICKETS 80¢
Now On Sale At Ritz Box Office

SEE SLAVE MAIDENS AT THE MERCY OF MONSTERS CAPTURE OF HIDEOUS BEASTS!

YOU'LL GET A **BIG SURPRISE** IF YOU EXPECT THE USUAL ORDINARY HORROR SHOW SEEN SO OFTEN BEFORE!

ON STAGE NOT MOVIES! 2 BRAND NEW KINDS OF SHOCK SHOWS! 1000 TIMES SCARIER THAN ANYTHING EVER HERE! EVERY MONSTER IN PERSON! EVERY SCENE ON STAGE!

HORROR

TEEN AGE FRANKENSTEIN happens when...
TEEN AGE FRANKENSTEIN MEETS DRACULA'S DAUGHTER!
SEE MONSTERS TORTURE BEAUTIFUL GIRLS!
MAD MONSTER IMPERSONATOR DR. MACABRE'S **FRIGHTMARE OF MOVIE MONSTERS** SCENES OF TERROR NEVER BEFORE ON STAGE!
COLOSSAL BEAST!

Plus Stage Show No. 2
NEW CONCEPT IN SPOOK SHOWS!
"SPOOKS-A-POPPIN'" NOT LIKE ANYTHING YOU'VE SEEN!
Sights so horrible, never before seen with human eyes!
ACTION takes place in the AUDIENCE YOU ARE ACTUALLY SURROUNDED BY A HIDEOUS HORROR HORDE OF NIGHTMARE CREATURES!

READ EVERY WORD ABOUT THIS THRILLING SHOW!
You're in for a BIG SURPRISE if you expect the usual run of the mill horror show like you've seen so often. Over 500,000 people who have seen this show verify it to be 1000 times scarier than anything ever before! It takes real nerve to sit through this one! You'll see the monster's behind and most horrible moments. ALL IN PERSON, together with darling HOLLYWOOD BEAUTIES in scenes of terror never before on any stage! You'll see beautiful girls scream for their lives as they attempt to escape the clutches of HALF HUMAN BEASTS! We warn you, unless you can take it, STAY HOME! This is NOT a movie. Every monster appears IN PERSON! Every scene is on the stage, alive! At last, a real horror show that is proving a sensation in America's leading theatres. It's the kind of super thrill show you've always hoped for, but never could see before!

crisp, cool cottons

It's time to start making your summer fashions, and play clothes . . .

Come in and select from our wide, wide collection of cotton fabrics . . . we have

polished cotton prints, fancy wovens, printed muslins, drip 'n dry prints and solids, check gingham, cotton satins, woven jacquards, printed pique, hopsacking prints, sail cloth, seersucker and imported cottons . . . see this fabulous, beautifully colored collection of cottons today . . . 36" to 45" widths

1.00 to 3.98 yard.

- Our pattern department is ready to serve you . . . the May Vogue and McCall patterns are here.
- Our notion department is at your service . . . with buttons and trimmings of all kinds.

Hempill-Wells



Hayward, Niven Win Oscars; 'Gigi' Sweeps Movie Honors

HOLLYWOOD (AP) — Susan Hayward, who once despaired of ever winning an Oscar, got one Monday night on her fifth try.

David Niven, who has been pleasing movie audiences for 25 years now, was similarly honored.

The Brooklyn-born redhead and the debonair Scotsman won the top Academy awards for acting before an audience filled with most of the big names in the entertainment industry. They shared honors with the movie "Gigi," which won in every one of the nine categories for which it was nominated—including best picture.

Burl Ives and the British actress Wendy Hiller won Oscars for best supporting performances.

More than 100 big names—from Ingrid Bergman to Eddie Fisher—gave a nationwide television audience an electronic peek at Hollywood's biggest night of the year. The acceptance speeches were so

short that the NBC-TV show ended some 20 minutes before its two-hour schedule.

Miss Hayward — enacting the role of murderess Barbara Graham in "I Want to Live!" — got the nod on a performance so realistic that it provided fodder for a Bob Hope joke earlier in the evening.

"The movies this year are going in for so much realism," Hope said, "that I was surprised to see Miss Hayward here tonight."

She dies in the gas chamber during the picture.

While the picture was being made, she told a reporter that "after four disappointments I'm no longer in the business for Oscars. Just say that I do it now for the money and the joy of doing a good part."

She admitted that Monday night's results have changed her views considerably.

"I thought I had a good chance but I was pleasantly surprised," she said. "And above all thrilled and honored."

She added that it was the "most nervous day I have ever spent in my life."

Niven won the top actor award for playing a pathetic woman-molester in "Separate Tables." It was one of the few times in his career that he did not play what the trade calls "a David Niven type."

Niven said: "Damn it, I must say I wanted to win and I'm happy I did."

He said he couldn't relax either and had to take a swim in an ice-cold pool in order to clam down enough for the big show.

"Gigi" got Oscars for best picture, best screen play based on material from another medium, best directing for Vincente Minnelli, best art direction, best color photography, best song (the title number), film editing, costume design and best scoring of a musical picture. The music for "Gigi" was written by the "My Fair Lady" team of Frederick Loewe and Alan J. Lerner.

Lerner also got the award for the best screenplay for "Gigi."

Burl Ives, the 300-pound folk singer, took a night off from his show at Las Vegas' Flamingo Hotel to pick up his Oscar. He played a sort of Western Big Daddy in "The Big Country."

He was not nominated for his Big Daddy role in "Cat on a Hot Tin Roof."

Miss Hiller was not in town to receive her award. Earlier she told a reporter by long distance phone from London that she couldn't understand how she ever got nominated. She played the lovelorn hotel manager of "Separate Tables."

The years was given to Jack L. Warner, making one of his first public appearances since his near-fatal auto accident of last summer.

The fast pace of the proceedings, with the consequent time left over, caught everyone off guard. Emcee Jerry Lewis panicked and tried some stalling tactics which appeared inept.

Nobody seemed to know whose fault it was. Academy President George Stevens merely remarked:

"The show went so smoothly that we had time left over."

He didn't explain why performers and winners were told to hurry up their parts during the performance.

Commented Bob Hope: "They timed this thing with a sun dial."

The telecast finally went off the air with 15 minutes to spare and the extra time was handed back to the local NBC stations.

Election Party

OKLAHOMA CITY (AP) — An Oklahoma City night club is advertising for its entertainment tonight "Three daring exotics, and election returns every hour."

Oklahoma votes today on whether to repeal constitutional prohibition.

HAMILTON OPTOMETRIC CLINIC

ALLEN R. HAMILTON, O.D.
MARSHALL Q. CAULEY, O.D.
CHARLES W. NEEFE, Optician
TOM C. MILLS, Lab Technician
ARNOLD E. PARMLEY, Lab Technician
JIMMY J. BRYANT, Lab Technician
WINNIE HARDEGREE, Receptionist
LETHA MASSIE, Receptionist
BARRARA COLE, Receptionist

106-108 West Third Dial AM 3-2501

MORE & MORE THEY'RE TRYING ... AND BUYING

THE LARK BY STUDEBAKER

➤ People are going for The Lark in a big way (fastest rising sales curve in the industry). If you are a new Lark owner, thanks. If not, isn't it time you discovered The Lark for yourself? Come in today. ➤ Here is a car that's three feet shorter than conventional models. It costs less to buy . . . less to operate. And your insurance and maintenance bills are low, low. The Lark is styled so tastefully, it's approved by Harper's Bazaar. ➤ Come in and drive this popular beauty today . . . it's a honey!



4-Door and 2-Door Sedan, Station Wagon, Hardtop. Choice of "6" or V-8.

Glorious new spring colors, in long-life lustre. Sapphire-Enamel that needs no waxing.

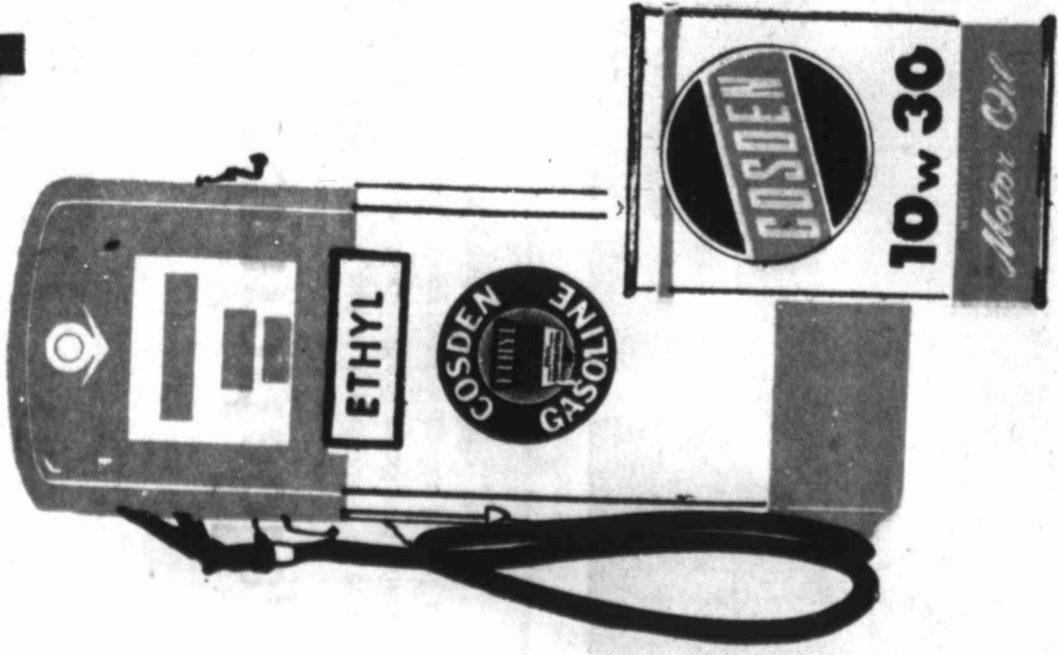
All the most wanted options, including automatic transmission and reclining seats.

Discover what you'll save at YOUR STUDEBAKER DEALER'S

McDONALD MOTOR CO., 206 JOHNSON

LIVE BETTER BY FAR IN A BRAND NEW CAR

power partners!



Buying a new car? Make certain you get the most from your new, modern, high-compression engine. Insist on Cosden's power-partners . . . gasolines and lubricants that are engineered to go together.

