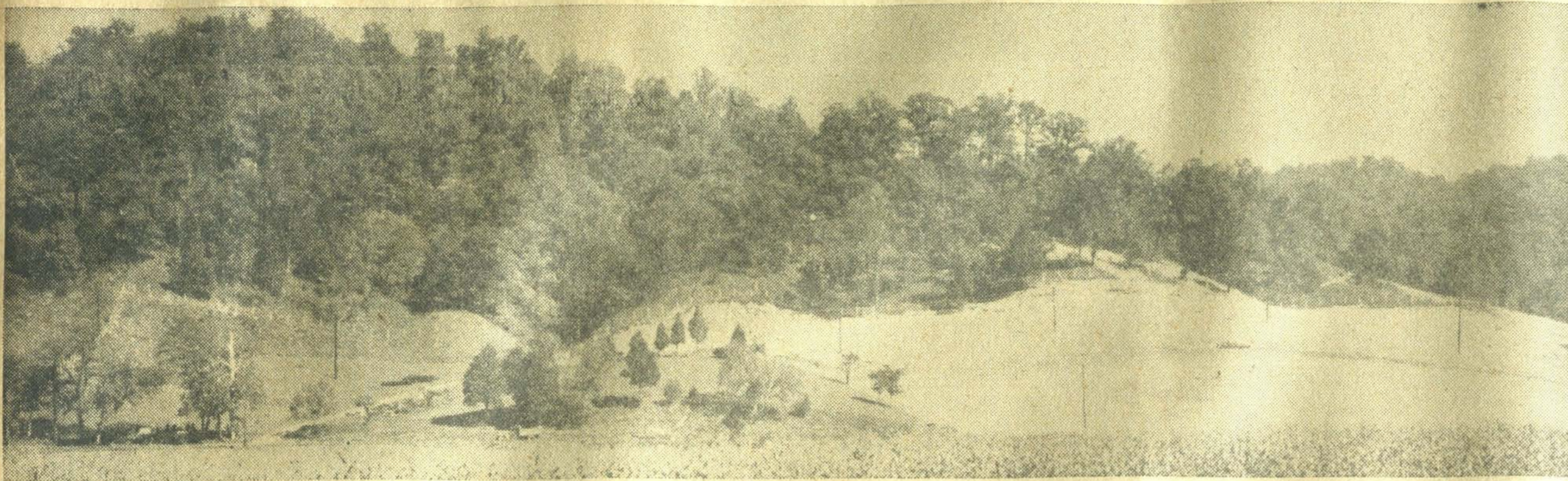


Announcing . . . The Opening



Of A Series Of

RELIGIOUS GARDENS

By

DAVIDSON MEMORIAL GARDENS

NEAR IVEL, KY., ON U. S. 23 -- THREE MILES SOUTH OF ALLEN

In order to meet the Public's Demand, Davidson Memorial Gardens are now offering Plots in the first of a series of Religious Gardens. In each garden there will be a Memorial Art Piece depicting some activity in the life of Christ as taught in the Holy Bible . . . All graves in these Gardens will be marked with flush bronze markers. Plots will still be available for persons desiring to use monument type markers.

Davidson Memorial Gardens are being developed by the heirs of the late Samuel P. Davidson, under the direction and supervision of George T. Roberts, and dedicated to the people of Floyd county and surrounding areas as a shrine of beauty and pride for departed loved ones.

This is a perpetual care cemetery and has an established trust fund to guarantee that care.

**THIS MEMORIAL
WILL BE ERECTED
IMMEDIATELY
AND WE ARE
NOW READY
FOR BURIALS
IN THIS GARDEN**



If you are considering the purchase of a cemetery lot—before you invest, may we suggest that you investigate. . .

With Davidson Memorial Gardens you are assured of doing business with an old, established family. Owned and operated by local, respectable people, the property consists of approximately 12 acres and is already under development.

Our sales representative will be calling on people in the Floyd county area to acquaint them with our new Religious Gardens.

Our office is located in the Layne Building, Court Street, Prestonsburg, Ky., and will be open Monday through Friday 9 a.m. to 5 p.m., Saturday 9 a.m. to 12 noon.

A sales representative will be at the cemetery every Sunday to assist families in selection of plots.

Phone 2779

WHEELWRIGHT THEATRE

FRI.-SAT., Oct. 17-18—
Double Feature—
"Horror of Dracula"
(Technicolor)
Peter Cushing, Melissa Stribling

"The Thing That Couldn't Die"
William Reynolds, Andra Martin

SUN.-MON., Oct. 19-20—
"Rodan"
(Technicolor)
The Flying Monster!

WED.-THURS., Oct. 22-23—
"The Violators"
Arthur O'Connell

—4—
(Continued from Page One)

given, the squad will erect a 50x80-foot block building on the lot being made available to it by the city of Prestonsburg. Plans call for one story at present, with a second story possibly to be added later.

Members of the squad propose to do the work of erecting the building. The only funds needed will be for materials costliest part of which will be structural steel.

