



The

SANDERSON TIMES

SANDERSON, TEXAS, FRIDAY, OCTOBER 9, 1953

NUMBER 34

VOLUME XLVI

LISTEN TO LUKE

Last week it was announced material for this week's column might be based on Eleanor's but because of the continuing cuts on the ulcers and due to fact that what she says does affect too many people since have realized where her intention is gathered from, since has been removed from all governmental duties by President Eisenhower, and many other reasons, deemed a waste of space.

We prefer to make use of a top which will lend praise to the of cattlemen who have suffered untold loss because of government support on feed, but now are advocating ways and means of enabling themselves high free trade. An intensive advertising campaign is now under throughout the country to the purchase of beef for more. So far as this column is concerned, we have been able to an increase in beef sales according to newspapers all over.

Increase the demand for all cuts and the price of better cuts easily be dropped when the beef is in demand. By his admission, Senator Lyndon has stated that price support feed has proved the downfall of beef producers. Now he advocates putting a like support on which in turn would effect commodities -- but it gives an avenue of contact for more in next year's senatorial.

used to be that the major organizations generally favored government ownership and operation of certain basic industries, of light and power was one, in late years, more and more leaders have warned their and the public at large the perils of socialism.

resident D. W. Tracy of the National Brotherhood of Electrical Workers, AF of L, recently "Labor supports our free enterprise system because we believe that it will continue to work providing a greater degree of and prosperity than any economic system so far devised on this earth."

Under this American free system we can see where the ranchman to profit more by standing in their own feet and on the clean way of life and boosting sale of his products. Through his efforts the cattleman can raise the average per capita consumption of his products and out of the financial hole he is in.

This wonderful worthwhile over, the cattleman -- like producers of basic foods -- an invaluable ally. That ally food distribution. Organized American retailing is now engaged in a major promotional campaign on behalf of beef. And, there is a two-fold objective substantially increase sales and, at the same time, to the consumer top value for money. This is the right approach to these problems in a free enterprise economy. And it is the which that promises maximum to all concerned.

of America must face the that we may have our personal freedom by government process set up with occasional official. OR we can trade our personal liberty for a low form of security under some "ism." (Continued to page 4)

Pee-Wees, Juniors Have Hey-Day With Blackwell Teams

Coach Bruce M. Spencer and his Pee-Wee football team won an easy victory from the Marfa Blackwell team by 21-0 here Monday evening.

J. T. Herring, quarterback, led the boys to spark most of the ground-eating plays and tossed completed passes for yardage and extra point conversions.

Sanderson received the first kick-off and went to the Blackwell 35 where they lost the ball on a pass interception. On the next play Irvin Robbins intercepted a Blackwell pass and ran it back for a TD. Herring hit the line for the single point.

In the second quarter Herring scored the second tally and passed to Don Little for the single.

In the third period Sanderson got the ball by virtue of yardage shortage and Herring again scored from the 45, but the play was called back. Brucks Bader then turned loose for a 50-yard run to the 2-yard line from where Herring scored and passed to Bader for the extra point.

In the same period Sanderson punted after failure to gain and Blackwell took possession. They fumbled behind the goal line and Narciso Granada recovered the ball for another score. Bader hit the middle for the extra point.

All of the Pee-Wee team got to play in the game against the Marfa team.

The junior team, under Mentor Jimmie LaCross hung on to and lead gained early in the first period and won over the Blackwell juniors 20-13.

Press Escamilla and Kenneth Shurley, both halfbacks, scored in the first half. Escamilla's TD was in the opening minutes of the game on a quick-opening play. Shurley's score was late in the first quarter on a razzle-dazzle play. Escamilla scored again in the second frame with Bo Wright converting the extra point on an end sweep.

Blackwell's defense tightened in the second half and began clicking on the offensive and scored twice in the last half.

The locals had a TD called back for a clipping penalty when Escamilla thrilled the crowd with a 70-yard run back and forth across the field.

Outstand on the offense were Escamilla, Shurley, Cardenas, Carr and Garza and Lotin. On the defense Cardenas, Carr and Villarreal were outstanding.

The game ended with Marfa threatening another TD.

O. E. S. Plans Bake Sale October 16

The local O. E. S. will have a pastry sale on Friday, October 16, in the Ferguson Motor Co. building, according to an announcement made by Mrs. R. R. Clark, worthy matron of the chapter.

The sale will open at 9 a. m. and cakes, pies, cookies, and doughnuts will be served with coffee and tea or sold to take home in any quantity.

Supt. M. F. Bader's Father Dies in Devine Tuesday

Supt. Matt F. Bader was called to Devine Tuesday morning after the death of his father who had been in ill health for some time. Mr. Bader had spent the week end with his father and found his condition improved.

Funeral services were held in Devine Thursday morning for the elder Mr. Bader. Mrs. Bader and Brucks accompanied Mr. Bader to attend the funeral services.

Gloria Gutierrez Honored With Birthday Party

Gloria Gutierrez was honored on her fifteenth birthday with a party at the V. F. W. Hall with her mother, Mrs. Matias Gutierrez, as hostess.

After games and refreshments, about 100 guests enjoyed dancing until a late hour.



TEXAS NEWSPAPER WEEK PROCLAIMED—Witnessing Governor Allan Shivers' signing of the official proclamation designating National Newspaper Week in Texas as Oct. 1 to 8, inclusive, are four top executives of the newspaper fraternity in Texas. Arthur H. Kewert, publisher of the Fredericksburg Standard and president of the Texas Press Association is first on the left. Next to Kewert is Pat Fincher, circulation manager of the Austin American-Statesman and secretary-treasurer of the Texas Circulation Managers Association. On the right is Bill Gardner, president of the Austin Professional Chapter of Sigma Delta Chi, national journalism fraternity. Gardner is also state capital correspondent for the Houston Post. Next to Gardner is Vern Sanford, general manager of the Texas Press Association, IPA, which represents some 500 daily and weekly newspapers in Texas, has its offices in Austin. Sanford also is national chairman for National Newspaper Week which is observed the first week in October of every year by some 10,000 newspapers throughout America.

Attny.-Gen. Shepperd Reveals Opinions During September

Austin—Attorney General John Ben Shepperd has released a list of opinions of his office during the month of September. The office received 196 requests for advice or opinions and closed 194 opinion files during the month.

The office has won 97 per cent of all cases tried or appealed since the first of the year. A total of 959 cases have been won out of 988 tried. During the month of September, 41 cases were tried, none of which were lost.

Opinions of general interest included the following:

A veteran is not entitled to register in Texas schools as a "resident" simply because he was stationed in Texas for one year. However, if he moved his family to Texas or bought a home in this state, the school receiving his application for enrollment should consider these facts in deciding whether or not he is a resident of Texas and therefore entitled to use the smaller registration fee.

The county service officer, county librarian, county health officer, county clerk, deputy sheriffs, and deputy county tax collectors are county employees and are covered by the County Workman's Compensation Act.

The county agricultural agent and the county home demonstration agent are State employees and are not included by the County Workmen's Compensation Act.

