

The Iowa Park Herald

VOLUME 43 IOWA PARK, TEXAS, THURSDAY, OCTOBER 11, 1951 NUMBER 32

America Is Sound Economically, Says Midwestern Professor

Reviewing the economic and military history of America, Prof. A. F. Edwards of Midwestern University, Wichita Falls, told members of the Iowa Park Lions club Tuesday that we are in the best condition in history.



Local Candidate Is Farmer, Business Administration Grad

Due to the fact the job of State Representative is open, I, Don Staber, have applied for the job.

Parkan's Brother Dies at Houston

J. T. Green, 49, died at his home in Houston, Wednesday morning, Oct. 3, following a long illness.

Funeral Services Held Last Thursday

Funeral services were held last Thursday afternoon at the Riverside Baptist church, Houston, with Rev. Aswell, officiating.

CARD OF THANKS

We wish to thank the many friends and neighbors who were so thoughtful and sympathetic during the illness and at the death of our beloved wife and mother.

Reader Ads...

- HOSPITALIZATION, Dread Diseases. Carroll Duke Insurance Agency.
For your Debutante Cosmetic needs, see Mrs. John Wesley.
LIABILITY insurance, all forms. Carroll Duke Insurance Agency.
Marchant's in Electra welcome you to see their gorgeous coat line.

SUGGESTIONS FOR EGG PRODUCTION

On this year's pullets, feed very little grain. Keep a high protein egg mash out at all times, and clean, fresh water and feed a wet mash about as stiff as dough around 1 or 2 o'clock each day.

Mrs. C. E. Birk to Lead Church Women Another Year

Highlight of the annual business meeting of the Iowa Park Council of Church Women at the Presbyterian church Thursday morning was the election of officers to serve during 1952.

Films Shown Pupils As Fire Prevention Week Feature Here

Fire Prevention Week is being emphasized in the schools this week with the showing of fire prevention films and distribution of fire prevention literature.

Church Youth Rally Set for Saturday

The district Fall Rally of the P.Y.F. will meet at the Presbyterian church in Iowa Park on Saturday, Oct. 13.

YWA Elects Officers

Mrs. Freddie Glover was elected president of the YWA of the Baptist church at a meeting held Tuesday evening. Other officers are: Jeanette Croft, vice-president; Frances Bell, program chairman; Naomi Ruth Baxter, social chairman; June Robinson, pianist; Sally Easterwood, chorister; June Hall, community missions.

Funeral Held Here For Mrs. Nichols, Car Wreck Victim

Funeral rites were conducted for Mrs. A. C. Nichols, 63, Sunday afternoon at the Church of God, Rev. W. C. Hill of Lubbock, formerly pastor here, officiated.

Killingsworth to Address Brotherhood at '103' Round-up

The twelfth annual '103' Baptist Brotherhood Round-up will get underway at the Baptist church next Monday evening at 7:30, according to the publicity committee.

Hallowe'en Carnival Plans Approved at PTA Meeting

The monthly meeting of the Iowa Park PTA took place Wednesday afternoon in the school auditorium. Leaders for the second meeting of the year were W. D. Jeter, high school principal, and Miss Ethyle Kidwell, grade school principal.

Football on Radio

Several of the most highly rated football teams in the nation will be reported in action over the Humble networks Saturday as the games go on the air over more than 60 Texas radio stations.



A and M Senior Meet in Iowa Park

Lions club officers from many clubs in this area met Wednesday evening at Iowa Park for a Zone Council Meeting planned and directed by Al L. Reed, zone chairman.

Mayor Proclaims Oil Progress Week

Whereas America's growing defense program is straining the production facilities of our nation and our state, and whereas those people are asking whether those facilities, and the natural resources upon which they depend, are equal to the demands being placed upon them, and whereas it has been brought to my attention that October 14 to 20 has been designated as Oil Progress Week...

