

STEEL NEEDS NEW MARKETS TO STEP UP PRODUCTION

New York — If the nation's steel makers hope to notably expand sales and production in the current decade, they must find new markets — and some of the best ones are overseas.

Steelways, official publication of the American Iron and Steel Institute, said that between 1950 and 1960, the Japanese increased their steel production by 357 per cent; West Germany, 243 per cent; Czechoslovakia, 127 per cent, and Brazil, 176 per cent.

Actual production in the U.S. during this period increased 3 per cent, from 96.3 million tons to 99.2 million tons. It should be noted, however, that actual production and what the industry could produce are two different things: on the latter count the U.S. posted a 49 per cent increase in the past decade.

Steelways said that steel consumption in other countries is growing faster percentage-wise than in the already highly developed U.S. economy. It asserted that major sales and growth prospects for the American steel makers are, therefore, in international markets where our competitive ability suffers a sizeable cost handicap.

The magazine noted that in the last decade, the U.S. share of world steel trade dropped from about 17 per cent to less than 7 per cent. This has taken place despite an increase in world steel trade to about 42 million tons in 1960 against 16 million tons in 1950.

WORLD OUTPUT

Steelways noted that behind our declining share of an expanding market lies not only the soaring costs of domestic producers but the enormous growth of world steel output since World War II. War damaged mills in other countries have been replaced and other facilities generally have been modernized and expanded. These programs are still in full swing and announced plans make it clear they will continue.

Japan, for example, achieved in 1961 the stature of the world's fourth largest steel producer — 31 million ingot tons. Not satisfied, it has embarked upon a program intended to push 1970 capacity to 53 million net tons of ingots a year. That would put it in third place, behind the U.S. and Russia.

Presently, the U.S. is a major market for Japan, consuming 23.2 per cent of all Japan's iron and steel exports in 1960. Said Steelways:

"Given present patterns of Japanese home consumption of steel, and even granted a sizeable increase therein, it does not seem possible that by 1970 that country can conceivably consume the planned increased production. Likely outlet: more exports."

U.S. SHARE

As a result of past expansion plans similar to these in both Japan and other countries, the United States' share of world steel production dropped to 26 per cent of world output in 1960 from 46 per cent as recently as 1950.

Steelways stated that not only are we failing to win a fair competitive share of an expanding world market in steel, but imports into our own domestic market of both steel and steel consuming products have increased.

The publication said that based on our competitive disadvantage have been employment costs ranging from three to seven times as great in American steel companies as they are in foreign steel companies. This disparity combined with the modernity of overseas production facilities help make foreign mills formidable rivals.

Science Briefs

How Healthy Are You?
If you are sick less than 16 days a year, you're healthier than the average person, the U.S. Public Health Service reports.

Multiple Cause
There is no single cause of cancer, "for cancer is not a single disease any more than fevers and inflammations," says the medical journal, "General Practice."

Submarine Vacations
Vacationers may cross the ocean by submarine in the near future, says one authority. "Underwater cruising is calm and stable, and provides a nice view of 'inner space,'" he adds.

Healthy Specimens
Employees of a large tobacco manufacturer smoke more, live longer and have a lower death rate from cancer and heart disease than the general public, a 14-year study shows.

Space Suits For III
Space suits like those worn by the astronauts can be helpful to persons suffering strokes, Air Force scientists report. The pressurized suits help maintain normal blood pressure.

Virus and Colds
U.S. scientists have found that an intestinal virus can cause the common cold. Further study is needed to see if the virus is a major cause; if so, a vaccine may be effective.

Money At Work

Ever wonder what happens to your savings in a savings bank? About 70 percent is invested in mortgage loans, enabling people to buy or build homes.

Then? The money goes to work. It's estimated that for every 100 homes built, about \$600,000 is paid in wages to the men who work on the actual construction. Then, when the new family moves in, they can be expected to spend an average of \$1,500 in the new home on things like furniture and appliances — in the first year alone.

