

# No Extra Cost for Wheels

## If You Buy a Set of Firestone Full-Size Balloons

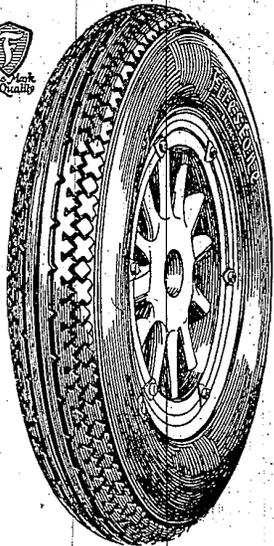
WITH every set of Firestone Balloon Gum-Dipped Cord Tires, we give you a complete set of Firestone Changeover Wheels. A liberal allowance will be made for your old tires.

This is a special inducement for immediately equipping your car with Balloon Gum-Dipped Cords and getting the added comfort, safety and economy these wonderful tires give.

You will get the advantage of increased tire mileage—decreased gasoline consumption—and lower car upkeep, proved by 5,300,000 miles of carefully checked service tests and the actual experience of over 100,000 car owners.

Balloon Gum-Dipped Cords allow you to drive at higher speeds over the rough stretches without danger or discomfort. They expand the usefulness of your car day by day and add many months to its life.

Motorists everywhere are getting Balloons NOW—as a short cut to lower car operation and increased service. Bring in your car today—we will make changeover promptly at surprisingly low cost.



### BALLOON GUM-DIPPED CORDS THE ORIGINAL LOW-PRESSURE TIRES

Phone 151 OLIN RUSSELL Farmington, Mich.

AMERICA SHOULD PRODUCE ITS OWN RUBBER

### Big Hat Sale Was Downfall of an Ad Man

By GEORGE ELMER COBB

"HIS former, sure!" declared Mr. Earle, manager of the furniture section of the Famous department store, at Rockton.

"Yes, they say he's a crackjack! Going to double up trade in a month and ruin all business rivals."

These two townsmen casually echoed what was constantly current among the excited and expectant employees of the great mercantile establishment under general discussion.

The proprietor of the Famous, Ira Stein, was a plunger. He had inherited some money and had started the biggest department store ever known in the district. Already there was the Enterprise, which filled the local bill very comfortably, but Stein was a pusher and hoped to soon corner all the trade of the section. He had done some bold and amazing things, he drew custom, and Merle Wharton, his young manager, had carried out some bright ideas. Then Stein, happening to visit a friend who had made a great success in the big city, came back to Rockton with more expansive ideas than ever.

"The whole essence of your proposition, Stein," advised his friend, "is having a live wire up-to-date advertising man."

"Where will I get one?" questioned Stein.

"They're hard to get," was the reply. "The good ones are all grabbed for. The bad ones are worse than no good."

One day there alighted from the circus a big, burly man, who might have suggested the circus spider or three coddled mame to the sophisticated.

It took the newcomer, who named himself Roger Lane, about an hour to convince the merchant that he was the one man in the world who knew how to get all the customers and money the district had.

"I must have a free hand," declared Lane.

"Oh, certainly, certainly. I leave it to you," Stein hastened to say.

"Expense must be no object. I'm going to wake up this dead town."

There was one man who demurred at the skyrocket schemes of the newcomer when he had outlined his plans. This was Merle Wharton. He was a valuable employee of the house, but Lane was peremptory.

"I'll bill my good work with his conservatism," bickered Lane. "Idea," Lane told Stein, so Wharton was told to go.

"It's all right, Mr. Stein," he said. "Better an understanding now than a squabble. If I am not in accord with your new business policy I would be useless to you. I shall tell you, however, that I shall go over to your rival, the Enterprise."

"That's all right!" bobbed the chipper Lane. "There will be no Enterprise in a month. We shall have all the business."

Wharton was sorry to leave the Famous. He had been courting pretty Nettie Duane, the store stenographer. A senseless quarrel had come up. She was snuffed, he was proud and they had exchanged only a cold formal bow for the past two weeks.

The Enterprise was glad to get Wharton. His steady-going, honest business methods were in accord with those of the proprietor.

The "Comer" had spread himself. He had a great two-faced clock set at the edge of the walk in front of the store. Then he sent out a band of music along the country roads to attract the farmers. He had a grand fireworks exhibition in front of the store. He gave away one thousand city pipes, so the children might blow bubbles.

Alas, for the crude ideas of rural Rockton! The crowds came, but not to buy. The big clock took obstructed the sidewalk space allowed by ordinance and had to be removed. The band of music caused a runaway and the store was sued for damages. A stray rocket set fire to a barn and there was another loss to pay.

"I say, Wharton," remarked the proprietor of the Enterprise one day, "what do you make of this?"