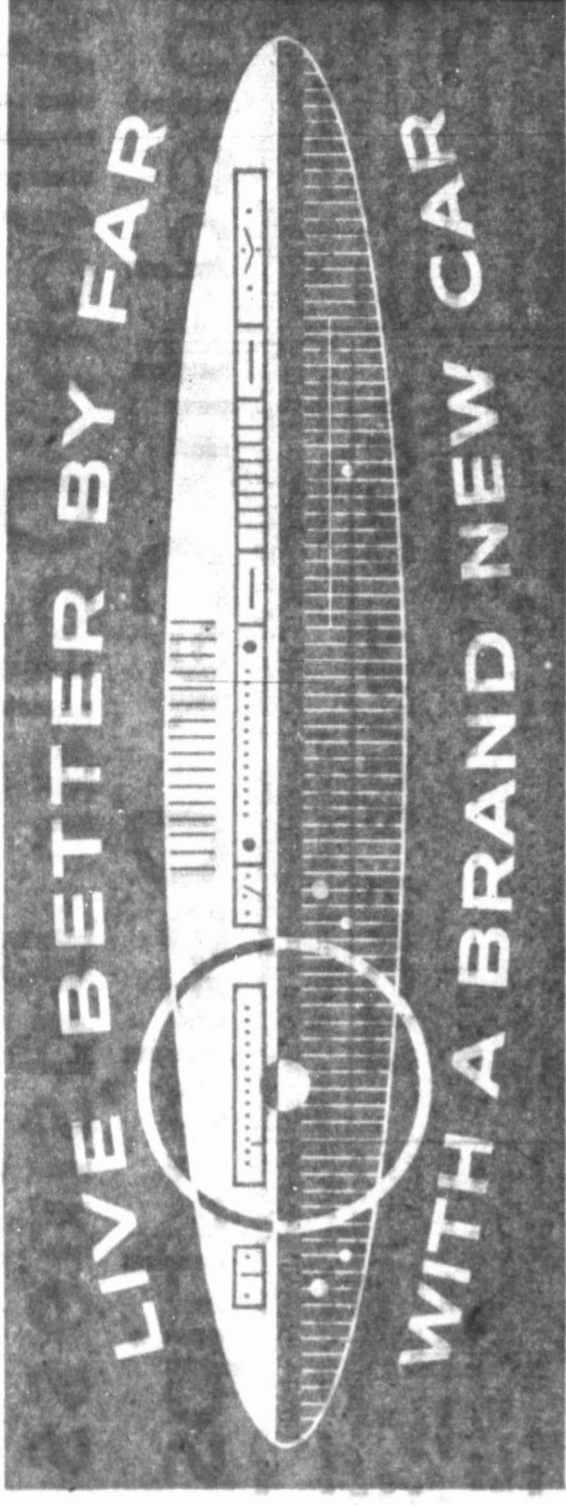
Cosden's 10w-30 Motor Oil is designed to reach deep down into engines, to rout out friction and smooth the way for the extra power of Cosden gasolines.

Both fuels — Cosden Higher Octane Regular and Premium Ethyl! — now offer more built-in power than ever before. It's yours for faster, smoother get-away . . . quicker, safer passing . . . and bonus mileage economy.

Enjoy your new car "right from the start" with Cosden Gasolines and Motor Oils . . . power partners for better performance.



COSDEN
PETROLEUM CORPORATION
Big Spring, Texas



stop longing
... start living!

Fun's fun — especially when it's the fun of owning a breathtaking, brand new car. And it's truer than ever this year. From the latest advances in engineering to distinctive styling, every '59 model is designed with fun in mind.

So stop putting off until tomorrow what you can enjoy today. Start living — really living — with a brand new car. Check these pages of your "Total Selling" medium — your daily newspaper — for news and ads of all the wonderful, fun-giving '59 cars.

Then get over to your dealer's and start driving the most carefree, troublefree car ever built. Stop longing — start living . . . with a brand new car!



A USED CAR IS THE KEY
FOR A TWO-CAR FAMILY

SUPPLEMENT TO THE

Big Spring Daily Herald

TUESDAY, APRIL 7, 1959

Multi - Million Dollar Business Represented In Car Dealerships

It's a multi-million business that permits its products the next one or two weeks in stressing new

Local Dealers Are Long On Experience

These Big Spring franchised auto dealers have the "know-how" to sell, trade and service cars. They're veterans at the business. The ten dealers in the city represent an aggregate of 261 years in the automobile business. That's an average of more than 26 years per owner.

This means that they've watched gigantic developments occur in the design of cars, in the distribution and selling of them. It means that they have a background of customer demands and needs to deal with.

It means that they have kept abreast of the changing scene in transportation. They are able to analyze markets and models, types of cars and prices. They are not the green years of experience stock-up strongly of advantage of the buying public, because auto owners and auto buyers can have confidence that they are dealing with people who have a record of performance, solidity and integrity.

The Big Spring auto dealers have their roots well established in the community, too. A survey shows that they have operated right here in the city for an aggregate of 201 years.

values in automotive transportation with the slogan, "Live better by far, in a brand new car."

Now, if any categories of retail trade can match the over-all impact on the community's economy that is made by the local franchised automobile dealers.

Ten such agencies report an aggregate business volume of \$8,175,000.

They have a total investment in real estate, plants and equipment of \$1,036,054.

They report inventories, in new and used automotive units and in parts, of \$1,206,349.

They have on their payroll 150 employees.

Their total payroll runs to \$61,300 per month, or more than \$735,000 per year.

They pay in local taxes (county, city, school and college) and aggregate of \$21,685.

Big business? Important business? You said it!

The development of the automobile through the past half-century has, of course, changed the economy of the entire nation, with the country, actually, living in the automotive age.

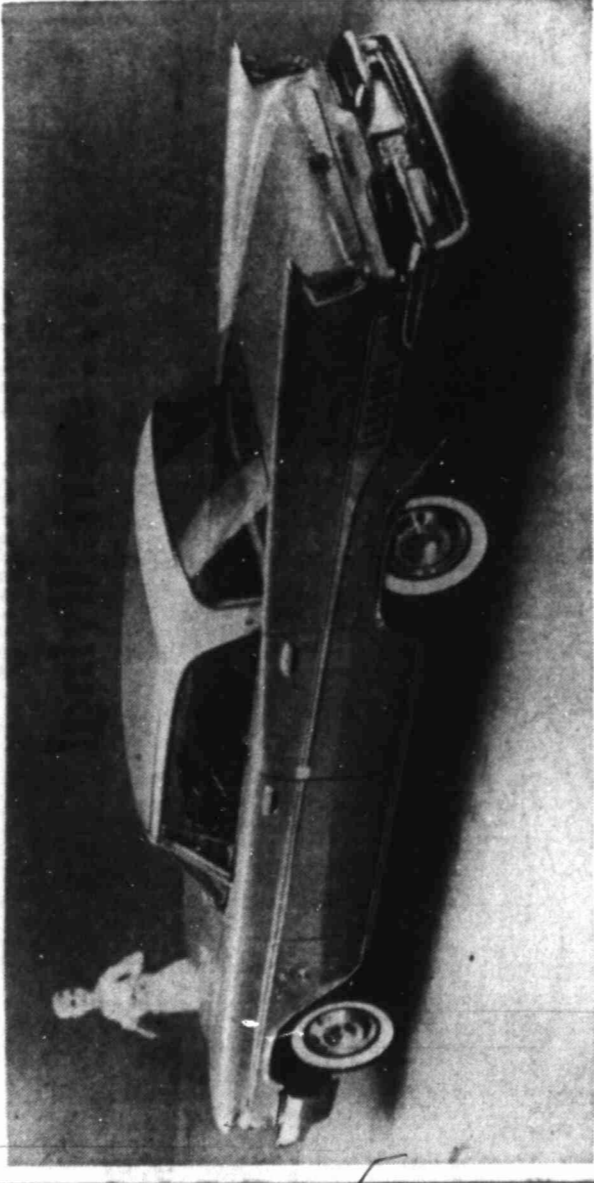
This is demonstrated in Big Spring, too. The figures above are for new car dealers only. There are many other dealers in used cars to add to the automotive economy. The volume represented in such associated lines as parts, dealers, tire and accessory house, plus independent service mechanics and the vast array of service stations. The production of oil and the refining of gasoline and lubri-

cars become parts of the whole. Big business because they are contributing to the way of life, to the cars up-to-date, in design, in power, in performance, in comfort. Which means that people know that they can "live better" with newer transportation, and can live more comfortably, as well as more practically, with two cars.

It is the public acceptance of the automotive offerings that has built the dealership representation into a major segment of the business community. And the automotive industry, in turn, has thrived by the community's thriving commerce.

AUTO TRADE FACTS

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| Total Investment Land, Plant, Equipment | \$1,036,054 |
| Total Inventory | 1,206,349 |
| New, Used Cars, Parts | 8,175,000 |
| Annual Business Volume | 149 |
| Number of Employees | 735,480 |
| Annual Payroll | 4,270 |
| Units sold last year | 21,655 |
| New and Used Total local taxes paid (City, school, county, etc.) | |



LIVE BETTER BY FAR WITH A New Chrysler From Lone Star Motor

TO LIVE BETTER BY FAR IN YOUR BRAND NEW CAR . . .

Get The Best Insurance Available . . . And Use Your Independent Insurance Agent



Where you buy your automobile insurance is almost as important as what car you buy. You should examine your insurance needs carefully and be sure you have the protection your car deserves. When you select insurance sold by an Independent Insurance Agent, you can take efficient, economical, interested service for granted. As local businessmen, we are as close as your telephone when you need service. For the best insurance, fast, fair, courteous service, call a member of the Big Spring Association of Insurance Agents listed below. They are eager to serve you.

BIG SPRING INDEPENDENT INSURANCE AGENTS INCLUDE THE FOLLOWING:

STRIPPLING-MANCILL INSURANCE AGENCY
107 E. 2nd
Dial AM 3-2061

E. P. DRIVER INSURANCE AGENCY
213 Runnels
Dial AM 4-4678

PATTERSON INSURANCE AGENCY
111 East 2nd
Dial AM 4-4161

BIG SPRING INS. AGENCY, R. E. McKinney
103 East 2nd
Dial AM 4-2941

JOE POND
213 Runnels
Dial AM 4-2544

COWDEN INSURANCE AGENCY
Permion Bldg.
Dial AM 4-6651

REEDER INSURANCE & LOAN AGENCY
304 Scurry
Dial AM 4-8266

HOWARD COUNTY INSURANCE AGENCY
204 Runnels
Dial AM 4-2731

EMMA SLAGHTER INSURANCE AGENCY
1305 Gregg
Dial AM 4-2662

LAWRENCE ROBINSON INSURANCE
Acme Bldg., 500 Runnels
Dial AM 3-4214

THORNTON INSURANCE AGENCY
211 Johnson
Dial AM 4-4271

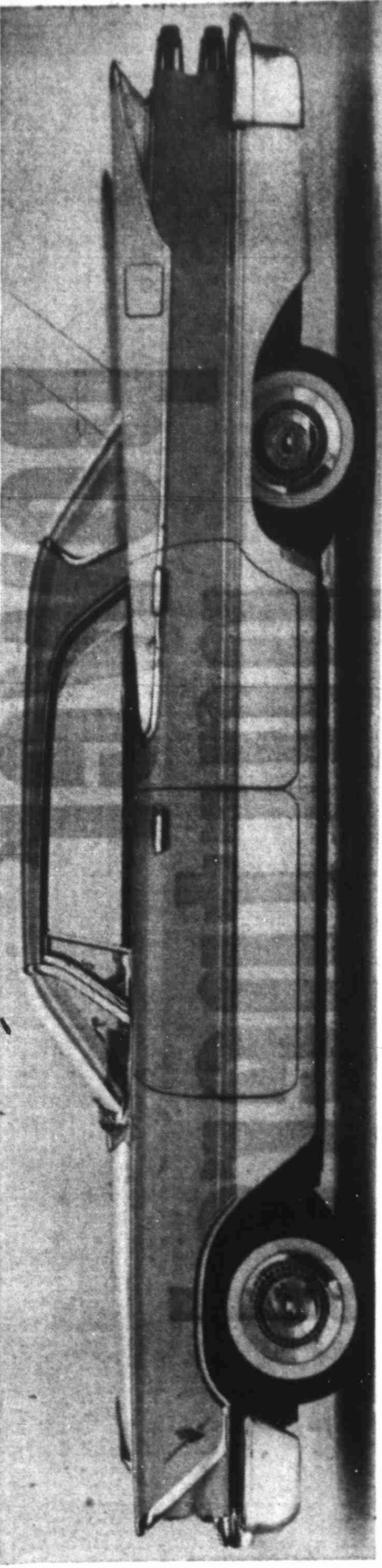
TATE BRISTOW & PARKS INSURANCE AGENCY
508 Main
Dial AM 4-5504



Call Your Independent Insurance Agent



There's Nothing So New As A Brand New Car . . . And Nothing Newer Than The '59 Dodge And Plymouth!



