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This Week



By Arthur Brisbane

**COTTON COMES BACK.
CAPPER BACKS FARM BILL.
COOLIDGE IS EARLY.
WHY FARMERS LAUGH.**

...n growers will be glad
heat that big department stores are
specializing in cotton goods. "Cotton
arrives" is the announcement of one
store, biggest in New York, doing
about \$90,000,000 a year.

"Dotted swiss," "pique" and "ging-
hams" are featured energetically.

"Often woman changes," the French
say. Real or imitation silks have
been the rage; now King Cotton
comes back.

If Americans will advertise, and
emphasize, 'Cotton goods grown and
made in America, instead of adver-
tising "British cotton cloth," that will
help.

Senator Capper, of Kansas, trusted
by farmers, backs President Hoover's
farm bill. He opposes the debenture
subsidy plan, which would pay a bonus
to exporting middlemen, cost the tax-
payers heavily, and do the farmer
little, if any, good.

Calvin Coolidge, as director of the
New York Life Insurance company,
arrived twenty minutes ahead of time
for his first director's meeting.

"Seest thou a man diligent in his
business, he shall stand before kings."

The former President is interested
in life insurance, not for profit, but
for possibilities of public service. His
day's work yesterday paid \$50; not
much according to present ideas. But
it is fifty times as much as Mr. Cool-
idge's father paid the black-bearded
giant who earned in the Coolidge
blacksmith shop \$1. a day fifty years
ago.

Tears and laughter afford relief.
Loud laughter, violent weeping, cause
the mind to rest and bring temporary
peace.

There will be farm-relief laughter
in news that railroads have consented
to lower freight rates on wheat flour
from the Middle West to the Atlan-
tic.

The notion that farmers will get
more for their wheat when flour mills
pay lower freight bills will make the
saddest farmer laugh.

Relief for flour manufacturers is
welcome. They are having a hard
time, with chain stores regulating
their profits.

But charging them ten cents less
a barrel for shipping flour will not
cause them to give farmers two cents
a bushel more for wheat.

Relief for farmers and for many
others will come from generally in-
creased prosperity, and especially
from sharing, national wealth more
widely.

American farmers once sold corn
for less than the amount of the tariff
now proposed.

"It has the quiet charm of the very well-bred"

A WOMAN of decided social
prominence is credited
with the above comment on a

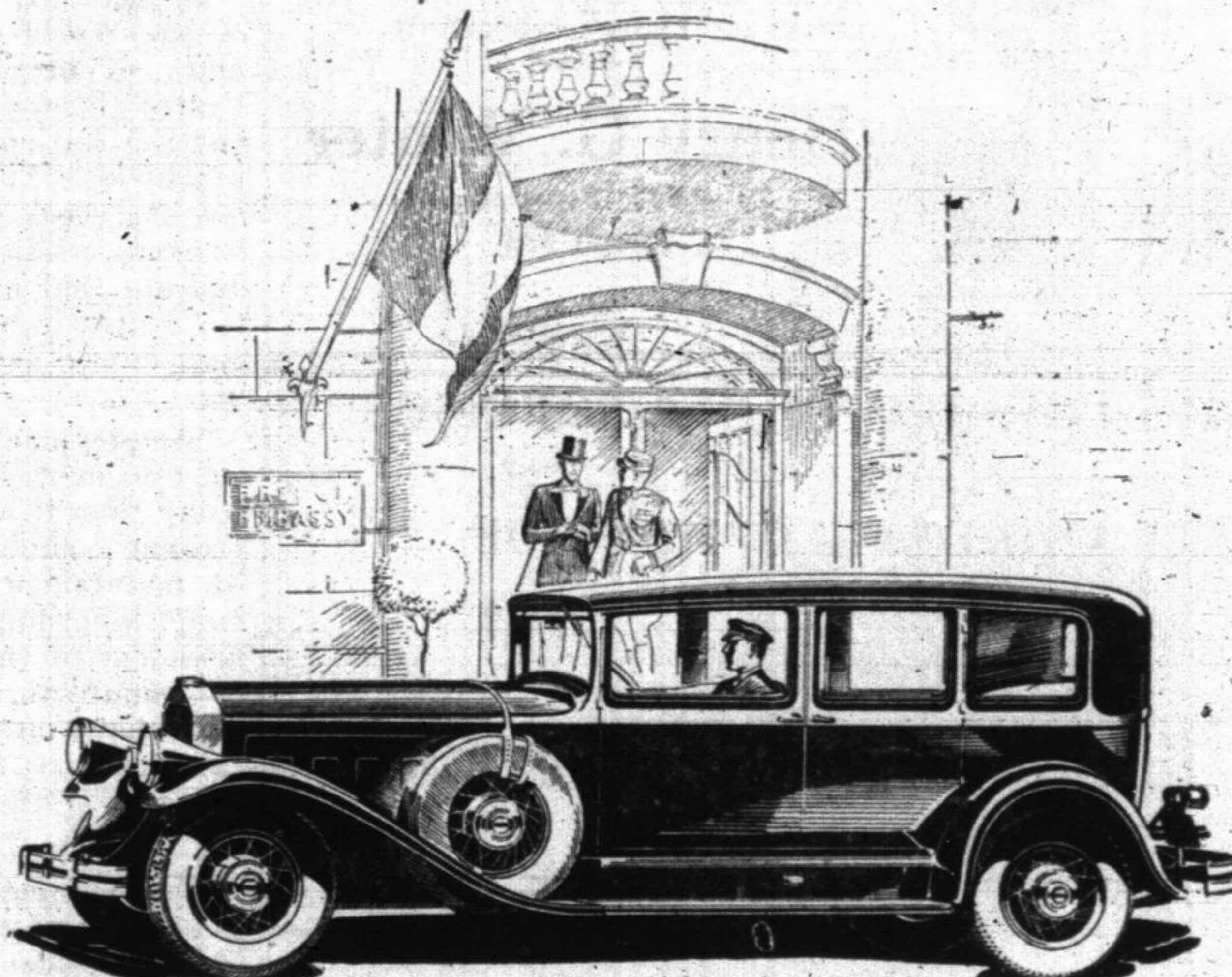
Pierce-Arrow permanent Salon in the
Hotel Plaza, New York.

Pierce-Arrow warms to the soft
impeachment of being "very
well-bred." That is the Pierce-
Arrow tradition—the quality
which particularly distinguishes

America's finest motor car.
The new Straight Eight by
Pierce-Arrow is called beautiful

powerful, fleet—and it is all these.
More important, it is Pierce-
Arrow in its truest expression.

This is the car which arrived at
the psychological moment, to
meet a waiting demand that is
unique in fine car history.



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

125 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

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