

Robert Lee Observer

Vol. 80, No. 11

Robert Lee, Coke County, Texas (76945), Thursday, Sept. 18, 1969

Single Copy 10c

BCD Needs Help From Businessmen

The Board of Community Development needs help, it was brought out at Tuesday's meeting. Only ten members were present for the weekly meeting, and those who were present thought the turnout was more than somewhat light for a meeting of the organization which sponsors many civic projects which bene-

fit all citizens of the city and area.

Not only is the lack of attendance at the Tuesday meetings detrimental to work which the organization can do for the community, it also is a direct drain on the BCD's finances, since a guarantee of 16 plates is required for each meeting.

Actually, the BCD is supposed to be a representative group of businessmen in the community, but interest in the organization's work has dwindled so badly in the last few years that only a handful of businessmen are involved at most of the meetings.

The BCD is devoted to building the community, and should be a matter of importance to everyone, it was brought out. Actually, quite a few of the present active members are not businessmen, but are professional men whose jobs are connected only indirectly with the progress of the community.

Those present at Tuesday's meeting discussed the fact that the BCD is an organization in which businessmen should be highly interested, but it was brought out that many of the businessmen in Robert Lee seldom or never attend meetings of the organization which was founded to promote the welfare of the community.

In other business at the meeting this week, Hugh Lewis, Jr., chairman of the committee to raise funds for the welcome signs, reported that only one check for \$20 had been received since last week. He said approximately \$400 is still needed to pay for the four signs.

This project was begun with the thought in mind that it would be advantageous to all areas of the community to encourage travelers to feel welcome in Robert Lee and encourage their stopping to visit and trade here.

Lewis also reported that he has assembled material for a new brochure advertising the Robert Lee area. However, he said, printing of the new brochures will be impossible until finances can be guaranteed for the cost of erecting the welcome signs.

Lois Heuvel, daughter of Mr. and Mrs. Lewis Heuvel, returned over the weekend to San Marcos where she is a student at Southwest Texas State University.

Wojteks Celebrate 50th Anniversary

Mr. and Mrs. V. V. Wojtek were honored with a reception from 2-4 p.m. Sunday in the Recreation Hall in observance of their 50th wedding anniversary.

Children of the couple were hosts for the event. An all-day family reunion was held Saturday at the center honoring the Wojteks with a barbecue.

The couple was married Sept. 10, 1919 in Edith community in the residence of the minister, J. W. Richardson. They have lived near Robert Lee all of their married life except for a two-year period in Lamb County. Mr. Wojtek was a gauger and pumper for an oil company for ten years and was a gauger on wells on the Wojtek land. He was also a stock farmer for many years.

Wedding attendants for the couple were her cousin, Oran Simmons of Austin, and his sister, Leta Wojtek.

Children of the couple are Mrs. J. W. (Beatrice) Cobb, O. C. Wojtek, Mrs. W. E. (Zelda) Williams and Marlow Wojtek, all of San Angelo, Mrs. Troy (Norma) Montgomery of Lubbock, Frankie Wojtek of Eden, Vladimir Wojtek, Jr., of Midland, Doyle Wojtek of Houston, Victor Wojtek of Oklahoma City, Mrs. Billie (Goldie) Campbell of Fort Worth, Mrs. Richard (Cleta) Norwood of Pampa, Robert Varner (Bobby) Wojtek of San Antonio.

The Wojteks have 33 grandchildren and four great grandchildren. All of the children, grandchildren and great-grandchildren were present. There were 123 other relatives and friends registered, making a total of 185 persons present.

Six Local Nurses Pass State Exam

Six recent graduates of the West Coke County Hospital Licensed Vocational Nursing School have received word that they have passed state board examination and are fully qualified to work as LVNs.

The six are Mrs. Carl Blair, Mrs. Elwood Hambricht, Mrs. Wesley Kinsey, Mrs. Carlton Fields, Mrs. Joe Lee Scott and Mrs. Ed Wright.

The women took the test prescribed by the National League of Nurses, and a minimum passing score is 350. However, the local women passed easily with an average of 589. Mrs. Blair was among the top 10 students out of the approximately 1,000 women who took the test. A total of 658 passed the test.

The Robert Lee school is conducted by Mrs. Kenneth Lackey and Mrs. Ivey Eubanks, both registered nurses, who are associated with the hospital.

Sneads Have Big Opening of Store

DeWitt Snead said this week that he was well pleased with the warm reception received last weekend when he had a formal opening for his new drive-in pharmacy.

Snead said a large number of local as well as out of town persons attended the opening and welcomed him and his wife to Robert Lee. The new business was opened Monday of last week, but Snead postponed his formal opening and open house until Friday. An ad in this week's Observer says thanks to everyone who visited the new firm.

Winners of door prizes given at the opening were Mrs. J. C. Wallace, Jr. and Mrs. Bill Allen, who each received a five pound box of chocolates; W. T. Roach who received two boxes of chocolates; and Mrs. Lucy Gloria, who also received two boxes of chocolates.

A number of floral pieces also were sent to the Sneads on the occasion of their opening.

Public Invited To Rodeo Finals

All Coke County rodeo fans are invited to come to Bronte Saturday night and Sunday afternoon to witness the finals of the West Texas Rodeo Association. Some eight events will take place, and a parade will start the action at 5 p.m. Saturday. Everyone in the area is invited to ride in the parade.

Events will start Saturday night at 8 o'clock in the arena in the west part of town, and will continue Sunday afternoon at 2 o'clock.

HEART ASSOCIATION TO SPONSOR FILM

Coke County Heart Association will have a meeting and show a film for the public Monday night on the school campus at Bronte. The film, "Eat to Your Heart's Content," is of vital interest to everyone in the community who wishes to avoid heart disease.

was produced by the American Heart Association. The program will begin at 7:30 p.m.

Prior to the showing of the film there will be a board meeting of the Coke County Heart Association. Mrs. Kenneth Lackey of Robert Lee is president of the organization.

The film was shown recently in Robert Lee and anyone who missed it is invited to attend the Bronte showing.

Vaughan to Show Building, Cars

Thursday will be a big day at Vaughan Chevrolet Co. in Robert Lee. It will be a day of double importance, since the firm will be showing the new 1970 Chevrolets and also having the grand opening of its new enlarged quarters.

The local agency is owned by Robert Vaughan and Ben Besent. They have spent all summer enlarging the building which houses the agency, and the effort will be climaxed today when they show the new model Chevrolets in the remodeled building.

Approximately 5,000 feet of ad-

ditional floor space has been added to the firm's building. The enlarged showroom will house four cars in the front of the building, and four offices have been provided for the owners and salesmen.

In addition, the parts department has been greatly increased in size, which will allow them to service their customers more efficiently, as well as to provide space for housing a larger stock of Chevrolet parts. New quarters for the bookkeeper, Mrs. Melba Denman, also have been provided.

Perhaps the main addition to the firm is at the back where a huge steel building now houses the service department. Actually, this part of the business is where the additional space is provided, since the service department was moved out of the old building, leaving room for the additions mentioned above.

The new drive-through service has sufficient space for 12 repair stalls, in addition to wash and lubrication facilities.

Vaughan and Besent and all their employees and families will celebrate the opening of the new facilities Thursday with an open house for all their customers and friends. Free coffee and doughnuts will be served all day and there will be free gifts for men, women and children who visit them. Also, door prizes will be awarded to lucky persons whose names are drawn.

They expect to have a total of nine new Chevrolets on hand for inspection of visitors. A complete rundown on the new 1970 Chevrolets is being carried in this newspaper.

Besent said this week, "We are proud of our new addition and we are also proud of the 1970 Chevrolets and we invite everyone to come by Thursday and inspect both."

Steers to Try Bangs Friday

Robert Lee Steers will take to the road Friday and travel to Brown County where they will do battle with the Bangs Dragons. The Steers are hopeful of another win, after enjoying a victory last Friday over the Menard Yellow-jackets.

The Dragons didn't do so well last week, taking a 6-0 licking from Jim Ned. However, Class B Jim Ned is rated as one of the stronger teams in the area, so Bangs may have more than the score indicated.

Other teams in District 6-A also did well last Friday. Every school in the district with the exception of Wylie took their season openers. Wylie was narrowly defeated by Gorman, 14-13.

PUNT, PASS AND KICK CONTEST COMING SOON

Annual Punt, Pass and Kick contest for youngsters of this community will be held Oct. 11, it was announced this week by Cumble Ivey Jr. of Ivey Motor Co., local Ford dealers.

Boys have until Oct. 10 to sign up for the contest. More details will be carried in next week's Observer.