Last week's volunteer contributions to the fund follow:
Marvin Music, \$100; Burl Spurlock, \$100; Kentucky Motel, \$100; Dr. George P. Archer, \$100; W. A. Malone, \$100; Wm. O. Goebel, \$50; The Oil, Chemical & Atomic Workers International Union, Local 10-510, \$50; Thomas Hereford Co., \$20; C. L. Hutsiniller, \$10.

BLACKBURN THEATRE

Wheelwright, Jet.

FRI.-SAT., Oct. 17-18—
Double Feature—
"Gun Fever"
Mark Stevens, John Lupton

"Anastasia"
(CinemaScope-Color)
Ingrid Bergman, Yul Brynner,
Helen Hayes

SUN.-MON., Oct. 19-20—
Double Feature—
"The Sheepman"
(CinemaScope)
Glenn Ford, Shirley MacLaine

"Vertigo"
(Technicolor-VistaVision)
James Stewart, Kim Novak

CURED PORK
About hal for our pork comes to us as cured pork; formerly this was done as a preservative measure, but now it is chiefly a flavor adding process.

TO CONFER DEGREES
The Master Mason degree will be conferred on a group of candidates at Masonic Hall here Saturday, starting at 4 p.m. All Master Masons are invited.

PRICE THEATRE

Hi Hat, Kentucky

FRI.-SAT.—
Double Feature—
"The World Was His Jury"
Edmond O'Brien, Mona Freeman

"Cattle Empire"
(CinemaScope and Color)
Joel McCrea

SUNDAY—
Double Feature—
"Fire Down Below"
Rita Hayworth, Robert Mitchum
(In CinemaScope and Color)

"Bitter Victory"
Richard Burton, Ruth Roman
(In CinemaScope)

COMIN GSUNDAY, OCT. 16—
"Giant"

STRAND THEATRE

"Where Friends Meet Friends"

FRIDAY—
"Flaming Frontier"
Bruce Bennett, Dan Garrard

"Maverick Queen"
Barbara Stanwyck,
Sterling Hayden

SATURDAY—
"Fiend Without a Face"
Marshall Thompson,
Tom Kilburn

"Rx Murder"
Rick Jason, Lias Gastoni

"Woman of the North Country"
(Color)
Rod Cameron, Ruth Hussey

SUN.-MON.—
"Rock-A-Bye Baby"
(Color-Vista Vision)
Jerry Lewis, Marilyn Maxwell

TUES.-WED.—
"Dakota Incident"
Sterling Hayden,
Mona Freeman

"Hired Gun"
Rory Calhoun, Anne Francis

THURSDAY—
"Oh, Men, Oh, Women"
Dan Dailey, Ginger Rogers

"Hired Gun"
Anne Francis, Rory Calhoun



The Allen Dairy Freeze has added a Family Shop and will remain open all winter. We offer the best in Foot-Long Hot Dogs, Soups, Home-Made Chili and Barbecues.

Frozen Custards . . . Milk Shakes . . . Sundaes

ALLEN DAIRY FREEZE

Allen, Kentucky

ALMAR



'Get Happy—Go to the Movies'

THURS.-FRI., Oct. 16-17—
Double Feature—
"Five Guns West"
John Lund, Dorothy Malone

"Hell on Devil's Island"
William Talman, Donna Martell

SATURDAY—
Double Feature—
"Tension at Table Rock"
(In Color)
Richard Egan, Dorothy Malone,
Cameron Mitchell

"Stakeout on Dope Street"
Yale Wexler, Jonathan Haze

SUNDAY—
"The Sun Also Rises"
(CinemaScope and Color)
Tyroné Power, Ava Gardner,
Erroll Flynn

MARTIN THEATRE

"WHERE THE CROWDS GO"

FRIDAY—
"Hot Rod Gang"
Gene Vincent, John Ashley,
Jody Fair

"Dakota Incident"
Sterling Hayden,
Mona Freeman

SATURDAY—
"High School Hellcats"
Yvonne Lime, Brett Halsey

"Tarzan's Fight for Life"
(Color-CinemaScope)
Gordon Scott, Eve Brent

SUN.-MON.—
"The Bravados"
(Color-CinemaScope)
Gregory Peck, Jean Collins

TUESDAY—
"Thunder Over Arizona"
Rex Allen, Peggy Castle

"Gang War"
Charles Bronson, Kent Taylor

WED.-THURS.—
"Ten North Frederick"
Gary Cooper, Daine Varsi



Prestonsburg, Ky.

(NOTICE: After Monday, Oct. 20, this theatre will be open only on Friday, Saturday and Sunday.)

FRI., Oct. 17—
BIG CASH AWARDS! and this double feature—
"The Proud Ones"
(In CinemaScope-Color)
Robert Ryan, Virginia Mayo,
Jeffrey Hunter

"The Man Who Never Was"
Clifton Webb, Gloria Grahame
(In CinemaScope - Color)

SATURDAY—
"Broken Lance"
(In CinemaScope - Color)
Spencer Tracy, Robert Wagner,
Jean ePters
Jean ePters

"Count 5 and Die"
(In CinemaScope)
Jeffrey Hunter, Nigel Patrick,
Annemarie Durringer

SATURDAY LATE SHOW—
"The Abominable Snowman of the Himalayas"

First-run! Brand New! First Showing in Eastern Kentucky!

