

They're here ready for INSPECTION

Everybody hereabouts is talking LaSalle and Cadillac.

Many of your friends have been in to look them over.

There is no reason why you should longer deny yourself the pleasure of viewing these cars and testing them on the road. This in itself is an education in motor car values. For never have Cadillac-LaSalle engineers turned out such cars as these. They are head and shoulders above the greatest accomplishments of the past in the fine car field.

NEW
LASALLE V-type 8

NEW
CADILLAC V-type 8

NEW
CADILLAC V-type 12

The Cadillac V-12 is priced from \$3795 to \$4895, f. o. b. Detroit.

The Cadillac V-8 price range is from \$2695 to \$3795, f. o. b. Detroit.

The LaSalle V-8 prices start at \$2195 and reach \$3245, f. o. b. Detroit.

Drake Salon, November 8-15

If you are to be in Chicago between the eighth and fifteenth of November, we suggest that you visit the Salon at the Drake Hotel. Here you may view the most recent Fisher and Fleetwood masterpieces, together with the finest products of other body builders, American and foreign.

You'll find this display well worth your time and attention.

CADILLAC MOTOR CAR CO.

Highland Park Branch

108 No. FIRST STREET

**Lowest prices
in 14 YEARS**



HAVE BOWL OF KELP FOR YOUR BREAKFAST

Edible Seaweed Popular in Japan Gaining Favor on the West Coast

The idea of a bowl of kelp chips for breakfast holds no novel idea for the thrifty Japanese; he has been eating them for generations, says a National Editorial Association report from San Pedro, Calif.

But don't offer an American a side dish of boiled "macrocystispyrifera." He'd prefer succotash.

Yet there is a strong possibility that one of these days Americans will be eating and liking kelp. Livestock will eat, and in more than one form it is being offered for human consumption.

Kelp is commonly known as seaweed. It grows without cultivation in the ocean. Daily fleets of barges go out from Pacific cities, each returning with from 50 to 75 tons of the seaweed.

A "draper" hangs from the bow of each barge, as wide as the vessel itself. Working like a haycutter, the draper is shifted on a central axis so that its blade is lowered to three feet under water. From this depth upward the stem, gas-filled sac and leaves of kelp are clipped off and dumped on an endless belt which pulls cuttings into the barge.

Subject to Intense Heat

At a plan, the kelp is unloaded into a chopping machine by means of a hook and crane. After being cut into fine pieces, it moves on to a rotary dryer. It enters 1,000 degrees of heat, which remove nine-tenths of the water. Then it may be sold unmixed, or mixed with fish meal.

Some plants are making candy from kelp. Candy is generally made from the bulb and hollow part of the stalk of a single species, however.

For several years kelp has been sold as food for livestock and plants. One northwestern company mixes kelp with bread and sells it. Another company is preparing to distribute finely-ground kelp for use as a flavor for soup, as a spread for bread, and other food purposes.

Contains Many Elements

The "giana kelp" which grows so prolifically in the Pacific is attached by a long tapering root to rocky bottom. At the head of each stem is a gas-filled sac, from which center leaves branch out.

Kelp receives its nutrition from the sea through these leaves.

In its raw form, kelp contains in each ton 1700 pounds of water, 52.5 pounds of potassium, 26.7 pounds of other salts, 0.61 pounds of iodine, 4.3 pounds of nitrogen and many other lesser elements.

The presence of iodine, minerals, and other salutary elements in kelp is considered important to new commercial uses as they help build up health as well as strength.

A number of the local R. N. A. members have been invited to fill stations when "Past Oracles" night will be observed at Highland Park R.N.A. camp on Wednesday, Nov 12.