D.L. EXAMINER WILL NOT BE IN COUNTY SEPT. 23

The highway patrolman who is driver license examiner for Coke County will not be here Tuesday, Sept. 23. However, he will be back at the courthouse in Robert Lee on Sept. 30.

Ivey Motor To Show New Fords, Mercurys

Ivey Motor Co. will have a total of 15 new 1970 vehicles on display when they have their showing of the new models on Friday. Included will be new Ford passenger cars and pickups and new Mercurys.

Cumble Ivey Jr., partner in the business, said this week that every one in the area has a cordial invitation to visit their showroom and inspect the new cars.

Free coffee and doughnuts will be served to guests all day and gifts will be presented to every-

one. Door prizes will be given to lucky persons whose names are drawn later in the day.

Ivey said he and other dealers over the state are highly impres-

DOVE SEASON IN FULL SWING IN THIS AREA

Dove hunters are making the most of the open season now in effect. Hunters have until Oct. 30 to get in their hunting, according to the Game Warden R. L. Flanagan.

ed with the new Fords and Mercurys. "There's a model in this year's lineup which will please just about everybody," he said.

"We will have a good representative selection of the new cars Friday," he said, "which will give our visitors a good idea of the fine styling and engineering which goes into all the cars built by the Ford Motor Co."

Another story in this week's Observer gives details of some of the changes which are being made in the 1970 models.

Cottons Featured At Fashion Show

Cottons for all occasions will be featured in a fashion show to be presented by Coke County Home Demonstration Clubs at 8 p.m. Tuesday, September 23, in the Robert Lee School Auditorium.

The traveling collection of fashions, "Cavalcade of Cottons," is a loan service made available by the National Cotton Council and McCall's Patterns. It is offered as a demonstration of the versatility in home sewing, and as information on the latest trends in fabric and pattern styling.

The wardrobe, made by seamstresses in Memphis, Tenn., includes casual clothes, tailored suits and coats, late-day dresses and children's wear.

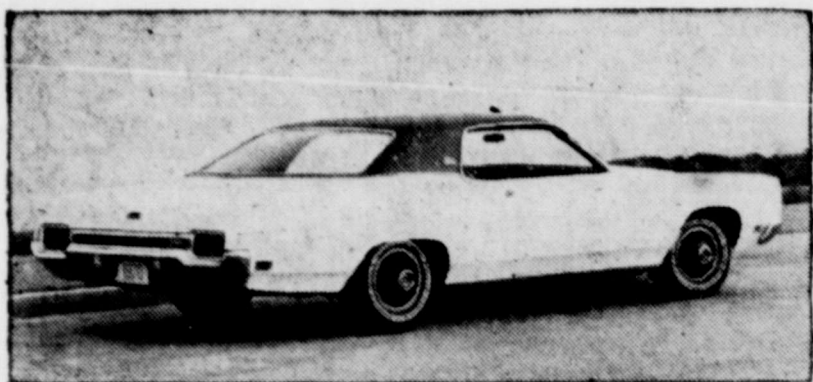
Plans for the program are announced by Mrs. Fay C. Roe, county home demonstration agent. The show will be commented by Mrs. Larry Jameson.

The show is free and the public is invited.

Kathy Denman was home from Hardin Simmons University in Abilene last weekend visiting her parents, Mr. and Mrs. Jack Denman.

A Special Invitation . . .

TO SEE THE BEAUTIFUL NEW



1970 LTD

**1970
FORDS
and
MERCURYS**

Friday, September 19

FREE

- COFFEE & DONUTS
- GIFTS FOR EVERYONE
- DOOR PRIZES



1970 Torino GT SportsRoof

Ford Has A Better Idea



1970 Pickup

- ELEGANT LUXURIOUS INTERIORS
- DYNAMIC NEW STYLING
- NEW POWER AND SAFETY

Ivey Motor Co.

Robert Lee, Texas

Steers Down Menard Yellowjackets In Season Opener

By RONNIE BAKER

Robert Lee 12 — Menard 7

Coach Larry Blair's charges opened the season with a determined defense and a much improved offense. The 'Bumble Bee' defense is still there and they stung the Menard Yellowjackets on many occasions.

Penalties hurt the Steers, but it shows a desire to hit and if you don't hit, you might as well come out for table tennis or stay at home. It was obvious that the Steers were in good condition and they did most of it on their own which is something to be proud of. The Steers pass defense was

also improved and with a few games under their belt, they will be hard to pass off of.

First Quarter

Menard won the toss and elected to receive the opening kickoff. Lane Beaty kicked to the Menard 15 but a good return put the ball at their 47 yard line. The Steers held on 1st down and on 2nd down, a jarring tackle by the middle of the Steer line, and Jim Cox came up with the football, giving the Steers possession at the Menard 49.

The Steers couldn't get their offense started and they lost on downs at the Menard 40. The Yellowjackets tried three plays

and gained only 2 yards so they punted to the Steer 22 yard line.

The Steers could move only to the 27 and James Fields boomed a punt to the Menard 39. Another good return by the Yellowjackets put the ball at the Steer 43. But the Steers held them for no gain and Menard punted to the Steer 9 yard line. The Steers made a hard first down at the 22 where Menard held and Fields again kicked deep with the Yellowjackets returning the ball to their 49. Menard made a first at the Steer 34, and going to the air on a 3rd down situation, Mike Mumford intercepted at the Steer 20 and returned to the Steer 29 as the

quarter ended.

Second Quarter

The Steers made a first on their own 42 but at the 50 they stalled and Fields punted to the Menard 10 yard line. They returned it to the 20 yard line. Menard made a first on their 30, then another at the 49, where their drive was stopped by another hard tackle that caused a fumble. Randy Smith fell on the loose ball. The Steers drove for a 1st at the Menard 37, then another at the 26 by the option running of Mumford, and Marshall Millican plunged for

the touchdown and the Steers had the lead. Try for extras failed and it was 6-0.

Beaty kicked off to the Menard 12 and Menard returned it to their 28. The Steers got tough and held the opponents for no gain. Menard punted to the Steer 20, where Mumford, behind good blocking, returned it to the 50. A penalty was called which moved the ball back to the Steer 35 yard line. A quick pass, Mumford to Doug Burns for 35 yards was a 1st at the Menard 30. But the Steers lost

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The Observer, Robert Lee, Texas

Sept. 18, 1969

For 1970, your Mercury dealer has the passwords for action and elegance.



1970 Mercury Cyclone GT. The action intermediate.

Even standing still it looks like action. Comes with a sporty hood scoop and a unique Cyclone grille flanked by amber Cyclone running lights. A 351 cu. in. V-8 is standard; options to a Super CJ 429-4V Ram Air V-8 with 375 hp. Inside: Hi-back buckets in cool "breathable" Comfort-weave vinyl. Cyclone GT, Mercury's sporty new street machine that looks like a racing car.



1970 Mercury Cougar XR-7.

Where wild meets elegant. Cougar XR-7 has more standard equipment than any of the competition. Hi-back vinyl buckets accented with leather. Built-in map pockets. Tachometer. Elapsed-time clock. Concealed headlamps, sequential rear turn signals, 351 cubic inch V-8, and much more. Catch a Cougar XR-7, the wildly elegant one for 1970.



1970 Marquis Brougham.

The medium-priced car with the most dramatic styling since the Continental Mark III. Comes with concealed headlights. Emerald-cut taillights. A big 429 cubic inch V-8 powerplant. Select-Shift automatic transmission. 1970 Marquis. The most beautiful thing that's ever happened to a medium-priced car.

LINCOLN · MERCURY



IVEY MOTOR CO.

10th St. and Austin Ave.

Robert Lee, Texas



For action in the '70's, see your Lincoln-Mercury dealer today.

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 as second class matter.
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MIDLAND SERVICES HELD FOR MRS. TAYLOR, 24

Funeral services were held last Friday in Midland for Mrs. Donnie Taylor, 24, of Monahans, who died Tuesday of last week after a short illness.

Survivors are her husband; two children, Denton and Notisha; her parents and one brother.

Relatives from Coke County who attended the funeral were Mrs. John Gregston and Ganell of Robert Lee and Mr. and Mrs. Horace Taylor of Bronte.

Mr. and Mrs. Robert Vaughan report a wonderful week in Mexico City and Acapulco. The all expense-paid trip was won by Vaughan Chevrolet on the May-June sales contract. There were Chevrolet dealers in the group from 12 states.

Earl L. McDonald Services at Nolan

Funeral services for Earl L. McDonald, 64, of Maryneal were held at 3 p.m. Sunday in Nolan Baptist Church. Burial followed in Nolan Cemetery.

Mr. McDonald died at 2 p.m. Friday in a Big Spring hospital.

