

THE CISCO DAILY PRESS

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It Takes More People To Sell Cars Than It Does To Manufacture Them

WASHINGTON, D. C. — Striking new evidence that it takes more people — about 40,000 new car dealers and their 725,000 employees — to keep new cars flowing to the American family than it takes to manufacture them was revealed today in a study made public by the National Automobile Dealers Association.

The study throws new lights on the role of about 40,000 franchised new car dealers, almost the last independent local business men, engaged in what the survey shows to be "big business," meeting a national payroll of 2 1/2 billion dollars every year.



dealer as a vital link in the national economy. A report based on the study conducted by the NADA's Public Relations Committee under Chairman J. Eustace Wolfington, of Philadelphia, also brought to light for the first time some other outstanding facts about the nation's new car dealers:

OPTOMETRIST Dr. C. M. Cleveland - VISUAL ANALYSIS - LENSES PRESCRIBED - 406 Reynolds Bldg. Phone 653

We'll Deliver You from WASHDAY! Attention, washday prisoners! Let us deliver you from drudgery, save you time and money... Cisco Steam Laundry We Solicit your call - 103 W. 9th - Phone 31



NET RESULT—Anyone watching 12-year-old Luis Henriquez fish with a net at Isla Verde, Puerto Rico, would get quite a kick out of his proficiency. He's expert at casting the 30-pound net and is an after-school commercial fisherman. He's showing a catch to his father, and he'll sell it for 25 cents a pound.

Navy Is Seeking College Students In Reserve Corps NEW ORLEANS, LA. Jan. 13.—The Navy is seeking college students — male and female — who want to earn a Naval Reserve commission while continuing their regular college studies.

Birdsfoot Trefoil Valuable To Bluegrass Pastures Contented sheep, grazing in birdsfoot trefoil pasture in Ohio.

INSURE IN SURE INSURANCE with E. P. CRAWFORD AGENCY 108 W. 8th. St. - Phone 453

Caffey Upholstering Company Let us do your upholstery, repairing and refinishing. WORK GUARANTEED More than 3 years experience. Phone 1207 - 805 Ave. D

Announcement I have moved the Canaris Studio to Eastland and will appreciate your continued patronage. Canaris Studio Eastland - Phone 647 East side of square

These Homes For Sale Newly decorated, modern 6-room home, corner lot, close-in. 6-room home on pavement, corner, 2 lots. Large 2-story home, close-in. Bargain.

Business Properties Combination business and residence property. Good location. Business building in main retail section, a buy. Land 210 acre stock-farm, 80 acres cultivated, balance good grass.

WANT-AD SECTION

FOR SALE House for rent. 602 Ave. E. \$40 per month. 8 room house, double garage, 508 West 7th St.

- For Sale FOR SALE — Bendix family washer. See at 1606 Leggett. 40 FOR SALE — Poultry manure for fertilizing gardens and lawns.

- For Rent FOR RENT — furnished home rooms and bath. Phone 458. FOR RENT — 2-room cottage Newly redecorated.

FOR SALE — BERRY PLANTS — Several leading varieties. Strawberry Plants — thornless Boysenberry plants — Dew — Blackberry plants and Rosberry Plants — Tennyson Nursery.

FOR SALE — modern 5 room house, double garage, venetian blinds and electric dishwasher goes with house. On paved street. Immediate possession.

- Wanted HELP WANTED — Earn \$400 monthly, spare time. We will select a reliable person from area to refill and collect from our New Automatic Machine.

- For Rent FOR RENT — Three room unfurnished garage apartment. Available Feb. 1. 605 W. 8th. - phone 279. 35 tfc

W. W. Smith Service Station 1000 W. 8th — Phone 9505 • Firestone Tires Wholesale and Retail • Premier Gas & Oil

See if you are IN CHURCH Sunday SUPER SPECIAL — one year only. Guaranteed new Goodyear auto battery, \$9.95 exchange.

