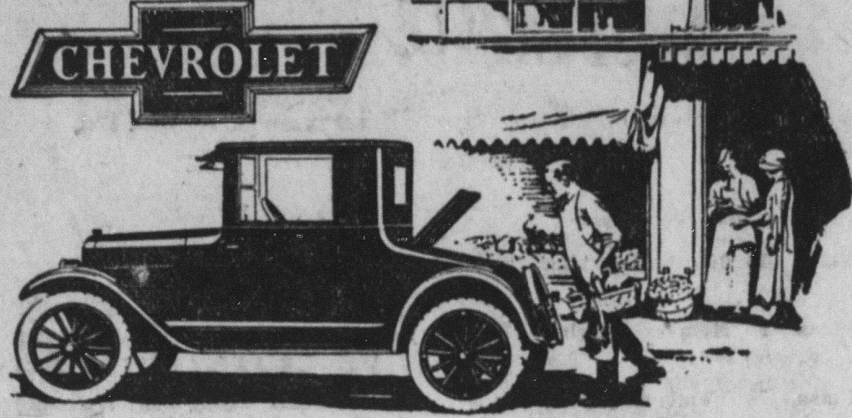


for Economical Transportation



The Economical Quality Car

Chevrolet prices are not the lowest on the market, yet Chevrolet economical transportation averages lowest in cost. This average cost considers the purchase price, interest on investment, depreciation and all operating and maintenance costs.

A detailed comparison with any other car in the low priced field will convince you that Chevrolet is the best buy because of its superior quality and because the purchase price includes full equipment.

More than a million Chevrolets are now in use. Twelve huge plants are now building them at the rate of twenty-five hundred per working day. Nearly one-half million Chevrolets were bought in 1923—far exceeding in number the sales of any other quality car.

Thus, our statements have the strongest possible backing, namely, the faith and patronage of the American people who know automobiles and know practical values better than any other people on earth.

Let any one of our seven thousand dealers show you our seven types of cars and explain how easy it is to get one and enjoy its use.

Prices f. o. b. Flint, Michigan

SUPERIOR Roadster	- - -	\$490
SUPERIOR Touring	- - -	495
SUPERIOR Utility Coupe	- - -	540
SUPERIOR Sedan	- - -	795
SUPERIOR Commercial Chassis	- - -	395
SUPERIOR Light Delivery	- - -	495
Utility Express Truck Chassis	- - -	550

Chevrolet Motor Company

Division of General Motors Corporation
Detroit, Michigan

We must not say that every mistake is a foolish one.

Cuticura Comforts Baby's Skin
When red, rough and itching, by hot baths of Cuticura Soap and touches of Cuticura Ointment. Also make use now and then of that exquisitely scented dusting powder, Cuticura Talcum, one of the indispensable Cuticura Toilet Trio.—Advertisement.

Such Is Fame.

The house in Portland, Me., where Longfellow was born, had become, a number of years ago, a tenement in the poorer part of the city, mostly inhabited by Irish. A teacher in Portland was giving a lesson on the life of the poet. At the end of the hour, she began to question her class. "Where was Longfellow born?" she asked. "A small boy waved his hand vigorously. When the teacher called on him, his answer did not seem to astonish the rest of the class, but it was a cold shock to her. "In Patsy Magee's bedroom," he said.

When a man will not listen to the truth, even from a friend, his condition is desperate.

A flow of words is no proof of wisdom.

"DANDELION BUTTER COLOR"
A harmless vegetable butter color used by millions for 50 years. Drug stores and general stores sell bottles of "Dandelion" for 35 cents.—Adv.

Malic Acid.

Malic acid is present in generous quantity in apples, pears, red and white currants, blackberries and raspberries, quinces, pineapple and cherries. Citric acid is found in lemons, limes, oranges, gooseberries, strawberries and raspberries, and tartaric acid predominates in grapes, though it exists in other fruits. Salicylic acid is sparingly present, probably in the form of methyl ester, in plums, cherries, currants, grapes and strawberries, raspberries, etc. Boric acid is said to be present in oranges and lemons.

Isle of Ceylon Crowded.

The area of the island of Ceylon is about the same as that of West Virginia and on it live more people than there are in Texas.