He was born Feb. 25, 1905 at Maryneal. He was a farmer and a rancher. He was married to Annie Lee McLaughlin July 28, 1925 in Anson. He had lived in Nolan County 64 years.

Survivors include his wife, three sons, three sisters, four brothers, and 10 grandchildren.

Local relatives who attended the funeral were Mr. and Mrs. Dave King, Mr. and Mrs. Sloan Boone and Deana, Mr. and Mrs. J. B. Robertson, and Mrs. Lillie Gaines.

Services Held for Miss Mathers, 54

Funeral services were held Wednesday at 10 a.m. in Johnson's Funeral Chapel in San Angelo for Miss Letha Mathers, 54, of Route 1, San Angelo. Miss Mathers died about 11 a.m. Monday.

Conducting the service was Silas Triplett, Church of Christ minister. Burial was in Lawnhaven Cemetery in San Angelo.

She was born May 23, 1915, in Silver.

Survivors include three brothers, Arch C. Mathers of Silver, Preston E. Mathers of West Covina, Calif., and Russ B. Mathers of Houston.

Paula Vaughan, daughter of Mr. and Mrs. Robert Vaughan, has returned to Dallas where she is attending school at Dallas Academy. This is Paula's third year to attend the Dallas school.

Mr. and Mrs. J. B. Robertson visited Sunday night in the home of their son, Mr. and Mrs. Doyle Robertson, in Abilene.

Ford To Have New Features In 1970 Cars

Ford Division passenger cars for 1970 are highlighted by all-new Torino and Thunderbird lines, a new ultra-luxurious LTD Brougham series, a new mid-range engine, premium quality tires standard on most car lines and more comfort, convenience, safety and security features.

"The 1970 model year may become the first year in which the sales of intermediate size cars catch, or surpass, sales in the standard size market," said John Naughton, Ford Motor Company vice president and Ford Division general manager.

"This may be the 'year of the intermediates, and Torino is our most dramatically redesigned car. Torino is longer, lower and wider with aerodynamic styling, hot performance engines and options and our first intermediate-size four-door hardtop models," he said.

More quiet-car luxury is offered in the standard size Ford. The entire Ford line presents a more formal appearance with new grilles, ornamentation and rear end design.

Mustang comes on stronger and sportier than ever with design changes, hotter engines, bright "Grabber" colors, and interiors with upbeat stripes and houndstooth checks.

"Maverick, introduced in April as the first car of the Seventies, will remain Ford's 'simple machine' with very few changes. Mavericks produced after Sept. 30 will have side marker lights which flash with the turn signals, and a three-way locking steering column.

"Falcon moves into the 1970 market with the proven features of fuel economy, roomy interior and durable performance," Ford officials said.

New Features

Several new security, comfort, convenience and performance features are included in Ford Division's 51 models for 1970.

Standard tires on Fords, Torinos, Mustangs and Thunderbirds will last longer, have greater resistance to puncture and provide better traction. Radial-ply tires will be installed on all 1970 Thunderbirds, and fiberglass belted bias-ply tires will be standard on all Fords, Torinos and Mustangs.

An all new 351 cubic inch displacement V-8 engine, developed with the latest computerized technology and assembled on the auto industry's most advanced production line, will be offered on 1970 Mustangs and Torinos. The engine is compact, relatively lightweight and delivers excellent performance and economy.

All Bucket seats offered on Ford Division cars are of high back design. The higher seat back

incorporates integral head restraints and provide added comfort.

For the performance buffs, all optional four speed manual transmissions feature the competition Hurst Shifter, known for fast, smooth shifting.

An automatic release for the two-door safety latch is available on Ford, Torino, Mustang and Thunderbird models. Both front seat-back latches are automatically released when either door is opened, thereby making it easier to get into and out of the back seat.

New steering wheels on Ford, Torino, Mustang and Thunderbird models are semi-oval in design for easier driver entry and exit and better visibility of the instrument cluster.

On all models except Falcon, odometers are tamper resistant and non-reversing.

A new three-point Uni-Lock safety harness lap and shoulder belt system—available on all models except Mavericks, Falcons and convertibles—permits outboard front seat occupants to "buckle-up" faster. The separate buckle for the shoulder belt has been eliminated and the three remaining front seat buckles are only half the previous size. The result—a neater, more convenient, more comfortable system that is as safe as ever.

Externally adjustable headlamps on Ford, Torino, Mustang, Maverick and Thunderbird make it unnecessary to remove the headlamp rims to adjust the beams.

On the same models, standard front and rear side marker lamps—amber in front and red in the rear—flash with the turn signals to provide visibility of the driver's intention to turn.

Tornio

The 1970 Torino has all new design inside and out. It is longer, lower and wider than its 1969 predecessor, the Fairlane, and offers the first four-door hardtop models in Ford's intermediate line.

Five series provide a choice of economy, luxury and performance. Thirteen models are available in Fairlane 500, Torino, Torino GT, Torino Brougham and Torino Cobra series.

All have new grilles, taillamps and ornamentation. Concealed headlamps are optional with Torino and Torino GT models and standard on Torino Brougham models. Windshield wipers are hidden when not in use.

Ford

Twenty-one models in the Ford line—14 cars and seven station wagons—are offered in Custom, Custom 500, Galaxie 500, XL, LTD and the new LTD Brougham series.

New front and rear end design gives the Ford a more formal appearance. LTD, LTD Brougham and XL models share a dramatic new grille with a bold center section that projects slightly. Headlamps are concealed when not in use.

For 1970, Galaxie 500 as well as XL, LTD and LTD Brougham models feature the sound absorption package that has won LTD the reputation of being the quietest car on the road.

LTD Brougham brings a new, higher than ever level of luxury to the Ford car with unique interior trim, exterior ornamentation and many other appearance and convenience items.

Power front disc brakes are now standard on LTD, LTD Brougham and Country Squire and optional on all other models, and Ford's 250-h.p., 351 c.i.d. two

Continued on Page 5

Announcing —

**My Shop Will Reopen
 TUESDAY, SEPT. 23, 1969
 In a New Location**

GLADYS' BEAUTY SHOP

Next Door to Barber Shop

Phone 453-2792

Thanks . . .

Our sincere appreciation to all the friends who visited us during our grand opening last weekend. We appreciated your interest and friendship and invite you to visit us often.

Complete Pharmacy Service

Bexel Vitamin

OUT OF THIS WORLD SALE

Save 1/2 on the most needed Vitamins for your family!

BEXEL - VHP
 (VERY HIGH POTENCY)
Vitamins & Minerals

Recommended for active adults and senior citizens
 180 Capsules — Reg. \$12.98

Now 1/2 Price — \$6.49

Bexel Sandy-Like Vitamins for Children
 1/2 price, Reg. \$7.49 now \$3.75
 Bexel Special Formula Improved
 1/2 price, Reg. \$9.59 now \$4.80
 Bexel MPM (Maintenance Plus Minerals)
 1/2 price, Reg. \$6.98 now \$3.49

FREE! Outer Space School Book Covers

Shows distances to planets and data on space flights. While they last—limited supply.

WITH THIS COUPON

WIN an Astronomical Telescope
\$39.95 Value

Not a toy—a real 15 to 60x Vari Power Astronomical Telescope. Coated 60mm lens. Complete with tripod. Fun to use and educational too. Some lucky family will win it. Bring in this coupon.

STORE PRIZE ENTRY FORM

NO PURCHASE REQUIRED—Drop entry form into the slot on the "Out-of-This-World" Bexel Vitamin Display in our store. Contest closes October 31, 1969. Winner determined by random drawing, on or before November 15. Subject to Federal, State and Local regulations. Void where prohibited or otherwise restricted.

Name
 Address
 City
 State Zip

Snead's Drive-In Pharmacy

NEW FORDS —

Continued from Page 4

barrel V-8 is now standard on XL, LTD and LTD Brougham and all station wagon models. It is the base V-8 engine option on Galaxie 500 models.

New exterior paint and vinyl roof colors are offered. Vinyl roofs and plaid cloth and vinyl interior trims also are available on station wagons.

Mustang

The 1970 Mustang offers a completely redesigned front and rear. Interiors offer bold new colors and optional patterned upholstery.

Seven models are available including the hardtop, convertible, fastback designed SportsRoof, Grande hardtop, Mach I, Boss 302 and the limited production Boss 429.

A three-quarter Landau-style roof is standard on the luxurious Grande, and the hot Mach I comes on stronger than ever with stem-to-stern design changes.

Mustang's technical changes enhance its reputation for fine riding quality, easy road handling ability and responsive steering.

Engines range from the base 200 c.i.d. Six to the powerful 429

V-8's.

