

Wilmette's North Shore Champs



Reading from upper left to right: Borre, Miller, Eber, Estes, De Long, Robinson, manager, Schwall, Raap, Rosberg, Lees and Schaefer.



Exhaust Echoes



NO END TO SHORTAGE OF AUTOS IS SEEN BY ESSEX DISTRIBUTOR

Some startling figures regarding the automobile shortage were given out today by Louis J. Sherland in response to many questions received from motorists as to when the present famine will end.

"The impression is widespread," he declared, "that tremendous numbers of new cars have been put into service this year. This is not justified by the facts. Figures show a decided decrease in the consumption of gasoline, indicating that there are actually fewer cars in service today than there were this time last year.

"At first this seems unbelievable, but it is necessary to remember that the normal scrapage of cars amounts approximately to 250,000 a year, that production last year was the smallest since 1915 and that the output so far this year has been below normal, due to the necessarily slow recovery from war conditions. Every dealer knows that while production has been increasing constantly the demand has grown faster than the output.

"And this condition is apt to last indefinitely because more people are coming into the market every day for cars due to the unprecedented and growing prosperity in all section of the country. There is no end in sight. Wages are higher than ever before. Prices of all commodities are going up constantly. Farm products are setting a new high record. This means that more people than ever before are in the market for cars.

"Government figures show that in January, 1919, there was a shortage of approximately 700,000 automobiles in the country. In 1918 the total production was 1,044,754 against 1,737,151 the previous. In 1916 the production was 1,493,617, so last year's business was the smallest since 1915. If there had been no production at all this year then the shortage would have been increased by the scrapage, or by 250,000 cars, or a total of nearly a million automobiles, to which must be added the normal increase in the number of buyers.

Never Enough Essex Cars

"Normally the output which represents the demand increases at the rate of 40 per cent a year. So that to satisfy both the shortage and the new demand the output this year should have been about 3,000,000. As a matter of fact it probably will be less than half this figure, according to present indications. This means that, despite the increase in production, the shortage will continue all of this winter and most of next year before there can be the slightest indication of a slackening in the demand.

"In the case of the Essex, for instance, from the very first day of its introduction we have never had enough cars to supply the demand. Nevertheless production has increased every day until now it totals more than 100 cars a day. But even this number has proved inadequate and more orders than cars are being received every day. The only solution for the prospective buyer is to place his order now. To delay is simply to invite disappointment."

Thrift and Annuity

"Thrift is better than an annuity," wisely counsels an axiom from those thriftiest of people, the French. Combine them by investing in Savings Stamps.

WILLARD BATTERIES PLAYED BIG PART IN HELPING BEAT TEUTS

Slowly but surely the hidden history of the great part played by American manufacturers in the great war is coming out. Only a little of what was done has so far been told, but as the veil of secrecy is lifted the average citizen is reading a romance of business more absorbing than a best seller.

"No one realizes the important part which storage batteries played in the war," said Mr. Carpenter of the local Willard service station yesterday, "and the Willard company takes pride in the fact that its produce 'delivered the goods' under the conditions of abuse which war made necessary.

"Willard engineers were called upon to design a battery for the ignition of the Liberty aircraft motor. Storage batteries for automobiles must be limited as to size and weight, and in an aircraft these limitations are still greater. Reliability was a matter of life and death and in addition to these handicaps, a storage battery for aircraft use must not spill its acid contents when upside down. This was one of the many war problems which it seemed impossible to solve, but within the time limit set, a Willard battery was designed, a model made, tested and accepted which met every requirement. Nothing could be said at the time this feat was accomplished, but among those on the inside who knew it was regarded as another step toward our ultimate victory over the Teutons.

"The Willard factory also made batteries for gun firing, for radio work, for the signal corps, for the Aldas lamp, a hand signaling device invented by the English. A very interesting type was made for the use on tanks and the tank corps, with their slogan, "Treat 'Em Rough," batteries. This tank battery was really two separate units, one for starting and the other and smaller one for ignition.

"Our factory received orders from Uncle Sam for over 140,000 batteries of different types," said Mr. Carpenter, "which were all equipped with threaded rubber insulation, an exclusive Willard feature. The advantage of threaded rubber as an insulation in storage batteries lay in the fact that a battery could be kept in continuous service for a longer period. Many car owners in Evanston who were unable to secure threaded rubber Willard batteries promptly last year will now understand the reason."