HANDY REFERENCE BUSINESS AND PROFESSIONAL DIRECTORY WHERE TO FIND IT SAVE TIME - SAVE TROUBLE - FIND IT QUICK IN THIS DIRECTORY

Directory listings: Ambulance Service - Contractor-Building Insurance - Thomas Funeral Home - J. H. Latson Construction Co. - Boyd Insurance Agency - Earl Bender & Company - Accounting Service - Electrical - Beatrice Guthrie - Jones Electric - Attorneys - Fleming A. Waters - Smallwood Electric Co. - Tennyson Radio Service

Looking Back on 1951 - The inventory shows that the scales weighed out a good portion of the better things for us to enjoy. While the mistakes we made stick out like a sore finger...

Battery Woes Solved Here When car starting's hard and "pickup" is gone, it's time to check that battery! Let our experts diagnose the cause... Good Service BUILT Our Business DON'S SERVICE

Y 23, 1952
 COAST GUARD
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SOCIETY AND CLUBS

AND NEWS OF INTEREST TO WOMEN

Swimming Programs Are Marked Out By Lake Cisco Club At Meet

Schedule for programs was for several months ahead leaders, who would take part in the programs, were named at the Lake Cisco Demonstration Club met at home of Mrs. Minnie Baum last night.

Nellie Housh opened the meeting. Roll call was answered and plans of recreation for the winter were discussed. Mrs. Elizabeth Ball gave a talk on first aid in the water. Mrs. Fay Gardenhire spoke on the importance of a good hostess. The work for the afternoon was cutting and sewing quilts and making a sheet.

The hostess was assisted in preparing refreshments by Mrs. Estill.

to Judia. Those present were Mrs. Jeanne Lee, Mrs. Ione Fewell, Mrs. Etta Judia, Mrs. Amanda Latch, Mrs. Julia Hazle, Mrs. Ione Surles, Mrs. Fay Gardenhire, Mrs. Nellie Housh, Mrs. Elizabeth Ball, Mrs. Ellen Justice, Mrs. Alice Gorr, and the hostess, Mrs. Minnie Baum.

The next meeting will be held February 7 and gifts will be exchanged.

Mrs. Benedict Is Hostess For Circle

Mrs. J. F. Benedict was hostess when Council Group Three of the First Christian Church met Tuesday, January 22, for their regular meeting.

The meeting was called to order by Mrs. Benedict with opening prayer by Mrs. George Estill. The Devotional, "Through The Divided Wall," was given by Mrs. Estill. Mrs. Rex Moore gave the lesson on Stewardship and Mrs. W. J. Armstrong gave the mission lesson on "How Shall They Hear."

Routine business was transacted and cards sent to the sick. The meeting closed with the missionary benediction in unison.

A social hour followed and refreshments were served to Mrs. I. Brunkenhoefer and Ann, Mrs. Ward, Mrs. A. L. Clark, Mrs. George Estill, Mrs. Fred Erwin, Mrs. W. J. Armstrong, Mrs. Rex Moore, and Mrs. J. F. Benedict.

BOWL MORE!
BOWL
 —AT—
GREER'S
 Bowling Alley
 AVE. D. — CISCO

WEARY AND WET, THE FROGMEN RETURN.

Their dangerous mission is completed. Members of a Navy Underwater Demolition Squad, they have been working to clear 1,500 to 2,500 mines from a Korean landing area, performing a duty in which every second is a matter of life or death. But that is the Frogmen's job for defense!



Defense is your job, too, and next to theirs how simple your job is! For yours is to keep this country's civilian front safe and stable, and solidly behind our military power.

And one of the best ways to do that is by buying United States Defense Bonds. By creating a stable financial backlog of your own, through bonds and other forms of



... saving, you are also making America's economy strong. And remember, *peace is only for the strong!*

So buy Defense Bonds. Buy them today and buy them regularly... through the Payroll Savings Plan where you work or the Bond-A-Month Plan where you bank.

