## THE DEVIL'S RIVER NEWS

volume exxix

## AMERICAN WOOL GROWERS WILL FORM A NATION-WIDE POOL



| Experiment Station Wins at Dallas Fair | Breeders and Feeders Start Big Movement |
| :---: | :---: |
| Ranch Experiment Station | E. |
| hibited 29 head of Rambouillet she | and W. T. Carter attended |
| and Angora goats at the State F |  |
| Texas, October 12-19, |  |
|  | as Breeder-Feeder Association which |
| Rambouillet (B type), ram lambs | orested in the feed |
| on ewe lamb. Rambouillet (C ty | and finishing of cattle on Texas |
|  | feeds. The association held the first feeder cattle sale at this years fair- |
| 2ndi yearing ewe, sth; ewe |  |
| ire, 1st, lamb flock, 2nd; get of |  |
| ; lamb flock, 1st. Angora | E. E. Jackson, of the Fair Board, |
| goats (long hair): yearling bucks, 1st |  |
| and 2nd and champion. | the meeting over to Frank P. Hol- |
|  | land, Jr, president of the Texas |
|  | Breeder-Feeder Association. Much |
| and 2nd; doe kids, 1st and 3 rd; cham- |  |
| pion buck, champion doe. Exhibitors | port of this movement, by cattlemn, |
| flock: 1st; pen of four registered | farmers, bankers, the press and other |
| yearlings, 1st; long mohair exhibit, | groups. This association $p$ |
| 1st and 2nd; breeders young flock, | Olutions calling upon Governor |
| ; kid flock, 1st, and get of | to |
| 解. O. L. Carpenter fitted and |  |
| ed the |  |
| ats. |  |
| herd at the Experiment Station |  |
|  |  |

## Colds and Flu.

We have all the Approved Home Remedies: ASPIRIN

VICK'S SALVE ASPIRONAL
B. \& C. ASPIRIN BROMO QUININE COUGH REMEDIES

Bring us your Prescriptions or instruct your Physician to leave them here.

Sonora Drug Company
"THE ORANGE CROSS STORE"


## Owning Your Home Means

 HAPPINESSIt is the ambition of every husband and wife to own their home. If you are contemplating building let us figure the bill and help plan your "nest."

WE CAN HELP YOU FINANCE YOUR HOME. SEE US ABOUT IT NOW!

West Texas Lumber Co.
W. E. CALDWELL, Manager

blisters were continually breaking out in my mouth. My nerves were
upset, I never slept well, and there upse, In never sept well, and there
wa an awlul pain in my side, near
my gadder. I was habitually constipated and had one headache af ter another.
"I had no
do for me no what Sarg mendicine could
isn't an ache the there isn't an ache or pain in my body
now! My stomach is in fine condinow! My stomach is in fine condi-
tion and the blisters in my mouth
are gone. I'm no longer nervous, but sleep fine and since the Sargon, Pills
put my liver in working order, Tve put my liver in working order, I've
been entirely free of constipation and been entirely free of constipation and
headaches. I think Sargon is the grandest medicine on earth."-Mrs.
J. E. Cox, 3212 Holmes St, Dalls J. E. Cox, 3212 Holmes St., Dallas,
Sonora Drug Company, agents. WARNING OF COUNTERFEIT WARNING OF COUNTERFEIT
$\$ 20$ bILL IS BROADCAS J. P. Jarvis has received a warn-
ing from Gulf Refining Co. head ing from Guif Refining Co. head-
quarters at Houston to beware of a
counterfeit bill in circulation, being counterfeit bill in circulation, being
a $\$ 5$ Lincoln bill which has been
raised to a $\$ 20$ bill. The party passraised to a $\$ 20$ bill. The party pass-
ing these counterfeits is said to be
traveling in a car with a Pelnsylvania license, and with a Pernsyl- letter B
on the plate; he is on the plate, he is said to to be white
American, aged 40 to 45 years, high
cheek bones 5 , American, aged 40 to 45 years, high
cheek bones, 5 feet 10 inches tall,
weighs 175 lbs., medium build, brown weighs 175 lbs., medium build, brown
hair, clean shaved, good looking,
smooth talking, and swings left shou, smooth talking, and swings left shoul-
der when walking.--Brady Standard.
Christmas cards Christmas cards 0 any style--at
News office. Samples in stock. THE STATE OF TEXAS To the Sheriff or any Constaa
Sutton county, greeting: Sutton county, greeting:
You are commanded to posted for ten daysed to cecusise to be
day of day of posting, before the return day
hereof, at three of the most public places in Sutton county, one of which
shall be at the courthouse door, and shall be at the courthouse door, and
no two of which shall be in the same no two of which shall be in the same
city or town, and also cause to be
published published once a week, for four con-
secutive weeks previous to the return secutive weeks previous to the return
day hereof, in some newspaper day hereof, in some newspaper of
general circulation in said county, general circulation in said country,
which has been continuously and reg-
viarly published in ularly published in said county for a
period of not less than one year, copy period of not less than one year, co
of the following notice:

