

250 Pairs of Pumps, Straps and Ties in brown and black kidskin and Faille crepes, High or Cuban heels. Former values to \$5.00. When you see

When you see them you'll want several pairs at such wonderful values. Buy now for later.

All sizes in the group (not all sizes in every style, but plenty of styles to choose from)

**Beautiful Shoes** 

525 Main

TETRAETHYL LEAD TO A NON-PREMIUM GASOLINE

Two years ago Associated refined the gasoline for the car of today. It then recognized aero-dynamics as the keynote of automotive progress. Associated identified the new principle of this gasoline with the name FLYING A <u>AERO-TYPE</u> Gasoline.

The air-smooth power of this fuel was no chance discovery. FLYING A was just one logical step forward in a policy of progress — a policy that regarded the essence of leadership to be doing things, not claiming them. As evidence of that leadership:

## ON THE PACIFIC COAST... Associated oil company was-

**First** to introduce Ethyl Gasoline;

First to recognize a need for equi-fractionating—the proper balance in all performance qualities; First to market a gasoline climatically correct for each locality First to feature octane stability;

CLATED TAERO GO

First to add TETRAETHYL LEAD to a non-premium gasoline.

What that means to you we'll leave to the motorists who use FLYING A. Ask any one of them. Whether he drives a new wind-borer, a wind-streamer, or an old wind-fighter, he's sure to say, "FLYING A is certainly smoother and quieter than any other gasoline I've ever tried."

Try it yourself. There's 1934 air-smooth performance for every car with the smoother, quieter flowing power of FLYING A. See what it means to your car when TETRAETHYL LEAD is added to a gasoline as good as FLYING A.

ASSOCIATED OIL COMPANY



AT REGULAR

FOR worry-free MOTORING

SEE YOUR Smiling ASSOCIATED DEALER regularly