The U. S. Defense Bonds you buy give you personal financial independence

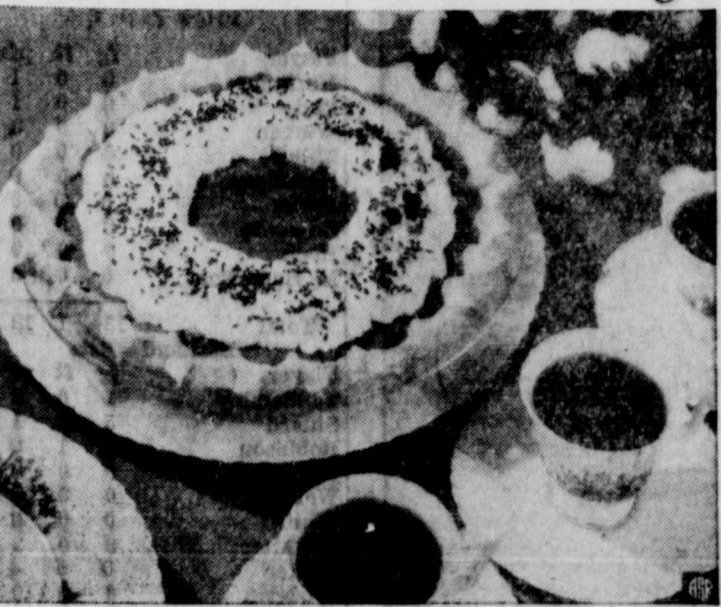
Remember that when you're buying Defense Bonds you're building a personal reserve of cash savings. Money that will some day buy you a house or educate your children, or support you when you retire. Remember, too, that if you don't save regularly, you generally don't save at all. So go to your company's pay office—now—and sign up to buy Defense Bonds through the Payroll Savings Plan. Bankers recommend them as one of the safest forms of investment.

Don't forget that bonds are now a better buy than ever. Because now every Series E Bond you own can automatically go on earning interest every year for 20 years from date of purchase instead of 10 as before! This means that the bond you bought for \$18.75 can return you not just \$25—but as much as \$33.33! A \$37.50 bond pays \$66.66. And so on. For your security, and your country's too, buy United States Defense Bonds now!

Peace is for the strong... Buy U.S. Defense Bonds now!

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

Mocha Chiffon Pie Fit For A King



It is no wonder that coffee-flavored desserts are generally popular when instant coffee is used as a flavor ingredient. Here is a new recipe for a luscious, light-but-rich Mocha Chiffon Pie using Nescafé to insure that fresh coffee flavor that will make this dessert a crowning glory to any luncheon or dinner menu.

With this superb dessert, you will want to serve hot, full-bodied, instant coffee in your favorite coffee pot. You can be sure that your family and friends will be impressed with the coffee as well as the Mocha Chiffon Pie if you follow directions. For each cup required, just place one rounded teaspoon of Nescafé (more or less according to strength desired) in the bottom of your coffee maker, add an equal number of cups of boiling water and stir. Good coffee is ready to serve—instantly. No waiting—no fuss—and remember second and third helpings can be made instantly as needed. It is sheer magic and time-saving to use instant coffee for a few guests or a crowd... and easy on the budget, too.

Mocha Chiffon Pie

1 envelope unflavored gelatine	1/2 cup milk
3/4 cup cold water	1 tablespoon Nescafé
1 package Nestle's semi-sweet chocolate	3 eggs, separated
1/2 cup sugar	1 cup heavy cream, whipped
3/4 teaspoon salt	1 baked 9-inch pie shell

Soften gelatine in cold water; in top of double boiler put semi-sweet chocolate, 1/4 cup sugar, salt, milk and Nescafé. Cook over hot water stirring to blend. Beat egg yolks; add mocha mixture slowly, stirring rapidly. Return to double boiler; cook over hot water, stirring constantly, until thickened. Remove from heat; add gelatine; stir until dissolved. Chill until thickened. Beat egg whites until stiff; add remaining 1/4 cup sugar while continuing to beat. Fold in mocha mixture and whipped cream. Turn into pie shell; chill until firm. Garnish with whipped cream if desired.

Mission Study Book Studied At Meeting

Chapters from the Mission Study Book, "We Americans North and South," were given by Miss Willie Word, Mrs. John Christopher, and Mrs. John Kleiner, Tuesday, when Circles Two and Three of the First Presbyterian Church met in the parlor of the church in a joint session for a program on world missions.

Following the program, the Circles met separately for a brief business session. Mrs. A. E. Jamison, chairman of Circle Two, opened the meeting with prayer by Mrs. A. J. Olson. An announcement was made of the covered dish luncheon to be held at the church on January 29, at which time Dr. Daniel James Cumming, former missionary of Korea, will speak. The meeting closed with prayer by Mrs. John Kleiner.

Those present were Mrs. A. E. Jamison, Mrs. J. G. Rupe, Mrs. F. J. Borman, Mrs. J. E. Coleman, Mrs. P. R. Warwick, Mrs. May Kleiner, and Mrs. A. J. Olson.

We Custom Cut Your Hair

Style it to suit and do the most for your own facial features. Call for an appointment, now.

We also individualize hair-dos.

Personalized Attention at

Elite Beauty Shop
 710 Ave. E. — Phone 144

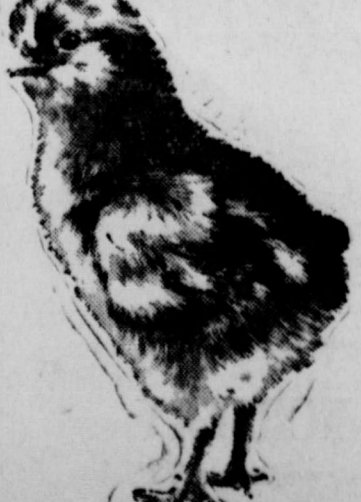
MERCHANTS CREDIT ASSOCIATION
 State and National Affiliations

Lucile Huffmyer
 SECRETARY
 Telephone 148

SUPER-LINES,

The egg laying sensation of all times. Bred similar to Hybrid Corn — None Better — Save \$10 per 100 by booking NOW!

Frazier Poultry Farm
 1500 Beech St.



HEALTH TALKS

Prepared by the Texas Medical Association

BREATHING

known as respiration, is the taking of air into the body, getting all the body needs from the air, and shoving back into the atmosphere the parts you don't need.

The "gases" you inhale are about 21 percent oxygen, 78 percent nitrogen, and smidgens of carbon dioxide, argon and neon, ammonia, organic matter and one or two other stuffs.

The oxygen goes into the bloodstream from the lungs. Pure nitrogen does not belong in the bloodstream, causing bubbles in the blood when it does get there by mistake, in such accidents as "the bends."

When you exhale the air, you send out a breath that is about 17 percent oxygen, 78 percent nitrogen, and 4 percent carbon dioxide. That makes the exhaled breath somewhat less than the inhaled breath in oxygen and more in carbon dioxide, with the nitrogen content about the same.

You give and take about a pint of air with each inhale and exhale. When you breathe in and out real deep, you shove about 3 pints of air around with each movement, but there's still about another three pints which you can't get at, the so-called residual air in the lungs. Your breathing can be measured for health purposes as to how much air you give and take with every breath, how much you can give and take, and how many breaths you take a minute. Most men have a capacity of about 7 pints of air and most women have a lung capacity of about 5 pints.

Your breathing rate changes, slows down as you get older. Newborn babies breathe about once every second, but soon slow down to 40 times a minute. By the time the babe is about 15 years old, he's probably hitting it up about 20 times a minute during normal activity, slower when he's asleep and faster when he's exercising.

In animals, the small animals

Nation Gains In Population Total

The natural increase in population — excess of births over deaths — in the United States last year was more than 2,400,000. This is close to the all-time record high of 2,431,000 in 1947.

With a moderate gain through immigration, the total increase in population for the year is estimated to exceed 2,650,000.

Since the end of World War II, this country has added about 15,800,000 to its population, which is about equivalent to the present population of the three Pacific Coast states, or to that of New York State, or to the combined population of the three Scandinavian countries of Sweden, Norway and Denmark.

have the fastest breathing rate with the rat pushing and pulling from 110 to 200 times a minute and the bigger they are the slower they breathe with the elephant taking his breath at 10 times a minute when he's up and about, 5 per minute when he's lying down.

TREAT of a LIFETIME WARM NIGHT ELECTRIC Sleeping Pad
 Full size of mattress (Sleep on top — Heat Naturally Rises.) Cheaper than Electric Blankets.
 SEE IT DEMONSTRATED AT
J. R. DeArmand's
 700 Avenue G.

For **Monuments of Distinction**
 CALL
Mrs. Ed Aycock
 Our years of experience enables us to give you prompt and courteous service.
 See display at 206 Ave. E. or call 183 for appointment

Mrs. E. L. Fleming and son spent the weekend in Fort Worth in the home of her parents, Mr. and Mrs. J. G. Phillips.

The giant armadillo is five feet long.

FOR SALE or RENT College Inn Cafe
 West Limits of Cisco on Hwy 80
ALTMAN'S

FHA REPAIR LOANS AVAILABLE NOW



... For Kitchen Modernization

or for any repairs or remodeling on your home. Make needed repairs now and pay for it as you enjoy it.

Loan will cover labor and materials — Call us for information or for a contractor to help you with your needs. Low down payment — up to 36 months to pay.

ROCKWELL BROS. & CO.
 LYNDON WHITE, Manager
 107 E. 5th. — Phone No. 4

See the **NEW** Chevrolet

THE ONLY FINE CARS PRICED SO LOW!

SOFTER, SMOOTHER RIDE

Brilliantly NEW for '52!

Here are the truly advanced automobiles for 1952... the only fine cars priced so low... and one ride will tell you what we mean by that.

We mean the only cars at or near their price bringing you the beauty of radiant, new Royal-Tone Styling with Fisher Body.

We mean the only cars at or near their price offering such a wide and wonderful choice of colors with upholstery and trim, in harmonizing colors, in all De Luxe sedan and coupe models!

Moreover, we mean that Chevrolet supplies all these fine car advantages at substantial savings... for it's the lowest priced line in its field.

Extra-smooth power slide with New Automatic Choke for finest no-shift driving at lowest cost. (Combination of Power-glide and 105-h.p. Valve-in-Head Engine optional on De Luxe models at extra cost.)

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

CHEVROLET
Big... Bright... Beautiful!

*This great new Styline De Luxe 2-Door Sedan lists for less than any comparable model in its field. (Continuation of standard equipment and trim illustrated is dependent on availability of material.)

A-G MOTOR COMPANY
 A. D. Anderson Jack Anderson

Majestic
EASTLAND
Tuesday and Wednesday

ROBERT YOUNG
BETTY DRAKE
THE SECOND WOMAN

Spring Planting Plans Under Way On Texas Farms

Preparation of seed beds for spring planting was active during the unseasonably warm weather in most of Texas during the past week. In the northwest wheat continued to make fair to good development, but strong winds were again taking the limited surface moisture. Many farmers in that area were working fields to check blowing

soil. In parts of east Texas and along the upper coast, surface moisture was still adequate and the warm temperatures stimulated rapid development of oats, clovers and winter cover crops. Droughty conditions continued in all other parts of the State.

Commercial vegetable crops in the irrigated sections continued to make rapid growth as many sections in and out of the Valley recorded temperatures in the high 80's. Supplies of beets, broccoli, carrots, cabbage, cauliflower, lettuce and spinach were more plentiful. In the non-irrigated sections, however, continued lack of moisture has retarded crop progress and caused deterioration; some spinach fields have been plowed up. Dryland onions, although not making further top growth, were holding up remarkably well. Irrigated onions continued to make splendid development. The limited onion acreage set to the fields in north Texas

PALACE
THEATRE — IN CISCO, TEXAS
THURSDAY and FRIDAY

WHEN SHE STARTED MISSIN' KISSIN' THE FUN STARTED COMMENCIN'!

June ALLYSON
Van JOHNSON
in
Too Young to Kiss
... Too Delightful to Miss!

LATEST NEWS — ALSO CARTOON

Palace Theater — Ph. 300 — Cisco

Saturday at 9:45 Big Fun Show
CARTOONS & COMEDIES
plus

HEROICS turn to HYSTERICS!