SUNDAY-MONDAY, OCT. 19-20

THE BIGNESS AND THE BOLDNESS OF

THE NAKED AND THE DEAD

Youth and love and wartime—the best-seller that electrified seven million readers!

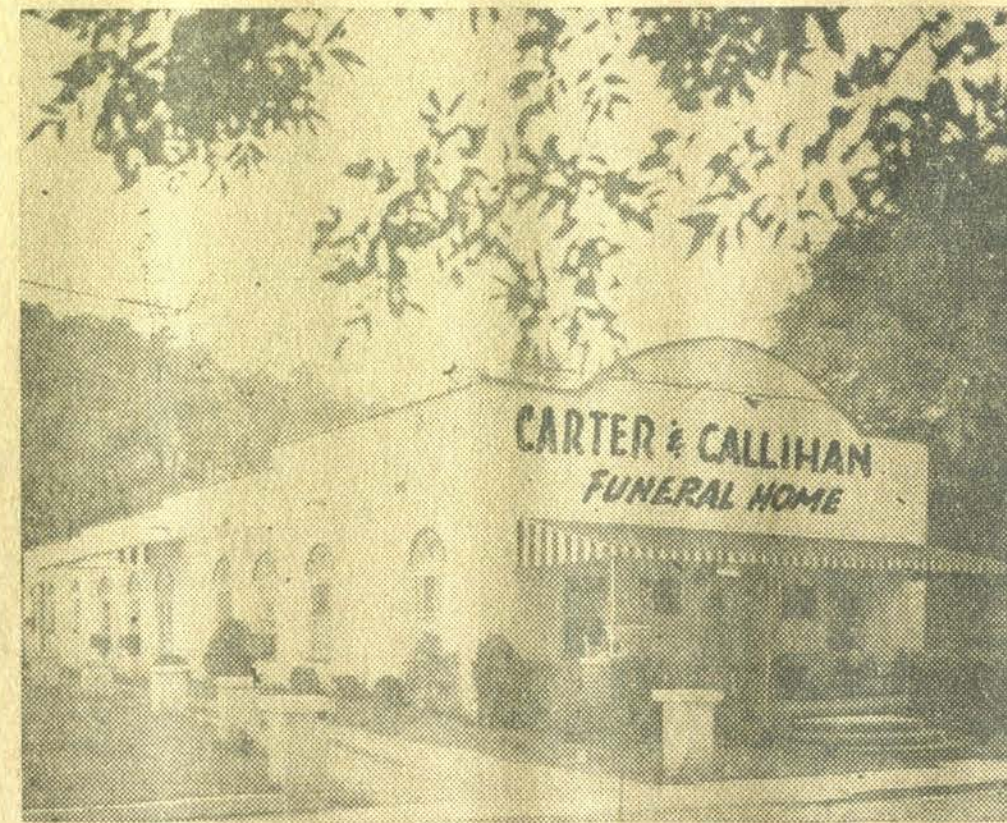


STARRING ALDO RAY · CLIFF ROBERTSON · RAYMOND MASSEY · LILL ST. CYR · BARBARA NICHOLS · WARNERSCOPE®

at the

PRESTONSBURG DRIVE-IN THEATRE

Admission: 50c (Children under 12 free)



Floyd county's finest, most complete, best equipped and oldest funeral home. Complete in every detail — family room, chapel and organ for your convenience. Your inspection of the home built for funerals is cordially invited.

Although Carter & Callihan have expanded in size . . . added modern equipment over the years . . . they still render the same friendly, personal service.

Carter & Callihan Funeral Home

Arnold Funeral Home

PRESTONSBURG, KY.

Ambulance Service — Anywhere — Anytime

Member, Kentucky Funeral Directors' Burial Association. Eligible to service all burial policies.

Phone 2555 or Phone 4181

COMPLETE FUNERAL SERVICE



SAVE

ON USED CARS AND TRUCKS

The Best Selection of Used Cars and Trucks In The Valley

- | | |
|--|--|
| 1958 Pontiac Bonneville Sport Coupe. All power equipment, Tri-Power carbureters. | 1955 Pontiac, 4-door sedan Star Chief, hydraulic transmission, power steering. |
| 1957 Oldsmobile, 4-door hardtop. Low mileage, all power and air-conditioning. | 1954 Chevrolet 210, 2-door with powerglide. |
| 1956 Cadillac Sed-DeVille, color black, equipped with U. S. Royal Master tires. | 1954 Pontiac, 4-door with hydramatic. |
| 1956 Pontiac 4-door hardtop, power steering, power brakes, and power windows. | 1954 Chevrolet, 2-door 210. |
| 1956 Pontiac, 2-door, hydramatic transmission. | 1953 Plymouth, 4-door sedan, new paint. |
| 1955 Chevrolet, 4-door Bel Air, V-8, low mileage. | 1953 Pontiac 4-door with standard transmission. |
| 1955 Pontiac, hardtop Star Chief coupe. | |
| 1955 Buick, 2-door hardtop coupe, automatic transmission. | |

USED TRUCKS

- | |
|---|
| 1957 GMC 1/2 ton long wheel base, V8 motor. |
| 1956 Ford 1/2 ton pickup. |
| 1951 Chevrolet 1/2 ton pickup. |

COME IN WHILE THEY LAST AND SAVE--SAVE--SAVE!