THE STATE OF TEXAS
To all persons interested in the es-
tate of H. P. Cooper, deceased: Sol Mayer has filed in the county
court of Sutton county, Texas, an plication for letters of temporary
administration administration upon the estate of H .
P. Cooper, deceased, and on the 11th P. Cooper, deceased, and on the 11th
day of September, A. D. 1929, by or-
der of day of september, A. D. 1929 , by or-
der of the county judge of said Sut-
ton ton county the said Sol Mayer was
appointed temporary administrater appointed temporary administrator of
the estate of the said H. P. Cooper, the estate of the said H. P. Cooper,
deceased, and at the next regular
term term of said court, commencing on
the third Monday in November, A. D. the third Monday in November, A. D.
1929, the same being the 18th day 1929, the same being the 18th day
of November, 1929, at the courthouse of November, 1929, at the courthouse
thereof, in Sonora, Texas, at which
time, all persons interested time, all persons interested in the
welfare of said estate are hereby noWelfare of said estate are hereby no-
tified to appear and contest at such tified to appear and contest at such
appointment, if they so desire, and
if such apointment is not contested if such apointment is not contested
at the said term of said court, the at the said term of said court, then
the same shall become permanent. the same shall become permanent.
Herein fail not, but have you then and there before said court on the said first day of the next term there-
of, this writ, with your return thereof this writ, with your return there-
on showing how you have executed
on on showing
the same.
Given under my hand and seal of
said court, at office in Sonora, Texas, said court, at office in Sonora, Texas,
this the 15th day of October, A. D.
1929 this the 15 th day of October, A. D
1929.
J. D. LOWREY, County Clerk

## Sunday School Lesson

## - <br> \author{  

} and one reason that interferes with beralits working is the price
ind its working is the superiority complex
that too many heres with that too many have: it merely makes
them over self-conscious and miserthem over self-conscious and miser-
able. By doing just a little study and
traveling about a modest amount one traveling about a modest amount one
soon learns that there are others who soon learns that there are others who
are worthy of our highest esteem.
Very Very often we find that these others
are really doing bigger things unde are really doing bigger things under
vastly harder conditions than we are vastly harder conditions than we are
accomplishing. Very illuminating pas-
and accomplishing. Very iluminating pas
sages of Scripture are chosen for our
study this week. In addition to those study this week. In addition to those
given above look up, with care, Ruth given above look up, with care, Ruth
$1 ; 1-18 ;$ John $4: 5-10 ;$ Acts $10: 1-11$ and Romans $1: 14$.
Mutual needs help greatly in being
vitally interested in other nations. vitally interested in other nations.
One of the finest love stories is that One of the finest love stories is that
of Naomi, the Jewess, and Ruth, the
Moabitess, her daughter-in-law. Ruth Moabitess, her daughter-in-law. Ruth
would rather be an alien in Jewry than live at home without Naomi.
Here was a precious Here was a precious friendship that
thrived irrespective of all national thrived irrespective of all national
boundaries. Boaz and Ruth did not
find any problem about inter-racial find any problem about inter-racial
marriage as their lives were bound marriage as their lives were bound
together in abiding love. It is right to
be proud of one's nationality but is proud of one's nationality, but it
others cannotuous to cerve humanitude that as well.
othis This matter of service is one of the
basic tests of national basic tests of national worth.
Jesus taught a lesson that Jesus taught a lesson that many
found it hard to learn when he ad-
dressed dressed the Samaritan woman as
they sat at Jacob's Well. The real they sat at Jacob's Well. The real
question was not that of a superior question was not that of a superior
place or race but rather of an ack-
nowledgment of the Again it whe of the one True God. lationship to Jehovah and shat remankind are of greater moment than
earthly lineage. taught with the growth of the Chris to have the tea cars think was ward those of various nations. The work of the Holy Spirit on the Day
of Pentecost, following the sermon of Pentecost, following the sermon of eter, was a where a common blessing
ism. There for all who would believe. But even divine message to the home of Coreelius, the Roman centurion. The
world is still trying to learn "What
God hath cleansed, make commoth." cleansed, make not thou
pressed lus, was "I perceive that God is no
respecter of persons."

