





All That Money Can Buy

To be Master of the Highway is glory indeed, but this well-earned distinction does not alone explain the country-wide preference shown for Paige 6-66 models.

To start with, there is large economy in the initial price. Furthermore, many attested performances on track and hill have revealed a stamina that is a guarantee of long life and freedom from repair bills.

All that a truly fine car should be, it is easily apparent that the Paige 6-66 is by far the greatest dollar-for-dollar value on the market today. Is it any wonder, then, that discriminating buyers who could well afford to pay \$5,000 to \$6,000, if they were convinced that supreme quality compelled it, choose the Paige?

PANGE-DETROIT MOTOR CAR CO., DETROIT, Michigan Manufacturers of Motor Cars and Motor Trucks

O. E. HOLDMAN AUTO CO. Phone 46

NEW PRICES ON PAIGE CARS

Open Cars

Tembrook, 6-44, 5-Pass. Touring \$1635 enox, 6-44, 3-Pass. Roadster - 1635 rdmore, 6-44, 4-Pass. Sport Car 1925 akewood, 6-66, 7-Pass. Touring 2875 archmont II, 6-66, 5-Passenger 2975 aytona, 6-66, 3-Pass. Roadster - 1 3395 Closed Cars Coupe, 6-44, 4-Passenger - - \$2450 Sedun, 6-44, 5-Passenger - - 2570 Coupe, 6-66, 5-Passenger - - 3755 Sedan, 6-66, 7-Passenger - - 3330 Limousine, 6-66, 7-Passenger - 4030 All Prizes I. o. 6. Fastory, Tax Estro and many, without any solicitation whatsoever, related their experiences with Goodyear Tires and the mileage which these tires had given them.

A careful analysis of the mileage records claimed by these numerous car owners revealed the fact that Goodyear Tires runing here in the West were delivering an average of over 21,000 miles. "And when it is taken into consideration that this mileage does not apply merely to tires driven over dity pavements, but over desert and mountain roads as well, and under every conceivable condition, it is a fitting reason for the extreme popularity among car owners in this Western territory for the Goodyear product.

In one particular instance a Los Angeles car owner reported that his 37x5 Goodyear Cord Tires had already given him over 32,000 miles of service and were still in use.

Another instance was that of a Good year 202332 Clincher Fabric Tire on a Ford touring car. This particular tire had been driven over desert roads and mountain highways and delivered over 12,000 miles of untroubled service before being discarded.

Such "consumer evidence" indeed speaks well for this great Western industry and for the product which the focal Goodyear factory is producing. It is a fitting tribute, too, to the Industrial and Trades Exposition which enabled manufacturer and consumer to get together on a common ground and have a heart to heart discussion of the metits or shortcomings of the local products.



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(C-4)

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WHEN BEFTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM