

ANOTHER PAGE RURAL CORRESPONDENCE

Camp Springs

Mrs. J. P. DeShazo, Correspondent
Among those from Camp Springs who have been attending the Baptist revival at Snyder are Mr. and Mrs. Erton Tate, Mr. and Mrs. W. H. Talley, Mr. and Mrs. Malcolm James, Mr. and Mrs. W. C. Davidson, Mr. and Mrs. David Williams, D. L. Moffett, Phonoze Ware, Mrs. J. P. DeShazo and little daughter.

Hermleigh News

Minnie Lee Williams, Corresp.
Mr. and Mrs. E. R. Rector of Royston, Mr. and Mrs. F. L. Rector of McCauley and E. W. Rector of Dallas spent Sunday in the home of their brother, K. B. Rector, and family.

Crowder News

Lola Mae McKinney, Correspondent
Mr. and Mrs. Barns of the Bethel community visited Mr. and Mrs. J. A. McKinney Monday.

Bell News

Rose Caffey, Correspondent
L. H. Bean, secretary pro tem for conference meetings for the First Baptist Church of Hermleigh, has requested me to announce that their regular monthly and conference meetings have been changed from the first Saturday morning, Saturday night, Sunday morning, and Sunday night to the second Saturday and Sundays of each month.

Polar News

Mrs. H. Randolph, Correspondent
G. C. Peterson and two children of Odessa spent Sunday in the Ford home by Mrs. G. C. Peterson, who spent last week with her mother, Mrs. Lizzie Ford.

Martin News

Mayme Lee Gibson, Correspondent
Mrs. Albert Hobbs was hostess to the Dermott Woman's Home Demonstration Club Wednesday, April 3, at the Davis home.

EGGS Wanted!

EGGS ARE 100 PER CENT HIGHER THAN this time A YEAR AGO

Why not take advantage of the high market prices now? We pay spot cash for your Eggs, Cream, Poultry and Hides.

WE ARE GRATEFUL FOR THE FINE BUSINESS THE PEOPLE OF THIS SECTION ARE GIVING US

SNYDER PRODUCE CO. PHONE 71

TIMES Till Jan. 1, 1936, \$1.00

The Sooner You Subscribe the More You Get. Send or Bring in Your Dollar

Bethel News

Christine Flippin, Correspondent
Veleri, Christine and J. D. Robison, Cloma Sheid, Patsy Williams and E. H. Vaughn, all of Snyder, visited with Maxine Watkins Sunday evening.

Union Chapel

Mrs. Nellie Bunch, Correspondent
The county singing convention will meet the third Sunday, April 21, at the Union Baptist Church.

Bison News

John Nixon, Correspondent
Bro. Kyle of Canyon preached at the school house Sunday.

Arah News

Mrs. Sid Reeder, Correspondent
Mrs. John Langford and small son spent Tuesday night in Snyder with her mother, Mrs. West.

Canyon News

Mrs. J. G. Lane, Correspondent
Mr. and Mrs. Carlos Kimbro and Mrs. Kermit Ford arrived here last Tuesday from Muleshoe for a visit with their parents, Mr. and Mrs. John Layne, Mr. and Mrs. Kimbro later left for Fort Worth.

LEGAL NOTICES

CITATION BY PUBLICATION
The State of Texas, County of Borden.
To the sheriff or any constable of Borden County, greeting:
You are hereby commanded to summon C. W. Hall by making publication of this citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your county, if there be a newspaper published therein but if not, then in the nearest county where a newspaper is published, to appear at the next regular term of the district court of Borden County to be held at the court house thereof in Gail, on the 3rd Monday in April, 1935, the same being the 15th day of April, 1935, then and there to answer a petition filed in said county on the 11th day of November, 1933, in a suit numbered on the docket of said court No. 331, wherein Mrs. Francis Hall is plaintiff and C. W. Hall is defendant, wherein plaintiff is suing for divorce and alleging that plaintiff and defendant were lawfully married in Kent County, Texas, on or about the 24th day of March, 1924, that they continued to live together as husband and wife until on or about the 1st day of February, 1933, when by reason of cruel and harsh treatment and improper conduct of defendant toward plaintiff, she was forced and compelled to permanently abandon him, since which time they have not lived together as husband and wife. Herein fall not but have you before said court on the first day of the next term thereof, this writ, with your return thereon, showing how you have executed the same. Given under my hand and seal of said court at office in Gail, Texas, this 10th day of March, A. D. 1935. -MAGGIE WILLIAMS, Clerk of 32nd Judicial District Court of Borden County, Texas. 41-4P

HANDE-DANDE Specials for Friday and Saturday
DEL MONTE COFFEE 1-lb. can 31c
2-lb. can 59c
3-lb. can 87c
CREAM CHEESE Longhorn Style Per Pound.....19c
SLICED BACON Smoke Cured Per Pound.....29c
COCOANUT Shredded-In Bulk 1/2-Lb. Pkg.....12c
BANANAS Large Yellow Fruit-Dozen 12c
SALAD DRESSING McCarty's Pint-18c Quart-29c
GRAPEFRUIT Fresh from Arizona 3 for.....10c
HEAD LETTUCE Iceberg Per Head.....4c
FRESH TOMATOES No. 1 Floridas Per Pound.....9c
APPLES Extra Fancy Winesaps-Dozen 12c
PORK and BEANS Phillips Brand Per Can.....5c
MACKEREL Eatwell Brand 3 Cans.....25c
PEANUT BUTTER Armour's Veribest 24 oz. Jar.....29c
BAKING POWDER K. C. 25-oz. Can.....18c
Tomato Plants Per Bunch of 100 Plants 20c
Rollins' Field Grown, Mariglobe and Bonnie Best Varieties

DOWN GOES THE PRICE OF SHAVING COMFORT
NOW! PROBAK JUNIOR 4 blades for 10c
Also in Packages 10 for 25c 25 for 59c
SHAVING comfort hit an all-time low in price with the announcement of Probak Junior - the remarkable new double-edge razor blade. Think of it! You get 25 keen, smooth-shaving blades, uniform in quality, for only 59c. You'll wonder how such fine blades can be sold for so little money.

Pleasant Hill News

Ruth Merritt, Correspondent
Mrs. H. P. Winters spent Thursday in Colorado.

PRICES REDUCED

\$1.00 \$1.15
60c \$1.00
Satisfied Millions Make Price Reduction Possible
for rheumatic conditions, excess acidity, indigestion, constipation, and other disorders when caused or aggravated by faulty elimination. Buy Them From YOUR LOCAL DRUG STORE CRAZY Water Crystals

HERE IS MORE CONCERNING
Whither Now?
CONCLUDED FROM PAGE 5

home has been developed the world over on a national scale.

Now comes a threat to American cotton growers and textile producers alike that up to a short time back had hardly been thought of. Eighty years ago the United States forced its way into Japan and demanded that they establish commercial relations with us. Had we known then what we know now no doubt we would have been particular to leave the Flowery Kingdom to its own devices.

No nation, and that includes America, has ever begun to approach the commercial aggressiveness and development demonstrated by the Japanese. Well informed observers predict that what they have accomplished prior to acquisition of Manchuria is but a shadowy beginning. They had become one of the great world powers supporting ninety million human beings on an area the exact size of Texas. Yet less than one third of this area is tillable.

A few months ago Manchuria became a full fledged protectorate of Japan adding 460,000 square miles of land and thirty millions of people to the Empire. Nowhere is there richer soil than Japan's new province. Already there is more land in cultivation than the entire area of the state of Illinois. Cotton grows in Manchuria; in fact, cotton can be grown over a tremendous range of soils and climate; nor is it an intricate crop demanding particularly skilled labor.

Japan's Consumption Grows.

These same observers predict that it will only be a short time before Japan will be obtaining her major cotton needs from the new soils of her new province. Japanese cotton consumption is growing by leaps; in 1933 more than three million bales came to them from all parts of the world. Ending the year, July, 1934, America shipped to them 1,845,000 bales. Because the Japanese had practically displaced England in the cotton piece goods market of India, an agreement was recently reached whereby Japan is to buy at least 1,500,000 bales of Indian cotton per year from India in exchange for certain import privileges. Likewise Japan is beginning to take large quantities of cotton from Brazil and other nations under exchange agreements. American cotton exports to Japan have declined enormously and all through our Southern states Japanese cotton offices have closed their doors. This seems to be only the beginning of Japan's direct thrust at our cotton growers.

Now, as to the same nation's activities in the spinning and weaving industries. England has always been the world's leading cotton piece goods exporter. During 1933 and 1934 Japan exported more cotton piece goods than England. Since 1913 cotton piece goods exports of England have declined 70 per cent. Millions of spindles and looms have been junked, thousands of employees thrown out of work and where mills once whirled night and day these same mill buildings are now used as hot houses for winter vegetables. The Japanese have practically taken over England's export market.

America Being Undersold.

And now America is beginning to taste England's discomfort. Millions of yards of Japanese cotton goods are now finding their way into the United States, paying our import tax and underselling American cotton spinners. How is this being done? Japan's mills are new with modern equipment; a cotton mill employee receives about 10 per cent of American mill wages; Japan is buying cotton of the same grade and staple from other nations at a less price than for American. While we are attempting to increase our commodity and labor prices, the Japanese are reaping a harvest. Are American mill operators to follow in wake of English industry? Who is to bell the Japanese cat and how?

Our textile industry has already been granted a 25 per cent reduction in operating time under the NRA code. Industry blames a reduced export market, Japanese imports and the processing tax which has amounted to 60 per cent of all wage payments. The processing tax has proven a calling card to foreign importers and the bird of artificial regulation has come home to roost. While the Southland is indulging in comparative prosperity as a result of this regulation intimations of what lie before us are already in evidence.

Is the South facing a permanent

RUPTURE

SHIELD EXPERT AT BIG SPRING

H. M. Shevnan, widely known expert of Chicago, will personally be at the Settles Hotel, Big Spring, Tuesday, Wednesday, only, April 16 and 17, from 9:00 a. m. to 5:00 p. m. Mr. Shevnan says: The Zoetic Shield is a tremendous improvement over all former methods, effecting immediate results. It will not only hold the rupture perfectly but increase circulation, strengthens the weakened parts, thereby closes the opening in 10 days on the average case, regardless of heavy lifting, straining or any position the body may assume no matter the size or location. A nationally known scientific method. No under straps or cumbersome arrangements and absolutely no medicines or medical treatments. Mr. Shevnan will be glad to demonstrate without charge or fit them if desired. Add. 9533 N. Talman Ave., Chicago. For 15 years assistant to F. H. Seeley, famous rupture expert of Chicago.

The Last Ole Sticks are the Hardest — By Albert T. Reid



YOO-HOO—JIMMIE— I'VE DONE MADE A WHOLE PAN OV YO FAVORITE COOKIES AN' YO MAMA SAYS WHEN YO CUTS THEM OTHAR PIECES YO' KIN HAVE ALL YO' LIKES. — HURRY UP!

ALL THAT READING AN' WRITIN' AN' RITHMATIC

LAST WEEKS OF SCHOOL

United States-Haiti Pact Is Expected to Aid Auto Industry

Another milestone in world trade recovery is seen in the reciprocal agreement between Haiti and the United States, says H. C. Budd, a member of the experts committee of the Automobile Manufacturers' Association. While the treaty does not contain any treaty reductions on motor vehicles, it does indirectly help the automobile industry for a domestic viewpoint, he added. The provisions for large sales of American agricultural products and larger cargoes for ships plying between the two countries are certain to help improve buying power of farmers and workmen, and to that end expand domestic outlets for automobiles, Budd said. "Although various reciprocal treaties may not always reduce automobile tariff rates, their ratification will nevertheless help indirectly to improve the all-around picture among car buyers here and abroad," he continued. "It is in this broader conception that very much good is forthcoming from the reciprocal trade program."

situation when millions of acres now in cotton must find other crops for growth; when millions of unskilled laborers, a high percentage of whom are negroes, must look to other means of support; when great cotton centers and port towns must look to other commercial activities or decline in population and wealth; when railroads and boat lines must find something else to haul; are we looking forward to a time when the whole social structure of the cotton growing South must revamp itself to meet a rapidly approaching change? What is the answer to Southland, whither now?

Pair of Rock Walls Built on East Side

Two low walls of native stone are going up this week in East Snyder. Gay McGlaun is completing a wall around the front and sides of his place, five blocks east of the square. Just two blocks west, at the Howard Brothers service station, the independent oil dealers are beautifying the west side of their station by building a substantial wall. In West Snyder, work was completed a few days ago on the garage and rear wall at the old W. W. Nelson place.

In El Paso

HOTEL PASO del NORTE
LOW RATES
SINGLE \$2.00-\$2.50 and \$3.00
DOUBLE \$3.50-\$4.00 and \$4.50
CONVENIENT HOTEL GARAGE
EXCELLENT RESTAURANTS
P. H. HARVEY, Prop. J. R. CHANEY, Mgr. C. H. HARVEY, Sec.

Pick & Pay Store

- PHONE 115 • FREE DELIVERY
- SUGAR Pure Cane—25-Lb. \$1.29
 - CREAM MEAL 20-lb. Sack 57c
 - STEAMBOAT SYRUP Gallon 49c
 - TOMATOES No. 2 Can—Three for 25c
 - EXTRACT 8-oz. Bottle 15c
 - POTTED MEAT 8 Cans 25c
 - GRAPE JUICE Pint 15c
 - LYE 4 Cans 25c
 - SODA 2 Pkgs 15c
 - PILLSBURY'S BEST The "balanced" flour 12 lbs. .59c
 - 24 lbs. .98c
 - 48 lbs. \$1.95
 - COFFEE 4-lb. Pail 79c
 - PINEAPPLE Wapco No. 2 Can 15c
 - RICE White House 2-Lb. Box 17c
 - SMACKS Butter Crackers—Lb. 19c
 - COFFEE All Star 1-Lb. Pkg. 19c
 - KC Baking Powder 25-oz. Can 18c
 - 50-oz. Can 29c

See Us Before You Sell Your Eggs WE PAY HIGHEST MARKET PRICE

School Grounds Being Beautified Under New Plans

Plans for beautifying the school park just west of the building were discussed at a called meeting of the Snyder public school faculty last Thursday afternoon.

Superintendent G. Wedgeworth is delighted with the enthusiasm of the teachers and students in the beautification plans, which are being carried out as planned by Mrs. W. R. Bell, local florist.

The senior class of the high school will be in charge of the triangular-shaped plot south of the walk that leads from the new cement bridge to the steps, and the other classes—in grammar school, junior high school and senior high school—will cooperate with the remainder of the park.

Spaces will be outlined in violets, and the centering evergreens will include arbor vitae and juniper trees. Arizona cypress and elm trees are being added to the park site. A rock wall between 19 and 24 inches high will be built to protect the shrubbery from the overflow of Dry Creek.

Snyder's school campus is already one of the prettiest in this section of the state, and with the completion of the landscape work it will be still more attractive.

Work on the city park, located at the southwest corner of the school campus, which is being sponsored by the women's clubs of the town, is progressing nicely under the direction of a committee composed of

Santa Fe Thinks Texas Conditions Better in March

Weather conditions during the past month over the greater part of Texas were generally beneficial, and as a result field activity was greatly speeded up, except in the northwestern and far western parts of the state where abnormally dry or spotted conditions obtain, says the Santa Fe Railway's agricultural report for April 1.

There is sufficient moisture for present needs, generally, while in the eastern half of the state moisture is abundant. Seasonal work now is about normal, except in the western areas, and outlook for the spring planting of crops is excellent.

Cotton planting is well under way over a large part of the state. A late February freeze necessitated a considerable replanting in southern districts. Ultimate acreage is not determined. Cotton acreage in the west will be increased.

Recent rains helped wheat in the major producing wheat districts of the Texas Panhandle, but the situation still is spotted and more moisture is needed. Dust storm damage in the last few days is undetermined.

Ranges and pastures continue to

Mmes. Lee T. Stinson, O. P. Thrane and W. R. Bell. Walks have been laid, a wading pool, picnic tables and benches, saws and other playground equipment and a number of trees have been added by women's clubs of the town.

show rapid improvement as warmer weather and beneficial rains bring out grass and weeds. This particularly is true in the eastern half of the state. In the extreme western section conditions are fair to poor, according to needed rain. In northwestern sections insufficient mois-

ture and dust storms have been extremely detrimental to ranges and small grain pastures. Cattle have held up as well as could have been expected in view of the heretofore poor range conditions.

Poster paper at Times office.

PRE-EASTER REVIVAL

FIRST CHRISTIAN CHURCH

Conducted by the Local Pastor

Sunday April 14—Sunday, April 21

SERMON SUBJECTS:

- Sunday Morning, April 14—"The Gospel Applied to Saul of Tarsus"
- Sunday Evening, April 14—"The Great Preserver"
- Monday Evening, April 15—"Clean-Cut Division"
- Tuesday Evening, April 16—"That Idol of Your Heart"
- Wednesday Evening, April 17—"A Promising Life Ruined"
- Thursday Evening, April 18—"The Fool's Death"
- Friday Evening, April 19—"For Sale—A Soul"
- Saturday Evening, April 20—"Shadows Are Awful Things"
- Sunday Morning, April 21—"The New Life"
- Sunday Evening, April 21—"The Wondrous Cross."

A Short Revival—But Packed Full of Zeal, Prayer and Enthusiasm

GOSPEL SINGING—GOSPEL PREACHING
Soul-Stirring Sermons That Will Make You Want to Live Better Lives.

