

do not know County Spraberry of Dawson County. inclined to vote for him for office from precinct level to tent as he seems to have that quality not often found in a official . . . he tells the FACTS even thou these not cheerful enough to be Chamber of Commerce pro-

most of you know, parts of n and parts of our home co-re severely hit by the current Texas communities are nmunities and over a long a brighter future than on earth. But currently e some economic pro-of the four year drouth tring along with. .

"Donnell has something to crow at in the fine state-wide showresulting publicity of our Our hat is off to Mrs. girls. and her girls. .....

ay morning the Community vill present their first anaster Sunrise program. The workers of the Choir have of their time and talent to little to the Greatest Day of ar for Christians. It will be year for for those wishing to en-rogram at football field to early Sunday mewhat to attend the program but will be great. Plans are program concluded just rises

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and toward believing in lent, and other sacrifices to presoul for proper reception blessing. Give up your ep Sunday morning and don't enjoy Easter to a gree.

A L L at the commun-Sunday. .

-000 O'Donnell Rotary Club mei in its regular meeting with ers present. Visiting Rotar D. Ball of Lamesa and Rodgers of Vista, Calif incheon Edwin Dabbs, vis the singer with ist church, gave several Major Rodgers was the He told of the project d by the Vista Rotary club b is sponsoring a foreign college in the United The student lives in the the Rotarians for 6 weeks of the family and thereby first hand knowledge of an way of life.

# Easter Sunrise Service Is Sunday O'DONNELL INDEX PRESS

31 year; No. 32

O'DONNELL, LYNN COUNTY, TEXAS. Wednesday, Apr. 14, 1954

S1.50 PER YEAR **Tribute Paid To Jones** 

## **Good Spring Showers Brings New Hope To Area**

#### Rains General; Av. 3 In.; Falls Up To 4 1-2 In.

And the RAINS came after being all wish to examine the clearly. Yep, Judge and others like him, will An dwas it wet and JUICY!!!

The initial storm resulting from over-riding humid Gulf air meeting a weak cool front started the jack pot to spilling here Saturday at 4 p. m. The fall was restricted to about 150 sections generally south of O'Donnell - Draw road to 8 miles

south of town and west to Grand view and south of Newmoore. The big rain storm of Sunday nite was GENERAL and covered all good Democrats as well as our mistaken Republican neighbors. No area tarmer we interviewed reported LESS than 2 inches total for the 48 hour storm period

Ben Moore, local weather obser vor, reported .50 for Saturday, 1.83 for Sunday nite and .13 for Tuesday morning to total 2.43 inches and humidity is 100 per cent as we go to press at Tuesday noon,

The Saturday mid-afternoon storm was a real Dime Box gully-washer in vicinity of O. K. washing the roads and fields. From the Saturday storm John Stephens at Mesq-uite got 2 inches plus, E. Vandivere 1.5, Tech McLaurin, over 3, Sam 1.5, Tech McLaurin, over 3, Sam Nelms, 1, Old Plainview, 1.5, R M Middleton, at Grandview, 2 and so it went. For the TOTAL of the storm Ellis Barnes at Wells, 2.4, R. G. Grogan, 2.7, Bill Staggs at Berry Flat, 2, Oscar Telchik at Mesquite

4, Tate Lamb also there, 4.75. Generally the wet spot Saturday got a TOTAL to 4 to 5 inches. Thanks To God

We know our cash readers are as joyful as the Ed. over the God-sent healing rains to our land. No one can say with surety that the historic drouth is broken but well cross our bridges one at a time. Most farmers of this great tri county area have enough moisture to till the rich red soil and insure planting at the proper time.

Not much was written herein of rs. Isaacs Heads Plains the general depressed feeling of our tolks but now it can be told that all felt we faced another year without going to the gin . . . which is good cause for the blues after 3 to 4 years for many of our farmers.

## Eagles Win 9-B Track Meet

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#### **Headed For Regional**

O'Donnell fleet Eagles took its 3 rd district 9 B track meet titled at Lubbock Friday with 6 new records being established in the meet.

Led by Wayne Mott and James Raines, O'Donnell took 40 points followed by Sundown with 32, Ropes ville, 30, Whiteface 20, Smyer, 10 Meadow 9, Seagraves and Plains, 6 each and New Home, Bledsoe and Wellman failed to score.

