





 Run by U.S., Ace Helium Merchant

tunities, the value of which no human dare estimate. Fresh, new and again, and strive to obtain a larger measure of the things that make again, and strive
life worth while.

If the New Year brings you a new home, it will make us both happy, and we wish that you might
tion - "I will buy a home in 1938."

EARL BENDER \& COMPANY



## LET'S START This New Year Together



We've had such a big kick out of equipping hundreds of satisfied customers with Seiberling Tires during $1937 \ldots$ that we're just itching to do it in the thousands in 1938.

That ought to be easy ... but not without every automobile owner getting wise to just what Seiberling Tires mean on an automobile. THEY MEAN - -

Safety - Security - Durability - Miles - Comfort - Satisfaction and economy ... and the nice part about it is that you can equip your car with Seiberling Tires on our one-third down and monthly budget plan!

## JIM HORTON TIRE SERVICE

EAST MAIN ST.



WERE NOT SELFL: - AND -

NEVER INTEND TO BL

## PERFECT SERVICE

## ${ }^{-15}$

 OUR STRICTEST HOBBY - WHICH MEANS WHAT?$$
- \text { THAT - }
$$ Nothing can stop us from putting out the best garage service. ... because we're equipped and have ; trained men

- THAT We always have used car bargains that are worth the money - THAT We sell four of the greatest new cars manufactured today . BUICK .-. PONTIAC CADILLAC --- LASALLE - WHAT More could any community ask! HAPPY NEW YEAR TO ALL AND HOW


## MUIRHEAD MOTOR COMPANY

$\overbrace{\text { CREPE SLIPS }}^{2}$ tioken sizes up to
 $\$ 1.39$ $\begin{array}{r}\$ 1.39 \\ \hline \text { Balbrizen }\end{array}$ Palbriggas
NIGHT GOWN In Kickernick and
Keyser. Values to
S2 50 , $\$ 1.39$

ACTIONS SPEAK LOUDER THAN WORDS -.-AND WE'RE INSPIRING PLENTY OF ACTION IN THIS SENSATIONAL PRE- INVENTORY



SALE NOW GOING ON!
 We're Not Kidding You Women...You Know Values...Grab Them!

## ATM DRJSSES M ATEGO

including kit sult ...costume suts

## ${ }_{2}^{1}$ PTBCT

14 Were \$12.95, Now .. \$6.49; 16 Were $\$ 14.95$, Now .. $\$ 7.48$ 23 Were $\$ 18.50$, Now ... $\$ 9.25$; 10 Were $\$ 22.50$, Now . $\$ 11.25$
8 Costume Suits were $\$ 29.50$, Now
6 Knit Suils were $\$ 12.95$, Now
6 Knit Suils were \$18.50, Now
7 Knit Suits were $\$ 22.50$, Now
 NOTHING RESERVED! COME EARLY!

OH, YES!


FALL AND WINTER HATS IN 2 GROUPS: values to $\$ 3.95$ !

## $50 c \& 1.00$

dobbs, PATRICIA, JUSTINE HATS:
$\$ 2.98$ AND $\$ 3.98$
Black and Brown Only! colors half price:
ROBES - PAJAMAS $\$ 12.95$ - CLEARANCE\$1.98 t. $\$ 9.88$

## ALL COATS must GO

 ONE GROUP FUR-TRIMMMED and TAIL- $\$ 5.00$ORED COATS--Values to $\$ 14.50 \ldots . . . . . . \$ 2$ NOW FOR SOME MORE SLASHES!
$2 \underset{\text { Were } 516.95}{\text { COATS }}$ - Now .. $\$ 8.48 \quad 12 \underset{\text { Were sis.50-Now }}{\text { COATS- }} \$ 9.25$
$12 \underset{\text { Were S22.50-Now }}{\text { COATS }} \$ 11.25 \quad 4 \underset{\text { Were S29.50-Now }}{\text { COATS }} \$ 14.75$
$1 \begin{aligned} & \text { CoAT- } \\ & \text { Was } \$ 99.50 \text { - Now.. }\end{aligned} \mathbf{2 4 . 7 5}$
$3 \underset{\text { Were } 569.50}{\text { coats }}$ - now $\$ 34.75$
LILENS .......... 25\% off
2 FUR TRIMMED SUITS - Were $\$ 59.50$ - NOW 1 FUR TRIMMED SUIT - Was $\$ 49.50$ - NOW hirshmaur all-year-round coats ALL SALES FINAL! NO REFUNDS! COME EARLY!