The county welfare case worker employed by the commissioners' court to help determine which persons should receive county support as paupers, idiots, or lunatics, is a county employee, and as such is covered by the County Workmen's Compensation Act.

Tank trucks used by farmers to haul water over public highways are entitled to the 50 per cent reduction in registration fees as farm trucks. Their drivers must have driver's licenses, and if their gross weight exceeds 6,000 pounds, the drivers are required to have a commercial operator's license.

The University of Texas may sub-condition its existing buildings.

The county commissioners' may contract within a city within the county to operate firefighting equipment owned by the county. This equipment may be used to protect rural areas in the county.

State legislative restrictions on travel expense do not apply to officers and employees of the Texas Employment Commission, if they travel under regulations approved by the proper federal agency. The Commission may also authorize reimbursement for laundry, cleaning and pressing and tips by issuing appropriate regulations.

Joe Lemons who ranches near Pumpville had major surgery last week in a Del Rio hospital and his condition is reported to be satisfactory.

Masons Plan To Honor Past Masters At Tuesday Meeting

Past masters of Sanderson Lodge 988, AF&AM, and other past masters will be honored at the regular meeting of the local Masonic organization here Tuesday night. A barbecue supper beginning at 7 p. m. will precede the meeting.

Past masters who are expected to be on hand at the meeting and the year of their service in that capacity are listed below:

F. H. Talbot 1923, W. H. Savage, 1925, Clyde Griffith 1929 and 1935, Max Bogusch 1927 and 1936, Chester Smith 1928, R. S. Wilkinson 1930, J. S. Nance 1932, Rufe Murrah 1933, W. F. Harrell 1934, A. E. Creigh, Jr. 1937, D. L. Duke 1938, R. M. Bogusch 1939, Ruel Adams 1940, John Whistler 1941 and 1942, A. J. Hahn, Jr., 1945 and 1948, T. M. Beckett, 1946, W. H. Nessmith 1947, Marion Watson 1949, E. B. Carson 1950, B. E. Carr 1951 and W. M. Druse 1952. Roger Rose is present master of the lodge.

All local Masons are urged to attend the meeting and cordially invited to attend the barbecue.

Funeral Saturday In Richland Springs For R. J. Kiteley

Funeral services were held in Richland Springs Saturday afternoon for Robert James Kiteley, Sr., 78, who died in a Del Rio hospital Thursday. He had resided in Dryden for over a year.

Mr. Kiteley was brought to Sanderson last Wednesday morning from his home in Dryden after he became suddenly ill. He was taken later to Del Rio in an O. T. Sudduth, Inc., ambulance. He had been in ill health for a long time.

Besides his wife, Mrs. Ruby Kiteley, who teaches in the Dryden school, he is survived by a son, Robert James Kiteley, Jr., of New Orleans, La.

V. F. W. To Sponsor Dance Sunday Night

The V. F. W. Fierro-Garza Post 8912 is sponsoring a dance Sunday night at the V. F. W. Hall here. Sunday afternoon from noon until 6 Mexican foods will be served at the hall.

At 9 Henry Sanchez and his orchestra will play for the dance. The public is invited to attend.

Mrs. Mary Lou Kellar returned home Monday from a visit in the home of her daughter, Mrs. A. A. Jenschke, in San Antonio.

Specialist Theorizes Range Recovery Following Drouth

Three factors of prime importance determine how long overgrazed south and west Texas ranges will take to recover from the drouth.

According to A. H. Walker, extension range specialist, research conducted by Leo B. Merritt at the Sonora Experiment Station shows it depends upon the drain of past grazing, the kinds of grasses on the pastures and grazing management after rains. The factors were recently concluded following grass survival tests to determine the effect of three years' severe drouth on native grass cover.

After the application of 4 1-2 inches of moisture to designated test plots, grass plants which did not green up after three weeks were considered dead. A check of the plots showed bunch grasses withstood drouth conditions much better than other types. Sidecoats grama suffered only 3 per cent loss while silver chuestem and Wright threeawn showed a loss of 15 per cent and 55 per cent, respectively. No loss of little bluestem was observed. Curly mesquite in pure stands suffered 88 per cent loss for all stocking rates.

These tests emphasize that light grazing and deferment must be followed several years if ranges are to recover their former grazing capacity, Walker says. Ranchmen should let the plants make some top growth and increase the crown size before they are heavily grazed. This will also deepen the root system, the specialist says.

The goal for helping grasslands recuperate should be to have a good cover of the best kind of grass, Walker said.

BRACKETTVILLE TIPS SANDERSON 26-18 THERE FRIDAY NIGHT

The Brackettville Tigers came from behind in the fourth quarter to gain their non-conference tilt from the Sanderson Eagles by a 26-18 score in the game played in that city last Friday night.

The Tigers took the lead in the first period when Mostacci went over the center from the 2-yard line and scored again in the same period after the Tigers had intercepted an attempted Eagle pass.

In the second period Sanderson retaliated with one score on a pass from Pena to Stegall good for 14 yards and 6 points.

Again in the third period, the Eagles scored twice to give them a temporary margin of 18-12. The first came after a 50 yard drive and was made by quarterback Illegio Pena and the second score climaxed a 40-yard push and was made by fullback Tommy Mansfield.

The Tigers got their margin-winning TD in the third period after a pass interception when they completed one of their own from the Sanderson 31-yard line for the TD. The pass was from the quarterback Gonzales to Luna.

Brackettville again intercepted a pass in the fourth period which set up their game-winning tally. The scoring play was a pass from Gonzales to Gilmer, an end, who lateraled to Talamantez who went about 30 yards into pay dirt. The final score was made in the closing minutes of the game.

Sanderson held a first-down margin over the Brackettville team: 11-6.

This week end the Eagles will journey to Grandfalls to participate in their first conference game of the season. Grandfalls is rated to be a strong opponent of the Eagles and plenty of football will be witnessed by fans who are able to make the trip, as a loss could mean the difference in the 3-game district title.

Last week Alpine lost to McCamey, Eagles' future foe, by 37-21 and Class A Fabens beat Van Horn, Class B, 12-6.

Coaches Hickman and Smith stated that there were no injuries sustained in the game last Friday night and barring practice injuries, they would put a top-shape Eagle team on the field Friday night in Grandfalls.

Frank Turner Buys Turner Courts Here

In a real estate transaction closed this week, Mrs. Alice Turner sold the Turner Courts to her son, Frank Turner. She acquired the two lots and dwelling across the highway south of the courts in the deal.

Mr. Turner has been the owner of five of the units at the location of the motel since the project was completed several years ago. He has now acquired the other five units on the east side of the site and also the residence occupied by Mrs. Turner.

Mr. Turner will discontinue his studies at Howard Payne College for the present and has moved his wife and three children back to Sanderson and will operate the tourist courts business.

Mrs. Turner will leave in a few days for San Antonio where she is undergoing treatment for the relief of arthritis and is much improved. Her plans for the future are indefinite but she will visit with her children and other relatives for a while.

METHODISTS TO HAVE QUARTERLY CONFERENCE

The first quarterly conference for the Methodist Churches at Sanderson and Dryden will be on Monday evening in the local church with Dr. L. B. Trone of Pecos presiding.