#### Mott Sets New Record

Mott won the 100 yd. dash in 10.4 and 220 in 22.5 for a new record, and broad jump with a 19 ft 5 in. leap. He was 3rd in the low hurdles. Raines was 2nd in the 100 yd. dash, 120 high hurdles and the 180 lows. The regional meet will be April

24th. 24th. Also qualifying for the reg-ional was Arthur Jackson in the 880 yard run. In all O'Donnell collected four 1st places. O'Donnell also won the junior hi division with 24 points with Gerald Barton point man with 18 points. 100 yd. dash - 1st, Mott, 2, Raines

10.4. 220 yd. dash -- 1st Mott 22.5 880 yd. run - 1st Jackson, 3. Worth ington 2.07.7

Mile run - 3rd, Moses 4:57.5 120 hi hurdles - 2 Raines, 4th Modisette. 15.5

180 yd low hurdles - 2. Raines, 3rd Mott. 20.1 Mile relay - 3rd D'Donnell 3:39.3 New record. Old record set by O' Donnell in 1953 Broad jump - 1st Mott 19 ft. 5 in Shot put - 3rd Moore, 44 ft. 6 in

Jocks you Know

Mr and Mrs. Douglas Cathey and are visiting Buffalo

E O'DONNELL	COMMUNIT	Y CHOIR PRESENTS	ITS FIRST	
NUAL EASTER	SUNRISE	PROGRAM SUNDAY	APRIL 18th	

Program begins promptly at 5:30 and continues for 53 minutes

Location Is The O'Donnell Football Field In event the weather poses a problem, the program will be presented indoors and you will be notified as you arrive at football field. 1. Christ The Lord Is Risen Today .... 221 2. Good Morning, Christ Is Risen Mrs. Floyd Thompson 3. Prayer Solo: "Alone" Rev. L. M. Seay Mrs. Ed Robertson 4. Solo: 8. "Were You There" 255 "Above The Hills Of Time" Matthew 28; 1-6 : The Resurrection "Glory In The Garden" 25 10. 11. **Duet and Chorus** "Resurgam" 'Jesus Lives" 12. Reader 13. Quartette and Chorus 14. "Praise Ye The Lord" 15. Luke 24; 50 - 53 The Ascension Chorus "The Ascension" 16. Reader "Unfold Ye Portals Everlasting"
"The Holy City"
"All Hail The Power of Jesus Name" Solo and Chorus

- Directed by Mrs. H. A. Longino

#### **Bob Golightly Is Claimed** Methodist Ladies Elect

Robert Earnest Golightly, owner of O'Donnell Hotel and a long time prominent businessman, died short

ly after noon Monday, Apr. 12 fol

lowing an illness of more than a year. 72 years of age, he had been

Church since he was 12 years old.

The body was in state Tuesday at the First Methodist church from 10 a. m. until 2:30 p. m. at which time funeral services were conduct ed by Rev. H. A. Longino, pastor. Interment followed in the local cem etery under direction of Higgin-botham Funeral Home of Lamesa.

great grandchildren.

Survivors included his wife,



willing to give up his time to help us when we needed him, who has made us a wonderful chapter father made us a wonderful chapter and and without whose help our success with the skit would not have been possible, the FHA wishes to thank you . . . Maurice Jones. The interest you have shown, and the help you have given our organization shall never be forgotten. Again we say "Thank you" from the bottom say of our hearts.

F. H. A. Girls

(MM) ---Mrs. Ed Williams underwent sur gery last week at a Lamesa hospital

#### **Rites Read For Jack** Minton Here Friday

Funeral services were conducted at 2:30 p.m. Friday at First Meth-odist church here for Henry "Jack" Minton, 51 who died at Taylor Clinic in Lubbock Thursday after-noon following a four month ill-ness. Services were read by Rev. H. A. Longino, pastor and burial followed in the local cemetery. The son of Mr and Mrs. John

The son of Mr and Mrs. John Minton, he was born April 1st, 1903 near Lockhart, Caldwell Co., He moved with his parents to the Indian Territory near Sapulpa in his early youth and lived there one year. The family moved near Hashis early youth and lived there one year. The family moved near Has-kell in fall of 1905. In 1924 they moved to O'Donnell. Foth his moth-er and father were laid to rest in the local cemetery. He is survived by one brother, Walter of here as well as a number of other relatives. Jack spent much of his life form. Jack spent much of his life farming and in recent years worked with

Slim Fields in plastering trade. Jack led a quiet life that won for him the confidence of those who knew and loved him best. Our sympathy to the loved ones at this sad hour of loss.

Secretaries of Lines of Work: Spirtual Life, Mrs. C. A. Moore Missionary Ed., Mrs A H Koeninger Christian Social Relations. Mrs. Glen Gibson.

Student Work, Mrs Sam Singleton Children's work, Mrs. Frankie Cock Lit. and pub. Mrs. E T Wells Supply work, Mrs L L Birdwell Status of Women Mrs H T Gardenhire.

outh work, Mrs. Darus Sumrow

The Methodist ladies in a joint monthly program and business meeting elected the following off-

icers for the church year beginn-ing June 1st: President, Mrs. John Morris Vice pres., Mrs. Warren Smith Recording sect'y, Mrs. J W Gardenhire

a resident here for about 20 years Treasurer, Mrs. R. O. Stark and a member of the Methodist Promotion sect'y, Mrs. J P Eowlin

Plains Elementary P. T. 'A 13 members and 1 visitor nt. Mrs. Weldon Smith, the dent presided. Mrs. Leonard was elected president, Mrs Burrus, secretary and treasurer Jack Smith, parlimentarian, John Stephens, historian, Mrs Kingston, vice president.

and Mrs. C. R. Burleson, sr eturned from a visit in Tulare to find their farm covered generous fall of sky juice.

#### B WILL NOT MEET -0-

he Thursday Bridge Club will meet this Thursday but will Thursday April 22nd. Mrs. nn Gibson will be hostess at time. C113171

E C Harris has returned with her children in N. M.

-004

-000-Mr and Mrs. C. D. Pickens are after an extended visit to De

#### Card Of Thanks

I wish to express my sincere anks to each one for your many my kind deeds during the illness my beloved brother, and every pression of sympathy after his sing.

Walter Minton

AL MAN HAS PROMISING E HORSE



E. C. Harris recently purchased a year old race horse from the muos Frank Northfleet of Hale The father of the colt is retired successful racer now on sture on Kleberg ranch in South xas. A brother of the colt is curly making a reputation on area Slim will keep his horse his home here for two weeks betaking him to a training ranch Roswell. Mr. Harris is a local tal employee.

But the greatest benefit is to our land and not to ourselves. For generations yet unborn the soil which is theirs was currently and suffering from the blas ill blasting wind erosion that only careful till-

age and more moisture can nurse to health. We know our Father heard the prayers of His children in their thanks . . . and that we'll use a harvest in His Name. their thanks

#### MISS ETTER TO WED IN JUNE

Mrs. Vera Etter announces the engagement and approaching mar-riage of her daughter, Peggy to Robert S. Dickson, son of Mrs. Sarah Dickson, Chicago, Ill. and S R. Dickson of LaSalle, Ill.

The vows for the couple will be read at 8 p. m. June 12 in Broad-way Church of Christ in Lubbock.

The bride-elect is a graduate of local high school and Texas Tech. She now is teaching in McCamey elementary school. The prospect ive bridegroom graduated from St Rita high school, Chicago and attend ed the U. of Illinois before entering the Air Force. At present time he is stationed at Reese A. F. B.

PANCAKE SUPPER APR 23rd

.The 1946 Study Club will give delicious PANCAKE SUPPER Friday week April 23rd at the will school cafeteria. The club feature all the pancakes and trim nings you can eat for 50c. The public is cordially invited . . . Fri day week.

Mrs. Bill Davis had as guests for week end her mother and sisters of ubbock

#### Co-ops Here Meet

532 persons enjoyed the annual arbecue lunch and meeting of the O'Donnell Farmers Co-op Associat on. Carl Sanders was re-elected as a director for a 3 year term. Joe Burkett and his boys entertained the group with music during the 'unch. The very capable local man-ager, J. W. Martin, will be the nanager during the coming season.

Interesting talks were given by G. L. Jackson of Abernathy, presid ent of Co-op Oil mill, Roy Davis, manager of the mill, Tom Brown, of Co-op Compress, Mr. Meechem of Grain co-op in Amarillo.

#### Wells Farmers Meet

Barrington is the genial manager.

relatives here. -0-Roger Doss, student at Hardin

who is quite ill.

Simmons U., was home over week end. Mr and Mrs J L Wheat visited her father, J M Jennings at Sweetwater

Mr and Mrs. Wm. Lee Harris and children of Roswell, N M visited his mother, Mrs. D L Harris and other relatives over week end.