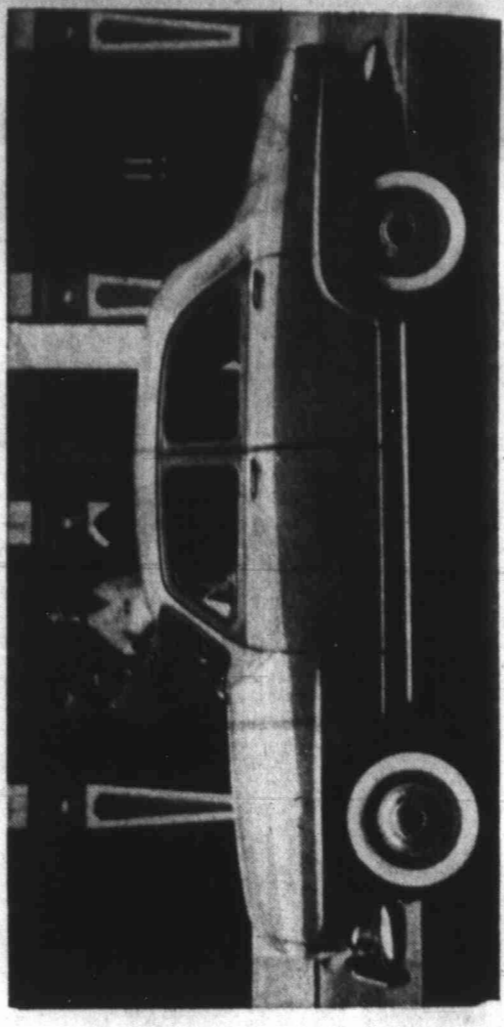
New '59 DODGE Smart looking? You bet! And comfortable, too!

Sure, styling is important in a new car. You expect a new car to be sleek and smart — but not at the expense of comfort. Yet in trying to design a car as low and modern looking as the Sweep-Wing Dodge, some '59 cars have practically designed out the people. Not Dodge. It's designed around you. It's easier to get into (no protruding door posts), easier to get out of (no high door sills to trip over), more comfortable to sit in (there's room to spare). All this and Swivel Seats, too!

SIMCA

Super Deluxe

Here's economy motoring at its luxurious best. There's room for all the family in this superbly finished 4-door sedan. The front mounted engine is the world famous Whispering Flash, which guarantees top economy on regular grade fuel. Beautiful designer interiors grace the passenger section, and luxurious reclining seats are standard equipment. The most powerful of all leading economy imports.



We Cordially Invite You To Visit Us — Live Better By Far In A Brand New Car

JONES MOTOR CO., Inc.

DIAL AM 4-6351

• SIMCA

• PLYMOUTH

• DODGE

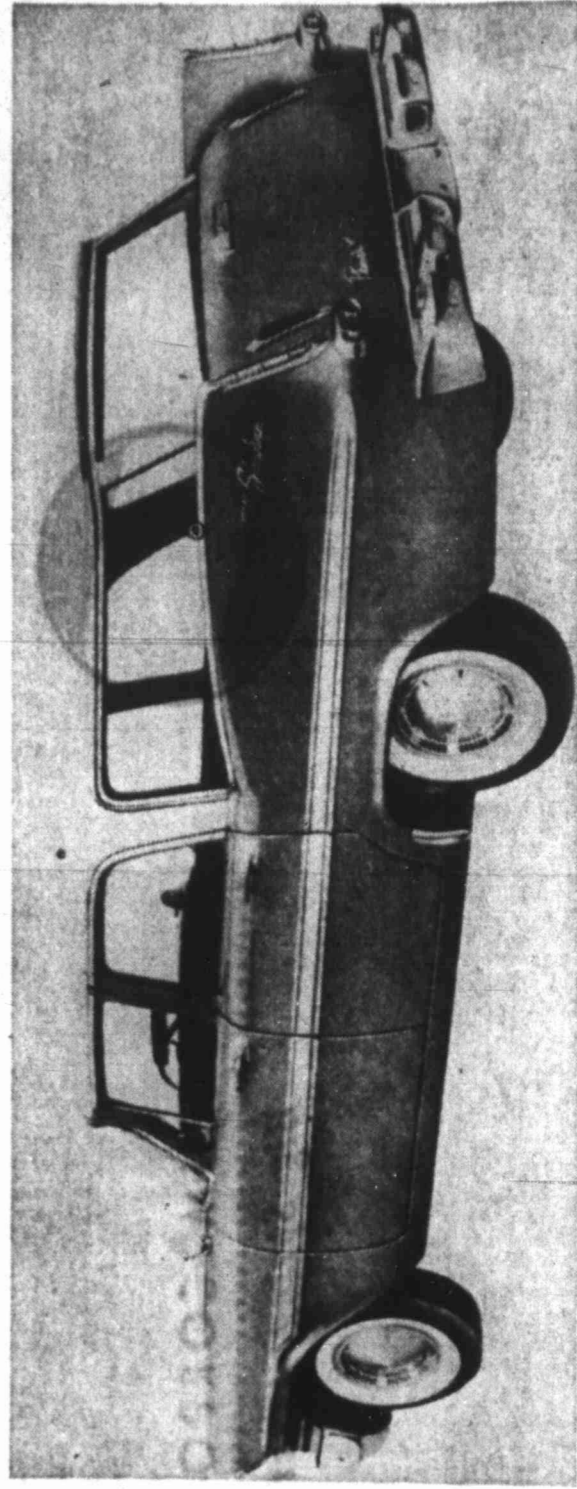
Discover Plymouth's Big Difference For Yourself

Big difference in FEATURES

Only Plymouth in the low-price field offers options such as: Easy-Drive Swivel Seats and rear Sport Fury! • push-button heating and push-button transmission. Plus standard features like: Total-Contact Brakes • electric windshield wipers • most driver headroom and legroom.

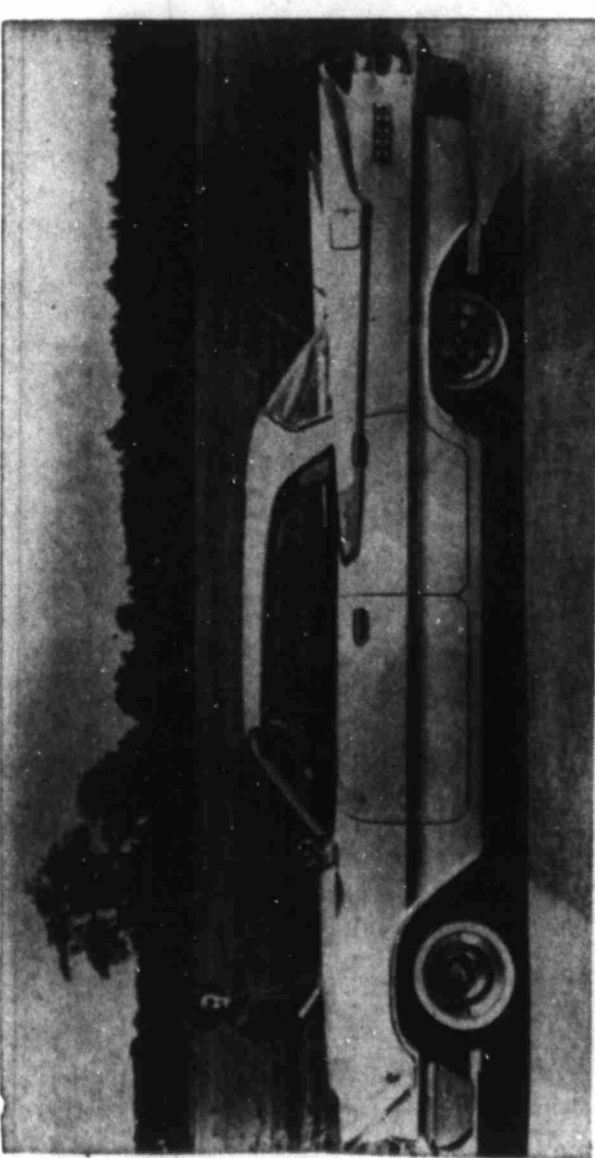
BUT . . . you don't pay for the difference

Come in and ask any salesman to compare any Plymouth model with other comparable models of the same two top-selling low-price cars. He'll prove cars in Plymouth's field cost about the same . . . but Plymouth gives you the Big Difference for your money!



Live Better By Far With A Brand New Car

In 65 Years, 175 Million Cars And Trucks Produced



LIVE BETTER BY FAR WITH A
 New Dodge From Jones Motor Co.

Average Car's Life 12 Years No Revolutionary Designs Indicated

DETROIT — More than 30 million automobiles currently in use are more than five years old. If the records of the Automobile Manufacturers Assn. are accurate they still are several years old. Calculators figure that the average life of a car is about 12 years and that the average mileage on such vehicles runs up to 110,000 miles.

But even at this increased life span of an average automobile about 1 million cars are scrapped each year. The number has increased each year during the last decade.

Only in years of lagging sales does the total of scrapped cars decline. For all practical purposes the million cars scrapped each year require the same number of new cars to replace them. The industry's annual replacement market.

Drastic styling changes are not in the immediate planning of the car industry.

There has been speculation such as that because of the decline of sales that 1959 new car sales declined because styling and design left something to be desired. The auto makers do not agree with this view. They maintain the industry did not cause the recession; that it was a victim of it. They say, too, that car styling was different from what it was in 1957.

And, with basically the same styling, they add, the industry's retail sales in 1957 amounted to six million units. Chrysler, had hit the same styling in 1957 and estimated that the industry's sales in its history—nearly 1,100,000 units.

we do not copy one another's style.

In 65 Years, 175 Million Cars And Trucks Produced

DETROIT (AP) — In the approximately 65 years since the first American automobile was made something like 170 million cars and trucks have been built in U. S. factories. More than 35½ million of them have been produced in the last five years.

Generally the industry does not count the 1900s in its compilation of unit output. But it was in 1902 that the Duryea brothers built the first practical American-made gasoline car. It was in that decade, too, that such pioneers as Ford and Olds, the Appersons, Winton and others hand-built the forerunners of today's millions of vehicles.

The industry's records show that in 1900 passenger car output came to 4,192 units, built without the benefit of automated factory equipment. They had a wholesale value of \$4,999,443. It wasn't until 1926 that the industry began building trucks.

In the industry's record year of 1958 vehicle assemblies consisted of 1,800,000 units.

ing and we do not swap ideas and it is the end of a new model introduction."

The car designers and stylists who work in the design department of a car maker are not in a hurry to get a new model into production after its design has been finalized.

