

AUTOMOBILE NEWS

All lines of the automobile business on the north shore are looking forward to a season of unprecedented prosperity in 1919.

Already the first indications of unusual activity are at hand. Automobile dealers, garages, repair men, tire men and retread men are already enjoying such an amount of business as to cause many of them to sit up and take notice. The last months of the war and the confusion and uncertainty which followed immediately after the signing of the armistice, were a period of depression in the automobile business, but now the industry has rebounded to a position ahead of that it formerly held.

Automobile dealers are especially optimistic.

Can't Fill Demand

"There will be a greater demand for new automobiles than the factories can possibly supply," is the unanimous opinion of the dealers. The only fly in their ointment is the prospect that they will not be able to get a full supply of new cars, at least not until late in the spring.

One firm has started out with the purpose of selling one car a day through the season, and others are equally ambitious.

No Sign of Pessimism

The garages are now back to nearly normal conditions, although many of them are still hampered by a shortage of labor.

A survey of all the garages on the shore failed to bring forth one hint of a cloud of pessimism. Those whose business was below the average last year believe that this year will more than make good for it.

Speaking of prosperity, it is worthy of note that two north shore automobile dealers are among the first residents of the new North Shore hotel in Evanston.

Early season sales of new cars have already beaten all records. There has been the customary holding off on the part of the public until after the show, but nevertheless the sales have been brisk, and used cars as well as new cars are greatly in demand.

FRANKLIN AND BUICK COMBINE THE IDEAL FEATURES, SAYS DEALER

By C. E. Bridges

One would hardly be justified in purchasing a car solely on the strength of one, or even several, features. It is only when the correct relation between power and load, comfort and safety, performance and durability, is preserved that we can find true motor car efficiency. And this result can only be obtained after years of scientific study backed by broad experiences of the most practical nature.

The thorough consistency of the Franklin and Buick cars are reflected in their performance, primarily, and is brought home with ever-increasing emphasis the longer the cars are run. It is this balance and proportion, resulting from nearly twenty years spent in co-ordinating the parts of these cars, that make them so serviceable and economical in everyday service.

The annual depreciation on the Franklin and Buick is about ten per cent. You wouldn't buy a piece of property that would depreciate from 40 to 50 per cent in a year. Why not use the same good judgment in purchasing an automobile?

The Franklin car is the most satisfactory car for the owner. It is the easiest riding, easiest handled, the tires last two or three times as long, goes farther on a gallon of gasoline, and consumes less oil than any other car.

To those who feel they cannot afford the initial outlay for a Franklin we unreservedly advise the purchase of a Buick, for it's without question the best car on the market for the money.

Scarcely a day goes by that we are not asked to take the agency for some other car, many of them offering the dealer twice the margin of profit that there is on the Franklin and Buick.

We feel that the good will of the people of the north shore is worth too much to us to jeopardize our name by selling such cars.

NO RADICAL CHANGES IN AUTOMOBILES FOR THE SEASON OF 1919

This year will not see many radical changes in automobile design. Most of the standard makes are about the same in outward appearance as they were last year.

One of the main reasons for this is that the automobile manufacturers were tied up with war work last year and were not in a position to make preparations for this year. It was believed that the war would last at least until late in 1919, and that by the first of this year automobile manufacturing would be absolutely prohibited.

The sudden ending of the war, with the quick return of the country to peacetime conditions, placed the

automobile manufacturers in a position where they did not have an opportunity to install the machinery which would be necessary for radically new models. All of the cars have refinements and improvements, but there is no great change in design or finish.

There is also another reason besides the sudden ending of the war. And that is that the established makes of cars are now pretty well standardized and perfected. No striking changes are called for and manufacturers refuse to make any unless a real improvement will result.

ESSEX ONLY NEW CAR ON DISPLAY AT THE SHOW THIS YEAR

"The Essex, which is the only new car to be displayed at the automobile show this year, is remarkable for many reasons, one of the most notable of them being its simplicity," said Louis J. Sherland this week.

"Ease of operation, simplicity of maintenance and comfort have been kept constantly in view by the designers, and the car itself is built in the factory at Detroit.

"In the past automobile development has been toward a cheap, light car with economy and low first cost as its chief advantage, or toward a car possessing luxury, comfort and endurance at the expense of high first cost and heavy maintenance expense. The Essex combines the advantages of both these types.

"The Essex is so sturdily constructed that long life is assured while comfort is obtained, even on the roughest roads, by the long springs and the careful distribution of the weight. The seats are real seats and their backs reach to the shoulders. All useless weight has been eliminated which contributes to the exceptional performance of the car and assures long tire life.

"One of the most marvelous things about the car is the motor which although only twenty-nine inches long, develops more than fifty horsepower.

"In its construction nothing has been sacrificed to mere appearance, its beauty coming from inherent qualities of fitness of line and contour and from work correctly done."

Sherland placed his Essex on exhibition in Evanston this week and already dozens of people have inspected it and declared they were amazed and pleased with it.

Be Specific

For business purposes, for social purposes, for any purposes in life, a rule that should admit of no exceptions is: "Be specific in everything you say. Don't take it for granted that vague, general statements will properly convey your meaning." General statements, please remember, leave wide room for inference, and there is always the liability that a wrong inference will be drawn.

Sartorial Item

The man dressed in a little brief authority is generally very proud of his apparel.—Boston Transcript.

New Trier Sport Notes

New Trier gave the Alumni two hard fights Friday evening in a basket-ball tussle but lost both games, the first to the heavyweights 10 to 3, the second to the lightweights 17 to 16. The last game was all the Alumni's until the last quarter when New Trier with 6 points behind and losing steadily bolstered up and shot three baskets in a row. A foul against the Alumni gave them the game in the last few minutes. Preceding the basketball games there was a league swimming meet with Oak Park the results of which were as follows:

Plunge: Won by Walters, N. T.; Smith, Oak Park, second; Kerr, N. T., third. Distance 60 feet, time 35 seconds.

40 yard crawl: Won by Royal, Oak Park; Ramsay, N. T., second; Weld, New Trier, third. Time 0:21.

100 yard breast stroke: Won by Veeder of New Trier; Skelton of New Trier, second; Smith, Oak Park, third. Time 1:23 2-5.

100 yard crawl: Won by Royal of Oak Park; Ramsay, New Trier, second; Hatch, Oak Park, third. Time 1:41.

40 yard back stroke: Won by Kerr, New Trier; Ramsay, New Trier, second; Royal, Oak Park, third. Time 0:28 2-5.

Relay: Won by Oak Park. Time 1:31 4-5.

Fancy diving: Won by Low, New Trier; Calbert, New Trier, second; Hodge, Oak Park, third.

Total: New Trier 35 1-2; Oak Park 23 1-2.

Battalion Activities

The first formal inspection of New Trier's cadet companies was held last Monday. Captain Rye of company "K", of the Illinois National Guard, was the inspecting officer. The inspection was competitive and resulted in company "A" being awarded first place, Captain Flood commanding. Company "D" was second, Captain McClintock commanding.

An individual drill will be held sometime in February. The medals will be awarded as follows: first place, gold; second place, silver; third and fourth places, bronze. All cadets will enter. Officers will not drill against privates.

Cadet drill was changed from Friday to Thursday of this week in order to allow the cadets to witness the league swimming meet with Evanston High school at New Trier.

"HEARTS OF THE WORLD" AT HOYBURN NEXT WEEK

Friday of this week marks the final show of the famous film version of "The Fighting Roosevelts" at the Hoyburn theater, Evanston. The picture is said to be a splendidly realistic depiction of the life and works of Colonel Theodore Roosevelt.

Bryant Washburn heads the bill at the Hoyburn on Saturday in "Venus in the East." On Monday and Tuesday of next week one of Cecil B. De Mille's latest pictures, "Don't Change your Husband," will be the feature attraction. Enid Bennett will ap-

pear on Wednesday in, "Happy Though Married."

The production, "Hearts of the World" will be shown at the Hoyburn on Thursday, Friday and Saturday of next week.

NAVY SEEKS MEN TO MAN THE SHIPS

Many people are not aware of the fact that the navy is again open for enlistment. The fact that thousands of sailors are being discharged gives opportunity for men to enter the navy and to obtain valuable instruction at Uncle Sam's expense.

