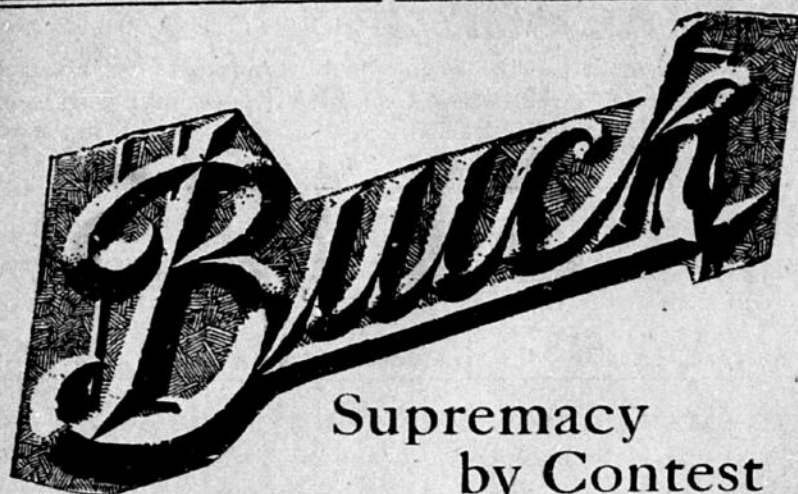


# AUTOMOBILE SECTION



Supremacy  
by Contest

Is Won Today Just As It Was In the Roman Arena—By

## WORTH AND SUPERIORITY

The success of the Buick Six demonstrates the winning power of logical principles, perfectly applied.

The Buick Valve-in-Head Motor and its record-breaking efficiency at lowest running cost is the foundation on which has grown the Buick prestige.

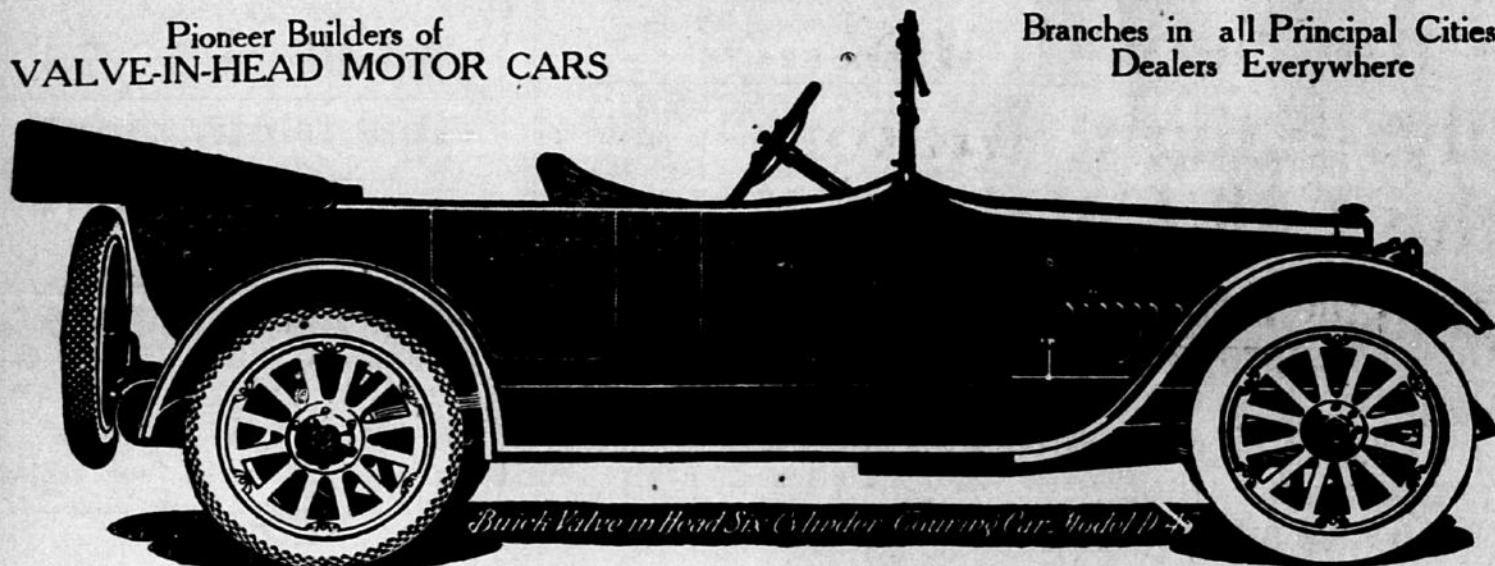
And, although this prestige has no tangible expression, it is one of the vital assets of the Buick car—a prestige expressed alike in exclusive circles and in the broad field of practical motoring.