Involved is the contracting for tools and dies and sub-assemblies that start at the blue-print stage. Probably a fender line could be lowered slightly, a radiator grille changed somewhat or some trim applied before production starts. But basic changes cannot be made on short notice.

Styling and engineering changes to meet the public taste, in fact, are the most significant changes the industry insists are evolutionary—*not* revolutionary.

CAR AIR CONDITIONERS?

"Of course add-on units out cool under-the-hood factory jobs

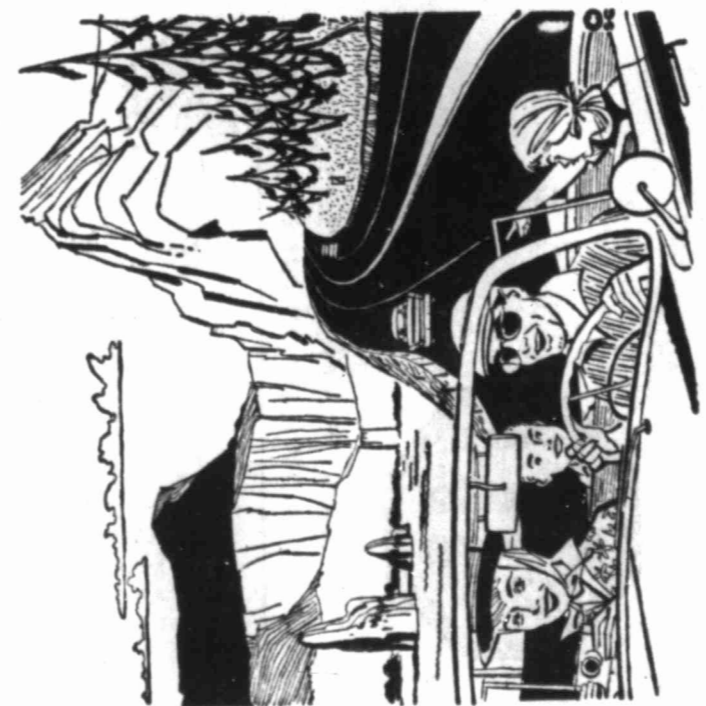
If they didn't, we'd be out of business instead of growing at this healthy rate." This is the statement of Donald F. Mitchell, vice-president of the firm that makes the popular Mark IV Auto Air Conditioners.

"There are many reasons for the popularity of air conditioning components and so on — that your Mark IV dealer can explain. But our tests all show this, a good add-on unit (even this, a good add-on unit) even cools better. And we try to make the best add-on unit it is possible to build. I hope you'll have a Mark IV demonstrated before you buy any air conditioner — for a car or for the car you own now."

See the new Mark IV models at



1510 Gregg Dial AM 4-4139



LIVE BETTER BY FAR WITH A BRAND NEW CAR

finance it the low cost way

with a Security State Bank Installment loan

Why postpone the joy of owning a brand new car? There is no reason... come in and discuss your plans with our friendly loan officers... with a Security State Bank loan there are no hidden charges.

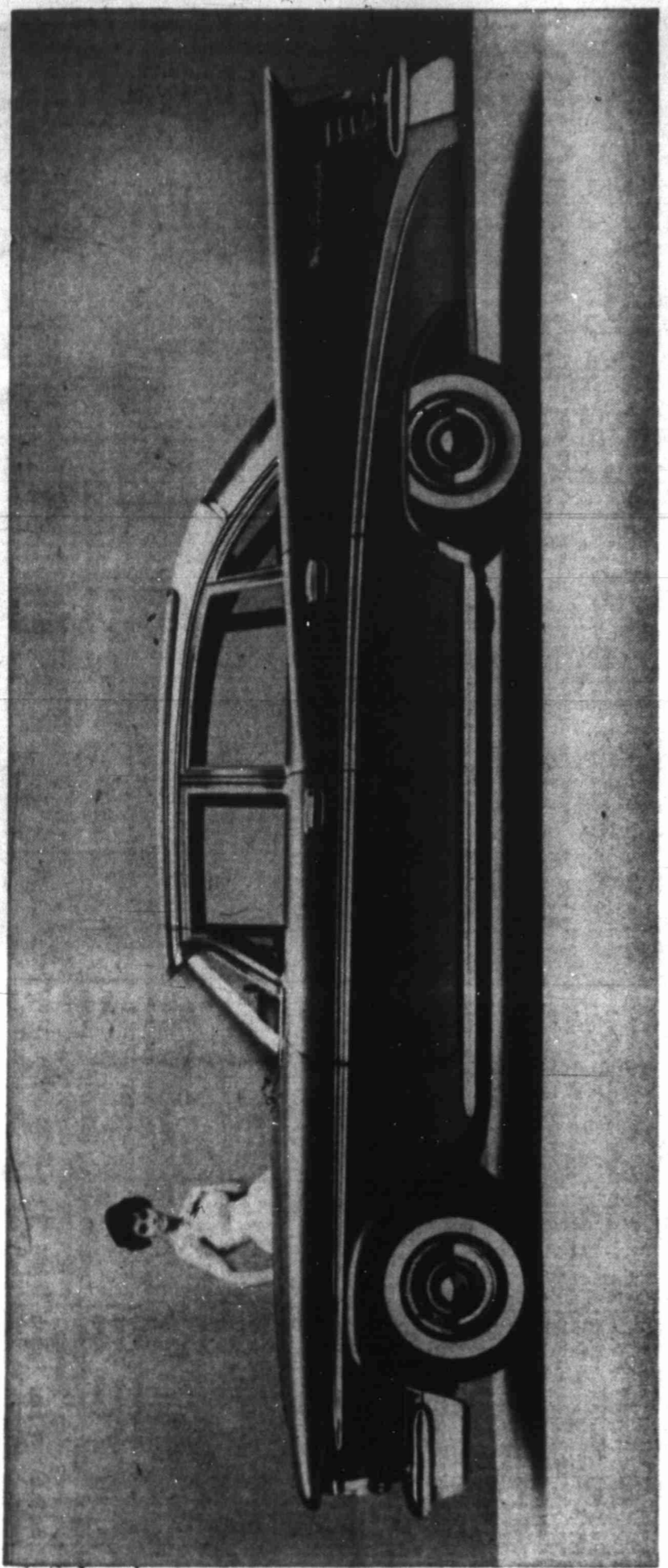
It's Easy To Do Business With



15th and Gregg Streets

SECURITY STATE BANK

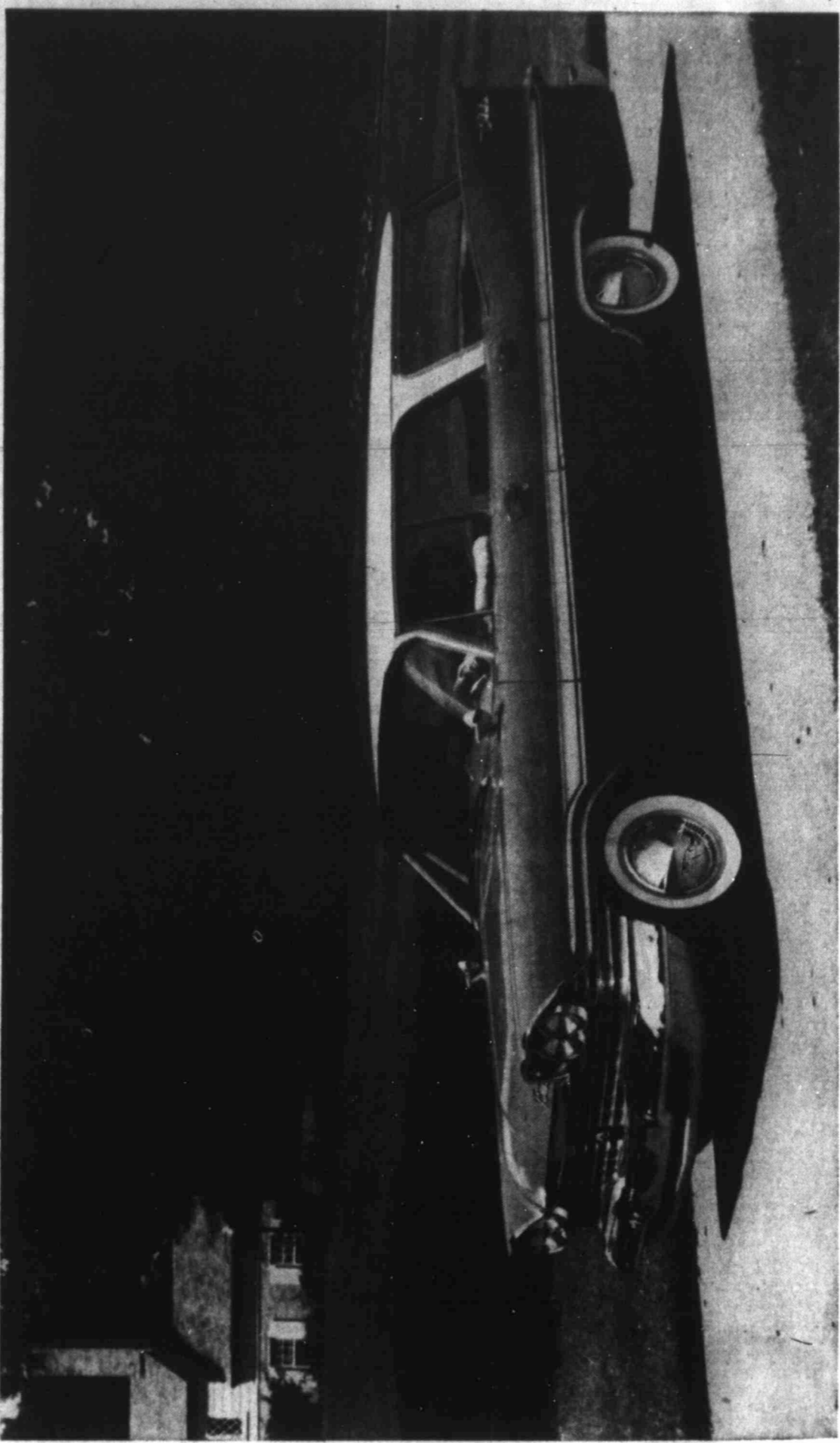
Live Better By Far With A Brand New Car



Stop Longing... Start Living With Chrysler

You'll really know what it means to be a proud owner of the finest when you settle under the steering wheel of a new Chrysler... Come in today and see the sleeklined

Chrysler with the Golden Lion 388 engine. When you drive the Chrysler you'll get a real TorsionAire thrill... Improve your standard of living with Chrysler.



Be An Explorer With A Plymouth Station Wagon

Get the entire family together in a new Plymouth Station Wagon, get a map, pick a spot and go! Driving is loads of fun when you go in the economical Plymouth... Come

in today and test drive the new, luxurious Plymouth... We have the new car deal that will make you feel like you got a real bargain!

LONE STAR MOTOR

600 East 3rd. Dial 4-7466



LIVE BETTER BY FAR WITH A
New Buick From McEwen Motor Co.

Automobile Use Brings About A Great Complex Of Highways

Whether automobiles are a product of a modern highway system or the system is a product of the automobile age is a moot question in relation to the dollars which have been poured into the construction of this area.

In Howard County alone, expenditures over the past half dozen years have aggregated something like \$12,000,000. Another \$8,000,000 is ready to go under contract, and there is no let up in the work.