A covered dish supper will be served at 6 o'clock in Fellowship Hall and the conference will convene at 7:30.

Rev. A. A. McCleskey, pastor, has urged the attendance of the membership and friends of both churches.

MRS. IDA BODKIN HAS CATARACT SURGERY

Mrs. Ida Bodin had surgery in an El Paso hospital Monday for the removal of an eye cataract. Her condition was very satisfactory according to word from her daughter, Mrs. H. E. Fletcher, who is at her bedside. She will be hospitalized about two weeks.

J. W. Happle went to El Paso Monday for eye treatment.

AMONG OUR SUBSCRIBERS

New subscribers to The Times are Humberto Arredondo of Texas Western College; Pvt. Roberto Arredondo of Fort Bliss; Glynn Chandler of Texas A&M; Pvt. Claude L. Hill, Jr., of Fort Bliss, Texas; Mr. Lowden of Solimar, Calif.; P. E. Dishman of San Antonio.

Renewals have come from Dick Hamilton of Deming, N. M.; Arthur I. Fallgren of Chicago, Ill.; L. M. Stanley of Balmorhea; Dick Sullivan, A. L. Fawcett, Chester Boyd, Mrs. Ruby Duncan, C. M. Turk, W. H. Grigsby, B. M. Gutierrez of Sanderson; J. D. Nairn of Lubbock; Don R. Frazor, Norman, Okla.; G. H. Mayfield, El Paso.

T. A. B. CLUB ELECTS OFFICERS FOR YEAR

The T. A. B. Club of the Sanderson High School has elected their officers for 1953-54. They are as follows: —

President, Yolanda Esquegda; vice president, Amelia Zepeda; secretary and treasurer, Bivie Ochoa; reporter, Alicia Marquez; parliamentary, Johnny Daniels; sentinel, Rosa Perez.

MRS. J. D. NICHOLS GETS THERAPY TREATMENTS

Mrs. J. D. Nichols has begun therapy treatments this week following the removal of the casts from her legs last week, according to word received this week by her husband, Mrs. Nichols' general condition is also reported to be much improved. She is hospitalized in San Antonio.

Official Memorandum

BY
ALLAN SHIVERS
Governor of Texas
AUSTIN, TEXAS

GREETINGS

Freedom of Information is the inspiring theme for National Newspaper Week this year. Americans are being reminded that "an informed press means an informed people" and that newspapers are important to every community and every individual.

The President of the United States has declared that the journalists of our country "are custodians of a majestic trust, a solemn responsibility: to help arm our people with the knowledge and understanding without which free choice, free government, free men could not be."

A free press always has been a part of the tradition of Texas as well as of the rest of the United States. Our State Constitution provides that: "Every person shall be at liberty to speak, write or publish his opinions on any subject, being responsible for the abuse of that privilege, and no law shall ever be passed curtailing the liberty of speech or of the press."

This basic freedom has been lost in so much of the world that it must not be taken for granted here. Once compromised, it would not be easily regained.

THEREFORE I, as Governor of the State of Texas, do hereby designate the period October 1 - 8, 1953, as

NATIONAL NEWSPAPER WEEK IN TEXAS

and urge that all citizens give thoughtful attention to the importance of newspapers in the lives of our people, our communities, our State, and our nation.

In official recognition whereof, I hereby affix my signature this 1st day of October, 1953.

Allan Shivers
Governor of Texas



THE SANDERSON TIMES

Entered at Post Office in Sanderson, Texas, July 26, 1903, as second class mailing matter, under Act of Congress March 3, 1879.

Published Every Thursday at Sanderson, Terrell County, Texas

L. H. AND J. A. GILBREATH, Publishers - Editors

Subscription Prices (To Be Paid in Advance)
One Year — \$2.50 Six Months — \$1.50



Questions about education, higher and lower, are being studied by a lot of people over Texas.

A statewide committee on public school teachers' pay met in Austin, reached no definite conclusions, and agreed that further study will be made by a committee.

Some of the issues before the subcommittee will be: whether a salary increase can be granted to teachers out of present state revenues; whether local tax income for schools has kept up with the rising cost of education; whether a special session of the Legislature should be called before the courts decide on a natural gas tax.

Another group, the Commission on Higher Education, is studying the colleges and universities to see how they can give the most training for the available money.

Overlapping and duplication of work in the various state schools will be particularly studied.

A group of Texas legislators and budget officials went to Daytona Beach, Fla., to attend the second annual Legislative Work Conference on Southern Regional Education. Before the conference was the subject, how legislatures can help to get the highest possible quality of education in the South per tax dollar spent.

How to distribute the road tax dollar is no simple matter, says D. C. Greer, state highway engineer. He pointed out that the state's trunk highways represent only 35 per cent of the total mileage, but they carry 68 per cent of the total traffic and earn 73 per cent of the total highway revenue.

On the other hand, farm to market roads make up 65 per cent of the state highway mileage but carry only 32 per cent of the traffic.

Politicians are working up a head of steam that will blow off when President Eisenhower visits Texas this month.

As far as any public announcement is concerned, the reason for

Ike's trip is to join President Adolfo Ruiz Cortines of Mexico in the dedication of Falcon Dam on the Rio Grande.

But it is clear that H. J. Porter, Republican National Committeeman, will use the presidential trip as a means of rallying G. O. P. support in Texas.

When Eisenhower gets to Texas, his official host will be Governor Allan Shivers. The president will stay at the Shivers' palatial home at Sharyland, near Mission.

While Shivers led the Democratic Party of Texas in helping to elect Eisenhower last year, there is no indication that the governor and his political friends will line up with the Texas Republicans as a permanent arrangement.

On the contrary, Shivers has said that the G. O. P. has "delusions of grandeur" on the question of making Texas a two-party state.

At the Falcon Dam there will be represented a third political faction, the Texas Democrats who supported Stevenson.

Senator Lyndon Johnson, a Stevenson Democrat, is expected to be present at the border celebration.

Porter by the way, has announced that the Texas Republicans will put up the strongest candidate they can find to oppose Johnson next year.

During the next few months, the highway department will spend \$11-million to maintain and improve roads.

State Highway Engineer D. C. Greer calls the program 'a stop-gap to protect the investment of the public in the state highway system.' Most of the money will go for widening, reconditioning and resurfacing 633 miles of roads that are suffering from deterioration.

Mr. and Mrs. W. T. Frazier, Jr., and daughters of Los Angeles, California, spent the week end here with his parents, Mr. and Mrs. W. T. Fraier, her mother, Mrs. Ruel Adams, and Mr. Adams and other relatives.

EDITORIAL

National Newspaper Week Is Observed

The week of October 1-8 has been proclaimed over the nation as "National Newspaper Week."

All of the papers of the nation, at some time or other during this week are proclaiming the edict and at the same time taking an opportunity to blow their own horn a little toot, at least.

The staff of The Sanderson Times is very proud to be a member of the large family of news papers of the nation who are taking part in this celebration.