BRIGHTEN THE DAY WITH

flowers

Flowers For Every Occasion

Weddings—Birthdays—Showers—Expressions of Sympathy
Pot Plants—Arrangements for Home or Office
Corsages—Bouquets

MARY'S FLOWERS

Mrs. A. E. Richards — Phone CE 7-3945 Day or Night
Mrs. Lola Wright, Girard Phone AT 4-2127
Mrs. M. F. Childress, Peacock

A COMPLETE BANKING SERVICE

Whatever your banking needs may be, we invite you to come in and let us help you with them.

There can never be any uncertainty about whether a bill has been paid - if you paid it by check. You have your personal receipt - your cancelled check. Also it makes a useful record for you at tax paying time.

THE FIRST NATIONAL BANK OF ASPERMONT

(Member Federal Deposit Insurance Corporation)

APRICOT PRESERVES

Skyway - 18 oz jar

JAR 35c

Starch Niagara	59c
Chipits Nabisco pkg	45c

ETON STRAWBERRIES

Frozen pkg

PKG 19c

Fresh Cantaloupes lb	15c
Banana Squash lb	10c

BEEF RIBS

LB 29c

Girard News

Mrs. Reva Simpson who has been in the Spur hospital for several days with pneumonia is slowly improving.

Mrs. Elmer Long is able to be home again after being in the Spur hospital recently.

Mr. and Mrs. C. Ray Williams left for Austin last week where she will attend the Postmasters' convention.

Sunday guests in the home of Mr. and Mrs. Will Gardner were their children Mr. and Mrs. William Gardner and children and Miss Nettie Faye.

In the evening they love to Snyder to see Nettie Faye's new home.

Mr. and Mrs. Clyde Long were Sunday guests of Mr. and Mrs. G. H. Brown.

Mrs. Jackson East is at home after spending time in Snyder with her mother Mrs. Snodgrass who has been sick.

They were met there by a son Mr. and Mrs. Jackie East and children of Ft. Worth and Joana Kay returned home with them.

Recent guests in the home of Mrs. Opal Blackwell were her son Mr. and Mrs. Mickey Blackwell and children of Lorenzo.

Mrs. Robert France had surgery in Crosbyton last week and her condition is good.

Mr. and Mrs. David Williams and children of Amarillo spent the week end with her parents Mr. and Mrs. Logan Williams.

Guests in the home of Mr. and Mrs. Amos Fincher last week was their son Mr. and Mrs. Gwyn Fincher and son of Lawton, Okla.

Miss Virgie Sikes of Breckenridge visited recently with her sister Mr. and Mrs. W. A. Gardner.

Mr. and Mrs. Bob Williams who had been spending the week with his grand parents Mrs. Jesse Chaffin of Crane is visiting her brother Mr. and Mrs. Rome Rodgers for awhile.

Zemo Great for Minor Burns, Cuts

Zemo, a doctor's formula, liquid or ointment, soothes, helps heal minor burns, cuts, bruises, Family antiseptic, eases itch of surface rashes, eczema, teen-age pimples, athlete's foot. Stops scratching, so aids faster healing. For stubborn sores, get Extra Strength Zemo.

Quick Relief of HEADACHE

For relief of headache, neuralgia and neuritis pains, take STANBACK'S combination of medically-proven ingredients compounded specifically to speed up pain-relieving action. Many doctors recommend the ingredients in STANBACK. Get genuine STANBACK Powders or Tablets—unconditionally guaranteed to relieve pain fast.


ACHING MUSCLES

Quickly relieve nagging pains of tired, sore, aching muscles with STANBACK Powders or Tablets. STANBACK'S combination of medically-proven ingredients for relief of pain works fast and gives remarkably comforting relief. Satisfaction guaranteed. Snap back with STANBACK.

Bilco Gasoline 26.9c Per Gallon

We can sell diesel for farm use. You don't pay the tax. By the barrel at the pump — 23.9c per gallon. You can pay more and might not be buying better. It has the best known upper cylinder lubricant. Diesel fuel by the barrel at the pump also. If your car shakes and shimmies let us correct it by tru-balancing your wheels. Guaranteed Results. Expert Automatic Transmission Repair.

