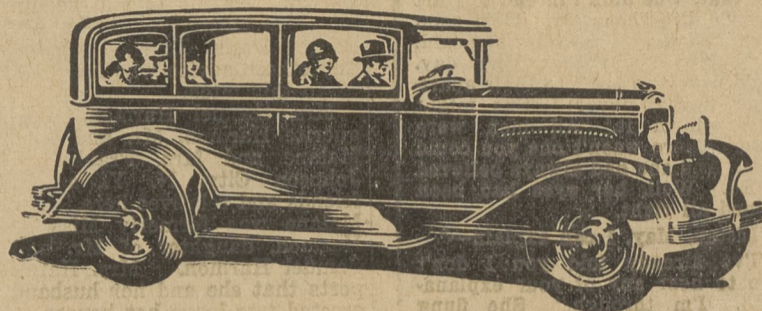




At New Lower Prices
 the **PLYMOUTH** dollar
BUYS FAR MORE



A CHRYSLER MOTORS PRODUCT

\$655
 AND UPWARDS

Coupe	\$655
Roadster	675
<i>(with rumble seat)</i>	
2-Door Sedan	675
Touring	695
De Luxe Coupe	695
<i>(with rumble seat)</i>	
4-Door Sedan	695

All prices f. o. b. factory

*In FULL SIZE. In ECONOMY
 In Original Style and Beauty*

WITH savings of from \$25 to \$40 on the most popular body styles, Plymouth now looms up more sharply than ever as the greatest dollar value in the lowest-priced field.

Quality and luxury of equipment are unchanged. All the big-car size and roominess which set Plymouth apart in its price class—all the rugged construction and inherent economy of Plymouth's high-compression engine—all its unique Chrysler style and beauty—come to you intact—now at substantially lower cost.

We could quote endless evidence of Plymouth's greater value—readily seen in such features as

weatherproof, hydraulic 4-wheel brakes, full-pressure lubrication, body impulse neutralizer and impressive Chrysler power and smoothness.

But we must ask you to drive the new Plymouth—for a complete revelation of the overflowing measure it provides in luxurious, low-cost, quality transportation.

Only in this way can you realize what the unparalleled engineering manufacturing and resources of Chrysler Motors have achieved in producing a quality car for the greatest of all motor car markets.

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JAMES R. OLIVER

DIRECT DEALER

MAIN STREET

DALLAS, PA.

30 YEARS AGO

- 1...William McKinley was President.
- 2...Hoover was five years out of college.
- 3...Coolidge was an obscure lawyer.
- 4...Matt. Quay and Boies Penrose were powers in Pennsylvania politics.
- 5...Bryan was warming up for his second Presidential run.
- 6...Butter was 24c a pound.
- 7...Eggs were 14c a dozen.
- 8...Potatoes were 35c a bushel.
- 9...Rye, Bourbon and Canada malt whiskey were advertised at \$2 a gallon.
- 10...A haircut and shave cost 25c.
- 11...Mother was paying 35c a pair for her "Sunday best" lisle stockings.
- 12...Clergymen were warning the faithful that they "couldn't love the Lord and gallivant around on bicycles."

And for 30 years water rates in Lackawanna and Wyoming valleys have remained unchanged.

An evening newspaper advertisement which cost \$60 seven years ago, costs \$81 today.

That's an increase of 35% in seven years.

Yet they call us "Gougers" because we ask for a 25% increase in 30 years.

Abusing a utility corporation to curry favor with the voters, is an old trick that fools more people than it should.

**THE SCRANTON-SPRING BROOK
 WATER SERVICE COMPANY**

We Take Up the Work Where Nature Leaves Off