Fire Prevention Pays In Reduced Rates For Insurance

What do I have to do with the Fire Department in Iowa Park? Why should Fire Prevention Week concern me? Disregarding the loss of life and uninsured property losses, the following discussion regarding your and my investment in fire prevention all year brings out the point that a good fire record saves us money each year.

Loss Ratios Credits Penalties

Table with 3 columns: Loss Ratios, Credits, Penalties. Lists percentages for various categories like 'Over 75%', '65 to 75%', etc.

Football on Radio

Several of the most highly rated football teams in the nation will be reported in action over the Humble networks Saturday as the games go on the air over more than 60 Texas radio stations.

Table for Iowa Park football team: 64 Voyles, Gene LE 165; 65 Boren, Joe Don RT 150; 66 Johnson, Buddy RT 145; etc.

Table for Valley View football team: 12 Carnes, Leslie FB 150; 21 Bullard, Gaylord C 150; 22 Beisch, Lee G 130; etc.



Bradley Johnson, son of Mr. and Mrs. Joe M. Jackson, Unit 10, Wichita Valley Farms, has entered his senior year at A and M college, majoring in business administration.

Bradley Johnson has many friends and is an active church member of the Methodist church at A and M. He plans to continue with his work after graduation as a 2nd Lieutenant in the army.

Mrs. Roy Begeman of Amarillo was a visitor in Iowa Park, Wednesday and called at the Tanner hardware store. She is the former Miss Thelma Watson, Iowa Park school teacher.

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All Members Appear On Modern Music Club Program

The Modern Music Study club met Thursday evening in the home of Mrs. Otis Gay with Mrs. Gayle Park as co-hostess.

Mrs. Paul Zink, president, was in charge of a business session, after which Miss Ethyle Kidwell, program chairman, presented a program on which each member of the club performed.

Mrs. Charles Coppock presented nursery rhyme stunts.

"I Have Something to Tell You," was the vocal solo of Mrs. O. R. Owens, accompanied by Mrs. Lester Hawkins.

Two numbers were offered by "The Sympathy Orchestra," composed of Mmes. Bess Smith, Ida Chatelein, Lester Hawkins, Misses Kidwell and Mary Butcher.

A musical poem "That's How It All Started," was presented by Mrs. Zink with musical background furnished by Mrs. James Sewell.

Impersonations were given by Mrs. J. Louis Quick.

Brahms "Rhapsody" was the piano solo presented by Mrs. Sewell.

Mrs. Oscar Lochridge gave a talk on "Little Therapy Seen in Popular Songs."

Mrs. Joe Chandler sang "Sweet Miss Mary," accompanied by Mrs. Lochridge.

A musical quiz was conducted by Mrs. Gay.

Accompanied by Mrs. W. G. Steele, Mrs. Chester Gleason closed the program with a vocal solo.

The use of the hymn selected by the National Federation of Music Clubs for October is being encouraged locally by the Modern Music Study club. Mrs. James A. Sewell, district chairman of music in the home and community, will play the hymn on the Methodist chimes numerous times during the month.

The tune to which the song is sung is Olivet by Lowell Mason, which locally we know as "My Faith Looks up to Thee."

The song is founded upon a Latin

hymn of the 12th or 13th century of which has been said: "It is the loveliest of all the hymns in the whole cycle of Latin sacred poetry; it could only have been composed by one who had been acquainted with many sorrows, and also with many consolations."

The writer of the song was Ray Palmer, D.D., who was born in Rhode Island in 1808. In his 79 years of life he served as teacher and pastor. Of his songs it is said that "by their combination of thought, poetry, and devotion are superior to all others of American origin."

The words of the hymn are:
Come, Holy Ghost, in love,
Shed on us from above
Thine own bright ray!
Divinely good Thou art;
Thy sacred gifts impart
To gladden each sad heart:
Oh come today!

Come, tenderest friend and best,
Our most delightful guest,
With soothing power,
Rest, mid the weary know;
Shade, mid the noontide glow;
Peace, when deep griefs o'erflow:
Cheer us, this hour!

