

THE BAIRD STAR

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W. E. Gilliland, Editor and Publisher Haynie Gilliland, Asso. Editor

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SUBSCRIPTION RATES, PAYABLE IN ADVANCE

| | |
|------------------------------------|--------|
| One Year (in Callahan County) | \$1.50 |
| Six Months | \$1.00 |
| Three Months | .50 |
| One Year (Outside Callahan County) | \$2.00 |
| Six Months | \$1.25 |
| Three Months | .75 |

No Subscription Accepted for Less Than Three Months

AROUND TOWN

Otto, B. Grate

Ouch! never let it be said that brother Charlie Fryar of the Shackleford County Leader pulls his punches. He wrote your scribe a letter in his column, "Grazin' About" that signed even the pin feathers, so here's an answer.

Range Boss
"Grazing About"
Shackleford County Leader
Dear Pard'ner;

Thanks for the letters for even a criticism from you is welcome. You have ample reason for bristling up, for if there is any thing that gets under your skin, it's having someone miscall the name of your paper. Certainly I would not want to do anything to detract from one of West Texas finest publications or publisher Fact is, the article copied in the Star came as a pleasant surprise to me. I know the force here at the office were da-blamed anxious to keep me from shooting proof that week, and that our copy of the Leader was conspicuous in its absence. This isn't passing the buck, not to the Editor at least. The Cluprits I think are in the machinery end of the business. I'll have both their scalps to you in the morning mail.

Now the little matter of complimenting the "Boss" and omitting the other "half". That is the height or something or other I should be hung (and believe me I'm not alone in the opinion). Maybe your wife gets her sunny disposition and pleasing personality from association with you How's that?

Is all forgiven? Gosh, I'm glad why don't you come over and visit our corral some of these days? The bars are always down to you.

In all sincerity,
Otto B. Grate

Have you seen Geo. Crutchfield's snazzy sign on the window Beginning with his initials, G. W. there follows in pictures a crutch and a field. It is cleverly done, and attracts attention.

Page Dick Tracy, Charlie Chan or some other super sluth. There is a racket around here that need to be broken. The gang in the north end of town (and you know where) are going in for necktie parties in the real sense of the word. They have "dehorned" every tie in this neck of the woods, so if you see our finest citizens with a chawed off necktie you bet that he has been to a certain grub shoppe that I won't name. I will say that you should see Chester Norvell's collection of ties which he says will be mounted for his trophy room.

Book tip of the week in "The Crucible", a story refreshingly different from the usual line. Although is it built around the murder, there is no mystery, no "chilling scream" in the air; no "girlish claw" in the stilly night. The story holds your attention and when you finish, you'll only wish there were more of it. And it isn't cluttered up with degenerate moral situations.

Spotlight of the week goes to W. B. Jones and family. Mr and Mrs. Jones and the three Jones boys Bill, George and Paul Jones The Jones family are time members of the Baird Citizenry, serving the people in two capacities, and serving well, as a dependable business establishment and as a good neighbor.

Mr. and Mrs. W. J. Evans and son Billie, of Clovis N. M. spent Easter with Mrs. Evan's parents Mr. and Mrs. Tom Powell. Bill informs a representative of The Star that he has quit the insurance business and is now engaged in the cattle business and farming.

ON BAIRD CAMPUSES

PAE

Now that Track Meet is over you've probably guessed that the aid this week will be full of "who won what" and so forth. Senior Track and field went to Baird by a large majority but Junior field events were won by Cross Plains. High School division of the meet was won by Cross Plain and in the Ward School class, Baird walked off with top honors. Point standing for both schools reads; High school, Cross Plains first with 146 and half points, Baird second with 133. Clyde third, 114, and Putnam fourth with 79 points. Ward school Baird, first with 148 and half points. Cross Plains second with 141, Clyde third, 72 and half points, and Putnam fourth with 45 points.

Baird's rating in the various events would run something like this, High School Playground ball, Baird first in both boys and girls divisions, Senior Volly ball Baird second, Ward school playground ball, Baird first in girls and tie for third in the boys' gam In Ward school Volleyball, Baird placed second.