-0-Darrell Parker and Douglas Cathey fished at Lake Buchanan over week end

Glen Gibson and Ed Robertson fished at Whitney Lake over week end.

Mr and Mrs. J P Hale visited at Lovington, N M over week end

M rand Mrs. Glen Everett of Carona, Calif. are visiting relatives here this week. -0-

C E Boles underwent an appendectomy at a Lamesa hospital last week.

Mr and Mrs. Casey Cabool of Levelland visited in C C Cabool home Sunday.

Mr and Mrs. Scotty Lay and children of Hanford, Calif. Nadine and Zoana Bond of Littlefield visit ed in Guy Bradley home Saturday

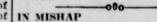
Mrs. E. J. Tredway visited her daughter and family in Lubbock last week.

#### Mrs. Koeninger Hosts '39 Club

The 1939 Study Club met April 7th with Mrs. A. H. Koeninger as hostess with 13 members present. Mrs. Regan and Mrs. Line gave the program on American Poetry. Mrs Regan read a paper on Early Poets and Poems I Like and Mrs. Line's paper was on "The New Poetry" The refreshment plate was tuna fish sandwiches, punch and cake. Lubbock Lady To Speak

The next regular meeting will be April 21st at First Baptist Church at 3:30 p. m. and will be guest day with Mrs. Hal Spencer of Lubbock as the guest speaker.

-000-Mrs. U. C. Rains and daughter, Mrs. Bill Clayton and son spent the week end with relatives in Ft Worth.



Will Ed Tredway escaped serious The Wells Farmers Co-op Assoc iation met Friday at noon for their annual meeting and lunch at the gin with about 250 members and guests enjoying the event. Cleve Barrington is the genial manager.

Burks of Uvalde and Mrs. Dean Howell of Carlsbad, N. M., five Laura, two daughters Mrs. Elme There will be a program at the Church Thursday morning sons, Kenneth of Carlsbad, N. M., 9:30 to 10:30 in observance R D of Odessa, Robt. E., jr Haskell and Prentice H. and J. "Easter Day Apart Day" All ladies of J. B. of town and area are invited. both of Stephenville, two sisters, Mrs. Grace Driver of Big Spring, Mrs. House To Speak Mrs. Fruzie Hammett of San Diego

Calif., four brothers, W. E., A. B. Monday April 19th Mrs. B House, State Vice President of The Earl and Quincie, all of Stephen-ville; four grandchildren and five Texas Federation of Women's Clubs will speak to the members of the

Pallbearers were Lynn Bird-well, W E Singleton, F. M. Jones, 1939 and 1946 Study Clubs. meeting will be in the home of Mrs. Burl Koeninger at 9:00 a. m. with Chas. Cathey, Harvey Line, Hugh Lott, Paul Mansell, and Naymon Everett. Honorary pallbearcrs were John Ellis, Giles Reed, Tom Mrs. A H Koeninger as co-hostess. An interesting speaker, Mrs House has traveled in 18 countries Brewer, J. L. Shoemaker, jr., Louis Robinson, E. T Wells, Jeaf Shook, of Europe. She has worked in the Federation for 35 years and has served on the state board for 10 John Earles, Guy Bradley, W. E. Vermillion, Joe Kirkpatrick, Mack years.

Noble, Henry Bledsoe, Henry Gil-breath, Benny McCollum, Elmo FARM LABOR NOTICE White, Sam Russell and Curtis Fin-The Texas Employment

ley. Last December 24th Mr and Mrs its Farm Labor days each Monday Golightly celebrated their Golden

Wedding anniversary. The Community bows and pauses in silent tribute to one of its best liked and loved fellow citizens. Bob was the same genial, generous friendly person to all and something of our little town goes with him, as it does with all we have loved, when we bid farewell to all that is mortal. Our special word of sympathy to his fine wife who nursed him thru his painful illness and chershed him for more than golden years.

Sunrise Service Easter

The program above tells the story best of the Easter Sunrise ser vice set for 5:30 a.m. Sunday at football field. In event of weather problems, the service WILL BE at the SAME TIME at high school auditorium, Mrs. F. M. Jones said. This is O'Donnell's first sunrise ser vice in recent years. Reward the work of the choir with your presence if possible. God bless those who have the spirit to worship together .. as this is approaching EASTER 000

JIM STOKES HOME BURNS -0-

Tuesday morning at 10 a.m. fire destroyed the farm home of Jim Stokes who lives four miles west of town. The local fire department answered the call but the fire was too far advanced.

