

Announcement of a New Industry

THE Evanston Motor Car Company was established for the purpose of rendering high grade automobile services to the residents of the North Shore. The beautiful salesroom they are occupying is the result of their knowledge that the North Shore residents like to do their automobile shopping in the atmosphere of refinement rather than a dirty garage with oil all over the floor and all of the inconveniences which are a part of the garage dealer's business. For that reason the Evanston Motor Car Company have established a separate service station.

They also realize that in order to be able to properly fill the requirements of the people of the North Shore it will be necessary that they offer a high grade all-year-around automobile, one which can be driven either by the owner, or large enough to be chauffeur driven with sufficient carrying space in the tonneau for the owner and his family.

Mr. Nazareth Barsumian, Sec'y and Treas. of the Evanston Motor Car Co., was attracted to the Holmes improved air-cooled car because it seemed to offer more advantages to the purchaser than any other car in the market. Before deciding to offer the residents of the North Shore the Holmes car he decided to make a thorough investigation of the company and its manufacturing facilities, financial conditions and the class of men who were responsible for the Holmes car. During the investigation he learned that the Holmes Automobile Company with a well-equipped space at Canton, Ohio, has a capacity of 7,000 cars a year. He also learned that some of the biggest financial men in the automobile industry were the stockholders in the Holmes factory and that the Holmes Automobile Company was a two and a half million dollar corporation. The most unusual part of it was that the Holmes Company sold their stock without advertising or paying salesmen commissions. The stock was sold among the allied automobile industries.

Arthur Holmes, president and designer of the Holmes improved air-cooled car was formerly vice-president and chief engineer of the Franklin Company. Mr. Holmes' experience with the air-cooled engine dates back to 1902. For over seventeen years he has devoted his entire energy to the improvement and perfection of the so-called air-cooled engine until today all experienced motorists realize that air-cooled cars offer advantages which cannot be found in the water-cooled car. In order to offer to the public an engine such as you find in the Holmes car it has been necessary for Mr. Holmes to apply all these years to the practical end of the business. Mr. Maffy, the man who was his chief assistant at the Franklin Company, is also responsible for a great many of the detailed improvements you will find in the Holmes car.

Holmes Improved Air-Cooled Car

The Holmes is shown in a 7-passenger touring car, 4-passenger 4-door touring roadster, both a 2-door and 4-door 5-passenger sedan, and a 4-door 7-passenger sedan. The bodies are of high grade, Walker-Wells aluminum body, and offer many refinements not found in the usual enclosed bodies.

THE NEW HOME OF THE

PAIGE

"The Most Beautiful Car in America"

At the request of the Paige-Detroit Motor Car Company we have become North Shore Distributors of "The Most Beautiful Car in America."

See the PAIGE SPORT MODEL
now on display at our showrooms

DISTRIBUTORS OF THE FAMOUS

CHEVROLET

PROMPT DELIVERY GUARANTEED

EVANSTON MOTOR CAR CO.

RALPH WATTS, Manager

SHERMAN AND GROVE

PHONE 3 FOUR 3

EVANSTON, ILLINOIS

We Were Expecting

to stay at 1549 Sherman Avenue, Evanston, until Sept. 1, but upon notice from agent received today, this store must be vacated by July 1 as it has been leased permanently.

The entire stock of Oriental rugs of K. S. Jamgotch must be sold within the next twenty days.

If you are interested in Oriental rugs come in and see this wonderful assortment.

The value of Oriental rugs will never fall.

It will be many years before the live stock from which the wools were derived, and the other raw materials used in making rugs, will be replenished, and the manufacturing facilities and man power restored to normal pre-war conditions in Persia and Turkey. Even then, with the great changes in social and political life which are bound to come in those countries, finished products of all kinds will cost a great deal more than we used to pay for them. Rugs especially will greatly increase in value.

Invest in good Oriental rugs. They are serviceable and ornamental while in use, ready cash in time of need. Take advantage of this rare and bona fide opportunity to purchase good and valuable rugs at greatly reduced prices.

DO NOT MISS THIS CHANCE

YOU WILL BE SURE 40 CENT
TO SAVE AT LEAST PER

Nowhere else will you find prices marked so low or merchandise so select.

You have the assurance of the undersigned—one man in the rug trade you ought to know—who will be pleased to assist you, by appointment only, in finding the rug needed and in making all necessary arrangements, financial and otherwise.

Do not purchase rugs from the showrooms. See and examine them spread on the floor in your house and in the room to be used. We shall be pleased to send rugs on approval.

Open in the evening until 10 o'clock

CLOSING SALE OF THE STOCK OF

K. S. JAMGOTCH

NAZARETH BARSUMIAN

1459 Sherman Ave., Evanston

Telephone Evanston 302