BIG DIVIDENDS

FROM A

SMALL INVESTMENT

NEW ELECTRIC Refrigerators

FOR AS LITTLE AS

\$81.50

f. o. b. Fort Worth

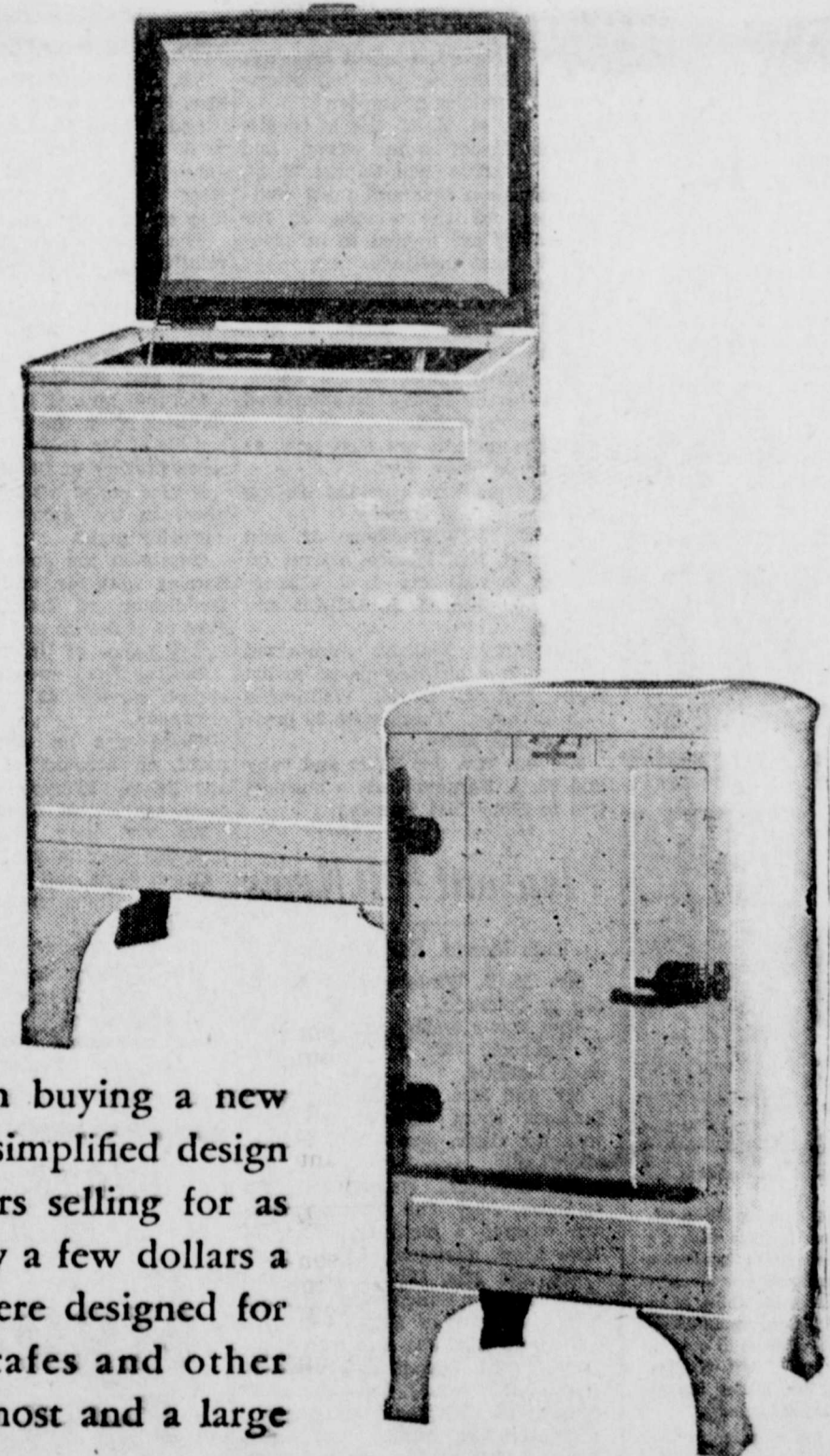
Price is no longer a major consideration in buying a new electric refrigerator. Mass production and simplified design have made possible new model refrigerators selling for as low as \$81.50, with term payments of only a few dollars a month. These new "lift-top" models were designed for small families, small apartments, small cafes and other places where refrigeration of food is foremost and a large storage capacity isn't needed.

The economy in price is only one of the advantages of these "lift-tops." They also use very little electricity—less than a nickel a day according to many owners.

See Your Electric Refrigerator Dealer

TEXAS ELECTRIC SERVICE COMPANY

J. E. Hickey, Manager



If you have a moderate-sized family or need a larger electric refrigerator, visit your dealer and see the new models that have just been offered. These conventional type electric refrigerators, with doors in front, sell for as low as \$99.50, f. o. b. Fort Worth.



You Are Invited to Attend the

FREE AUTO SHOW

To Be Staged by Snyder Dealers in

The Snyder Garage Building

(Just West of the Snyder National Bank)

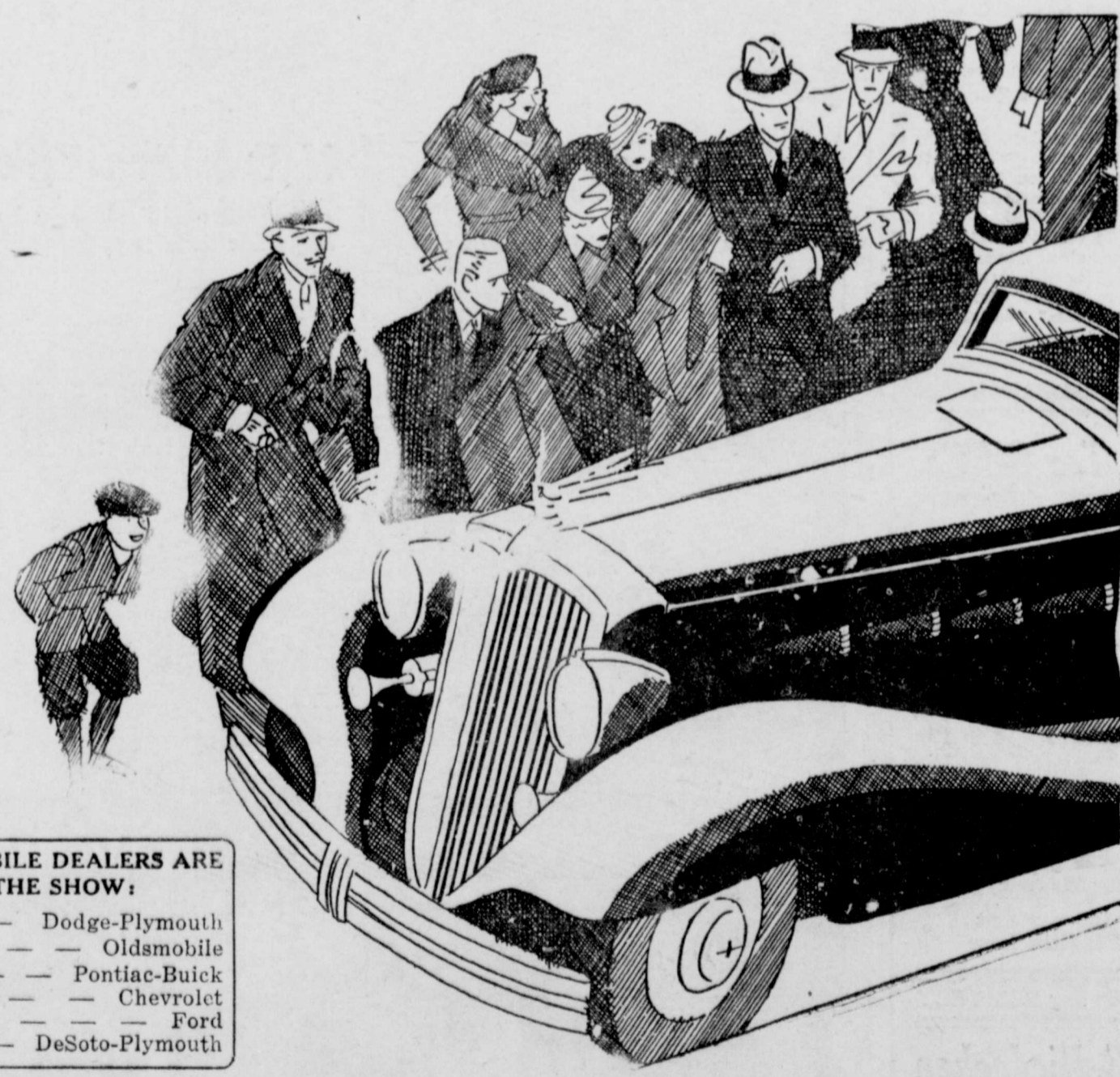
Friday-Saturday, April 12-13

Cars Will Be Ready for Inspection from 10:00 a. m. till 9:00 p. m. Each Day

■

Displaying the New Model Automobiles for 1935 in a Way that the Latest Features May Be Viewed by the People of This Section.

■



- THESE SNYDER AUTOMOBILE DEALERS ARE COOPERATING IN THE SHOW:**
- | | | |
|-------------------------|---------|-----------------|
| Scurry County Motor Co. | — | Dodge-Plymouth |
| E. F. Sears | — — — — | Oldsmobile |
| Stimson Brothers | — — — — | Pontiac-Buick |
| Yoder Chevrolet Company | — — | Chevrolet |
| Louder Motor Company | — — — — | Ford |
| King & Brown | — — — — | DeSoto-Plymouth |

Snyder Dealers Offer New Autos in Show

Displays Will Be Open Two Days

Revealing the latest advances in motor passenger transportation, the doors of Snyder Garage open Friday morning at 10:00 o'clock for the first annual Free Snyder Auto Show.

The six local dealers, displaying a dozen of their 1935 models, are cooperating in the exhibit.

Displays will be open to the public from 10:00 a. m. to 9:00 p. m. Friday and Saturday of this week.

Dealers have been preparing for the event for almost a month, and were working busily today to get their cars in tip-top shape for the exhibition. Shiny new models, part of them just unloaded from factory shipments, are being rolled onto the roomy Snyder Garage show room.

Large Crowds Expected.

The show is something new for Snyder. Dealers are saying that it should attract several hundred people both days. Folks in Snyder are urged to view the new models Friday, if possible, in order that visitors from other communities may have free play Saturday.

Lovely souvenirs await women who visit the show.

The Snyder Garage, just a few steps west of the square on 25th Street, is being completely renovated and beautified for the occasion. Special lighting arrangements are being perfected.

Dealers Add New Lines.

With all signs pointing to an expanding lower price car market during 1935, several companies have added new lines of cars in lower price brackets to supplement their higher priced products.

De Soto has added a lower priced "Airstream" line to its "Airflow" cars introduced last year.

Pontiac supplements its line of eights with another of less expensive sixes.

Chevrolet has added improvements to its Standard series, and differentiated between it and the Master line.

Plymouth offers both standard lower priced series 40 cars.

Officials to Aid Patrons.

Literature on the new models will be provided by dealers. Officials of each motor company and their salesmen will be on hand to explain the improvements in the new cars.

Visitors to the show will learn, if they haven't already been informed by enterprising salesmen, of "the latest improvements." Such names as "synchronomatic," "electric hand," "turret top," "aerodynamic," "air-

glide," "levelator," "syncro-silent" and numerous other technical terms apply to refinements of the new cars and their motors.

More riding safety and comfort seem to be the predominating force behind the new models. Performance with economy is also stressed.

In addition to the proverbial blues and blacks of former days, the 1935 models of automobiles are featured in various tints and tones which set them off in a new way.

Biggest Car Values.

"We dealers believe the automobile of today is the biggest value we've ever had in a car," declare the six local exhibitors. "We want the public to come and view our new models."

Dealers cooperating in the show, and the cars they will display, are: Scurry County Motor Company, Dodge and Plymouth; Louder Motor Company, Ford; Yoder Chevrolet Company, Chevrolet; E. F. Sears, Oldsmobile; Stimson Brothers, Pontiac and Buick; King & Brown, De Soto and Plymouth.

Seiberling Agency Offers Vapor Cured Tires at Low Cost

J. Ralph Hicks, one of Snyder's oldest tire dealers in point of service, is proud of the Seiberling tire, which he has been selling for a number of months.

Seiberling is offering in 1935 a vapor cured tire "with no weak spots." It is claimed by the makers that 50 per cent more safe anti-skid miles are to be found in this year's Seiberling.

Mr Hicks has recently taken over the R. & K. Garage, one block east of the square, where he is featuring the Seiberling line of tires and tubes, and Texas Company products.

A feature of Seiberling service here, the local dealer points out, is that the district distributing concern, Pior Rubber Company, is at Sweetwater, where tires and tubes of any size can be obtained within less than a day.

A Strictly Independent Station

MOTOR OILS

Penn Seal—100 per cent Pure Pennsylvania
Wanda—100 per cent Pure Paraffin Oil
Tractor Oils and Greases

Wholesale Oils — Lubs and Greases

EAST TEXAS KEROSENE and GASOLINE

DIXIE SERVICE STATION

J. C. DAWSON, Owner

J. C. DAWSON ALSO SELLS . . .

COAL—Wholesale and Retail

SMITHING COAL—

Now taking orders for your next winter's school coal needs.

Please Register When You Attend the Show

50% MORE
SAFE ANTI-SKID MILES FOR YOUR TIRE DOLLAR

Why spend your money for old-fashioned tires that soon wear smooth and dangerous? Equip your car with modern two-tread Seiberlings—the tire with two safe anti-skid treads—the tire that never wears smooth! Drive in today and let us explain and demonstrate the many exclusive and patented features of this amazing tire!

In the New Seiberling we have a tire that is built for the new automobiles, such as will be displayed at the Auto Show.

Seiberlings Cost No More!

4.50-21...\$6.00

4.75-19...\$6.40

5.25-18...\$7.60

A Size for Every Car, A Price for Everyone.

Congratulation to the Snyder Auto Dealers!

Nie-Tex Oil Co.

It is a treat to your car to burn good gas and oil. Give our station a trial.

Wholesale Prices

Gasoline...12½c to 13c
Kerosene.....7 to 7½c
Distillate White 6c to 6½c

LUBE OIL

35c to 55c per gallon
100 per cent Paraffin Base

SEE Us For DELIVERY

E. E. Niedecken

7 Blks. N on Post Hiway



If You Are Tired of CLAIMS

and want real facts—we have them. Our new Seiberlings for 1934 are built by a new, exclusive method which eliminates the chief cause of tire failure. Other tires are vulcanized with dry, scorching heat which devitalizes rubber and cotton — Seiberling tires are Vapor Cured—by a new and exclusive method which makes possible for the first time, tires with NO WEAK SPOTS — Safer — Longer Wearing. Fresh-from-the-factory stock — four price classes from which to choose —all Vapor Cured — come in—compare—today.



SEIBERLING Vapor Cured TIRES

J. Ralph Hicks Tire Company

Open Day and Night

Texaco Products

Ave. Q at 25th Street

Continental Oil Company Stages Odd Campaign

One of the most unusual and dramatic ways ever conceived to exploit the use of newspaper advertising has been adopted by the Continental Oil Company. A novel contest has been inaugurated whereby during the spring months of 1935 cars and trucks are seen on the streets and highways of some 40 states plastered in hodge-podge compelling fashion with reprints of Continental's newspaper advertisements.

In addition to the circulation of ten million that Continental Oil Company gets for its advertising by using 1,363 daily and weekly newspapers, Continental's advertisements through this unique stunt will do double duty this spring.

The unique appearance of Continental cars and trucks not only serves to call attention to the Conoco campaign now running in the newspapers, but also reminds Conoco salesmen of the tremendous number of car owners who read about Conoco products throughout the year in their newspapers.

It is estimated that more than 3,000 cars and trucks are participating in the stunt. Aside from these company-owned and operated vehicles a good percentage of the 22,000 Conoco dealers are likewise participating.

Continental is one of the country's largest users of newspaper advertising and gives this medium a large share of the credit in achieving an increase of 60 per cent in sales of Conoco Germ Processed Motor Oil since April, 1934.

Continental this year is celebrating its sixtieth anniversary. It began operations in Ogden, Utah, in 1875. From a small distributor of kerosene and lubricants long before the advent of the motor car it has grown into one of the nation's leading oil companies.

Dodge Stresses Ventilation.

More than ordinary care has been given to the matter of ventilation. The windows are so arranged that an initial turning of the front door crank creates a crescent-shaped opening in the upper forward corner of the window. As this opening is behind the shoulder of the window frame, the oncoming air stream, in passing over the edge of the frame, creates a suction that draws the air from the car interior.

Car Owners Warned.

Several complaints already have been filed in Abilene and other West Texas towns against persons driving motor vehicles without the new 1935 license plates, the Abilene Morning News said Tuesday. Warning was issued at Abilene for all to get the plates and put them on their cars before venturing out on the streets or highways. April 1 was the deadline for the 1934 tags. The minimum fines in the justice court would be about \$13, it was said.

"STUCK UP" CARS PUSH CAMPAIGN



Continental Oil Company cars and trucks all over the country are all stuck up! It is a novel way the concern is employing to exploit the use of newspaper advertising, reprints of which have been pasted on the machines in hodge-podge fashion. The Times has carried Conoco advertising regularly for several years. Local trucks of W. E. Doak, Conoco agent in Snyder, have been decorated as the picture shows above.

Magnolia, Generals for Earl.

If you want to talk to a man who is really proud of the products he sells, go around and have a chat with Earl Hicks at the Magnolia Service Station. One of the oldest operators in Snyder in point of continuous operation of one station, Earl sells Magnolia products and General tires with vim, vigor—and results.

Nie-Tex Is Independent.

Nie-Tex Oil Company, which was introduced to Snyder a few months ago by E. E. Niedecken, sells petroleum products independently of the larger distributing agencies. Good products, good service and let-live prices are highlights of Nie-Tex offerings for motorists of this area. The Nie-Tex station is located seven blocks north of the square on the Post highway.

Ralph Ross, mechanic at the Olds Service Station, is announcing that

he gives special attention to truckers' needs. "Call me day or night to service your truck," he says. He does general repairing, welding, and battery recharging and rebuilding.

