



Exhaust Echoes



1920 MODEL STEPHENS SALIENT SIX ARRIVES; IMMEDIATE DELIVERY

For four months the General Motors has been unable to deliver a single Stephens Salient Six automobile. The demand for the car has been so great that the Moline Plow company, its manufacturer, was not able to turn out nearly enough cars. But now the great plant is swinging into full production and the General Motors today was able to announce that it has received its first shipment of the new 1920 Salient Sixes, and could promise immediate deliveries on cars. This assurance, it is stated, holds good for all eight models.

The 1920 Salient Six is described as being even superior to the 1919, which attracted so much favorable attention on the north shore that the allotment to this territory was sold out early in the season.

Tells of Ideals

The foundation of the Salient Six's popularity is found in the following expression of "Ideals" which is issued by the producers in introducing their new models:

"In building the Stephens Salient Six, we have followed out a definite ideal. We have no engineering hobbies to try on the public, and the Stephens Salient Six represents not merely the needs and desires of any one person, or of any locality, but the combined advantages of what has already proved practical in the hands of thousands of users in all parts of the country.

"The Stephens Salient Six is simply the combined expression of the experience of some of the best motor car distributors in the United States who keenly sense and constantly collect suggestions that make up the needs and desires of motor car owners in every locality.

Is Owner's Servant

"All suggestions find their way quickly to the Stephens engineering department, which stands subservient to the needs and desires of the man who is to use the car. It is our engineers who work out all suggestions for improvement, permitting the distributors who know the motor car owner's desires to choose those features which have utility and which are practical.

"It is easy to see that this method secures the best features in design

and construction—features which make the Stephens really 'salient.' "As the result of this policy the Stephens Salient Six is the ideal car for man or woman. In it you will find no engineering freaks, no temporary frills or foibles, no fanciful styles, but a sound motor car worthy of your ownership.

Hold to Ideals

"We feel the dignity of the motor car business, and also hold to the ideals of the Moline Plow company, a concern with a record of progress and success extending over a full half century. To do this it is necessary that we build that quality into the Stephens Salient Six which yields the fullest measure of value for the investment.

"The Stephens is a car whose style and beauty stands unmatched among medium-priced cars. Its quality wins appreciation with each succeeding season, because it is a car of limitless endurance ready for all demands of service. It is a car with ample power to take you over the hills in high with ease, and a car that has proved to be the most economical in every respect on the road because the Stephens perfected overhead valve engine burns all the fuel and burns the lowest grade of gasoline without lessened performance.

"These are features which make the Stephens in truth the Salient Six."

MILBURN MAN ADVISES AS TO PROPER CARE OF CARS

Service manager M. B. Davey of the Milburn Wagon Company manufacturers of the Milburn Light Electric gives some valuable hints to electric car owners.

"The life of an electric car, the service rendered and its consequent satisfaction to its owner, would be tremendously increased if a little attention were given the following points:

"The liquid in the jars should be kept at a depth of about one-half inch above the plates, and particular care should be exercised to see that nothing but pure, distilled water is used when flushing.

"The cost of operation per mile will be found to be very much less if the battery is not discharged beyond about two-thirds its capacity, as by recharging at this point the most miles for the least money will be obtained. For example, a battery is

normally discharged at a specific gravity of 1.125 degrees. If the discharge be continued below that to 1.115 degrees it will require about four times as much current to raise the gravity the next 25 points (1.140 degrees) as it will to raise it from 1.140 to 1.240 degrees, nearly four times the gravity change.

"Proper inflation of the tires is also an important point. These should be kept at a minimum pressure of 65 pounds. If this pressure is reduced an immediate and heavy loss in the efficiency of the battery takes place due to the increase in road resistance resulting in a marked decrease in the miles in speed per hour.

"Give attention to the brakes to see that there is no dragging. Brake bands should be free of the drum so that an ordinary business card may be passed between the drum and the band.

"Don't expect your car to keep its finish if left exposed to all the elements when not in use. Paint will not last for ever. A coat of varnish applied at reasonable intervals will protect the undercoats and frequently avoids the need of renewing them.

"The owner should insist that the above points be given attention whether the car is kept at a public or private garage. When this is done both car and battery will be in healthy condition and will render longer and better service."

HUDSON FIRST TO CROSS CANYON IN WINTER

A Hudson super-six, driven by Frank H. Skeels, has just won the distinction of being the first automobile to successfully negotiate the Fourth of July canyon near Spokane, Washington, in winter.

