THUSEDAY, OCT. 8, 1953



A message to every

Get set NOW for winter driving...

Get the Extra Traction of

PEANUT BUTTER

Avoid disappo.niment order yours NOW!

The demand for these great winter tires is heavy. Last year we ran out early. This year we're stocking them early so you can get yours NOW and avoid the rush. Don't go through another winter without the extra traction — extra skid protection of Suburbanites by Goodyear.

B.G.O BEST FRIEND

TOP ALLOWANCES for your present tires!

TERMS — extra, safer traction for as low as \$1.25 per week

Sylva

Allison & Duncan Tire Co.

Phone 328

MURPHY

Hazelwood

prospective new car buyer:

You can have The most popular automatic transmission to be found in <u>any</u> low-priced car <u>Chevrolet's Famous 1953 Powerglide!</u>*

Much fleeter, smoother, more economical! Thoroughly proved and improved through years of development and over a billion owner-driven miles! Production now running at new high levels due to record nationwide demand!

Much More Economical

Chevrolet's 1953 Powerglide Automatic Transmission*-teamed with the 115-h.p. "Blue-Flame" highcompression Valve-in-Head engine -brings you entirely new operating economy in city driving and on long trips.

Far Livelier Getaway

Put the selector lever in "DRIVE" position-step on the acceleratorand you move smoothly away from a standing start to legal traffic speed in seconds.

Important New Gas Savings

You'll never know how economical an automatic transmission can be until you try the 1953 Powerglide. Various improvements, including a

more efficient use of engine power, make it extremely thrifty.

Great New Passing Ability

The car picks up pace in traffic or on the highway at the touch of a toe, for the '53 Powerglide has an added automatic passing range.

Smoothest No-Shift Driving at Lowest Cost

Driving is almost incredibly easy, changes of speed almost unbelievably smooth . . . for this transmission gives simplest, smoothest, noshift driving at lowest cost.

Safe Eyes-on-the-Road Driving

Powerglide permits you to concentrate on driving, with hands on the steering wheel and eyes on the road.

MORE PEOPLE BUY CHEVROLETS THAN ANY 'OTHER CAR!



Full Engine Braking-Power on Hills Powerglide's flexibility lets you cruise easily up any hill. And you enjoy constant engine braking power for maximum safety when descending.

Rock Out of Trouble

Powerglide's smooth power flow lets you rock out of sand, snow or mud whenever the need arises. "LOW" and "REVERSE" are side by side on the Powerglide quadrant, making the operation doubly easy.

Push-Proof Parking

Put the selector lever in "PARK" position when you leave the car, and a positive gear-type lock holds it in position until you return.

Time-Proved, Owner-Proved Dependability

Come in. Drive a Chevrolet with this finer, more popular automatic transmission-time-proved by hundreds of thousands of owners in over a billion miles of driving!