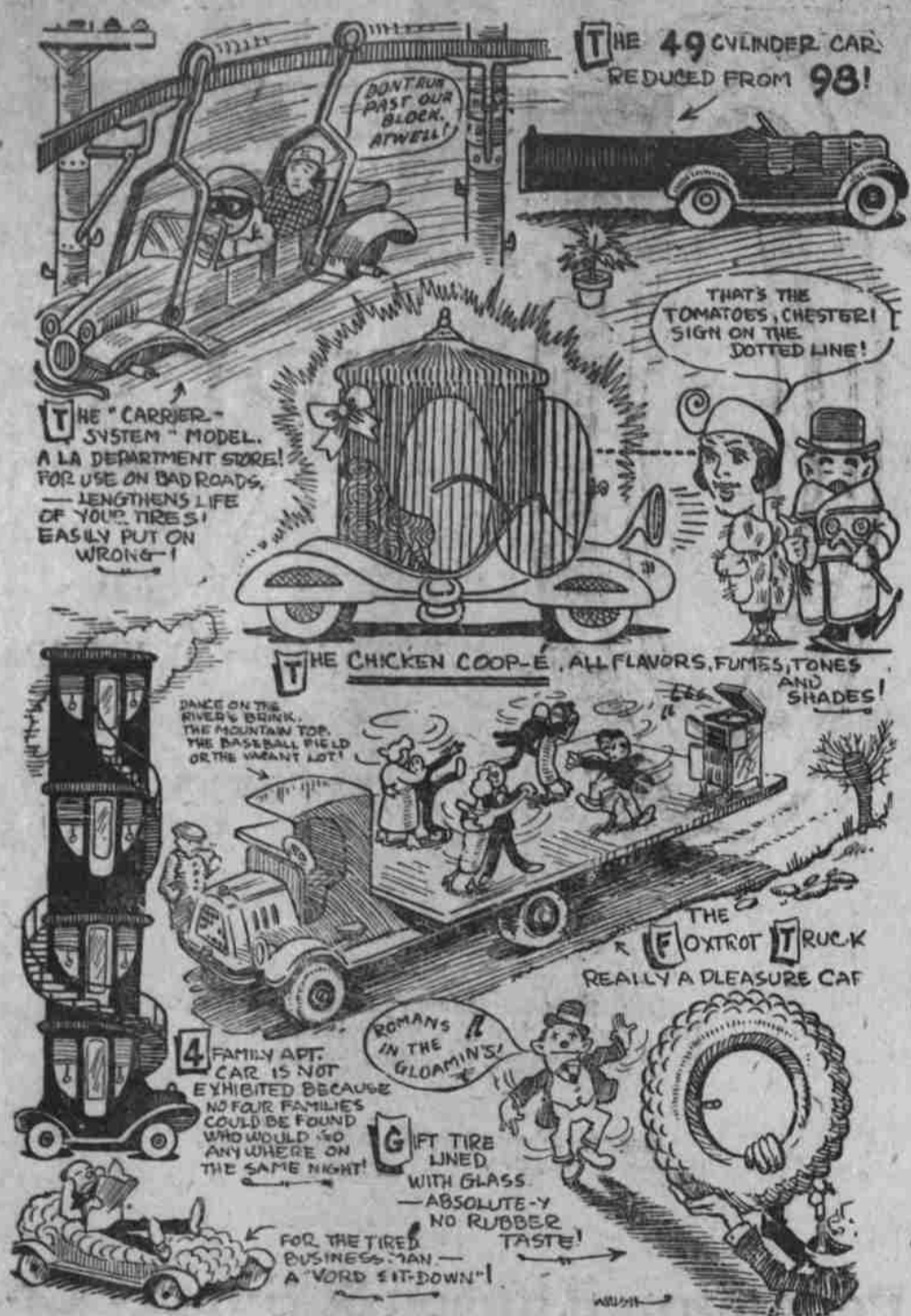


CARS YOU MAY SEE AT SHOW, MAYBE.



A GOOD NAME—THE MASTER SALESMAN

Sound principles prove themselves in times of stress, and test and trial.

cars they built, but for the kind of motor car they built.

The reason Dodge Brothers Motor Car stands well today is that, six years ago, Dodge Brothers were thinking of to-day.

They looked forward to the day when that name alone would be sufficient to sell all of the Dodge Brothers Motor Cars their great works could build.

They built their car, in the beginning, so that it would be sure to stand well to-day.

It was a sane, simple philosophy which thought of every man or woman who bought one of their motor cars as one who must be made a friend for the future.

The reason Dodge Brothers Motor Car is now strong in sales is that, six years ago, Dodge Brothers were thinking less of building and selling motor cars and more of building and deserving good will.

