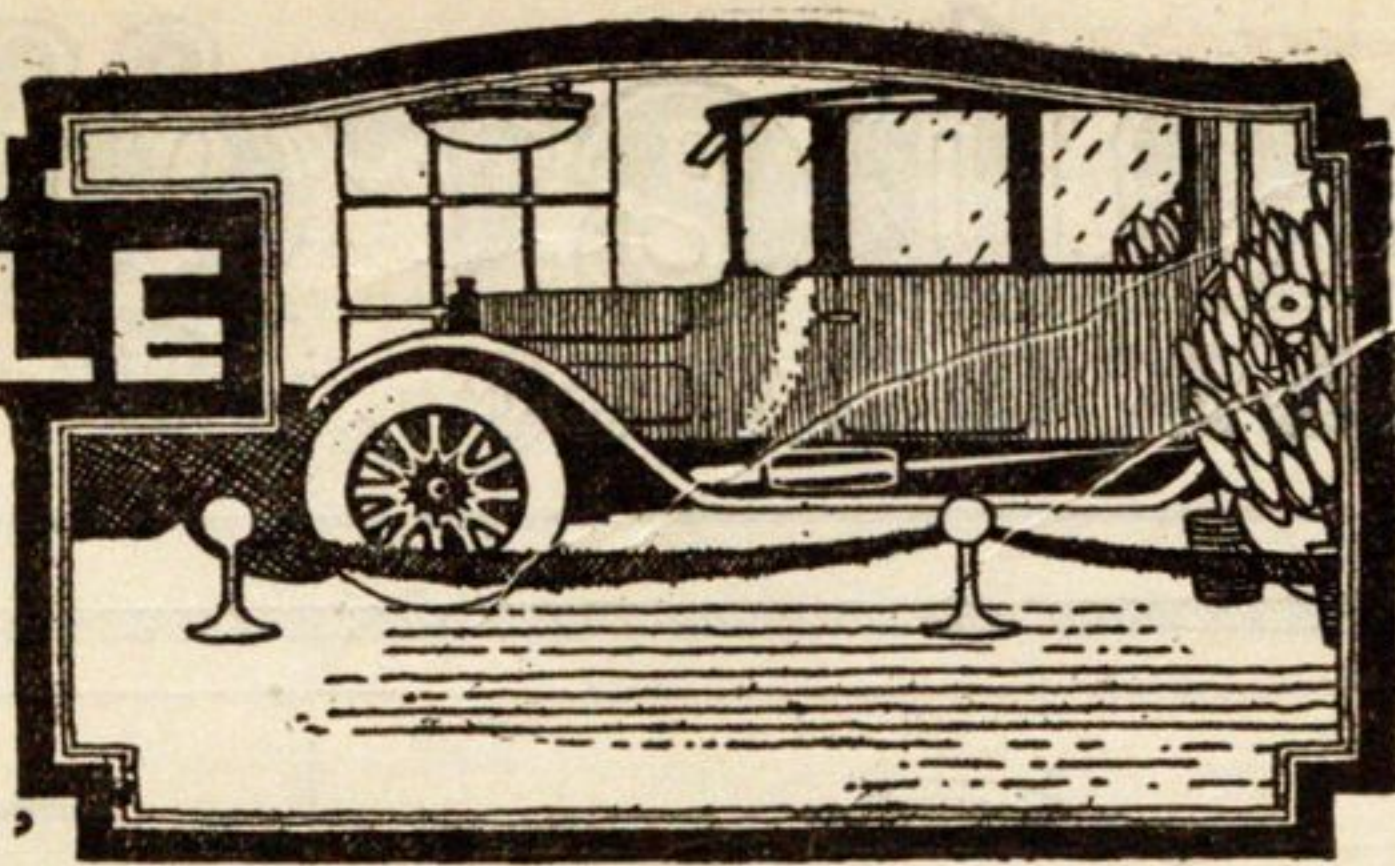


AUTOMOBILE

NEWS

From North Shore Towns



Ford Boosts Prices For the First Time

North Shore Agent Receives Telegram From Detroit Citing New Price List for Ford Motor Cars.

