

ROARING SPRINGS NEWS

If we can not build
We will not destroy

Roaring Springs, Motley County Texas Thursday, July 27, 1933

NO. 21

DUST

which I have abhorrence of. One of my was of secretly ing small arms pet calf that be slaughtered, the innocent never see an affection- to the fence ring, then turned to the pasture, could stand. I hading my ears near the shot that ternity. It used not to be forced clubbing of chicken hogs until to their throats. hood I always ble, to be away ighting time, or killing had been

that few men out killing ani- it is unusual to not resent the tion of life. Yet go I beheld a will not soon for- small children, or eight or nine who could not ve, had several nest. They had birds and were ld have the first. Presently they and apparently al sight as the tered and strug- the hard stones to their tender lit- blood could flow

has spent a life- boots for good cowboys, knows interesting stories typical of this lo- rely pleasing to ng chair, smoke ch him apply a his work as I listen untry before there s stations.

atador there is d cattelman who calf crop by the through a twist of so well. In old o farm and earn a can. In the prime end once came to e cattle-king had five popular items, ar- ble for unhard-of-van- piece is finished in bak- enamel, with ware fittings.

4 DRAWER ST. FILE . . . ONLY

This regulation file (above) has full cap- drawer, positive lock blocks, 4 steel rollers, drawer. Automatic can be added. The line of steel storage safes and card cabinets its your thorough Let our special with the makers. money on office furni-

ngs New

PROGRAM IS OUTLINED FOR OLD SETTLERS AT SPRINGS AUGUST 24th

The Program Committee in a meeting held recently, outlined the program for the annual meeting of the Motley-Dickens County Old Settlers Association to be held at the Springs, August 24. In addition to the present outline of program some additions will be made. The entire morning will be given to the Old Settlers to renew acquaintances and talk.

The following is the program outline:
1:30 p. m. the meeting will be called to order by President C. C. Haile, of Afton.
Music by Jeff Morris Cotton Pickers String Band.
Address of welcome by Rev. C. D. Pipkin of Matador.
Response by Fred C. Hale of Spur.
Music by Ennis Moss String Band.

Reading by Miss Ina Mae Long of Roaring Springs.
Reading by Mrs. Pleas Curd of Afton.

Memorial Services.
Song by T. B. Edmondson of Matador.

Feature Speaker—Judge G. E. Hamilton of Matador.
30 Minute Program devoted to Old Settlers of Motley-Dickens County.

NEW OFFICERS ELECTED AT RED CROSS MEETING HELD IN MATADOR WED.

At the annual meeting of Motley County Chapter of the American Red Cross held in Matador Wednesday afternoon, the following officers were elected: Homer Sheats, County Chairman; Mary E. Jones, Secretary; Bill Pipkin, Treasurer; W. R. Cammack, J. K. Crews, T. Edmondson and Elmer Stears, Advisory Committee; Marvin Patton, Chairman Ex-Soldier Relief; B. F. Tunnell, Vice-County Chairman and Roll Call; Rev. A. L. Jordan, Chairman Life Saving Committee; D. E. Pitts, Chairman Disaster Relief Committee; Mrs. Sterling Price, Chairman Handling and Distributing Cotton Goods; Mrs. Joe Wason, Chairman Nursing Department.

Mr. C. E. Palmer of St. Louis, special agent of the Red Cross was present at the meeting.

Attends Meeting

Returning from Cisco Saturday where he attended the Annual Picnic of the Ft. Worth district of the Magnolia Petroleum Co., W. C. King, local Magnolia agent, left early Monday for an Agents' meeting held in the Kemp Hotel in Wichita Falls.

would wonder about this from the Literary Digest: "Out of movie-dom goes Rex Ingram, famous Irish-born director, to embrace the Mohammedan religion under the name of Ben Allen Naeir ed Ben, which means "son of the wise victor of faith." To all American business men he recommends this religion as a real philosophy of life which teaches that "works are not the only virtue—"

MAN IS INJURED WHEN THROWN FROM MOVING CAR SUNDAY MORNING

G. W. CHANEY RECEIVES CRUSHED ANKLE CUTS AND BRUISES; NEAR WHITEFLAT

G. W. Chaney of Roaring Springs was seriously injured near Whiteflat about 11 o'clock Sunday when he was thrown from the rear seat of the open car in which he was riding, as the machine struck an obstruction in the road. The car was driven by Commodore Davis, Mr. Chaney's son-in-law.

