

**LIFE OF BATTERY IS
UNCERTAIN AS HUMAN
SPAN, ASSERTS OTTO**

"I am often asked," commented Fred Otto, manager of the North Shore Service Station in Winnetka, aproph of some talk on the long life of one of his customer's batteries, "I am often asked by young and enthusiastic motorists just how long a starting and lighting battery will last. And frankly I can't tell them. If I could I would occupy a position in the battery world similar to that held by Douglas Fairbanks or Mary Pickford in the 'movie' sphere.

"The life of a starting and lighting battery—even such a good one as the 'Exide'—is just as uncertain, just as dependent on all sorts and conditions of outside influence as that of us poor human machines. Some of us may appear to be in the best of health this week, next week we over-exhaust our constitution and the next week—pink roses preferred, no wreaths. Others of us look frail and careworn and yet do and keep on doing when many of our huskier looking acquaintances are being ferried over the well known Styx. It's all more or less of a gamble—with this one exception. You know and I know that the surest way to keep ourselves fit and fine for our work and to preserve the health that old dame nature gave us, to a ripe old age, is by giving ourselves the best of care—to keep regular habits, to

restore our tissues with the proper sort of food and drink, to regain expended energy by the proper amount of rest.

"And the storage battery in the automobile is exactly similar. The motorists who get the ultimate best, both of performance and of life, from their batteries are the motorists who give these batteries the best of care."

The Ford is hard to beat as a cold

**FORD STARTS EASILY
IN ZERO WEATHER**

weather car, according to R. D. Cunningham, North Shore distributor.

He drives a bus of the hand-winding variety. During the cold snap of the present week he kept it as usual in an open, unheated barn in the rear of his home.

Thursday morning when the temperature went down to 10 below and lower, the temperature in the barn was 4 below. Nevertheless, a couple of twists of the crank served to start the Ford and Mr. Cunningham drove down to his office as usual.

All that a Ford needs for cold weather, he says, is some alcohol in the radiator to keep it from freezing, and the engine itself should give no trouble.

READ THE WANT ADS ON PAGE 7
CLEAR OUT THE ATTIC—PAGE 7
GET A MAID FOR 30 cts. PAGE 7

**To All Americans
Interested in
FLOUR**

Let us prove that it is not true that our people are reckless in personal expenditure and have no ideals of thrift or social responsibility in this period of extravagant spending. Thrift is common sense spending. Unwise spending may not always indicate lack of thrift, but, perhaps, ignorance, habit, or lack of opportunity.

The United States Grain Corporation is now providing an opportunity for consumers of flour to exercise their personal choice in the purchase of flour at moderate cost if they so desire.

The United States Grain Corporation is offering to sell to the consuming public from its large stock of flour recently purchased at approximately 6 cents per pound; that is, not above 77 cents for 12-pound package and \$1.55 for 24½-pound package.

Flour To Public at Reduced Prices

Retailers may buy this flour delivered anywhere in the United States, packed in paper sacks of the retail package sizes, in car lots, at \$10.43 per barrel, or in cotton sacks at \$10.80 and in less than car lots, in paper, at \$11.15, or in cotton at \$11.55.

This flour will also be made available to bakers, packed in 140-pound jute sacks in car lots at a price of \$10.25 per barrel.

United States Grain Corporation Standard Pure Wheat Flour is a good flour, favored by good cooks.

Cut down the cost of living by buying United States Grain Corporation Flour, or similar flour from your dealers.

This year's crop of Soft Red Winter Wheat is yielding flour of excellent bread-making quality. Housewives should become acquainted with this splendid flour.

They will find that it works easily and rises quickly.

The fermentation is vigorous and healthy and the resulting loaf is of superior texture and good color.

For pastries, biscuits, and cake, no flour makes a more delicate, tender crust and crumb.

There is no lack of wheat of the best quality; United States Grain Corporation Standard Pure Wheat Flour is made from the best soft winter wheats; it is not "War Flour" or "Victory Flour" and does not resemble them. Let the consumer be the judge.

This flour is now on hand and for sale at

Great Atlantic and Pacific Tea Co. Stores

Names of additional stores handling this flour will be published from time to time.

For further information inquire

United States Grain Corporation

226 South La Salle Street

Chicago, Illinois

Uncle Eben.

"A whole lot of whut dey call sports," said Uncle Eben, "consists in gittin' into a powerful fret over sump'in' dat dey wasn't no particular necessity fur."