Bucking snowdrifts from eighteen inches to three feet in depth, the car made the trip from Wallace, Idaho, to Spokane, a distance of eighty-seven miles, in four and one-half hours. This time compares favorably with that made by speed cars when the roads are in good condition in summer.

Mr. Skeels has been presented with a special trophy cup engraved with a record of the performance.

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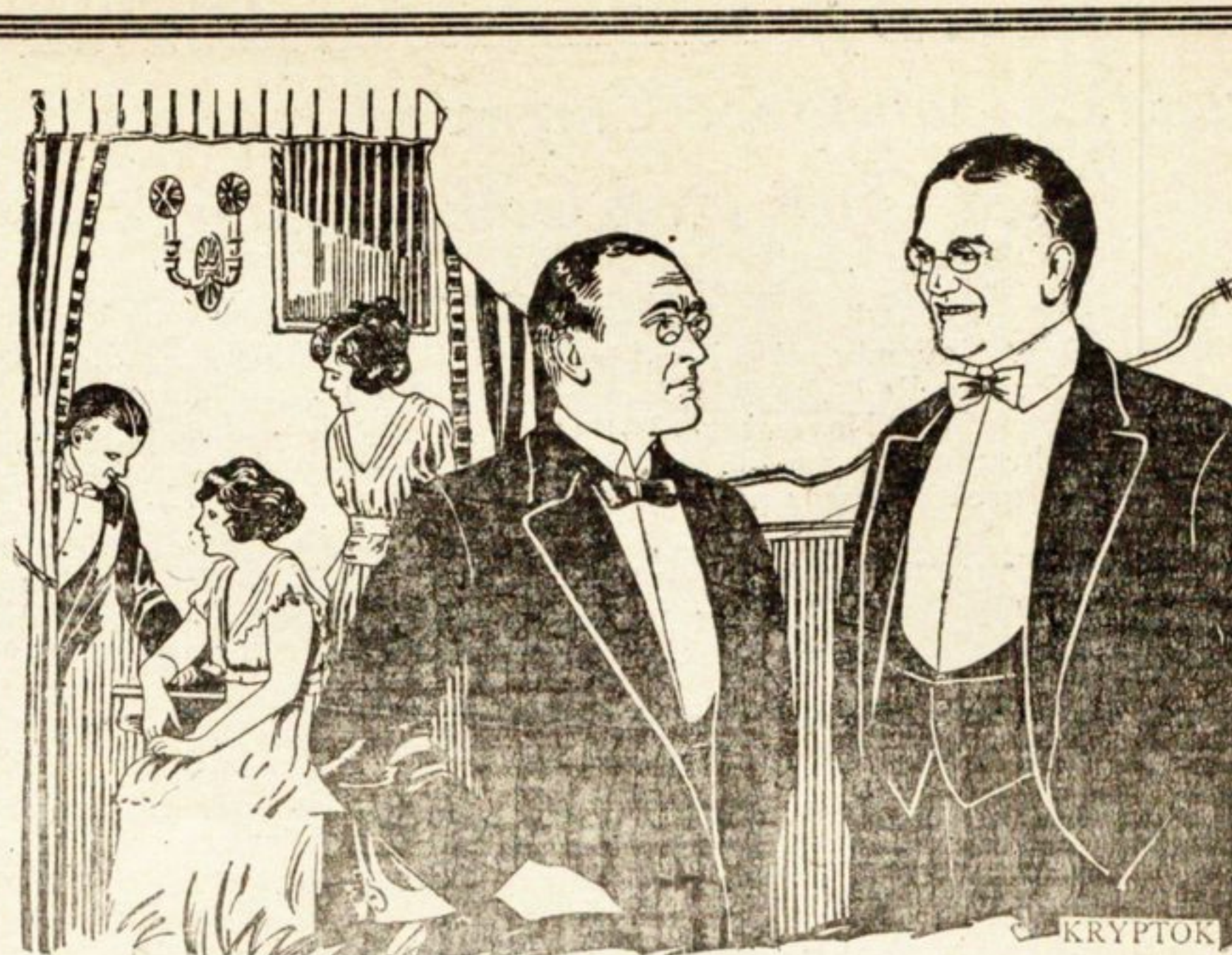
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Selling Service

A TELEPHONE company sells service. It does not sell or rent telephones.

The instrument in your home or office is of use to you only by reason of the service rendered. The bill you pay is distinctly a service charge.

And telephone service is different from other services.

If your neighbor's gas supply is defective, his lighting poor, or his water supply inadequate, you are not affected. These annoyances concern only himself and his household. But if his telephone is out of order and you cannot reach him when you call, or if he makes you wait long before he answers, *your* telephone service is unsatisfactory.