Maverick

Maverick remains basically unchanged since its introduction in April. Its popular assets remain low purchase price, good performance, economy of operation, easy serviceability, durability and sporty design.

Falcon

Falcon retains its long hood and short deck design for 1970. New are a revised model lineup and option list and an improved standard six-cylinder engine.

This year's Falcon line includes two-door and four-door sedans and a four-door station wagon in both the Falcon and Futura series.

The Observer, Robert Lee, Texas

Sept. 18, 1969

Light Trucks

Sleeked silhouettes, more luxury and style and mechanical improvements coupled with inherent functional utility sum up Ford Division's 1970 light truck line.

An all new Ranchero, with four distinctive models, and a re-styled pickup with a new top-of-the-line luxury version lead the four series of Ford light trucks.

"With the increased emphasis on the personal and recreational use of trucks, we find our

customers are demanding more and more luxury and comfort," said a Ford official. "They are using trucks not only on construction sites or as delivery vehicles, but also for family outings, shopping trips and evenings at the theater."

The Ranchero—a luxury pickup which is half car and half truck—is all new for 1970 with longer wheelbase and overall length. An additional top-of-the-line model has been added for 1970.



Today is 1970 at your Ford Dealers!

Ford leaps into the '70s with newer, bolder, better ideas. They are ready and waiting at your Ford Dealer's now. Come in and see the look of tomorrow . . . today!

1970 Torino.
All new clear through. No matter which 1970 Torino you choose, you'll be driving the most completely changed car of the year. New shape. New size. New style. New power. There are 14 models in all. And you're sure to find one that gives you the value, performance or luxury you want.

1970 Ford.
Take a Quiet Break. Move into the quieter world of the sleek new Fords for 1970. Take your choice of five great V-8's and 21 different models including the elegant LTD and popular Galaxie 500. The new Ford gives you a ride so smooth and vibration-free that you have to test-drive it to believe it.

1970 Mustang.
Run with Number One. No doubt about America's favorite sporty car: it's Mustang all the way! Take your choice of six different models. Three different rooflines. Nine different engines. Mustang's designed to be designed by you. Find out why Mustang's really Number One for so many drivers.

Ford gives you Better Ideas. It's the Going Thing!

IVEY MOTOR CO.

10th St. and Austin Ave.

Robert Lee, Texas

STEERS DOWN MENARD —
Continued from Page 3

momentum and Menard took over on the 31, ran one play as the half ended.

Third Quarter

The Steers received the opening kick off. As Menard tried an on-side kick, Cox fell on it at the 50. Then in succession, Mumford had a 1st at the Menard 38, then Smith a 1st on their 20, and another 1st, in three tries, moved the ball to the 10, where the Steers fumbled and Menard recovered.

Menard couldn't move and punted to their 48. The Steers made a 1st at the Menard 37, another at the 21, and another at the 9. Then at the 4, Mumford kept the ball, cut off tackle, and scored. The try for extras failed again and the score was 12-0.

Beaty kicked off to the Menard 29, and with a return to the 47, it was Menard's ball. The Steers showed their conditioning at this point and plowed the Menard offense under. Menard had to punt with the kick carrying to the 24, where the Steers had the ball. The quarter ended at the Steer 31 yard line.

Fourth Quarter

Menard held at the Steer 32. Fields kicked to the Menard 25, but another good return brought it out to their 43. Robert Lee held at this point and Menard punted to the Steer 28. Menard held the Steers at the 9 yard line after a penalty set the Steers back. Fields punted out to his 40 and it was returned to the Steer 28. Menard got a 1st down on another penalty to the Steer 11. The Steers tossed them for a loss to the 18. But on the next play the Menard speed paid off as their left half back zipped through and around the Steers for a TD. Their try for extras was good and the score was 12 to 7.

Menard kicked off to the Robert Lee 15 and Mumford returned it out to the 31. The Steers made a 1st at the Steer 43, where they fumbled the ball. But it didn't shake them and they held Menard and took over on downs. Randy Smith zipped for a 1st at the Menard 46. Controlling the football, they made another 1st at the Menard 29. Then they just ran out the clock at the Menard 28.

The forward line is real aggressive this year with veteran Jack Preslar at center, Mike Conley and Gary Thomason at guard, Jim Cox and James Fields at tackles, and the end positions are held by Lane Beaty and Doug Burns, who rotate with Mumford at Quarterback. The defense is about the same boys except for Walden Millican replacing at the linebacking position.

MOVE TO OREGON

Mr. and Mrs. Bob Lomas moved to Klamath Falls, Oregon where he will attend Oregon Institute of Technology. Lomas, the son of Mr. and Mrs. George Lomas, is a junior student, working toward a B. A. degree in mid-management as related to the automotive industry. Mrs. Lomas is the former Vernay Vaughan, daughter of Mr. and Mrs. Robert Vaughan.

Mr. and Mrs. Gilbert Wallace of Pecos visited here Saturday in the home of Mr. and Mrs. Calvin Wallace. Weekend visitors in the Wallace home were Mr. and Mrs. Willie Wallace of Amarillo. They also visited in the home of Mr. and Mrs. Fred Smith and with Mrs. Lena Davis who is in the West Coke County Nursing Home.

Local relatives attending the Long funeral held in Big Spring Sept. 9 were Mrs. Bonnie Robertson and Mr. and Mrs. Raymond Bloodworth.



THIS WEEKEND

West Texas Rodeo Assn. Finals



Saturday — 8 P.M.

Sunday — 2 P.M.

In Bronte Roping Arena

Parade at 5 p.m. Saturday

Everyone Is Invited to Ride in the Parade

EVENTS

Bare Back Bronc	-----	\$20.00
Calf Roping	-----	\$20.00
Dogging	-----	\$20.00
Team Dalling Roping	-----	\$20.00
Barrel Racing	-----	\$15.00
Flag Race	-----	\$ 5.00
Pole Bending	-----	\$ 5.00
Bull Riding	-----	\$20.00

Sponsored by

Coke County Roping Club



Double S&H Green Stamps

Every Wednesday on All Purchases of \$2.50
Or More (Excluding Cigarettes)



- 1/2 Gal. Crt. **Gandy's Ice Cream 79c**
- GANDY'S FROZAN - 1/2 gal crt. 39c**
- SLICED **Stillwell Strawberries, 10 oz. pkg. - 4 for 99c**
- PATIO MEXICAN DINNERS - 3 for 89c**
- SUNBEAM 29c Pkg. Cookies 3 for 68c**
- DELMONTE **Pineapple - Grapefruit Drink, 46 oz. - 3 for 89c**
- RC or DIET RITE COLA - 6 bot. crt. 39c + DEPOSIT**
- GRAPE or ORANGE **HI C DRINK, 46 oz. can - 3 for 89c**
- 3 Lb. Can **Jewel Shortening 49c**
- THRILL LIQUID DETERGENT - qt. bot. 55c**
- SCOTTOWELS, large roll - 3 for \$1.00**
- ZEE NAPKINS, 60 ct. pkg. - 2 for 25c**
- 4 Roll Pkg. **Silk Toilet Tissue 29c**
- RANCH STYLE BEANS, 300 size - 2 for 35c**
- MISSION SWEET PEAS, 303 size - 2 for 35c**
- 10 Lb. Bag **Gold Medal Flour 98c**
- KRAFT MIRACLE WHIP- - qt. jar 49c**
- NEW CROP **Washington Delicious Apples - - lb. 23c**
- RUSSET POTATOES - - 10 lb. bag 43c**
- Lb. **Dankworth Slab Bacon 69c**
- FRESH PORK CHOPS - - lb. 73c**
- BONELESS STEW MEAT - - - lb. 69c**

Prices Effective Sept. 18th, 19th & 20th



West Way Grocery



10TH & BISHOP

PHONE 453-5151

Kick-Off Time

Attend The Game

Robert Lee Steers

VS.