For the first time since Ford cars were put on the market the price was increased last Friday. The increase ranged around twenty-five per cent. First announcement of the increase came to R. D. Cunningham of Evanston, north shore agent, in the form of a telegram from Detroit. This message said that the new prices were to go into effect immediately, and were to apply to all cars which had been ordered but which had not yet been delivered, even though the cars might now be on the way from the factory.

Increase \$75 to \$90.

Under the new schedule the price of the chassis is increased \$75, from \$325 to \$400; the touring car is increased \$90, from \$360 to \$450; and the runabout is boosted \$90, from \$345 to \$435.

War taxes increase proportionately.

Ahead of Increase.

No increases have yet been announced on sedans and trucks, but Mr. Cunningham predicts they will go up \$100 within the next thirty days.

The increase, according to Mr. Cunningham, affects thirty-five cars which are now on their way to Evanston. Fearing the raise, he says, about seventy-five persons have bought cars and either put them in storage until they were ready to use them or took them to their homes.

The raise came, it is said, after the Ford general sales manager had for six months tried to persuade Henry Ford to increase his prices to meet the increased cost of steel.

The old prices had been in effect since Aug. 1, 1916. On that date the prices were lowered.

No Further Increases.

After the sedans and trucks are brought up to the new level, in the opinion of Mr. Cunningham, there will be no further increases in price. He bases this opinion upon the expectation that within a year Mr. Ford will be producing his own steel, and will not be affected by the prevailing price of that commodity.

CHICAGO USED CAR SHOW TO BE HELD AT COLISEUM

Dates of March 30 to April 7 are announced for the second annual used-car show to be held at the Coliseum under the auspices of the Chicago Automobile Trade Association. It is planned to include a display of trucks and accessories and a more elaborate campaign will be launched than last year to encourage the dealers to exhibit.

Erwin Greer, D. E. Whipple and Henry Paulman compose the show committee, which has its plans well under way. Most of the space in the Coliseum, which will be devoted exclusively to cars, has been sold. Accessories will be shown exclusively in the Annex.

Weight On the Road.

Our best racing cars have exploded the long cherished conception that weight is essential to hold the road. The cars that have been traveling 114 miles per hour on our speedways are lighter than those that used to make only seventy-five. In road racing it was discovered that distribution of car weight balance of parts, and design of front axle had more to do with a car's ability to hold the road than mere weight.

"Motorizing" the Farm.

To help Wisconsin help to win the war the agricultural engineering department of the University of Wisconsin has been giving a short winter course in gasoline engines, tractors, and farm trucks.

TROUBLE-PROOF

By Wait Mason

I RECKON there's no car on earth that doesn't sometimes bust a girth, that never makes a dizzy break, that has no fit or stomach ache. For cars are made by human hands, and every wise man understands that human products can not be as perfect as the sky or sea, or other products of the gods—man works against too heavy odds.

There's not, beneath the azure roof, a car that's strictly trouble-proof; and if a salesman comes along and hands you out a grand sweet song, informing you the car he sells is trouble-proof and wearing bells, oh, soak his head in yonder pond, and make him buy a Liberty Bond.

No doubt some cars are made to sell, all polished up and painted well; no doubt some cars with outside charms develop into false alarms when they take up their human load and have a try-out on the road. I've had such tumbrils of my own, and they have cost me many a bone.

But there are autos built so well that trouble says a long farewell. The man who builds them says, "By jam, I want to stay right where I am, and keep on building motor cars until my spirit climbs the stars. I want to have a world-wide fame for building cars that stand the game. If I don't build the best I know, and try to make each car a go, my high ambitions will collapse, and I'll be wiped clear off the maps."

So when you go to buy a car, consider who the makers are. Have they been in the business long? Are their resources big and strong? Have they a factory of their own, where shafting hums and pulleys groan? Or do they just assemble parts and thereby break the people's hearts? Are they the kind of misfit gents who'd skin a man for fifteen cents?

