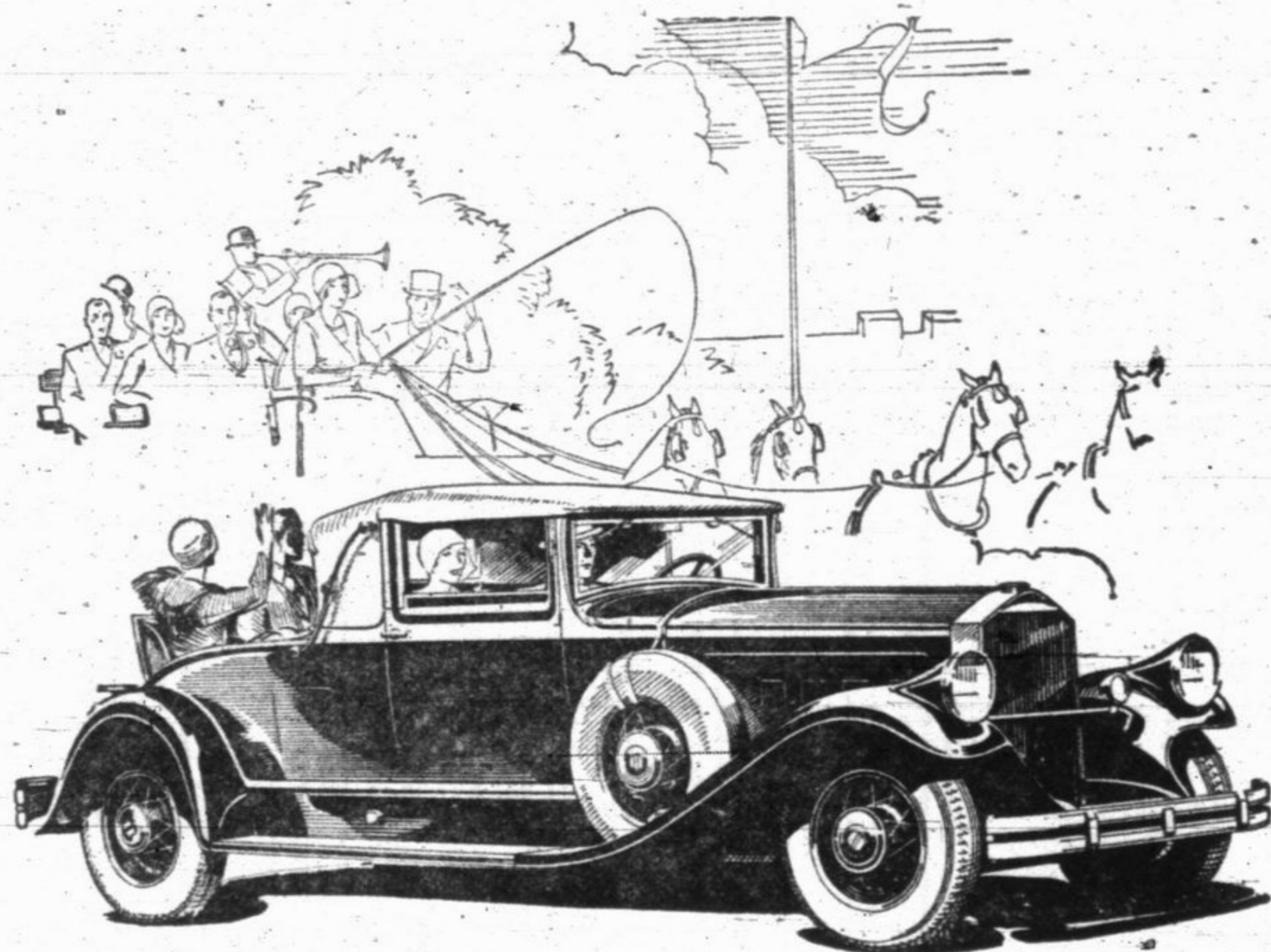


# How many have *kept the faith?*

**T**HINK back over the names of the really fine cars you used. How many have held to the early traditions of quality which once gave us a certain cherished aristocracy among our automobiles? That Pierce-Arrow has survived the sweeping trend toward volume production is due to that same quality which has ruled its destiny from the beginning—namely, a love for fineness. And if that sounds like fool-

hardy idealism, stop in and look at the new Straight Eight, and see how it affects the building of ultra-modern motor cars.

This prided creation of Pierce-Arrow is a freshly beautiful, swift, low-swung automobile with lots of room and power and enormous distinction. It arrives at the psychological moment to meet a waiting demand—the finer car field's high tribute.



Body and Engine by Pierce-Arrow  
—and Pierce-Arrow in every part!

25 Horsepower Engine • 85 Miles per Hour • 133-inch and 143-inch Wheelbases  
Non-shatterable Glass • Fender or Bracket Headlamps optional without extra charge.

## THE NEW STRAIGHT EIGHT BY **PIERCE-ARROW**

FROM \$2775 TO \$8200 AT BUFFALO

*In purchasing a car from income, the average allowance on a good used car usually more than covers the initial Pierce-Arrow payment*

**PIERCE-ARROW SALES CORPORATION**

(Factory Branch)

2420-22 South Michigan, CHICAGO. Telephone Michigan 2400

James G. Barber Service Station, 1508 Elmwood Avenue, Evanston

### This Week



By Arthur Brisbane

**TAD IS DEAD.  
THE DEBENTURE PLAN.  
WANTED ANOTHER EDISON.**

knew him. He analyzed human nature in pictures, as well as Dickens did in words.

Stricken by heart disease, knowing that he might die at any moment, he continued working cheerfully and died in his sleep.

He worked as a boy, in a mill, to support his mother and younger children. When his right hand was mutilated, in an accident, he drew pictures with his left hand.

A Hearst editor asked him to come from San Francisco to New York for double the salary he was paid. Tad replied, "I have my mother and six kid brothers and sisters. I wouldn't leave them."

Invited to bring them all East at Mr. Hearst's expense, he came and established a reputation throughout the whole country.

Prize fight enthusiasts, with half an inch of forehead, or Charles Dana Gibson, with a brow like the dome of St. Peter's will tell you "Tad was a great man."

The Senate may put through the "farm relief" debenture plan in spite of the President's protest. That is good news for middlemen. They would buy farm products, export them and get a bonus on reported products.

The farmer would get the bonus IF he could ship wheat or cotton direct to Liverpool. But he cannot do that.

It is "hoped that giving a bonus to exporting middlemen will "automatically" increase prices paid the farmer.

Silly hope. Paying the middleman twenty cents a quart for milk does not increase the four or five cents a quart paid the farmer.

However, the debenture bonus would put money in circulation, even if it did the farmer no direct good. Also it would add to the rich man's taxes and make that resourceful gentleman say to himself, "I must think up a way to solve that farm problem."

Governors of various States are co-operating with Thomas A. Edison, seeking among boys of today, "Edison's successor." That boy, when he is found, will find himself.

To develop Edison, one among hundreds of millions, many ingredients, including poverty and necessity, were necessary.

The next Edison is somewhere, on a farm, or in the city.

There is no way to identify him now.

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