Buck Cargal placed second in senior boys declamation, Carl Yarbrough won his division of Junior boys declamation and Baird's co-contestant, Johnny White, placed second.

In debate Baird teams, both boys and girls, finished in a tie for third place Lewis Hill placed third in Extemporeous speak ing.

In High school spelling the team of Willie Martha Miller and Evalyn Frazier placed first. Ruth Ford took a second place in typing contests.

In the Ward school Literary events Betty Gay Lidia placed first and Doris Harrison, second.

In Choral singing Baird was rated third place but in a recount this was changed to a second place, although this chang was never made official.

Ward school sixth and seventh grade spelling teams, Ray Neil Miller and James Frasier placed first and the fourth and fifth grade spellers, Virginia Stevenson and Rosa Pauline Jones also took a first place making the spelling events unan imously Baird's.

Baird's Picture Memory team won a third place and the Music Memory group ranked first. Flora Brisson won second in essay writing.

Joyce Miller placed second in story telling.

In Ward school tennis James Frazier and Foster Henderson won Boys doubles and Junior Pool took top honors in Boys singles.

In High school Marion and Ruth Dyer won first in Senior girls doubles; Ida Mae Glover and Lillie Baines won first in Junior girls doubles. Pauline Coats placed second in Senior singles and Laura Mae Windham ousted Cross Plains for first place in Junior girls singles.

That winds up Baird's dish in the track meet and looking you can see that where the localities didn't nose out in first place the localities weren't far behind. All in all it was a successful to-do and one Baird can be proud to have participated in.

STOMACH COMFORT

Why suffer with Indigestion, Gas, Gall Bladder Pains or High Blood Pressure? Restore your Potassium balance with Alkalasin, and these troubles will disappear. Sold on money-back guarantee. 30-day treatment for \$1.50 by Holmes Drug Company. 44-24-tp.

WANTED—Man with team to plow. Also want to rent 25 stands of Bees for Orchard.
SHANKS NURSERY,
1-2 mile North of Clyde.

Political Announcement

The following announcements for office are made subject to action of the Democratic Primary, to be held Saturday, July 27, 1940.

- For Sheriff:**
C. R. NORDYKE
- For County Commissioner Pre 2:**
H. B. STRALEY, (Oplin)
B. M. BAUM
GROVER CLARE
- For County Clerk:**
MRS. S. E. SETTLE
- For County Treasurer:**
MRS. WILL McCOY
MRS. VIOLA MAYFIELD
MISS JENNIE HARRIS
- For Justice of Peace, Pre. No. 1:**
J. W. FARMER
G. H. CORN
MIKE SIGAL
- For District Clerk:**
RAYMOND YOUNG
- For Tax Assessor-Collector:**
B. O. BRAME
MRS. T. W. BRISCOE
- For Co Commissioner Pre. No. 1:**
PAUL SHANKS
H. A. (Hub) WARREN
GLEN BOYD
- For County Judge:**
B. H. FREELAND
- For City Marshal:**
O. B. POOL
R. L. ELLIOTT, Jr.

SPORTS BUREAU

PAE

Coach Bill White has reason for being proud of his track team and field accomplishments for this year. In the county wide tiff last week end the Baird Bears nosed out ahead of their opponents by a count of 32 points betted than the combined rating of the other two schools represented. High point man of the meet was Bill Yarbrough, who scored sixteen points. Second in line were Arthur Burleson and J. C. Cook with fourteen points each and Charlie Coats who scored twelve points.