We feel, as we have always felt, that the newspaper has its place in the every day life of all the cities of the nation and that place, however large or small, is to be recognized as an obligation of the editor to the reader, or the place of the newspaper will be a void.

The newspaper of every community every day or every week proclaims notices here and there of happenings, beneficial and detrimental, news that is good and bad and then the run-of-the-mill reporting of everyday occurrences to report the happenings at home or abroad for public information.

Seldom do people realize that a newspaper would like — on many occasions — to proclaim to the reading public the fact that they are a national institution that must be financed the same as the various philanthropic societies, of the community and nation, the various businesses of the town and like to further our own position in life by a little publicity for ourselves as well as others.

A personal or mercenary motif in such actions by a newspaper, of course, would be recognized immediately.

Most editors are humbly aware of the solemn obligation of the printed word. They try to be as objective and fair as it is humanly possible to be. Most editors are supremely conscious of the fact that a mass obligation of this kind is not to be handled lightly and that literary prostitution is a greater sin than the better known carnal transgression.

The reader also has an obligation to fulfill. They should consider and recognize the efforts of the editor and publisher of your newspapers in trying to bring to you the news you like to read, to publish your own news interests and try to uphold all beneficial and worthwhile functions of a city or community and then turn around and stick his neck into a noose in combatting the things

that he feels to be a hindrance or detriment.

Oftentimes he must make a decision within a very few hours, or even minutes, in the matter of presentation of an announcement, news item or story and often, if he had the time to consider the question involved, he might not put into cold, black hard words that thing that appeared in the newspaper.

Words can be retracted, apologies may be made, but the word still remains printed to inform future generations of the happenings of today, yesterday and tomorrow.

It sounds cold and hard to say it in this manner, but the reader is also obligated to the paper in the same manner in which the editor is obligated to the reader.

If the editor is to support your cause, then you must support his.

If we have the kind of readers we like to think we have, then we know that they await the arrival of their paper each week to read, to criticize, to maybe praise the manner in which an article is written, or you simply read it to know what is going on in the community. In any case, do you consider the time, efforts, and involvements that are necessary to correlate, digest or elaborate to give you a newspaper each week?

The publication of newspapers in a country that permits freedom of the press stand guard over your American legacy of liberty.

Recognize and appreciate your privilege of reading a newspaper.

You may not agree with your editor, but when and if he ceases to wield his pen or typewriter according to the dictates of his own conscious in upholding what he considers to be the American way of life, then this nation and all its liberties, shall disappear from the face of the earth and will cease to lead other nations in a path of attempted righteousness.

Stanley Sullivan, high school sophomore, is able to be in school this week after injuring his knee in football practice ten days ago. He was in bed all of last week following the injury and will be unable to play this season. He is on crutches for several days.

EYES EXAMINED—
—GLASSES FITTED
DR. C. L. BASKETT
OPTOMETRIST
Foster Bldg. -- Losoya Street
DEL RIO, TEXAS

Miss Sue Burchett, who is employed in Dalhart, has arrived in Sanderson to make her home. She

is the daughter of Mr. and Mrs. John Burchett. Mr. and Mrs. Sam Richmond of

San Antonio spent last week with Mr. and Mrs. W. S. and family.

10 DAY HOME TRIAL NO COST! NO OBLIGATION!

Enjoy the relaxing, gentle warmth of a



Westinghouse ELECTRIC BLANKET or SHEET

Choose a brand-new, factory-fresh electric blanket or sheet in your favorite color, use it for 10 days in your own home and see for yourself how much better you sleep under its light-weight, automatically-controlled warmth.

This home trial costs you nothing! It's our way of introducing you to luxurious electric sleeping comfort. After 10 days, if you decide to keep the blanket or sheet, you may pay for it on easy terms. If not, simply return it — no obligation to you. Ask for your free home trial... today!



ELECTRIC SHEET (Single Control) \$31.95 Pay only \$2.82 per month for 12 months	ELECTRIC BLANKET (Single Control) \$43.95 Pay only \$3.88 per month for 12 months
--	--

FOR THE REST OF YOUR LIFE -- SLEEP ELECTRICALLY!

DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC!



Quality Proves It!

Quality shows up in Pontiac wherever you look: In size—with its long, road-leveling 122-inch wheelbase... unmatched at the price! In beauty—with smart Silver Streak styling and surprising luxury. In the unseen quality of engine and chassis—features that reveal themselves in the long, economical life Pontiac cars always deliver.

Performance Proves It!

Simply come in and drive a Pontiac. You'll feel the eager response of America's best-proved high-compression engine. You'll see how Pontiac's power reserve supplies all the pep you'll ever need for town traffic, a velvety smoothness that makes highway driving a pleasure. And with Pontiac dependability, you can go on and on like this—with an absolute minimum of service.

Price Proves It!

All of Pontiac's extra value is yours for just a few dollars more than the smallest, lowest-priced cars! And Pontiac ranks with the leaders year-in and year-out in resale value. That's our final reason why, dollar for dollar, you can't beat a Pontiac. Now come in and let this handsome Pontiac prove it's the best buy for you, too!

F. M. WEIGAND

SANDERSON,

TEXAS

R. R. Payne
RANCH LOANS
P. O. Box 262
Telephone 145 or 215
Fort Stockton, Texas

DR. LEWIS KLINE D. O.
Physician and Surgeon
Prostate — Rectal — Varicose Veins and Chronic Diseases
Del Rio Loan Building, 701 S. Main St., Del Rio, Texas
Office phone 5-3441 Residence phone 5-4854

RADIO TROUBLE!
COMPLETE RADIO REPAIR SERVICE
With Modern Testing Equipment
ALL WORK GUARANTEED
F&M RADIO SERVICE
IN THE SANDERSON BOOT & SADDLE SHOP
JIMMY FELTS L. A. McBEE

Wherever the Destination — Ship it by
MOTOR ALAMO LINES
Service from:
SAN ANTONIO, SAN ANGELO, ODESSA, EL PASO,
DALLAS, FT. WORTH, HOUSTON, DEL RIO and other points
T. O. Markham, Agent Phone 91R

**L. A. Wright
New President of
H-D Club**

The Ranch Home Demonstration met Tuesday morning in the home of Mrs. J. W. Byrd. During the business session, new officers were elected to include Lewis A. Wright, president; H. L. Surratt, vice president; M. W. Duncan, secretary-treasurer; Mrs. W. F. Frazor, reporter; Mrs. H. E. Ezelle, parliamentarian; Mrs. N. M. Mitchell, delegate; Mrs. Carl Cochran, alternate delegate. Plans were discussed for the meeting at Iraan on October 14, several members planned to attend.

L. G. Hinkle gave the educational talk on "Teaching a Wife to be a Widow."

Vera Thormann, demonstration agent, discussed and demonstrated the making of aluminum

noon, Mrs. Byrd and her co-workers, Mrs. N. M. Mitchell, served a delicious salad, combination potato chips, tea and coffee for the school girl lunches that were brought by the members.

