

Announcement:—

You are invited to attend

a Showing of

The Latest Models of

FRANKLIN

Air Cooled Motor Cars

In the New Showrooms

of the

FRANKLIN

NORTH SHORE COMPANY

at 897 Linden Avenue, Hubbard Woods

TELEPHONE WINNETKA 3681

WE MAINTAIN A SERVICE DEPARTMENT IN CONNECTION

SECOND ONLY TO A NEW PACKARD
— IS A USED PACKARD

I BELIEVE that a Used Packard car as we sell it, offers more for the dollar than any new car at the same price. It has the reliability, the comfort and the prestige of a new Packard at only part of the new car price.

R.C. Quimby

Packard 433 Club, \$550

One of those popular close-coupled 5-passenger 6-cylinder Club Sedans, which will give good service for another season with a very small outlay.

Packard 626 Sedan, \$1,275

A modern light-eight motor car—used but little by its original owner, and received by us in excellent condition generally. Up-to-date in every respect, yet it can be purchased now for about one-half of its first cost.

Packard 640 Club, \$1,750

A practically new Custom 8 Club Sedan with all the distinction and wonderful performance that the name implies. Motor smooth and powerful. Paint and tires like new. Less than 50% of the new-car price.

(Liberal terms, of course, on all used cars)

PACKARD MOTOR CAR COMPANY OF CHICAGO

925 Linden Avenue, Hubbard Woods

Winnetka 3070 — Greenleaf 6030

"ASK THE MAN WHO OWNS ONE" APPLIES
AS WELL TO PACKARD USED CARS

Tell Why Oil Filter Necessitates Service

Motorists should not neglect the oil filter on their car.

Clean oil means longer engine life and smoother performance. The oil filter removes dirt, carbon and other foreign matter from the oil. The removal of this foreign matter decreases wear on the moving parts of the engine, thus assisting in prolonging its life. It is important that the filter cartridge be renewed after 10,000 miles of driving, as after this mileage it becomes filled with the foreign matter taken from the oil and ceases to function at highest efficiency. If the cartridge is not renewed at this mileage the whole purpose of the filter is defeated.

MOTOR MAXIMS

BY

NORTH SHORE CHEVROLET

SOLOMON
MADE A BOOK
OF PROVERBS
BUT A BOOK OF
PROVERBS
NEVER MADE A
SOLOMON



WISE men know that PERFORMANCE beats PROMISES. Buying a used car of us means securing a RELIABLE CAR that fully lives up to OUR GUARANTEE.

NORTH SHORE

SALES CHEVROLET SERVICE

611 MAIN ST.
WILMETTE

DIRECTLY OPPOSITE DEPOT.

PHONE
WIL. 4414

Year Begins With Fatality Record

The year 1931 opened up with a record breaking motor vehicle fatality toll, according to the National Safety Council. The 2,410 deaths in January this year represented a 30 per cent increase over the total in January, 1930.

The heavy toll followed slightly in the wake of record smashing figures for the last two months of 1930 and set the past winter down as the worst season in history in the matter of automobile deaths.

Some of the increase can undoubtedly be charged to better driving conditions, which enabled more drivers to use their cars through the winter, but it is not at all unlikely that we are pushing forward to a new high total in motor vehicle fatalities this year.

Great increases in January over the first month a year ago were recorded in some of our larger cities. Chicago jumped from 42 a year ago to 78 this year and Detroit suffered a 400 per cent gain, from 10 to 42. Buffalo, on the other hand, succeeded in reducing its deaths from 14 a year ago to 4 this year. Many states reporting to the National Safety council showed gains.

After staying lower than usual in the first two winter months, home fatalities took a 10 per cent jump in January, which placed them within 4 per cent of the motor vehicle fatalities.

Public accidents where a motor vehicle was not involved were at practically their low point of the year. There were only one-fourth as many public accident fatalities as motor vehicle fatalities in January.

Apple Blossom Time Lures Our Motorists

Apple and peach trees in Illinois are now in full bloom and are expected to remain in this gorgeous state until the end of this month, according to the touring bureau of the Chicago Motor club.

"Despite the fact that blossom time in Illinois' orchards has been given comparatively little notice, these landscapes are as beautiful as any given over to the fruit industry, and are well worth a visit by lovers of nature," the motor club touring bureau declared in a statement.

"The main fruit area in Illinois begins in the vicinity of Centralia and extends southward to the Ohio river. Orchards just north of the river are in full bloom now. Those farther north will be blossoming between now and about April 18, when the buds will burst in the vicinity of Centralia.

"Wilmette Business Is Personalized"

Cars Oiled and Greased

Our service will send that car of yours gliding along "smoother'n silk!" You'll take new pride in its performance after the thorough Lubrication we give it.

THE OIL WELL

Bob 'n Mac

Main St. at Linden Ave.

Phone Wilmette 3334