Mr. Chaney was rushed home where medical treatment was administered by Dr. J. F. Hughes. Examination showed Mr. Chaney to have a crushed ankle, severe gashes about the forehead and mouth and suffering bruises received when striking the hard road-bed. Altho seriously injured, Mr. Chaney is reported to be improving.

CHRISTIAN REVIVAL HAS BEEN A SUCCESS

The revival meeting under the tabernacle conducted by the Christian church, with Rev. Charles A. Chastain of Quanah as the evangelist, has been of great interest to the entire community from its very beginning and has resulted in fifteen people coming forward, either to make their confession of faith in Christ or to take membership with the church, ten of them conversions and baptisms, with others probably to follow by this Thursday night when the meeting will close, the evangelist feeling he must be in his pulpit in the First Christian church of Quanah next Thursday morning. His next meeting will be with the Christian church at Burkburnett, beginning the first Sunday night in August. He has had many good things to say about the Roaring Springs people, and says his stay and meeting here has been a pleasant one indeed.

Methodist Church

Some members may have the idea that they will not be missed if they are not at the session of the Sunday school and preaching services, but that is far from true. You that were out last Sunday were missed by this pastor, the Supt., your teacher and members of your class. The next few Sundays will be largely a test of ones loyalty and devotion to the church. Can the church count on you? This pastor believes in you. Several were out last Sunday.

The pastor will be away on next Sunday in a revival at Afton. Rev. Lance Hurst will preach at the 11 o'clock hour.

The Leagues will meet at 7:45. No preaching at the evening hour. This pastor urges each one to be present and encourage Lance, not only be present but pray for him.

All members are urged to be present at all the Sunday services and all friends and visitors will find a hearty welcome.

Pray for your pastor and the Afton meeting.

Show your loyalty to the church "The Friendly Church."
T. MARVIN McBRAYER,
Pastor.

FIRE DESTROYS HOME AND MOST OF CONTENTS HERE TUES. AFTERNOON

J. F. IRETON HOME IN BLAZE WHEN DISCOVERY IS MADE BY FAMILY NEARBY

The home of J. F. Ireton in north-east Roaring Springs was completely destroyed by fire Tuesday afternoon. The fire is believed to have been caused by an oil stove while the family was busy with the laundry nearby. The house was almost ready to burst into flames when the fire was discovered. Very few household effects were saved.

The Roaring Springs Fire Department was unable to render any aid owing to the location of the house being too far from a hose connection.

It is understood that some insurance was carried.

SERVICES AT METHODIST CHURCH SUN., JULY 30

Rev. Lance Hurst will preach at the Methodist church next Sunday, July 30th, at 11 o'clock in the absence of the pastor who will be away in a revival at Afton. All members are urged to be present and all friends and visitors are invited.

T. Marvin McBrayer, Pastor

LOWER MOTOR COSTS SEEN AFTER TESTS

OIL CONSUMPTION IS CUT 28.5 PER CENT IN RUN AT INDIANAPOLIS

Drastic reduction in the cost of auto operation is forecast as a result of motor oil tests conducted at the Indianapolis Speedway under auspices of the A. A. A. Contest Committ.

During these tests a new oil, developed by the Gulf Refining Company, obtained 28.5 per cent more miles to the quart and cost 28.5 per cent less to use, when tested against three popular, high-grade brands familiar to every motorist.

Fords, Chevrolets, Plymouths and Buicks picked at random from the streets of Indianapolis, were used in the four day run. Each car travelled 450 miles a day at a constantly maintained speed of 45 M. P. H., using a different brand of oil each day. Oil consumption was rigidly checked by A. A. A. officials, and results were corrected for variations in temperature.