Bill Williams Service and Supply



Biscuits

3 cans 19c

Hall's

We Use HOW Service Plan

Food Store

left Sunday for Canyon where she will be enrolled as a student for the next six weeks.

Mrs. Dornie Beaver visited her grand daughter Patsy and family of Odessa and from there she went to Farmington to visit a daughter Mr. and Mrs. Al Neimszeck, Joan, Cathy and Rollee Bijl who recently returned from Germany. While Mrs. Beaver was gone she received some broken ribs in a fall in the bath tub but is at home again.

Mr. and Mrs. Glen Spradling Mr. and Mrs. Gene McWaters fished last weekend at Lake Thomas.

Mr. and Mrs. N. M. Lee had their son Mr. and Mrs. Danby Lee and children from Denver recently.

Mr. and Mrs. Jess Brooks spent Thursday and Friday in Rotan with her mother Mrs. Woodson who has not been feeling very well.

Mr. and Mrs. Carlos Dickerson and boys visited Mr. and Mrs. Buster Trauge and girls in Lubbock Sunday.

Mr. and Mrs. Ford Taylor and mother Mrs. Alice Taylor

visited Saturday night with Mr. and Mrs. Sidney and three children, the daughter Mr. and Mrs. George Taylor and Goodwin of Amarillo.

Mrs. L. W. Porter of Waurika a sister and Mr. and Mrs. Odis Driggers of Spur.

Mr. and Mrs. Earl Hahn visited the funeral of his brother Loren Hahn age 66 who suffered an heart attack.

Weekend guests in the Walter Driggers home were their

BOOTH FISH DINNER

PKG 49c

Shasta Can Pop	3 for 25c
Texize Laundry Rinse	half gal 69c

MEADOWLAKE OLEO

4 LBS 89c

Miracle Aid	6 for 19c
Fish Sticks	pkg 29c

ORANGE JUICE

6 oz can

CAN 19c

PICK a Chevy PACK up the family & GO traveling

If variety is the spice of your life, see the choice selection of buys now at your Chevrolet dealer's One-Stop Shopping Center. One of those new Chevrolets, Chevy II's or Corvairs should suit you perfectly and spare your budget any strain.

We wouldn't presume to tell you which one to buy, but your Chevrolet dealer has more ways of helping you make up your mind. Like the Jet-smooth Chevrolet Impala, luxurious, extremely comfortable, undoubtedly the best riding car in its field; the Chevy II Nova, lively, lovely, and inexpensive, too; the Corvair Monza, a family car that rather thinly disguises its desire to be a sports car; and the Corvair, America's out-and-out sports car. As you see, your Chevrolet dealer has just the tonic for that "let's go traveling" look in your eye. And, what's nice about buying one, you won't have to juggle your life around to afford it. You know?

KING

Drive in Theatre

ASPERMONT, TEXAS

ADMISSION 50c
Children under 12 admitted free with paid admission

Friday and Saturday
Richard Attenborough
Desert Patrol
John Gregghson

Sunday - Monday - Tuesday
Deborah Kerr
The King and I
Yul Brynner

Wed and Thursday
Diane McBain
Claudelle Inglish
Arthur Kennedy



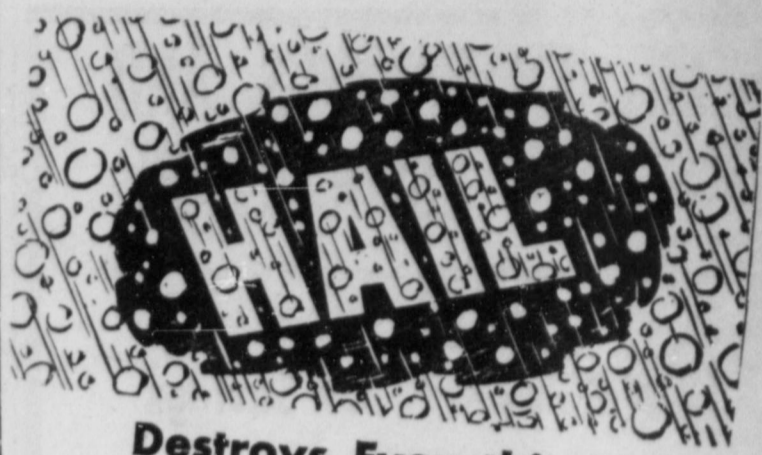
Four Sun 'n' Fun ways to get away (shown top to bottom) are the Corvair, Corvair Monza Coupé, Chevy II Nova Station Wagon and Chevrolet Impala Sport Sedan.

