

COMPETITION IN WORDS
One who goes linto the market
car today is gaturally confused.
He has read the words bestand greatest so often all is best, he reflects, there can be no best. Thousand-dollar cars have been described to him
in ten-thousand dollar language. And vice versa. He finds himself the target in a war of adjectives; the helpless vietim in a gigantic competi-
tion of words. tion of words.
And so he is forced to rely on chance-the advic
of friends-or his own limited experience. Dodee Rrothers, Inc have never
Dodge Brothers, Inc., have
in this verbal competition.
They are content with the position they havc
lous maintained in the far mace vital compeetitica co homest value.
They have continued steadily to improve their
product, not only in comfort ard beauty, but basioally - beneath the body and hood wherc fundamental
Yet they have not unduly stressed each bettor-
ment that has marked the steady ment that has marked the steady prccreces co And when economic conditions or greater sales
have permitted them to reduce prices without have permitted them to reduce pries without
i fucing quality, they have announced the fict without yexpossiye emphasis.
Unexaggerated truth is not spectacular. But it Dhe Jong run, implicit public confidence has propose to preserve forever by continuin CHAS. E. LAMBETH MOTOR CO. SHELBY BRANCH,
3. LaFayette St., Shelby,
ImeE Brathers mutar cars


## LEASE START HERE TODAY the dutiful wife she was, she gave Bub Blubber was an Eskime fnd Jimp the million.