To show the makers of your car, what sort of delegates they are—that is the only guarantee that's worth a bogus Scotch bawbee.

And, reader, when you take the pains to get a car that's labeled "Haynes," you're buying from the pioneers, who've put up cars for many years. They can't afford to put out junk; they must give value for your plunk. The happy owner of a Haynes of grief infrequently complains.

Franklin Owner in Letter Lauds Cars

C. E. Bridges Receives Letter From Franklin Owner Telling of Record Made With His New Series Nine.

By C. E. Bridges.

Present Franklin owners are the best means we have for securing new customers. They invariably recommend the car to their friends. Here is a letter we have received on this subject:

"February 17, 1918.

"C. E. Bridges,
Evanston, Ill.

"Dear Sir—You may be interested in learning just how my series nine Franklin has behaved for the time in which I have driven it. Starting early last spring, I have used the car every day, going over all kinds of roads, and for the last three months have driven it in the snow, making about 3,500 miles over snow-covered roads.

"I have driven the car 9,700 miles. In this distance I have not had a tire from the rims, have not had a blowout or a puncture, and the tires look fine, not a break in them anywhere, not a particle of the fabric being exposed.

"In all this distance the battery has never failed to start the car, nor have I used the starting crank.

"I have not put a single penny on the car in any repair. I am using the same set of spark plugs that came with the car, having had no trouble with them.

"The engine does not show a particle of carbon and not a valve has been ground, the power of the motor being fine.

"I write this to show my appreciation of the car. I have owned and driven four Franklins and this is the best of the lot, and all were good.

"I think it a duty, and it also is a pleasure, to let you know of my results with the Series Nine. With kind regards and wishing you a successful year."

Trains Discontinued.

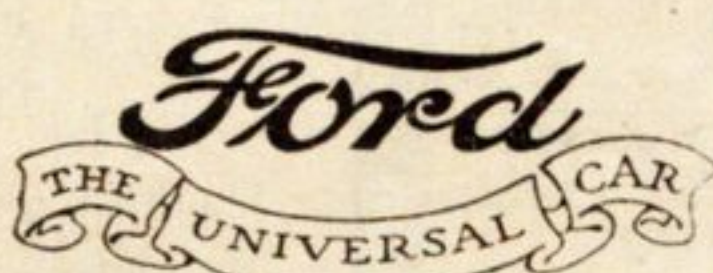
Several additions have recently been made to the list of trains discontinued in Canada.

Ford Price Advance

Was not at all a surprise. My reasoning was not a wild guess. Logical comparisons and the continued advance in raw material prices forced the advance conclusion. It was inevitable and my idea of publishing this conclusion was for your benefit—it was not published to incite sales.

Coupelet, Sedan and Ton Truck

prices have not as yet advanced. Will they? Let us make a comparison. Ford Runabout sells at \$435 Detroit, Coupelet, \$560—only \$125 difference and the Coupelet "Body only" cannot be duplicated for less than \$375 manufacturer's cost. Ford Touring sells at \$450 Detroit, Sedan \$695 and the Sedan "Body" cannot be produced for less than \$485. Now the Truck. The fact that the steel manufacturers forced the raise in price and the Chassis was raised \$75 shows conclusively that the Truck Price must advance. One Hundred Dollars is worth saving and it is my opinion you can save \$100 by ordering and TAKING DELIVERY IMMEDIATELY.



R. D. CUNNINGHAM

Authorized Agent

C. H. BRIGGS, Manager

Phone 4884 and 4592

Higher Prices after March 1st

Your last chance to buy a big, roomy, handsome Haynes—latest 1918 model—speedy, high-powered, famously long-lived and economical in upkeep, at the present low price. The same models, beginning March 1st, will cost \$125.00 more.

HAYNES

"America's First Car"

We predict that it will be years before a car of such high quality and long standing reputation as the Haynes will again sell so low.

Present Below-Market Prices

Five-Pass. Touring.....\$1,725 Seven-Pass.....\$1,825
"Fourdore" (Roadster).....\$1,825
Coupe.....\$2,535 Sedan.....\$2,585 Town Car.....\$3,250

Add \$44.00 to cover War Tax.