Come, Light serene, and still
Our inmost bosoms fill,
Dwell in each breast;
We know no dawn but Thine,
Send forth Thy beams divine,
On our dark souls to shine,
And make us blest!

Come, all the faithful bless;
Let all who Christ confess
His praise employ;
Give virtue's rich reward,
Victorious death accord,
And with our glorious Lord,
Eternal joy!
Amen

Mrs. George Burkett of Bakersfield, Calif., is visiting here with her sister Mrs. R. A. Tanner and Mr. Tanner.

Mrs. C. L. Vaughn, who is a senior student at Oklahoma Baptist university, Shawnee, spent the weekend here with Mr. Vaughn. She is a voice major in sacred music.

SENIOR NEWS

The sr class would like to thank all those who helped us during the Fair. Having such a small class, it would have been difficult for us to keep it going without the outside help we received.

Darlene Bohannon came back to school last week after having an appendectomy. She is doing fine and we are certainly glad to have her back in school.

We have a new sr boy, Delbert Todd. He sure did get his share of washing dishes during Fair week. Eddie and Coy like the jrs. Or shall I say two of the girls.

I guess everyone knows by now we have a full fledged majorette in our class. She is Jimmy Joy and is doing well.

Janice has decided she would like to take a trip to Midwestern. Not to start to college. Tell us why, Janice!

Speaking of MU, I think Lou Ann is a little interested in it too.

If everyone thinks Norlene has gone off her rocker, just forget it. Seems she has started a scrapbook that requires all sorts of crazy pictures. All this week she has been taking pictures behind people's back shaking their finger and with their mouth open. Everyone is anxious to see this book.

Helen was disappointed when the boot company man wasn't back this year at the Fair. She got a belt last year and I guess she thought she needed a new one.

Speaking of boys who like jrs—I forgot about Joe. He goes with a jr girl too.

Rose Mary now has a celebrity, Red Gillum of Top Hat 'n' Spurs. He appreciated the applause and laughter she gave out during his performance. She got a free ticket the next night.

There was a dark haired boy hanging around the stand all the time when Doris was working. What about that, Doris?

I will close and see you next week.
So long, Mary.

C of C Directors To Be Chosen Nov. 15

The nominating committee for new directors of the Chamber of Commerce met Saturday morning at the chamber office to select nominees for the slate.

Dr. C. J. Simpson, J. K. Bradshaw and M. C. Yeargan, composing the committee appointed by Pres. Alan Berry, met again Tuesday morning to present their 14 candidates to be voted on the second week in November. Of the 14, seven directors will be elected by a mail ballot.

Ballots will be sent Nov. 5 to all members in good standing. Deadline for return of the ballots is Nov. 15. The nominating committee will conduct and supervise the election, receive the ballots and certify the results.

Mr. and Mrs. Sam Hill have as guest this week her sister Mrs. Charles L. Morris of Waco.

Valley View

By Mrs. Roy Lakey

These cool fall mornings start me off in a whirl, they are so wonderfully invigorating, but what a disappointment when as the hours pass the thermometer goes higher and higher until we are having summer again! Just wait, one of these days we won't be able to put on enough clothes to keep warm.

I love the fall season, myself. This Friday being Columbus day, I wonder what kind of weather it was when he landed. I guess he was so glad to get his feet on terra firma again he never noticed the weather and didn't leave us a weather report. I'm glad he landed where he did, or it might have been a different story for you and me.

Mr. and Mrs. W. H. Thomason's guests for the weekend were their daughter Mrs. Bob Garner and two small children from Olney.

Mr. and Mrs. Sam Spruiell's children were all home Sunday and their families. Mr. and Mrs. Jack Holmes, Jackie and Karmen of Wichita Falls and Mr. and Mrs. Jack Cross and Paula Sue Childers of Sanger.

Mr. and Mrs. Glendell Williams moved Wednesday into the house formerly occupied by the J. L. Harrells.

Rev. G. C. House is in Gilmer all this week as his part in the preacher exchange of our conference. We miss seeing him around. He is always busy doing something. Clark Wilkes filled his place in the pulpit last Sunday, bringing a good message.

The Methodist WSCS luncheon will be Tuesday, Oct. 16. It's one of those all you want for a dollar meals. Everyone who wants a good meal is urged to come to the church around noon. All ladies turn out and let's see how much we can accomplish on our year's projects.

Mrs. Leroy Lakey was honored Tuesday at a layette shower in the Methodist annex. The reception room was decorated in keeping with the theme. Many lovely and useful gifts were displayed on tables cov-

ered with pink and blue. Mrs. G. C. House had each guest register and ushered them to the attractively covered refreshment board where punch and cake were served. Hostesses were Mmes. House, Swan Reaves, Harry Cuipepper, Otho Childers, Ralph McKinlay, Odie Evans, John Bristol, C. C. Burnett and Mrs. Maude Kirschner. It was indeed a red letter day for Billye Faye and us. Everything so nice. We are looking forward to our football invasion of Iowa Park this week. We'll be there, for Valley Viewers are really rooters for our team. Even when we lose we never get down hearted. So hope we have a good game with you. Be seeing you!

JUNIOR NEWS

First on behalf of the jr class, I wish to extend thanks to everyone who helped make the jr stand at T-O Fair a success. All the mothers worked so hard, especially Mothers Butts, Weiss, Fenner, Padgett and Ramsey and Mrs. Owens and Mrs. Weller, jr sponsors. Our total profit was \$306.09. We took in twice that much but after everything was deducted we were left with that amount. Mr. Bradford said that is a good profit.

We finish our six weeks tests this week. I don't know whether everyone will survive. There are but three who can work the geometry Mr. Smith hands out to us—Joe Don,

Dennis and that trainy soph David Mundt. I'm not trying to make you think the jr class is dumb, but you know how it goes.

Have you seen Jackie Sampson! If you haven't, you'd better, quick. Thanks to several sr boys, he now resembles quite closely some of the Indians we studied in American history.

Sunday afternoon I glanced up and there was Maggie riding by in a beautiful yellow convertible. How goes it, Mag?

Every Friday night it's customary for us to have a party for the football boys and then a slumber party. This last Friday, Naomi and Jeanette had it. Oh brother! Jeanette and Mary had Naomi a beautiful

surprise birthday cake, and after we had disposed of it, we set out for merriment. What went on from 2:45 a.m. until 4:00 is something which shouldn't be told. We did everything from seasawing to chorus girl dancing. There were about 10 jr girls and about 8 srs at the party.

Punkin has almost recovered from his wreck, I believe. He's back on the football team now. That makes six jrs playing football. We have many big boys, but they don't seem interested in football. Most are in the band.

I think Dempsey has settled for that cute brunette jr. They really make a darling couple and he seems to be crazy about her.

Last night I was in town and there was Anne with one of her boyfriends seeing the other one off to the navy. Pretty good trick, eh?

Tuesday, Patsy Via, Margaret Talley, Betty Schwalbe, Mr. Averitt and myself went for a ride in the Dr. Tr. car. Everything was lovely until Betty started trying to back up. I was beginning to think I'd never get up to English, Mrs. Owens, and Edgar Allan Poe. Speaking of English, I've got to go make myself a six weeks grade.

Cheerio, pip pip, and all that sort of rot.

Ruth Mary, reporter.



OIL PROGRESS WEEK

OCTOBER 14-20



Oil Progress means more to Texans!

This week the United States will focus its attention on the oil industry's contributions to the high American standard of living, to the nation's industrial progress, and to the national defense. *This is Oil Progress Week.*

Texans know the story well: as home folks in the oil country, they share the oil industry's pride in supplying the resource that powers a major share of the country's industries, all its airplanes and automobiles, most of its ships and trains.

Texans realize, moreover, that oil's progress means even more to them than it does to many other Americans. For example, the value of the crude oil produced in *West Texas** in 1950 was approximately a billion dollars. This is not "boom money." West Texas uses it to pay taxes, salaries and wages; it buys homes, groceries, light and heat; doctors collect a portion of it; landowners receive

royalty and lease payments; a sizable portion of it is reinvested in the further development of the region's oil resources.