Bangs

Friday Night-There

Let's All Get with It and Back
Our Big 1969 Robert Lee
Steer Team All the Way

SEE AND HEAR THE STEER BAND
Twirlers & Cheerleaders Will Be There

1969 SCHEDULE ROBERT LEE STEERS

Robert Lee 12, Menard 7	
Sept. 19—Bangs	There
Sept. 26—Eldorado	Here
Oct. 3—Eden	Here
Oct. 10—Bronte	There
*Oct. 17—Wylie	There
*Oct. 24—Rotan	Here
*Oct. 31—Asperm't	There
*Nov. 7—Roscoe✓	Here
*Nov. 14—Wall	There
*—District Game	
✓—Homecoming	



Sponsored in Interest of Good Sportsmanship by:

West Texas Utilities
Adams Abstract Co.
Floyd Harmon
County Commissioner, Precinct 3
Robert Lee Recreation Center
Jack and Juanita Trimble
Fern Havins
County Commissioner, Precinct 1
Add Davis Grocery, Sta. & Trailer Park
Baker's Grocery
Bahlman Cleaners
Mrs. Jerry Thomason
Coke County Treasurer
Key Feed Store
West Way Grocery
Fran-Cilla Flowers & Gifts
Froggy's Cafe
Mr. and Mrs. E. C. Davis and Girls
W. W. Thetford
County Judge's Office
Coke Tax Assessor-Collector Office
Dawn Floral & Specialty Shop
Mr. & Mrs. W. D. McAdams
Newby Funeral Home
Farris City Drug
E. H. Ivey Mobil Station

Duncan Trailer Park
Maurice & Elna Duncan
Jay Denman Enco Service Station
Roach's Dry Goods
Mr. & Mrs. Weldon Fikes
Zettler's Restaurant
Mr. and Mrs. H. R. Jameson
Bryan's Ready Mix Concrete
Bell's Auto Parts
Alamo Theatre
A & B Automotive
Coke County Butane
Bob Fields
Gordon's Variety Store
Ivey Motor Co.
Hood's Upholstery Shop
Jones Barber Shop
Vaughan Chevrolet Co.
Mack's Gulf Station & Laundry
Jim's Texaco Station
Melvin Childress
County Sheriff's Office
Robert Lee Observer
Mrs. Winnie Waldrop
County Clerk

Vickie Rowoldt Is Wed To Quinn Evans Conley In Saturday Ceremony

Miss Vickie Charlene Rowoldt became the bride of Evans Quinn Conley in a ceremony read Saturday night in First United Methodist Church. The Rev. A. C. Schiff Jr., pastor of Calvary Lutheran Church in San Angelo, officiated.

Parents of the couple are Mr. and Mrs. Allan Rowoldt and Mr. and Mrs. John Conley.

Wedding music was presented by Miss Elaine Fikes, organist, and Miss Robbie Smith, soloist.

Maid of honor was Miss Melony Rowoldt of San Angelo. The bridesmaids were the bridegroom's sisters, Misses Gayle and Jackie Conley, and the bride's sister, Miss Annakay Rowoldt.

Flower girls were Susan Rowoldt and Tina Bentley of Garland.

Ronnie Devoll served as best man and groomsmen were Donnie Devoll, Lynn Beal and Craig Bessent. Mike Conley and Bill Rowoldt seated guests. Tim Rocardles.

A reception followed the ceremony in the church. In the houseparty were Mrs. Ben Bessent, Mrs. Eloise Guerrant, Mrs. Willis Wayne Smith, Mrs. Derwood Mumford, Mrs. Dale Wojtek, Mrs. Lindy Devoll, Miss Cheryl Mayfield and Miss Donna Mitchell.

Mrs. Conley is a 1969 graduate of Robert Lee High School where she was in the Beta Club, Student Council, Future Homemakers of America, was named drum major and Miss RLHS.

The bridegroom is also a 1969 graduate of RLHS. He was a member of the Beta Club, Student Council, basketball team and was named Mr. RLHS. He will attend Angelo State University in San Angelo, where the couple will live.

The bridegroom's parents were hosts for the rehearsal dinner in Zettlers Cafe.

Last Rites Held for Mrs. Felix Askins

Mrs. Felix A. Askins, 66, of Lubbock died Monday at 12:30 a.m. in her home following a long illness.

Funeral services were held Wednesday at 10 a.m. in the Assembly of God Church in Lubbock. Graveside services were held at 3 p.m. in Robert Lee Cemetery under direction of Henderson Funeral Home.

She was born Jan. 5, 1903, at Bronte, and was the former Jennie Beatrice Wrinkle. She was married to Felix A. Askins in 1919 at Crowell.

Survivors include her husband; two sons, Foy Askins of Robert Lee and Ray Askins of Lubbock; one daughter, Mrs. Eddie Buttram of Lubbock; one brother, Willie Wrinkle of Washington, D. C.; five sisters, Mrs. Will Stevenson, Mrs. Chester Kiker and Mrs. Francis Seltz, all of Bronte, Mrs. Sam Hagerman of San Angelo and Miss Bernice Wrinkle of California; eight grandchildren and six great grandchildren.

HOME ON LEAVE

Bob Thomason is home on a two weeks leave from Navy duty. He has completed basic training at San Diego, and following his leave, he will enter a special school for training Navy medics.

Martha Kinsey of Abilene spent the weekend visiting her parents, Mr. and Mrs. Wesley Kinsey. She is attending a beauty school there.

Marilyn Wallace of Abilene Christian College was a weekend guest in the home of her parents, Mr. and Mrs. J. C. Wallace.

PERSONALS

Visitors in the home of Mrs. Edna Havin Sunday were Mrs. Margie Havins and Mrs. Mike Petrick of San Angelo.

Joey, two-year-old son of Mr. and Mrs. William Joe Harmon of Irving, was released from a local hospital last Wednesday. He was placed in a cast from his chest down due to a hip being out of place. Mrs. Finis Harmon spent last week visiting her son and family and helping care for her grandson.

Weekend visitors in the home of Mr. and Mrs. Ernest Jones were Mr. and Mrs. Cecil Jones and family of Amarillo.

WANT ADS

FURNISHED HOUSE for rent. Mrs. H. L. Scott.

316.26 ACRES OF LAND in Coke County, known as the Carrie M. Rives Estate, situated on Yellow Wolf Creek and joins the E. V. Spence Lake. Very good for a subdivision. Will sell in tracts or whole. Elsie Adams, Receiver, P. O. Box 67, Robert Lee, Texas 76945. Phone (915) 655-9429, San Angelo, or (915) 453-2723 or 453-2757, Robert Lee. 9-tfc

RANCHERS, FARMERS, BUSINESSMEN: Bookkeeping service, all reports, etc. Reasonable. Free details. Simtax, P. O. Box 3054, San Angelo, Texas 76901. 3tp

FOR SALE — U. S. Flags at the Observer office. Call 453-2433 for information.

A PROPERLY INSTALLED Automatic heating system can cut your heating bills this winter. Call for free estimate on either panel ray or central installation. Gas or electric. Also gas or electric water heaters. Hambright Plumbing and Air Conditioning. 453-2473.

Monuments Grave Markers Lettering Representing Birk Monument Mfg. Co. Sam L. Williams, Phone 453-2525.

FOR RENT — Small 2 bedroom house, \$40.00 per month. Call 453-2201.

NOTICE TO BIDDERS Notice is hereby given that the Robert Lee School Board will receive sealed bids until Oct. 9, 1969, at 8 p.m. for the following: '61 Chevrolet school bus and '64 Chevrolet bus. Both in running condition. Can be seen at the school.

The school reserves the right to reject any and all bids and waiver any technicality.

Robert Lee Independent School District.

FOR SALE — 2 wheel trailer, \$30. 1201 Washington. 1tp

FOR SALE — Purebred Suffolk bucks. Lambs or yearling. Pho. 453-2906. 1tc

WE BUY AND SELL Used furniture or anything of value. Jay's Bait. 4tp

FOR RENT — Two bedroom house, unfurnished, attached garage with shop. Contact Bill Allen. tn

FOR SALE — Couch and chair, \$35; air conditioner; children's clothes and miscellaneous items. 1202 Austin.

FOR LEASE: Skelly Service Station in Robert Lee for lease — has done good business for years, small investment. Contact Wayne Irby, 365-2911, Ballinger, Texas.

GOLD BOND STAMPS

IMPERIAL PURE CANE

Sugar 5 lb. bag 49c

LIPTON INSTANT TEA - 2 oz. jar 83c

CATSUP, Stokely's 14 oz. bottle - 2 for 45c

CRISCO OIL - - - - 38 oz. bottle 79c

VELVEETA CHEESE FOOD - 2 lb. box \$1.15

LUNCHEON MEAT, Celebrity - - 12 oz. can 39c

BETTY CROCKER

Cake Mixes 29c

MORRISON CORN KITS - - ea. 9c

SILK BATHROOM TISSUE - - single roll 9c

GUARDIAN DOG FOOD - tall can 9c

MEAD'S BISCUITS - - - - can 9c

MIRACLE WHIP

Salad Dressing qt. 49c

COLORADO PINTO BEANS - 3 lb. bag 33c

BOLD LAUNDRY DETERGENT - 69c GIANT SIZE

SCOTT PLASTIC WRAP - - 100 ft. roll 25c

Dr. Pepper 6 bot. ctn. 49c

SUNBEAM COOKIES, 39c bag - 3 for \$1.00

GANDY'S FROZAN - - 1/2 gal. crt. 39c

GANDY'S PURE ICE CREAM - - 1/2 gal. crt. 79c

FRESH GREEN ONIONS - bunch 10c

POTATOES - - - - 10 lb. bag 43c

FRESH CORN - - - - 3 for 29c

FRESH YELLOW SQUASH - 2 lbs. 25c

GOOCH'S WHOLE or SLICED CURED

Picnic Hams lb. 45c

HOME MADE PURE PORK SAUSAGE - - - - 2 lbs. \$1.29

SLAB BACON, Sliced or Piece - lb. 73c

BAKER'S Groc. & Mkt.