Prices F. O. B. Kokomo, Ind.

Call without delay or phone Wilmette 587 or 1883.

WEIHE MOTOR SALES CO.

621 W. RAILROAD AVENUE
WILMETTE

Franklin Cars

Franklin tires are guaranteed 10,000 miles and last from 15,000 to 25,000. The same make of tires are guaranteed for only 3,500 miles on any other car. Sometimes they don't last that long.

There are practically no repairs on a Franklin.

The depreciation is remarkably small.

The Franklin will give 20 or more miles to the gallon of gasoline and the Dodge Brothers Car nearly as much.

Dodge Brothers Cars

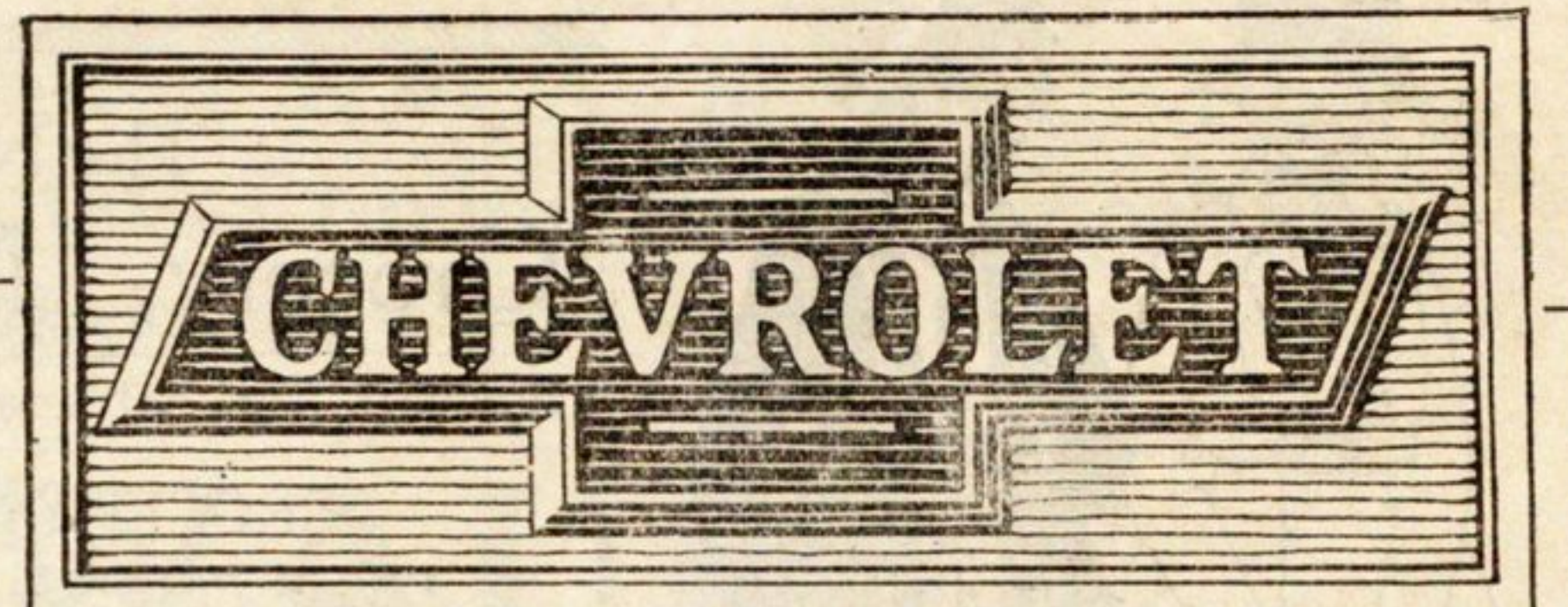
For those who want a lower priced car, the Dodge Brothers is the best buy. Repairs and depreciation are also much less than on most cars—ask Dodge Brothers owners.

We always like to have prospective customers talk with present owners of either Franklin or Dodge Brothers Cars. Pleased customers send us their friends.

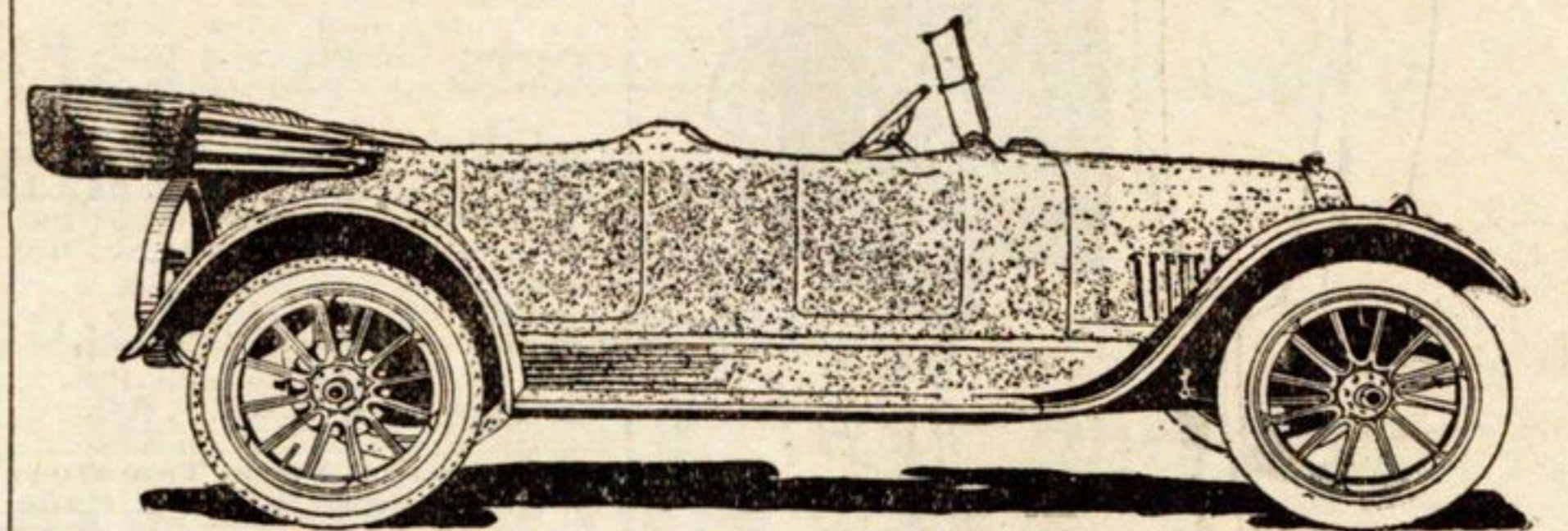
You cannot lose and you will probably gain by buying your car early this year.

C. E. BRIDGES

FRANKLIN & DODGE BROTHERS MOTOR CARS
1629 ORRINGTON AVE. TEL. EVANSTON 5886



New Series MODEL D., 8 Cylinder, \$1385.00



Increasing popularity of Chevrolet Cars all over the U. S. is a conclusive proof that they are meeting the demand of the public. A complete survey of the market was made by us, before a decision was reached as to the particular type of car best suited in these days of economy. We spent months of time in comparing cars for road performance and chose the Chevrolet for being "lightest on its feet."

The Chevrolet Motor Co. also has a wide field of cars, both as to size and price. Their fine attention given to details, demonstrates that the Company is building not only for the present, but for the future.

Since upon the power depends most of the usefulness and enjoyment of one's entire car, the Chevrolet uses the Valve-in-head motor in all models.

When you have tried many cars by the test of comparison, we ask of you to call on us for a demonstration of the Chevrolet and then you too will have the pleasure of realizing as we did, that the Chevrolet is your choice.

HUBBARD WOODS MOTOR CAR CO.

Agency for CHEVROLET

Wm. N. Schneider, Pres.

August C. Pearson, Secy.

Telephone WINNETKA 617

HUBBARD WOODS, ILL.