

JOIN THE SPCCM

(SOCIETY FOR THE PREVENTION OF CRUELTY TO MOTOR CARS)



JUST take a good look at the old car when you start out for the movies tonight!

Tires bald-headed as an electric light bulb, and just about as safe to drive on. . . . Dents front and rear where Martha didn't quite negotiate the garage. . . . Paint that looks like the skin of an old potato. . . . An engine that has both whooping cough and the jitters, and burns up many unnecessary dollars in gasoline and oil.

And as you drive along the road notice the new cars that pass you by . . . how much smoother they are . . . more silent . . . powerful . . . how quickly they stop, how fast they get away.

Isn't it about time you were getting a new machine?

Especially with automobile values greater right now than they are ever likely to be again?

Think things over a little . . . as they relate to industry . . . and as they relate directly to yourself.

For the past four years the bottom has seemed to drop out of everything. Factories have been closed because

there was no demand for their products. Workmen have been thrown out of jobs. Prices have gone down and down—nothing has appeared to have any basic value at all.

But everything **should** have a true basic value . . . a value which is fair alike to the person who makes it, the one who sells it, and the one who buys it. This is the purpose of the NRA: to make **everything** worth **something** again.

And that purpose is succeeding! In the automobile and allied industries scores of thousands more men are being employed today than a year ago; they are being paid millions more in wages. Prices on commodities are mounting steadily. Steel is up 15 per cent. Crude rubber 144 per cent. Upholstering fabrics are up 50 per cent.

These increases are **not** yet reflected in the finished automobiles. **Today** you can still buy at the old low prices. **Now is the time to buy.**

UPTURN ITEM

Automobile production during August showed a gain of 150% over August 1932.

Nash Motor Company

PONTIAC — BUICK — GMC TRUCKS

Roanoke Motor Company

FORD V-8 CARS and TRUCKS

Tri-City Motor Company

CHEVROLET CARS and TRUCKS