Thus the service of any telephone user may be rendered unsatisfactory by the habit or act of another.

In the interest of good telephone service we suggest the observance of the following simple practices:

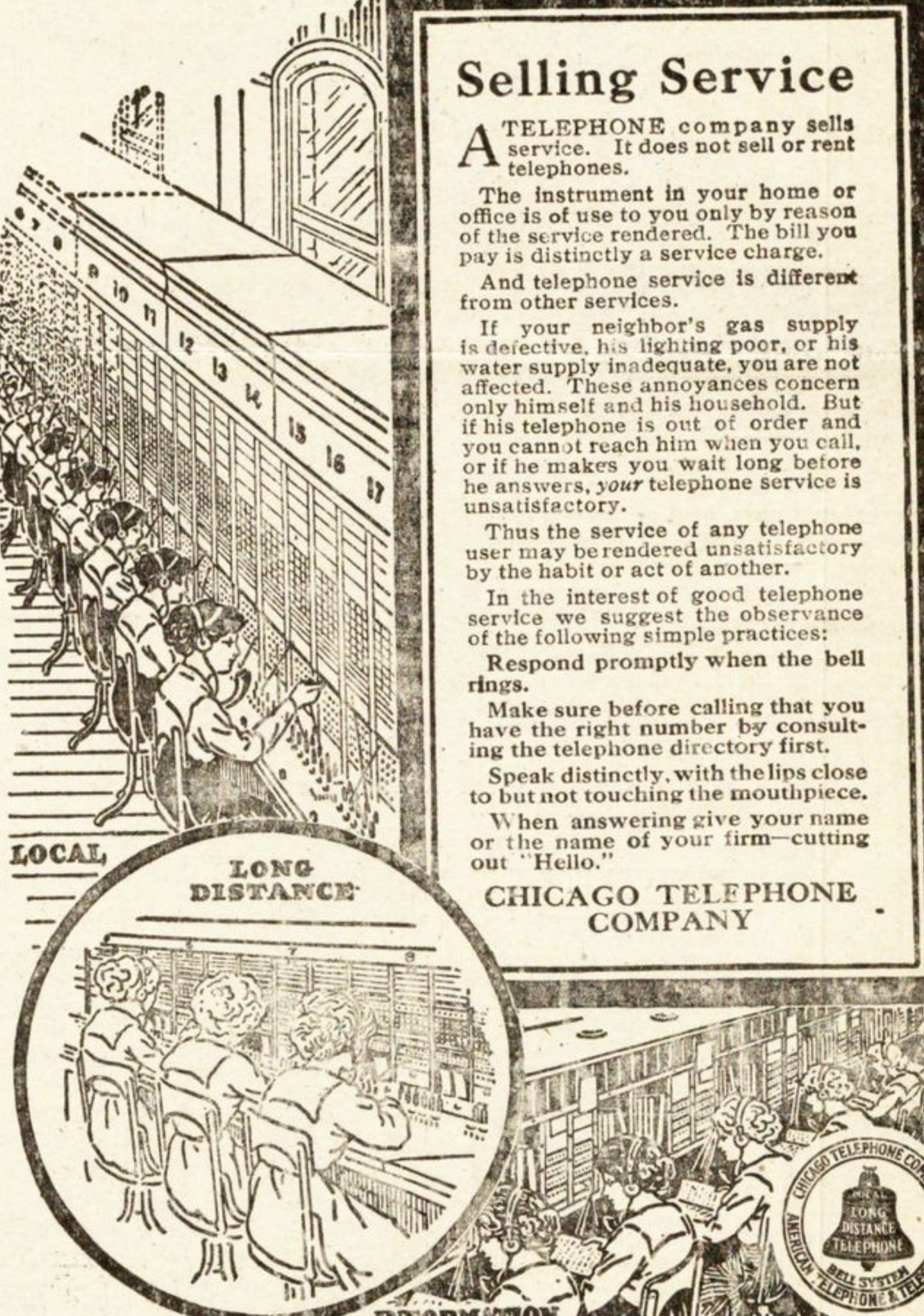
Respond promptly when the bell rings.

Make sure before calling that you have the right number by consulting the telephone directory first.

Speak distinctly, with the lips close to but not touching the mouthpiece.

When answering give your name or the name of your firm—cutting out "Hello."

CHICAGO TELEPHONE COMPANY



LOCAL LONG DISTANCE

INFORMATION

THE BLUE PARROT GIFT SHOP

ANNOUNCES ITS OPENING

Saturday, October, 25

1551 Sherman Avenue

Evanston