Hughes Motor Co.

CADILLAC — PONTIAC — GMC TRUCKS

Phone 2170

Prestonsburg, Ky.

Bill Arrowood extends a cordial invitation for you to visit his third floor Furniture Showroom, completely remodeled and newly decorated. This floor is loaded with the latest styles and fabrics.

OCTOBER Furniture Sale

combining high quality and savings!

Living Room Suites - Curved Sectionals - Maple Bedroom, Living Room and Dining Room Furniture - Chrome Dinettes - 9x12 Axminster Rugs - Platform Rockers - Recliners - Modern Bedroom Suites - Complete Line of Sealy Bedding.

BETTER BUYS NOW!

BIG THREE PIECE LIVING ROOM SUITE
Regular \$299.95
Sale **\$199.95**

BETTER BUYS NOW!

BIG THREE PIECE LIVING ROOM SUITE
Regular \$349.95
When you see the style and quality of these Suites you will be amazed. You get three pieces for the price most stores charge for two.
Sale **\$249.88**

BETTER BUYS NOW!

10-PIECE LIVING ROOM SUITE
Consists of 2-Piece Living Room Suite, - 2-Step Tables - 1-Cocktail Table - 1 Throw Rug - 2-Table Lamps - 2-Brass Waste Baskets.
Reg. \$289.95 **\$188.88**

BETTER BUYS NOW!

ARMSTRONG QUAKER RUGS
First Quality
\$9.88

BETTER BUYS NOW!

50 lb. COTTON MATTRESS
\$9.95
A wide selection of Bed Springs, Innersprings and Cotton Mattresses. Maple and Mahogany Beds—Full size and half size—all drastically reduced.

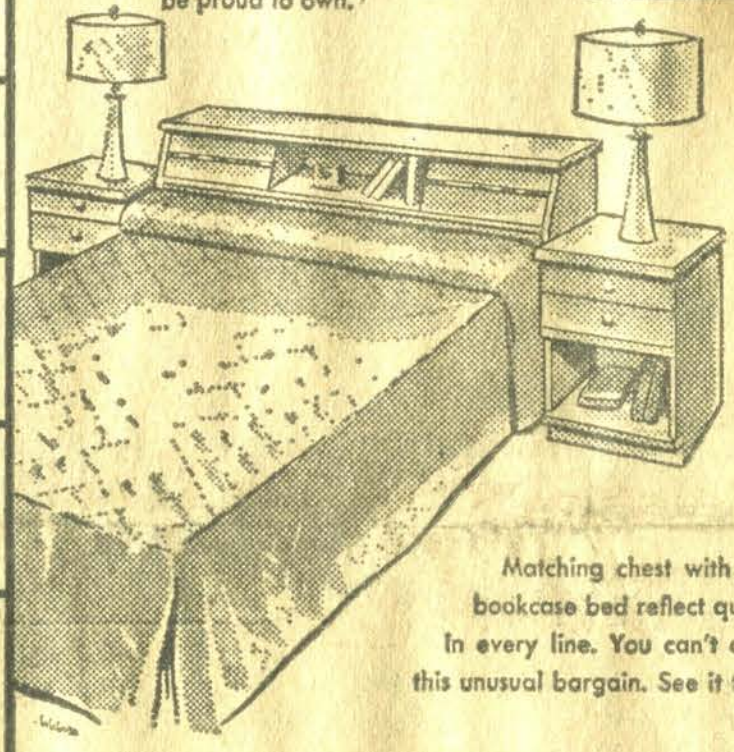
Compare this VALUE!

HUGE TRIPLE DRESSER, MATCHING CHEST AND BOOKCASE BED

ONLY **\$199.95**

- Center drawer glides throughout
- Water and alcohol resistant finish
- Oak drawer interiors
- Moisture Resistant Veneer glue
- Boxfall drawer construction
- Dustproofing throughout
- Beveled plate glass mirrors

Beautifully designed in **FAWN MAHOGANY**
Dresser has gently curving drawers and beveled, tilting mirror. A quality Fashion Trend suite you'll be proud to own.



Matching chest with curved front, and bookcase bed reflect quality and charm in every line. You can't afford to miss this unusual bargain. See it today!

EXACTLY AS SHOWN!
BUDGET CREDIT TERMS

TABLE LAMPS

Regular \$14.95
Sale **\$5.00**

BIGGER BUYS NOW!

3-PIECE TABLE GROUP

One Cocktail Table
Two Step Tables
Regular \$49.95
Sale Price **\$24.88**
Choice of Mahogany or Lined Oak

BIGGER BUYS NOW!

SAVE HERE!