In a word, the progressive development of the petroleum resources of West Texas has enormously stimulated its thriving industrial, commercial and agricultural development, and this is the *more*, the plus, that oil's progress means to West Texans. Modern, efficient production practices will conserve the oil and gas resources of the region, and oil's progress will continue to mean more to West Texas for many years ahead.

*The shaded area is the region called West Texas by the West Texas Chamber of Commerce.



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Those from the Iowa Park church who attended the Wichita Archer Workers Conference at City View Baptist church on Iowa Park road Monday night were Rev. James N. Easterwood, Mr. and Mrs. Carl McKinnon and Mmes. Avery Hooten, Lila Traylor, E. W. Sumrall, Everett Sewell and R. R. Brubaker.

J. J. White spent several days last week in Sherman visiting his daughter Mrs. Wesley Davis and Mr. Davis.

Mr. and Mrs. Claud Gregg of Jacksboro visited here over the weekend with his sister Mrs. M. O. Cheves and Mr. Cheves.

Mrs. Carl McKinnon Heads Baptist WMU For New Church Year

"Lead on, O King Eternal" was the opening hymn for the mission program presented Monday at 10 a.m. by the Mary-Martha circle with Mrs. Roy B. Smith as leader. After the devotional thoughts on "Some Fall on Good Ground" by Mrs. Malcolm Mills, and the group singing of "Scattering Precious Seeds," Mrs. Smith introduced the program "Scattering Precious Seeds by the Wayside" and presented a flannel board showing different ways of travel our missionaries use. Placing a chain around the globe, she showed how the mission work has reached the uttermost parts of the world. Mrs. J. T. New discussed our seminaries and nationalities; Mrs. Gibbons Brubaker and Mrs. E. A. Jones read letters and telegrams from missionaries; and Mrs. Pat Kincaid told of our seminaries in the Orient.

Following the program Rev. James N. Easterwood installed the following officers for the new church year:

President, Mrs. Carl McKinnon. Vice-president, Mrs. W. A. Scott. Secretary, Mrs. Gibbons Brubaker. Corr. Sec'y-Treas., Mrs. Carroll Duke. Benevolence, Mrs. Sam Hill. Education, Mrs. Malcolm Mills. Hospitality, Mrs. Taylor George. Missions and Bible, Mrs. Curtis Hill. Programs and Literature, Mrs. L. E. Brooks. Community Missions, Mrs. Hubert Tatom. Publicity, Mrs. Avery Hooten. Missionary Correspondence, Mrs. E. W. Sumrall. Stewardship, Mrs. Everett Sewell. Young People's Secretary, Mrs. James Easterwood.

Circle Chairmen, Mrs. Lila Traylor, Mrs. E. A. Jones, Mrs. Virgil Woodfin, Mrs. E. W. Sumrall. Luncheon was served at noon and the tables carried out the Halloween theme. Mrs. McKinnon conducted a brief business session. Prayer meeting attendance was urged by Mrs. Brooks, who is sponsor of the Intermediate Training Union.

Circles meet next week for mission study: Blanche-Groves with Mrs. Jim Cowden at 10 a.m.; Ruth in the church parlor at 2:30 p.m.; Mary-Martha in the church nursery at 3:30 p.m.; and Sallee-Morgan with Mrs. Sumrall at 2:30 p.m. on Wednesday.

Present for the meeting were Mesdames Curtis Hill, Ada Curry, Everett Sewell, E. W. Sumrall, J. T. New, Earle Denny, Taylor George, Roy Crabtree, Nannie Easterwood, Gibbons Brubaker, E. A. Jones, Pat Kincaid, Malcolm Mills, Avery Hooten, L. E. Brooks, J. A. Berg, Carl McKinnon, Roy Smith, O. L. Deary, Marvin Laxson, D. O. James, Walter Scott, R. R. Brubaker and Rev. Easterwood.