The new oil, which out-performed the other oils by a wide margin, is made from a 100 per cent paraffin base, and is refined three steps farther than ordinary motor oils. Introduction of this advanced process marks a definite step forward in the refining industry and, it is believed, will result in decreased operation costs for the average motorist.

Goes To Dallas

George Gabriel left here Monday afternoon for Spur, from where he will go to Dallas and possibly on to St. Louis, to purchase new merchandise for his dry goods stores in Spur and Roaring Springs.

LARGE GASSER SPRAYS OIL OVER TOP OF RIG TEST NEAR PADUCAH

(From Star-Telegram)

PADUCAH, July 21—The Texas Company No. 3 Less K. Johnson, Ford County wildcat test, 18 miles southeast of Paducah, was reported Friday spraying oil from a total depth of 3,565 feet. Estimates placed the oil spray at 25 to 60 barrels daily.

Approximately 3,500,000 cubic feet of gas accompanied the oil spray and pressure ranged between 1,050 and 1,100 pounds. The test is the third venture on the Johnson ranch by the Texas company. It has four upper gas sands from 3,000 to 3,400 feet.

L. W. HARMON ACQUIRES GULF SERVICE STATION

L. W. Harmon, well known in this community where he has resided for the past 18 years, acquired and assumed management of the Gulf Service Station which was formerly operated by James Dunlap, in a deal completed last Saturday.

Mr. Harmon will carry a complete line of Good Year Tires and tubes, parts and accessories. Also a complete stock of Gulf Products.

Church Of Christ

Attendance was good at the Bible school last Sunday. All of the church services were combined with the tabernacle revival of the Christian church.

If the revival continues over next Sunday we will repeat the order, otherwise the sermon themes announced for last Sunday will obtain.

Our revival is to begin Saturday night, Aug. 19. Evangelist E. S. Fitzgerald of Haringen will talk. The doctrinal themes of the gospel will be carried during the meeting. This will afford an opportunity to those who like to study fundamental themes of Christ's teaching. The full ten days of revival talk will be based on the Great Commission as recorded by Matt. 28:19, Mark 16:16 and Lk. 24:46-7.

We extend a welcome to the public to attend all these services.

We have Sunday school, the Lord's Supper and preaching services every Sunday.

BEN WEST, Minister.

IMPROVING

Mr. A. A. McEacham, who has been seriously ill for the past ten days is reported greatly improved.

Revival Meeting To Be Held At Flag Springs

Beginning Saturday night, July 29, at Flag Springs Baptist church, Rev. C. A. Smith of Okla., will conduct a 10-day revival meeting.

Everyone is cordially invited to attend these services.

Accepts Position

James Dunlap, former owner and manager of the Gulf Service Station has recently accepted a position with the Hale & Spencer Grocery.

Roaring Springs News

PUBLISHED EVERY THURSDAY
At
Roaring Springs, Texas

Entered as second class matter at the Post Office, Roaring Spgs., Texas, under the Act of Congress, March 3, 1879.

DOUGLAS MEADOR,
Editor and Publisher

SUBSCRIPTION RATES
\$1.00 Per Year Three Months 25c
CASH IN ADVANCE

NOTICE TO THE PUBLIC
Any erroneous reflection upon the character, standing or reputation of any individual, firm, concern, or corporation that may appear in the columns of The News will be gladly corrected when called to the attention of the editor. It is not the intention of this newspaper to wrongly use or injure any individual, firm, concern or corporation and corrections will be made when warranted as prominently as was the wrong published, reference or article.

"THERE IS GLORY ENOUGH FOR ANY MAN TO LIVE AND DIE A TEXAN"

New Permanent Equipment JUST INSTALLED

All New Styles of Permanents

LOWER PRICES FOR A SHORT TIME ONLY

\$2.00 PERMANENTS	- -	\$1.50
\$3.50	" - -	\$2.75
\$4.50	" - -	\$3.50
\$5.00	" - -	\$4.00
\$7.50	" - -	\$6.00

Mrs. A. E. Westmoreland
At
CITY BARBER SHOP
MATADOR, TEXAS

We'll Come Clean With You!