9 x 12 Axminster Rug \$69.95
9 x 12 Rug Pad 10.00
TOTAL VALUE \$79.95
Sale Price **\$59.88**
Save \$20.07

BIGGER BUYS NOW!

PLATFORM ROCKERS

Reg. \$99.95 SALE \$78.88
Reg. \$49.95 SALE \$34.88
Reg. \$39.95 SALE \$26.88

BIGGER BUYS NOW!

BABY BEDS

\$39.95

This Baby Bed comes complete with wet-proof mattress, springs and drop sides. An outstanding value. High Chairs - Play Pens - Pads. All these have a low price tag on them.

BIGGER BUYS NOW!

Visit Third Floor Furniture Showroom and Register for Free \$25.00 Savings Bond. No Purchase Necessary

All Metal Utility Cabinets Large Size. Two Door Regular \$24.95 Sale \$14.95	Gas and Electric RANGES ALL HAVE A SALE PRICE TAG ON THEM	1958 Philco Television Sets These will be sold at our wholesale cost	1958 Philco Refrigerators These are priced at our Wholesale Level	WASHING MACHINES We will wheel and deal with you on these
--	--	---	--	--

Just To Mention A Few Of Our Plumbing and Heating Specials - Priced Only For This Sale

Youngstown Sinks Reg. Sale 42" Standard..... 89.95 59.95 54" Standard 119.95 94.95 66" Standard 169.95 119.95 66" Deluxe 219.95 159.95	30-Gallon Water Heaters Fiberglass Insulated Regular \$89.50 Sale \$68.88 Just a few others to go	3-Piece Bath Outfit Reg. \$149.95 Sale \$119.95	One-Half H. P. Deep Well Pump Regular \$169.95 Sale \$139.95 Any pump bought on this sale will be installed—Labor Free	Gas Floor Furnace \$169.95 This is completely installed with all material and labor. \$19.95 Down—\$9.69 Month
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OUR SALE CONTINUES - WE'LL BE LOOKING FOR YOU

WM. ARROWOOD Hardware & Furniture Co.

PRESTONSBURG, KENTUCKY

ELECTRIC CLOCK GIVEN

Comfortable curved back matching chair with colorful plastic seat

Self-Starting Electric Clock Included at NO EXTRA COST

with this **7-Pc. DESK OUTFIT**

\$69.95

Beautiful GRAINED FINISH
Choice of Lined Oak or Ribbon-Striped Mahogany

LAMP AND DESK SET

Here's the new styling that's taken the country by storm with its functional modern lines and extra roominess. It's a desk every member of the family will use and enjoy! It has a large writing surface at the most comfortable height.

7c-Vote "YES" for the COURTHOUSE-7c

CHARLES A. HINSCH & COMPANY, INC.

Investment Securities

MEMBER

CINCINNATI STOCK EXCHANGE

CINCINNATI 2, OHIO

October 1, 1958

Honorable Henry Stumbo, County Judge
Floyd County
Prestonsburg, Kentucky

Dear Judge Stumbo:

The citizens of Floyd County are to vote in the November election on a bond issue to construct a new courthouse in the County and we thought you would like some figures which you might use to show the people the surprisingly small tax levy that will be required to pay off the bond issue.

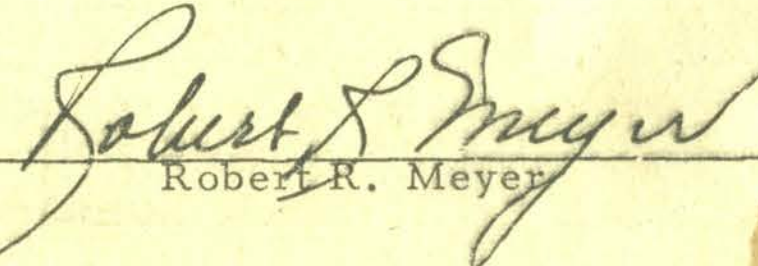
Based on an assumed interest rate of 3 1/2% on the bonds it will cost an average of approximately \$27, 100. 00 per year to pay off the bonds and the interest.

Based on the total assessed valuation of the County which we understand is \$38, 922, 986. 00 AN AVERAGE ANNUAL TAX LEVY OF ONLY 7¢ PER \$100 ASSESSMENT will be sufficient to pay off all the bonds and the interest over the specified number of years the bonds are to be paid. In our opinion this is a very small cost for securing a new courthouse which would be a tremendous asset to the County.

Wishing you success in the election on the bond issue, we remain

Very truly yours,

CHARLES A. HINSCH & COMPANY, INC.

By 
Robert R. Meyer

RRM:js

COUNTY OFFICIALS ENDORSE NEW COURTHOUSE

To the Voters of Floyd County:

We, the undersigned, elected officials of Floyd county, hereby endorse the passage of the Courthouse Bond Issue. The present Courthouse and Jail are structurally unsound, and this condition constitutes a menace to the safety of not only the employees who work in these buildings, but also to all the citizens of this county who through necessity must conduct business at the courthouse.