Now, beautiful buying days at your local authorized Chevrolet dealer's Golden Sales Jubilee!

HALL-WILD CHEVROLET CO.



DR. JOHN W. KIMBLE
 Optometrist
 SPUR, TEXAS
 At Spur Chamber of Commerce Office
TUESDAY AFTERNOON ONLY
 1:00 p. m. to 5:30 p. m.



Destroys Everything
 Your harvest, your profits, a year's hard work... everything goes down the drain if you have a bad break on hail.
 Why take a chance when Crop-Hail Insurance is such a bargain. Call us.

THE THOS. FOWLER AGENCY

SERVICE WITH A SMILE
 Come by and Visit Us
 We Appreciate your Business
 Gasoline - Oils and greases
SHORT MOBIL STATION

The Jayton Chronicle For Quality Printing



TO BE A SUCCESS

- IF YOU'RE WELL INFORMED
- Successful men know the value of information and how to use it.
 - They keep track of public opinion regarding their firm or product.
 - They closely follow their competitors' promotional campaigns as well as their own.
 - They keep current on recent developments to locate new clients and business opportunities.
 - They expand their operations by keeping well informed on markets or prospects in a wider area as they progress.
 - They receive this vital information, and YOU CAN TOO, by subscribing to the newspaper clipping service of

TEXAS PRESS SERVICE, Inc.
 1716 San Antonio St.
 Austin, Texas

JAYTON FEED STORE UNDER NEW MANAGEMENT
 Now owned and Operated by **MRS. ERNEST HARVEY**
 Will Appreciate Your Business

Diane and David Hall of Eden are spending their vacation here with their aunt and uncle Mr. and Mrs. Bill Jones and Dog Wayne.

Mr. Bill Jones and Mr. and Mrs. Raymond Lane took Mrs. Cora Lewis to Stamford hospital Monday for treatment, and she was said to be doing good. She has gone to Henderson to stay with her son Joe Dick and wife for awhile.

Mr. and Mrs. Roy Short had business in Stamford one day last week.

Mr. and Mrs. Trion Cox and piece of Dallas visited his mother Mrs. Myrtle Cox and a brother Marshall Cox and family here over the week end.

ACHING MUSCLES
 Quickly relieve nagging pains of tired, sore, aching muscles with **STANBACK Powders or Tablets**. STANBACK'S combination of medically-proven ingredients for relief of pain works fast and gives remarkably comforting relief. Satisfaction guaranteed. Snap back with STANBACK.

Mr. and Mrs. Dale Moore and children visited his people at Stephenville the past week end.

Larry Moore of Abilene visited his parents Mr. and Mrs. Dale Moore one day last week.

Sandra Spicer and Janelle Murdoch and Bobby Parker are home from school for the summer.

Mr. and Mrs. James Edwin Jackson of Roby visited his parents Mr. and Mrs. Clyde Jackson here last week end.

Mrs. Erma Black of Merker spent the past week end here with her mother Mrs. Barfoot and her brother Royce.

Donnie Russell of Girard left last week for California to be with his father for a while.

Mr. and Mrs. Elvin Lee and Mrs. J. A. Parks went to visit their children Mr. and Mrs. Budd Webb and Karla.

Royce Barfoot of Phoenix, Arizona is here for awhile visiting his mother Mrs. J. W. Barfoot.