The social hour, cakes served by Mrs. Lee Grigsby and W. F. Frazor were served coffee. Those present were Mesdames Pierson, I. B. Rusk, Bob A. G. Hinkle, H. E. Schroegle Grigsby, L. A. Wright, C. Hinkle, J. W. Carruthers, Sr., Cochran, James Caroline, W. Frazor, Dudley Harrison, H. Ezelle, M. W. Duncan and H. Surratt and Misses Eva Carr and Vera Thormann.

**Layette Shower Given
Mrs. Gene Litton**

Mrs. Gene Litton was named as the honoree at a layette shower Tuesday evening in the home of Mrs. Weldon Stavley with Mrs. Weldon and Mrs. Irvin Robbins as co-hostesses.

The color scheme of pink and white was noted in floral decorations of Regina Corona vine and was arranged in the living room.

Gifts were given to Mrs. J. W. Duncan and Mrs. Carl Cochran, winners of two contests. A large assortment of gifts arranged in a bassinet was presented to the honoree.

Black frosted punch and white squares topped with a stork served to 28 guests.

**Hank Harkins Feted
10th Birthday**

Mrs. Jolly Harkins entertained with a party in their home Thursday afternoon at 5 o'clock to honor their daughter, Hank, on her tenth birthday.

After a few games had been played by the guests, two movies from previous birthday parties were shown and then a roll of film made of this party by Mr. Harkins.

Sandwiches, birthday cake, ice cream and punch were served to guests and the honoree.

Those present were Joan Wood, Herzing, Peggy Armstrong, Williams, Melinda Gilbreath, Trinkle, Vicki Littleton, Terodkins, Diane Brown and Hanson.

Mrs. John Whistler spent the week end in Uvalde with her mother-in-law and sister, Mrs. Fritzmussman.

Mrs. Roy Haley of Queen City spent several days here this week with relatives and friends.



New Arrivals
The son born in a Fort Stockton hospital Tuesday morning to Ross Anderson and wife weighed about two pounds and was placed in an air lock. Anderson is the foreman on the S. L. Stumberg ranch and the couple has three other children.

Mr. and Mrs. Budgy Talbot are the parents of a son, Carl Duane, born on September 29 in a Decatur, Arkansas, hospital. It is their third child. Mr. and Mrs. F. H. Talbot are the paternal grandparents.

**Program Honors
Birthday Of Texas
P-TA Organization**

The Sanderson P-TA met Thursday evening and honored the birthday of the Texas Congress organization of the Parent-Teacher Association.

Mrs. J. F. Tronson presided and Mrs. J. R. Hodgkins, treasurer, gave a complete report of finances.

Mrs. J. W. McKee led the program honoring the Texas P-TA. A birthday cake was lighted in remembrance of the occasion Mrs. Rose Porter, founder, was also remembered.

Peggy Cooke gave a reading, "I Have But Fifty Cents." The eighth grade entertained with a quiz program led by Si Carr and Bobby Herzing. The eighth grade won the attendance prize.

**Beta Iota To Sponsor
Picture Exhibit**

Beta Iota Chapter will sponsor an exhibit and tea in the Fine Arts Building of Sul Ross College in Alpine on Saturday, October 10, from 4 to 6 in the afternoon to show the pictures of Marco Giles.

The Alice Cowan Scholarship will receive 15 per cent of the sales from the pictures. A cordial invitation is extended to the public to call during the tea hours as guests of the Beta Iota Chapter of Delta Kappa Gamma.

Mr. and Mrs. Allister Dishman and baby have moved to the Gilbreath duplex.

**Dr. S. N. Williams
Dentist
Sanderson, Texas**

State Fair of Texas
MORE to SEE
in '53

Ethel Merman Show

- ★ ICE CYCLES OF '54
- ★ AUT SWENSON THRILLCADE
- ★ MILLION DOLLAR MIDWAY
- ★ COTTON BOWL FOOTBALL
- ★ LIVESTOCK EXPOSITION
- ★ 10,000 FREE EXHIBITS
- ★ 3-D AGRICULTURAMA
- ★ TEXAS FASHION ROUND-UP
- ★ AUTOMOBILE SHOW
- ★ DANCING WATERS

OCT. 10-25 * DALLAS

**Business Meeting
For Baptist W. M. S.
Monday Afternoon**

The Baptist W. M. S. met in the church Monday afternoon for a business meeting with Mrs. James Blackwelder presiding. Following the singing of the song of the year: "Jesus Saves", Mrs. A. D. Brown led in prayer.

Mrs. V. E. Keyes gave the devotional on "The One-Step Gospel." Mrs. T. O. Moore read the minutes and gave the treasurer's report. Mrs. A. D. Brown gave a brief report on the mission books that have been studied. The group voted to have the program chairman to make the program each month and give it to the program leader who, in turn, will present it to the group.

Mrs. S. D. Thompson gave the dismissal prayer.

Those present were Mesdames Lloyd Cowan, James Word, S. D. Thompson, A. D. Brown, Ray Thompson, James Blackwelder, T. W. Ivy, B. M. Spencer, B. E. Carr, W. O. Belcher, O. D. Gray, H. G. Cates, T. O. Moore and V. E. Keyes.

Pfc S. B. Cantu, who is in Korea with the 27th Infantry Division, has been promoted to Corporal, according to word received this week by his niece, Juanita Villarreal.

**NONE TOO BIG
NONE TOO SMALL**

**EXPERT
PLUMBING
SERVICE**

Saves Time! —
Saves Money!

Small plumbing repairs, made in time, can prevent big trouble and expense later. At the first sign of plumbing trouble — send for

DEPENDABLE SERVICE
ALWAYS PROMPT
Pierson Butane Co.
PHONE 163
SERVICE AROUND THE CLOCK
IN ALL SEASONS OF THE YEAR

**Wednesday Club Plays
At Williams Home**

The Wednesday Bridge Club met in the home of Mrs. John T. Williams this week at one o'clock for luncheon. Fall flowers decorated the party rooms.

At the conclusion of the afternoon session of bridge, high score prize was presented to Mrs. Herbert Brown, second high to Mrs. W. R. Stumberg and low to Mrs. Joe Kerr, Jr.

The guests included Mesdames Jack Riggs, John Reiningger, W. W. Stoduth, S. L. Stumberg, Edward Kerr, Joe Little, Jr., Vic Littleton, W. R. Stumberg, Herbert Brown, Joe Kerr, Jr., E. C. Hanson and S. H. Underwood.

Mrs. E. J. Speers and baby of Del Rio arrived last week to join her husband who is employed by the Pierson Butane Co. They are residing in one of the Pate Courts.

Mr. and Mrs. Roger Rose of Del Rio visited here this week with friends and relatives.

**Dr. J. L. Kincannon
OPTOMETRIST**
will be in his offices in
The Henshaw Building
Every Thursday

PERSONALS

Guy Nolan of Amarillo arrived Sunday night for a visit with his uncle and aunt, Mr. and Mrs. W. F. Frazor.

Walter Cooke of Junction is employed by the Pierson Butane Co. as a truck driver.

Mrs. Jessica Joachim of Long Beach, Calif., was taken from a train here Thursday night and remained for several days to receive medical treatment.