Chevrolet Introduces New Luxury Car

The Monte Carlo — a totally new personal luxury car — headlines Chevrolet's new models for 1970. John Z. DeLorean, General Motors vice president and Chevrolet general manager, said today.

"The 1970's will be an unparalleled decade of individual customer choice," DeLorean said. "Chevrolet will continue to set the industry pace with a variety of cars and options which allow each buyer to custom tailor his personal transportation.

"Monte Carlo adds a new market dimension by offering to the youthful, sophisticated buyer a superb blend of individual, high fashion styling and intermediate size handling and performance.

DeLorean said seven distinctive Chevrolet lines will be shown in dealerships on Announcement Day, Sept. 18.

"The big Chevrolet has new styling and added power for 1970 and Chevelle has an all-new appearance," DeLorean said. "Improvements in these lines are incorporated in both sizes of Chevrolet station wagons. The fast selling Nova has fresh appeal in its new models."

Current models of the popular Chevrolet Corvette and Camaro

will be continued to the end of this year with new models in each line scheduled for introduction later in the model year.

DeLorean said that among important 1970 engine changes, the base V-8 of the big Chevrolet is increased to 550 cubic inches from 527 cubic inches in 1969 to give added power for options such as air conditioning that continue to grow in customer popularity.

The base six cylinder engine of Chevelle is also increased — 250 cubic inches in 1970 compared with 230 cubic inches in 1969.

"A smooth running new 400 cubic inch V-8 that burns regular fuel is introduced as an option on the big Chevrolet and also is available on Monte Carlo," DeLorean said.

Two new high torque 454 cubic inch V-8's replace 427 cubic inch engines offered on the big Chevrolet in 1969.

He said mechanical improvements include smoother engine acceleration through the use of a transmission controlled vacuum spark advance.

There is extended use of variable ratio power steering which gives more responsive maneuverability in turns and parking. It is now available on all 1970 models except station wagons and Nova models with four cylinder engines.

Longer life, fiberglass-belted tires are standard on all 1970 Chevrolet models.

Every 1970 model has extensive safety features for occupant protection, accident prevention and anti-theft.

New for 1970 among Chevrolet's more than 400 options and accessories are improved electric door locks, replacing vacuum locks.

With the electric door locks is a new automatic front seat back release for coupes which unlatches when either front door is opened, for easier access to the rear seat. The latch re-locks securely when the door is closed.

Also new is an electric rear deck lid release operated from inside the glove box.

A new headlight delay option reminds the driver with a warning buzzer if he opens his door without turning off his headlights. After the lights are off, he may push a timer button on the instrument panel and lights will turn on for about two minutes to provide illumination after he leaves the car.

Radio antennas contained within the windshield glass will be factory installed when radios are ordered on all 1970 Chevrolets. They replace outside mast antennas used previously and are not subject to being broken or bent. A new highly compact combination AM or AM-FM stereo radio and tape player unit fits snugly in the instrument panel.

Also available is a broader than ever variety of trailering, towing and recreational vehicle accessories.

Chevrolet offers 15 colors, most of them new, for 1970. There are up to seven two-tone combinations, five vinyl top colors and two convertible top colors.

Here are additional details by car line:

Monte Carlo—This totally new Chevrolet blends action and elegance in a sporty personal luxury car. There is one model — a 2-door hardtop coupe.

It has the longest hood of any car in Chevrolet history — a full six feet from grille to concealed windshield wipers.

The distinctive front has a die cast plated metal grille which gives precise detail and brilliance. New single-unit headlights are

up to 14 per cent brighter than other single lamp systems.

Body side panels have smooth, flowing lines, accented by a low, full length bright molding and brushed chrome wheel covers. Roof styling is formal. The deck is short and trim. Vertical taillights complete the image of an all-new car from Chevrolet.

Monte Carlo is built on an easy handling 116-inch wheel base. Compared to an Impala Coupe, it is nine inches shorter in overall length, more than one inch lower and is four inches less in width.

The interior is finely tailored in keeping with the car's luxury concept. The distinctive instrument panel — which groups precision-faced gauges and controls in a wide cluster — has the look of rich burl grain elm, as does the steering wheel.

Conventional seats are standard with buckets and floor console optional.

Besides a wide selection of options, all advanced features of other Chevrolet models are incorporated in Monte Carlo. There is Astro ventilation, full door-glass styling, complete sound insulation and corrosion resistant fiberglass inner fenders.

Five V-8 engines give the buy-

er a wide choice in Monte Carlo performance. The base V-8 is the same 250 horsepower, 350 cubic inch engine standard on the 1970 big Chevrolet. There are also 400 cubic inch engines and exclusive on the Monte Carlo 88 is a 454 cubic inch V-8 developing 360 horsepower.

Four transmissions include Downshifts and Turbo Hydra-Matic automatics.

Regular Chevrolet
The industry's top selling car has a new front end appearance in 1970 with a richer looking fine mesh grille and more prominent headlights.

The exclusive Caprice and Impala Custom Coupe roofing with full-width rear windows continues in 1970. This is the largest selling single body style among regular-sized cars in the industry.

Fine-line vertical taillights located in the new rear bumper are a clear change identity from the horizontal lights in 1969.

Caprice models have color-matched side moldings and for the first time have wheel covers which are accented with body color. The popular raised vinyl protective side molding is continued on Impala in five harmonizing

colors.

Fifteen inch wheels are now standard on all big Chevrolets.

There are a total of six engines with a horse power range from 155 to 360. The base six cylinder engine is 250 cubic inches. Five V-8's range from the new base 350 cubic inch engine to the new 454 cubic inch engine.

A total of 9 big Chevrolet models are available on a 110-inch wheelbase.

Chevelle
The industry's top-selling intermediate, whose sport coupe is the largest selling single body style on the market, has a completely new look for 1970.

The bold front end design emphasizes the engine with a projecting split grille. Dual headlights blend back into the hood.

Sculptured sides have a strong family resemblance to the big Chevrolet, as does the new shape of rear quarter windows on the coupe which are enlarged for greater visibility than in 1969. The coupe and convertible have full door-glass styling.

Simplistic horizontal the rear with rectangular taillights recessed in a larger bumper. (See the

Continued on back page

The Observer, Robert Lee, Texas

Sept. 18, 1969

FRIENDSHIP H.D. CLUB HAS FIRST FALL MEETING

Mrs. Tom Rives was hostess for the meeting of the Friendship H. D. Club in the recreation hall Thursday, Sept. 12. It was their first meeting since July 3.

Mrs. Lowell Roane, president, presided and read a poem "A Note of Friendship." Mrs. Tom Rives and Mrs. Curtis Walker were named to the nominating committee to work up a slate of new officers for 1970. The program was on Arts and Crafts. Ten members and one visitor were present.

Refreshments were oatmeal and sugar cookies, crackers, dip, coffee and lemonade.

Next meeting will be Thursday, Sept. 25, at the recreation hall.

Visiting in the home of Mr. and Mrs. Oda Benton last Wednesday were Mr. and Mrs. Frank Edwards of Big Spring, Mrs. Zelma Benton of Cleburne, Mrs. Edwards is a niece of Mr. Benton and Mrs. Benton is a sister-in-law.

Bookkeeping

TAX SERVICE — Businesses, Individuals, Farmers, Ranchers
REASONABLE RATES

B. E. TAYLOR
115 S. Jefferson, Ph. 655-8391
San Angelo

WELCOME

Robert Lee Baptist Church
West 11th and Chadbourne
Bill Beaty, Pastor

Sunday School 9:45 a.m.
Morning Worship 11:00 a.m.
Training Union 6:00 p.m.
Evening Worship 7:00 p.m.
Wednesday
Prayer Meeting 7:00 p.m.