Official Track and Field results as handed to us by the Field officials are;

120 yd. high hurdles; Cook and Burleson of Baird Reynolds, Baird Fleming Clyde. Time 17.4

100 yd. dash, Coats, Baird Yarbrough, Baird Pillins Cross Plains, Key, Clyde. Time 10.3

Mile run, Moore, Cross Plains Tate, Clyde, Black, Baird Evans Baird. Time 5.28

220 yd. Low Hurdle, Yarbrough Baird, Pillians, Cross Plains Coats Baird Byrd, Cross Plains Time 27.4

440 yd. dash, Evans Clyde, Browning, Baird, Wylie Baird Scott, Cross Plains Time 55 flat

220 yd. dash Yarbrough, Baird Coats Baird, Scott, Cross Plains Time 23.6

880 yd. Run Grounds Baird, Henson, Cross Plains Wylie Baird Connell, Clyde. Time 2.14

Mile Relay, Browning, Wylie, Grounds, Warren, Baird Clyde team Time. 3.52

Pole Vault, Warren, Baird Mon

Tune In
Thursday, April 4
8 to 9 p. m.

- | | |
|----------------------------|---------------------------|
| WOAI San Antonio | WBAP Fort Worth |
| KPRC Houston | WFAA Dallas |



JERRY SADLER FOR GOVERNOR

- OFFICERS**
- TOM WINDHAM, President
HENRY JAMES, Vice-President
ACE HICKMAN, Vice-President
A. R. KELTON, Vice-President
BOB NORRELL, Cashier
HOWARD E. FARMER, Asst. Cashier
C. V. JONES, Asst. Cashier

REPORT OF CONDITION OF

The First National Bank of Baird, Texas

AT THE CLOSE OF BUSINESS MARCH 26, 1940

| RESOURCES | | LIABILITIES | |
|-------------------------------------|-----------------------|-------------------|-----------------------|
| Loans and Discounts | \$217,900.34 | Capital | \$50,000.00 |
| State Warrants and Other Securities | 39,879.74 | Surplus | 14,125.00 |
| Banking House and Fixtures | 6,500.00 | Undivided Profits | 30,077.60 |
| Other Real Estate | 4,071.09 | Reserves | 5,837.55 |
| Stock in Federal Reserve Bank | 1,960.00 | DEPOSITS | 1,105,122.58 |
| Other Assets | 175.97 | | |
| CASH: | | | |
| U. S. Bonds and U. S. Obligations | \$463,758.88 | | |
| State of Texas and Other Bonds | 68,315.64 | | |
| Bills of Exchange | 12,628.92 | | |
| Cash and Due From Banks | 389,682.15 | | |
| TOTAL | \$1,204,862.73 | TOTAL | \$1,204,862.73 |



The Above Statement is Correct.
BOB NORRELL, Cashier.

roe, Clyde, Ralph Wylie, Baird Ht. 10.6

Broad Jump Pillians Cross Plains, Yarbrough Baird, Coats Baird Tarrant, Clyde, Dist. 19.9

Discus throw, Burleson Baird, Upton Cross Plains, Cook Baird Kelper, Clyde Dist. 97.1

High Jump, Cook, Baird Burleson and Grounds Baird, Pillians Cross Plains Dist. 44.7

Javlin throw, Tarrent, Clyde Browning Baird, Byrd Cross Plains Burelson Baird Dist 136

Total points;
Baird 90 and half
Cross Plains 33
Clyde 25 and half

THE WEDNESDAY CLUB

The Wednesday Club met March 27th with Mrs. W. B. Atchison hostess.

The following program was given:

"Subject, 'The Other Race.'
"Afro America", Showing The Negro's chance for life health and education in the south, Mrs. L. B. Lewis.

"The North Star" The Negro's "secret" way to freedom, Mrs. Hugh Smith.

"People of Color", commenting on the Negro's code of life and moral, Mrs. Alvin Hargis.

A short business followed.

Eighteen members answered roll call; Mrs. M. J. Holmes and Mrs. Jess Thorshan of Abilene, and Mrs. W. T. Payne, Mrs. A. A. Davis and Mrs. Haynie Gilliland were guests of the afternoon

TURKEY EGGS For Sale—100 per cent full blood Baby Beef, from Plainview Hatchery, A. D. Purvis, Burkett, Texas.