A Test for Rest—

AFTER the sleepless night, and you wonder about the cause, has it ever occurred to you that it may be caffeine, the drug in coffee, that keeps you awake?

Suppose you try Postum as your mealtime beverage, for at least ten days—

Put it to the test!

At your first sip of Postum, you will understand why, by many, it is preferred equally for its delicious flavor and for its wholesomeness.

Postum is absolutely free from the coffee drug, caffeine, or anything that can cause restless nights or uncomfortable days.

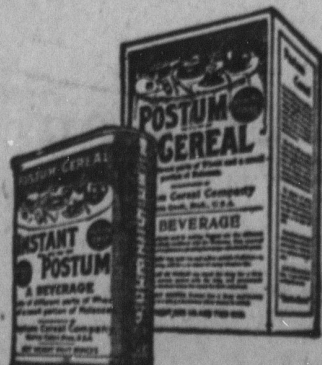
Postum

for Health

"There's a Reason"

Your grocer sells Postum in two forms: Instant Postum (in tins) prepared instantly in the cup by the addition of boiling water. Postum Cereal (in packages) for those who prefer the flavor brought out by boiling fully 20 minutes. The cost of either form is about one-half cent a cup.

Sold by grocers everywhere



Plant Industry Shows Progress

Fight on Diseases Made by Selection of Highly Resistant Strains.

(Prepared by the United States Department of Agriculture.)

The year's work of the bureau of plant industry described in the report recently made to the secretary of agriculture shows much progress in solving the problems of plant production, the control of diseases, the breeding of improved varieties, the introduction of promising seeds and plants from foreign countries and the development of methods for the utilization of perishable crops, such as fruits and vegetables. Much of the work done is of the kind which brings its greatest returns after there has been time for the commercial development of discoveries.

In combating plant diseases a great deal of progress has been made through obtaining highly resistant or immune strains by trial and selection. In this way strains of wheat have been secured which promise to be valuable in sections where blight has damaged this crop. Varieties resistant to flag smut are being developed, and this disease is no longer considered the menace it was thought to be a few years ago. Attempts are being made to grow strains resistant to both flag smut and rosette. In the study of scab, a disease which damages both wheat and corn, it has been discovered that wheat seedlings are more resistant when grown at comparatively low soil temperatures and that corn seedlings are more resistant to it when the soil is warm. Barberry eradication was carried on extensively in co-operation with a number of states for the control of black stem rust, and up to the present time nearly 6,000,000 bushes have been eradicated. Chemicals are being used successfully to destroy the bushes in places where digging is not practicable.

New Crops Developed.

New varieties of oats have been secured in co-operation with state experiment stations and a number of them are being distributed. The root and stalk rots of corn have been found to require special soil management for their control; in some cases proper fertilization and amendments are all that is required, while in control of the parasitic types crop rotation is needed in addition. Some new forage crops are being developed and improved varieties of common crops have been developed and new methods are being tried for handling them. New and rare field seeds are being brought into the country, tried out, increased and distributed to growers.

Lack of space in a brief article puts a limit on the details which can be given on the various lines of work carried on with the many important crops. Valuable results have been obtained in the treatment of "tobacco sick" soils and means have been found for the prevention of a condition known as "sand drown" by the use of magnesias. Various phases of cotton production have received attention, including cultural methods and special varieties to help in the control of the boll weevil. Trials of cotton classing in the field and breeding to maintain the purity of Egyptian cotton grown in the Southwest.

Extensive work has been done with fruits and nuts, studies have been made of the possibilities of growing binder twine fiber in Porto Rico, the Virgin Islands and the Philippines. The improvement of citrus fruits is now being greatly increased through the use of bud selection from trees with performance records, a method developed by the department, and means have been found for the control of stem-end rot of citrus fruits. Through work being carried on in the Southwest the infant date industry is being greatly stimulated, and there is a new interest in the production of figs. The fruit and nut industries are being helped not only through the introduction and development of better varieties and methods of growing, but also through studies of handling and shipping the products. It was shown that berries produced in the Northwest can be shipped greater distances successfully if handled more carefully and precooled. A series of tests have shown that nuts of various kinds can be kept from two to three years if held at a temperature as low as 32 degrees.