THE TRUE TEST
of efficiency. Envelopes with windows are time savers. You can throw them in the wast basket without investigating.
Investigating our dry wash service is also unnecessary. You will be so well pleased with the character of our work that your friendship will be durably cemented. Just bundle up your wash and phone for us to call.

SPUR LAUNDRY
Economy and Efficiency has made this the wife-saving station

James Neblett of Matador was looking after business interests here Wednesday.

C. I. Loftis and family of Paducah, visited here Monday.

MASONIC LODGE
No. 1171
Meets 2nd Tuesday in Each Month
Geo. Springer, W. M.
W. C. KING, Sec.

Subscribe for the News.

a genuine Remington Portable Typewriter low as 10¢ a day
ASK US
THE NEWS

Deputy Sheriff Jack Robinson was in Roaring Springs Wednesday morning.

Program

'TOO BUSY TO WORK'
WILL ROGERS
Friday and Saturday, July 28-29

'HALLELUJAH I'M A BUM'
AL JOLSON
Sunday and Monday, July 30-31

ZANE GREY'S
'ROBBERS ROOST'
Friday and Saturday, August 4-5

ROGUE THEATRE
Matador, Texas

Friend

In assuming ment of the Gas ice Station, I solicit a part patronage.

I shall endeavor you a high grade a complete stock quality product moderate prices

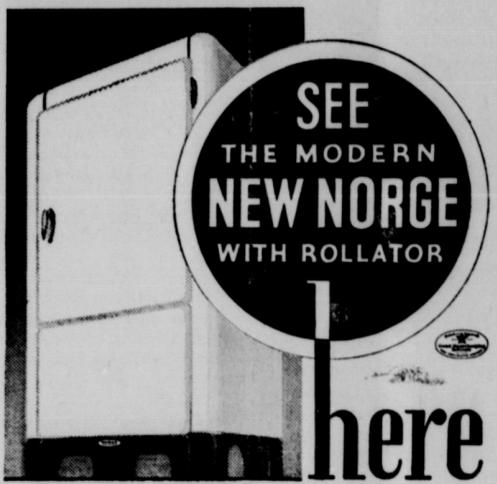
---L. W. HARMON

Tires, Tubes, Batteries

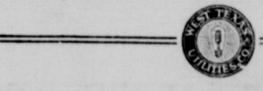
That Good Gulf Gulf Lube

GULF SERVICE STATION
L. W. HARMON

GOOD YEAR



Thacker Supply Co.



Your ELECTRIC Rate is What You Make it

Electricity is not a commodity . . . but a service. It is a magic force which appliances transform into constructive energy. Electricity cooks meals, heats water, refrigerates food, lights homes, cleans carpets and furniture, washes clothes, produces beautiful radio programs . . . and does all these important jobs better than any other method!

You can earn bargain electric rates by enjoying more of the "Electrical Servants" you've always wanted. You pay a great deal less per unit for electricity to operate a range, refrigerator, water heater or other money-saving appliances than you pay if you limit your use to lighting only. Many of our customers have reduced their average rate 50 per cent or more by enjoying a modern, electrified home.

NOW IS THE TIME to make your home modern! Our rates make the use of appliances truly economical, and present easy terms permit you to enjoy appliances while you pay! Investigate . . . TODAY!

Do you know that your increased use of Electric Service is billed on a surprisingly low rate schedule . . . and adds only a small amount to your total bill?

