






COMPETITIVE ROAD TESTS
$\mathbf{1}$ to $\mathbf{3}$ more miles per gallon in passenger cars


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Political Announcements







SINCLAIR H-C LEADS IN
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## There Are Sails And Sales!

A friend of ours is the wife of a seafarring man. She knows what "charting a course" means. She believes in it.

Her charts are the advertising pages of this paper. Before she starts a shopping trip, she plots her course. Here's a bargain in canned goods. There's a good buy in kitchen utensils. Here's a sale of shoes. Thus the fog of haphazard shopping lifts, and the course is clear. Time is saved. Money is saved.
"Certainly," she tells us, "I would no sooner start on a shopping tour without having read the advertisements than my husband would try to navigate without his charts and compass."

Even if you have never set foot aboard a ship, you can chart your shopping course. Read the advertisements on these pages every day. Follow them as a mariner follows the weather report and see how much simpler and easier shopping becomes. Remember, an advertised product is a reliable product-it has to be!


Jack Haley
Grace Bradle William Fraw Joe cook Phat $_{\text {Plus }}$ "GIVE 'EM AIR"

Hotel Garag TEXACO PROD Storage and
West Main

ATtemino
BARGAIN