TURKEYS - - TURKEYS

NEW TURKEY INCUBATOR

This Turkey Incubator is designed and built to hatch turkeys and ducks . . . No chicken eggs are put into this machine as it is not practical to hatch chicken eggs and turkey eggs together.

WE WILL DO CUSTOM HATCHING. YOU CAN EXPECT A GOOD BIG PERCENT OF ALL FERTILE EGGS TO HATCH

CHICKS 6 1-2c CHICKS 6 1-2c

ALL FLOCKS ARE BLOOD TESTED AND CULLED FOR PRODUCTION

| | | |
|-------------------------|--------------------|------------------|
| Prices: | At Hatchery | Delivered |
| BABY CHICKS DAY OLD | 6c | 6½c |
| Sexed Pulletts Day Old | 11c | 11½c |
| Sexed Cockerels Day Old | 4c | 4½c |

ASK FOR PRICES ON CHICKS—ALL BREEDS STARTED

ABILENE HATCHERY SEED&FEED

318 Mesquite Street—Phone 7492—Abilene, Texas
PURINA FEED STORE, Agent. ((See Morgan Stokes))

Easier Living BEGINS



IN THE KITCHEN

Minutes, saved consistently, grow into hours of leisure, hours for easier, better living. The modern woman is learning that the kitchen is the place in which *more* time can be saved . . . the place where leisure starts. And modern gas cooking is causing it all. For instance:

Modern gas cooking broils in half the time and ovens pre-heat faster to save time. Foods in automatically controlled oven cook unwatched and simmer-burners eliminate the danger of food boiling dry so one is not tied to the kitchen to watch cooking. Automatic lighting and accurate control of heat save many minutes, too. Let modern gas cooking supply you with easier living and better tasting foods.

This seal represents 22 super-performance standards



When you see this seal on modern gas ranges it means that the range meets 22 super-performance standards established by the American Gas Association . . . standards that mean better cooked foods and more leisure hours.

Modern gas service, operating through a good range, costs very little. For instance, it will cook a good dinner for three people for as little as one cent.

Check

THE FEATURES YOU HAVE ON YOUR RANGE

- | | |
|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> CLICK SIMMER BURNER —Low economy flame with "click" signal for waterless cooking. | <input type="checkbox"/> NEW TYPE TOP BURNERS —Direct flame toward bottom of utensils—save gas—won't clog. |
| <input type="checkbox"/> AUTOMATIC LIGHTING —No matches to strike—No waiting—Instant heat. | <input type="checkbox"/> SMOKELESS SPEED BROILER —Perforated grill keeps fat away from flame. Eliminates smoke. |
| <input type="checkbox"/> OVEN INSULATION —Increases oven efficiency, keeps kitchen cooler and saves gas. | <input type="checkbox"/> HEAT CONTROL —Assures exact oven temperature required. No more "guess-work" baking. |

LONE STAR

Community Natural Gas Co.

GAS SYSTEM

It's Right Up Your Alley The No. 1 National Sport **BOWLING**

Ladies Invited Cisco Bowling Alley

HUGH M. MILLER
Laguna Hotel—Cisco, Texas

Callahan County Track Meet

The Callahan County Class B Track and Field was run off Saturday in Baird with a result that Denton took five first places and one second.

Bayou, fourth places, five second, and Eula four top spots and two second. Oplin ran two first places and number of thirds.

120 High Hurdles, Webb, Eula Komper, Eula, Time 22.

100 Yard Dash, McDonald, Oplin, Bayou; Turner, Oplin; Walker, Denton. Time 11.2.

50 Yard Dash, Webb, Eula, Shrum, Denton, Antiles, Eula Time 5.40

200 Yard Dash, Odom, Denton; McDonald, Bayou; Whitney; Denton; Turner, Oplin. Time 23.4.

880 Yard Run, Odell, Bayou; Campbell, Eula; Johnson, Oplin; Webb, Eula. Time 2:50 1-8.

Mile Relay, Denton, Eula.

Pole Vault, Breeding, Oplin; McLain, Bayou; Webb, Eula; and Crow, tie.

