



AGAIN! OFFERS GREATER VALUE

July 23rd Nash introduced new models—by long odds the finest motor cars Nash ever built.

These new models presented new and uniquely original body designs, far-reaching improvements in construction and many notable refinements in engineering and equipment—all at far greater manufacturing cost. **BUT NASH DID NOT INCREASE PRICES!**

NOW! PRICES REDUCED

Reductions up to \$300

The above price reductions are effective November 1st on exactly these same models.

It is possible to make such price reductions only because of the tremendous volume of sales inspired by the manifestly **GREATER QUALITY** and **GREATER VALUE** of the Nash product.

In the first 3 months these cars have been on the market the total sales have more than equaled one-half the sales for the entire year of 1924.

HIGHLAND PARK NASH SALES

Park Avenue and Sheridan Road

Phone Highland Park 1608

"A BIG HUNK OF CHEESE"
The world ate about 50,000,000 pounds more cheese in 1924 than in 1923, when the total consumption was 620,000,000 pounds. So says the Food-stuffs division of the Department of Commerce. The principal cheese producing and exporting countries are New Zealand, the Netherlands, Canada, Italy, Switzerland and France. In those countries cheesemaking is big business. They have specialized in definite types of cheese, and each

country supplies a distinct market. Virtually all of the cheese exported from New Zealand, Canada and Australia is of the Cheddar type. The Netherlands are famous for Edam and Gouda types. France ships large quantities of Camembert and Roquefort cheese. Switzerland sends out Emmentahal or Swiss cheese. From Italy are shipped Parmesan, Pecorino, Grana, Lodisian, Reggiano and Gruyere of the hard types and Caciocavallo, Gorgonzola, Stracchino and Fontina of the soft types.

Britons import the most cheese with Germans second and Americans third as buyers of foreign-made cheese. Of the more important exporting countries, New Zealand has led the world for many years, with the exception of 1920, when the Netherlands exported more cheese than any other country. Cheese made in the Netherlands is sold to 30 countries. Canadian cheese exports have always been large, with Great Britain as a steady market. The United States is the best customer for the many types of Italian cheese, tak-

ing more than half of the total exports. Time was when cheese was in bad odor, and even umpire-baiting was enlivened with shouts of "You big hunk of Camembert!" But nowadays cheese is in high favor with epicures, whose wise noses know the country of origin by the "bouquet." And if the philosopher was right in believing that a man becomes what he eats, the ultimate consumer may take pride in being known as "the big cheese."

Claimed that people should take more interest in politics, and more would no doubt do so if they saw any chance to get a pension or a soft job.
As this is the time for labor-saving find someone to do their thinking for them.
Claimed that the pretty girls are frequently "dumb" but that does not mean that they can't talk.

During the last campaign the opposition said Coolidge didn't talk much. His policy of tax reduction and economy in the government's business means more to the folks who work for a living than all the oratory that was ever let loose.
Some people seem to be worried by the perils threatening the republic, but more are concerned because they machinery, many persons are glad to fear their football team won't win.

THURSDAY, NOV
DRY CLEAN
RUG CLEAN
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Dr. J. W
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HIGHLAND PAR
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