Parallel Parking Near Postoffice
Parallel parking will be enforced
n the street between the Corner on the street between the Corner
Drug Store and the Hotel McDonald, Frank Holliday, city manager said this week. Parking markers on the
streets in the business district will streets in the business district will
be made, he said. The city will strive onforce all traffic rules. All business men have agreed to
see that alleys and gutters are free see that alleys
of trash, etc.
Hotels, drug
Hotels, drug stores and cafes have
been asked to sece cates for their employees. Most of these places had certificates and
those who did not have them wer hose who did not
eager to get them. Mr. Holliday reports that sewer
collections are coming in slowly. He urges all who have connections with the sewer syst
tals promptly.

## Frequent Inspection


of your motor will do more to keep your car in service than any other one thing. Nip the trouble in the bud by eliminating the little nuisances before they grow into big ones.
GOODRICH TIRES, TUBES
Flat tires repaired quickly. Battery repairing and recharging. Gasoline and oils. We're here to serve you.

| J. C. BAKER, M. D. physician and surgeon In Old Bank Building Office Phone 233 Res. Phone 280 Calls answered promptly day or night | Mr. and Mrs. Judson Clemens of San Angelo spent Sunday with Mr. and Mrs. John Eubanks. $\qquad$ <br> Burt Rode and son, G. T., had business in Menard Saturday. <br> Get your Christmas cards at The News office, and keep home money at home. $\qquad$ <br> Christmas cards-News office. |
| :---: | :---: |
| sick, I especially want you to write form Mrs. J. B. Massey of Odessa, Texas, whose picture appears here writes. It for restoring my health fis the most dreadful, miserable diseasest under care of Doctors for three years. think I could have lived much longer. I thanI ever did in my life. Ibelieve I am awful disease that the other Doctors fail FOR FREE DIAGNOSIS AND LITE WRITE: - W. C. ROUNTREE, M. D. AUSTIN, TEXAS | ve any of the following symptoms, remeen diagnosed: Nervousness, uble, loss of weight, loss of sleep, pains in the back and shoulder8, throat, passing mucous from the ecially after taking purgatve, burnin, rash on the hands, face and arms sunburn, alternating with diarrhoea) copper aste, skin sensitive to sunheat, forget ose your mind, gums a fiery red and from the teeth, general weakness energy. <br> nd have <br> nd still <br> ox 112, o thank <br> n one of <br> years, do not <br> in bet- <br> id of an <br> to cure. |
| THE SONO <br> D. T. SP <br> MILK——B T <br> Cleanliness | A DAIRY <br> D, Prop. <br> ER-CREAM <br> our Motto" |

## Ambulance

 Serviceany place, anywhere and at any time-night or day. Modern Lincoln Ambulance. REASONABLE PRICES TELEPHONE 135
Sonora Motor Co.

## GO TO

## Aldwell-Elliott Co

INSURANCE: Any Kind-Life, Fire, Automobile, Plate Glass, Burglary, Hail, Rain, Tarnado, Golf, Accident and Health, Indemnity Bonds, or any other kind of insurance written. We have it.
RANCH LOANS: Unlimited Funds to Lend on Ranches at 6 per cent, 5 to 33 years' time. Auditing: Complete Auditing and Income Tax Service.

We Appreciate Your Business.

Purity,
Yes;
Economy
Too!

There are all kinds of "hams" and cooked meats on the market but the Wise Housewife knows that only one kind is sold hereTHE BEST.
That assurance goes with every pound of food we sell to you.
Also, you can buy here MORE ECONOMICALLY than elsewhere.
TROY'S MARKET

THE DEVIL'S RIVER NEWS


## Armistice Day 1929

PEACE ON EARTH GOOD WILL TOWARD MEN

Eleven years ago, on this day, the most fearful holocaust of modern times came to its termination, and scenes of carnage, sacrifice and disaster were again clothed in the vestments of peace.

There came into being the glorious prospect of international amity, the hope for universal brotherhood among men of all nations and creeds that had long been envisioned by the guides and leaders of humanity.