Broad Jump, Whitley, Denton; Crow, Bayou; Walker, Denton; McDonald, Bayou. Distance, 17.5.

Discus Throw, Kemper, Eula; Pateh, Eula; Webb, Eula; Williams, Denton. Distance, 75.

High Jump, Webb, Eula, Odom Denton, tie; Pondexter of Oplin; Antilley, Eula.

Shot Put, Odell, Bayou; Turner, Oplin; Odom, Denton; Walker, Denton. Distance 34.6.

Javelin, Breeding, Oplin, Walker; Denton, Webb; Eula, Baulch Eula. Distance, 110.3.

Contestants from the Class B Schools participated in the Class A Literary events and made excellent showing. In Declamation Don Liles of Eula, placed third in the High School Junior Boys division. Jo Ann Barker of Bayou won first place in the Ready Writers contest against heavy Class A competition. Wanda Lee Sawyer of Bayou tied for third place in the fourth and fifth grade spelling and Earnestine Hill representing Bayou in Picture Memory, won a second place Billy Dan Baker, also of Bayou, took a third place in Story Telling.

7 POUND BABY GIRL BORN TO J. L. BONNERS

Mr. and Mrs. J. L. Bonner, of Anson, are the parents of a baby girl born Friday afternoon, Mar. 8 at 3 o'clock in a Brownwood hospital. The child, which weighed 7 pounds at birth has been named Jane.

Mrs. Bonner was the former Miss Rosalea Cutbirth, daughter of Mr and Mrs. Fred Cutbirth of Cross Plains.

Bayou School News

Thursday night, March 21, Mrs. Spankman gave the eight and ninth grades a weenie roast they invited the pupils from Mr. Bakers room, these were the tenth and eleventh grades, The Weenie Roast was given on Pecan Bayou at the old crossing, after the weenie roast we returned to the school house and played several Volley Ball games, Everyone had an enjoyable evening.

There is a fun Volley Ball Tournament to be given Thursday night in the Bayou Gym, each player must pay five cents in order to get to play but there is no admission charge, The team winning the tournament gets a cake.

Monday afternoon, March 25, Mr Chrisman our County Superintendent brought out the moving picture machine, and entertained the Bayou student body for about two hour We are always glad to have Mr. Christmas bring the picture show.

From Grammer school comes this news, the D. Y. B. Club of the fourth and fifth grades met March 21, and presented it's final program of the school year. The title of this program was "Spring After the program, the group was served lemonade and cookies. We have all enjoyed the club meetings and feel that they have helped us very much.

Mrs. Morrison of McMurry College Will Speak at Methodist Church

Mrs. Dale Morrison, head of McMurry Extension Dept. will occupy the pulpit here Sunday morning. A minister's daughter she is a princess in anybody's pulpit. She is widely traveled, a gifted speaker and consecrated life. She invites specially the senior class of the Baird High school on this occasion. All other high school students are invited to this special service.

At the evening hour a laymans service and songfest will be held. The songfest will be arranged by William Warner, Mrs. V. E. Hill and others. Ace Hickman chairman of the board of stewards will arrange for an interperstion of layman address, probably including Olaf G. South, superintendent of schools.

Methodist Church HAMILTON WRIGHT, Pastor

The Easter "nip" held down Sunday school attendance to 164 It was, however, a record for this year.

The World Friends were addressed by Mrs. C. A. Brickley and the Senior League by Dr. C. A. Bickley. These organizations meet at 6:30 next Sunday evening.

Choir practice and prayer meeting Wednesday was conducted by William Warner.

Sunday morning Mrs. Dale Morrison occupies the pulpit with a stirring message for the high school youth. In the evening the laymen and the choir with a songfest will hold forth. Everbody invited to these special services.

TO THE VOTERS AND TAX PAYERS OF BAIRD

In the final hours of this, the first time in my life to ask for public office I wish to assure you that I am making this race independently and upon my own merits, and I shall not permit myself to be allied with any faction or organization and it should be my purpose to serve all the people all the time.