HOYBURN
615 Davis St., Evanston

MATINEES 2 and 4 Evenings 7 and 9

THIS WEEK

Friday December 26

An All-Star Production

"LASCA"

From the famous poem of the same name

Something unusual in pictures

Burton Holmes Travelogue

Christie Comedy

Saturday December 27

Mrs. Irene Castle
in "The Invisible Bond"

Universal Screen Events

Harold Lloyd Comedy

The Hoyburn Company

wish you

A Merry Christmas

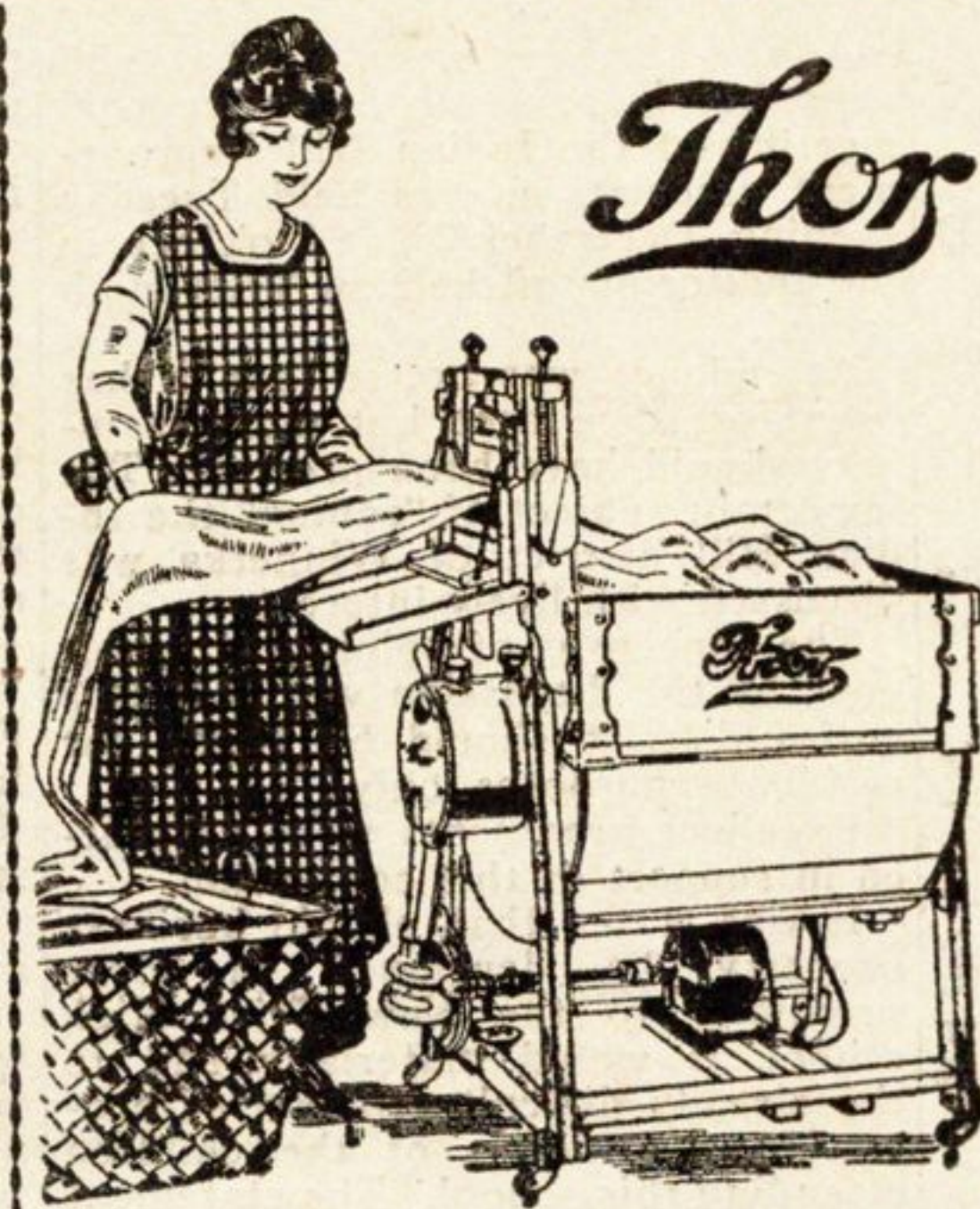
and

A Happy New Year

THE HANDY SHOP

1109 Stevens Bldg. Central 2249

Undergarments
Hand-Made
Handkerchiefs
Boudoir Novelties
Hand-Made Flowers



Thor \$5.00

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

VACUUM CLEANERS

Thor Sales Company

NORTH SHORE BRANCH

1728 Sherman Ave.
EVANSTON

TELEPHONE
Evanston 877

The Road of Service
CHICAGO NORTH SHORE AND MILWAUKEE R.R.

Use New Passenger Station

of the

NORTH SHORE LINE

Wabash Ave. and Adams St.

Convenient to all stores in Chicago's Shopping District

Rest Room for Ladies

Smoking Room for Men

General Information Bureau

Telephone Service

Restaurant

Through arrangements made with the Large Department Stores, your parcels can be checked as purchased, and delivered at this station. Call for them when you are ready to take your train home.

**Make this station a place to meet
your friends while in Chicago**

CHICAGO NORTH SHORE & MILWAUKEE R. R.

209 South Wabash Avenue

Phone Harrison 6478

