



In peekages of 20 protected by apealal moisture - proof wrapper. Also in round AIR-TIGHT time of 50.

## This ghost was a 1920 model

LAST MONTH, on a bet. WITH THE boys up home SPENT & Hight ALONE IN the old. HAUNTED HOUSE ND WHEN Theard IOANS AND groan SAID "The wind." AND TRIED to sloop HEARD rappings, AND SAID "Rats." AND ROLLED over, THEN I heard steps AND IN the light. OF A dying moon. WHITE spook rose. WASN'T scared-mu BUT DIDN'T feel like STARTING ANYTHING BUT THEN I caught. JUST A faint whith OF A familiar. AND DELICIOUS small WHICH TIPPED me of 80 I gave the ghost. THE HORSE laugh. AND SAID "Ed. YOU FAT guys. MAKE BUM ghosts. BUT BEFORE you fade. LEAVE WITH me one. OF YOUR digarettes. THEY SATISFY."



Liggerenayere John Co

THAT spicy, delicious aroms of fine tobaccos, both Turkish and Domestic, makes you almost hungry for the "satisfy-smoke." And there sn't a ghost of a chance you"ll ever find its equal anywhere — for the Chesterfield blend is an molasive blend. It can't be copied.

## in Price Making

On September 29th we announced a sweeping reduction in the list prices of our motor cars. At that time we stated that there was no economic justification for such action and it could only mean a very substantial loss to this company.

This loss we very cheerfully accept in the interests of a worthy movement to decrease the excessively high costs of living. But no business can remain permanently on a non-profit basis and, unless commodity prices do actually decline, our experiment will merely prove to be an expensive failure.

In brief, materials and production costs must come down in the very near future or the price of Paige cars must inevitably go up. These two elements—materials and production costs—are the controlling factors in price making and upon them rests the entire manufacturing structure.

We have stated the facts in a blunt, straightforward way. Paige cars are today selling for less than the cost of production and you, of course, realize that such a condition cannot continue indefinitely.

It merely remains to affirm that we shall not, under any circumstances, depart from the high standards of quality which have always characterized our vehicles. Irrespective of cost, the Paige will continue to be a fine mechanical product—worthy of your complete respect and confidence

PAIGE DETROIT MOTOR CAR COMPANY, DETROIT, Michigan

Manufacturers of Paige Motor Cars and Motor Trucks

Nebraska Paige Co. Distributors

1824 Douglas St., Omaha

Phone Douglas 3660

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