

McConaha Uses Pictures of Plant To Make Sales

McConaha company, local agents for Studebaker automobiles, have received a photographic reproduction of the large Studebaker factory.

The Studebaker sales force believes that by showing a prospective customer the methods used in producing an automobile it can be easily proven that a car is free from any imperfections.

In the privacy of the home or office, the Studebaker salesman now takes his prospect on a personally conducted tour of the Studebaker plants. He shows him the laboratory where the Studebaker chemists make an analysis of materials, then on through the foundry with its fascinating and spectacular views, from there to the hundreds of special machines, each doing its particular work. The Studebaker Stereoscope vividly portrays the elaborate system of tests and inspections necessary to the perfection of Studebaker cars. It depicts the operations of the Studebaker heat-treating department and the body building plant.

SELLS AUTO INSURANCE

While he does not deal in motor accessories, H. S. Weed has something that he considers just as essential. He believes that the next thing a machine owner should have after the car is his, is automobile insurance.

PALLADIUM WANT ADS PAY

Cooper Handles Special Tires

Cooper Auto Supply company, 1134 Main street, specializes in medium and high priced tires.

Managers of the company believe that cheap tires do not pay.

Several tires of all sizes and of different makes are kept in stock at all times.

Hartford, Hood, Ajax and Savage are the makes which the company specializes in.

First of Dodges Good as New

Sherman Brown, salesman for the Dodge automobile, delights in relating the story of the first Dodge Brothers motor car ever built.

"Old Betsy," as the car is familiarly known, is still in daily service in the experimental department, just where she originated more than three years ago. Although she has already piled up a record of more than 150,000 miles, she is being used today for the most difficult experimental runs. However, the unusual lies in the fact that "Betsy," unlike most experimental cars designed only "to see how it looks and acts," was made up originally of manufactured parts, just as though she came in the regular line of production.

The Hawaiian Islands are becoming so popular as a resort for eastern millionaires that all the steamers sailing for Honolulu are crowded to their capacity.

For the invalid as well as those in perfect health
Baker's Cocoa

is an ideal food beverage, pure, delicious and wholesome.

Walter Baker & Co. Ltd.
ESTABLISHED 1760



WOMEN! READ THIS!

Lift off any corn or callus with fingers and it won't hurt a bit.

Your high heels have put corns on your toes and calluses on the bottom of your feet, but why care now?

This tiny bottle holds an almost magic fluid. A genius in Cincinnati discovered this ether compound and named it freeze one. Small bottles of freezeone like here shown can be had at any drug store for a few cents.

Don't limp or twist your face in agony and spoil your beauty but get a little bottle of freezeone and apply a few drops on your tender, aching corn or callus.

Instantly the soreness disappears and shortly you will find the corn or callus so shriveled and loose that you can lift it off with the fingers.

Just think! You get rid of a hard corn, soft corn or a corn between the toes, as well as hardened calluses without suffering one particle. You feel no pain or irritation while applying freezeone or afterwards. It is magic!

WINDSTORM INSURANCE

is as essential as

Fire Insurance

Cost is About One Half

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Phone 1330

GET IN The Well-Dressed Circle

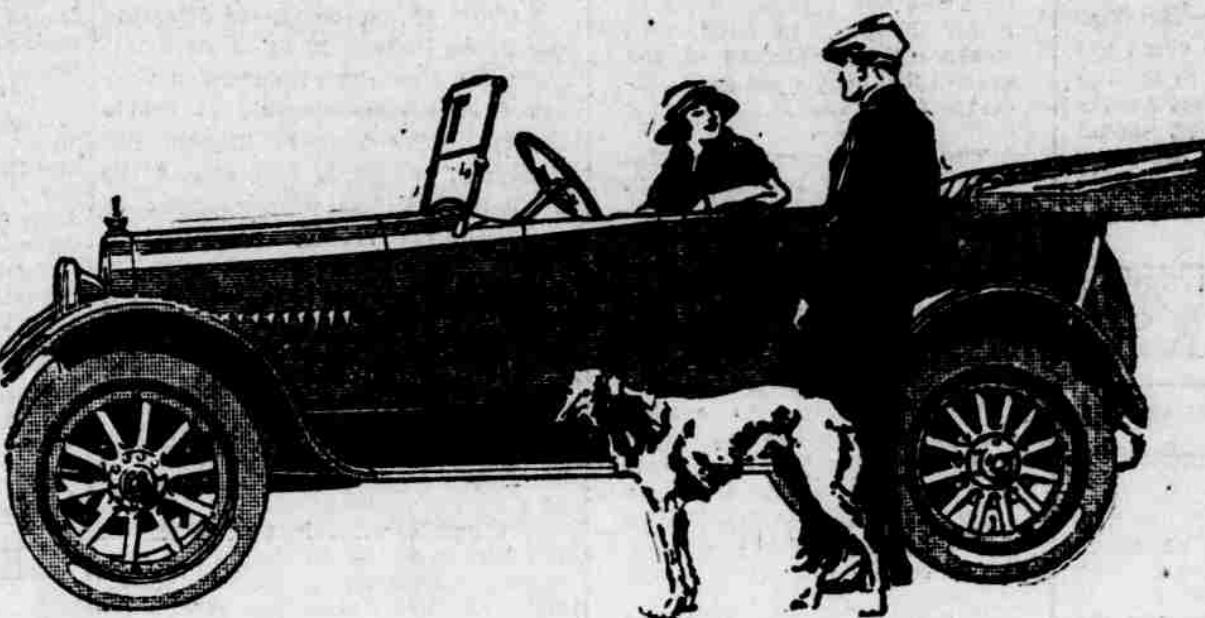
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and wear

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Clothes

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"Nuff Sed"

QUAKER CITY GARAGE

1518 Main Street Richmond Phone 1625

PALLADIUM WANT ADS BRING RESULTS — TRY THEM

Auto Owners Find What They Want Here

When you come here for anything in the Automobile line you are sure to get it and you can always feel certain that you will get what you want. We have built this business on service and the service we render our patrons is unequalled. This spring your car will need some attention and we wish you to come to us as we feel positive we can give you the service and results you want.