Laurel
Hardy
Pack Up Your Troubles

JOY DRIVE-IN
CISCO — EASTLAND HIGHWAY
Tuesday, Wednesday and Thursday

GO FOR BROKE!
THE LOVES, LIVES and LAUGHS OF A LONG LINE OF FIGHTING HEARTS!
starring VAN JOHNSON
THE HEROES OF THE 442ND REGIMENTAL COMBAT TEAM
Plus
Joan Leslie
Robert Walker
THE SKIPPER SURPRISED HIS WIFE

News — Cartoon

PALACE
THEATRE — IN CISCO, TEXAS
Tuesday and Wednesday

LOVE BIRDS WITH HILARIOUS PROBLEMS!

William June LUNDIGAN · HAVER
LOVE NEST
FRANK FAY · MARILYN MONROE
JACK PARR · LEATRICE JOY
A 20th CENTURY FOX PICTURE



FUN ALONG THE SEASHORE—The old shell game gets a prettier treatment than usual by two lovely beachcombers on the strand at St. Petersburg, Fla. Whiling away their time in sun-warmed leisure are Adrienne Pope and Shirley Hyde and, once on the beach, they're at no loss for something to do.

will need rain soon to save this acreage and additional planting was being delayed for better moisture conditions.

Early planted spring crops in the irrigated sections, mainly Lower Valley potatoes and tomatoes, were making very good progress, many fields were up to a good stand and making faster than usual growth. The watermelon acreage that is up to a stand in the Falfurrias section needs rain badly and planting of additional acreage was being delayed. Considerable land was being prepared for other spring

vegetables to be planted as soon as moisture is suitable. Growers in the east Texas tomato area were busy preparing hot beds for their 1952 plant supplies.

An increasing number of cattle and calves were being turned on wheat pastures in the northwest as warm temperatures stimulated vegetative development. Warm temperatures were also bringing new green feed along where moisture was adequate in east Texas. Heavy supplement feeding continued in all other areas as the drought continued and dry soil held back development of much needed new feed.

LOBOES —

Front Page One				
Player	fg	ft	pf	tp
Huffman	0	0	1	0
Eudy	0	0	1	0
Warren	0	0	3	0
Miller	0	0	0	0
Harrelson	0	0	0	0
Parks	0	0	0	0
Edwards	0	0	0	0
Hock	0	0	0	0
M. Harrelson	0	0	0	0
Total	13	1	13	27
Eastland Girls				
Player	fg	ft	pf	tp
Tankersley	1	0	0	2
Stuard	5	2	1	12
Robinson	4	1	0	9
Thompson	0	0	0	0
Ward	0	0	0	0
White	0	0	0	0
McFatter	0	0	2	0
Parker	0	0	4	0
Freeman	0	0	0	0
Brook	0	0	0	0
Total	10	3	7	23
Loboes				
Player	fg	ft	pf	tp
Johnson	4	0	4	8
Black	4	0	4	8
Brunkenhoefer	1	0	2	2
Webb	7	3	1	17
Youngblood	3	2	4	8
Callerman	2	0	0	4
Keller	0	0	0	0
Lloyd	0	0	0	0
Gallagher	0	0	0	0
Total	21	5	15	47
Mavericks				
Player	fg	ft	pf	tp
Herring	3	4	4	10
Stephens	1	2	4	4
Pittman	4	4	0	12
Hanson	2	1	2	5
G. Harris	0	0	0	0
S. Harris	0	0	0	0
Jessup	0	0	2	0
Collins	1	0	0	2
Total	11	11	12	33

Mrs. Walter Brooks visited with friends and relatives in Breckenridge Tuesday.

Miss Anita Carlin, student at S. M. U. in Dallas, is expected Thursday for a few days visit in the home of her parents, Mr. and Mrs. Hal Lavery.

See Us
BEFORE YOU TRADE CARS
Our trades save you money
Lee Weir Motor Co.
Moran, Texas
Phone 138

Political Announcements

The Daily Press has been authorized to publish the following announcements of candidacies for public office, subject to action of the voters in the Democratic primaries:

For Congress (17th District)
JACK COX of Breckenridge
For Commissioner (Prec. 4)
J. E. (Ed) McCANLIES
ARCH BINT (Re-election)

GOOD NEWS for the HARD OF HEARING
NEW LOW PRICE!
Easy Terms and Generous allowance on trade-ins.
Your Hearing Aids, Supplies and batteries may be had at
DeARMOND'S
Hearing Aid Service
Cisco — 700 Ave. G.

