



Exhaust Echoes



SAXON IS AMONG FIRST TO ANSWER U. S. CALL

Detroit Dealer Donates Roadster to Local Naval Recruiting Office for Enlistment Requirements.

Saxon roadster was among the first to respond to the president's call for recruits for the United States Navy. Within 12 hours after the word was flashed over the country that the Navy needed 19,000 more men, a Saxon roadster was in the service of the recruiting officer at Detroit.

It was placed at his disposal by H. B. Loveland, local Saxon dealer. Mr. Loveland read of the call for men for the Navy at the breakfast table. He also read that Lieutenant W. R. Richardson, in charge of the recruiting office in Detroit, desired some motor cars for use in his work.

"Will you accept the services of a Saxon car, to be used as long as you care to have it?" asked Mr. Loveland of the lieutenant, as soon as he could get in touch with him.

"Gladly," answered the Naval officer. And inside of two hours, a roadster was decked out in flags and recruiting banners and manned by a jackie, who formerly was an automobile worker in a Detroit plant.

Mr. Loveland offered the car without any reservation as to time or place it was to be used. At present the car is on active duty on the streets of Detroit, performing tasks of routine for the recruiting station and acting as a powerful appeal to the young Americans to enlist in the

service. Mr. Loveland's action is heartily endorsed by the Saxon Motor Car corporation. It is believed the entire dealer organization stands ready to aid the government in this capacity.

FORD AN AID TO HEALTH

We don't happen to know the death rate at Watseka, Ill., but this community should be one of the most salubrious in the world. At least every physician's automobile sign points in that direction. And civic propaganda heralding its virtues as a health resort might appropriately carry a dedication to the Ford car, for with "The Universal Car" lies the various physicians' transportation in both Watseka and the surrounding territory.

In Watseka and four surrounding townships, there are twelve doctors, also the Ford representative for this territory, Joseph Fanyo Garage company. Of these twelve physicians,

eleven are owners of Ford cars. The solitary one who does not sit behind a Ford steering wheel is a doctor of dental surgery—and it's a safe assertion that most of his patients arrive in their own Ford cars. One leading practitioner has purchased four Ford cars, another has bought three, while several are driving their second "Universal Car."

And the doctors of Watseka are

only a little ahead of the rest of the country in the gradual standardizing upon Ford cars as the logical equipment for the physician in either city or country.

AUTO SALES INCREASING

Ben Kiefer of Hubbard Woods has purchased a new Hupmobile from the local dealer as has also W. C. Leckner

of Winnetka. A Kenilworth man who has ordered a car of this make is Robert Smith. Three Glencoe men, Charles Keeling, Lyman Sexsmith and Henry Schroeder, have all purchased new cars within the past week or ten days from the Hubbard Woods Motor company.