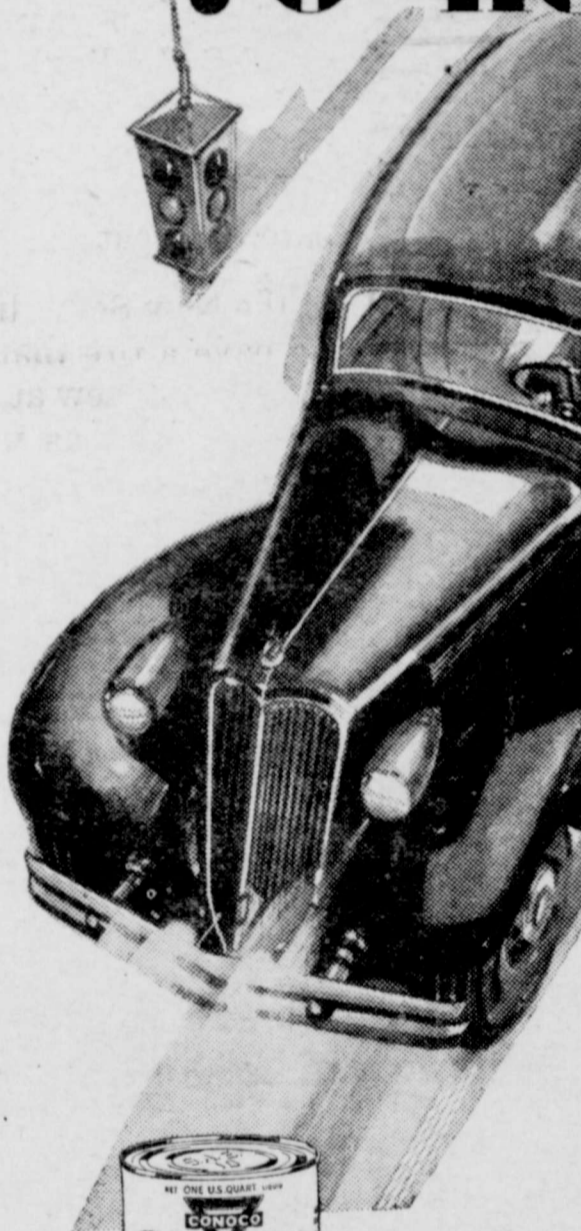
Among local car servicing folks who say "Let us in on an Auto Show ad, too," are: McClinton & Autry, Dudley Anz, Doc Gore, Jack Keller, Bruce Woodson.

A Complete Stock of Used Auto Parts

including those for Model A Fords

McClinton & Autry
WRECKING YARD

Is Your Car over 70 horsepower?



If it is, you must have motor oil of extra high film strength to get SAFE LUBRICATION

YOUR car today has twice the horsepower and speed of the car you drove ten years ago! The average of 22 leading cars in 1934 was 108 horsepower.

Bearing pressures and temperature have increased correspondingly—so greatly that motor parts are now made of new alloy metals of extra strength and durability to stand the load!

To protect such a motor you need an oil with enough extra oiliness and film strength to withstand the extreme pressures and temperature!

Yet motor oils generally have no more oiliness and film strength now than they had ten years ago. New refining methods have recently come into use to make oils free from carbon and sludge. But these refining processes have lowered instead of increased oiliness and film strength—the very qualities on which depends an oil's lubricating value!

There is one exception—Conoco Germ Processed Motor Oil. It, too, is free from carbon and sludge troubles. But, more important, the new Germ Process—adding concentrated oily essence to highly refined oil—puts into this oil 2 to 4 times the film strength of any straight mineral oil, as tests on Timken and other machines have proved! That extra film strength gives safe lubrication under the most extreme pressures!

Germ Processed Oil protects your motor another way. Its penetrative film, the "Hidden Quart," stays up in your motor and cuts down starting wear.

Germ Processed Oil gives longer mileage with greater motor protection, as the Indianapolis Destruction Test proved.

Say "O. K.—Drain"—fill with Conoco Germ Processed Motor Oil and drive with the assurance that your oil meets your motor's needs!

CONTINENTAL OIL COMPANY • Est. 1875

CONOCO

GERM PROCESSED

PARAFFIN BASE

MOTOR OIL

Say "OK-Drain" — FILL WITH

W. E. DOAK



Wholesale Agent

Phone 257

Office at Snyder Garage

From the diary of a family who saw America



"The Conoco Travel Bureau at Denver sent us road maps for every state we visited, with our best routes and all road conditions marked—all free of charge!"



"Also travel booklets that told us the most interesting things to see, and hotel and camp directories that helped us choose places to stay."



"We stopped at Conoco stations along our way for many helpful free services. You can apply at any Conoco station for the same kind of free plan for your trip."

Center-Poise Ride Featured In New Ford

Models Present New Appearance

Three major engineering principles combine to give the new Ford V-8 for 1935 what Ford engineers term the "center-poise" ride, according to Earl Louder, manager of Louder Motor Company, local dealers who are displaying several models of the new car at the auto show this week-end.

These principles are: Correct spring suspension, involving equality of front and rear spring flexibility; proper car weight balance and passenger weight distribution. Location of passengers close to the center of the car; utilization of these in combination, as practiced by Ford engineers, achieves for the new Ford V-8 remarkable improvement in riding comfort without sacrifice of either safety or stability.

Suspension Newly Applied.

In the new Ford V-8 car the well known Ford transverse spring suspension has been newly applied. Both the front and rear springs are longer and more flexible. The wider front spring is now mounted ahead of the front axle, corresponding with the mounting of the rear spring back of the rear axle. This gives the car a "spring-base" of more than 123 inches, compared with its wheelbase of 112 inches. Spring leaf ends are tapered, giving smoother action over rough roads and softening their motion over highways. As a further aid to improved cushioning of the car, larger tires, with greater air capacity and added road contact are used.

The second principle utilized to provide the new "center-poise" ride is that of weight balance and distribution. By moving the engine forward more than eight inches and by other changes in chassis design, the weight of the car without passengers is nearly equal on each wheel.

No Excess of Wheels.

Moreover, there is no excess of wheels when any number of passengers is carried, thus avoiding "front-end heaviness," so shunned by builders of racing cars. This contributes to proper balancing of the car so that sharp bounce or jarring is eliminated.

The third feature included in the complete meaning of "center-poise" ride and one of major importance is the location of the passengers in both front and rear seats closer to the center of the car. The rear seat is well forward of the rear axle. Thus the comfortable "front seat" ride is now available to those on the back seat as well.

In appearance Ford V-8 cars for 1935 are entirely new, with lines which are distinctively modern and a definite departure from former Ford practice.

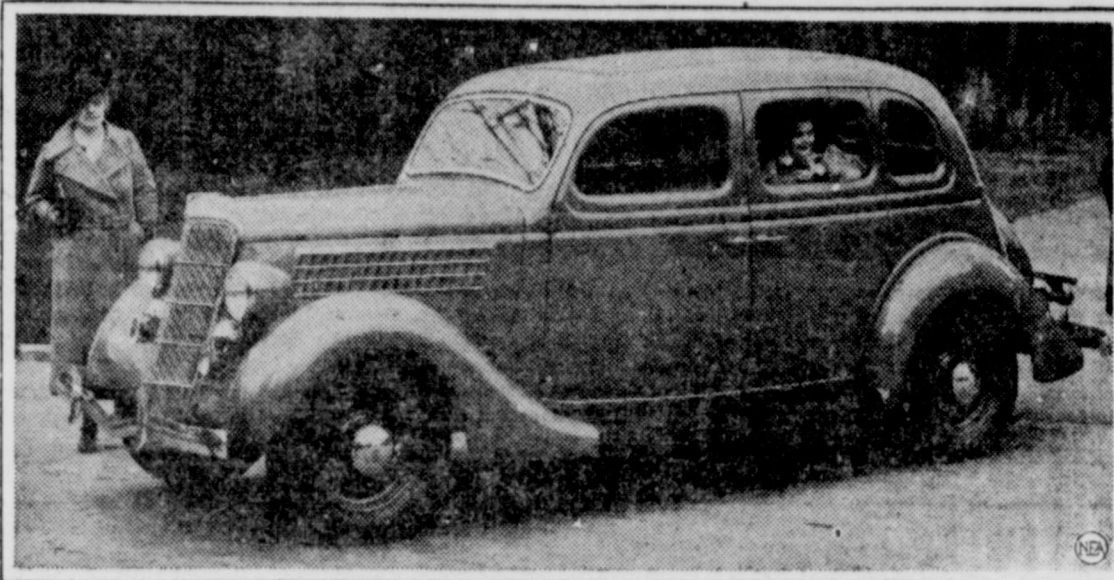
Bodies, grille, hood, fenders and running boards have been newly designed, using flowing curves to carry out the motif. The new design has been made possible by moving the engine forward more than eight inches and over the front axle. The space made available on the chassis has enabled the development of the new body lines almost untrammelled by space limitations.

Car Eight Inches Longer.

The car is approximately eight inches longer from bumper to bumper, the rear wheel tread has been increased by more than two inches and the new frame is so shaped that the body is set lower. The new body lines are especially striking in the treatment of the rear of enclosed types. The slope of the windshield has been increased to reduce wind resistance and lessen glare in night driving. The design of the fenders is entirely new. They are more highly crowned, with sweeping skirts and a drain gutter formed by rolling under the outer edge.

Bodies have been materially widened. As a result front seats are from four to five and a half inches wider, according to body type.

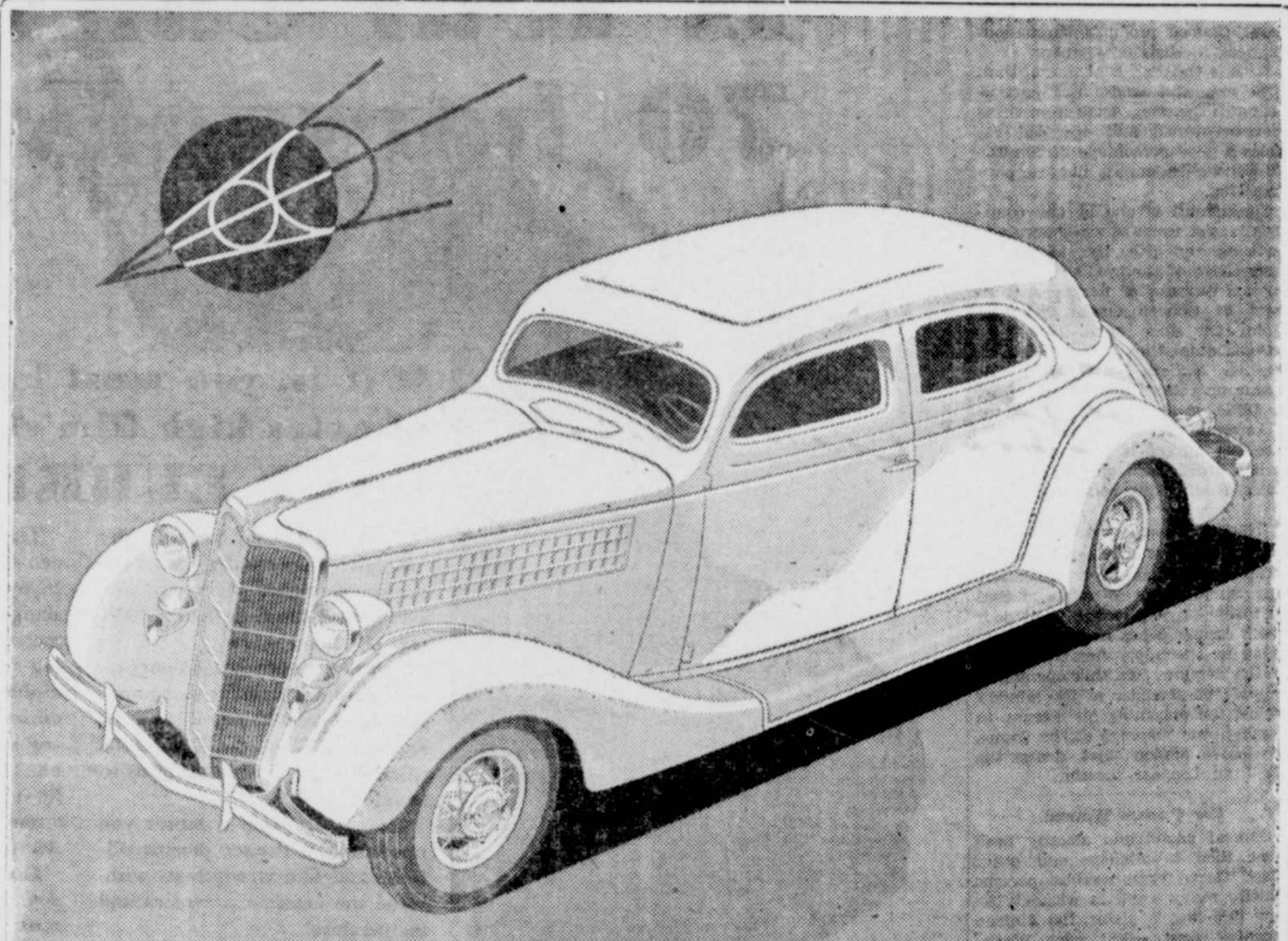
NEW 1935 FORD BEING DISPLAYED BY LOUDER MOTOR



A new device for measuring the amount of carbon monoxide in the air has been placed on the market for use by cautious motorists. When concentration of carbon monoxide in the atmosphere reaches .02 per cent, a point at which death may result in a few hours, a warning alarm rings.

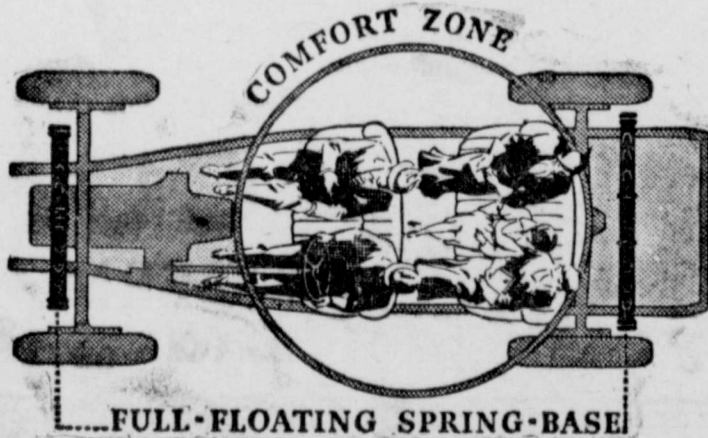
IN THE PICTURE TO LEFT—

The first thing you notice when you look at the new Fords is the greater streamlining of the body and its "larger" appearance. But even more pleasing when you get into the rear is the greater comfort you'll get in riding. That's because the body has been moved more than eight inches forward, so you won't get bumps by sitting over the rear axle. Shown here is the Fordor sedan, a model of which will be shown at the automobile show along with another body type by Louder Motor Company, local Ford dealers.



THE NEW FORD V-8 FOR 1935

Front seats are from 4 to 5½ inches wider. There is also more room in the rear—including ample luggage space in back of the seat.



What Comfort Zone Riding Means:

Note how the springs are placed out beyond the front and rear axles. They provide a long springbase for riding ease and retain the 112-inch wheelbase for handling ease. Both front and rear seats are cradled between the springs. All passengers ride in the Comfort Zone.

THE NEW FORD V-8 gives you every quality you could want in a modern car! Its new riding comfort will strike you first—because this is an improvement which America has needed most of all. The 1935 Ford V-8 now enables you to enjoy "front seat comfort" even when riding in the back seat! The diagram at the left explains the exclusive engineering development that makes this smoother, more comfortable ride possible!

BUT Comfort Zone Riding is only one of more than 100 features in the 1935 Ford V-8. Every family will appreciate its new roominess—its larger, wider body. Every driver will be thankful for its new easy-acting brakes and clutch, its easier steering and parking.

\$495

AND UP—F. O. B. Detroit. Standard accessory group including bumpers and spare tire extra.

The Whole Country Is Talking About the New Ford!

Louder Motor Co.

Sales FORD Service

Oldsmobile Presents New Six and Eight

A new six and a new straight eight, both bigger and roomier, are to be displayed by E. F. Sears, local Oldsmobile dealer, at the automobile show this week-end. Both cars retain all the engineering advantages of 1934 and will add to them important new developments of the last 12 months.

The principal improvements announced are:

The solid steel "turret-top" body by Fisher, having as an integral part a roof stamped from a solid sheet of seamless steel. The body has steel protection for the passengers on all sides, top and bottom.

A streamline design, in which the entire car slopes gracefully from the new radiator, back over the slanting windshield, rounded top and to the rear bumper in one sweeping line, accentuated by the single piece streamline fenders.

Frame Stronger.

An X-type frame, 40 per cent stronger and more rigid than those of previous models, is used in the new model Oldsmobiles. A boxed-in section has been added at the rear of the frame, the holes in the X-

E. F. SEARS PROUD OF THIS NEW OLDSMOBILE MODEL



Above is the 1935 Oldsmobile Six five-passenger touring sedan, one of the models to be displayed in the Auto Show by E. F. Sears. Beauty of simplicity is combined with grace of line in the new Olds models.

member eliminated as far as possible, and two fore and aft straddle bars are used over the gas tank as compared to the single bar of 1934.

A complete system of sound-proofing of chassis, engine and body is used.

Roomier interiors with ample head and leg space, widened seats and smart new fittings. Huge luggage compartments.

Redistribution of weight to permit all passengers to ride between the axles, thus adding to comfort

This is done by moving the motor and the seats about five inches forward from the 1934 position.

Longer wheelbase on both cars. Increased power achieved largely through the use of an entirely new design cylinder head which gives a

higher compression ratio and still permits the use of standard fuel.

More economical operation because of improvements in the manifold system and carburetor.

