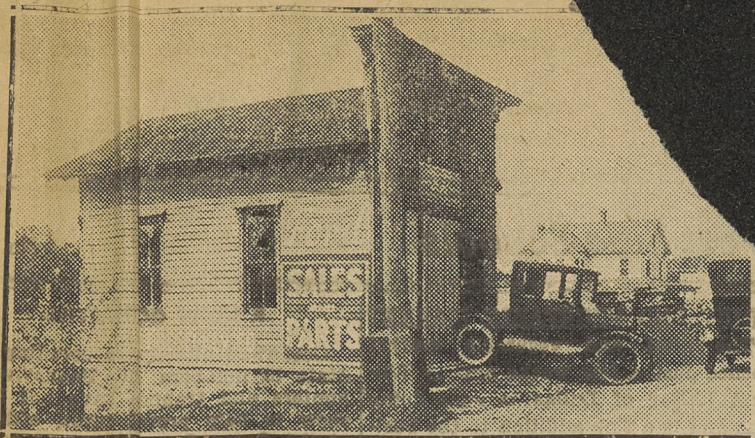
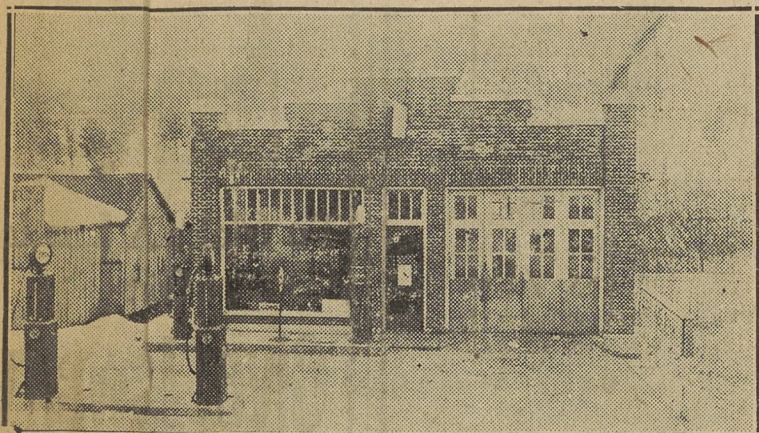


AS IT WAS IN A FORMER DAY



In the good old days when a Ford was "Tin Lizzie," Jim Besecker started his Ford sales and service garage in the humble abode on Lake street, shown above.

AS IT IS TODAY



But now that "Henry's made a lady out of "Lizzie," and even before that time, Jim has moved his equipment into the modern brick garage shown above.



**J. F. Besecker Co.  
Reports Large  
Ford Sales For 1929**

Company Shows Rapid Expansion Since 1923 From Small 20x26 ft. Building to Present Quarters on Lake Street, Dallas

From a small building approximately twenty by twenty-six feet to its present large quarters located on Lake street, Dallas, the J. F. Besecker Company has expanded until now it is

one of the largest Ford agencies in Wyoming Valley.

On June 1st, 1923, James F. Besecker opened up a Ford agency in Dallas under the name of the J. F. Besecker Co., having purchased a small-frame building on Lake street, next door to the present location of the company.

Upon organizing his business Mr. Besecker saw that the present quarters were too small and immediately made plans for a new and much larger building and on December 21st of that same year moved into his present building which at that time was 40x60 feet.

Since that time his business has steadily increased and he has added thereto a large storage space of 30x40 feet in the rear of the present building, and has now rented two large storage rooms on Lake street, giving him an additional 3,200 square feet of floor space.

In addition to the Ford line of cars, he has added the well known make of Goodyear tires and the famous Stewart Warner radios.

Mr. Besecker has taken great interest in community work, being president of the Dallas Rotary, president of the Dallas Fire Company and one of its first members, a member of the official board of the Dallas M. E. church.

At the last general election he was elected a member of the Dallas borough school board and is its present secretary.

The J. F. Besecker Company is progressing rapidly and is a substantial asset to this community.

**SPECIAL CHRISTMAS ICE CREAM**  
Delivered to Your Home  
Christmas Day  
Full Line of Holiday Goods  
**THOM HIGGINS**  
Dallas

**AUTO STORAGE**  
By Day, Night, Week or Month  
Steam Heated Building

**WASHING**

Polishing and Simonizing  
Immediate Service

**AUTO PAINTING**

See Us Before You Have Your Car Painted

**DALLAS MOTOR CAR CO.**  
Main Street

**Pete Says:**

Why not finish off that attic room for the kiddies' winter play room. We can get the carpet for \$25 per thousand.