More News On the Next Page

Prices Effective

April 1st, 1917

Light Fours

Touring \$695
Roadster \$680
Country Club \$795

Big Fours

Touring \$850
Roadster \$835
Coupe \$1250
Sedan \$1450

Light Sixes

Touring \$985
Roadster \$970
Coupe \$1385
Sedan \$1585

Willys-Six

Touring \$1425

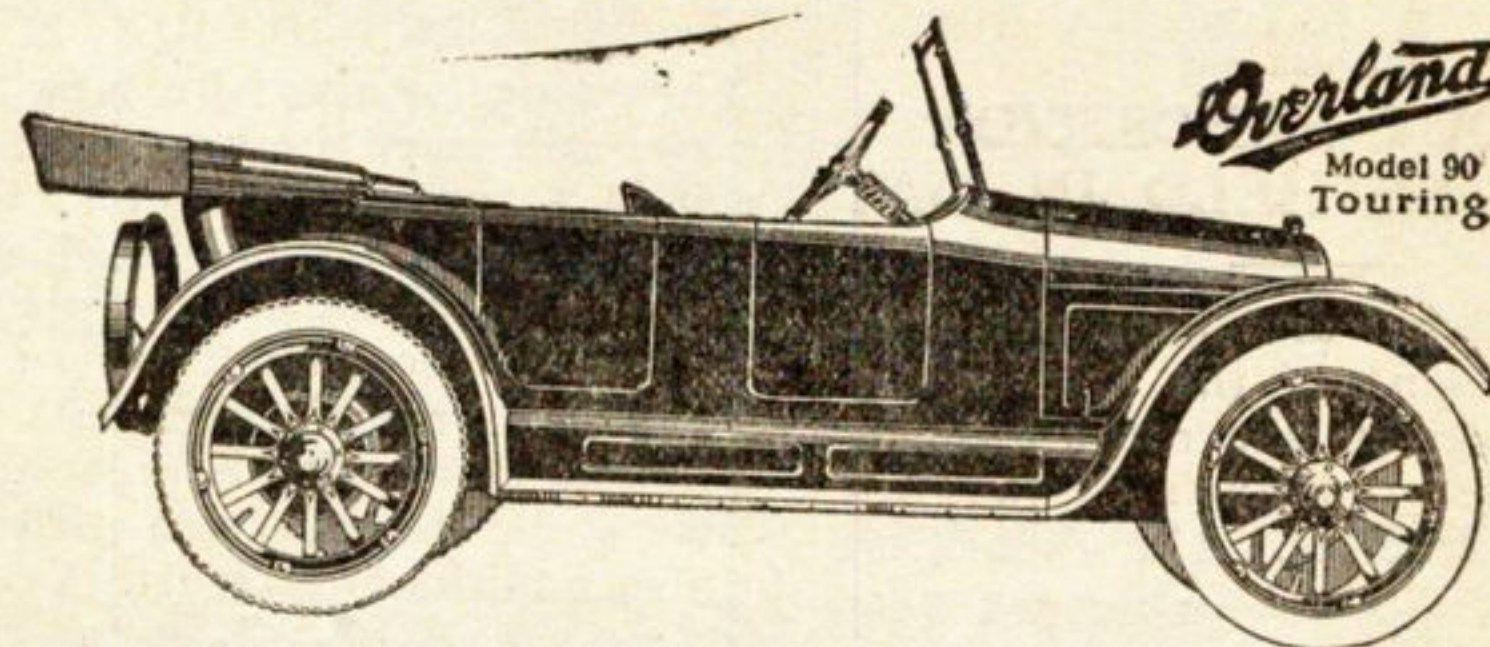
Willys-Knights

Four Touring . . . \$1395
Four Coupe . . . \$1650
Four Sedan . . . \$1950
Four Limousine \$1950
Eight Touring . . \$1950

Advance in price, Big Four and Light Six models, May first next—deferred until that date account too late to correct advertisements appearing in magazines circulating throughout the month of April.

All prices f. o. b. Toledo Subject to change without notice.

"Made in U. S. A."



SPRING 1917

With virtually every type and class of car to offer, we are in a peculiar position to advise you frankly from our wide experience which car is best suited to your needs and means and will give you the best satisfaction in the long run.

There is every reason for prompt action on your part if you are buying a car this spring.

WINNETKA MOTOR CO.

Wm. T. Wehrstedt, Prop.

North Shore Distributors for OVERLANDS and WILLYS-KNIGHT Motor Cars.

562 LINCOLN AVE.

WINNETKA, ILLINOIS

Hupmobile

The Simplest Car Built



HUBBARD WOODS MOTOR CAR CO.

Phone 1300

C. J. Taylor

North Shore Motor Sales

Ford Cars

Easy Payments

PROUTY COURT

WINNETKA, ILL.

The WILMO MANIFOLD

Completely Vaporizes Gasoline

Phone for further particulars

Wilmette 628

North Shore Garage

611 Railroad Ave. Wilmette, Ill.

THE Winnetka Auto Repair Co. announces their removal from 552 Lincoln Ave. to

562 W. Railroad Ave.

This change will enable us to give our patrons the best repair service obtainable on the North Shore.

S. A. WILLIAMS, Manager



How We Came to Take on The Saxon Line of Motor Cars

WEIHE MOTOR SALES CO.

It was not a question of taking on just any line of motor cars. We were in a position to pick and choose WITH CARE.

We had established our reputation as distributors of the HAYNES in the higher priced motor car field. We wanted, therefore, to handle in addition a moderate priced line of cars—the best in its field.

In the SAXON line we found the cars and the company we were looking for. We talked with SAXON owners and we interviewed SAXON dealers and, no

matter where we sought evidence, it strongly favored SAXONS.

It was an impressive thing—this universal feeling of respect for SAXON cars and confidence in the SAXON company.

And we were convinced absolutely that in their respective price-classes SAXON "Six" at \$865 and SAXON Roadster at \$495 are the finest cars built.

The new SAXON models—bigger and greater values—are ready for delivery now. Ten minutes at the wheel will tell. Let the cars speak for themselves. Phone us today.

WEIHE MOTOR SALES COMPANY

621 West Railroad Ave., near Central Ave.

WILMETTE, ILLINOIS

Phone Wilmette 587