Retained for 1935 are all the well known Oldsmobile features of 1934. Principal among them are:

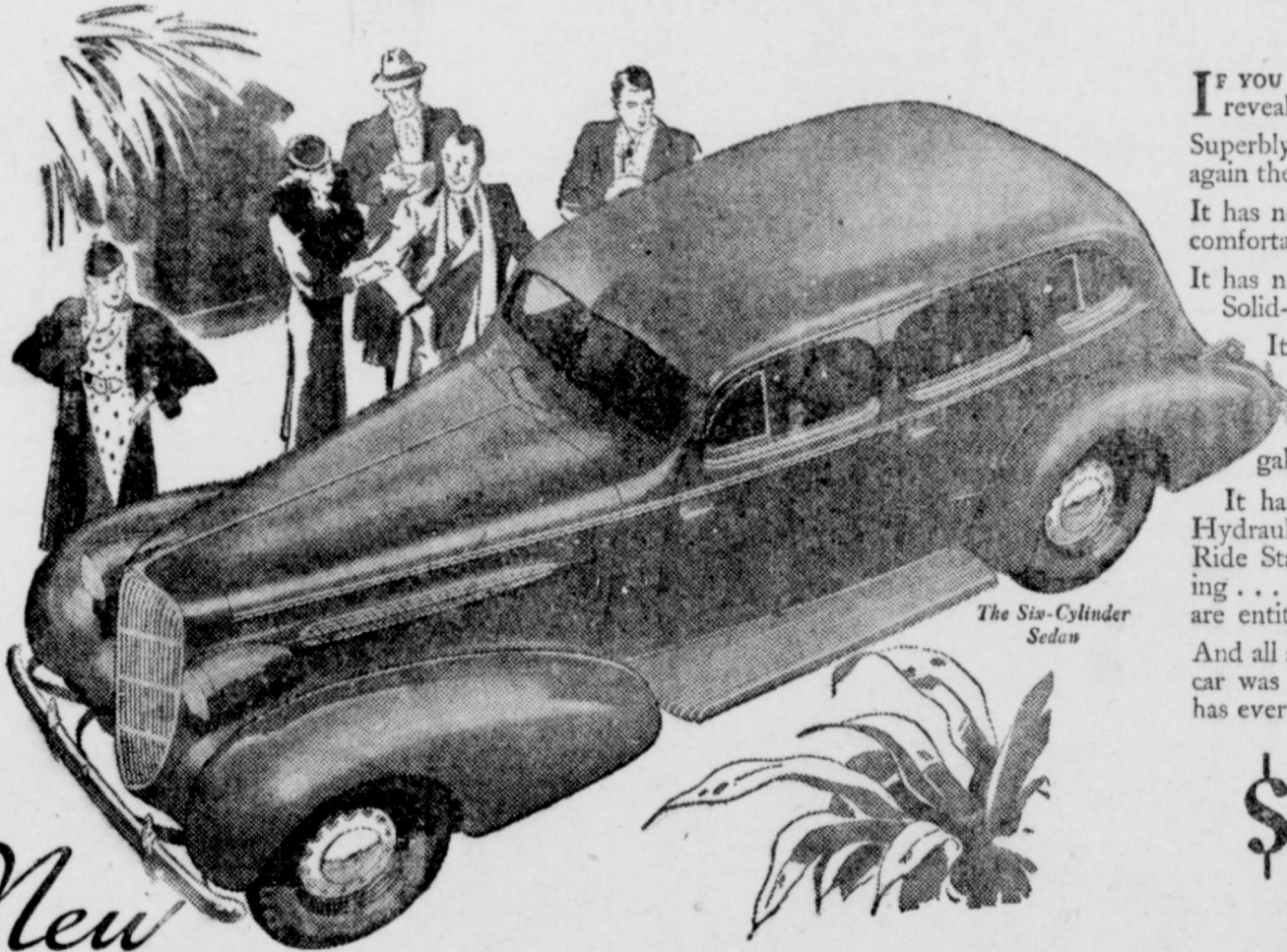
Super-hydraulic self-energizing brakes with braking area increased by 14 per cent and longer life for the lining assured. The self-energizing feature employs the momentum of the car to increase the stopping power.

Knee-action wheels of the coil spring type used on the higher priced cars. With this construction, employed and proved successful by Oldsmobile in 1934, the front wheels move up and down independently of each other, mounted on the chassis by strong upper and lower control arms. Thus road shocks and jolts which usually are transmitted to the car and passengers are "soaked up" by the big coil springs.

Other important features retained are: Fisher no-draft ventilation . . . ride stabilizer . . . center-control steering.

Everything that's *NEW* at the Show
YOU'LL SEE IN

"The car that has everything"



The Six-Cylinder Sedan

If you want to see all the 1935 motor car features revealed in a single car, look at the new Oldsmobile. Superbly styled—with new streamline beauty—it's again the Style Leader.

It has new size—bigger, roomier, with luxuriously comfortable space for driver and passengers.

It has new safety—the extra protection of the new Solid-Steel "Turret-Top" Body by Fisher.

It has more power—90 horsepower in the Six, 100 horsepower in the Eight—and increased gasoline economy in both cars. For example, the Six delivers 18 miles to the gallon at 50 miles per hour.

It has Knee-Action Wheels . . . bigger Super-Hydraulic Brakes . . . Center-Control Steering . . . Ride Stabilizer . . . Syncro-Mesh All-Silent Shifting . . . every modern fine-car feature to which you are entitled.

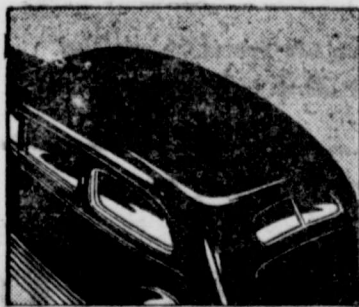
And all at the lowest price for which so much quality car was ever offered! Oldsmobile is "the car that has everything!"

\$675

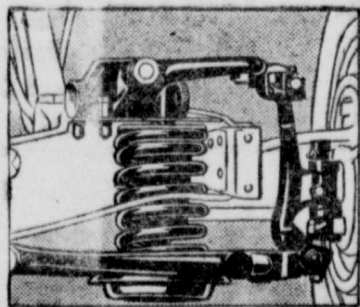
Sixes \$675 and up . . . Eights \$860 and up, list prices at Lansing, subject to change without notice. Bumpers with guards, spare tire, and rear spring covers built into all cars at the factory at extra cost.

New
OLDSMOBILE

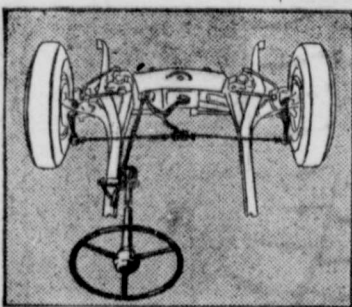
E. F. SEARS • Snyder • Oldsmobile Dealer



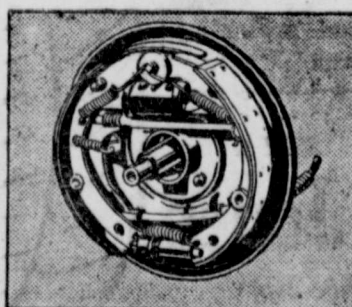
SOLID-STEEL "TURRET-TOP" BODY BY FISHER



KNEE-ACTION WHEELS



CENTER-CONTROL STEERING



BIGGER SUPER-HYDRAULIC BRAKES



SYNCRO-MESH ALL-SILENT SHIFTING

Essay by Patient In Sanitorium Is Winner of Pontiac

Dame Fortune, whose visits sometimes seem as unusual as Cinderella's fairy godmother's, but as definitely guided as a pigeon's homing, paused for a moment last week at the little sanitorium cottage of Eugene Temple, 28-year-old Franciscan student of the Santa Barbara mission in the mountains back of Southern California.

The Good Fairy probably peeked over Temple's shoulder as he wrote the 200-word essay which won for him a new Pontiac automobile in a nation-wide contest.

In fact, Dame Fortune must have

been back of the whole plot, although Temple couldn't have realized it, as he lay there at the Banning Hospital and Sanitorium, waging what after 11 long months now appears to be a successful fight against the white plague.

When he entered the sanitorium 11 months ago, with a few books and a tiny table model radio, the doctors gave him only one month to live. But he must have gotten comfort and solace out of his radio, for it was from it that he learned about the Pontiac radio contest. Judges back in Detroit who had read 70,000 of these 200-word essays during the previous five or six weeks, sat up a little straighter in their chairs, cracked wise and took a new lease on life when the postman brought in Temple's contribution.

It had all the qualities of a full length story packed into 200 words: Human interest, imagination, sym-

pathy, humor, tragedy, merchandising were all there.

The judges, who were men of letters themselves, rushed to an atlas to see where Banning, California, was located. Oh yes, back on the edge of Death Valley.

Probably Temple was a desert rat. But who ever heard of a desert rat writing a piece like that? And besides a desert rat wouldn't have a radio. And what could he do with a new Pontiac if he won one?

Well, probably he was a scenario writer up from Hollywood, on location perhaps, getting some local color for one of next year's movie thrillers. But what of that? There wasn't a ban on scenario writers, was there?

Let's give it to Temple.

And then surprise followed surprise when a West Coast representative of the Pontiac Motor Company flashed back the word about the Franciscan student and his courageous uphill fight for health.

So the judges were glad they had done something that perhaps would help to cheer him on his way.

The new car was driven up to the Banning Sanitorium, where C. G. Riley, Pontiac's Southern California zone manager, officially presented the keys to the car to its winner, while the head nurse of the institution accepted the car itself for him.

Pontiac Motor Company and the contest judges never may have believed in fairy tales before, but they do now.

And they are friends of the Fairy Princess who visited Student Eugene Temple on his hospital bed.

MELVIS NEAL HAS BEEN IN BUSINESS FOR MANY YEARS

Snyder Garage has no apologies to make for the auto mechanic who holds sway in the rear shop. Melvis Neal has a well-equipped shop, which, coupled with his training, offer an unusual service to patrons. Auto repairing, machine work and welding are specialties of the shop. Ralph Neal assists his father.

Pollard & Jones Gain Fine Tire Patronage

Wince Pollard and Jesse Jones point with pride to the nice tire and tube business they have built up during the past several months at their Manhattan Garage stand, southeast corner of the square. Of course, they give due credit to what they believe to be the finest tire ever built—by Goodyear. One of the largest stocks of this popular tire in West Texas affords their patrons a complete selection range.

Sinclair petroleum products are other "long suits" for these hometown boys.

A recently-installed air-pressure greasing rack adds to facilities of this popular service station.

Robert Curnutte Jr. Builds Sinclair Trade

Assuming the dealer agency for Sinclair Refining Company in this county about three years ago, Robert H. Curnutte Jr. has steadily increased sales for this popular line of petroleum products in this area. Bob had formerly been connected with the local agency before taking over the agency.

Sinclair H-C gasoline has attained national recognition by a consistent advertising program, backed by a superb product. Sinclair Opaline and Sinclair Pennsylvania lubricating oils have taken their place along with the fine oils of the country. A complete line of heavy oils and greases are stocked

TAKE YOUR AUTO TROUBLES....

to one who has had years of experience—and be safe!

General Auto Repairing, Machine Work and Welding

MELVIS NEAL

at Snyder Garage — Back of Bank

Your Car Is No Better Than Its Tires.....

When the tires on your machine begin to give way, it is time to play safe with yourself and your family by getting new Goodyears. Years of tire-building enable the makers to offer you the last word in service and value in the new—

Goodyear Tires

Those center diamonds dig in, hold, stop your car quick! With blow-out protection in every ply—a guarantee against road hazards and defects—all at no extra cost, no wonder people buy more Goodyears than any other!

WASHING - GREASING

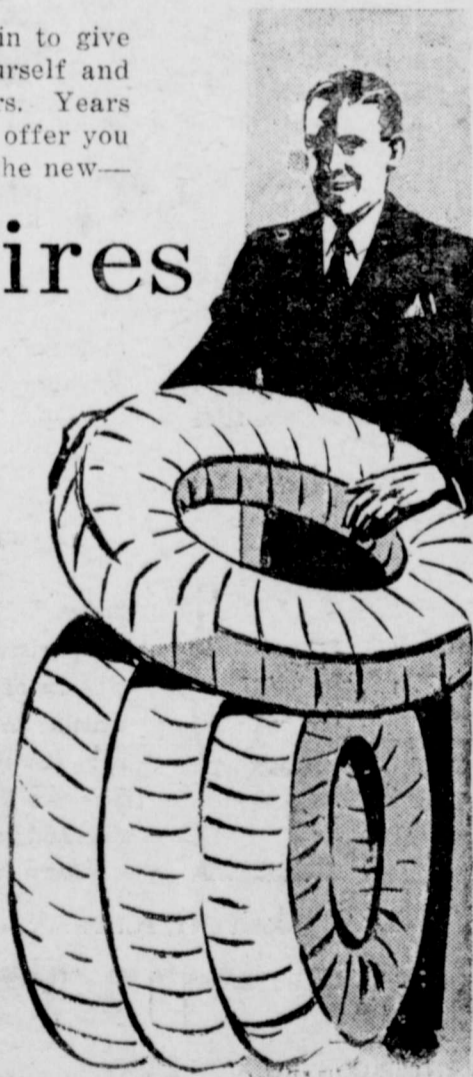
Our new Greasing Rack enables our experienced lubricators to really give your car the very greasing that particular auto requires. Washing and Polishing that will make you come back!

WINCE JESSE

Pollard & Jones

MANHATTAN GARAGE

Phone 356 Southeast Corner Square



SINCLAIR MOTOR OILS IN TAMPER-PROOF CANS!



Copyrighted 1934 by Sinclair Refining Company (Inc.)



ONE GALLON could hoist the Sphinx 3 1/3 feet

Ask the Sinclair Dealer for a folder which explains this—and try H-C for 30 days in your car.

Copyrighted 1934 by Sinclair Refining Company (Inc.)

Agent Sinclair Refining Company (Inc.)

Robt. H. Curnutte

1711 26th Street

Phone 356

Pontiac Adds New Six to Its 1935 Models

Improvements of New Pontiac Many

A new low-priced six has joined the improved straight eight to form the nineteen-model line of cars presented by Pontiac this season. Models of both cars will be displayed by Stimson Camp Ground this week-end at the Snyder Garage. The new sixes are available in both standard and de luxe models.

Both Pontiac chassis have ample power for the modern mode of high-speed travel. The six-cylinder engine develops 81 horsepower at 65 miles an hour, while the straight eight delivers 84 horsepower at 70 miles an hour.

Improvements Listed.

A comparison of the straight eight with that of last year, reveals many improvements and refinements that are also included in the new six.

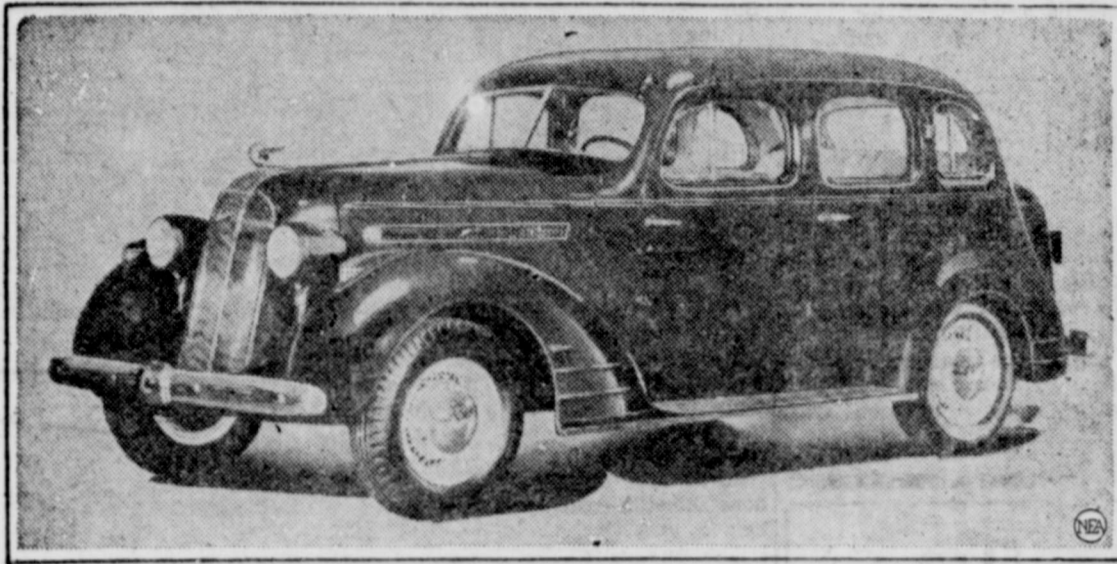
Briefly, they are: A very marked change in appearance; new Fisher solid-steel "turret-top" bodies; built-in luggage space; concealed spare tires; "V" type windshield; greater width in both front and rear seats; divided a folding back front seats in 2-door sedans; new instrument panel; package shelf in all models; new lamps, hydraulic brakes with double and triple sealed drums; new action clutch; automatic clutch in the eight; air cool generator with voltage regulator; interchangeable main and connecting rod bearings; silver alloy connecting rod bearings; steel spoked wheels; increased steering gear ratio; knee-action units (except on standard six) mounted on rigid tubular cross member, and new radiator and hood grilles.

New features are intended to enhance the economical performance, durability, dependability, speed and riding qualities of the 1935 line. They emphasize the almost unbelievable values of the motor car of 1935.

First glance reveals a marked development in the art of scientific tear-drop streamlining. Streamlining of radiator, hood, lamps, fenders and Fisher solid steel bodies, has produced an ensemble of clean, flowing lines, with an absence of bumps or projections. Although stylish, it does not cross the borderline of "smart taste."

Outward grace and character are strengthened by the unique manner in which the designers have handled the radiator and hood grille work to give an effect of fleetness without awkwardness or misplaced emphasis. The vertical lines of the radiator grilles astonishingly create the impression of narrow sleekness.