FLOUR MILL IS USING DODGE BROTHERS' CAR TO ADVERTISE GOODS

In the olden days it was only the corn doctor, the bric-a-brac salesman and a few others of their like who toured from town to town demonstrating and selling their wares. Now almost everybody is doing it. The most substantial business houses have gone extensively into the personal demonstration business, appreciating the value of getting in direct contact with the market. But instead of the old tumbletown spring wagon and weary horse, they use fine, speedy and reliable motor cars. It is the motor car, in fact, that is largely responsible for this new method of advertising. It affords them the wide range and the fleetness which in the former days made such sales methods costly and very cumbersome.

Many of the largest concerns in the country have bought cars solely for demonstration purposes. Among them are the Fisher Flouring mills of Seattle. "Blend," the company's dusky chef, is making a tour of Washington, Oregon and Idaho, making mouths water everywhere with his appetizing Scotch "scones" and biscuits. The baking is done in an electric oven with which his Dodge Brothers business car is equipped. Great crowds collect about the car whenever it stops and "Blend" dishes out the delicacies as fast as he can make them. The car is artistically decorated with the company's name and trademark and is proving to be an extremely valuable advertisement.

The results with the first car have been so satisfactory that the Fisher company has ordered another, similarly equipped.

As soon as the present tour is completed the car will be sent back over the same route with a window dressing equipment.

ARE YOU ECONOMICAL?

YOU CAN BE BY EATING

Butter-Nut Bread

AND

SCHULZE'S CAKE

NORTH SHORE RUBBER CO.

NOT INCORPORATED

Auto Tires and Tubes Repaired

PHONE EVANSTON 2037

1620 MAPLE AVE.

EVANSTON, ILL.

J. O. HAYES, Proprietor



Thor \$5.00

brings a Thor Washer or Ironer to your home for 30 days. Balance in small monthly payments.

VACUUM CLEANERS

Thor Sales Company

NORTH SHORE BRANCH

1728 Sherman Ave. EVANSTON

TELEPHONE Evanston 877



The Allies Guaranteed the Neutrality of Belgium

The makers of the Treaty of London knew their guarantee was good. The Allies lived up to it. Even at the cost of the Great War they drove out the oppressor of Belgium.

You can have freedom from the invasion of that great oppressor of auto storage batteries—*ruinous sulphation*—if you put an EVEREADY on your car.

This battery will live up to its definitely written, eighteen month Guarantee of good starting, lighting and ignition service—its makers know that it will.

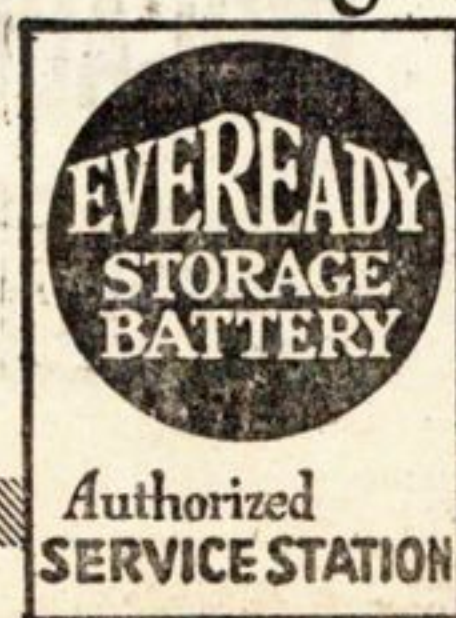
This means freedom from the aggravations that wreck your pleasure in motoring—failure of your lights, inability to start quickly, poor ignition, and so on.

Besides, we, as EVEREADY Service Station, will keep your starting, lighting, and ignition working right. Bring your car to us for inspection of your storage battery every month—no charge—whatever make of equipment you have.

WINNETKA MOTOR CO.

Authorized Sales & Service Willys-Knight--Overland Cars
562 LINCOLN AVE., WINNETKA, ILL.

Look for this sign



EVEREADY STORAGE BATTERY