You save more than money



UNITED STATES SAVINGS BONDS



Shirley's Beauty Shop

I Will appreciate Your Beauty Work
 CALL CE7-3945 FOR APPOINTMENT
 Shirley Oakley - Owner

Does Change-of-Life Make You Feel Older Than You Are?

In doctor's tests, special medicine relieved those hot flashes, weakness, nervousness for women after woman... then they could enjoy a happier middle-age!

Does change of life leave you so weak, irritable you feel older than you really are? Suffocated by hot flashes, constantly tense, so you can't be the affectionate wife of old? Don't despair! **LYDIA PINKHAM'S COMPOUND** can relieve that physical distress and tension both... in doctor's tests using Pinkham's Compound, woman after woman got glorious relief without costly shots! Hot flashes quickly subsided. That awful nervousness was calmed. Then most women found they could go "smiling through" the trying years of change-of-life without that dreadful misery!

If change-of-life is making you feel older than you are, ask for **LYDIA E. PINKHAM'S VEGETABLE COMPOUND** at drug stores. Do it today. See how fast this special medicine for women helps you feel like your happy, active self again.

SLEEP 8 HOURS - WAKE UP Tired! When due to simple iron-deficiency anemia, take Pinkham Tablets. Rich in iron, they start to strengthen your blood within one day! Thus help renege your vitality.

Bacon	Wright	.98
12 oz Bama Mug	16 oz Bama	
PEANUT BUTTER	GRAPE JAM	30c
per can	18 oz Bama	
FRUIT COCKTAIL	RED PLUM JAM	30c
18 oz Bama	Pint Morton's	
PRESERVES	SALAD DRESSING	25c

Pressed Ham 1b 45c

Morton's one fourth lb	FRESH yellow	SQUASH LB 10c
TEA	FRESH	Carton
4-oz Bishop	TOMATOES	15c
plus tax	SACK OF ORANGES	39c
HAIR SPRAY		

Bologna All Meat 1b 40c

Jayton Food Store

You save more than money with
Savings Bonds
 Buy them where you work or bank
THE SAVINGS BOND COMMITTEE

"The public-spirited newspapers of Texas have made an important contribution to the well-being of this country,"
 says Ed Gossett, Co-Chairman of the Texas State Savings Bond Committee.



"We are happy to salute the generous newspapers of this State. They have done their part, and more, in giving the public an understanding of the importance of Savings Bonds - to individual buyers, and to the cause of freedom. And they have certainly made this Committee's job easier."

Wonderful Line of New Furnishings
Arriving Daily
 SHOP and SWAP
Fashion Furniture and Appliance
 Spur, Texas

SNYDER SAVINGS AND LOAN ASSOCIATION
 Located At 2605 Avenue S in Snyder
 MAX WEST, MANAGER
Will Pay 4% On Savings
 Compounded Semi-Annually
 Insured By Federal Savings and Loan Insurance Corporation
Conventional and Home Loans
Improvement Loans
 Phone Snyder Hillcrest 3-7441 or Hillcrest 3-7462

FARMERS AND RANCHERS FEED AND SEED
 OWNERS
H. E. Gholson - R. T. Cumbie
 On Highways 83 - 380 Aspermont
Complete Line of Hog Feed
Complete Line of Chicken Feed
Lankard 57 Cert. Cotton Seed
All Kinds of Field Seed
Olin Matheison Fertilizers
Armour Fertilizers
Vaccines of All Kinds
Barb Wire and Staples
Come by and Get Our Prices

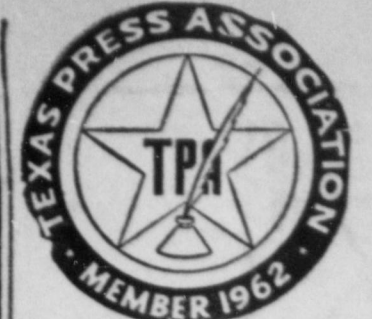
MAY WE SERVE YOUR BANKING NEEDS
 IN ANY OF THE FOLLOWING WAYS:

- Bank By Mail
- Night Depository
- Bank Draft
- Bank Money Order
- Travellers Checks
- Safe Deposit Boxes
- Term Loans
- Automobile Loans
- Real Estate Loans
- Agricultural Loans

3% Interest on Savings
 Compounded Semi-Annually

We Solicit Your Business on the Basis of a Conservative and Sound Banking Policy

SPUR SECURITY BANK
 Member Fed. Deposit Ins. Corp.
 Member Federal Reserve System



THE JAYTON CHRONICLE

AFTON E. RICHARDS
 Owner-Editor-Publisher
 Published every Thursday at the Chronicle Building in Jayton, Kent County, Texas.