Since 1954 when \$1,212,000 of work was let, the rate of construction money to roads has increased steadily. Peak was reached in 1958 when \$4,000,000 of work was put under contract.

This year right of way purchases will begin on the Interstate 20 (U. S. 80) loop around the north edge. This is part of a project which ultimately will cost right at \$8,000,000. Also due to be undertaken is a \$10,000,000 widening project on U. S. 87 south and conversion of 21.2 miles of U. S. 87 north into a divided highway at a cost of \$688,000. Another \$91,000 had been allocated for construction of 3.3 miles of additional road on FM 794 from coastward. Also 190,000 has been earmarked for paving of FM-790 from U. S. 87 south to U. S. 80 east. Other state lateral road projects are due to get started, too.

State (and federal) highway work is a score of over and

Engine Compression Ratios Of 25 To 1 Are Under Test

DETROIT (AP)—Automobile engines with compression ratios ranging up to 25 to 1 have been tested by General Motors engineers.

Future compression ratios may be much greater than today's average of 16 to 1, but there is little likelihood that they will have one with 25 to 1. Fracturable, the engineers say, is a 17 to 1 ratio, if the required fuels can economically be supplied.

Beyond that ratio, the engineers found, an engine's thermal efficiency begins to decline.

Compression ratio, roughly, is the space into which fuel is compressed at the instant of combustion. The higher the ratio, the greater mileage per gallon of fuel.

Under passes and traffic interchanges. The proposed loop will save time of these around Big Spring.

Planned roads now connect Big Spring with Garden City, Galveston, Elbow, Lomax, Otischook, Vincent, as well as points on the main highway such as Stanton, Coshoma, Snyder, Andrews. A lateral runs most of the way across the northern edge of Howard County.

One northern end of the road is at the county seat, Big Spring. It runs across the northern half of the county. Links also feed traffic down to U. S. 80 at Sand Springs and at Coshoma. Pavement lanes out from Fairview north of Big Spring. It loops from east of Coshoma through the oil fields; it connects with the U. S. 80 at Fairview.

Because the increasing numbers of automobiles must have somewhere to go or must have newer and more adequate roads, highway construction in Howard County has been the most consistent branch of construction in recent years.

Excessive Speed Is The Big Killer

As it usually is, exceeding the speed limit was the traffic violation causing most of the deaths and injuries in 1957.

Almost 45 per cent of the 38,700 persons killed that year in traffic accidents involving a car going faster than the law allows.

The second most lethal violation was driving on wrong side of the road, involved in accidents which killed 5,480 people or 17.3 per cent of the total.

Nearly 4,000 persons were killed in traffic accidents involving a car going faster than the law allows.

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Many Pre-War Cars Still On The Road

Almost three out of every four new cars sold were pre-war cars.

Of the 4,250,000 used cars scrapped last year, even so there still are 2,300,000 prewar cars on the road. The average life of cars scrapped in 1958 was 11.1 years or almost equal to prewar rate of 10.2 years.

LIVE BETTER BY FAR WITH A BRAND NEW CAR

... a foreign car, with miles and miles per gallon of gasoline. Excellence unsurpassed

Pound for Pound...

No Other Car can match the MORRIS... more weight per dollar

built for all roads

spare parts?

st. bernard with economy

why "instant car"?

NO other car

Morris models

"BMC Cars run till the road wears out!"

BMC Cars Guaranteed 12 Months

HARMONSON FOREIGN MOTORS

Big Spring's Headquarters For B.M.C.

JAGUAR

XK-150 ROADSTER

Adventure with Austin-Healey 100 Six

Maximum performance is the key to the success of this famous sports car... Precision-engineered, the Austin-Healey 100 Six accelerates from 0-50 mph in 8.2 seconds... sports for high speed touring... and everyday driving... truly the sportsman's sports car

Imagine the thrill of an MG sports car... all bright and gleaming... ready to open new vistas of driving fun. Under its sleek continental body waits a powerful, precision-engineered masterpiece... safety-fast. So, why not get two MG's? (So he'll have one to drive, too!)

A product of the British Motor Corporation, Ltd., makers of Austin-Healey, Austin, MG, Magnette, Morris and Riley Cars.

The MG is available in roadster, coupe and 4-door sedan models.

Over 600 Service Outlets Throughout The U.S. See These And Many More... Drive Them And Check The Low, Low Prices At:

HARMONSON FOREIGN MOTORS

— 911 WEST FOURTH —



We always have time for you

We'll Help You Live Better



Owning a new car means pride, pleasure and convenience for the entire family. If you have been hoping to buy a new car, and need help with the financing, see the First National Installment Loan department. Our rates are lower, and we will be glad to show you how to save money. Choose your own insurance agent and add the cost to the loan. Repayment in installments to suit your needs. Look over the new cars, then talk it over with us.

IT'S OUR NEW CAR!



Auto Dealers Help

Auto Dealers Help Driver Education

Nearly 2,000 youngsters have been taught to drive automobiles since the driver education program was inaugurated in the Big Spring schools about nine years ago.

The total is increasing at the rate of around 300 per year. C. W. Tanner and Hugh Hamann, driver education instructors, are training a total of 222 pupils this school year. Another 91 have enrolled for a special summer program.

Summer education in the Big Spring schools meets all the requirements of the Texas Education Agency, as well as standards set by the insurance industry for reduced insurance rates for trained drivers.

In the driver education course, the student receives a minimum of 30 hours of classroom instruction, covering all phases of traffic safety, traffic regulations and the mechanics of automobile operation. After this comes a minimum of 10 hours of observation with the instructor in receiving actual driving instruction. Finally, the student receives not less than six hours of behind-the-wheel training.

On completion of the course, the student receives the state driver's license examination — written and driving tests. The driver education course is open to any high school or junior high pupil who is at least 14



LIVE BETTER BY FAR WITH A
New Chevrolet From Tidwell Chevrolet

More And More Families Are Finding Second Car Essential

About one family out of three in the middle-income class in Big Spring are owners of more than one automobile. In the upper-income bracket, nearly every family has two or more motor cars. Even in the lower divisions, there are many two-car families.

A spot check of approximately 400 households in Big Spring brought out that two-car families are anything but rare in this community.

However, investigation shows that in a large percentage of the cases, the extra car is not a mere manifestation of luxury. It is generally a necessity impelled by the fact that both husband and wife are employed, and their work schedules are widely separated and their work hours dissimilar, and the problem of adequate transportation has

become acute. Their reason for wanting a second car was in order to meet the same problems that the families with two cars have met and solved.

These auxiliary cars owned by most of the families who now have more than one are not often traded in. Generally, it would seem, the second car is kept in service for long periods of time. Some of those questioned said they had owned their extra automobile for as long as five or six years. They explained that it is used only for short trips—getting the husband and from work for the most part—and that any longer journey on which the family embarks is made in the better and later model.

Across the board, the prevalence of multi-car ownership in Big Spring seems in no way to stem from any desire on the part of the owners to be flashy or "to keep up with the Joneses." Rather, it seems, they view the matter as a matter of necessity, dictated by the necessities of their circumstances in connection with the family economy.

Wealthier families, as everywhere, often have more than two automobiles. Generally these are late model cars, sometimes costly and eye-catching.

As a married woman on double as career woman the problem of dual transportation facilities is a widespread one in the community. If the present trends continue and the number of wives who hold jobs increases, the next few years will see an ever increasing number of local families where the husband will be the commutance and accepted thing.

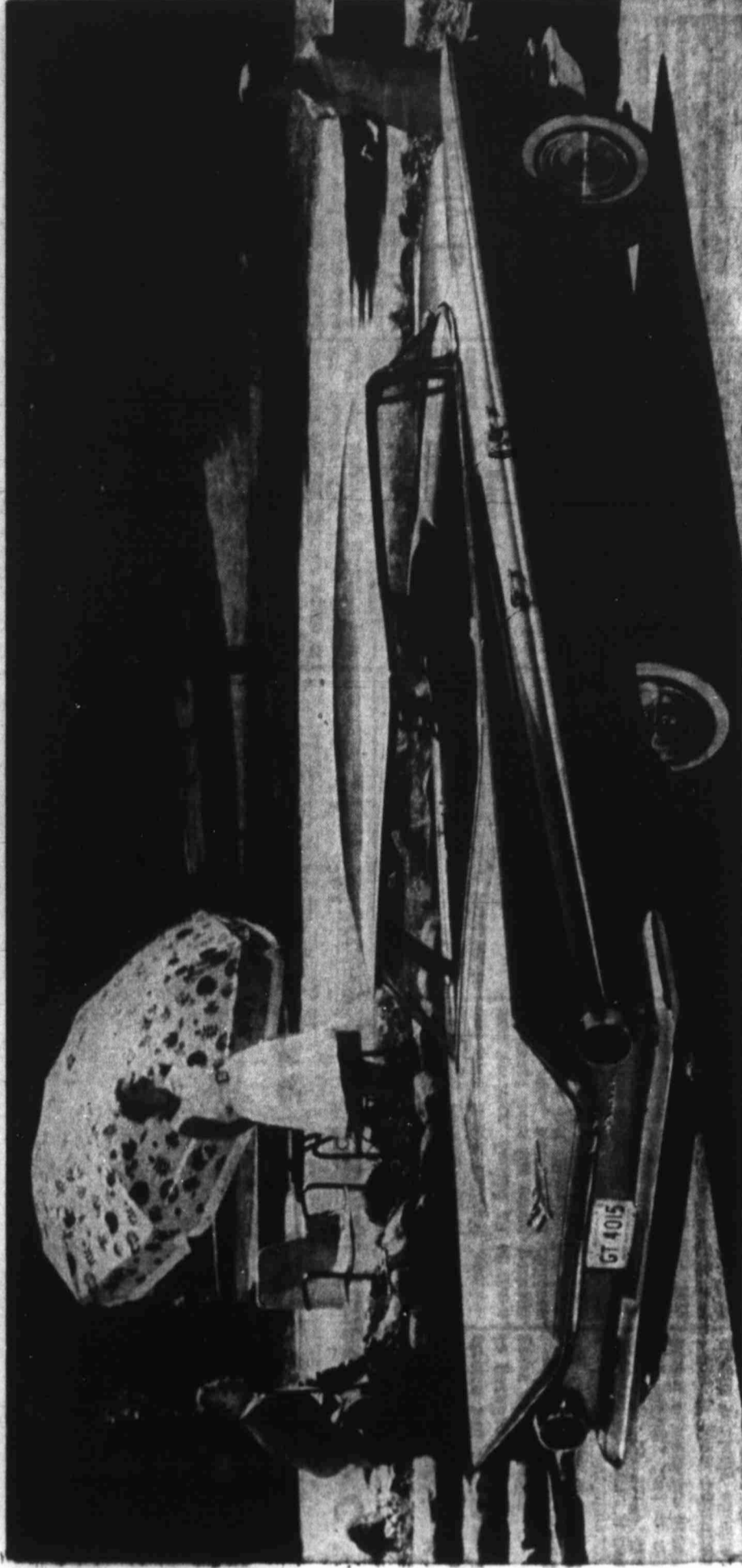
LOOKS LIKE BUILT-IN EQUIPMENT *cools far better!*

- * Cooling coils in the passenger compartment. Cool you, not the engine hood.
- * Six cool air outlets for full car cooling — or concentration on one seat.
- * Fits almost every make car — station wagons — pick ups . . . transferrable on trade.
- * Nationwide service. Over 800 factory authorized distributors and service centers.

