

The Giddings Star

December 10, 1953

**F. E. Schkade
Attends Chevrolet
Dealers Meeting**

A new line of Chevrolet passenger cars, improved in appearance and performance, will go on display here soon.

F. E. Schkade of the O. K. Sales Company made the announcement on his return from Houston where Chevrolet Retail Dealers of this area saw 1954 models and heard a discussion of their features in the Sam Houston Music Hall.

"In line with the customary Chevrolet policy at these annual closed meetings, we have been asked not to reveal details of the new cars," said Mr. Schkade. "The company feels that its automotive progress can be fully appreciated only by first-hand inspection. For this reason we make every effort to keep the models under wraps until the national showing, when they can be seen only in dealer showrooms."

For his local introduction Mr. Schkade plans special showroom decoration and a program that will make the event unusual. The annual showing here has always been spectacular, and Mr. Schkade says the 1954 display will be no exception.