STIMSON BROTHERS BELIEVE THIS IS CAR OF TODAY



A further softening of the entire appearance ensemble is brought about, almost eliminating the gap between the front fenders and hood.

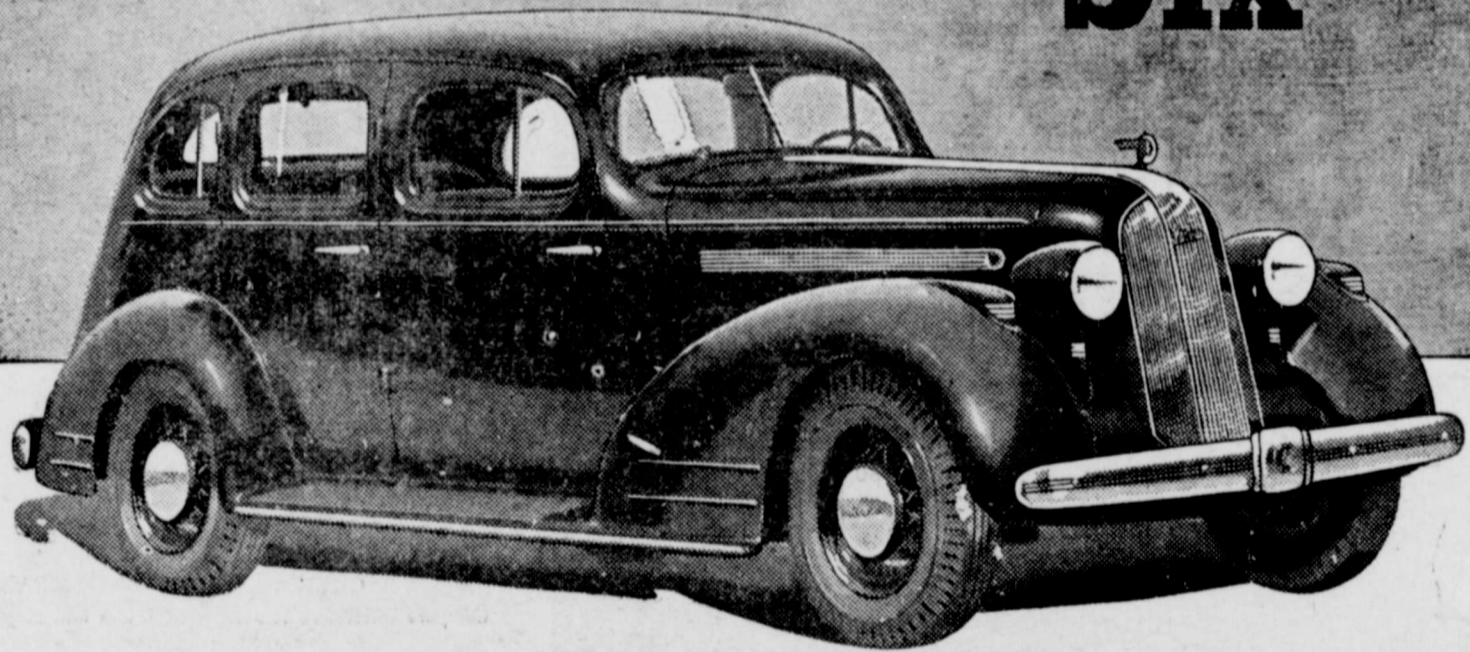
From the standpoint of appearance as well as construction, the solid steel Fisher body, used for the first time by Pontiac in 1935, is the major feature of the new Pontiac. It is claimed that Fisher solid steel bodies are superior in the distribution of the steel in the interest of greater safety, as well as the satisfying style, comfort, room and convenience that accompany safety.

IN THE PICTURE TO LEFT—

Pontiac's contribution to automobile progress in 1935 is its new low-priced six, the de luxe touring sedan shown above, a model of which will be displayed at the automobile show by Stimson Brothers. Many body and mechanical improvements are to be noted in the new cars.

OUT OF PONTIAC'S GREAT MODERN PLANT

comes **A New**
Low Priced
Six



COMPANION CAR TO A FINER, MORE LUXURIOUS, LOW-PRICED EIGHT

Scarcely had Pontiac dealers opened their showrooms on announcement morning when the news traveled over America—"Pontiac has done what builders of low-priced cars have tried

to do for years. Pontiac has brought fine car quality and performance into the low-price field, and combined them with economy and dependability few cars at any price can approach." But no rumor, however flattering, can do justice to the new low-priced six from Pontiac. The public promptly christened it the most beautiful thing on wheels. The new bodies represent the greatest safety advance in a decade—solid steel "Turret-Top" Bodies by Fisher. Nor is that all. The Pontiac Six gives you the super-safety of big, triple-sealed hydraulic brakes—the extra long life of silver-alloy engine bearings—smoother, livelier six-cylinder performance, and numerous other advancements which make the price of the car phenomenal. How can Pontiac give so generously of everything motorists want and need? The answer lies in its great plant. Only a plant so modern could build a low-priced car so fine.

Highlights of Pontiac Quality for 1935

1. Solid Steel "Turret-Top" Bodies by Fisher.
2. Triple-Sealed Hydraulic Brakes.
3. Speedlined Styling.
4. Completely Sealed Chassis.
5. Silver-Alloy Bearing Engines.
6. 10-Second Starting at Zero.
7. Even Greater Economy.
8. No Draft Ventilation.
9. Knee-Action. *
10. Luggage and Spare Tire Compartment.

*And up. List price of Standard six-cylinder Coupe at Pontiac, Michigan. Standard group of accessories extra. *On the Eight and De Luxe Six Models.



WE KNOW MOTORS

Our years of experience have taught us how to handle each and every repair job that comes to us in the most expert fashion.

We Specialize in Generator and Starter Troubles.

DUD ANZ
North of Wade's Station



PONTIAC MOTOR COMPANY, PONTIAC, MICHIGAN. Division of General Motors

NEW PONTIAC SIXES and EIGHTS \$615*

STIMSON BROTHERS • Snyder • Dealers

Chevrolet Truck Emphasizes Low First-Last Cost

Economy of first cost and operating cost features the 1935 Chevrolet truck, according to D. P. Yoder, local dealer, who reports a substantial increase in pick-up and regular truck sales this season.

"Men who study haulage costs know that Chevrolet trucks are as outstanding in economy and durability as they are in price," declares Mr. Yoder. The new trucks handle tough handling jobs day after day at small operating cost, because they are built to Chevrolet's own high standards of quality in every part.

"The powerful six-cylinder valve-in-head engines are truck motors, especially designed to give sustained pulling power. Features that assure stamina and long life are evident in every detail of the precision-engineered chassis. Chevrolet trucks offer maximum capacity, economy and quality—because Chevrolet is the world's largest builder of trucks.

"Chevrolet advertises 'the world's lowest prices' for its trucks, and a comparison of price tables proves the statement. Here are a few samples of commercial car and truck prices, f. o. b. Flint, Michigan:

"Sedan delivery, \$515; half-ton pick-up, \$465; half-ton canopy express, \$555; 1½-ton platform, \$630; half-ton panel, \$560; 1½-ton stake, \$720."

Automobile Plants Join in Advancing Car Showing Date

Looking back on the first quarter of the year the automobile manufacturers find that the plants have built more than 1,000,000 cars and are on the way toward 2,000,000 for the first six months of 1935.

The magnates' objective for all of 1935 is approximately 3,500,000 vehicles. The factors that point toward it are rising operations for the second quarter and continuation for the remainder of the year of the arrangement suggested by President Roosevelt and his advisers, whereby new model production for 1936 shall be advanced by approximately two months.

This plan, formulated with the aim of making employment more continuous over 12 months, will make the introduction period for new cars center around November 1 instead of January 1. Company executives are reported favoring the holding of automobile shows in the early part of November, with a New York show to be sponsored by the companies instead of the distribution agencies, which conducted the 1935 exhibition.

Whether or not the industry does reach the 3,500,000 total is contingent upon freedom from major delays of operation. With body and parts divisions of manufacturing for the present free of strikes, trouble from another quarter has been threatened. It is in the form of labor agitation that may tie up the production in the plants of Akron, Ohio.

USED PARTS

for almost every car



Generator and Starter Rewinding



General Auto Repairing

Jack Keller
WRECKING YARD

Radios Are Popular In New Chevrolets

Sales and installation of automobile radios by Chevrolet dealers in 1934 accounted for the largest single item in the accessory division of the Chevrolet parts department, an official of the Chevrolet company declares.

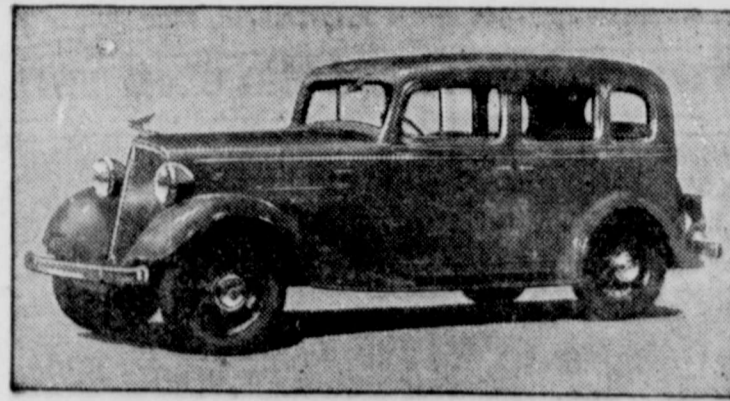
"Approximately \$4,000,000 was spent by motorists for Chevrolet radios during 1934," he added.

"Radio sales for the first 10 months of 1934 exceeded by 12,025 units the radio sales for the entire year of 1933. Some 8,000 radios were sold during the last two months.

"Radios for automobiles are becoming more and more popular each year. This is due to the fact that automobile owners spent most of their time in their cars outside of the time spent in their homes or places of business."

Show visitors are asked to register.

CHEVROLET STANDARD IS BEAUTY



Above is shown the 1935 Chevrolet Standard sedan which will be displayed along with a Master model by Yoder Chevrolet Company at the Auto Show this week-end. High-powered performance with economy is featured in the low-priced car.

A motorist traveling 10,000 miles yearly would require 300 years to cover the 3,000,000 miles of highway which exists in the U. S.

Oldsmobile Has Many Styles. Both six and eight have seven body models. They are the business coupe, sport coupe, 5-passenger coupe with built-in trunk, convertible coupe, sedan and touring sedan with built-in trunk.

Snyder Garage interior has been repainted and specially lighted for Snyder's first annual Automobile Show.

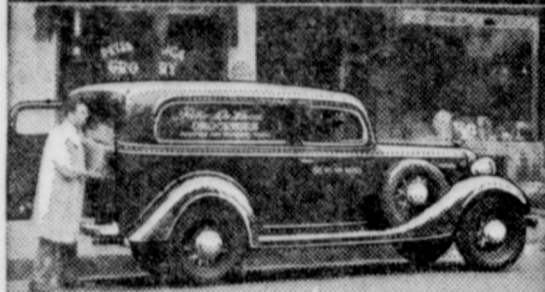
DOC GORE Says:

I want to thank my many old friends and new patrons. They have literally beat a trail to my new location—which is the best recommendation I can give to anyone suffering with chronic or acute auto ills.

DOC GORE
at R. & K. Garage

Buy them at the WORLD'S LOWEST PRICES

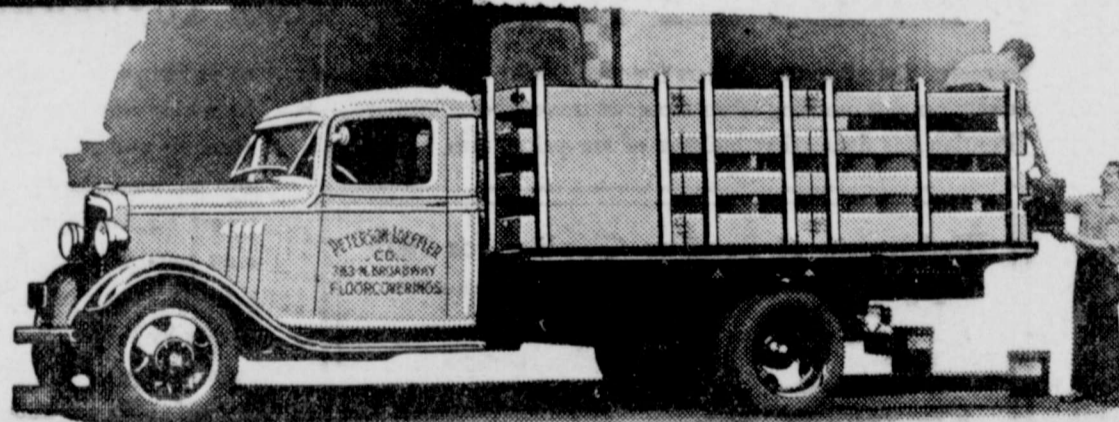
Save on operating costs, too!



Sedan Delivery, \$515
(107" Wheelbase)



Half-Ton Pick-Up, \$465
(112" Wheelbase)



1½-Ton Stake, \$720
(157" Wheelbase)

Above are list prices of commercial cars at Flint, Mich. Special equipment extra. *Dual wheels and tires \$20 extra. Prices subject to change without notice.

Chevrolet Trucks give maximum dependability, as well as maximum economy, because they're powered by VALVE-IN-HEAD SIX-CYLINDER ENGINES

The most important consideration of all, in buying and operating trucks, is *economy*. Economy of first cost and operating cost. And the most economical trucks on the market today are—*Chevrolet Trucks*. They sell at the world's lowest prices. They give maximum operating economy, too, because they're powered by valve-in-head six-cylinder engines. And they will keep on saving you money, day after day and year after year, because Chevrolet builds so much extra quality and rugged reliability into them that their service is as carefree as their prices and operating costs are low. You get top economy when you buy Chevrolet Trucks, and that's exactly what you want in a truck—particularly today. Phone or visit your nearest Chevrolet dealer and get the right truck for your job at the *world's lowest prices*.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

CHEVROLET TRUCKS

Yoder Chevrolet Co. - - Snyder

**Satisfaction Given
By Olds Operators**

R. C. (Bud) Miller and his helpers, who keep the Olds Service Station going day and night on the northeast corner of the square, say "super service satisfaction" is guaranteed motorists when they drive into the station.

Bud has been in the service station and car repair business so long that he can almost tell you in his sleep that he offers the motoring public: "That Good Gulf" gasoline, Gulf oils and greases, washing, polishing, greasing—and, of course, all-round satisfaction.

Bud says, "Come to see me, folks."

**GAS
ON
AIR
WATER
GREASE
BATTERY
A Complete
JOB**

DRIVE IN! It's all done in a jiffy and done exactly right. Then off you'll go glad, again that you stopped at

**E. B. (Buddy)
MARTIN**

Texaco Certified Service
Block East Manhattan Hotel

**Gay McGlaun In
Snyder As Texas
Agent 22 Years**

Gay McGlaun, agent for the Texas Company, believes he has established a local record of some sort. Almost 22 years ago he took charge of the concern's agency in this county, and he has been at the helm all this time.

The Texaco agent has seen the oil and gas industry grow from an infant to a giant, and he has kept pace with the times by continually expanding his methods of operation and the size of his customer list.

Sixteen stations in Scurry County now feature products manufactured by the Texas Company. Nine of them are in Snyder, and seven of them are in other communities of the county. "Texaco has become a buy-word with hundreds of county motorists," Mr. McGlaun says, "because the products speak for themselves and because you can get them in any part of the county."

The local stations are: Stimson Brothers, Wade's Service Station, J. W. Roberts, J. Ralph Hicks Tire Company, E. B. (Buddy) Martin's Service Station, C. P. Chandler, T. S. Worley, A. B. Dunnam, Snyder Courts.

Other county stations: L. E. Russell, Dunn; B. L. Jones, Hermleigh; C. A. Hall, east of Snyder; J. T. Dowdy and J. T. Sanders, Dermott; E. R. Ball, Fluvanna; Ivan Gatlin, Ennis Creek.

Ford Doors Hinged in Front.

Front doors are now hinged from the front of the car. Rear doors are eight inches wider at the bottom, permitting easier entry and exit.

The annual report of the South Carolina Highway Commission discloses 270 people were killed in traffic accidents within the state during 1934, an increase of 57 fatalities compared with 1933.

**Ben Wilson Service
Liked By Motorists**

Motorists of this trade territory have learned to depend on Ben Wilson as a mechanic who knows automobile repairing as a duck knows the water.

Ben is an old-timer in the car repair business. He is located at the rear of the Manhattan Garage, where he has a complete shop with some of the latest equipment known to his trade.

Sale and repairing of Stewart-Warner radios is also featured by Mr. Wilson.

Buddy and Pete Serve 'Em.

E. B. (Buddy) Martin and E. J. (Pete) Bradbury feature washing and greasing and quick service in the station they operate a block east of the square on 26th Street. The two boys have been in the location several months, and declare that their trade has increased because folks just naturally like to trade where they can get dependable service and a good line of merchandise.

Six body models are offered on the new Dodge chassis. They are: coupe, coupe with rumble seat, 2-door sedan, 2-door touring sedan, sedan, and the 4-door touring sedan.

Folks of the entire Snyder trade territory are invited to the Automobile Show Friday and Saturday.