A Battery to Suit Your Car

Start the new touring season fully prepared against battery troubles. Insure yourself complete satisfaction by the greater power, energy and durability of the Prest-O-Lite Storage Battery—backed up by universal Prest-O-Lite Service.

There is a Prest-O-Lite Battery of correct size for your car. It is the result of years of conscientious effort, exacting tests, and large expenditures. It is designed and built to give you the maximum power, service and value—to eliminate the greater part of battery troubles.

No matter where you may be—no matter what car you drive—the great country-wide Prest-O-Lite System of Special Service Stations and Direct Factory Branches is at your disposal—carrying a complete stock of new batteries and battery parts for ALL makes of cars—offering expert inspection, repair and recharging service for ALL battery owners.

Sooner or later you will need a new battery. Remember—there is a Prest-O-Lite Battery of correct size for your car and it will give you the utmost in service and satisfaction.

Ask About Our Free Battery Service.

Buy Auto Supplies Here

Don't send away for a single article you need for your automobile until you find out what we can do for you.

We aim to keep in stock a complete assortment of supplies for practically all makes of cars. Thus we usually save you the delay that results from ordering elsewhere. And oftentimes we can save you considerable money on your purchases.

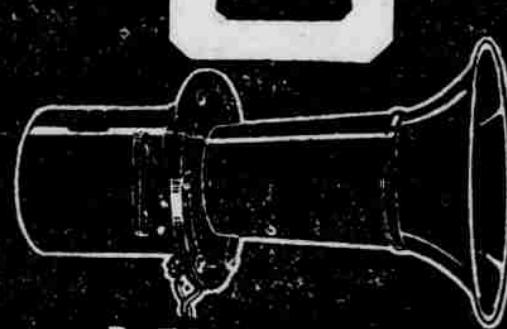
Our prices on tires, tubes, lamps, spark plugs and sundries of all kinds entitle us to your patronage. All we ask is an opportunity to prove our claim that we can satisfy you. We're always glad to quote prices!

Our Repair Dept. Gives Service

There are two highly important points for a man to consider before having his car overhauled. The first point is to assure himself that the men who are going to work on his car are mechanics expert enough to locate and properly repair all the parts that need attention. The second point is to convince himself that he can trust the shop to give him an honest accounting of the amount of work that was actually done on the car. We gladly welcome an investigation on both of these points. We have the facilities, the workmen and the business methods that will more than satisfy all who investigate.

A MOTOR DRIVEN KLAXON

FOR \$6



UNDER-HOOD

Klaxet

Regular Klaxon finish—all black. May be installed either outside or under the hood.

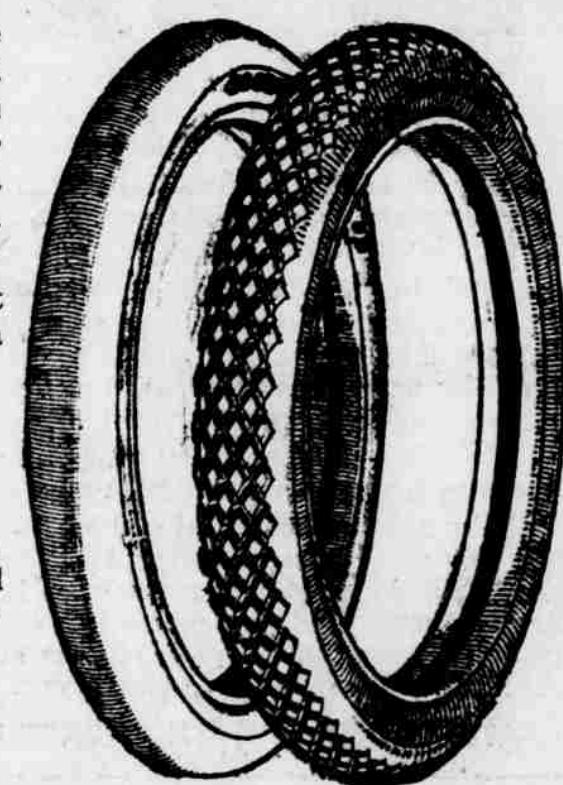
Klaxon Note—Klaxon Quality
Klaxon Permanent Guarantee.

Goodyear Cord Tires

have been the tire leaders of the world ever since they first appeared on the market. Auto owners from coast to coast highly praise Goodyear Cord Tires because they get the mileage and service they want in Goodyear. We have a big supply of these Tires in any size you want at the right prices. We also carry a complete line of

Goodrich, United States and Silvertown Cords

Every Tire we sell is A No. 1 and you'll always be able to get the kind of Tires you want here at the lowest possible prices.



Free Air

We want all auto owners to take advantage of our Free Air. This is but a small service that we render, but little things count these days. So come and use it.

Gargoyle Mobiloids

"A Grade for each type of motor"—Guesswork is dangerous! You may have implicit confidence in the accuracy of our repair work and the quality of our supplies.

No guesswork about Gargoyle Mobiloids, for example.

We have the Vacuum Oil Company's complete Chart of Recommendations. It shows the scientifically correct grade of Gargoyle Mobiloids for the lubrication of your car or motorcycle.

We have also, awaiting your call, a very interesting and instructive booklet, "Correct Lubrication."

More of this oil is sold in Richmond Territory—There's a reason.

Try some today.

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