

HAVE A CUP OF GOOD COFFEE in the AFTERNOON
Any time of day you can be assured of a cup of excellent coffe when you drop in.

Get the Habit

ELKHORN RESTAURANT

ED Chinn, Prop.

Competition in Wards
One who goes into the market to buy a motor
car today is naturally confused. car today is naturally confused. He has read the words bestand greatest so often
that they have ceased to be convincing. Where that they have ceased to be convincing. Wher
all is best, he reflects, there can be no best. Thousand-dollar cars have been described to him in ten-thousand dollar language. And vice versa. He finds himself the target in a war of adjectives; the helpless victim in a gigantic competi-
tion of words. tion of words.
And so he is forced to rely on chance-the advice
of friends-or his own limited experience. of friends-or his own limited experience. Dodge Brothers, Inc., have never participated
in this verbal competition. They are content with the position they have of honest value.
They have continued steadily to improve their
product, not only in comfort and beauty, but basically $二$ beneath the body and hood where
fundamental values lie fundamental values lie
Yet they have not unduly stressed each better-
ment that has marked the steady progress of ment that has marked the steady progress of
their motor car toward a higher perfection. And when economic conditions or greater sales
have permitted them to reduce prices without have permitted them to reduce prices without
reducing quality, they have announced the fact without excessive emphasis.
Unexaggerated truth is not spectacular. But in been Dodge Brothers reward, and this they propose to preserve forever by continuing
to build just a little better than they tell. COHN AUTO CO.

DODEE BROTHERS motor cars




Thomson Brothers