Entered as Second Class Matter at the Post Office at Jayton, Texas.

Subscription Price in Texas 2.94
 State sales tax 6c, total 3.00
 In other states 3.00

ADVERTISING RATES:
 Classified, 3c per word first issue, 2c per word each succeeding issue, 50c per issue minimum charge.
 Display Advertising given upon application.

FARMS FOR SALE TO SETTLE ESTATE

320 acres 14 miles west and 1 mile north of Jayton with one fourth of the minerals, 80 acres approximately one mile north of Jayton with half of the minerals. Will take bids up until June 15 but reserve the right to reject all bids.

Mail bids to Box 55, Jayton Zolphia Cheyne. 1154

CUSTOM HATCHING

3c per egg, any amount of eggs. Contact

TOMMY SORELLE
 CE7-3613 Jayton

STANDING AT STUD

At Bozeman's barn half mile south of Spur, one registered quarter horse and one registered Appaloosa horse. Feed \$25.00. See Theford Fry, Pho. CR2-4177 5tc53

FOR SALE

Beautiful new Underwood portable typewriter. Ideal for a graduation gift. See it at the Chronicle office.

LET US SLAUGHTER YOUR BEEF or hog. Modern, clean sanitary facilities. Experienced staff. Blackshear Locker Co. in Spur.

FOR SALE

Good used cash register and adding machine at the Jayton Chronicle office.

FOR SALE BEEF and HOGS

for your locker or your home freezer. We have all sizes available. Half or whole. Wholesale prices. Blackshear Locker Plant, Spur. Phone CR-2-4371 Spur.

Wilson Reunion Held Recently

Descendants of the late J. W. "Urcle Billy" Wilson met Saturday and Sunday at Roby and enjoyed the Wilson reunion. Between sixty two and sixty five persons were present. They brought basket lunches. Games of 42 and such were played and they sang and took pictures. It was Coy Wilson's birthday and he was surprised with a party and received many gifts.

Those present were: Mrs. Dale McCoy, Mrs. Inez Martin, Lola Dagby, Robert Shirley, Loretta Guthrey of El Paso; Mrs. Jerry Hefflin of Sacramento, Calif. Mr. and Mrs. Coy, Curtis and Troy Wilson of Lubbock; Hubert Harris of Hobbs, Mr. and Mrs. Delmer Walden of Roby, Mr. and Mrs. Shelt Walden of Roby, Mr. and Mrs. Jerrald Boland and children, Delores, Gayla, and Frances of Spur; Mr. and Mrs. Bill Wilson, Mr. and Mrs. Tom Wilson and Mr. and Mrs. R. D. Hooper of Girard; Mr. and Mrs. Hubert Lackey and children, Mr. and Mrs. Sam Bryson of Hamlin, Mr. and Mrs. Nick Page and son, Russell Wilson of Ralls, Cecil Rose of El Paso and Jan Proctor of Lubbock.

Suspicious Symptom

Homely Nurse - Oh, matron, I think I ought to tell you that Patient No. 14 just tried to kiss me

Matron - Tried to kiss you? Good gracious, take his temperature at once.

No Lack of Merit Implied

An editor was dining out. "Would you like some more pudding?" his hostess asked. "No, thank you," replied the editor, absent-mindedly. "Owing to tremendous pressure on space I am reluctantly compelled to decline."

Jess Hall and Robert A. Moreland

had business in Aspermont last Friday morning.