Much has been done in furtherance of this beautiful ideal, much remains to be accomplished. Never was man faced with a more difficult or more inspiring task

As we voice our thanks for the peace and prosperity of our land, let us give a thought to the brave souls who passed on that we might live in security and comfort; and let us, too, unite in prayer for the realization of the noble ideals promulgated by those who are dedi cating themselves to the Christlike task of promoting world harmony and mutual understanding.

## E. F. Vander Stucken Co. Inc.



## GROCERIES

Pure, nourishing groceries, dependable in quality, right in price. Our abundant stocks and courteous service make it a pleasure to shop here. Uniformly high quality at uniformly low prices!

We handle nothing but fresh, wholesome groceries, and welcome your patronage.
"FANCY" GROCERIES but no Fancy Prices!

## Hamilton Grocery

Delivery Service
Phones 2 and 57

## A NEW <br> Auto-Oiled Aermotor Mills

For Our Deep Well Customers We can now supply you with a 20 -Foot Auto Oiled Aermotor Built just like the smaller sizes and guaranteed to give the same satisfaction. If you have a deep well or any special place that requires a large mill see us for further information. Estimates will be gladly furnished on any kind of an installation. Crowther Supply Company


LAY IN YOUR SUPPLY OF

## COAL NOW

It will be higher when cold weather commences. Save money and be prepared by letting us supply you now. Alabama, Colorado and McAlister-the best fuel on the market.

Telephone Number 16 at our expense
G. B. SHOEMAKE \& SONS ELDORADO, TEXAS


OSCAR APPELT DELIVERS
650 STEER, HEIFER CAL 650 STEER, HEIFER CALVES
Oscar Appelt has sold and delivered
Oscar Appelt has sold and delivere
550 steer and heifer calves, he re
tonio, and Raleigh White of Brady tonio, and Raleigh White of Brady
got the steers. Mr. Appelt also sold
150 cows to Mr. Power at private terms, and 1,000 aged awes to private terms, and 1,00 aged ewes to
Finley of Eldorado. Mr. Appelt reports ranch in good condition, and that his ported while here Monday. The heif- $\begin{aligned} & \text { ranch in good condition, and that he } \\ & \text { will have very little feeding to do. }\end{aligned}$ ers went to James Power of San An- will have very little feeding to do. -

## A. B. C.

Spinner Washing Machines. Let us sell you one on

Easy Terms

## 12 Months

WESTINGHOUSE LIGHT PLANTS The very thing for the ranch. Batteries, for both light plants and radios.

ELECTRIĆAL APPLIANCES
the housewife can use to advantage.

## Sonora Motor Company <br> KIRKLAND BUILDING

# Baker-Hempithills 

SAN ANGELO, TEXAS

## November! A Demonstration Month of

## Value Giving

in our Downstairs Store!

The new store is fast becoming a mecca for people who desire popular priced merchandise! Values are unusual and everything is new. Shop there Saturday!

| Ladies' Winter Dresses | 4.88 to 14.88 |  |
| :--- | ---: | ---: |
| Ladies' Winter Coats | 9.88 to | 23.88 |
| Ladies' Dress Shoes | 2.98 to 4.88 |  |
| Men's Dress Suits | 11.88 to 17.88 |  |
| Men's Topcoats | 3.88 to 4.88 |  |
| Men's Dress Shoes | 7.88 to 9.88 |  |
| Boy' Suits, | pr. trousers | 3.88 to 9.88 |
| Girls' Coats | 1.98 to 4.88 |  |

And hundreds of other articles of wearing apparel that give you great values for your money.
 Entertains Visitors One hundred and eight people,
Linos, their wives, visitors and local citizens of Ozona, attended the seoond
inter-city
Lions get-together meeting inter-city Lions get-together meeting
at O ozona
Thursday night. District Deputy M. M. Fullmer, president the Ozona Lions, presided. A well planned and intensely inter-
esting program was carried out. Prof esting program was carried out. Profe
J. L. Bishop, superintendent of the
O. J. .. Bishop. superintendent of the
Ozona Public shools, welcomed the
visiting members and visiting members and guests. He sai
that Ozona and the Lions club were that Ozona and the Lions club were
happy to have with them citizens and happy to have with them citizens and
fellow Lions of neighboring towns, and those of ozona who were no members of the Lions club.
W. E. Caldwell, president Sonora Lions club, and whes wheaded a
delegation of the the Sonora Lions club, and who headed a
delegation of sixteen Sonora Liions and citizens, responded to the eadrons
of welcome. Lion Caldwell made it of welcome. Lion Caldwell made
plain that the Sonora delegates wer plain that the Sonora delegates were
glad to be present, and stated that those who had on tormer oceasions
ien guests of Ozona, knewew just tor expect; and if the present enter
 Sonorats sixteen were reresentatives re
ceived