Plant Diseases Combated.
The principal vegetables reported on were potatoes, sweet potatoes and peas. Improvements have been obtained through the selection of seed stocks, the development of improved varieties and in the control of diseases. In the field of forest trees work has been carried on with white pine blister rust, which is now spreading in the Northwest, and in the East with chestnut blight. The Chinese chestnut has been found quite resistant to the disease. In addition to these two important trees which are menaced, it is reported that another valuable tree, the Douglas fir, is in danger of canker, which occurs on these trees in Scotland and which already may be in this country.

Among the many other problems given attention in the report are wood conservation, the effects of length of day on plant responses, soil bacteriology, the prevention of alkali injury on irrigated lands, sources of crude rubber, explorations in many parts of the world for new plants and seeds. Among the promising new fruits given special mention are Barouli olives, Fuyu persimmons and several new avocados. Another new plant is Mentha citrata, of the mint family.

Cloth Coverings Good Against Mild Frosts

Heat Generated During Day Is Conducted to Surface.

(Prepared by the United States Department of Agriculture.)

Coverings of rather heavy cloth laid directly over garden truck or other low-growing plants are effective in protecting against moderate frosts, the United States Department of Agriculture reports. The heat from the ground and the plants is thus conserved, and the losses of heat by radiation from the plant to the sky are cut off; moreover, the air movement is so slight near the ground that there is little tendency for the cold outside air to be forced under or through the covering.

The temperature of the surface of the cloth exposed to the sky is lowered by radiation and may fall to a low point, but as both the cloth itself and the air underneath it are very poor conductors of heat, the temperature of the covered plants falls much more slowly. The heat that has penetrated a few inches into the ground during the day is slowly conducted to the surface during the night and aids in keeping the temperature under the cover above the freezing point.

It is evident, therefore, that coverings of this kind should be placed early in the evening when a frost is expected, before much of the heat accumulated in the soil during the day has been lost. Tin cans or other metal coverings should not be used to protect plants from frost. Metals are good conductors of heat and are also good radiators unless very highly polished. Therefore the temperature is likely to fall nearly as low under a covering of this kind as in the outside air.

Vitamins Essential for Laying Hens in Winter

That green feeds are of great importance in the rations for laying hens is shown by the results of an experiment conducted by the University of Idaho poultry farm.

A lack of vitamin fat-soluble A in the ration was found to cause disease resembling roup. The eyes became swollen, the throats became full of small yellow patches, and post-mortem examinations showed a deposit of white material resembling powder on the liver and kidneys. Ten birds out of twenty-five died in one pen from this trouble. In an adjoining pen receiving cod liver oil, none died from this disease. Cod liver oil is an excellent source of vitamin A. However, cod liver oil cannot be recommended as poultry feed. It is necessary to furnish the birds feed containing this important vitamin, if maximum results are to be obtained. Alfalfa, peameal, lettuce, cabbage and spinach are all high in this vitamin. Besides, chard, dandelion greens, carrots and clover cuttings are good green feeds for maintaining the health of the flock during the winter months.

Essential Winter Feeds for Average Hen Flock

Too many poultrymen rely almost wholly on grain feeds during the winter. Green food, beef scraps, milk by-products and mineral matter are too often omitted altogether or fed too infrequently and sparingly. Oyster shell, prepared grit and charcoal, ready for the fowls at all times, provide mineral matter. Cabbage, beets, mangles and sprouted oats make excellent green foods; hung an inch higher than the head compels needed winter exercise. Any fresh vegetables, even raw potatoes, are a whole lot better than nothing of the kind at all.

For animal food, beef scraps serve the purpose splendidly. Milk by-products, when low priced, are used with excellent results and probably with greater returns, comparatively, than when fed to farm animals.

Vigorous Gobbler Will Care for Fifteen Hens

If good gobblers are scarce there is no reason why two neighbors cannot keep their turkey hens on the same farm until such time as they have been served by the gobbler. One service from the gobbler is sufficient to fertilize all the eggs that will be laid at a succeeding egg-laying period. However, when the turkey hens quit laying another service will be necessary before the subsequent eggs of the second laying period are fertile.