Mrs. Lillian Willock has moved from Mrs. Roy Harrell's rent house to the house vacated by Curtis Litton last week.

Mr. and Mrs. Buster Holland and son, Scotty, visited with relatives in Beeville, Rocksprings and Comstock last week. They were accompanied by her mother, Mrs. A. H. Zuberbueler. The Hollands left Thursday for Las Vegas, New Mexico, where they will make their home.

Mr. and Mrs. Roy Conner have moved from the Sid Slaughter ranch to the Burdett ranch formerly occupied by Mr. and Mrs. A. H. Zuberbueler who moved to the Bill Henshaw ranch.

Office Supplies at The Times.

O. J. CRESSWELL
BUILDING CONTRACTOR
— REMODELING —
Specializing in
Asphalt and rubber tiling
Telephone 216
Sanderson, Texas

TOM MILLER
AETNA LIFE INSURANCE
COMPANY
Del Rio — Sanderson

**THE COST OF OUR
Custom Built
Feed Troughs
IS ONLY
a drop in
the bucket**

compared to the cost of the feed that can be saved by using them...

**ONLY A DROP
IN THE BUCKET!**

Bring your suggestions — and material if you like — and we will make a trough to your specifications or needs

CUT WASTE — — SAVE FEED

Portable Equipment for Welding — Anywhere, Anytime

**OIL FIELD WELDING OUR SPECIALTY
EXPERIENCED MECHANICS**

BUSTER'S GARAGE
Highway 90 — East of Town

TROY W. DRUSE

Insurance

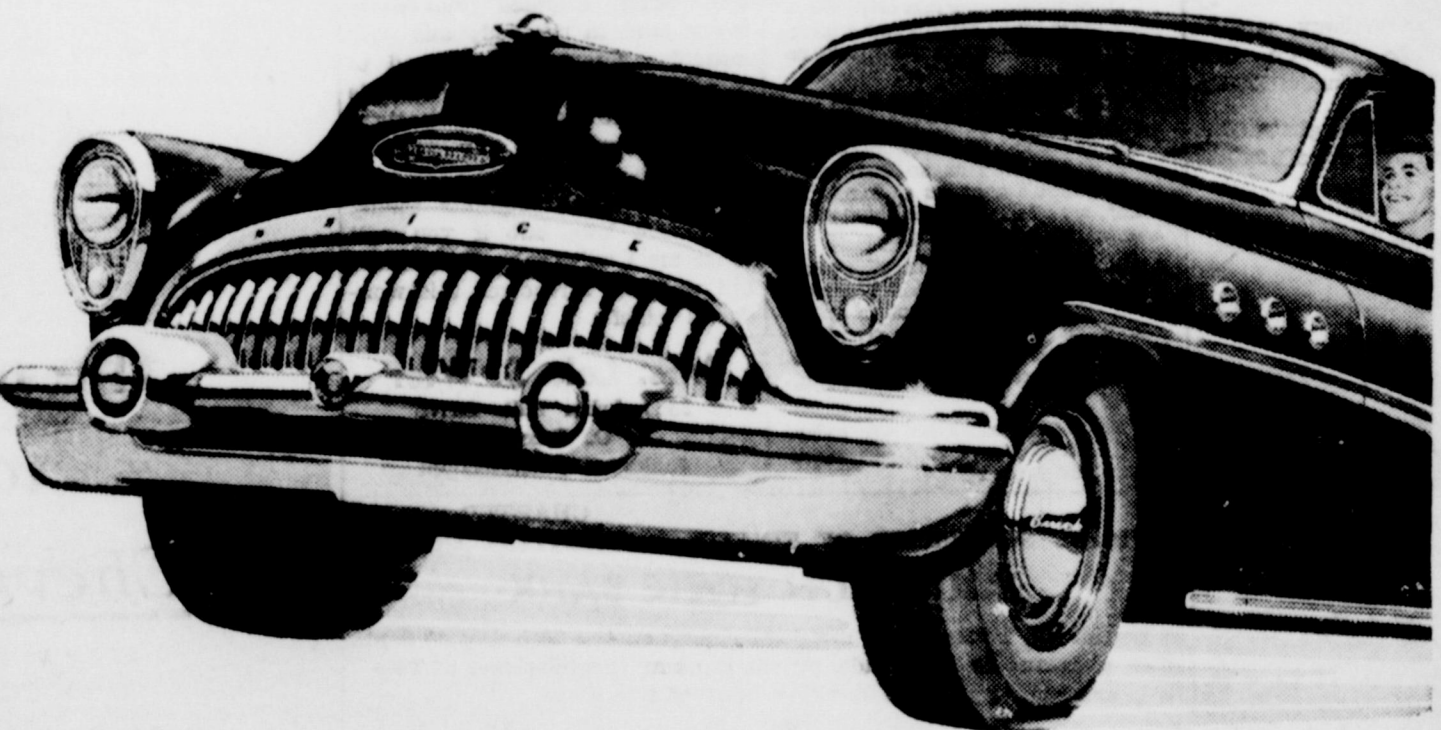
**Mercury Motors
Lone Star Boats**

SEE THEM AT

Mac's Package Store
OR CONTACT
'Dusty' Rhoades

**BUY
BIG
for less
than
you think**

Come in and ask us
about the low delivered
price of this
New 1953 Buick SPECIAL
2-Door, 6-Passenger Sedan



WHY should you do yourself out of the big things in motoring life?

Why pass up the room and power and comfort and niceties of big-car travel — when you can buy a big, new Buick SPECIAL for just little more than the price of smaller cars?

We'll show you our price to prove that — to prove that you can buy this Buick SPECIAL for just a few dollars more than you have to pay for one of the so-called "low-price three."

Figure what that means —
Just a few dollars more for a lot bigger hoodful of power — Fireball 8 power — the highest horsepower ever placed in a Buick SPECIAL.

Just a few dollars more for big and spacious 6-passenger roominess — and the solid, steady comfort of Buick's famed Million Dollar Ride.

Just a few dollars more for Buick styling, Buick handling, Buick luxury, Buick fun.

But do you know what else those few extra dollars get you in this big, broad, beautiful Buick?

**THE GREATEST
BUICK
IN 50 GREAT YEARS**

They get you a long list of standard equipment at no extra cost that most other cars at or near its price charge you for, as extras — which makes our quoted price even lower than it looks.

We have the facts and figures to prove our points. All we need is you, at the wheel.

Drop in on us this week and see for yourself that your new-car money really buys big — in Buick.

MILTON BERLE stars for BUICK — in the **BUICK-BERLE SHOW** on TV
Tuesday evenings. Also, every Saturday, tune in The TV Football Game of the Week — a "GM" Key Event

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

McKnight Motor Company
Highway 90
SANDERSON, TEXAS

METHODIST CHURCH TO HAVE SPECIAL SERVICES

A visitation evangelism campaign has been planned for the local Methodist Church from November 1-5. Rev. M. L. Goup of Farwell, Texas, will be the leader and preacher of the special services.

DRYDEN NEWS

Mr. and Mrs. Simon Shaw left Friday afternoon on their vacation. They will visit friends and relatives in Del Rio, San Antonio and Houston.