FOR Office Supplies
Typewriters and Supplies
Job Printing
Rubber Stamps
CALL
Commercial Printing Co.
709 Ave. E — Phone 5

FOR SALE — 7 room modern house, 3 bedrooms complete floor furnace, just finished painting. Looks good inside. 2 big lots. Price \$7,000. \$2,000 cash, balance in 7 years at 6% interest. W. J. Pool, 1262 College Hill. Phone 1070-R. tfc.

You'll Be Sorry
If You Don't Wait For The
"ALL NEW"
"52"
FORD

RETREAD FOR SAFETY
Tire tread is MOST important on slippery winter roads. Our retread experts can almost DOUBLE the safe life of your tires. See us today!
O. K. Rubber Welders
Your U. S. Tire Dealer
104 E. 8th. — Phone 1075
Cisco

For EXPERT AUTO REPAIRS — WELDING OR SERVICE. TAKE YOUR BUSINESS TO
THOMPSON'S
202 East Sixth St.

FREE!!!
A dozen large gladiola bulbs (florist mixed) or one ever blooming rose bush (any color) — guaranteed to be good stock as described, with each \$5.00 Purchase.
We Can Supply Your Needs
SHRUBBERY — TREES
TENNYSON NURSERY
1003 W. 16th — Phone 725-J

OIL FIELD CONSTRUCTION
Bull Dozer Work — Road Building — Pit Digging—Light and Heavy Hauling—Roustabout Work — Tank Building — Concrete Work — Pump Setting — Transports for Oil and Water Hauling — Complete Pipeline Equipment — Anything in the Oilfield Construction Line.
We Are Bringing In Personnel From The Odessa Oilfield — Each One A Specialist In His Line
A and P CONSTRUCTION CO.
West Highway 80

"WINTER DRIVING can't worry me!"
Pop uses WINTER-BLENDED PHILLIPS 66 GASOLINE
You're right, young man... you've forget about hard starting, stalling and those other cold weather driving worries when Pop fills up with Phillips 66 Gasoline. Right now it's Winter-Blended for quick starting and fast engine warm-up!
Winter or summer... fall or spring... Phillips 66 Gasoline is controlled to match the season. It's famous for Hi-Test energy, because of the extra amount of Hi-Test elements it contains. That's why it gives you smooth, power-packed performance. It burns efficiently... helps prevent fuel waste and crank case dilution! Rely on Phillips 66 all year around to help get the best out of your car's engine!
LUBRICATE FOR SAFETY EVERY 1,000 MILES
See Us BEFORE YOU TRADE CARS. Our trades save you money. Lee Weir Motor Co. Moran, Texas Phone 138

GMC
GASOLINE & DIESEL TRUCKS
1/4 TO 20 TONS
Your key to greater hauling profits

HERE'S WHY - you see more every day!

EVER stop to ask yourself why you see more and more husky GMC's on every highway every day? Why so many cost-wise buyers are singling out GMC's as their first choice?

The answer is, "GMC" spells profit to the man whose business depends on the performance of his trucks.

To light-truck users, "GMC" means the highest horsepower in its class—for GMC 1/2- to 2-tonners are second to none in pulling power.

And to commercial haulers, "GMC" means America's most popular Diesel

—for efficiency, for long-lasting, fleet-footed power and lowest operating cost. And in between, throughout the GMC line—from the smallest gasoline-powered pickup truck to the largest Diesel—the story's the same:

Power, brakes, comfort, safety and stamina—the right combination of everything essential to low-cost hauling—in the right vehicle for your loads.

Before you buy another truck—come in. See for yourself why GMC is the best truck buy you can make today.

GURNEY MOTOR COMPANY
105 West 9th Street Phone 795
You'll do better on a used truck with your GMC dealer