At least two grand juries during the past year have examined the present buildings and have recommended that a new Courthouse be built. We feel that the grand juries represent a cross-section of the people of this county, and that it is incumbent upon us to take a positive stand on questions involving the welfare of this county.

We, therefore wholeheartedly urge every voter in Floyd County to VOTE YES FOR THE COURTHOUSE.

- EDW. P. HILL, Circuit Judge
- HOLLIE CONLEY, Commonwealth Attorney
- HENRY STEPHENS, Circuit Court Clerk
- HENRY STUMBO, County Judge
- ROBERT WELLMAN, County Attorney
- DuRAN MOORE, County Court Clerk
- HERSHELL WARRENS, Sheriff
- J. P. HAYS, Jailer
- MANIS CONLEY, Tax Commissioner
- GROVER C. HOLBROOK, Magistrate District No. 1
- ZEB OUSLEY, Magistrate District No. 2
- JNO CAUDILL, Magistrate District No. 3
- FRED CONN, Magistrate District No. 4

Page 2, Sec. 2 — Floyd County Times, Oct. 16, 1958

FARM-CITY WEEK
Observance of National Farm-City Week Nov. 21-27 will touch all phases of rural and metropolitan life.



Rewinding and repair of Electric Motors Coal Drill Armatures and International Truck Generator for immediate exchange

Electrical Repair Shop
Phone 2962
HI HAT, KENTUCKY

HIGH SCHOOL NEEDED
Industry needs one engineer and five highly trained technicians for every 40 workers—who must be well-trained themselves. Engineers, technicians and trained workers all need a high school diploma, at least.

It's estimated that less than half of all employers will even consider a young person who hasn't finished high school. Most jobs for drop-outs are low-paid and offer little chance for advancement.

NOTICE

On and after this date I will not be responsible for any debt incurred by anyone other than myself.

WARNER WILLIS, JR.
Lancaster, Ky.
10-9-58 pd.

MOUNTAIN SCENERY ASSET SNAPP TELLS SECESSIONISTS

A mountain educator says Eastern Kentuckians talking of seceding from the state are just asking for the heritage due every mountaineer without regard to race or habitation.

C. V. Snapp, superintendent of schools at Jenkins, said "nobody downstate has a right to jeer at us, to point a finger at us, until we have had a fair share of the good things of life here in these hills."

Snapp spoke at the third meeting of the secessionist group in the Letcher county courthouse Monday night, Sept. 29.

He described some natural beauties of the mountain area and remarked, "we here in the hills of Kentucky don't have to go to Switzerland to find some of the most beautiful scenes God has permitted man to behold."

People would come thousands of miles to see it, if they knew about it and if they had a way to get there, Snapp said.

He said the Letcher county group is interested in improving what they have so it will be acceptable to people when they come.

In addition, he said, the group is interested in giving to every child in the mountains an education equal to that given children in the Bluegrass city of Lexington or the river city of Louisville.

The secessionists also heard a description of the charms of Virginia, which many believe Eastern Kentucky ought to try to join. Orby Cantrell of Wise county, Virginia, a member of the Virginia House of Delegates, said his area has received \$1,500,000 from the State for roads this year.

Wise county is just across the line from Letcher county and the two have the same kind of economy, depending mainly on coal.

Cantrell described other State aid to his area and asked Letcher county citizens to join him and his associates in a fight to get a skyline drive along the Kentucky-Virginia border from Cum-

berland Gap to the Breaks of the Sandy, a distance of some 123 miles.

Cantrell showed a map prepared by the U. S. Bureau of Public Roads at the request of members of Congress from Kentucky and Virginia. The route shown in Cantrell's map is considerably different from the one proposed recently by the Eastern Kentucky Regional Planning Commission.

According to Cantrell's map, the road would follow the state line, crossing Pine Mountain at Jenkins, in the eastern tip of Letcher county and continuing along the top of Black Mountain, which divides the two states.

Cantrell said the Virginia Highway Department has estimated the cost of the road as mapped at about \$60,000,000.

Cantrell was the first Virginian to meet with the Letcher group.

Cantrell advised the Kentucky group to camp on doorsteps in Frankfort and Washington and to join with the mountain counties of Virginia in working for roads and flood-control projects that would help both.

Ray Collins, chairman of the secessionist group, pointed to the absence of local politicians at the meeting.

"They're scared to death to come to these meetings," he said.

Kentucky Bend is the name given the 27,000 acre tract of Western Kentucky which, because of the horseshoe bend in the Mississippi River, is separated from the rest of the state. This section is reached by driving into Tennessee and then back into Kentucky.

The nation's fastest growing chemical center is near Calvert City along the Tennessee River below Kentucky Dam.

NOTICE

Notice is hereby given that on October 20, 1958 at 10:00 a.m., the undersigned will offer for sale at Public Auction to the highest bidder for cash in hand at Valley Motor Car Company, Prestonsburg, Ky., the following described vehicle.

To-wit:
1955 Chevrolet 2-door Bel Air. Serial & Motor No VC55F 039928. Dated this 8th day of October, 1958.

