## The Tawas Herald





## Only the Intensi-Five can give such Comfort! -only the Heatrola has the Intensi-Five



TT is not just "happen-so" that Heatrola is the "gold standard" of warm-air heating plants. Only Heatrola has the Intensi-Fire Air-Duct, that remarkable patented device that practically doubles Heatrola's heating capacity without requiring a single additional pound of fuel. Comfort? You'll never know what the word can mean till you own a Heatrola!

> Come in. We will show you the Heatrola and tell you how easy it is to own one.

## chore Value

 than the Price SuggestsIn the year just drawing to a close the price of Dodge Brothers Motor Cars was materially lowered.

Yet during this period more important improvements were incorporated than in any year in Dodge Brothers history. Advances were made in engineering and body designs. The cars possess a greater degree of smoothness, silence and ease. They are more comfortable, more beautiful.
Current prices - made possible, of course, by constantly mounting sales - are therefore not an obvious measure of value. Prices, in fact, have never told the full story of Dodge Brothers dependability and basic worth.

But now, more than ever before, there is far more value than the price suggests.


Roach Motor Sales
Wilbur C. Roac
Tawas City

We Also Sell Dependable Used Cors
DIDGE Brothers MOTOR CARS


PUT the real spirit of Christmas into your gifts by buying at home. This store offers you an exceptionall line of suitable gifts for the whole family.

|  |  |  | The famous lines of Rollin's and Nighingale at $89 \mathrm{c}, \$ 1.00$, and Silk and Wool.$\qquad$ |
| :---: | :---: | :---: | :---: |
|  | BLANKETS <br> Special at $10 \%$ Off <br> Until Christmas <br> Plain and fancy plaids in Outing, Part Wool and All Wool |  |  |
| the latest shades. Your choice at 86.50 . <br> Ladies' Silk Dresses at 57.50 |  |  |  |
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