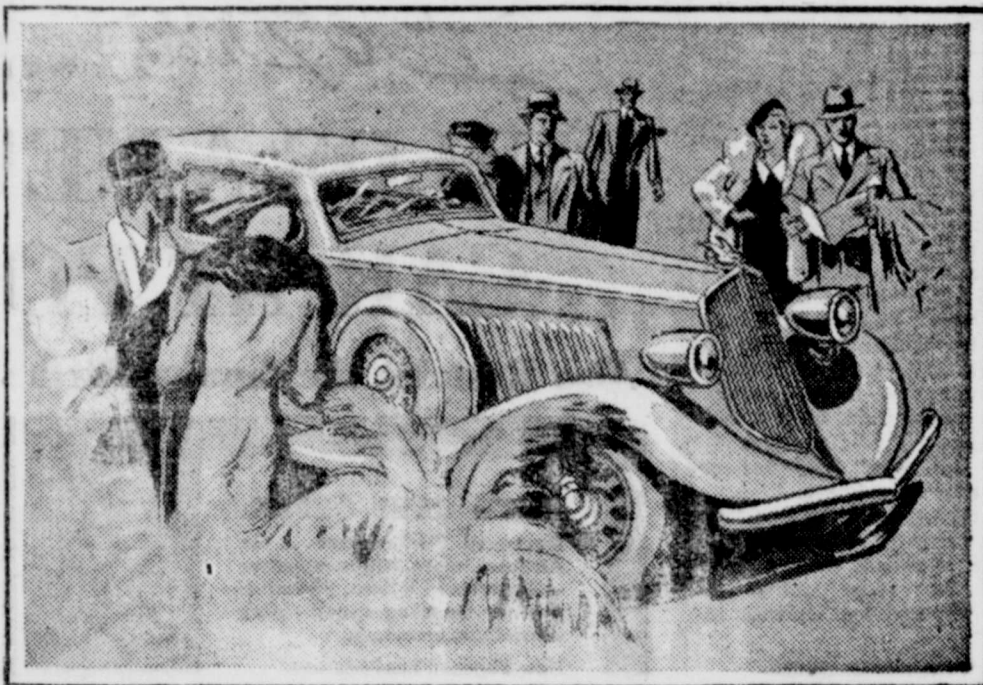
**Today's Low Prices
.... on Guaranteed Repair Work**

Never before was motoring economy so easily available to car owners. Here, at slight cost, you can keep your car in perfect shape at all times—with repairs that stay repaired. For expert, careful service that gets the most out of your car for little money, make it a habit to bring your car here whenever it needs attention.

**Inquire about our Repairs and
Service Work!**

**BEN WILSON
AUTO REPAIRING**

Times Until December 31, 1935—\$1.00



**It's Smart to Get the Most
For Your Money
WHEN YOU BUY FOR YOUR CAR!**

• The modern automobile is a fine piece of engineering that will give good service and enjoyment if properly taken care of. It demands good fuels and lubricants—and here is where The Texas Company really "struts its stuff."

• Texaco Gasolines, Motor Oils and Greases meet every requirement for quality petroleum products—and they cost no more. Your cars are safe when serviced by stations selling the Texaco Products.

Buy at the
Sign of the



**TEXACO
STAR**

Gay McGlaun, Wholesale Agent

Open All
Night



for
SATISFACTION

**Confidence In Your Car
Is One of the
Things We Give Away!**

"That
Good Gulf
Gasoline"
Oils
Free Air
Water
Tire Check
Window.
Clean

WE DO everything within our power to make sure that when driving off, you are satisfied completely, in a manner that breeds confidence in your car.

We know you'll have it if we check every possibility, so we do.

We smile when you enter our station—and you smile as you leave it!

Washing — Polishing — Greasing

Olds Service Station

R. C. (Bud) MILLER, Prop.

De Soto Has New Improved Twin Models

New Notes Struck In Design of Cars

Two new lines of aerodynamic cars—a restyled airflow and a new airstream line—are to be shown by King & Brown, local De Soto dealers, at the automobile show this week-end at Snyder Garage.

The new Airflow De Soto has been completely restyled to strike a new note in aerodynamic design. The front end has been rounded and extended. Important engineering features have been added.

In Both Fields.

The airstream line, incorporating many airflow features, puts De Soto in the popular price class. De Soto's two new lines embrace the entire low-medium and medium price fields.

De Soto announced the new airflow line in three body models... a four-door sedan, town sedan and coupe. The airstream line has six body models... the business coupe, rumble-seat coupe, four-door sedan, four-door touring sedan, two-door sedan and two-door touring sedan. Airstream models have a wheelbase of 116 inches, with a tread of 56 1-4 inches in front and 58 inches in the rear.

Have Advanced Features.

Both cars have the following advanced features: high compression engines, synchro-silent transmission, new Mola-steel semi-elliptic, tapered leaf springs, self-equalizing hydraulic brakes, floating power engine mountings, anodic pistons and rust-proofed all-steel bodies.

In addition, the airflow has hypoid gears in the rear axle and a new ride stabilizer as standard equipment. The automatic transmission overdrive is optional at extra cost.

The "floating ride" which caused such sensation when it was first introduced with the airflow has been materially improved in the 1935 models. Weight redistribution plus a new leaf spring has given "floating ride" a new meaning. These new springs are thinned out at the ends, so that more area of each leaf end comes into contact with the adjoining leaves.

Airflow models have tapered leaf springs in both the front and the rear, while airstream models have individual (coil type) springs in front and tapered leaf springs in the rear.

High Compression Added.

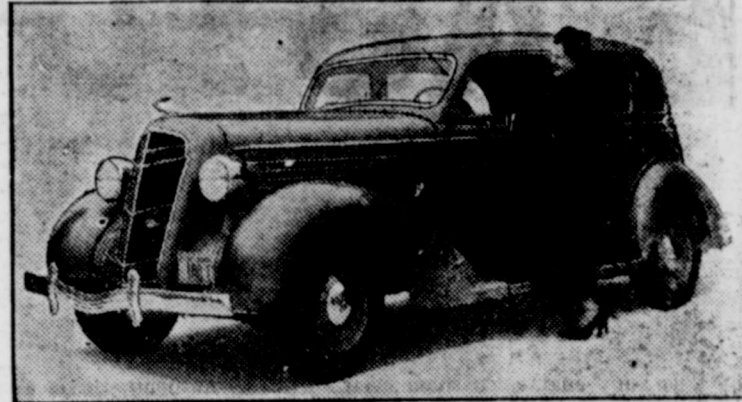
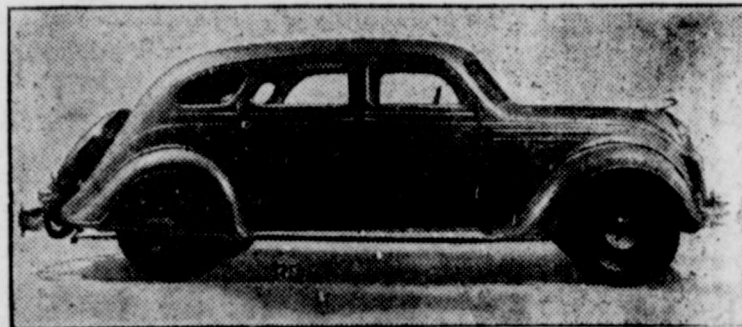
The engines in all De Soto models have unusually high compression ratios to increase power, performance and economy. In the past, high compression has been recog-

nized as giving greater power and economy, but has not been considered entirely satisfactory because of objectionable spark knock of acceleration. De Soto engineers this year have developed a new method of automatic spark control utilizing the vacuum in the intake manifold, to eliminate the spark knock.

The new airflow is designed to "bore" through the air with a minimum of wind-resistance to cut down operation costs. "Valleys" between the fenders and hood have been eliminated. The engine is mounted over the front axle, slowing down the movement of the springs and permitting the body to be moved forward. Airflow passengers ride in the "cradled" area between the front and rear axles. They are completely surrounded by the single-unit body frame of bridge-truss steel girders, steel body panels and the steel floor.

Similar weight distribution principles have been incorporated in the airstream cars. The airstream engine has been moved forward over the front axle, providing more space for the larger body. Body sills have been eliminated and the body is mounted not only on top of the frame, as in the past, but it also is bolted sideways through the frame at 46 different points, which lowers the center of gravity.

KING & BROWN HANDLE NEW ONES



Above are shown models of the new Airflow and Airstream DeSotos. Sedan models will be displayed by King & Brown at the Auto Show.

An inexpensive knock-sounder can easily be constructed from a funnel soldered to the end of a metal rod. Holding the rod against the ear while touching the various parts of the motor will enable the listener to locate any trouble.

California, Minnesota, Nebraska, North Dakota, Oregon and South Dakota have introduced bills calling for compulsory use of alcohol blend motor fuels.

"The dynamic and impulsive rhythm of American life cannot properly be expressed in the music of the older lands."—Leopold Stokowski.

AUTO REPAIRS OF ALL KINDS

Bring me your Auto Troubles

Bruce Woodson

Stimson Camp Ground

De Soto, Holder of *World Records*
Twenty-five

BUILDS A NEW AERO-DYNAMIC CAR AT POPULAR PRICES

Also Restyles the famous Airflow, winner of Grand Prix Award for Beauty

BOTH CARS OFFER:

Improved Performance... the Airflow DeSoto, 100-horsepower — Airstream De Soto, 93-horsepower. Amazing speed—plus sensational economy.

New Tapered Leaf Springs.

Improved Hydraulic Brakes... All-Steel Bodies, greater safety.

Floating Power Engine Mountings banish motor vibration.

New Synchro-Silent Transmission. The easiest shift on any car.

\$695 AND UP F. O. B. FACTORY, DETROIT

Time payments to fit your budget. Ask for the official Chrysler Motors Commercial Credit Plan.



Pictured above is the Airstream De Soto Four-door Sedan, \$795 f. o. b. Factory, Detroit.

THIS YEAR DESOTO does the unexpected again... introduces not one new car... but two! First, there is a sensational new Airstream De Soto at Popular Prices.

And secondly, the famous Airflow... the car that shattered 25 A. A. Contest Board records for speed... won a Grand Prix at Monte Carlo for beauty... now *brilliantly restyled!*

The new Airstream was designed by the same engineers who built the record-breaking Airflow. It embodies many of the principles and features of Airflow design.

It has a 93-horsepower engine... with amazing performance and stamina.

Due to application of the principle of weight distribution embodied in the Airflow, independent front wheel suspension, and new

tapered leaf rear springs... the new Airstream De Soto gives you a *new kind* of ride. Bumps and jolts can't possibly reach you.

As for the new Airflow... you must see it for yourself to know how truly beautiful it is.

It has been completely restyled. Interiors are smarter than ever... with new fabrics and the most exciting modern fittings.

The new DeSotos are now on display. Go see them both. This year there's only one question... "Which De Soto will it be?"



Restyled front-end of new Airflow De Soto still retains its streamline efficiency.

Airflow **DE SOTO** *Airstream*
AMERICA'S AERO-DYNAMIC STYLE LEADERS

RALPH ROSS

Mechanic

OLDS SERVICE STATION

General Repairing
Battery Recharging
Rebuilt Batteries
Welding

TRUCKERS !!

Prompt and careful attention to trucks. We are subject to call day or night or Sundays.

N. E. Corner Square

DeSoto - Plymouth
1712 25th Street

King & Brown

DeSoto - Plymouth
Snyder, Texas

Safety Features Perfected In Plymouths

Revolutionary In Line and Features

Two Snyder automobile dealers will cooperate in the showing of 1935 Plymouths at the automobile show at Snyder Garage this weekend. Both are authorized Plymouth dealers. They are Scurry County Motor Company and King & Brown.

The new Plymouths are hailed as "revolutionary new-type high-speed safety cars, expressly designed to meet modern traffic conditions."

Refinements Added.

Displayed in six beautiful body types, the new Plymouths, streamlined in design, have added engineering developments which today more than ever before give emphasis to its claim of being "America's best engineered low price car."

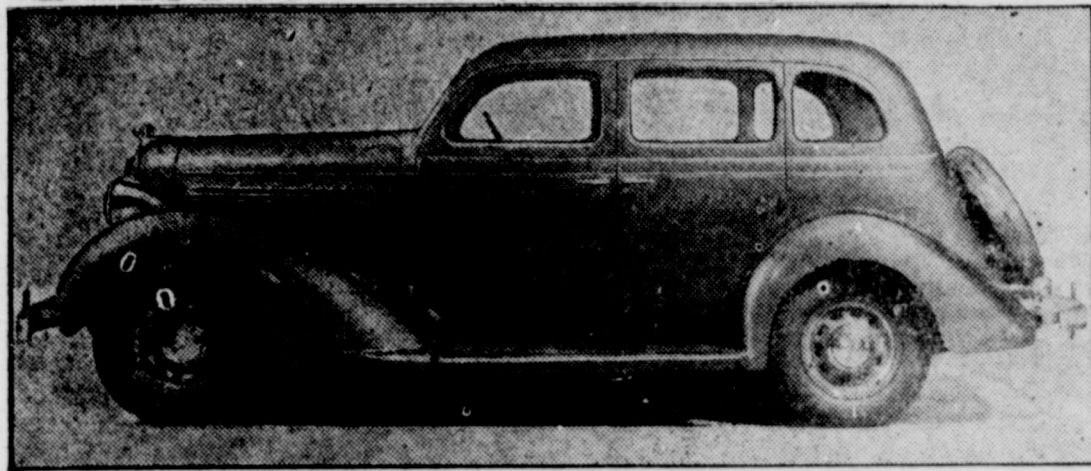
To quickly catalog the outstanding features of the new car—the 1935 Plymouth has an 82-horsepower engine with a compression ratio of 6.7 to 1; a torpedo-type all-steel safety body; synco-silent transmission; a new "ride" achieved by a redistribution of weight, plus a new front of spring assembly; "floating power" engine mountings and hydraulic brakes.

Perfect Safety Features.

Chrysler Motors engineers, pioneers in the development of such safety features as the all-steel body, hydraulic brakes and new principles of weight distribution, have perfected these safety factors in the new Plymouth.

The all-steel body of the 1935 Plymouth fits down over the double-drop x-type frame. The body and frame are bolted together at 46 different points. Thus, the frame becomes a unit of the body along with the all-steel floor, side panels, center posts and other members. This design also permitted the engineers to build more room in the bodies. Plymouth seats are wider. The floor has been lowered three and one-fourth inches, providing a lower center of gravity and more

PLYMOUTH IS LABELED AS HIGH SPEED SAFETY CAR



Picture of the new Plymouth four-door sedan above shows the torpedo-shaped all-steel body of the new car, which fits over the frame in an entirely new type of safety construction. The new Plymouth is longer than any previous model—189 inches from bumper to bumper. The car is called the high speed safety Plymouth. King & Brown and Scurry County Motor Company are dealers for the Plymouth in Snyder.

leg and head room for the passengers.

The Plymouth engine, "cushioned" in floating power rubber mountings, has been moved forward over the front axle to slow down the action of the front springs and to make more room for the larger body. Plymouth passengers ride between the front and rear axles, entirely surrounded by protecting walls of steel.

With the engine over the front axle and the body moved forward and fitted onto the frame, the entire weight of the car has been redistributed to create an entirely new kind of ride. To further improve the ride, the engineers have developed a new type of springs, double-action shock absorbers, and a swag eliminator.

Streamlined Design.

In the design of the new Plymouth, the engineers have applied their extensive study of aerodynamics. The Plymouth is streamlined to resist wind pressure in front and wind "drag" in the rear. The streamlined radiator, new headlamps and the general treatment

of new front and styling—all combine to eliminate wind traps and flat surfaces. Authentic air-stream lines flow symmetrically back over the entire body structure to the tapering rear deck.

The Plymouth is presented in six body types—the business coupe, two-door sedan, de luxe rumble seat touring sedan and de luxe four-door touring sedan. All models have the same wheelbase—113 inches—the same engine with floating power mountings, the same clutch, same transmission, same "floating ride" and the same hydraulic brakes.

A jack has been developed that is particularly adaptable for use on some of the modern cars having overhanging fenders. It may be op-

erated from a standing position by inserting it under the front or rear bumper.

Autry Serves With Magnolia 10 Years

During the month of March the local Magnolia Petroleum Company agent received a lapel button that he displays with pardonable pride.

N. W. Autry is the Magnolia man's name, and the button he wears signifies that he has served with the company for 10 years—all of the time as Scurry County commission agent.

Special emphasis is placed just now by Magnolia on warm weather grades of Magnolia and Mobiloil.

If, after overhauling the rear-axle assembly of a car, a hum occurs while the motor is pulling, the ring gear and drive pinion mesh too tightly. If the hum occurs when the car is coasting, the gears are meshed too loosely.

The new Oldsmobiles are roomier in every respect, with the front seat of the six more than three inches wider than that of the eight of 1934.

Get Your Summer Grades of
MAGNOLIA AND MOBILLOILS

from
Magnolia Service Station
General Tires and Tubes

EARL HICKS, Prop.

One Block North Square Snyder, Texas

Spring is
in the Air

IT'S TIME TO
**SUMMER-IZE
YOUR CAR!**

MAGNOLIA "Summer-ize" Service is a complete check-up of the things your car needs for smoother, more enjoyable summer driving.

Dirty winter lubricants are replaced with fresh, heat-resisting summer Mobiloil and Mobilgreases. We'll also check your battery, clean and flush your radiator.

Prepare for
Summer driving at

MAGNOLIA



Ready for your Spring
Oil Change

Summer
Mobiloil

MADE BY THE FAMOUS
CLEAROSOL PROCESS
You can expect much better oil mileage... your motor will stay cleaner and smoother with these New Summer Mobiloils. All gum, tar and sludge has been washed away by the famous Clearosol Process. Change to Summer Mobiloil now!