1510 Gregg Lucian Jones

Dial AM 4-1139 Jimmie Jennings

Enjoy Living... With A Brand New Buick

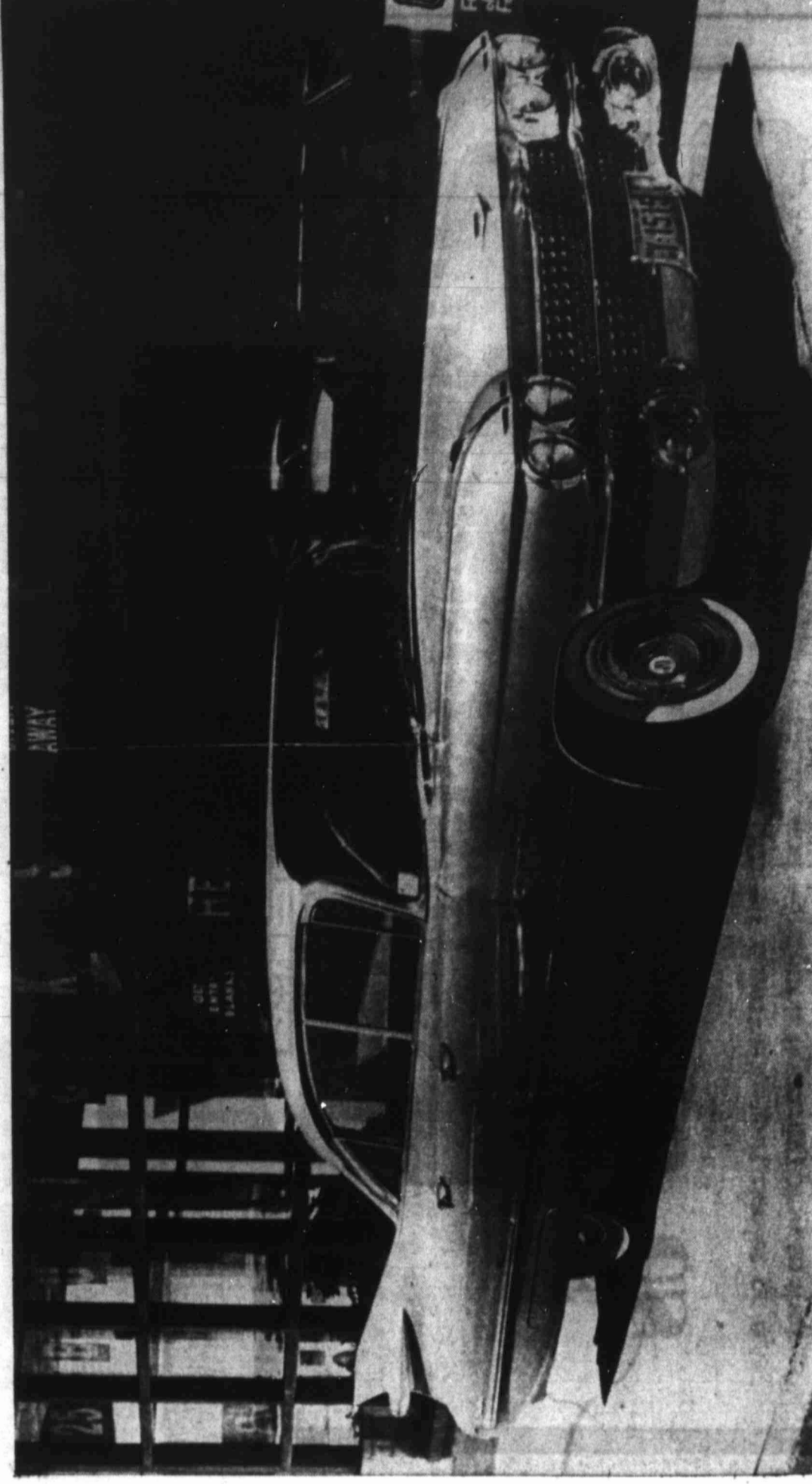


The thrill of ownership is an emotion that can come only through experience. Buying a new Buick will provide the greatest thrill of owning a new automobile immediately.

The styling, the engineering achievements of the new 1959 Buick truly make this car the best on the highways today.

We have the model, the color and the deal that will suit your taste and budget.

Don't put off living... start today by coming to McEwen Motor Co. and road testing a new 1959 Buick. If you can afford to buy any new car, you can afford to buy a Buick.



Live Better By Far With A Brand New Cadillac

Cadillac... The Standard Of The World In Splendor, Precision and Prestige. The 1959 Cadillac is radiant in design, resplendent in its luxury, brilliant in its luxury.

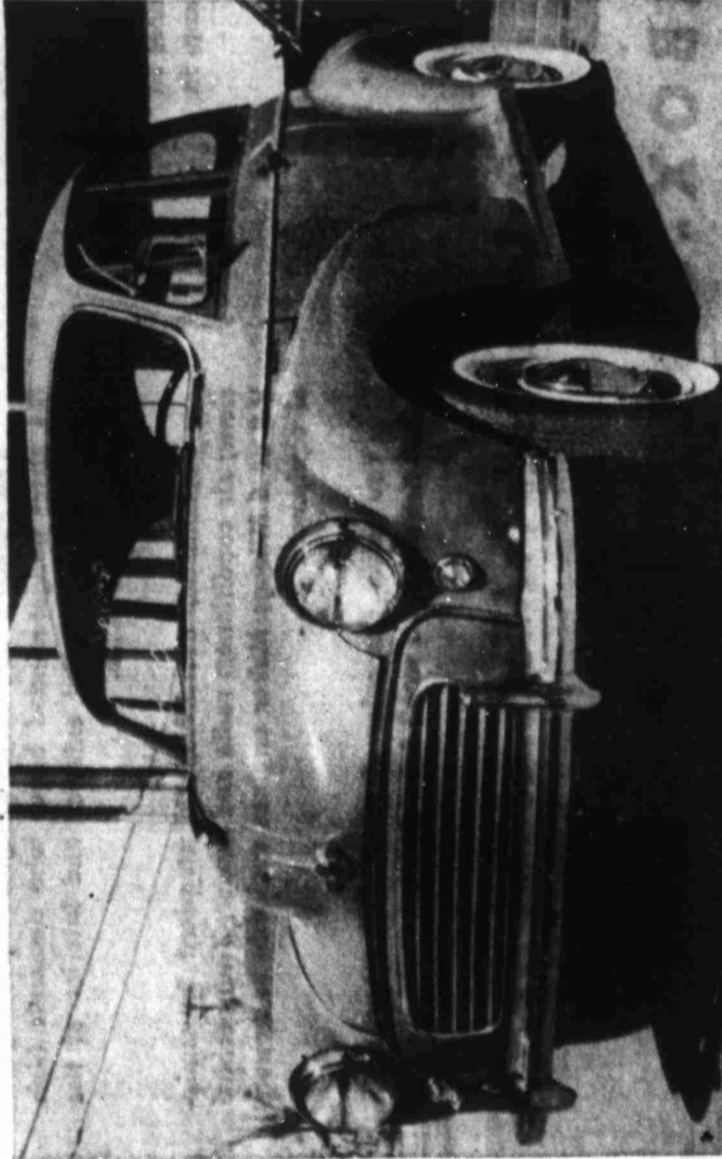
Start living better right now... come to McEwen Motor and spend a wonderful hour in the brand new 1959 Cadillac; then you will satisfy your longing to better your standard of living by owning a new Cadillac.

You'll love every minute that you own a Cadillac... there will be many years that you will drive a new Cadillac because it is precision built... precision that is the standard of the world.



MCEWEN MOTOR CO.
403 South Scurry
Phone AM 4-3554

LIVE BETTER BY FAR WITH A
New Austin From Harmonson Foreign Motors



LIVE BETTER BY FAR WITH A
New Morris From Harmonson Foreign Motors

What Would We Do Without Automobiles?



Shortly after the turn of the century when the first "horseless carriage" was being introduced, the sales were at the sunny street corner gazed at with sardonic grins.

"Never replace the horse," they prophesied and catalogued those who "fooled" with such things as being dreamers and idiots.

Two score years ago, even though the mota can had developed amazingly and improved tremendously, it still was looked upon as a consideration to a consideration to dominate the transportation scene.

Today the horse is a luxury item for a few well-to-do residents as a hobby. And the automobile has become so commonplace and so much a part of our everyday life that it is taken for granted. No one considers what would happen to our

LIVE BETTER BY FAR WITH A New Mercury From Truman Jones Motor Co.

Most of us have literally forgotten the grand old days when the automobile was so much slower than it is today, thought nothing of striding two or three miles from their homes to their jobs. Today's average man will not walk two blocks if he can get his car. The automobile gets him to work, to school, to his legs for common transportation.

Our governmental agencies — city, county, state and nation — receive a heavy share of their income from the automobile. Our tax money by motor cars for rooms functioning. Our protection from lawbreakers, from loss by fire, from dangers of illness and accident depend heavily on automobiles.

The automobile people thus are doing their share on civic and welfare programs of the city with representation in clubs of various types.

The automobile local school system, too. There are more than 130 pupils in the Big Spring school system whose parents are associated with the new car dealers in the city.

They believe that when this excess number of vehicles is at hand, the jam of traffic on roads and streets will become so intense as to paralyze the economy and progress of the nation.

This is probably true. However, the congestion is an orderly process — an evolutionary development which leaves a potential opportunity to study its menace and perhaps find a solution before it reaches the breaking point.

But if some catastrophic event should suddenly eliminate all motor vehicles, the world would be a less tomorrow than today. The people could not survive. The economy on which we exist is founded falsely or otherwise on transportation. The automobile is the keystone of that foundation.

It may well be that we have created a Frankenstein monster that will devour us. But it is equally evident that we have so adjusted our mode of life to the automobile that without it we would be paralyzed and perish.

mobiles. The police must have cars to patrol our streets; the fire trucks are motor vehicles; the ambulances which take us to hospitals are automobiles.

Time may have been when a community such as Big Spring, situated, as it is, forty to fifty miles from any other community of comparable size was self-sustaining. Today we are wholly and society dependent on every other community.

Other means of transportation than the motor car, however, are efficient enough to serve us. Railroads may have been enough in pioneer days; yes, even freight trains pulled by oxen perhaps were adequate to cope with the needs of communities in those days. Today, which we are abundant and they were as abundant and come no where near to handling the volume of goods needed to keep us alive and functioning.

There are perhaps 12,000 to 15,000 motor vehicles and trucks in Howard County. These cover passenger cars, trucks of all sorts and sizes, buses, taxicabs, specialized vehicles. Should all of these be swept from the scene and 40,000 men, women and children would be left literally helpless. Chaos would come quickly; hunger would hit and pestilence sweep the countryside.

Perhaps, if the disappearance of the motor car could be brought about by degrees — a few less here, a few more there — and a man might be able to readjust his way of life and cope with the situation. But if this disaster should strike overnight it would spell complete and utter dissolution.

Students worry over the mounting number of motor vehicles and trucks on our roads and streets. They see a day not too many years away when the number of automobiles will have climbed so high that there is a danger of stagnation, of paralysis and perich.

Live Better By Far With A Brand New FORD Car....