West Texas Utilities Company

LET'S GO WITH **CONOCO**
COOPER SERVICE STATION
MOHON SERVICE STATION
DOBBS CITY MERC. CO.
WALKER CHEVROLET CO.
BOB'S OIL WELL
L. B. Robertson
Commission Agent
Matador, Texas



While dinosaurs lived and died in OKLAHOMA

Mellowed 80 million years! Such is the history of the Cambro-Ordovician crude oil of Oklahoma which Sinclair refines and blends into Sinclair Opaline Motor Oil—a crude which was already ages old when dinosaurs fought above its hidden reservoirs. Opaline's superior lubricating quality owes much to Nature's age-long treatment, for Nature has filtered it free of impurities, reduced its carbon-forming content, and enhanced its lubricating quality. In process of refining Sinclair adds the crowning touch by de-waxing Opaline and freeing it from non-lubricating petroleum jelly at as low as 60° F. below zero. Try a crankcaseful of Sinclair Opaline—observe how little you have to add on long trips—note how it stands up in hard driving!

SINCLAIR OPALINE MOTOR OIL
From the Oldest Mid-continent Crudes
Agent Sinclair Refining Company (Inc.)
F. C. KING

Hollywood



are neither young nor handsome—Wallace Beery and Marie Dressler. This might also apply to Lionel Barrymore, Will Rogers, Geo. Arliss et al.

Helen Hayes, probably the greatest artist of the screen couldn't get a job here for years—The producers did not consider her beautiful enough. But now days personality and histrionic ability often mean much more than mere pulchritude.

Many busses, trains and private cars are headed Hollywoodward loaded with babies, and young boys whose parents want to get them into pictures.

Radio Operator Acquires A Liberal Education From His Travels

Sidney Crowder, who enrolled in our School of Radio from Haskell, Texas, writes us under date of June fifteenth from the steamship Joseph M. Cudahy, on which he is Chief Radio Operator, as follows:

"This vocation has many advantages. During my past four years of service as Operator, I have gained a liberal education travelling from one part of the world to another, seeing strange people and countries. This would have been financially impossible for me except as a Radio Operator. Tiring of foreign travel, I have settled down on this ship which has a coast-wise run from Houston to Philadelphia, Pennsylvania. All the time we are in port is spare-time and I very often run over to New York and Washington on sight-seeing trips."

Any young man may have the same experience as Mr. Crowder. To travel to the four corners of the world is surely an education within

itself.

Most people pay dearly to travel. Not so with the Radio Operator. He travels and gets paid for travelling, with his uniform, state room, and board furnished in addition to his salary.

Why not investigate our Radio School by writing and asking for our Radio booklet R-6? It is free. Tyler Commercial College and School of Business Administration Tyler, Texas.

Your Name _____
Address _____

Advertising doesn't cost it pays.

That Good Gulf Gas

NOW LUBRICATED

Gulf Lube

The High-Milage Motor Oil

Leave your orders for Gulf Products at the
GULF SERVICE STATION
Roaring Springs

J. W. HANEY
Gulf Agent

THIS BANK is equipped in every way to handle your business in a satisfactory manner.

First National Bank

We Appreciate Your Business
MATADOR, TEXAS

On your way to Chicago

to the
Century of Progress Exposition...

Stop in St. Louis

A modern American city... rich in historic lore... 19 miles of river front... sixty-five city parks... world-famous zoo... Shaw Botanical Gardens... art galleries. Many other points of great interest... the world-renowned Lindbergh trophies exhibit and Municipal Opera, worth the visit alone.

Directly on your route to Chicago from the South, Southwest and Southeast.

At The American and American Annex Hotels you will find an air of hospitality and the utmost consideration for your comfort, meals that are the talk of experienced travelers everywhere. Special diet menu for those who need it (sent free on request) and prices that are surprisingly low.

Rates from \$1.50
THE AMERICAN HOTEL
THE AMERICAN ANNEX
"On the Plaza"
St. Louis, Mo.

Market at 6th and 7th

St. Louis, Mo.

Motorists have 3 kinds of pocketbooks
... and Gulf makes an oil for each!



She has to "watch the pennies"

He pays moderate prices... for big values

He'll pay far and get the best

WHEN you go to a Gulf station you can pick and choose! You can pay what you want to pay—for oil—and for gas!