JUDGE REED ANNOUNCES

The Index has been authorized to announce the candidacy of Judge Louis B. Reed for re-election as Judge of the 106th Judicial district of Texas including our counties of Lynn and and Dawson as well as Gaies, Garza, Terry and Yoakum counties. His statement will follow. Incidentially the beloved judge is held in high respect in this area.

WORLD TRAVELER TO SHOW FILMS HERE FRIDAY from of

The members of 1946 Study Club and their husbands and guests are scheduled to hear E. V. Middleton of Lubbock on Friday April 16th at 8:15 at Elementary Cafetorium. He will show pictures taken on his world tour.

-000

C. R. Burleson, jr., local post-The master, is attending a state convention of postmasters in San Antonio this week.

> -0-Dr. Joe Lehman is attending a medical convention in Dallas.

Jones Heads Board -0-

At a called meeting Thursday, the O'Donnell Board of Education selected Felix Jones as its president, Durwood McMillan, a farmer Comat Wells, vice president and Nay-mon Everett, local barber as the mission announces continuation of onday secretary. Mr. Jones is a long time each progressive farmer and local resident having been a capable board member for several terms. He has two children in school.



morning in Brownfield and Wednesday morning in Lamsea. All farm hands in need of jobs are

urged to attend these days.

O'Donnell, Texas	INDEX. PRESS Wednesday, April 14, 1954		
KCBD TV; Channel 118:30 TV Theatre 9:00 Talent Patrol 9:15 Plains Serenade 9:45 News of the Hour 9:55 Weather 10:00 Files of Jeffrey Jones7:30 T Men In Ac 8:30 I Led 3 Live 9:00 Martin Kane 9:30 News of the 9:40 Weather 9:45 Sports 9:45 Sports 9:45 Sports 9:45 Sports 9:45 News, Market, Weather Friday	ives 7:00 Garroway at Large   ne 7:30 Life of Riley   s:00 Favorite Story   he Hour 8:30 Duffy's Tavern   9:00 Danny Thomas   9:30 News of the Hour   9:45 Channel 11 Tune Shop	7:00 Garroway at Large7:30 Life of Riley8:00 Favorite Story8:30 Duffy's Tavern9:00 Danny Thomas9:30 News of the Hour9:45 Channel 11 Tune Shop10:00 Into the NightSaturday2:45 News, Weather3:00 6-Gun Theatre4:00 Playtime4:30 Johnny Jupiter5:00 Fanm Show RFD 115:30 Spinnersanctum6:00 Sports6:00 Sports6:05 Channel 11 Revue	
5:00 Range Rider8:30 The Cook Book2:45 News Market5:30 Howdy Doody4:00 Welcome Travelers3:00 Ladies Mathet5:55 Showtime4:30 On Your Account3:30 The Cook E6:00 Channel 11 Revue5:55 Showtime4:30 On Your Account6:30 The World Today6:00 Channel 11 Revue5:55 Showtime6:40 Weather6:30 The World Today6:30 The World Today6:45 Bernie Howell6:30 The World Today6:30 The World Today6:40 Weather6:30 The World Today6:25 Sports	ket, Weather   Saturday     inee   2:45 News, Weather     Book   3:00 6-Gun Theatre     Travelere   4:00 Playtime     Account   5:00 Farm Show RFD 11     5:30 Spinnersanctum   6:00 Sports     6:05 Channel 11 Revue   6:05 Channel 11 Revue		
7:30 My Little Margie 8:00 Bob Lamont 6:45 Bernie Howell 6:30 The World T 6:40 Weather 6:40 Weather	6:40 Weather 6:45 Oil Review 7:00 Seizure 7:30 Ted Mack's Amateur Hou 8:00 Theatre Guild 9:00 Your Hit Parade 9:30 Eddie Fisher	VERNIE'S BEAU'	TY SHOP
jook clean.	9:45 News of the Hour 9:55 Weather 10:05 Channel 11 Theatre	9:45 Chennel 11 Tune Shop 10:00 Peter Potter Show ///	
	5:45 Opportunity Knocks 6:00 Winchell - Mahoney 6:30 The World Today 6:40 Weather 6:45 Channel 11 Melodies	CHURCH OF THE NAZARENE Sunday School 10 m 74 E. C. Pace, Supt. Morning Worship 11 m 74	
1-000F	7:00 20th Century Serenade 8:00 TV Playhouse 9:00 Letter to Loretta 9:30 News of the Hour 9:40 Weather 9:45 Sports 10:00 Break The Bank	Wednesday 8 p. m TH It METHODIST NEWS your	NE POINT LANDING: HE point? may cost you hundreds ars if someone is injured premises!
	For District Attorney, 106 Dist	Rev. H. A. Longino, pastor 	efore that someone lands wallet, let us provide n Comprehensive Personal is y Insurance. Approxima 000 of protection for an
"It's so clean." That's the number one reason electric cooking is preferred by hundreds of Texas homemakers. "Pots	ok elec- THOMAS REID ( re-election	W. S. C. S. Faith Circle Mondays at 9:30 a. m. and Martha Martha Circle Tuesday 9:30 a. m.	CLAYTON INSURANCE AGENCI - LOANS - PHONE 148
and pans stay shining bright" "Saves me time and effort from scraping and scouring" "We don't have to redeco- rate as often because walls stay cleaner." these are typical responses from	electric W. M. MATHIS (Re-election For Commissioner, Pct. 3 MRS BEATRICE McLAURIN For County Clerk MRS. BEULAH PRIDMORE (Re-election) For County Superintendent	Safety Deposit Boxes	NOTICE FFECTIVE THIS DATE
women who enjoy the convenience of modern, electric cooking.	MRS. LENORE TUNNELL (Re-election) MRS. RUTH JOLLY For Justice of Peace, Pct. 4 HORACE BRUNETTE For Tax Assessor - Collector J. E. (Red) BROWN		VAN'S SOFT WATER
Cook Electrically	MARVIN J. MUNN For Sheriff NORVELL (Booger) REDW (Re-Election) For County Attorney MITCHELL WILLIAMS ( Re-election) For Commissioner, Pct. 2	WINE Your Valuables safe.	Laundry
TEXAS ELECTRIC SERVICE COMPANY J. H. LEMONS, Manager	WOODROW (Ode) BREWI DAWSON COUNTY		Safety