GENERAL MOTORS ACCEPTANCE CORP.
By C. C. Proctor

Cain To Aid Veterans During Floyd Visit

Roy M. Cain, contact representative of the Kentucky Disabled Ex-Service Men's Board, will be in Floyd county for the purpose of assisting veterans and their dependents in filing and prosecuting claims for benefits to which they may be entitled from the Veterans Administration.

Thursday, October 23, he will be in the Post Office building, Wayland, from 8 a.m. to 12 noon, and from 1 p.m. to 4 p.m. the same day he will be in the Beaver Hardware, Martin. Friday, October 24, he will be in Tackett & Tackett's office in Prestonsburg.

ATTENDS BOWLING GREEN COLLEGE OF COMMERCE

Clyde B. Stephens, son of Mr. and Mrs. James Stephens, of Hueysville, is enrolled for the fall semester at the Bowling Green College of Commerce, Bowling Green, Kentucky. He is studying higher accounting.

WHEELWRIGHT

P-T-A MEETING

The October meeting of the Wheelwright Parent-Teacher Association was held last Thursday in the high school auditorium. The meeting was called to order by the president, Landon Rowe; invocation by Perrin H. Cook, pastor of the First Baptist Church. Two eighth grades presented a play, titled, "A Treat for Gilbert". A brief business session followed. The president read a statement of the feeling of the P-T-A executive committee, concerning the recent school disturbance. This statement was placed in a motion as a resolution and passed without a dissenting vote. Mr. Hall, expressed his thanks to all who had supported his stand.

The following teachers won prizes for the most parents present at the meeting: Mrs. Wakeland, for the grade school; Charles Curry, for the high school. A large number of parents and teachers attended. Refreshments were enjoyed in the high school cafeteria.

TIMES WANT ADS PAY!

ADD ZEST TO MEALS

Crisp, cool days stimulate appetites, and old-fashioned vegetables, in greatest supply at this season, have distinct appeal, whether they come from the home garden or the market.

RADIO SERVICE
—DINGUS—
RADIO SERVICE
CALL 4931

CLEAN UP SALE

Farmers Save !! Fertilizer Reduced

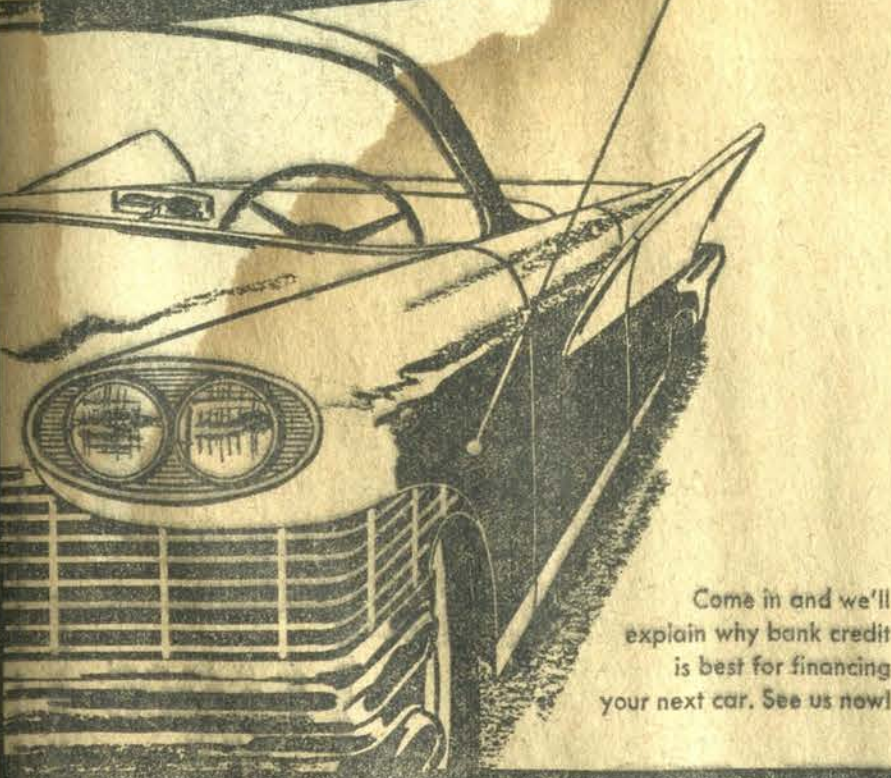
To \$9.00 per ton. This was originally 12-12-12 but has been damaged by fire and water but still has plenty of plant food. To clean up the balance of our million dollar stock we are offering it loaded on trucks or cars at this low, low price at stock pile on Highway 52 at east edge of South Point, Ohio. Call us for price delivered.

Morrison Grain Company

P. O. Box 139, South Point, Ohio
Phone, Ironton, Ohio Drexel 7-4781

10-2-ft

FROM EVERY ANGLE



Come in and we'll explain why bank credit is best for financing your next car. See us now!

BANK AUTO FINANCING IS BEST

THE BANK JOSEPHINE
Prestonsburg, Kentucky
Member Federal Deposit Insurance Corporation

DR. M. J. LEETE
DENTIST
Ground Floor Office
Telephones:
Office 2918 Home 7591
PRESTONSBURG, KY.

