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Crisp modern... lightly priced for luxury

189.


## 917 CENTER ST, MANCHESTER

TOP VALUE STAMPS ON ALL PURCHASES





## - <br> Smith Faces Bobby Allen In Tourney Quarterfinal



## Herald Angle

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## Believe this,

 and you'll believe anything.

- Sweet talking tir add, ilike theone above, are usually meant to get $y$
sell you the en7.5 tire. sell you the $\$ 7.95$ tire.
Got get that tire. And youll find, mosto f the
time, that it's practically nailed to the floor.
While the While the sweet.talking salesman sells you a
more expensive tire. By explaining that the ad
 was.
How could anybody make a tire to sell for any-
where near $57.55-$ and make it trongy enough to where near 87.95 -and make it strong enough to
withstand the pressures, the heat and the violence of sustained high-speed driving on today's
turnpikes and thruways? Is it possible, do you turnipikes
think?
We also We also advertise an under-ten
(As good as any. Better than most.) (As good as any. Better than most.).
But we tell you what ti's for $\boldsymbol{r}$ ight in But we tel you what its for right in in our ads.
It's for cars that are used only for in towndriv
ing. Such as going to church Shopping Visiting ing. Such as going tochurch.Shopping.Vivising
neighbors. Dropping husbandsoffatrailroadsta-
nimel neighbors. Droping
tions. And the iike.

We dön't lure you into the store with double-
talking tireads: talking tire ads:
Wetellyourrankly that for the averagedriver,
who now and again drives at turnnike speeds for hours at at time, under.ten-dolar tires can
cost a lot more than ten dollars. In the long run cost a at more than ten dollars. In the long run.
Whats more, well tell you the eame thing
when you come in that we tell you in our ads. And youre come in that we tell you in our ade And more.
We'll fill you in on the differencess between 1st
line, 2nd line and 3rd line tires. Welll tell you line, 2nd line and 3rd line tires. We'll tell you
thed ifferences between first quality and second hed ififerences between first tualitity and secon
qualite tires -and how they affect your wallet
Q well as possibly your lif as well as possibly your lifif.
And well explain how you equipment tires as the standard to help you equipment tires as the standard to help you
judgetire quality for yourself withouthaving to
depend on a salesman. (Even our own.) depend on a salesman. (Even our own.).
We'll even tell you a few easy ways to spot We'll even tel
phony tire ad.
Yes, a tire deal
 Ta're doing ok. With Take care of yoursel


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 $x$ Moon Pictures RevealSuitable Landing Sites


Dust Layer Seen
$\frac{\text { 'Fly-By' Photo Probes in October }}{\text { Mars Next Target }}$





The Pictures