WSCS

The WSCS met Monday, Oct. 8, in the Methodist church to continue the study of the book "We Americans, North and South."

Mrs. W. M. Owens conducted the lesson on the "Discovery and Colonization of Latin America," and "Why the People of North America Have Outstripped the People of Latin America."

Members assisting and topics discussed were as follows: Mrs. W. W. Parker: The difference between North and Latin Americans.

Mrs. Miles Thompson: The good and bad things brought to America by Columbus.

Mrs. Albert May jr.: Why is it important to study the history of Spain and Portugal to understand Latin America?

Mrs. Fenton Dale and Mrs. H. W. Weaver: The struggle for independence.

Mrs. Ida Chatelain: Jose de San Martin, an Argentine liberator.

Mrs. Owens closed the study by reading the poem "Hymn to the Tree" written by an unidentified Latin American.

Those present were Mmes. Fenton Dale, H. W. Weaver, W. E. Stockton, S. L. Denny, Ida Chatelain, Hugh Thompson, W. M. Owens, Fred Widmoyer, A. D. Butcher, E. B. Taylor, Richey Abernathy, Edgin Denny, J. E. Todd, Miles Thompson, W. W. Parker, C. M. Stringer, Gordon G. Clark, Dave Harbour, W. C. Albright, Will Spruiell, Albert May jr., L. A. Wilcox, T. R. Compton.

Vegetable Cookery Demonstrated at Park Area Meeting

Officers were elected, vegetable cookery was demonstrated and plans of the annual chicken barbecue were made at the regular meeting of the Park Area Home Demonstration club in the home of Mrs. C. C. Burrows.

Mrs. Gale Lowrance was re-elected president, Mrs. A. E. Bailey, vice-president, Mrs. Virgil Woodfin, secretary-treasurer and Mrs. C. H. Bowman, council delegate.

Mrs. Barbour demonstrated the steps of preparing and baking vegetables with meat in foil. This is an excellent way to serve vegetables for individual dishes and for picnics, Mrs. Barbour said.

The annual chicken barbecue is a social event enjoyed by Park Area Home Demonstration club members and their families. According to Mrs. Virgil Woodfin, recreation chairman, the party will be held at Waggoner park on October 18. Mrs. C. C. Burrows, hostess, assisted by Mrs. Jim Barbour, served trays of food illustrating the art of vegetable cookery to: Miss Fay Stowe, guest, Mmes. L. E. Brooks, C. H. Bowman, Edd Gunn, A. H. Estes, Mabel Bailey, Virgil Woodfin, Gale Lowrance, H. A. Moore, C. C. Burrows, Jim Barbour, Rex Lehman and Christine Kanasek, a new member who recently moved here from Megargel and resides on the farm previously occupied by the L. R. Trimm family.

District FFA Formed In Electra Meeting

The first meeting of the newly formed Electra FFA District was held in Electra, October 4, with J. B. Payne, supervisor of Area 4 stationed at Stephenville, as temporary chairman. Supt. W. G. Barber of the Electra schools extended a welcome to the group.

A roundtable discussion was conducted by Mr. Payne justifying the continuance of district FFA and teachers' meetings. Report forms for the year and other information were given by Payne.

Wade Bailey of Electra was made chairman of the teacher group; Burma Dean of Petrolia, secretary; Walker P. Todd of Quanah, public relations; and James Ludeke of Lockett, district PF adviser.

It was decided to hold district leadership contests for the boys. Contests to be included and date and place for them was deferred to a meeting set for Sat., Nov. 3, at the Bobby Holder FFA Area 4 Camp on Possum Kingdom Lake, at which time each chapter will be entitled to two delegates. Boys and their advisers will inspect camp property and offer suggestions.

Others at the meeting were Supt. W. P. Randall of Chillicothe, Prin. John L. Germany of Midway; and vocational agriculture teachers W. S. Owen of Oklaunion, Thomas Bell of Burkburnett, Bob Jacobs of Harold, Grady Teague of Odell, R. H. Brown of Northside, Margyn Myers of Crowell, Francis Todd of Vernon, David Price of Chillicothe, Elbert Edwards of Midway, Burton Hurley of Henrietta and J. K. Bradshaw of Iowa Park.