Insurance & Real Estate

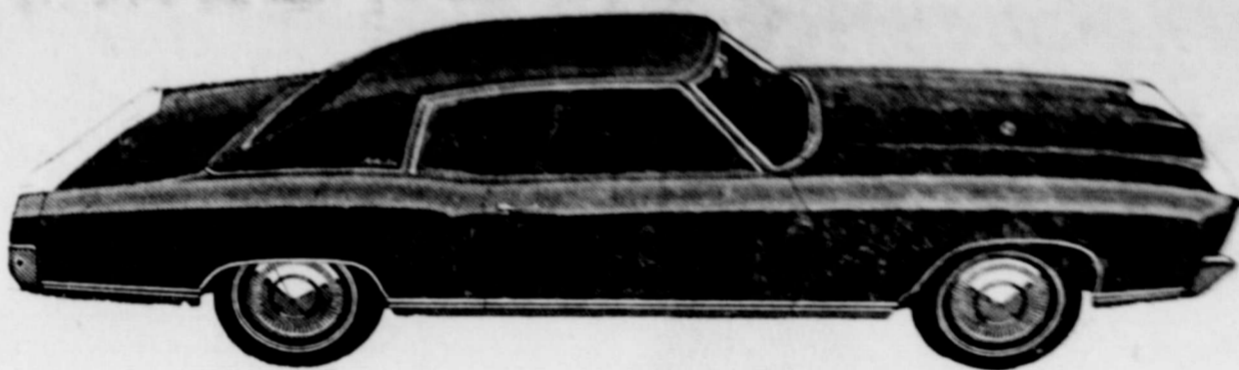
All types of Insurance: Fire, Casualty, Crop Hail & Life. Town & Rural Property, give us your real estate listings. Phone Blackwell 282-2291 or Bronte 473-3611.

O. T. Colvin
Martin N. Lee

They're Beauties

And You Probably Want One

Yes, We're Talking About the NEW
1970 AUTOMOBILES



And, just in case someone sells you one — DONT FORGET —
ROBERT LEE STATE BANK

is the place to finance yours at

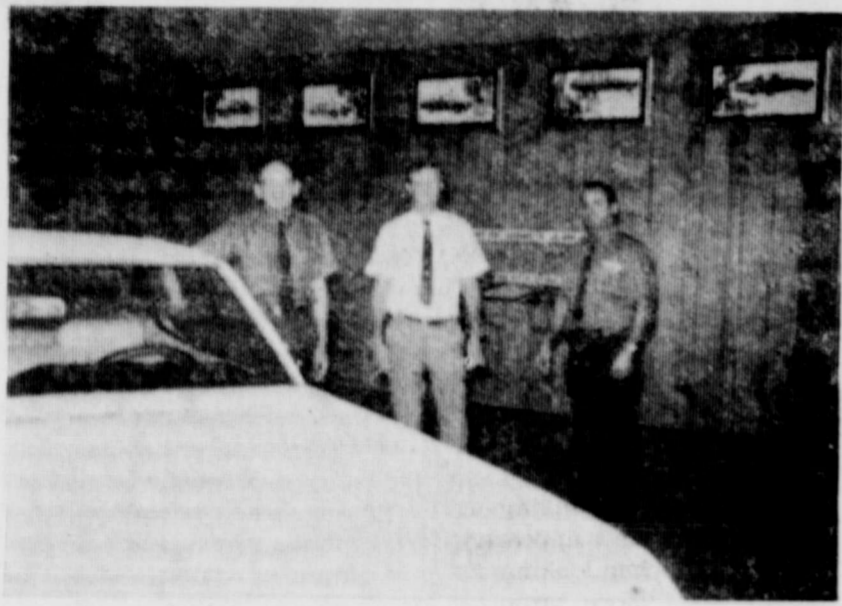
Low, Low Interest



Come in today and let us show you how easy it is to own a brand new 1970 car—when you finance the bankway—at low interest rates.

Robert Lee State Bank

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Bob Vaughan, Ben Bessent, Sonny Arrott
Stand Ready to Welcome Customers

We Won't Deny It...

We're Proud

Of Our Enlarged and Remodeled Building

This addition will enable us to offer you Complete Chevrolet Service. Included are:

- 5,000 Feet of Additional Floor Space
- 4 Car Display Room
- Enlarged Parts Dept.
- 12-Stall Repair Dept.
- Wash and Grease Facilities
- Rest Rooms
- Waiting Room with Coffee and Cold Drink Bar — Comfortable Chairs
- New Private Offices for Our Salesmen and Their Customers



Foy Askins in New Parts Department

We feel all these additions will make our place more pleasant and comfortable for our customers, whether they come in for service on their present cars and trucks or are in the market for a new or used car or truck.

Y'ALL COME TO SEE US!



Three Vehicles in New Shop Area

We Invite You to the S

1970 Chev

and the

Formal Op

Remo

**WE'RE
ROLLING
OUT THE
RED
CARPET
FOR YOU**

Vaughan Chevrolet

Phone 453-2632

Robert L

he Showing of the

evrolets

he

Opening

of our

modeled and Enlarged Building

Thursday, September 18

FREE GIFTS FOR ALL

Yes, there will be FREE REFRESHMENTS plus
GIFTS for men, women and children. Also

Free Door Prizes

We Are Especially Proud of the

New 1970 Chevrolets

And Want All Our Friends to Inspect Them

vrolet Co.

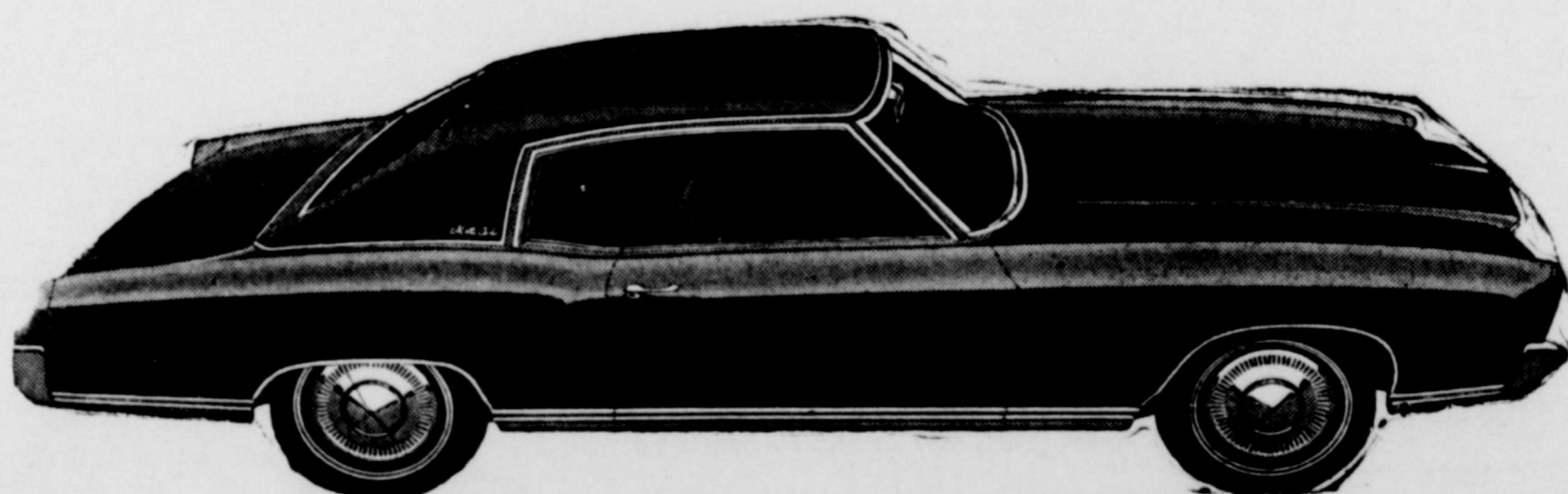
Robert Lee

Styled with economy and sportiness

The frisky, sleek Chevy Nova Coupe



Constantly gaining prominent position in the popularity polls is the Chevy Nova. Advanced styling features such as simulated front fender louvers and body striping give the Chevy Nova Coupe (above) an air of action. A hide-a-way antenna built into the windshield (with all factory installed radios) is now available on the Nova. The new Chevrolet line of cars will be on display September 18.



The Elegant Monte Carlo Coupe for 1970

SS Chevelles, a special dent-resisting resilient black insert is part of the rear bumper.

The pace setting SS 396 Chevelle now takes nearly one out of every five Chevelle sales. For 1970 its base 396 cubic inch V-8 is increased from 325 to 350 horsepower. It also has a special domed hood.

Optional on the SS hood is a new "cowl induction" system in which a valving door at the rear automatically admits cooler outside air to the carburetor on demand.

Included in the SS 396 Chevelle is a black-accented grille, special performance front and rear suspension for improved handling, special sport wheels with 7-inch rims, wide oval white lettered tires and SS 396 identification.

