

It could be ... b
tising, it is not!
With various models sell $\$ 950$ to $\$ 2,000$, this was the popular low-priced car in was the popuwho could afford motoring, chug ged along dusty roads at speeds of 15 to 20 miles an hour
Their carshadnotops... no windshields . . . no spare tires . . . none of score of accessories essential to modern motoring. Starters were hand cranks ... brakes were far from the quick-acting, four-wheel safety of today
What part did advertising have in changing the motor car? Simply this: Advertising created demand among hose who could afford luxuries. Increased sales brought sales. Increased sales brought large-
scale production and lower prices. Lower prices opened new and wider markets ... inspired competition. Competition demanded re
Today a half dozen aggressive manufacturers, employing hundreds of thousands of workers, bid for the low-priced automobile market. The
same manufacturer who sold his cars as high as $\$ 2,000$ in 1905 now de livers his leader at a price near $\$ 600$. The automobile, thanks to honest advertising and research, today is available to those with modest in comes. Advertising has given us cars with smooth, powerful motors, steel bodies, shatterproof glass, safo brakes and luxury beyond the fondest dreams of 1905. A real contribution to the American Way of Living!

Italian Fleet on the Move




Family Groups To Give Musical Numbers Sunday
Sunday morning at the Meth
dist church the special music w Hst church the special music
eature family groups in line w ature family groups in line w.
he request of the music clab. Mrs. Virginia Martin and M
Fred Calhoun will sing a duet companied by their mother, M
W. L. Matney, at the orgat Edwin and LLester Poteate also sing a duet. National Music
Week will thus be recognized Sic R, May the 6th, at eleven a. m.
Rev. W. L. Lanier the Methodist church, of Callowhe will fill the pulpit.
Progress," including bett Diplomas Tueșday

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$\qquad$ A. R. chapter, will present the Goo
Citizenship medals. Major J. H
Howell will make the Americ Citizenship medals. Major J. H.
Howell will make the American
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## OPEN FOR BUSINESS!

destructive fire. Merchandise is coming by the carloads,
dith merchandise in every departments
Solid Car Complete Stock KEYSTONE
ROOFING

PEE GEE PAINT
Solid Car

## BUILDERS'

HARDWARE

Solid Car

| HARDWARE | GROCERIES |
| :---: | :---: |
| $\star$ | DRY GOODS |
| Solid Car | MEATS |
| of | HARDWARE |

LIME - CEMENT
LUMBER
WALL BOARD
JUNALIJSYA SUPPLY CO.
JERRY LI