cen ceived hearty applausesentatives $r$ ree | arose |
| :---: |
| mer. | Sheep and Goat Ropesident of the Sheep and Goat Raisers' Assocititho

made a short talk spied with a great deal of humor which was responsible
for much merriment W. E. James, of S
"Ahe assembly, taking onora, addressed "An old Wagon Wheel", Lion sumber Line the wheel from the hub out
likening its construct ing of $a$ townstruction to the stand
Intiond community in relationship to public institutions, the
whole being bound together with of love and burdtherly feeling. The
on part to be played by Lionism in sup-
port of the port of the differenent instistum inons suas
stressed by stressed by the spaaker. Activities o
various Lions clubs over the United States was cited as examples of how Iocal clubs could keep their wagon
wheel in to wheel in good working condition.
Lion James locailized the subject Lion James localized the subject by
relating a few of the accomplishments of the Sonora club in relation to pub Iic welfare. In an after comment Lion Fullmer tersely told of the ae
tivities of the Ozona club. He stated that much food for thought had been presented by the story of "An old Wagon Wheel," and said the ozona
Lions would make use of suggestions
hours of school from 3 UNTIL 5 P. M.
EACH DAY

MRS. ROY ALDWELL HOSTESS Mrs Row

| Mrs. Roy Aldwell was hostess Tues |
| :--- |
| day afternoon to | A sole prize.

oy the hous sal
$\square$ spital in San Anger Club. There were two tables of bridge Mrs. E. S. Long, who has been very and Dr. Blanton. The by her husband and Dr. Blanton. The latest news that
has been received is that her cond Mrs. E. F. Vander Sutcken of bridge Christmas cards-News office

## Bedding for Winter

## Offered here at Exceptional Prices

Plenty of warm bedding is needed for the cold months soon to come. Here are soft fluffy blankets in all weights. Comfortables, down wool and cotton filled. Every type of bedding necessary to cold weather comfort.

COMFORTABLES $\$ 2.25$ to $\$ 25.00$
BLANKETS $\quad \$ 2.00$ to $\$ 15.00$
SHOP WHERE VALUES ARE BEST

## Cox-Rushing-GreerCa

San Angelo's Best Department Store


Home-makers of Sonora are cordially invited to attend our Hotpoint Electric Range

## Cooking School

## which will be held Tuesday, Wednesday and Thursday, Nov. 12, 13, 14, 3 'til 5 p. m. Vander Stucken Building



The New Hotpoint Electric Range Price \$150. \$5 Down, 17 Months to Pay.
-Mrs. Stella Floyd (home economist) who is in charge of our Hotpoint Electric Range Cooking School will tell you and show you how to prepare foods by a new and more modern method..... she will give you numerous recipes which will prove most delicious.
-By all means attend each day, learn how you can have better cooked meals without remaining in a "hot" kitchen hour after hour bending over an old over-heated range. Learn how to cook on a Hotpoint without SMOKE . . . FUMES . . . or FIRE DANGER! Never before has it been possible to obtain an all-white automatic range with enamel lined oven at such a low price-

A wonderful Steam Pressure Cooker is included with each Hotpoint Electric Range


## Sonora Abstract Co.

 J. D. LOWREY, Mgr.Efficient land title service on Sutton County land.
We represent several of the old line fire insurance companies.


## Deer and Turkey Season Opens Nov. 15th

Start your preparations for that long looked for trip. We have everything from TIN CUPS, SPOONS, ETC., CAMP COTS, COOKING UTENSILS to

## Guns, Ammunition

and HUNTING LICENSE

## GILMORE

HARDWARE CO.
QUALITY-QUANTITY-SERVICE


Society's Activities Reach Millions Each Year-Chairman Payne
Asks Generous Support in Membership.
Disaster rellet mork, service to die



the
"Then, Redid: Rross is a volunteer so
ciety, supported
and

waistline, slenderizing mode. The new
features are the flare skirt, the
even hem features are the flare skirt, the un
even hem and the fitted hip. The dip
on the e on the skirt is a distinguishing fea-
ture also. This " "new ture also. This "new silhouette
bound for great popularity. bound for great popularity.
There are too, those who There are too, those who advocate
the new silhouette in the high shade of chiffon.
The tailored suit, for which the
ensemble has never becme ensembe has never become quite a
substitute, is popular this Autumn The overblouse is the signifincat detail in some new fashions. It is em-
phasized by the phasized by the use of splendid fab-
rics, with beautiful needlework rics, with beautiful needlework and
interesting designs. They play into
the ensemble effect by matching the