For flexibility with speed, for smooth, dependable action at lowest gasoline expense, Buick is the criterion of the world's judgment.

*"When Better Automobiles Are Built, Buick Will Build Them"*

Pioneer Builders of  
VALVE-IN-HEAD MOTOR CARS

Branches in all Principal Cities  
Dealers Everywhere



See this car on display at our sales room, 30 North Third street.

## AUTO SALES COMPANY

**PIONEER  
BUILDERS  
OF VALVE-  
IN-HEAD  
MOTOR CARS**

ANNOUNCING THE

## KING EIGHT CYLINDER

## \$1350

120-inch Wheelbase

f. o. b. Detroit

The World's Leading Popular Priced 8-Cylinder Motor Car  
Carries Seven Passengers in Comfort

Under the official sanction and supervision of the American Automobile Association a registered stock eight-cylinder KING traveled 10,850 miles without stopping the motor—a mechanical adjustment or replacement of any kind.

Driven at average owner's touring speed the test proved Absolute Satisfaction in Performance, Service and Operation Economy.

This is the only official non-motor stop record on file with the A. A. A. of manufacturers manufacturing automobiles today.

### Other King recent achievements include:

1700 Miles on High Gear in Northern and Southern California.

Providence to Providence via Albany and New York City on High Gear.

Los Angeles to Los Angeles via San Francisco on High Gear.

Providence to Providence via Detroit on the High Gear.

Over Tortuous Mount Wilson, California, on High Gear.

Omaha to Omaha via Kansas City on the High Gear.

We need not discuss the manifest advantages of Eight-Cylinder construction for the larger type of cars. After watching for more than two years its consistent development, we are able now to offer

The First Moderate Priced 8-Cylinder Car

We invite your consideration.

## Ayer Manufacturing Co.

Phone 886

723-725 Main Street

## Cadillac Riding Comfort— Something New

This new Cadillac Eight has one quality which amazes everybody.

You expect remarkable performance from a Cadillac, and the new car gives an increased measure of it.

But you cannot expect—because you cannot imagine—the new riding quality of the Cadillac.

The longer wheel base—the rebound snubbers—the lower hung chassis—the improved balance—these and other Cadillac refinements combined have produced a car which acts and feels unlike any other car.

You have a feeling of being protected from road shocks. You see the bump ahead in the road. You know the car must have hit it in passing. But you couldn't feel it.

That is all words can tell you. But a ride in the new Cadillac will make a reality of what has always seemed a far away hope.

And remember this new Cadillac riding quality is not all of Cadillac virtue. It is but added to Cadillac performance and dependability—the first essentials in any motor car—the very foundation of Cadillac success.

Let us give you the ride that will astonish you.

## The New 1917 Ford

Has many improvements and refinements. The new cooling system has greatly increased its efficiency and added to the appearance.

You can buy a bigger car than the Ford but not a better one.

Before you buy a car let us show you the 1917 Ford

## HENRY DROSS & SON

1317 Main

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## Keokuk Cadillac Co.

19, 21, 23 South Fifth Street.

Keokuk, Iowa.