Mr. and Mrs. Jack Tyree have as a visitor this week Mrs. J. M. Robinson of Fort Worth.

Earle Denny, Jim Beasley, Albert May, Joe West and Kelly Denny are planning a hunting trip to Colorado for next week.

Miss Wanda Dillard To Wed James Hair

Mr. and Mrs. T. L. Dillard are announcing this week the engagement and approaching marriage of their youngest daughter Wanda to James Hair, son of Mr. and Mrs. P. M. Hair, former residents of Iowa Park now living in Jolly.

The wedding date has been set for Sunday afternoon, Oct. 21, at 4:00 in the First Methodist church. Miss Caroline Sue Gay will participate in the wedding as maid of honor and Sammy Shelton will serve the groom as best man. Rev. Guy E. Perdue, pastor, will officiate.

Wedding music will be furnished by Mrs. James Sewell, organist, and Miss Lou Ann Duke, vocalist.

Both young people are well known here. The bride-elect was graduated from Iowa Park High School last spring. She is employed at the telephone office in Wichita Falls.

James finished high school here with the class of 1950. The following November he enlisted in the navy and is now an aviation storekeeper. He has been stationed at Bremerton, Wash. Upon completion of a furlough Nov. 1, he will report to San Diego, Calif., where the couple will reside.

Mr. and Mrs. T. E. Blalock of Bronate visited her parents Mr. and Mrs. Sam Ferguson last Friday and Saturday.

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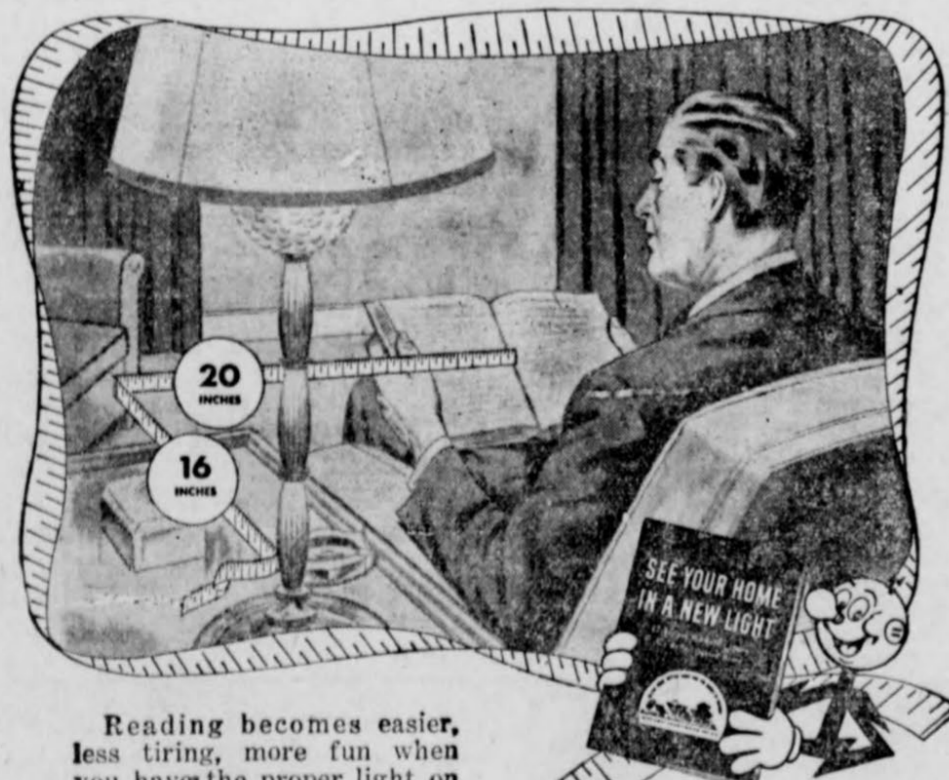
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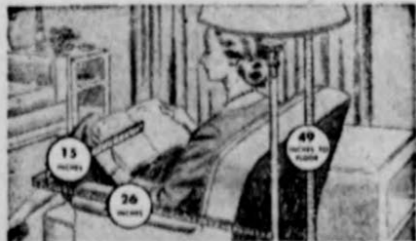


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Use this recipe to get more relaxation while reading under a wall lamp.