## New strength and stamina ! Lower upkeep costs !



## **New Chevrolet Trucks** do more work per day . . . more work per dollar!

You save hours on the road. Thanks to new high-compression power, you can maintain faster schedules without driving at higher maximum speeds. Increased acceleration and hill-climbing ability let you save time where it counts.

You save time on deliveries. With new truck Hydra-Matic transmission, you save time at every delivery stop. And you can forget about clutching and shifting for good! It's optional at extra cost on  $\frac{1}{2}$  -,  $\frac{3}{4}$  - and 1-ton Chevrolet trucks.

You save extra trips. That's because of the extra load space you get in the new Advance-Design bodies. New pick-up bodies are deeper, new stake and platform bodies are wider and longer. Also, they're set lower for easier loading.

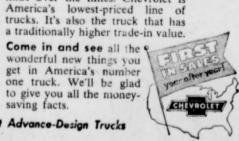
You save with lower upkeep, too. Extra chassis strength saves you money on maintenance. There are heavier axle shafts in two-ton models . . . bigger clutches in lightand heavy-duty models . . . stronger frames in all models.

You save on operating costs. New power saves you money every mile! The "Thriftmaster 235" en-gine, the "Loadmaster 235" and

MOST TRUSTWORTHY TRUCKS ON ANY JOB! - Chevrolet Advance-Design Trucks

Ellis Chevrolet Co. Chevrolet Sales and Service .-: O'Donnell, Texas

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the "Jobmaster 261" (optional on

2-ton models at extra cost) deliver

And your savings start the day you buy. In fact, they start with the low price you pay and con-tinue over the miles. Chevrolet is

increased operating economy.

saving facts.



Friday and Saturday April 16 and 17 Frrest Tucker and Jo

Leslie in

#### Flight Nurse

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Sunday and Monday April 18 and 19th Donald O'Connor and Janet Leigh in Walking My Baby **Back Home** 

In Technicolor

## Gibson's

CLEANERS

#### CLEANING

#### PRESSING

Alterations

### **Real Estate**

FARMS - RANCHES CITY PROPERTY eases and Royalities

B. M. Haymes

## These facts about the New Chevrolet can help you make an important decision

Don't you agree that buying a new car calls for careful consideration? Regardless of make, it involves a substantial amount of money and a lot of future satisfaction. This information can give you a better idea of comparative value and help you decide which make to buy.