Numerous Citizens, whose integrity cannot be questioned, have informed me that the salary of the City Marshall is not \$50 per month as I had been led to believe, but had been reduced to one dollar a year.

I shall not hesitate, nor will I destroy the confidence of the Good People of Baird, and if elected I will give the regular yearly \$600.00 worth of service for one silver dollar; If they so desire.

I place my campaign and future welfare in your hands, and shall appreciate any consideration you may give me.

Respectfully,
O. B. POOL

Mr. and Mrs. Chas. Clay returned Saturday from a visit with Mrs. Clay's grand parents Mr. and Mrs. W. K. Boatwright at Mission. Mrs. Clay says Mr. and Mrs. Boatwright are well and happy in their beautiful Rio Grande Valley home.

WILL TRADE Young Registered Hampshire Sow for a Jersey Heifer or young Jersey Cow. James Burks, Jr.

EULA LOCALS

Well how is the Star force?

Today we have rather a cold Easter. We need a good rain small grain is still holding up well, but a good rain will bring many smiles to faces of the farmers and stockmen. Quite a few have planted maize sudan and corn. We have plenty of moisture to bring it up and we hope for a good rain before the week is gone and how we hope we will get a creek buster.

Went up last Sunday to see Jim Merrick, it was the celebration of his 87th birthday. J. W. Merrick is a grand old man There are only a few left of those living here when he came to Callahan county. Mr. Merrick came here with the late J. B. and Sam Cutbirth. Two better men never lived in Callahan.

With many others they have passed on but have left a fine family; Mrs. J. B. Cutbirth, Mrs. Cliff Hill, daughter of Sam Cutbirth among them. These grand old pioneers with a few others made this county what it is for they laid the foundation for us to build on. I take my hat off to these old timers. May God bless them all.

I met Mrs. Sol Estes and Mrs. Ellen Williams at Mr. Merricks. They too are pioneers women known and loved by all old timers

Among the younger pioneers we mention the Barr brothers, Hugh McDermott, Fred Cutbirth, Roy Kendrick, Scott Bros, Jim Price, R. D. Williams and brothers, Putnam, Bob Norrell Rod Kelton, Judge B. L. Russell B. L. and Wil D. Boydston, Baird Bill Hamm, M. M. Woodard Homer Kennard the Duncan brothers, Tyler brothers and many others.

Mrs. Robert Edwards, wife of the ex-sheriff, Edwards, Baird visited her mother, Mrs. W. B. Ferguson who has been sick for sometime.

Mr. and Mrs. A. H. Merrick of Lamesa, spent the week end with Mr. and Mrs. R. P. Stephenson. Well, we will come again when we have warmer weather.

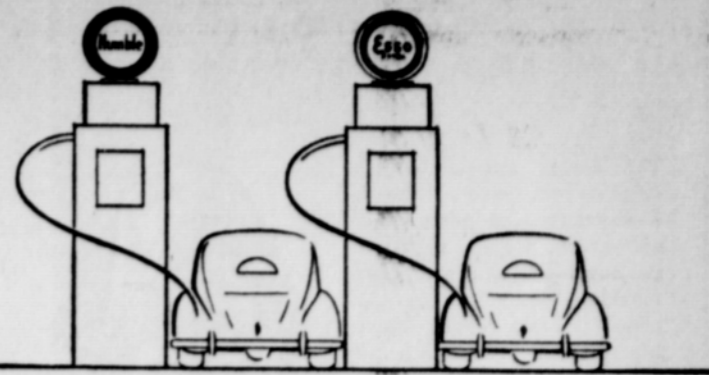
Best wishes to all who read The Baird Star.

PATSIE.

MRS NEITHERCUTT SERIOUSLY ILL

Mrs. L. M. Neithercutt is seriously ill at her home in West Baird. Members of the family from a distance have been summoned to her bedside.

Dr. and Mrs. Neithercutt recently moved here from Clyde.



Gain in Quality Means Gain in Performance!