chosen by manufacturers fo gloves
for this season's output. Among these
shades, the rich shades, the rich biege, browng tan and
silica tones are outstanding as silica tones are outstanding as are
also the novelty colors, a new green,
red, and blue. Much detail work is apparent in all the new gloves. The
new styles include the one-button new styles include the one-button
type; the slip-on, in st:les with a strap to hold them securely about the
wrists, or with a single button or two or three buttons; and the perfectly
plain type with either straight or
pink pinked tops. The gauntlet gloves are
being brought out in striking styles
with fine detail work



## Armistice Day

The beautiful symbol of the Unknown Soldier . . . . the memory of the long, bitter struggle ... the loss of loved ones . . . . these things overwhelm us on Armistice Day with an emotion too strong to express. Our anguish over the dreadful conflict is assuaged by our joy at its cessation, and we feel confident that the stemming of the torrent on that memorable day in 1918 presaged a future of international harmony and peace.

## FOR WINTER COLDS

VICK'S MENTHOLATUM, VICK'S SALVE COLD CAPSULES, BROMO QUININE EVERYDAY NEEDS FOR COLDS

## Corner DrugStore Inc  <br> SONORA, TEXAS.

Johnnie Martin and Leonard Cald- \begin{tabular}{|l|l|}
OSCAR APPELT AND FAMLI

 

well were here from the ranch near <br>
the Kimble county line Monday.
\end{tabular} \(\begin{aligned} \& ON TRIP TO SOUTH AMERICA <br>

\& Oscar Appelt, prominent Sutton\end{aligned}\) Mr. and Mrs. E. M. Kirkland were county ranchman, wife and son will | here from their ranch south of town | $\begin{array}{l}\text { leave New York City on the } 23 \text { of } \\ \text { this month for a four month's trip to }\end{array}$ |
| :--- | :--- | Monday, transacting business and visiting.

Rev. M. M. Fullmer, pastor of the First Baptist Church of Ozona, filled
the pulpit at the Baptist church her the pulpit at the Baptist church here this month for a four month's trip to
Argentine Republic, South America Argentine Republic, South America,
They will go via rail to the metropolis and from there will ride the steamer Vauban.
Mr. Ap
Mr. Appelt will combine business with pleasure while on this continen-

tal trip. He will return next spring | $\begin{array}{l}\text { cellent sermon. He was accompanied } \\ \text { by three deacons of Ozona. }\end{array}$ |
| :--- |
| $\begin{array}{l}\text { tal trip. He will ret } \\ \text { for shearing season. }\end{array}$ |



## Don't Fool Yourself

Keeping money, jewels or valuable papers behind a loose brick in the fire place is not a wise thing to do
No place in a house or office is beyond reach of the smooth-fingered burglar-you are only fooling yourself to think so.
The cost of absolute safety in our safety vaults is so small it is not to be counted. Stop in and talk with us about it.

## First National Bank

"There Is No Substitute for Safety"

## A MISSTATEMENT YOU SHOULD INSTANTLY

## CHALLENGE!

One of the favorite resources of the tire dealer who has an inferior product to sell is the time-worn misstatement "All tires are about alike." It is his interest to have you believe that; otherwise he rarely could make a sale. Is there, however, any truth in the claim? Has it ever been true? It would be strange indeed-if "all tires are about alike'-that one tire consistently should set the pace year after year for the march of the whole industry. It would be even stranger-if "all tire are about alike"that one tire against the vigorous competition of all others steadily should sweep into a position of indubitable dominance.
It would be even yet more strange-if "all tires are about alike"-that one tire should so succeed to public confidence and favor that last year its percentage of gain in sales recorded nearly three times the percentage of gain in sales.recorded for the industry as a whole. Yet one tire has done all these things-and that tire is the Goodyear Tire! That is why Goodyear, a comparatively young enterprise, has grown to be the largest rubber company in the world.
Challenge the dealer who seeks to get your good money on the specious idea that "all tires are about alike." They may be priced about alike, but there the resemblance ends. We will demonstrate to you the superiority of a Goodyar both in tread and carcass-the two main parts of a tire.

MILLIONS MORE PEOPLE RIDE ON GOODYEAR TIRES--Why not you