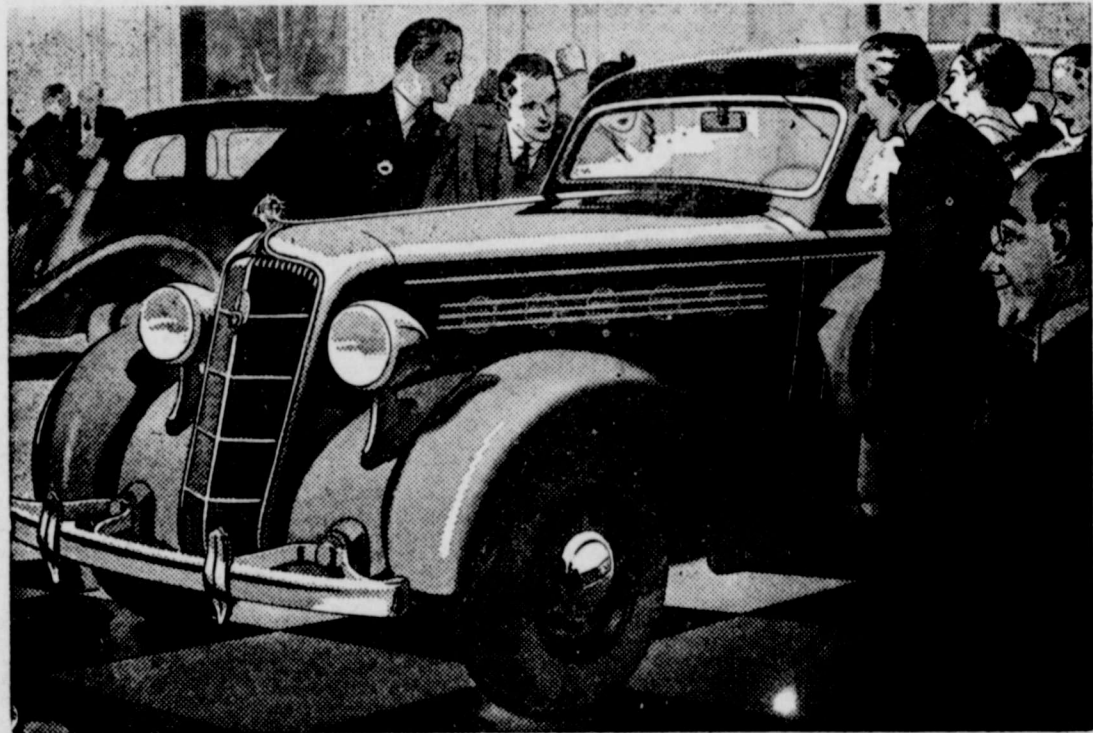


W.P.I.
**DEALERS
AND STATIONS**

N. W. AUTRY, Agent

Office—Magnolia Service Station

Phone 447



**— AMERICA NEEDED THIS
HIGH SPEED SAFETY CAR**

This New Car Offers You These Features:

- New high-efficiency Engine—more power on less gasoline and oil.
- New Torpedo-type Body of Safety-Steel—the safest body known.
- Improved Hydraulic Brakes, with Centrifuse Drums.
- New Synco-Silent Transmission—New Easy-pressure Clutch.
- New Mola Steel Front Springs and New Weight Distribution. Sidesway Eliminator gives safety on curves.

PLYMOUTH Now Only \$510 Up f.o.b. Detroit

Scurry County Motor Co.

Buicks Give Improved Passenger Comfort

Conservative Yet New Lines Prevail

Built to meet the requirements of the modern group of motor car buyers, the new Buicks are distinctively replete with performance and comfort features that make them outstanding. Models of the new line for 1935 will be displayed by Stimson Camp Ground, Scurry County Buick distributors.

The line leads off with the new series 40, having a 117-inch wheelbase and powered by a valve-in-head straight eight engine that develops 93 horsepower. It was first introduced in May of last year, since which time it has won unusual favor in the hands of owners. It is identical in appearance and fundamental features of design and construction with the company's higher priced lines and is designed to carry Buick to thousands of new owners.

Three Other Series.

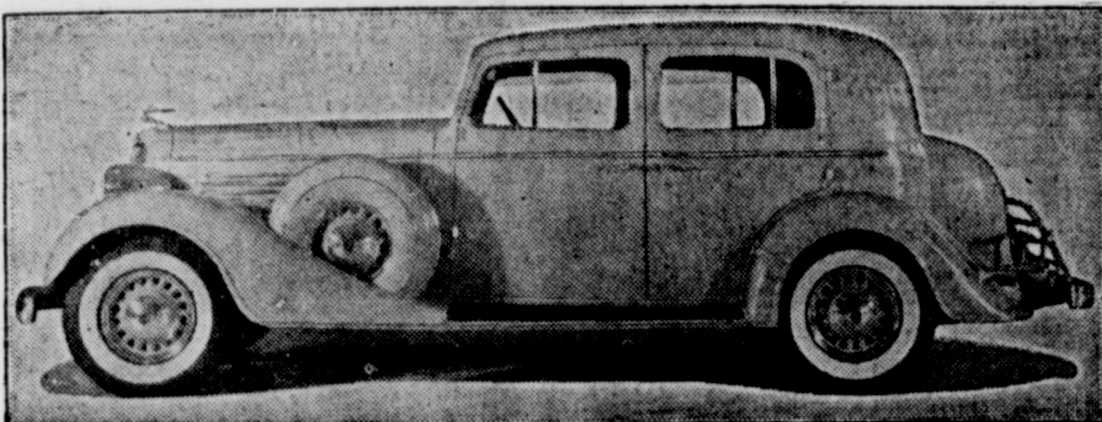
Buick continues in the medium and upper medium price fields, which it has always dominated, with three groups of cars designated as the series 50, the series 60 and the series 90.

In the series 50 is offered a group of five body types on a 119-inch wheelbase chassis powered with an 88-horsepower, valve-in-head straight-eight engine. The series 60, distinctly a fine car and in a slightly higher price bracket, is offered in six body types, including two convertibles. It is built on a 128-inch wheelbase chassis with a 100-horsepower valve-in-head engine and is marked by its distinctive appearance, large roomy bodies and attractive appointments.

Design Features Outstanding.

Of outstanding interest to show visitors are the fundamental features of Buick design, many of which have been incorporated for years and are responsible for their fine reputation for dependable and economical performance. Such items as valve-in-head engine design, the torque tube drive, sealed chassis,

BUICKS HANDLED IN SNYDER BY STIMSON BROTHERS



Beauty of design is combined with mechanical excellence and sturdy construction in this 100-horsepower Model 61 club Buick sedan, a feature of the four lines of cars offered this year by Stimson Brothers, local Buick dealers. Built on a 128-inch wheelbase chassis, the car is a standard bearer of Buick quality. Radical tendencies in streamlining are not embraced in the new cars but square-nosed effects have been avoided.

Double Inner Tube Perfected.

A new tire having a double inner tube removes much of the danger of a blowout, the inside tube being connected with the outer by a single air vent. When the outer tube is punctured, the air from the inside tube escapes very slowly, allowing the driver plenty of time to come to a gradual stop.

knee-action wheels, center point steering, the sway stabilizer, safety brakes, multibeam headlighting and numerous automatic devices are listed among the important features.

Refinements and changes have improved passenger comfort and convenience and added materiality to performance. More room has been provided in two sedan models by re-designing the rear of the front seat. Extensive changes have been made in upholstery and interior trim, particularly in the lower priced groups. In the series 40, mechanical changes have been effected to add to performance and improve fuel economy. In all series, a new type of rubber engine mounting, that more effectively insulates the engine from the frame, is a new feature.

Texas Made Fuel For Cars Sold by Texas & Pacific

Texas & Pacific Coal and Oil Company, represented in Snyder by F. M. and Max Brownfield, features gasolines, lubricating oils, greases and kerosene manufactured and distributed in Texas. Refineries from which products sold in this county are secured are located at Fort Worth and Ranger.

T-P. has become widely known not only for the quality of its products but for its unique plan of advertising, which headlines the Indian that formerly roamed over the very oil fields from which the company's crude is now drawn.

Aero motor oil, Thurmar and T-P. gas are the products being pushed by the Brownfields. "They are 'the stuff' for modern motors," Frank Brownfield said yesterday.

The Brownfields took charge of the local agency November 1, 1934. Late last month they moved agency headquarters from the former lo-

cation a block west of the square to the Highway Garage building, a block east of the square. E. C. Neeley came to Snyder as local agent more than six years ago, when T-P. first entered this territory. He sold the agency to the Brownfields.

T-P. products are handled here by R. C. Grantham, Hall Brothers, Highway Garage, Clarence Morrow and W. C. Meadows.

Snyder's Automobile Show is to begin at 10:00 o'clock Friday morning and ends Saturday night.

Firestone, Texaco Featured by Wade

Foy Wade, who operates the service station just north of the Towle Building, puts most of the stress in his business on Texaco products. Firestone tires, tubes and batteries, and a greasing rack that features Texaco greases.

Wade's Service Station was recently enlarged to include not only the grease rack and other equipment you might expect at a station, but a shaded wash rack and an enlarged office and rest rooms.

Accessories for standard make cars, especially Ford and Chevrolet, are Wade specialties.

Halls Operate T-P.

Two of the Hall brothers, Frank and Arvel, have been operating the T-P. station No. 1, a block east of the square on the highway, for several weeks. The young men are making a "go" of the company-owned station. They recently improved their service by adding a complete greasing rack, where latest methods of T-P. greasing are used. Washing and polishing are also their long suits. Sudden service and the much-advertised T-P. aero motor oil, and Thurmar and T-P. gas, are top-notchers at the station.

This special edition of The Times for Snyder's Automobile Show has begun a new thing for automobile dealers here.

PLAY SAFE WITH.....

T-P

PETROLEUM PRODUCTS

- GASOLINES
- KEROSENE
- MOTOR OILS
- GREASES

—GET THEM FROM—

FRANK & MAX BROWNFIELD

WHOLESALE AGENTS

Highway Garage Bldg — Block East of Square

Right now.

YOUR CAR WILL BENEFIT FROM A

TRIP TO OUR DRAINING RACK!



Autos of Today Must Have Modern Lubrication

And ours is one Service Station in Snyder that has really kept abreast of the times. We are prepared to give your cars just the lubricating they must have if they give the best service. We offer motor car owners

TEXACO CERTIFIED LUBRICATION

which is made possible only because we are experts in the art of auto lubrication.

Car Washing That Is Really Washing. Drive In!

Road Service Phone 500

FORD AND CHEVROLET PARTS AND ACCESSORIES

Wade Service Station

Firestone Tires and Tubes

Texaco Gas, Oils, Greases

T-P Means PLACE TOP

for the Motoring Public

WE'RE THE TOP—

When it comes to Servicing Your Car with

T-P GAS and AERO MOTOR OIL WASHING AND GREASING SERVICE WITH A T-P SMILE!

Frankie and Arvel

Hall Brothers

T-P SERVICE STATION NO. 1

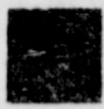
One Block East of Square

Snyder, Texas

● GASOLINE & MOTOR OILS ● GASOLINE & MOTOR OILS ●

DESIGNED TO SERVE MODERN MOTORS ●

DESIGNED TO SERVE MODERN MOTORS ●



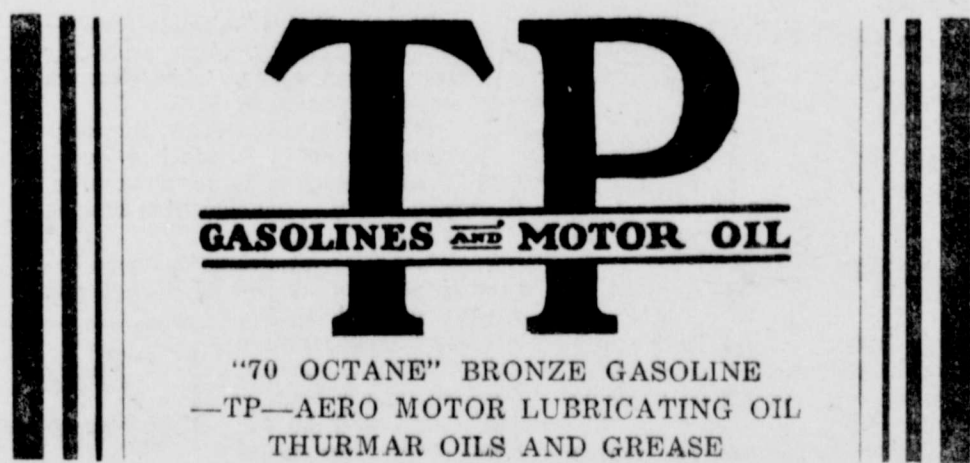
MODERN MOTORS

Demand

▼ MODERN
▼ PETROLEUM
▼ PRODUCTS

THE NEW 1935 CARS look more alike in a group than at any time since the turn of the Century, when they all looked more like buggies. Under the hoods of these new and shining, gracefully designed cars are motors—also new, modern, more powerful and economical.

These new and improved modern motors demand gasolines and motor oils that have kept step with their development. -TP- Petroleum Products are in step, for -TP- laboratories have always been leaders in the development of modern automotive fuel and lubrication.



Texas Pacific Coal & Oil Co.
Fort Worth, Texas

● GASOLINE & MOTOR OILS ● GASOLINE & MOTOR OILS ●

New Springing Developed In 1935 Dodge

Frame Flare Now Predominates Car

The new line of Dodge cars, as shown by the Scurry County Motor Company, is expected to be one of the outstanding attractions at the automobile show at the Snyder Garage this week-end. The Scurry County Motor Company is also displaying Plymouths at the show.

It is quite evident that the company's engineers have applied considerable time, effort and ingenuity to the task of combining smartness in comfortable bodies with operating features that do, automatically, a variety of things which formerly had to be done manually.

To provide the interior comfort of which the show visitor becomes conscious the moment he opens the car doors, Dodge engineers have done two fundamental things: they designed a new chassis frame with greater flare and the improved body mounting system have made it possible to widen the front and rear seats and to carry the body sides and doors down to the running boards. The center gravity is even lower and stability of the car is greater than ever. In their exterior views, the new Dodge bodies show much eye-filling yet practical beauty.

"Sychromatic" Springing.

One of the mechanical advances seen for the first time this year is the Dodge "sychromatic" front spring action which is attracting much attention. The suspension incorporates a rigid front axle, flexible multi-leaf springs, double-acting hydraulic shock absorbers and a rubber-cushioned synchronizing mechanism—the new Dodge ride "levelater."

More unusual details are found in the steering mechanism of the new Dodge. This is the Dodge cross-steering method in which the Pitman arm moves crosswise, instead of lengthwise with the chassis frame as is the case with ordinary steering.

The patented floating power engine mountings—which have been Dodge feature for several years—are used in the 1935 models, with a simplified front mount and re-located rear supporters.

87 Horsepower.

Having a bore of three and one-fourth inches and a stroke of four and three-eighth inches, the new Dodge Red Ram engine delivers 87 horsepower, with its 6.5 compression head. An engine detail worthy of mention is the shaping of the cylinder-head combustion spaces which because they give the incoming fuel increased turbulence, contribute materially to complete conversion of the gasoline into power.

Dodge brakes are of the time-tested hydraulic type which the company's engineers regard as most dependable because they act with equal effect on all four wheels and do not require periodical adjustment.

Dodge engineers have exerted themselves considerably to make the operation of the 1935 models as free as possible from the manipulations that heretofore called for judgment and experience on the part of the driver.

The choke button, for instance, is missing from the instrument panel of the new Dodge. The choking is now performed by an automatic device.

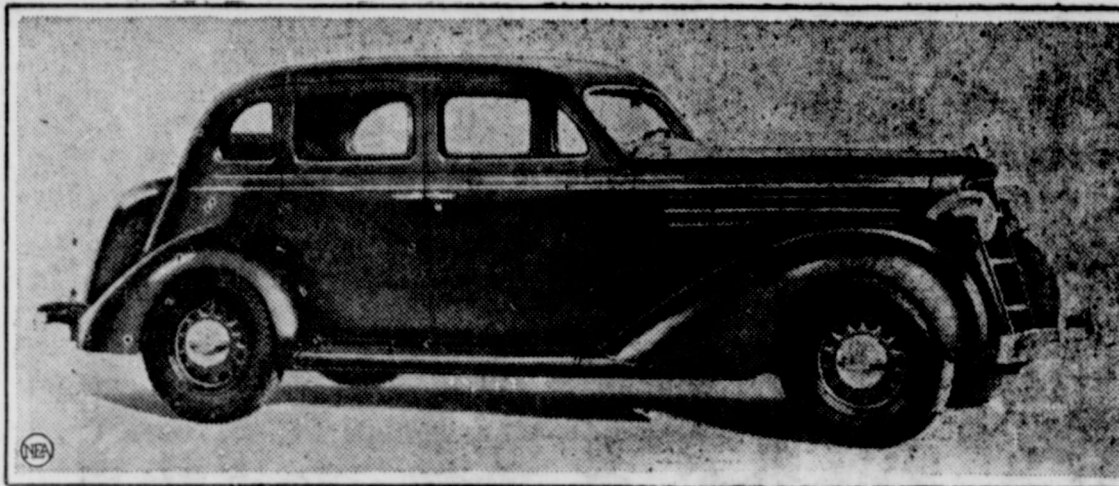
The setting of the ignition spark has also been made automatic, in two ways—by a centrifugal governor and by a special vacuum spark control.

The precise amount of heat to be applied to the fuel mixture is doled out, automatically, by a thermostatically-operated carburetor heat control.

The engine temperature is kept under constant check by a thermostat incorporated in the water circulating system.

The synchro-silent transmission is designed to cause the gears to be meshed to turn at the same speed, an arrangement making speed changes easy and noiseless.

PRACTICAL BEAUTY ACHIEVED IN NEW DODGE AUTOS



Best proof of the 1935 Dodge is not so much in the seeing as in the riding. For this Chrysler product offers an unusual type of sychromatic front suspension and a redistribution of the car's weight that reduces the swaying motion of the body to a minimum and assure more comfort to the rear passengers. Dodge's cross-steering system also makes operation of the car much easier. Scurry County Motor Company is local agent.

Ivisons and Worley At Highway Garage

Recent arrangements at Highway Garage have made it possible for autoists to get just about anything they want in the way of car servicing and maintenance.

Ira Ivison has a full stock of parts for all makes of cars, and the veteran repair man conducts the "fixing" end of the business in connection with the station for more than a year, is in charge of the front end, where T-P products are now featured.