He handed Wharton a typewritten page without date or signature. It read:

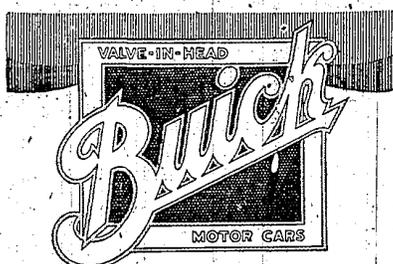
"A good friend gives you this useful hint: The Famous is arranging to open the season with Japanese panama hats at fifty-nine cents. While, as you know, is ridiculous. When they get wet they are all out of shape. Work up an honest bargain hat sale on real good hats, and you will win."

On Monday came the big fifty-nine-cent hat sale. There came up a rain-storm. Disconsolate wearers of Japanese panamas trilled by the Famous in drooping trim, ready to mob the place.

Next day came the Simp-pure hat sale at the Enterprise. The papers said something about "soddy goods," a doped public took up the cudgel and the "Comer" came never again to the Famous.

"I encouraged that Mr. Lane, just to find out how I could pay him off for getting you discharged," confessed Nettie to Wharton when they were reconciled.

"It was you who sent us that up, then?" questioned the happy lover, and kissed her fondly when she flushed with conscious guilt.



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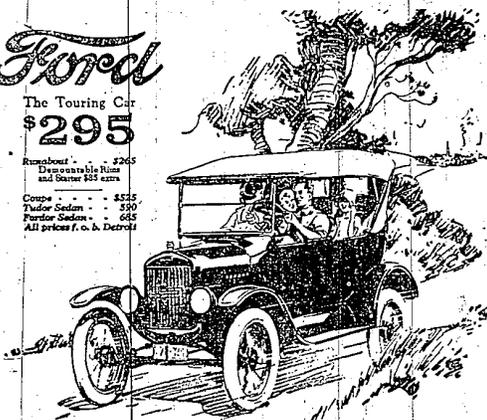
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Enterprise Liners Bring Results—Try One

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DeLuxe Sedan . . . \$325  
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Coupe . . . \$325  
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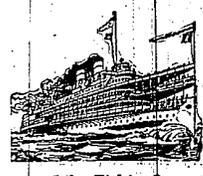
Driving a Ford is so simple, and requires so little effort that you are free to devote all your attention to the problems of traffic. There is a sense of confidence in driving a Ford, impossible with any more complicated motor car.

### Ford Motor Company

Detroit, Michigan.

Phone 151 OLIN RUSSELL Farmington, Mich.

### TWO BIG BOATS DAILY FROM DETROIT TO The Flats—Tashmoor Park—Algonac—Sarnia—Port Huron and Way Ports—Sugar Island and Toledo



#### Like Fishing?

The Flats have been known for years as the Fisherman's Paradise. Bass, Muskellunge, Pickerel, Pike and other game fish abound in excess. Why not spend a fishing week-end at the Flats?

#### Out of DETROIT

Sir. Tashmoor leaves Detroit for Port Huron and way ports daily 9:15 a. m. Returning arrives back at 8:40 p. m. Sir Owen leaves 2:30 p. m. Passengers taking the 2:30 boat can ride as far as St. Clair-Flats, Tashmoor Park or Grande Point, return on Sir. Tashmoor and enjoy one of the famous Tashmoor dinners. The trip to Port Huron is one of the most picturesque out of Detroit.

Fare: Port Huron and return, \$2.00; Flats and Tashmoor Park, 50c week days, \$1.25 Sundays.

Leave Port Huron for Detroit daily 8:00 a. m. and 3:45 p. m. For Toledo and Sugar Island Sir. Greenhead daily 9:00 a. m. City of Toledo, 4:00 p. m. Fare: Sugar Island and return, 50c week days, 75c Sundays. Toledo, \$1.50 (R. T.) \$1.00 one way. Moonlights, 8:30 p. m. Every Saturday and Sunday, 75c. First-class orchestra for dancing on boats and at parks.

#### Out of TOLEDO

Sir. City of Toledo leaves Toledo daily for Sugar Island and Detroit at 9:15 a. m. Sir. Greenhead at 2:30 p. m. Fare: Detroit, \$1.50 (R. T.); \$1.00 one way. Sugar Island (R. T.) 50c week days, 75c Sundays. Moonlight, 8:30 p. m. every night. Foot of Griswold St., Detroit Foot of Madison St., Toledo

White Star Line

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No 2 ..... Medium  
No 3 ..... Med. Hard  
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Pencils

### Who says "We Stand Back of This Tire?"

Next time you hear a tire dealer say that, ask yourself: "Is he responsible?" We are. "Is he in permanent business here?" We are. "Does he give real service?" We do. "Has he got a genuine quality tire to stand back of?" We have—Goodyears!

HERE ARE A FEW EXAMPLES OF THE BARGAINS WE ARE OFFERING IN GENUINE GOODYEAR TIRES

30 x 3 1/2 Clincher Tires from	\$ 7.40 to \$13.50
32 x 4 Straight Side Cord from	14.10 to 20.25
33 x 4 Straight Side Cord from	14.80 to 21.90
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**GOODYEAR**