

For Beauty That Never Fades —Evergreens!

IN OUR NURSERY in Prairieview are rows upon rows of beautiful and stately evergreens for your selection. The lovely dignity of these trees commends them for use in many landscaping gardening projects. The stock you will see here is straight, sturdy and symmetrical, assuring the effect of a dignified atmosphere that evergreens should create. There are many varieties to choose from, all adapted for healthy growth under local conditions and all fully acclimated. Plant Fiore evergreens now.

OUR CATALOGUE SENT ON REQUEST
Telephone Highland Park 523



Charles Fiore Nurseries

SPECIALISTS IN
Landscape Gardening

49 PRAIRIE AVENUE

HIGHWOOD, ILL.

Ford Plays Safe

Henry Ford declined an invitation to ride in the Graf Zeppelin. Mr. Ford is not an ardent aviator. If recollection is correct, he has flown only once, with Col. Linbergh, and while he expressed himself on that occasion as having been greatly thrilled, it is not likely that he will take passage in any more aircraft. He enjoys making aircraft and he contributes substantially to the progress of the industry. But to make personal use of them as a means of transportation—that's another matter.

Automotive Parts and Accessories Establish Record

The automotive parts and accessory industry, which set a new record for all time in August and closely approached that record last month is maintaining operations in October close to the September level and well ahead of last year, comments the automotive Daily News of New York.

Manufacturers of motors, bodies and parts for original equipment of cars and trucks, as well as for the replacement trade, will enjoy a record fourth quarter, similar to car and truck manufacturers, according to the Motor and Accessory Manufacturers Association.

While the business of original equipment suppliers and shipments of accessories and service equipment to the wholesale trade last month were seasonally lower than August, distribution of service parts to the trade exceeded August for a new high record.

AUTOMOTIVE EXHIBIT IS NEW C. M. C. FEATURE

Entire Floor of New Motor Club Building to Be Used to Show Accessories—Opens Jan. 1

Constant inquiry on the part of the more than seventy-five thousand members of the Chicago Motor Club concerning the merits of various automotive accessories has brought that organization to the conclusion that the only satisfactory method of serving its membership in this particular, is to install a permanent automotive exhibition on one of the floors of its new downtown home at 66 East South Water street, Chicago.

"Every day," says H. M. Brown, general manager of the club, "we receive calls from members asking our opinion of various accessories. We generally refer these calls to the manufacturer or his agents, but this is not rendering the kind of service we should like to provide for our membership.

Entire Floor for Exhibits

"A man interested in heaters, bumpers or spot lights, likes to look at several makes. When he is referred to several manufacturers, he frequently feels that he must make his purchase in the first store visited. If he has an opportunity to look around, he might find something better suited to his needs. This condition has prompted us to devote an entire floor in our new building to a permanent exhibition of automotive accessories.

"Although sales will be made, because of this exhibit, nevertheless, our thought in conducting it is to serve our membership rather than to promote the sales of any manufacturer. No salesmen representing a manufacturer will be permitted on the floor, consequently a motorist may inspect the devices exhibited without fear of being annoyed, opens on January 1.

"For the purpose of answering questions, we shall employ a man well versed in the automotive business. It will be permissible for manufacturers to give this man all the points pertaining to the product ordinarily used in selling it. A perfectly unbiased presentation of facts will be made, allowing the product to stand on its own merits.

"The entire eighth floor will be used for this exhibit. The direction board on the first floor will contain a list of the exhibitors."

The exhibit will open January 1.

New Salesroom Is Opened in Gotham by Pierce-Arrow

James G. Barber of Evanston, North Shore Pierce-Arrow dealer, has received word of another expansion step by Pierce-Arrow. This is the opening of a new Pierce-Arrow salesroom on Broadway in the heart of New York City's aristocratic automobile row.

This announcement Mr. Barber says, is of especial significance to those familiar with the automobile industry since it reflects the program of expansion being undertaken by the strengthened and reorganized factory organization. The new salesroom will be operated by the Pierce-Arrow Sales Corporation, the New York branch of the parent company.

Pierce-Arrow pioneered Broadway's automobile row nearly a quarter century ago. It was in 1905 that Pierce-Arrow first opened on Broadway. During the 24 years of its existence, Pierce-Arrow's New York establishment has placed more than \$100,000,000 worth of Pierce-Arrow's in users' hands. Among them are people of national and even international importance.

A Good Used Car Is a Better Investment Than Many a New Car

Cadillac 341 Sedan

This 1928, 7 pass. custom built model has new car appearance. Original Beige finish, harmonizing brown mohair interior. Goodyear tires, Lorraine spot. Full Cadillac equipment. Mechanically excellent. Standard new car warranty. Only \$2900.

Hupmobile 8 Sedan, 1928

Desirable 7 pass. in Brewster green with brown mohair interior. Good tires, desirable equipment. The str. 8 motor mechanically excellent. Unusual value at only \$1075.

Cadillac V-61 Phaeton

4 pass. with California top and excellent winter sides. Refinished in attractive brewster green. Natural wood wheels, Goodyear tires, spotlight, heater, etc. Mechanically A1. An ideal all weather car. Only \$350.

La Salle Family Sedan

1928, in original grey with grey broadcloth interior. 6 wire wheels with Royal Cord tires, 2 mounted forward in fender wells. Lorraine spot, trunk rack, all desirable equipment. Motor A1. Carries a standard new car warranty. An outstanding value at \$1885.

Stutz Str. 8 Sedan

5 pass. '26. Original blue duco and brown broadcloth interior. 5 good tires, Lorraine spot, heater, and other equipment. Motor smooth and in good mechanical condition. \$1050.

La Fayette Close Coupled Sedan

Refinished in light blue with grey broadcloth interior this 4 pass. has excellent appearance. 5 good tires, built in trunk, spotlight, etc. 8 cyl. V-type motor. Priced for quick sale at \$674.

Chrysler Imperial 80 Roadster

'26 with rumble seat. Smartly finished in two-tone grey, brown leather upholstery. Full Chrysler equipment. The 6 cyl. motor, smooth and speedy is mechanically O. K. \$1000.

Auburn 8-88 Sport Sedan

1928. 6 pass. in beautiful two-tone grey, grey mohair interior excellent. The powerful, speedy str. 8 motor A1. A real value at the low price of \$975.

Cadillac V-63 Limousine

7 pass. Custom built imperial. Green duco, grey broadcloth interior, black leather driving compartment. Has Lovejoy shock absorbers, full equipment. Mechanically good. Priced extremely low at \$885.

The above cars may be purchased from income—The G. M. A. C. Plan

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Evanston Branch

1810 Ridge Avenue

Telephone, University 8600