Dianne Murdoch

took her grand parents Mr. and Mrs. J. W. Sewalt to Hamlin Monday to be checked at the hospital there, and her grandmother Mrs. Ivey F. Murdoch to Stamford to have the cast taken off of her leg.

Mrs. Floyd Hall and Mrs. Dale Moore

went to Abilene on Monday to enter College for the summer. Sharon Kay Moore went along to care for Lee Ella Hall while Mrs. Hall is in school.

Mrs. Artie Grace Sanders

and children have moved to Austin where she will work this summer.

Mrs. W. K. Joiner

visited Mr. and Mrs. John Fowler Jr. and son at Quannah one day last week.

FOR SALE

Kitchen cabinet and sink. See or call Pat Robinson Spur CR2-4266 or call Spur Mattress Factory CR2-4351 3p42

GRAVEL and Stucco or plaster sand for sale, delivered to your location or loaded on your truck at pit

CLAUDE SENN

MONUMENTS and CURBING
J. B. SMITH
 Rotan, Texas

Dr. O. R. Cloude
 CHIROPRACTOR
 SPUR, TEXAS

Gun Headquarters
 We Buy or Trade anything of Value
JIM BOLCH
 JIM'S TRADING POST

RADIATOR REPAIRS
GODFREY
 MOTOR COMPANY

TEXAN THEATRE
 JAYTON, TEXAS

Friday and Saturday
 Robert Ryan

The Canadians
 Teresa Stratus

Sunday Matt. and Monday
 Sophia Loren

The Millionaire
 Peter Sellers

TWICE AS MUCH COOLING

with the patented advantages of

PARAMOUNT COOLERS

Yes! This famous Paramount 1000 c.f.m. evaporative cooler gives you up to twice as much cooling because of these patented features:

- Many coolers lose as much as 70% of cooling efficiency because dust, dirt and salts clog the filters. Patented No-Clog Six-Fresh Filters are guaranteed clog-proof, assuring 100% cooling efficiency all summer long.
- Filters saturated with water become heavy and often sag and settle from the top, drawing hot, undisturbed, uncooled air into the cooler which may create as much as a 70% cooling loss. Patented Grip-Lock Filter Holders are guaranteed to prevent sagging and settling of filters assuring 100% cool, clean, filtered air.
- Without correct water trough adjustment, sections of the filters remain dry, resulting in substantial cooling loss and costly service expense. Patented Free-Flow Visible Water Troughs with external adjustment assure 100% saturation, and 100% cooling for the entire life of the cooler.
- Added feature - Patented Window Closing Attachment lets you close and lock your window. Eliminates entry of dust, rain and drafts into your home.

...per month including tax, after small down payment... even less with trade-in.

Completely installed - up to 50 ft. of tubing - ready for use.

Featured added attraction
ECONOMY COOLERS
 AS LOW AS **\$6.28** PER MONTH
 FREE NORMAL INSTALLATION
 ...per month including tax, after small down payment.
 Famous Sterling quality in 4000 c.f.m.

West Texas Utilities Company

Does Ford Fairlane's "compact" price mean it's a compact car?

NO!

Rambler is a compact!
 The experts classify cars by wheelbase. Anything under 114-inch wheelbase is a compact. The biggest Rambler's wheelbase is only 108 inches!

Chevy II is a compact!
 Chevy II tries to sound like a middle-size car... but its wheelbase is only 110 inches!

Our Ford Fairlane is right between the compacts and the big cars-gives you compact price with big-car room and ride!

Fairlane's wheelbase is a full 115.5 inches. From bumper to bumper, Fairlane measures 137.6 inches 14.5 inches longer than Chevy II. 7.6 inches longer than the longest Rambler. Fairlane is as roomy inside as most of the cars on the road today and rides more smoothly than most. Yet it's a foot shorter, easier to park than the big cars, less gas-wasting bulk. Look at the facts, and you, too, will get Fairlane. Come size it up today.

SEE YOUR FORD DEALER
GOODALL FORD SALES
 Dial Central 7-2102
 Jayton, Texas