A good customer of ours was telling us the other day how he sizes up a new car. Because he's bought a number of them over the years, we were interested in what he had to say. We think you will be, too.

Actually, what he does is to ask about seven basic questions. The answers give a pretty complete picture of the car and its comparative value. Here's what he wants to know.

#### How well do I like its looks?

That's one question, of course, that only you can answer. You're the one who buys the car and you, above anybody else, should be proud of its appearance.

All we can tell you is that we hear a lot of nice things about Chevrolet's new styling. People seem to like the new front-end and rear-end designs, and the way the bumpers curve even farther around the fenders. They like the new styling touches all around the car and the wide choice of bright new colors and two-tone combinations. A good many tell us that Chevrolet has a decided edge over the other cars in its field for smooth and graceful lines.

#### Who makes the body?

This question takes in much more territory than the appearance of the car. It involves the quality of the

interior as well as the strength and safety of the body construction. That's why we think it worth your consideration that Chevrolet has the only Body by Fisher in the low-price field

You can see the difference outside and inside. We'd especially like you to look over the new interiors. Just sit in the car, if you will. Feel the quality of the fabrics and notice the more generous use of vinyl trim.

In all these ways, you'll find evidence of superior quality and workmanship. And after all, isn't that what you would expect in Body by Fisher? As you know, Fisher is the largest and most famous manufacturer of automobile bodies in the world. Doesn't it stand to reason that Fisher can build extra quality into the Chevrolet body? It's there and you can see it.

#### What's under the hood?

You hear a great deal of talk these days about engine power. The truth is that the number of horsepower isn't nearly as important as what the horsepower does for you.

In this year's Chevrolet, you get increased power in two finer engines. There's the "Blue-Flame 125" engine teamed with Powerglide automatic transmission and optional on all models at extra cost. In gearshift models, you get the more powerful "Blue-Flame 115" engine.

But, actually, the increase in horsepower is only a sort of byproduct of design changes made for other reasons. Chevrolet engineers were after greater engine efficiency, not just greater power. So, you get improved acceleration, with greater and safer passing ability. You get quieter, smoother operation. You climb the steep hills with new ease.

#### How hungry is it for gasoline?

A car's reputation for, and record of, economy of operation is certainly an important consideration to most people. We'd be glad to have you compare Chevrolet in this respect with any car at any price.

And, in the case of this new Chevrolet, you do not have to sacrifice economy for finer performance and more horsepower. That's because the Chevrolet engines are high-compression engines. Their compression ratio of 7.5 to 1 is the highest in any of the leading low-priced cars.

This means simply that the engine compresses, or squeezes, the fuel mixture to a greater degree in order to wring more work out of it. That's how Chevrolet is able to give you an important gain in performance along with money-saving gasoline mileage -and on regular gas, of course.

#### Is it up to date in features?

We can't think of a new feature or development you might want that you can't have on the new Chevrolet.

Now you can have Chevrolet's zippy and thrifty Powerglide automatic transmission on any model. You can have Power Steering on all models and at a new, lower price. You can have Automatic Window and Seat Controls on any Bel Air or "Two-Ten" model, and you can have Power Brakes on any model equipped with Powerglide. All are, of course, optional features at extra cost.

#### How popular a car is it?

This is the 1954 Chevrolet Bel Air 2-Door

Sedan. With 3 series, Chevrolet offers a most l to meet every individual and family need.

When you come right down to it, there's no better way to judge the satisfaction a car gives its owners than by its popularity. How many people buy it and keep on buying it?

Well, as you may know, Chevrolet is by far the most popular car in this country. That's true today and it's been true for a good many years now. But it couldn't be true-or wouldn't be true-unless Chevrolet gave its owners an extra measure of satisfaction and value.

#### How much does it cost?

There's a short, sweet answer to that one: Chevrolet is priced below al! other lines of cars. This lower cost is made possible by the greater production facilities and purchasing power of the world's largest manufacturer of automobiles. That is why Chevrolet can offer you all the advantages we've told you about here-and many more, too.

We'd be more than glad to have you see all these things for yourself and to try out this new Chevrolet on the road. We'll be happy to see you at any time.

## MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR! **ELLIS CHEVROLET CO.**

Chevrolet Sales and Service

O'Donnell, Texas