Twin sport stripes for the hood and rear deck are a new SS 396 option for 1970.

Chassis improvements in the 1970 Chevelle give a smoother ride. There is better brake performance from cooler-operating finned rear drums. Variable-ratio power steering is an option on all models.

All 1970 Chevelles have increased

side impact protection due to new safety guard door beams.

Interiors of Chevelles are all new and feature an instrument panel of molded fiberglass-reinforced plastic with integral glove compartment. Astro Ventilation is standard on the Sport Coupe and Convertible.

There are a total of five Chevelle engines with a horsepower range from 155 to 350. The base six is the bigger displacement 250 cubic inch engine. The four V-8's begin with the 307 cubic inch base V-8. Four transmissions are available.

Chevelle coupe and convertible models are on a 112-inch wheelbase and two sedans are on a 116-inch wheelbase.

Nova

Chevrolet's Nova showed substantial sales increases in 1969 and continued to be the industry's top selling small domestic family car.

For 1970, Nova continues its blend of clean styling and economy. It features a new finer mesh grille and larger front, side and rear lamps.

Interior and exterior trim and colors are new.

Chassis refinements give an

even smoother ride. Variable-ratio power steering is a new addition to the wide range of Nova options.

The sporty Nova SS coupe includes a 300 horsepower 350 cubic inch V-8 engine with special SS identification, black-accented grille and rear panel, 7-inch wide wheels with white stripe wide oval tires and special suspension.

A four-cylinder, two sixes and three V-8 engines give a horsepower range from 90 to 300. Among the five transmissions is Chevrolet's low cost "clutchless" Torque-Drive for four- and six-cylinder engine Novas.

There is a 2-door coupe and 4-door sedan on 111-inch wheelbase.

Station Wagons

To again give the station wagon buyer opportunity to select exactly the size and features he wants, Chevrolet's eight station wagon models are grouped in a single line with two sizes in 1970. All have dual action tailgates.

On a 119-inch wheelbase and incorporating the styling of the big Chevrolet are the Kingswood Estate, Kingswood, Townsman and Brookwood.

On a 116-inch wheelbase with Chevelle styling are the Concours

The Observer, Robert Lee, Texas

Sept. 18, 1969

Estate, Concours, Greenbrier and Nomad.

The Kingswood Estate and Concours Estate wagons have wood-grained panels on body side and tailgate. All but the Brookwood and Nomad are available in 3-seat as well as 2-seat versions.

Chevrolet wagons again offer the comfortable "walk-in" rear design. Using the Chevrolet dual-action tailgate that includes a step built into the rear bumper, a passenger can step upright into the wagon and sit down easily in the rear-facing third seat.

The 119-inch wagons all have V-8 engines with a horsepower range from 250 to 390. Fifteen-inch wheels are standard on all 119-inch wheelbase models.

The 116-inch wagons have one six and four V-8 engines with a horsepower range from 155 to 330. Side-guard door beams are introduced in this size wagon and continued on bigger wagons.

All wagons have improved ride and handling. They include the engineering, styling and safety advances of Chevrolet cars of comparable wheelbases and offer a wide variety of options and access-

ories.

Corvette and Camaro

Current models of these companion excitement cars will be continued to the end of 1969 with new models to be introduced later in the model year.

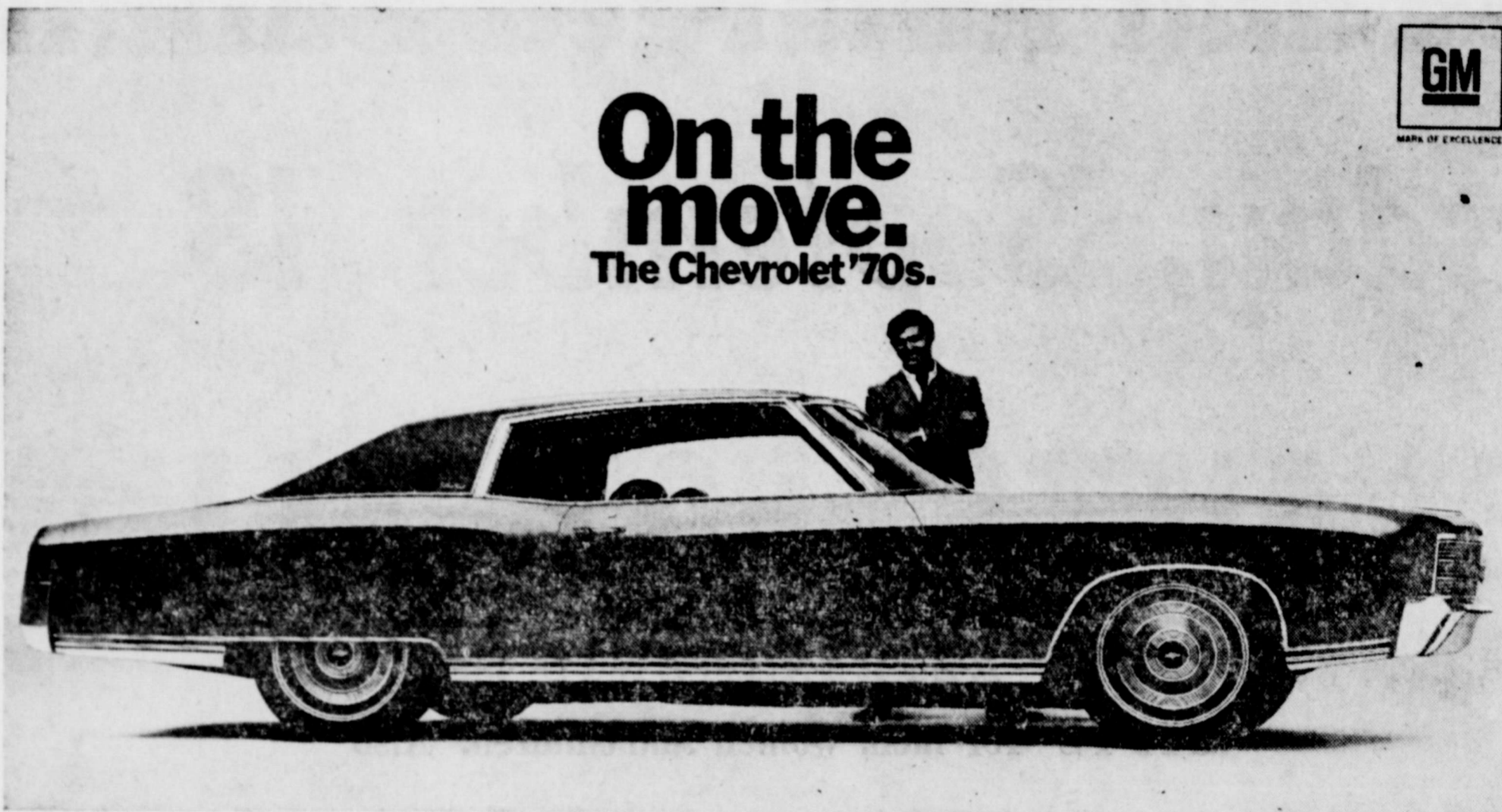
The prestige Corvette sports car is offered in two Stingray models — a convertible and the unique "semi-convertible" Aero coupe with removable roof panel sections and rear window.

There is a wide choice of performance — five V-8 engines ranging from 300 to 435 horsepower.

Chevrolet's Camaro continues to build its enthusiastic following in the sporty car market.

It, too, is offered in a convertible and a sport coupe. The Z-28 Camaro continues to be a sales standout. It has a 302 cubic inch engine and special handling equipment.

Camaro offers two six-cylinder and four V-8 engines with a horsepower range from 140 to 325. A wide variety of appearance and mechanical options allow the buyer to order Camaro to suit his or her particular taste.



**On the
move.**
The Chevrolet '70s.



Our new one: Monte Carlo



Our big one: Caprice



Our tough one: Chevelle SS 396

Monte Carlo. Our whole new field of one.
The first truly luxurious personal car even us guys who work for a living can afford.
Big 350-cubic-inch V8. Power disc brakes. Deep twist carpeting. All standard.
Some car, the Monte Carlo.
Some cars will be wishing we had never brought it out.
Moving on. Caprice.
The perfect car for "the big car man."
For 1970 we gave it a new grille, new 250-hp standard V8, new

fiberglass-belted tires, new colors, new trim.
New headaches for higher priced cars.
Moving on. Chevelle SS 396.
The Chevellest Chevelle yet.
Now you can order a Cowl Induction Hood to help the horses breathe. All 350 of them.
Move on.
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