Contractor and Builder  
**Peter O. Lutz**  
DALLAS, PA.  
Phone 270-R-16

**Here's Proof:-**

DALLAS POST Classified Advertisements Get Results

This one ran only one time at a cost of 34 cents or only 2 cents a word and sold the stove for Mrs. M. B. Coolbaugh.

FOR SALE

Queen Bengal cook stove in good condition, with warming oven. Price, \$15.00. Phone Dallas 208-R-11.

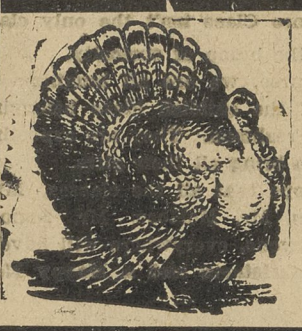
Some time ago Mrs. Coolbaugh ran similar ad and sold another stove.

Buy Post Classified Ads First!

Food Market  
**LARE'S**  
58 MAIN ST. LUZERNE PA.  
THE BEST EATS FOR THE LEAST MONEY

**Christmas Candy \$1.15**  
The Big 5 lb. Box of Chocolates

Cut Price  
**NUTS**  
17½c lb. | **SUNKISSED ORANGES**  
29c 49c 69c doz.



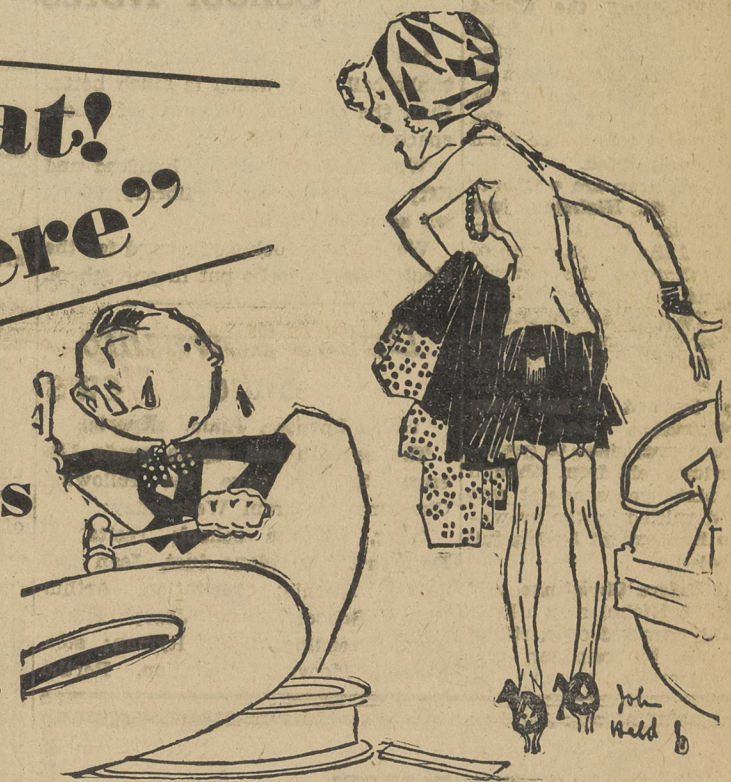
**TURKEY**

The Freshest at the Least Money



More For Your Money At Lare's

"Another Flat!  
We'll never get there"  
... Yet new Goodyears cost so little!



Danger of going in ditches—danger of getting hit while changing tires—dirty, hot work—delay—expense of continual repairs—all the pleasure of your trip spoiled! When a few dollars buys safe, new trouble-free Goodyears! What's the use?

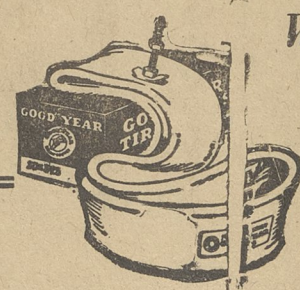
Values Possible Because Goodyear builds nearly twice as many tires  
Unlimited Lifetime Guarantee

Full Oversize Balloons	Big Oversize Cords
29x4.40 ..... \$6.10	30x3½ ..... \$5.88
30x4.50 ..... \$7.35	31x4 ..... \$9.88



FORD - CHEV. SPECIALS  
Factory First Speedway Cords  
30x3½ 29x4.40 30x4.50

World's Greatest Tubes  
Double Water Tested  
All grades—at low cost



Guaranteed Tire Repairing  
All-Year Service  
Bargains in Used Tires

Millions More People Ride on  
**GOODYEAR**  
Tires and Tubes .. Why Don't You?

**Earl H. Monk**  
Shavertown, Pa.  
**James F. Besecker Co.**  
Lake Street, Dallas, Pa.