Mr. and Mrs. Robert Pavlica and son went to Flatonia Friday where they will spend their vacation.

Mr. and Mrs. R. R. Clark and James were in Lel Rio shopping Monday.

Mr. and Mrs. George Rogers and Mrs. Bennie Rogers of Richland Springs returned Mrs. R. J. Kiteley home Sunday night. Mrs. Bennie Rogers remained for several days with Mrs. Kiteley.

Mr. and Mrs. R. J. Ross and son were in Del Rio Saturday for Bennie Ray to have medical attention and attend the circus.

Mr. and Mrs. Frank Burleson of Alpine visited Dan Ross and the R. J. Ross family.

PERSONALS

Mr. and Mrs. E. B. Holland, Sr., have located on the Gene Thorn ranch west of town. They moved from the Sid Slaughter ranch several months ago.

Walter Pauli arrived home from California Friday night. He was recently discharged from the U. S. Marine Corps with a sergeant's rating.

Mrs. Wayne Watkins took her son, Don, to Midland Wednesday for him to be fitted with a leg brace. Her mother-in-law, Mrs. J. R. Carta, accompanied them on the trip.

E. E. Carr spent the week end with his family here. He is working in San Antonio.

Mrs. Ralph Daniels is employed at the Community Public Service Co. office.

Mr. and Mrs. John Lewis Whistler and son, John, IV, went to Del Rio last week end and Mr. and Mrs. Johnny Whistler joined them for a trip to San Antonio.

Mrs. J. S. Cotten and her daughter, Miss Vera Cotten, of Fort Stockton are visiting here with her daughter, Mrs. W. H. Nessmith, and Mr. Nessmith.

Mrs. Ike Billings returned home Friday from San Angelo where she had spent several days with her mother, Mrs. Harwell, of Robert Lee, who had major surgery Monday.

Sgt. and Mrs. Hal Rowlett and children of Carswell AFB, Fort Worth, are visiting here with her

parents, Mr. and Mrs. R. E. Cordier. H. E. Fletcher returned home Wednesday morning from El Paso after spending two days there with his wife who is at the bedside of her mother, Mrs. Ida Bodkin. Mrs. Doris Duke McCullar is enrolled at Sul Ross State College as an elementary education major student.

Our Want Ad Column Gets Results - Use It!

WELL DRILLING - ANYWHERE - ANY SIZE HOLE

ED WAGNER SANDERSON

BUY - RENT - LEASE - LOAN - WANT ADS

FOR SALE—32-volt Rexair vacuum cleaner, all attachments. Call 177 or 24. 16-tfc

FOR RENT FURNISHED APARTMENTS C. W. BURDETT PHONE 256W

SPECIAL "All Coverage" Hospital and Medical-Surgical policy. No age limit, available for men, women and children. For details call 17. Peavy Insurance Agency. 31-tfc

FOR SALE—fire, hail, tornado, windstorm, automobile, ranch coverage, bonds, accident and health, life, personal liability, hospitalization, burglary, compensation, plate glass and all other types of insurance. Call 17 for information or see Peavy Insurance Agency for details. 35

FOR SALE—New utility trailer, 2 15-inch wheels, 6'x8' bed. See Hunter. 25-tfc

CERAMICS PHONE 89W Mrs. T. A. Hunter

FOR SALE—Royal Portable typewriter, almost a year old, in good condition. See Mrs. Ite Billings or call 17. 30-tfc

SAN ANGELO STANDARD-TIMES Special rates are now in effect \$11.95 for one year, daily and Sunday, new or renewal. Let us send in your subscription. The Sanderson Times

FOR SALE—1952 Motor scooter, in perfect condition, phone 172, Mike Turk. 30-tfc

BABY SITTING—after school and on week ends. Ann Satterwhite. Phone 144. 33-tfc

FOR RENT—Furnished efficiency garage apartment. See Bob Allen or phone 509F3. 32-tfc

FOR SALE—Large colored feed sacks, 15c each. The Times.

FOR SALE—All colors crepe and duplex crepe, pastel and white sheets of paper for making bowers. Also Cicio paste and Tempera colors. The Times.

LADIES—Earn extra cash by addressing advertising postals at home. Write, Vall Co., Box 1042, Muncie, Indiana. 34-1tp

FOR SALE—Light weight saddle. See Chester Boyd or call 240W. 30-tfc.

Office Supplies at the Times

Coming Attractions Princess Theatre

FRIDAY - SATURDAY WOMAN THEY ALMOST LYNCHED A REPUBLIC PICTURE

SUNDAY - MONDAY GREEN WALTER GARSON-PIDGEON SCANDAL AT SCOURIE TECHNICOLOR

TUESDAY ENEMY A-BOMB SMUGGLED INTO U.S. THE 49th MAN

WEDNESDAY - THURSDAY TAYLOR-TAYLOR-FONTAINE SANDERS WILLIAMS

THE STATE OF TEXAS
To the Sheriff or any Constable of Terrell County, Texas, Greeting:
You are commanded to cause to be published in some newspaper published in Terrell County, Texas, having a general circulation therein, once each week, for three consecutive weeks, notice in words and figures as follows:

TO WHOM IT MAY CONCERN:
Notice is hereby given that the Commissioners' Court of Terrell County, Texas, will offer for sale separately by the tract or parcel an oil, gas and other mineral lease on each of the following described tracts or parcels of Terrell County School Lands situated in Galveston County, Texas, to-wit:

- 1st Tract or Parcel: Labor 24 in League 309;
- 2nd Tract or Parcel: Labor 25 in League 309;
- 3rd Tract or Parcel: Labor 1 in League 310;
- 4th Tract or Parcel: Labor 2 in League 310;
- 5th Tract or Parcel: Labor 9 in League 310;
- 6th Tract or Parcel: Labor 10 in League 310;
- 7th Tract or Parcel: The East One-Half of Labor 3 and the East One-Half of Labor 8 in League 310;
- 8th Tract or Parcel: The North One-Half of Labor 12 and the North-East One-Fourth of Labor 13 in League 310.

Each of the above-described tracts or parcels of land is to be bid upon and leased separately from any and all of the other above-described tracts or parcels of land; each lease to be executed on a lease form providing a primary term of not more than ten years from the date of the execution and approval thereof, 1-8th royalty reserved, and an annual delay rental of not less than \$1.00 per acre.

Said Commissioners' Court will meet on the 19th day of October, 1953, at the Courthouse of Terrell County, Texas, at Sanderson, Texas, at 10:00 o'clock A. M. to receive and consider all bids submitted for the leasing of each of said tracts or parcels of land, and will award the lease of each of said tracts or parcels of land to the highest and best bidder submitting a bid therefor, provided that if in the judgment of said Court the bids submitted do not represent the fair value of such lease or leases, said Court in its discretion may reject any and all bids.

All bids are to be mailed or delivered in sealed envelopes to R. S. Wilkinson, County Judge of Terrell County, Texas, whose address is Sanderson, Texas. Given under my hand and the seal of said Court, at office in Sanderson, Texas, this 22nd day of September, 1953.