It is one thing to conceive a car which will give each buyer a minimum of trouble and a maximum of satisfaction, and quite another thing to build such a car.

Six years ago they thought of sales only as something sure to follow if they built a car that deserved well at the hands of the people.

Six years ago, Dodge Brothers devoted themselves to the actual construction of such a car, and kept on steadily making more and more sure that they had produced it.

They were not thinking, then, of the huge immediate market for motor cars, but of the surer, sounder, more permanent market for a good motor car.

Because they thought chiefly of their good name six years ago, and every day since, Dodge Brothers Motor Car stands well and sells well, the world over, to-day.

They wanted their name to stand not for the quantity of motor

CHALMERS

A car for those who have an eye for beauty and an ear for rhythm

To stand and look at a new Chalmers is to admire it. For it has a grace of line, an elegance of finish, a care for little details that compel your attention.



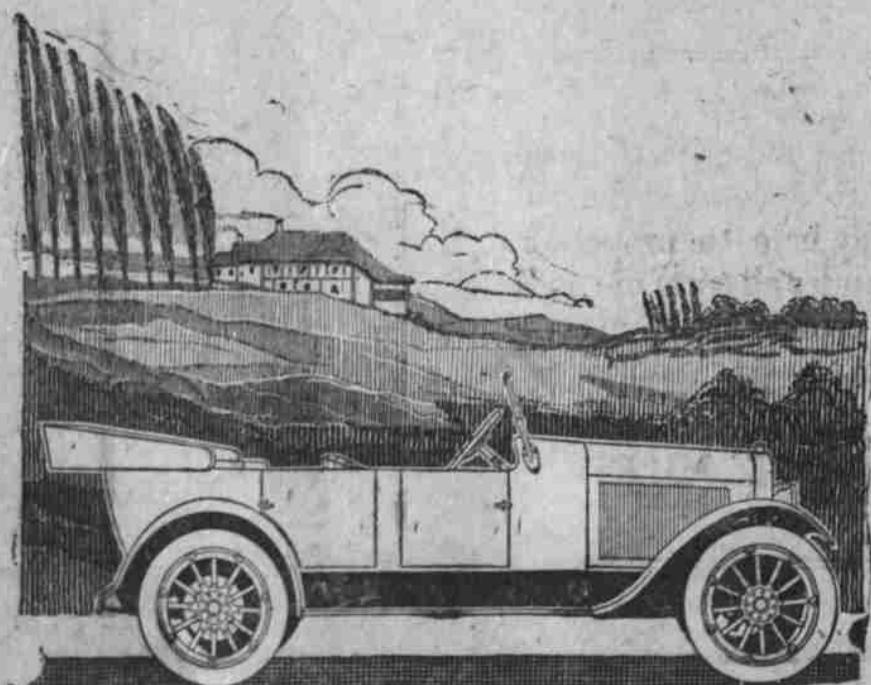
that is pleasing to the ear. There are no engine throbs, no vibration, no apparent effort. Hot Spot and Ram's-horn prevent them. Those two products of master intellects refine the gasoline, "digest" it, "break up the lumps," and make it easy for that magnificent engine to supply that rhythm of power which so quickly denotes a Chalmers.

The new coach is low in appearance, and therein lies the secret of its beauty.

You can sit in the car and feel yourself at rare ease.

Start the engine, turn loose the power stream, accelerate it, play with it as you will, you cannot help but detect a smoothness, a perfect rhythm

Drive this car once, and you, too, will say Chalmers is one of the few great cars of the world.



N. P. McLean Auto Company

PHONE 222

616 GARDEN

Ellis-Schiller Co.

Main and Water Sts.

Phone 962

PAIGE

The Most Beautiful Car In America

When the "6-66" Paige Daytona model covered a mile in 35:01 seconds January 21st it not only set up a new official world's stock car speed record. It also demonstrated, in the most convincing fashion possible the general mechanical superiority of the full line of Paige "6-66" models.

On January 21st, the Paige, Daytona Model, 6-66 broke every stock car record for speed when it covered a measured mile in 35.01 seconds—a speed of 102.8 miles an hour.

The engine that powers the "6-66" models is an exclusive Paige possession. Its supreme qualities are not merely for setting up new world's records. They are there for the daily service of the average owner.

Today, therefore, Paige stands as the unquestioned stock car champion of the World. And, what is even more, the entire line of Paige 6-66 models is revealed as the most important engineering development of the age.

Demonstrate any "6-66" Paige model and learn for yourself.

Take one demonstration in any 6-66 model and judge it for yourself.

That is all we ask.

SEE THIS CAR AT THE SHOW.

O. E. HOLDMAN AUTO CO.

Cor. E. Alta and Cottonwood.