More and more Big Springers are learning that they can improve their standard of living many times fold when they take the keys of a brand new Ford car.

There is a Ford at Tarbox-Gossett that will suit the taste of the discriminating and economy-conscious individual.

The Thunderbird... the nation's most talked-about sports car... you can get more features in the Thunderbird for less money than you can in other makes that cost a lot more.

See the Galaxie series... Thunderbird in-

spired... this car has all the features that are wanted in a new car... Powered by the famous Thunderbird V-8 engine and the silk-smooth, dependable Fordomatic transmission... Beauty, power and economy all in one package...

The Fairlane '500' series designed especially for the strict budget-minded buyer who demands high performance, beautiful exterior and interior at the lowest possible price.

Fordomatic, overdrive and standard transmissions; air conditioner; radio and heater; Thunderbird V-8 or 6 Mileage Maker engines available as optional equipment...

You select the color of your choice and we'll select the deal you won't turn down.

Extra Large Trade-In Allowance This Week!

TARBOX-GOSSETT

Your Ford Dealer

3rd At Johnson

Dial AM 4-7424

LIVE BETTER BY FAR

WITH A BRAND NEW CAR

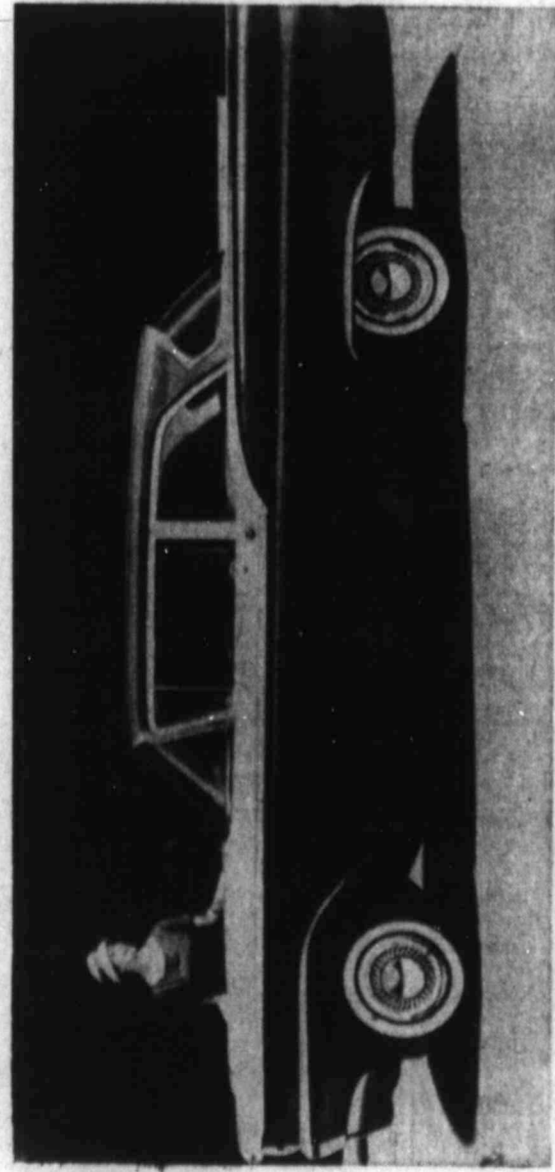
AND LEAVE THE FINANCING TO US

No red tape, no waiting. Just sit down with your dealer or a loan specialist at S.I.C. and work out a financing plan so that you can enjoy your new car without the payments being too burdensome. We've been working with folks on new and used auto loans for years... and we'd like to help you.

SOUTHWESTERN INVESTMENT COMPANY

410 East Third Phone AMherst 4-5241

High Volume



LIVE BETTER BY FAR WITH A New Ford From Tarbox-Gossett

Your Own Driving Habits Determine Gas Economy

By EDWARD W. FEYFNE, WILLIAM A. MANN and HORACE C. HARTSELL from the book "Better Driving, Better Gas Economy" copyright 1966 by Prentice-Hall, Inc.

A driver's habitual behavior on the road is the factor that determines how much mileage he will get on each dollar he spends.

An interesting demonstration was conducted in Detroit recently. The same driver used the same 10 miles of highway, the same city streets. The first run was a "normal" drive. The second run was a "rabit" start, a quick stop for lights, three-quarter turns, and so forth. Every attempt was made to complete the trip as quickly as possible without exceeding the speed limit.

The second run was made with an emphasis on economy. The driver was instructed to keep the accelerator and roasting away in low gear, the driver accelerated gradually but attempted to get his car in high gear before reaching 20 p.m.p.h. Rather than jamming on the brakes, he thought ahead, anticipated his stops, and glided into stopping positions. He was careful not to race his engine, thus reducing "slippage" in lower gears. He hit 30 m.p.h. whenever he could, but the speedometer never crept along, but neither did he operate like an erratic cowboy.

Parking Meters Help City Coffers

Automobiles have created parking problems, but they also have produced a source of revenue to the city to compensate for patrol and maintenance expense.

In the last half dozen years more than a quarter a million dollars from parking meters. At no time during that period have they been in the red. For 1965, they peaked at \$48,011, a source amounted to \$262,696 for the period 1963-58.

13,512 Pieces In A U.S. Car

DETROIT (AP) — Ever wonder how many pieces of material go into the average automobile? Chevrolet engineers, using a four-door sedan equipped with V-8 engine, two barrel carburetor, automatic transmission, push button radio, heater and outside rear view mirror came up with a count of 13,512 pieces. The count included bolts, washers and cotter pins.

Big Tax Payments

Special highway — user taxes reached another new high level of \$4,000,000,000. Taxes included in the delivered price of a new car took 21 cents of every dollar.



1310 Griggs Dial AM 4-1129

High Volume Seen In '60s

The auto makers are leveling their sights on some high volume output for the decade that starts with 1960.

Several top executives say the 1960s will bring more than a few eight-million car years. Whether the fat years will be followed by lean years is the question that auto makers are reluctant to discuss.

The industry had one year—1955—the eight-million mark. But it did the industry more harm than good. It brought distress selling at the dealer level; it brought the biggest dealer inventory in industry history. Probably it forced a lot of car makers out of business.

The auto makers have learned their lesson. They are not going to repeat the mistakes of 1955. They also have denied the market was oversold that year. It is a matter of record, however, that production exceeded retail sales by about three-quarters of a million vehicles.

Some industry analysts say the market is still being built. They say it will be built by the time the volume of cars that year hovered from the normal market of two and three years ahead.

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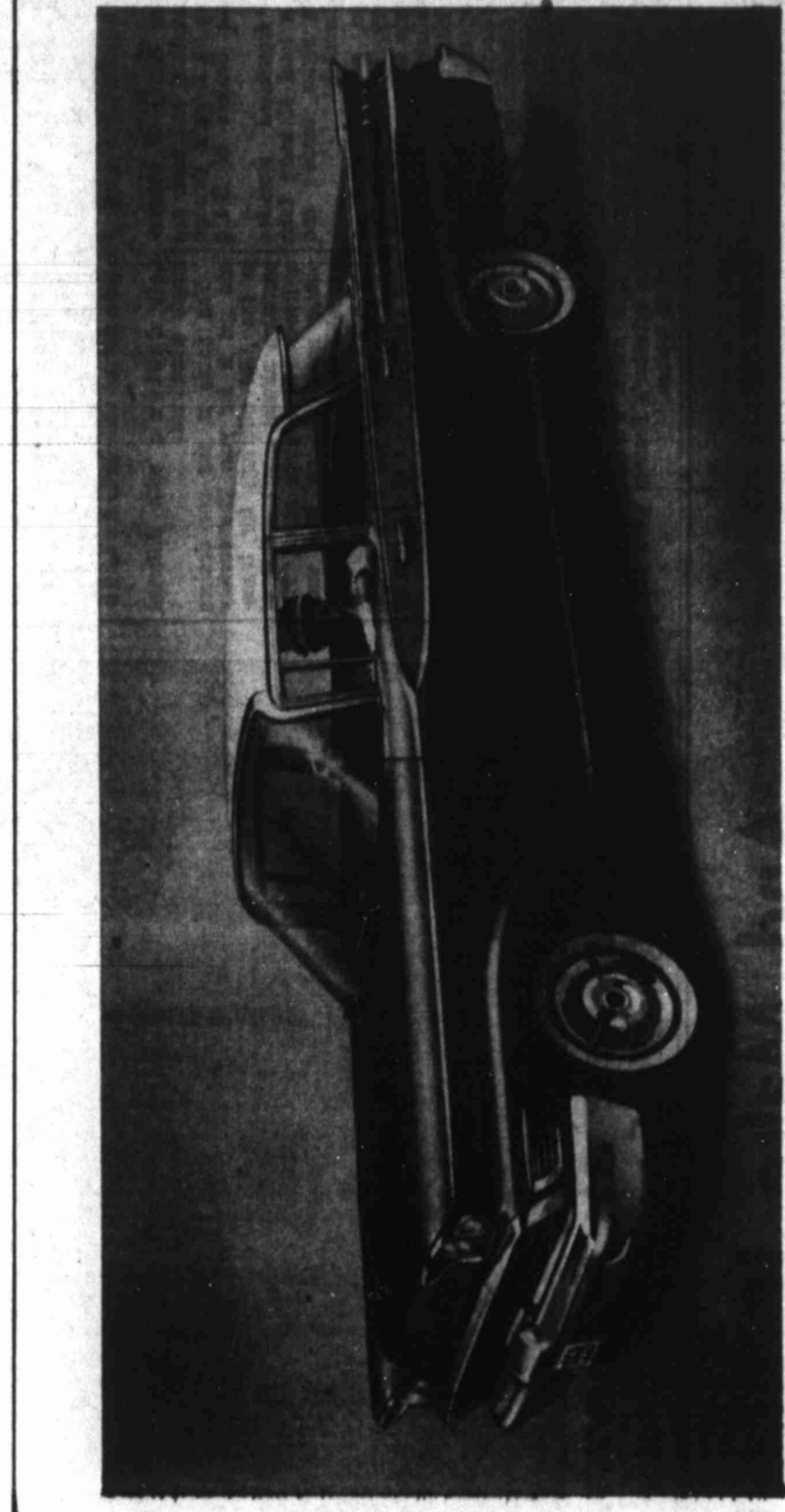
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Monterey Four-Door Sedan