A vigorous gobbler will only serve about fifteen hens. It would be somewhat less troublesome to transfer the turkey tom rather than the turkey hens. After one neighbor is positive that the gobbler has covered all of the hens on his farm the tom could be moved over to the other neighbor's farm.

Most Effective Ration to Increase Egg Yield

The most effective ration for feeding hens and pullets as found at the Ohio experiment station consists of mash, ground corn 6 parts, bran 3 parts, meat-scrap 6 parts, by weight. In addition a scratch ration of shelled or cracked corn is fed so that the fowls will consume twice as much of the grain as mash.

This ration decreased the cost of feed per dozen eggs more than 20 per cent as compared with other rations and increased the production per pullet more than 50 per cent. The tests were made to determine the amount of meat-scrap laying rations should contain.

Playing Your Part in Your Community

What will your community be ten, fifteen or twenty years from now? Will it be more prosperous, more beautiful—a more desirable place to live and work in than today?

It will, if you play your part.

Look around you. Somewhere you have seen the magic of concrete roads—the tonic effect of concrete streets. Have seen business improved through buildings made fireproof, sanitary and permanent with concrete. Have seen the greater sense of security and pride that comes from concrete schools, churches, theaters and homes.

If you are boosting for similar advantages in your own community—your home town—you are truly playing your part.

Portland Cement Association service helps anyone to play his part well.

It is a free service for the owner, the builder—for everyone interested in getting the greatest value from concrete.

The cement industry has made this service possible through the Portland Cement Association. It is a service, offered without any obligation.

Write us for any help you need in using concrete.

Ask for a free copy of our booklet "Concrete Around the Home." Address our nearest district office

PORTLAND CEMENT ASSOCIATION

A National Organization to Improve and Extend the Uses of Concrete

Atlanta	Denver	Kansas City	New York	San Francisco
Birmingham	Des Moines	Los Angeles	Parkburg	Seattle
Boston	Detroit	Memphis	Philadelphia	St. Louis
Chicago	Helena	Milwaukee	Pittsburgh	Vancouver, B.C.
Dallas	Indianapolis	Minneapolis	Portland, Ore.	Washington, D.C.
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So to Speak.
"What is this study of cosmetics?"
"An applied science, I believe."

DEMAND "BAYER" ASPIRIN

Aspirin Marked With "Bayer Cross" Has Been Proved Safe by Millions.

Warning! Unless you see the name "Bayer" on package or on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians for 23 years. Say "Bayer" when you buy Aspirin. Imitations may prove dangerous.—Adv.

If musical comedies are funny enough, shortcomings in the music will be overlooked.

Thousands Keep in Good Health by taking one or two Brandreth Pills at bed time. They cleanse the system and purify the blood.—Adv.

More wives are disappointed in love than spinsters.

Hall's Catarrh Medicine

is a Combined Treatment, both local and internal, and has been successful in the treatment of Catarrh for over forty years. Sold by all druggists. F. J. CHENEY & CO., Toledo, Ohio

A COLD TODAY - DON'T DELAY



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Children Cry for "Castoria"

Especially Prepared for Infants and Children of All Ages

Mother! Fletcher's Castoria has been in use for over 30 years as a pleasant, harmless substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups. Contains no narcotics. Proven directions are on each package. Physicians everywhere recommend it. The kind you have always bought bears signature of

A COMPLETE Radio Set \$84.50

TRY IT IN YOUR HOME FREE
All the marvels of Radio can now be yours at small expenditure. Entertainment, enlightenment, education, beneficial, stock reports, all in your own home for every member of the family to enjoy. The remarkable MICHIGAN MIDGET set gives clear certain results, so simple a child can install and operate.

Try it in your home on our 10-day free approval plan. SEND NO MONEY NOW.

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Please ship complete Radio Set for trial at my home, for which I will deposit with you the price of \$84.50 on delivery. If unsatisfactory you are to refund my money within ten days.
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Take your choice and suit your taste. S-B or Menthol flavor. A sure relief for coughs, colds and hoarseness. Put one in your mouth at bedtime. Always keep a box on hand.

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