For Gulf offers you your choice of 3 fine gasolines and 4 fine motor oils. Each is at a different price—and each is an amazing value!

So buy your gas and oil to suit your taste and your pocketbook. Come to Gulf! Whatever you buy, you'll get the finest product that can be made at the price. And—once you come—you'll come often!

© 1933, GULF REFINING CO., PITTSBURGH, PA.

3 GREAT GASOLINES

Gulf Traffic Gas—A dependable, white anti-knock gasoline

Low Price

That Good Gulf Gasoline

The famous FRESH GAS. Higher in anti-knock than most regular gasolines—now lubricated. No extra cost.

Medium Price

No-Noise Ethyl—As fine gasoline as money can buy, plus Ethyl. Specially designed for modern high compression motors.

Premium Price

4 GREAT MOTOR OILS

Gulf Traffic Oil—Safe! A motor oil vastly superior to many oils at this price.

15¢ a quart plus tax

Gulf-lube... Gulf's sensational new "high-mileage" motor oil (or **Gulf Supreme**, "The 100-mile-an-hour oil.")

25¢ a quart plus tax

Gulfpride—No liner motor oil in the world. Refined by the famous Alchlor process—exclusive with Gulf.

35¢ a quart plus tax

And every Gulf customer gets these FREE services:

1. Clean windshield—to help you avoid accidents.
2. Fill radiator—to keep your motor safely cool.
3. Inflate tires—to put longer life into them.
4. Check oil—to save you many repairs.

Churches

BAPTIST CHURCH

Sunday School 10:00 a. m.
Church each 1st and 3rd Sunday
11:00 a. m. and 8:30 p. m.
B. T. S. 7:45 p. m.
We welcome you to worship with us.
L. B. Smith, Pastor.

METHODIST CHURCH

Sunday School 10.
Preaching 11 and 7:30 p. m.
Intermediate Hi League 6:45.
W. M. S. Monday 2:30.
You have a cordial invitation to all services.
"The Friendly Church"

CHURCH OF CHRIST

Bible School 10 a. m.
Preaching 10:45 a. m. and 7 p. m.
Children, young people and adults of all churches will have a thirty minute program every Sunday preceding the sermon at night. You are welcome to participate. This church urges unity of all professed believers, the preacher preaches it and we throw open wide the door of opportunity for all to worship here. We do not ask that you join us nor join the church, only that you join the Lord in obedience. Bring your Bibles and let's study, teach and preach the Book. 2 Timothy 2:15; Acts 17:11 and Acts 5:42.
Ben West, Minister.

CHRSTIAN CHURCH

Sunday School at 10 a. m.
Church Worship at 11 a. m.
Visitors are always welcome.
Dr. J. F. Hughes, Supt. S. S.

Fred Dawson of the Teepee Flat community was in Matador Tuesday afternoon.

J. T. Swim was looking after business interests in Matador Wednesday morning.

Dr. E. W. McKenzie
DENTIST
Matador — Texas
Office At Residence

Eyes Tested
AND
Glasses Correctly Fitted

BY
DR. C. HOWARD
Optometrist

Of
Paducah, Texas

NEW OR REPAIR WORK

Office At
CITY DRUG STORE

MATADOR, TEXAS

Aug. 1 to 15

* Cutie Cuts Cuticle! *



MANICURING has entered the field of big business at the World's Fair, judging from this photo of Julia Lyons who is engaged in keeping Tyrannosaurus Rex, King of the Tyrant Reptiles, in shape for his daily battle with his ancient foe, Triceratops, at the Sinclair Dinosaur Exhibit. While these strange dinosaurs roamed the earth millions of years ago, Nature was mellowing and filtering the crudes from which are made today's Sinclair Motor Oils.

Cotton Permits Received

Farmers in this section received permits yesterday to plow up the

cotton they had contracted to the government. Many have already begun to take their cotton out of production that contracts may be completed and returned.

DODGE THE COTTON TAX BUY NOW!!