RUEL ADAMS, County Clerk and Ex-officio Clerk of the Commissioners' Court of Terrell County, Texas. (SEAL) 32-3tc

Listen to Luke
(Continued from page one)
boy who made good, expounds wisdom when he says, "Never look back—something might be gaining on you."
We would do well to profit by Britain's 7-year experience in trying to operate under Socialism. They have found that even socialism must be financed. It takes money to run it and the money must come from the taxpayers.
Even if every income is taxed 90 per cent, there must be income to tax in the first place. So the bulk of British industry will still have the profit motive, and Socialism—which disdains profits—in effect disdains itself.
The Labor party in Britain has decided that it can't have Socialism and the welfare state, too. For political reasons it chose the welfare state. Then it took a cold look at mathematics and decided it had better rely more on capitalism to finance welfare.
We had better keep their experiences in mind before we yield to the "easy way" as is being suggested by Senator Johnson and is being opposed by our Secretary of Agriculture.

BUTCH McSPARRAN BITTEN BY DOG IN DEL RIO
Butch McSparran of Del Rio has been visiting here this week with his grandparents, Mr. and Mrs. Tip Frazier. He is a son of Mrs. Stanley Boatwright of Del Rio.
Last week while playing with a chow pup in the yard of his aunt in that city, he was severely bitten on the face by the dog and 28 stitches were required to close the wounds on his cheek.

MISS TOMASA ITURBE EMPLOYED IN SAN ANTONIO
Miss Tomasa Iturbe, daughter of Mrs. Felicitas Iturbe, received her diploma from Draughon's Business College in San Antonio this week and is employed as credit manager of James Kerr Co. of that city.

Mr. and Mrs. Hollis Haley and baby daughter are expected home Friday evening from Houston. They have had the baby there for two weeks for examination and treatments.

SANDERSON LODGE No. 988, AF&AM Stated Meetings second Tuesday each month. Roger Rose, W. M. R. S. Wilkinson Secy.

ARTHRITIS
I have been wonderfully blessed in being restored to active life after being crippled in nearly every joint in my body and with muscular soreness from head to foot. I had Rheumatoid Arthritis and other forms of Rheumatism, hand deformed and my ankles were set.
Limited space prohibits telling you more here but if you will write me I will reply at once and tell you how I received this wonderful relief.

Mrs. Lela S. Wier 2805 Arbor Hills Drive P. O. Box 2695 Jackson 7, Mississippi

CHARTER NO. 259 OFFICIAL STATEMENT OF FINANCIAL CONDITION OF THE SANDERSON STATE BANK

at Sanderson, Texas at the close of business on the 30th day of Sept., 1953, pursuant to call made by the Banking Commissioner of Texas in accordance with the Banking Laws of this State.

RESOURCES	
Loans and discounts, including overdrafts	\$ 441,692.50
U. S. Government Obligations, direct and guaranteed	998,323.16
Obligations of states and political subdivisions	20,093.23
Cash, balances due from other banks, including reserve balances, and cash items in process of collection (including exchanges for clearing house)	519,959.56
Banking house, or leasehold improvements	4,400.00
Furniture, fixtures and equipment	1.00
Other Assets	20,000.00
Total Resources	\$2,004,469.45
LIABILITIES AND CAPITAL ACCOUNTS	
Common Capital Stock	\$ 50,000.00
Surplus; Certified	85,000.00
Undivided profits	20,101.56
Demand deposits of individuals, partnerships, and corporations	1,478,002.63
Time deposits of individuals, partnerships, corporations	72,402.11
Public funds (Incl. U. S. Govt., states and political subdivisions)	296,784.53
Other deposits (certified & cashier's checks, etc)	2,178.62
Total all deposits	1,849,367.89
Total Liabilities and Capital Accounts	\$2,004,469.45

STATE OF TEXAS COUNTY OF TERRELL
I, Troy W. Druse, being Cashier of the above named bank, do solemnly swear that the foregoing statement of condition is true to the best of my knowledge and belief.

signed TROY W. DRUSE

CORRECT-ATTEST:
S. L. STUMBERG
W. J. FERGUSON, JR.
J. M. HAYES
—Directors

Subscribed and sworn to before me this 7th day of October, 1953.
MARK W. DUNCAN
Notary Public, Terrell County, Texas.

ONLY A GMC GIVES YOU SO MUCH
-in 19 light-duty models offering:

- TOP HORSEPOWER** among all light-duty sixes—as much as 19% more than comparable trucks.
- HIGHEST COMPRESSION** of any gasoline truck engine in history. Crisper 8.0 to 1 performance—with regular gas economy.
- TRUCK HYDRA-MATIC** for self-shifting, strain-free driving. Cuts maintenance costs because it eliminates all clutch repair needs—protects the engine and drive line.
- LONGER TRUCK LIFE** because it's "built like the big ones."



F. M. WEIGAND SANDERSON, TEXAS

*Standard equipment on Package Delivery model; optional at moderate extra cost on 18 other light-duty models

A message to every prospective new car buyer:
You can have the most popular automatic transmission to be found in any low-priced car Chevrolet's Famous 1953 Powerglide!*

- Much fleetier, smoother, more economical!** Thoroughly proved and improved through years of development and over a billion owner-driven miles! Production now running at new high levels due to record nationwide demand!
- Much More Economical** Chevrolet's 1953 Powerglide Automatic Transmission—teamed with the 115-h.p. "Blue-Flame" high-compression Valve-in-Head engine—brings you entirely new operating economy in city driving and on long trips.
- Far Livelier Getaway** Put the selector lever in "DRIVE" position—step on the accelerator—and you move smoothly away from a standing start to legal traffic speed in seconds.
- Important New Gas Savings** You'll never know how economical an automatic transmission can be until you try the 1953 Powerglide. Various improvements, including a more efficient use of engine power, make it extremely thrifty.
- Great New Passing Ability** The car picks up pace in traffic or on the highway at the touch of a toe, for the '53 Powerglide has an added automatic passing range.
- Smoothest No-Shift Driving at Lowest Cost** Driving is almost incredibly easy, changes of speed almost unbelievably smooth... for this transmission gives simplest, smoothest, no-shift driving at lowest cost.
- Safe Eyes-on-the-Road Driving** Powerglide permits you to concentrate on driving, with hands on the steering wheel and eyes on the road.
- Full Engine Braking-Power on Hills** Powerglide's flexibility lets you cruise easily up any hill. And you enjoy constant engine braking power for maximum safety when descending.
- Rock Out of Trouble** Powerglide's smooth power flow lets you rock out of sand, snow or mud whenever the need arises. "LOW" and "REVERSE" are side by side on the Powerglide quadrant, making the operation doubly easy.
- Push-Proof Parking** Put the selector lever in "PARK" position when you leave the car, and a positive gear-type lock holds it in position until you return.
- Time-Proved, Owner-Proved Dependability** Come in. Drive a Chevrolet with this finer, more popular automatic transmission—time-proved by hundreds of thousands of owners in over a billion miles of driving!

CHEVROLET
McKNIGHT MOTOR CO. SANDERSON, TEXAS
Highway 90