The T-P. wholesale agency, managed by F. M. and Max Brownfield, occupies the office in connection with the garage.

A statement by a Danish expert of Stockholm that Swedish and Italian motorists are the most ruthless and unfair in Europe aroused violent protests in the press and from automobile organizations.



New-Value Dodge Sedan (2-door) now only \$690—Sedan (4-door) as illustrated, now only \$735

ANNOUNCING DODGE and PLYMOUTH DEALER'S SPRING "OPEN-HOUSE"

YOU ARE CORDIALLY INVITED TO OUR SPRING "OPEN HOUSE"
 SEE COLORFUL NEW DODGE AND PLYMOUTH CARS... SEE AMAZING PROOFS OF ECONOMY...
 SEE THE STARTLING ADVANCEMENTS...
 DODGE "SYNCHROMATIC CONTROL," "AIRGLIDE RIDE"
 ... Come In Today!

—sponsored everywhere by Dodge and Plymouth dealers—that shows how you can get sensational gas savings.

Try the Dodge "Airglide Ride"—fairly float along, skim smoothly over rough spots, taking curves safely on an even keel.

Drive with new Dodge "Sychromatic Control"... see how wonderfully easy it is to shift, stop, start, steer... so easy, that driving is almost effortless.

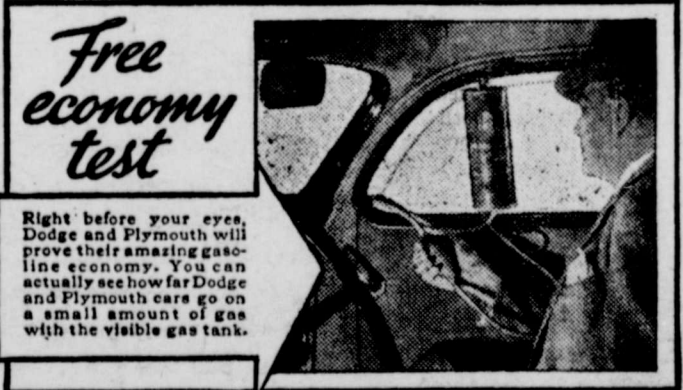
Learn about dramatic tests that proved the extra safety of Dodge and Plymouth all-steel bodies.

Ask us why such tests are only made with genuine all-steel bodies! Let us prove that only an all-steel body can stand them—that Dodge and Plymouth bodies really are extra safe.

Dual-cylinder hydraulic brakes, too—a revelation! Amazingly quick, smooth stops—and these perfected hydraulic brakes stay in adjustment—that means they

save you money three ways! Save tires, save relining expense, save adjusting expense.

During "open house" business men are especially invited to investigate new Dodge trucks... extra economical, extra long-lived... now priced with the lowest. Visit your nearest Dodge and Plymouth showroom any day or evening. Expect to be thrilled, excited, entertained! We will be looking for you. We will be glad to see you whether or not you are ready to buy. Everybody welcome to Dodge and Plymouth dealer's spring "open house."



Right before your eyes, Dodge and Plymouth will prove their amazing gasoline economy. You can actually see how far Dodge and Plymouth cars go on a small amount of gas with the visible gas tank.

DODGE SIX • PLYMOUTH • DODGE COMMERCIAL CARS and TRUCKS
 \$645* and up \$510* and up \$365* and up \$490* and up

*All prices f.o.b. factory, Detroit, subject to change without notice. Special equipment extra. Time payments to fit your budget. Ask for the official Chrysler Motors Commercial Credit Plan.

SCURRY COUNTY MOTOR COMPANY

Authorized Dodge Dealer
 1707 25th Street, Snyder

Safety and Comfort Stressed In Chevrolet

Beauty and Style Also Are Stressed

Master de luxe models, strongly emphasizing beauty and style, and new standard models, featuring high-powered performance with economy, are to make up the automobile show of Yoder Chevrolet Company this week-end at Snyder Garage. An elaborate display of the cars has been arranged for the show.

Master de luxe body models include sedan, coach, business coupe with luggage compartment, sport coupe with rumble seat, sport sedan and town sedan. In addition to the coach, business coupe, phaeton and sport roadster, which comprised the standard line last year, the 1935 standard line includes a full sized four-door sedan and a sedan delivery car for light commercial uses.

Striking in Design.

The 1935 standard has been given virtually the same performance ability as the master de luxe, which, however, departs distinctly from previous Chevrolets in striking advances in design of body and trim. The engine, incorporating many improvements over the 1934 master motor, is of the same size and design in both models, while in the chassis the chief difference is the master de luxe of Chevrolet enclosed knee-action suspension, now entering its second year improved in construction and operation.

Mechanically, the two models have in common numerous improvements in construction and design. Both engines have an original system of high pressure jets supplying oil to connecting rod bearings, and electroplated pistons, heavier crankshafts, and other new features that contribute to better performance, smoothness, economy.

New Chevrolet Sleekness.

By utilizing the newly developed all-steel roof construction, the new Chevrolet has attained a sleekness formerly impossible, its highly crowned roof sweeping from the windshield to the streamlined, graceful rear end in a continuous curve, an effect heightened by the absence of roof panels and moldings. The wheelbase of the new master de luxe Chevrolet is increased to 113 inches, and an even greater increase in body space has been gained by moving the engine forward. The appearance of great length has been enhanced by lowering the floor level, dropping it one inch nearer the ground by lowering the chassis side rails.

The master de luxe sport and town sedans have integral trunks embodied in the rear panels, with compartments for the spare wheel. In the three sedans, pressed steel wheels with short rounded spokes are regular equipment. Wire wheels with large hub caps are used on the other models.

Improvements Common.

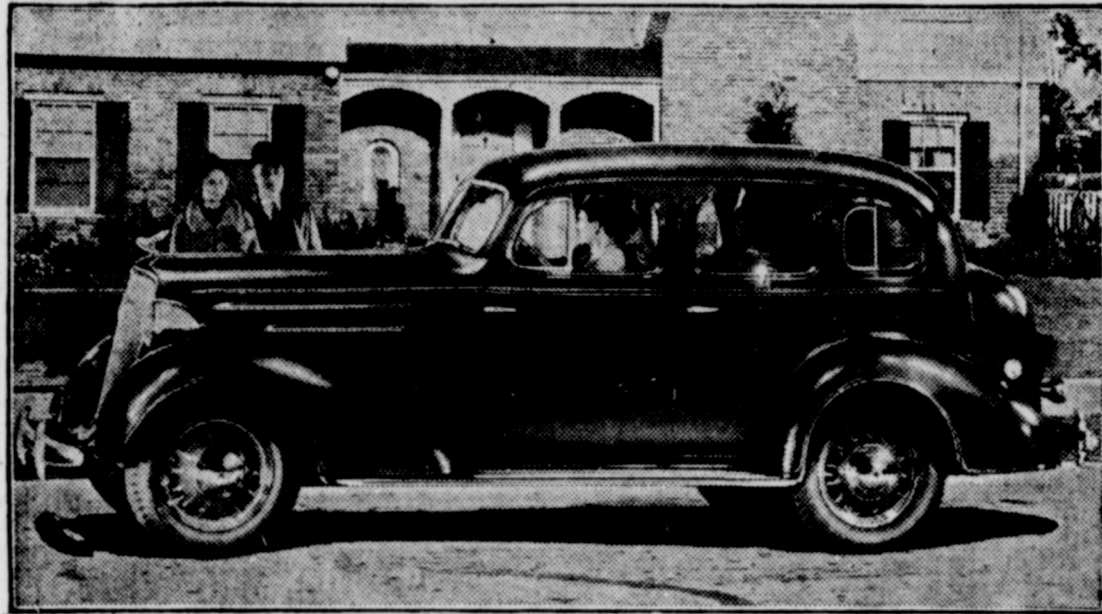
In both engines, the crankshaft has been redesigned and it now weighs 69 pounds, or 5½ pounds more than last year's master. Counter-weighting has been increased 80 per cent, and the harmonic balancer has been given an additional spring in each bank and larger drive pins.

The cushion balance principle of engine mounting, improved in detail, is now applied to both models, utilizing five rubber supports—two at the front of the engine on the frame cross-member, one at the rear of the transmission on a special frame cross-member, and two widely separate side supports or stabilizers bracketed to the clutch housing and bearing on frame brackets.

Chevrolet Pushes Ahead.

Pushing steadily forward, production of Chevrolet passenger cars and trucks is now exceeding 5,000 per day, according to an official statement just released by W. E. Holler, vice president and general sales manager. On March 19 a total of 5,182 units rolled off the production lines of the company's nine assembly plants, he said.

SLEEK NEW LINES REVEALED IN YODER'S CHEVROLET



Chevrolet has departed from the practice of furnishing its two models, the Standard and the Master, in nearly identical appearance. New lines of fenders and turret top and improved knee action are features of this year's cars. Models will be exhibited at the Auto Show Friday and Saturday by Yoder Chevrolet Co.

Newspaper Ads Used by Chevrolet

Chevrolet, again in 1934, showed its faith in the newspapers in the United States by placing the great bulk of its advertising expenditures in more than 7,300 newspapers ranging in circulation from a few hundred to the metropolitan dailies of over a million readers, according to C. P. Fisker, advertising manager of Chevrolet Motor Company.

The majority of these newspapers were on the regular schedule, averaging from two to four advertisements per month throughout the year. While, of course, the nation's key cities require more space than newspapers in smaller towns, the smaller papers and even the weeklies are used particularly on special occasions, so that this means the Chevrolet program is in virtually every newspaper in the United States.

Register at the Auto Show.

Comparisons
in outstanding Quality,
Performance and Economy

THE NEW STANDARD CHEVROLET
World's lowest-priced six

THE NEW MASTER DE LUXE CHEVROLET
Aristocrat of low-priced cars

Before You Buy Any Automobile

You Should Consider **FIVE FAMOUS FEATURES** These

- Turret-Top Body by Fisher
- Valve-in-Head Engine
- Knee-Action Ride
- New Cable-Controlled Brakes
- Shock-Proof Steering

for Economical Transportation



This Name Continues as the Leader of the Auto Industry.

Record Production Cannot Fill Demands!

COMPLETE SHOP SERVICE

When your Chevrolet needs mechanical adjustments or repairs, bring it to the Authorized Chevrolet Dealer. Specially trained mechanics will see that it is properly serviced. We have one of the best-equipped shops in West Texas. We specialize in frame straightening, lathe work of all kinds, and electric welding. Washing and greasing! **Genuine Replacement Parts Are Used In Our Shop**

THE New Standard Chevrolet unites **\$465** quality with economy to a degree never before approached in Chevrolet history. You will know this when you view its trim beauty . . . experience its brisk power and getaway—and find out how much money it will save you in operating costs as well as in purchase price. See and drive this fine car at your earliest convenience.

\$465
AND UP. List price of New Standard Roadster at Flint, Mich., \$465. With bumpers, spare tire and tire lock, the list price is \$20.00 additional. Prices subject to change without notice.

\$560
AND UP. List price of Master De Luxe Coupe at Flint, Mich., \$560. With bumpers, spare tire and tire lock, the list price is \$25.00 additional. Prices subject to change without notice. Knee-Action optional at \$20.00 extra.

CHEVROLET FOR 1935

CHEVROLET MOTOR CO., DETROIT, MICHIGAN. Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

CHOOSE CHEVROLET FOR QUALITY AT LOW COST

YODER-CHEVROLET COMPANY

E. F. Sears Has Been Gulf Agent Since Feb., 1920

It was in February of 1920 that E. F. Sears took the helm of the Gulf Refining Company agency in Snyder. Fifteen years and more of selling Gulf products have convinced him that car owners know and appreciate the gasoline and motor oils of the nationally-advertised concern.

Mr. Sears is particularly proud of the fact that Gulf products have proven themselves superior in numerous actual tests in competition with products of other companies. He says that Gulf Pride oil, offered in sealed cans only, and "That Good Gulf Gas," known to motorists for many a year, are featured this year in the Gulf line.

Gulf products are handled in this county outside of Snyder by B. Wasson, Hermleigh. Snyder dealers are: Trice Service Station, two blocks west of the square on Highway 83; M. M. Clark Service Station, mile east of square; Olds Service Station, northeast corner of square; Gulf Service Station, block north of square; Highway 83 Service Station, west of square.

Mr. Sears has also been local Oldsmobile dealer for a number of years.

New Ford Sales in Area Brings Record Production at Plant

Due to the unprecedented demand on the part of the motoring public for the new 1935 Ford V-8 cars, trucks and commercial units, it has been necessary for the Dallas assembly branch of the Ford Motor Company to step up production to the highest level since 1926.

Although the January schedule of the Dallas plant consisted of 262 cars per day, it was found necessary on February 1 to increase this daily production to 350 units per day.

At the present time there are 2600 men on the payroll at the Dallas branch, which is the largest number of workmen listed at any one time in the history of the branch.

The annual payroll of the Ford Motor Company, Dallas branch, amounts to approximately \$2,500,000 and it is estimated that in the city of Dallas alone, there are more than 13,000 people directly dependent on Ford assembly, sales and service for their livelihood.

Ford purchases in the Dallas branch territory, approximately \$200,000 worth of merchandise annually, and there is a large amount spent each month in this area as

a part of the sectional and national advertising campaign of the Ford Motor Company.

In one average year, Ford pays \$2,900,000 for transportation of the Ford cars and parts to and from the Dallas branch alone. During the month of January, 406 outbound carloads and 630 inbound carloads of freight were handled, which represent a revenue for this one month alone of approximately \$320,000 to the carriers. Less than car load freight averages approximately 1,375,000 pounds per month. The revenue for this tonnage is not included in the above figures.

The Dallas branch, with activity in all the departments increased to meet the demand of the 350-car per day schedule, appears to be a veritable industrial city within itself. It would be difficult for one who has not visited the plant recently to have an accurate conception of the magnitude of this enterprise, and the part it plays in the industrial activity of Dallas and the surrounding territory. Guides are present at 9:00, 10:00 and 11:00 o'clock in the mornings and at 1:00, 2:00 and 3:00 o'clock in the afternoons to show visitors the plant.

J. C. Dawson Here Selling Independent Products For Years

J. C. Dawson remembers "way back yonder when" in the car servicing business. Long before automobiles had become the necessities that they are considered today, he was on the job in Snyder with gasoline, oils and grease for the horseless carriages.

Dixie Service Station, under Mr. Dawson's ownership, has featured independent products for a number of years. East Texas kerosene and gasoline, wholesale oils, lubs and greases are being featured. Leaders in the motor oil line featured by the station are Quaker State, Penn Seal and Wanda.

Mr. Dawson is also proud of his full line of Star tires and tubes, on which liberal trade-in allowances are being made just now.

Adjoining his service station, Mr. Dawson operates a coal and general fuel yard, which has been used by Scurry County people for years.

Auto Show begins at 10:00 a. m.

PLAY SAFE.....
and Economical BUY

STAR

Tires

Batteries

Seat Covers

Dixie Service Station

J. C. Dawson, Owner

33 GASOLINES TAKE "HILL TESTS" GULF WINS 7 OUT OF 12 TIMES!



IS there a difference in gasolines? READ THIS

Tests on famous American hills—from Massachusetts to South Carolina—prove that the power of gasolines selling at the same price vary widely!

In each of these tests, gasolines bought from local service stations competed to see which could propel a car and heavy load up hill farthest before the motor stalled. Results? . . .

GULF WON MORE HILL TESTS THAN 32 OTHER GASOLINES COMBINED! Study the chart below! Then go to any Gulf station and test That Good Gulf Gasoline for yourself!

HOW 33 GASOLINES RANKED (IN ALL TESTS TO DATE)

All gasolines tested, except a few "third grade" brands, sold for approximately the same price as That Good Gulf. Each brand is denoted by a letter.

TEST	WINNER	2 ND PLACE	3 RD PLACE	4 TH PLACE	5 TH PLACE	6 TH PLACE	7 TH PLACE	8 TH PLACE	9 TH PLACE	10 TH PLACE	11 TH PLACE	12 TH PLACE	13 TH PLACE
# 1	GULF	A	B	C	D	E	F	G	H	I	J	K	L
# 2	GULF	K	B	F	M	N	A	C	O				
# 3	P	GULF	C	D	F	Q	R	S	L	K	N	Z ⁶	
# 4	GULF	B	F	C	P	N	D	Q	K				
# 5	GULF	P	C	D	B	F	Q	N	K				
# 6	GULF	M	A	B	C	N	K	F					
# 7	GULF	C	A	N	M	B	F	K					
# 8	T	GULF	M	F	K	U	Q	N	V	W	X		
# 9	B	Y	GULF	Z	P	J	Z ⁶	Z ¹	Z ²	Z ³	Z ⁴	Z ⁵	
# 10	C	GULF	N	A	M	B	F	K					
# 11	A	GULF	K	F	C	M	B						
# 12	GULF	P	F	M	C	A	N						

EACH OF THE BRANDS of gasoline tested is indicated on the chart by a letter, A to Z6. Note that Gulf gas was uniformly best! Other high-ranking gasolines varied widely in different tests.

© 1934, GULF REFINING CO., PITTSBURGH, PA.

LOOKOUT MT., TENN., where a borrowed Chevrolet, running in high gear and hauling 3200 lbs of goats, tested 13 brands of gasolines. GULF WON!



There's more power in THAT GOOD GULF GASOLINE

E. F. Sears, Wholesale Agent

M. M. Clark Service Station
East Snyder—on Highway 83

Olds Service Station
Northeast Corner Square

Gulf Service Station
North of Woodrow Hotel

Trice Service Station
Block West of Square

Highway 83 Service Station
Three Blocks West of Square

The Biggest Stock

GENERAL AUTO PARTS

in Scurry County can be found at our place

Auto Repairing of All Kinds

T-P Gasolines and Oils

HIGHWAY GARAGE

& SERVICE STATION