Men between the ages of 19 and 35, who have had a small amount of machine shop experience may enter the service and go through a complete course at the machinist school, Charleston, S. C. Men who desire to become electricians, between the ages of 18 and 30, who have a theoretical knowledge of electricity and have had some practical work, are offered a complete course at the electrical school, Hampton Roads, Va. Recruits are also being accepted as apprentice seamen, bakers, firemen, machinists' mates, mess attendants and hospital apprentices.

Further information may be obtained by writing to, or calling at the navy recruiting station, Transportation building, Chicago.

YOU CAN GET JOBS UNDER UNCLE SAM

If you are seeking employment call on Miss J. D. Schantz at the Village Post office on Wilmette avenue. The following positions with the government are open and applicants are asked to apply at the post office.

Mechanics are needed on construction work at Camp Knox, Stithon, Kentucky. Work now being done by the government direct is as follows: 1800 carpenters, 60 cents per hour. 100 plumbers, 75 cents per hour. 60 electricians, 65 cents per hour. 100 steamfitters, 75 cents per hour. 100 brick masons, 75 cents per hour. 100 sheet metal workers, 60 cents per hour. 30 linemen, 60 cents per hour. 8 hours a day; 6 days a week; 3 months work in sight; barracks free; meals at 35 cents each; transportation not borne by government. Apply to Miss J. D. Schantz, post office, representing Civil Service commission.

One Reason Girls Steal

This bit of philosophy of a reformed girl thief was contained in an article in the People's Home Journal on the value of the probation law:

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United States Railroad Administration

Important

Proposed change in Suburban Ticketing Arrangements, for Chicago Suburban District, will take effect

Monday,
February 10, 1919

instead of February 1st.

Note particularly that no change is contemplated in rates for individual monthly tickets.

Aspegren & Company

TEL. WILMETTE 420
EVANSTON 466

Tuna Fish—Arntour's Veribest—dozen \$4.59; ½'s—dozen \$2.90. Savoy—large can—dozen \$4.69. Sun Harbor—¼'s—15c; dozen \$1.59; ½'s 25c; dozen \$2.90.

Present wholesale prices make these prices a special bargain.

Canned Milk—Monarch, Ferndell, Van Camp's, Borden's, Libby's, 17c—dozen \$1.89.

The sale of this convenient article has increased greatly. The quality of these well known brands is very satisfying.

Sauer Kraut—Large cans—best quality—Richelieu, can 20c, dozen \$2.30. Smilax, 3 cans for 50c.

Purity Cross Products—Creamed Chicken a-la-King, 25c and 47c. Welsh Rarebit, 19c and 34c. Salmon, 23c and 42c. Codfish, 23c and 42c. Lobster a-la-Newburg, 33c and 61c.

Catsup—Ritters—2 bottles 27c. Curtice Bros., small 19c.

"A girl can no more live without a few pleasures and pretty possessions than she can without food. Take it from me, girls don't want to steal. If they knew how to earn things for themselves, they wouldn't be bad. Some day there'll be a way found for girls to earn what they need before they get into trouble, not after. Then the whole world'll be different."

DR. DON C. McCOWAN

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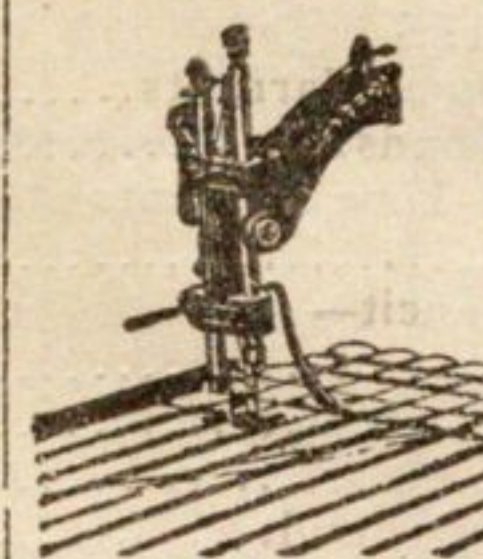
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