TODAY'S automobile engines must have a gasoline of high quality to give you the performance you expect. So again, Humble presents the motorists of Texas with a gain in quality; improvements in Humble give you new heights of performance; and Esso Extra is the motor fuel without an equal.

Improvement of these gasolines results from our policy of CONTINUOUS IMPROVEMENT: Humble technical men are constantly experimenting, in the laboratory and on the road, with improved products for your car. This constant research results in continuous improvement of the gasolines, motor oils and other products you get under the Humble sign. The process of improvement is so continuous that specific improvements frequently are made without public announcement. It is only when marked improvements are made, like the improvement in quality of these fine gasolines, that your special attention is called to them.



To Buyers in the Lower-Price Field

Humble offers you another product of its policy of continuous improvement in Thriftane, a leaded gasoline of specified quality at thrifty price.

HUMBLE OIL & REFINING COMPANY

FILL UP WITH THESE IMPROVED GASOLINES AT THE NEAREST HUMBLE SIGN.



Baird
O. D. BROWN

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Dr. H. H. Ramsey of Abilene, was in Baird Wednesday. Borah Brame attended the annual meeting of County Judges and County Commissioner's convention at San Angelo last week

SET FOR SPRING



Determine to look lovelier this Spring

—with a weekly hair set. Girls on a budget can afford our modest prices, but can't afford to neglect their appearance.

MODERN BEAUTY SHOP

BABY CHICKS—STARTED CHICKS

DAY-OLD CHICKS, at Hatchery; \$2.50, \$5.00 and \$5.50 per 100. Started Chicks are easy to raise—Come and see what we have.

—(All Chicks are from Blood Tested Breeding Flocks)—

STAR HATCHERY
BAIRD, TEXAS

BIRCH

MASTER MAGICIAN AND COMPANY

NEW SHOW OF WONDERS
THRILLING ILLUSIONS!
BAFFLING MYSTERIES!

SENSATIONAL VANISHING PONY

GONE!

Special Musical Feature
MABEL SPERRY
XYLOPHONE ARTIST SUPREME

Solved at last F.A.M.O.U.S HINDU ROPE TRICK

BAIRD HIGH SCHOOL AUDITORIUM
Tuesday, April 2—8:00 P. M.
Sponsored By
SENIOR CLASS, Baird High School

CHEVROLET'S FIRST AGAIN!

**GENERAL MOTORS'
NUMBER ONE CAR IS THE
NATION'S NUMBER ONE CAR**

In Value... In Road Action with Economy... In Sales!

The nation looks to General Motors for genuine motor car leadership!

You will find convincing proof of this in the fact that General Motors' number one car, Chevrolet for '40, is also the nation's number one car in dollar value and in sales!

Chevrolet's great list of quality features makes Chevrolet the outstanding car value of 1940.

And, of course, it's the sales leader—for the ninth time in the last ten years!

The 1940 Chevrolet gives higher quality at low cost!... Low Prices... Low Operating Costs... Low Upkeep.

No other motor car can match its all-round dollar value

Eye It - Try It - Buy It!

"THE LONGEST OF THE LOT"
181 inches from front of grille to rear of body—for length where length counts
—Chevrolet for 1940 is the longest of all lowest-priced cars! Big outside, big inside, big in value!

**NEW EXCLUSIVE
VACUUM-POWER SHIFT**
The only steering column gearshift available today on any car that does 80% of the work for you and requires only 20% driver effort!

CHEVROLET HAS MORE THAN 175 IMPORTANT MODERN FEATURES, INCLUDING:
THE "RIDE ROYAL"—WITH CHEVROLET'S PERFECTED KNEE-ACTION SHOCK SYSTEM • NEW "ROYAL COPPER" STEERING • BIGGER INSIDE AND OUTSIDE • NEW FULL-VISION BODIES BY FISHER • NEW SEALED-BEAM HEADLIGHTS WITH SEPARATE PARKING LIGHTS • SUPER-SILENT VALVE-IN-HEAD ENGINE • PERFECTED HYDRAULIC BRAKES.

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