DELCO-HEAT
EQUIPPED WITH...
Modern, Fully Automatic
GENERAL MOTORS
DELCO-HEAT

...to bring our homeowners healthful, comfortable, worry-free modern heating... with high quality and low cost made possible only by General Motors mass production. General Motors-Delco superior engineering know-how gives you the last word in heating comfort, cleanliness, and convenience... with maximum fuel economy and long trouble-free life.

GENERAL MOTORS DELCO-HEAT

BETTER HEATING at LOWER COST with GENERAL MOTORS DELCO-HEAT

QUALITY-DESIGNED, QUALITY-PRODUCED
to give you all these advanced heating features:
• Long life—built and backed by General Motors for years of dependable service.
• Maximum efficiency and economy assured by exclusive Delco Burner. Every unit of fuel used with maximum efficiency.
• Lower priced, quality-built unit made possible by General Motors Delco mass production.
• Quieter operation assured with Delco Rigidframe Motor. Vibration-free.

GENERAL MOTORS DELCO-HEAT

JIMMY GOBLE
Phone 4994, Allen
Allen, Kentucky

To the Millions of Americans Who Helped Design the 1959 Ford Family of Fine Cars

A message from Henry Ford II, Benson Ford, and William Clay Ford
on the philosophy behind Ford Motor Company's 1959 models
— soon to be shown by 8,972 dealers all over the country.

FOR 55 years our family has been in the business of making automobiles for the families of America.

First in our grandfather's and our father's time, and now in our own, we've been associated with the evolution of the American car. We've watched our cars and our ways of living change each other.

Through all these years we've tried to learn the simple secret of success in the car business: *Give the people what they want.*

Of course, when our grandfather decided to find out what people wanted, it wasn't



Henry Ford II, President of Ford Motor Company, talks about the '59 Ford with foreman Nicholas Metropoulos at assembly line of Rouge plant.

very hard. People wanted low-priced, reliable transportation. You didn't have to do much research to learn all about it.

How things have changed!

Today, people want far more than transportation from their cars. To most of us Americans, the car is a second home.

We are the most mobile people on earth. We live in one place, work in another, send our children to school in a third, and enjoy our recreation in a fourth. We think nothing of going fifty miles to dinner, or across the country on a holiday. Is it any wonder Americans make such great demands upon our cars — or have so many ideas about them?

How do we find out what these people want — and what their ideas are? At Ford Motor Company we consider car-owner research



Benson Ford, Vice President and Chairman of Dealer Policy Board, gets local picture from Lincoln-Mercury dealer Fred Jones, Tulsa, Okla.

one of our most important assignments. We do our best to find out what you like, why you like it, what you need and want, what you take for granted in a car, and what you don't care about.

We ask questions by mail, in person, and by telephone. We get suggestions from a farmer in Arkansas and a housewife on Long Island, a salesman in Arizona, and an Ohio teenager who just got his driver's license.

A host of new ideas

Our dealers across the country will soon be showing you the *completely new* 1959 Fords, Edsels, and Mercurys. Together with the improved 1959 Lincolns, Thunderbirds, and Mark IV Continentals, *we believe they're the most beautiful cars we've ever made.* Their styling is crisp, functional and well proportioned — every line with a purpose.

Our '59 cars are designed around *people.*

You'll find, for example, such things as wider doors to make our cars easier to get into and out of, even for ladies in the new tighter skirts; more leg room for the person in the middle, with the hump in the floor cut way down; and, you'll find all of our new cars — both V-8's and 6's — *are more economical to operate.*

You'll notice all kinds of ideas to make riding safer and easier, more comfortable and convenient — from greatly enlarged window areas to bigger luggage compartments.

Never before has our company devoted so much time, thought, effort and money to finding out, and finding the way to give you the things you want in an automobile. And we make a car for every price range, from about \$2000 to over \$7000. The choice you have is almost unlimited.

6 different makes — 60 different models

In the 1959 Ford Family of Fine Cars, we will offer 6 different makes — the Ford, Thunderbird, Edsel, Mercury, Lincoln, and Mark IV Continental. In these 6 makes you get a total of 60 different cars.

And if that's not enough, you can pick from so many different colors, interiors, trims, and other choices in each model that it takes an electronic brain to count them.



William Clay Ford, Vice President, Product Planning and Styling, works here with Edsel stylist Deno Taglioli on 1962 designs.

We believe you will find, in the 1959 Ford Family of Fine Cars, the car designed for you. In a sense, it was designed by you — designed by you and millions of other Americans.

Speaking for the entire Ford Motor Company — its 273,457 stockholders, its 150,000 employees and its 8,972 dealers all over America — may we invite you to see our new cars before you buy? Watch for announcement dates in your newspaper.

Henry Ford II, President
Benson Ford, Vice President
William Clay Ford, Vice President

FORD MOTOR COMPANY • The American Road, Dearborn, Michigan

THE FORD FAMILY OF FINE CARS — FORD • THUNDERBIRD • EDSSEL • MERCURY • LINCOLN • MARK IV CONTINENTAL