MERCURY Designed Exclusively For The Medium-price Field

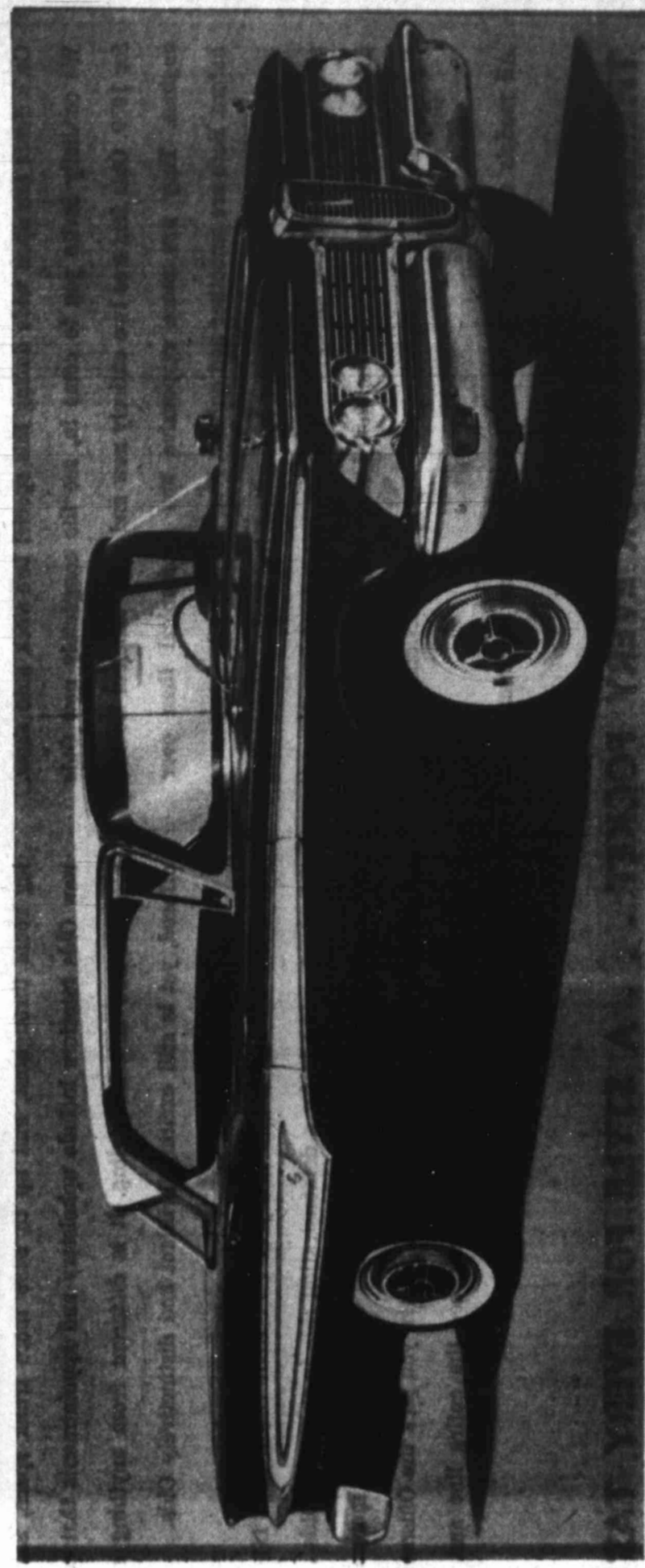
LIVE BETTER BY FAR WITH A BRAND NEW CAR

"stop longing... start living"

IT'S EASY TO OWN A MERCURY

Space-planned bodies which provide a totally new experience in passenger comfort in both front and back seats. In the 20th Anniversary models Mercury offers a brilliant combination of advanced design, mechanical excellence and superior performance and economy. Designed exclusively for the medium-price field, Mercury has 15 models in four series, including the only two-door station wagon in the medium-price range. New compound curved windshield and rear window increase glass area more than 60 per cent at the front and 46 per cent at the rear. Mercury's high compression V-8 engines provide an exact blending of the most desirable features of economy and power.

EDSEL... America's Newest Car



Corsair Four-Door Hardtop

Truman Jones Motor Co.

• LINCOLN • MERCURY • EDSEL • JEEP • ENGLISH FORD

403 RUNNELS AM 4-3254

Over 500 Choices For You To Make An Auto Selection

Name your choice of automobile transportation, and odds are you can fill it right through the new car dealers of Big Spring. The ten franchised agencies here offer a total of more than 500 different styles, models and sizes of automobiles!

The figure, made through a dealer survey, is 532. And this doesn't include the myriad classic cars, big cars, little cars, black cars, colorful cars, moonstone paint and triple-tone colors; two-doors and four-doors, convertibles and sedans, eight-cylinder engines and sixes; plaid trim and de luxe models; super deluxe, if you so desire, with automatic shifting and without, with automatic transmissions and without; with special

missions and without; with special

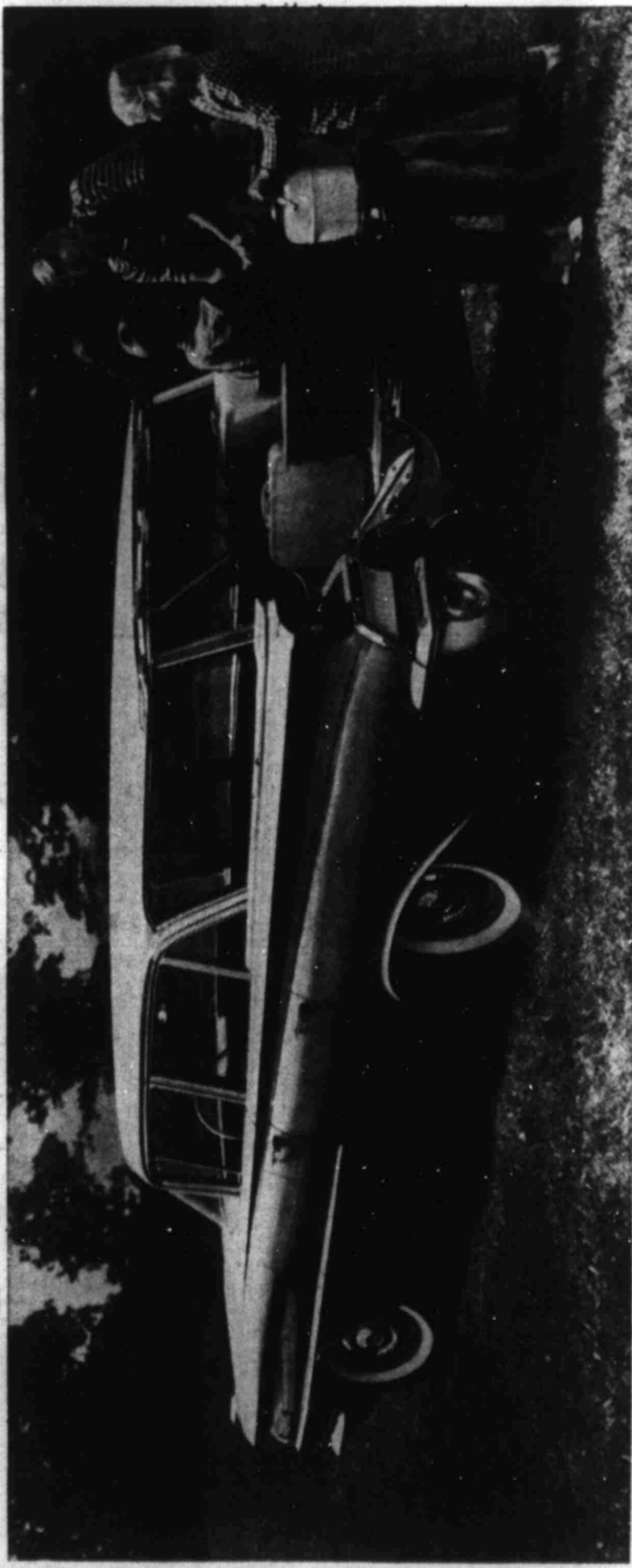
8,070 Mile Average

During 1957 the 79,631,000 persons with an operator's license drove an average of 8,070 miles per year. Forty per cent of the operator's licenses were issued to women.

LIVE BETTER BY FAR WITH A New Oldsmobile From Shroyer Motor Co.



... And Make It Ideal
In An Oldsmobile!



"Live Better By Far In A Brand New Car" . . . and Shroyer Motor Co.'s doors are open wide during this special two-week auto show. We cordially invite you to come in, see the completely new Olds for 1959. Olds features two entirely new and more efficient Rocket engines. They are more responsive and economical than ever before. Both are smoother and quieter. New Air-Scoop brakes assure less brake-fade and lining wear by cooling the brake drums with air. The ride has been improved by a new, wider track and through the use of a stronger and wider guard-beam frame, total glass area has been increased to give better visibility in all directions.

All models on Oldsmobile are marked by a new roominess and

comfort of ride. Shoulder room has been increased, there is more leg room throughout, and up to 64% more trunk space. Smart, new Olds interiors include upholstery and appointments that complement new exterior styling. It is different from anything ever offered, yet is still exciting, brilliant and distinctively Olds.

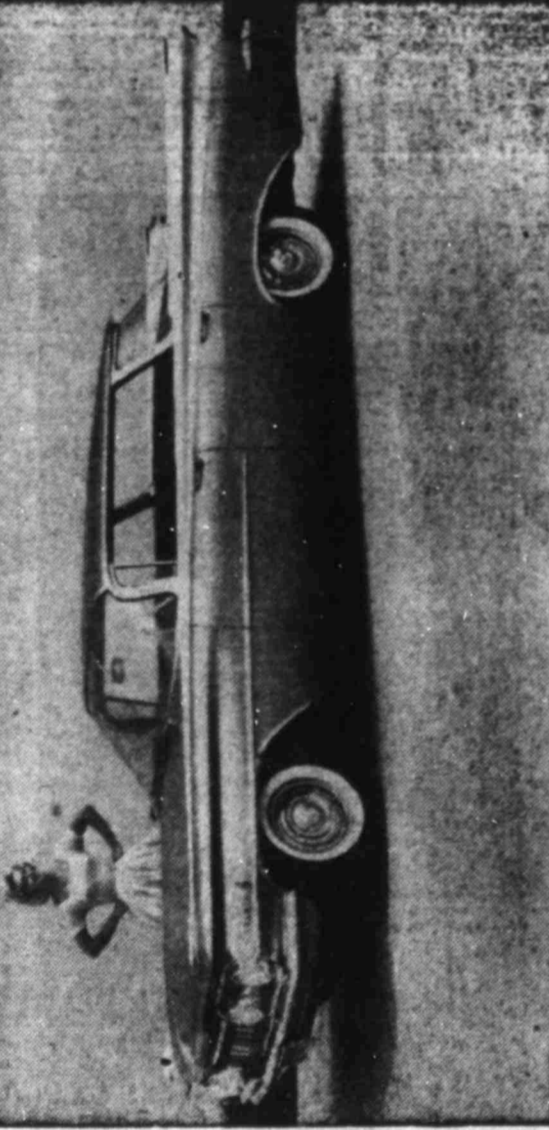
There is a lot that is new this year . . . AND OLDS HAS IT! We ask you to come in for a demonstration ride in the great Olds . . . see all the optional equipment offered to make driving more fun, to give you more pride of ownership when you pick the Oldsmobile of your dreams. Come in this week, see the entire line and get that Olds feeling all over again.

THERE'S A ROCKET FOR EVERY POCKET . . . A STYLE FOR EVERY TASTE

SHROYER MOTOR CO.

424 E. Third

Dial AM 4-4625



... from Tidwell's

and more people today are choosing Chevrolet!

And it's no wonder! The added comfort, safety and economy featured in the '59 Chevrolet have made this year's cars the most wanted automobile for 1959, locally as well as nationally.

When you see the sleek, modern beauty of every car in the line, feel the surge of power that says, take the wheel and go, then you will readily realize why Chevrolet is the most popular car in America today!

And when you find how easy it is to trade with Tidwell, the best of terms and the lowest interest rates, you'll see why you can "LIVE BETTER BY FAR IN A BRAND NEW CAR" . . . Make yours Chevrolet!

"YOU CAN TRADE WITH TIDWELL"

Tidwell Chevrolet

1501 East 4th

AM 4-7421