

## The Cock and the Gem

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1. Cock came down from his roost at dawn and scratched the ground in search of food. By and by, he turned up a fine gem. He gave it a kick and muttered softly to himself, "Huh, you're a fine thing, no doubt, but to my mind one good grain of wheat is worth all the gems in the world.

If's all in the way you look at it. The wealth of the univers wouldn't be worth much to you if it couldn't buy you something to eat. Inversely, the more you can buy for your money, the more your money is worth.

The advertisements are intimate lessons in buying efficiency They teach you hom to get the most in value and enjoyment for the least money. They give you knowledge that pays

That is why the shopper who reads the advertisements alway: has the advantage when it comes to stretching the dollars.

Millions of thrity folk find that it pays them well to be guifed by the advertisements.

So will you.


The advertisements will show you how to get the most for your money
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## Bovs

 is the tittle Bicycle We still Have a few finte $\$ 15.00$ to $\$ 22.50$Come in and look them

## DoubleYourHappiness-Economically

Satisfy your craving for a home and a place for the youngsters to play of city traffic and factories. The lower cost of living and the saving in doctor's bills will offiset the cost of operating a Chevrolet for going back and forth to work, shopptens or taking the children to school.

besides being economical to buy and maintain, is a quality automobitie anyone can be proud to own. It is modern in appearance and coinstric tion. It is so easy to drive that any member of the family can use it. Call at our showrooms and inspect this automobile which has doubled the happiness of thousands of families at little, if any, added cost


Newton-Chevrolet Company 227 NORTH HIGH ST.