In a very short time a cotton tax will raise the price of everything made from cotton material. Men's work shirts, ducking, piece goods, outings and work clothes are only a few of the many things that will be affected. We urge you to buy now and dodge the cotton tax. Make a list of your needs and bring it to the store with you while it is still possible to buy at old prices.

AUGUST 1st

The Tax Becomes Effective to the Manufacturers

We are allowed 30 days in which to sell our present stock, then the tax is applied to what we have on hand. THIS TAX MUST BE ADDED to the price of the merchandise. We want our customers to have advantage of the saving our large stock can now offer for it will be impossible to replace the merchandise to sell at these prices.

---Come Early To Get All Your Needs---

G. GABRIEL
DRY GOODS
Roaring Springs, Texas

Rogers Revels In Ancient Clothes

While Will Rogers is one of the richest actors on the screen, he cares little for good clothes. This, perhaps, accounts for his assertion that he enjoys playing tramp roles such as he portrays in "Too Busy To Work", his latest picture coming to the Rogue Theatre Friday and Saturday.

The famous wit and philosopher appears as a whimsical and humorous knight of the road, but not without purpose. He tramps from one place to another searching for his wife and daughter and the man who stole them from him while he was fighting in the world war.

Marion Nixon, last seen in "Rebecca of Sunnybrook Farm" supports Will in this picture. Its a typical Rogers picture with a laugh in every line.

Hallelujah I'm A Bum

"Mammy" songs are all dead as far as Al Jolson is concerned. In this newest and latest picture of Jolson's "Hallelujah I'm A Bum" the comedy element is the main interest. Jolson's new role he says is geared to the times, his character and practically all other characters haven't any money, but they refuse to let the depression, politics and other worries of the day get them down. He sings a few songs, but they are new, witty, peppy and their trend is the newest thing in screen entertainment. This picture will be shown at the Rogue Theatre, Sunday and Monday.

Pioneer Passes

Lal Lewis, pioneer cattleman of Motley county, died at his home in Floydada Sunday morning.

Mr. Lewis, who was 72 years of age, had lived in this county some 40 years.

Appointed By President

Clifford B. Jones of Spur, who received an appointment by President Roosevelt Tuesday, as one of the 10 regional advisors to the public works administration, will move to Ft. Worth Aug. 1st, to establish his headquarters there.

Mr. Jones will be the advisor for the three states: Texas, Louisiana and New Mexico.

Get The Drop ON Rising Prices

The price of wool is climbing by leaps and bounds and will soon be reflected in the price of clothing.

THAT FALL SUIT

If you had planned to order a Fall Suit we urge you to place your order now because we feel certain that our next prices will be considerably increased over the prices at which we are now able to sell TAILORED to measure suits.

Expert Cleaning and Pressing

Jackson
THE TAILOR

Advertising

A QUESTION before us is what change of advertising policy, if any, should be made in the present financial and business conditions. It is perfectly natural to give consideration to some retrenchment in expenditures, but it is equally natural to bring about a real gain in the continuity of the advertising.

Subscribe for the

SAVE MILES
SAVE MONEY

Goodrich
AA QUALITY
only \$5.00



WE OFFER YOU RECORD VALUES IN

CAVALIER TIRES

THINK of it! A tire that costs more in the beginning... and more in the end. That's exactly what this new AA Quality tire does. Millions of motorists are taking advantage of it.

It's a big, extra sturdy tire... processed to give unbelievable life. And at \$5.00, it sets a record for even today when prices are so high. Why shop around for rock bottom prices? Why risk cheap "bargain buys" in order to save money? Every motorist could ask for in an AA quality tire... here in this Goodrich Cavalier. Come in and see it. Prove it for yourself. Here is the tire you've been waiting for... and at a price you like to pay.

LOOK AT THESE PRICES

4.50x20	\$5.00
4.50x21	\$5.00
4.75x19	\$5.00
5.00x19	\$5.00
5.25x18	\$5.00
5.50x19	\$5.00

Subject to change without notice and to any state sales tax.

York's Service Station

Goodrich Cavalier