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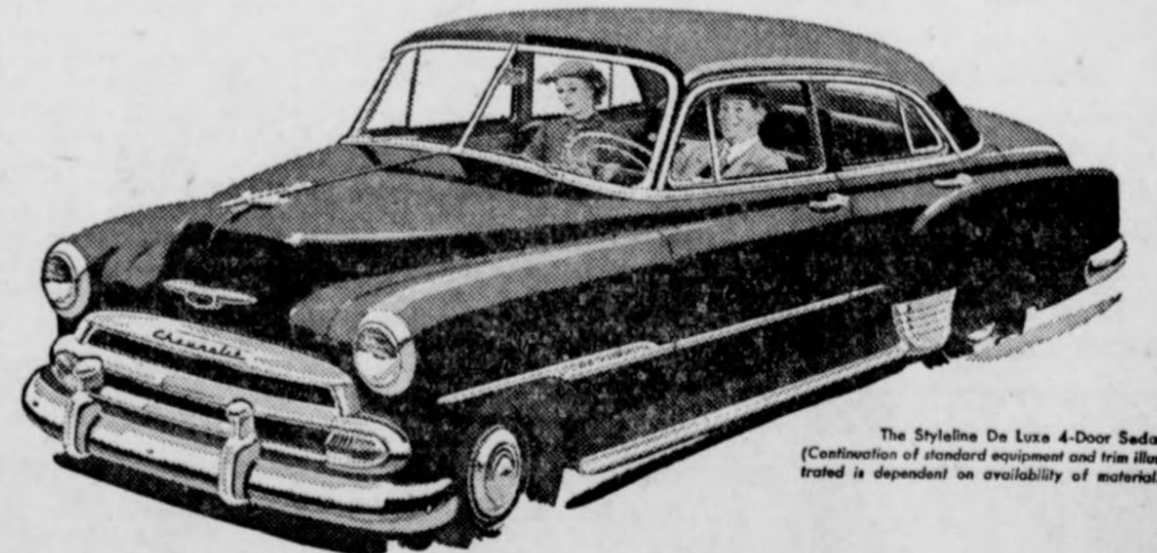
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The Styline De Luxe 4-Door Sedan (Continuation of standard equipment and trim illustrated is dependent on availability of material.)

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Chevrolet looks longest, Chevrolet is longest... a swank and sweeping 197 1/2 inches over-all that tops any other car in the low-price field. Size up Chevrolet's greater length, and you'll find it hard to settle for less.

Most Road-Hugging Weight
Gives you more road-hugging, road-smoothing weight... a hefty 3140 pounds in the model illustrated that no comparable car in the field can match. Get the feel of this big car, and you won't settle for less. (Shipping weight.)

Widest Tread in Its Field
Here's the steadiness of the widest tread in the field... 58 3/4 inches between centers of rear wheels. Once you've known the better roadability of Chevrolet's wider tread, you wouldn't settle for less.

Finest Comfort Features
Luxury of Body by Fisher... cradled ease of unitized Knee Action... smooth control of Center-Point Steering!

Biggest Brakes of Any Low-Priced Car
Big, powerful Jumbo-Drum brakes—largest in the low-price field! Use the car's own momentum to increase stopping power.

Way Ahead with Valve-in-Head
The trend's to valve-in-head. And Chevrolet's had it for nearly 40 years! Get sparkling performance and real over-all economy.

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Sensationally smooth! Excitingly easy! It's a new experience in driving, the modern way to drive. Costs little more—or even less than many a car with standard gearshift!

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