

## SAYS AUTOMOBILE WAS AN ECONOMIC DEMAND

Civilization's Need For Greater Flexibility In Transportation at the Bottom of Industry

From the first the automobile has defied prophecy. The words of "wisdom" which were applied to it only twenty-five years ago sound silly enough today, "the dream of a crank," or "an eccentric toy," or "an adventurer's vehicle," or "all right for the sportily-inclined millionaire," and, most often repeated and now silliest of all, "too uncertain to be regarded as serious transportation."

It is the public habit to attribute the position of the automobile to the courage, energy, and resourcefulness of the makers, to the persistent inventive skill of the engineers, and especially to a superior sort of merchandising genius. The magnitude and stability of the industry did not spring from these elements, however, even though they are important factors. They arose, rather, out of the compulsion of an economic demand, a primal force instinctively and irresistibly asking its end.

Flexibility is the fundamental reason for the automobile. The primal force which created it was civilization's need of greater flexibility in transportation, just as surely as the telephone was created by the need of more flexible communication, and the printing press by the need of greater flexibility in the spread of knowledge.

### Flexibility Is Merchandise

Flexibility, therefore, is the merchandise which automobile manufacturers offer the public; and, of course, the quality varies with the motive behind the product. A manufacturer who is actuated by the prime instinct of serving his fellow men by making better and better automobiles, builds for permanency. He is entitled to the prestige and money which come to him. Manufacturers like this build legitimate automobiles—by which we mean cars of character backed by the stored power of sound engineering, consistent progress, long success, and ample resources, not only in capital, but also in proficiency. They merit the public's confidence. Their fund of experience has given them the flexibility to ride out all the storms of the last twenty-five years, which have beset the industry and wrecked those other manufacturers who looked upon the automobile business as a "game," and who sold their product on the prestige the legitimate makers have shed on the industry.

It seems consistent to predict that that type of car will occupy the most serviceable and permanent place in business, social, and pleasure use, and will survive longest, which supplies the greatest range of flexibility, in the sense that it can best reach out and meet the conditions which confront the motorists—conditions of road load, of traffic, of temperature and especially of burning the kind of fuel at hand.

We believe that the Stanley carriage's stored power and flexibility its control by one throttle without gear shifting or clutching, its ability to respond to the extreme call for power without carrying undue weight and complication, its ability to burn low-grade fuels with assurance, its large percentage of repeat sales from duotion are factors which build pre-old customers, and its uninflated prominently for permanency.

### CITES BIBLE WHEN AUTOISTS FAIL TO BURN TAIL LIGHTS

Ordinances requiring burning tail lights for automobiles are founded on the Bible and hence should be rigidly enforced. That, at least is the opinion of Mayor Gilmore of Morgantown, W. Va.

A violator of the ordinance who was tried by Mayor Gilmore recently protested the legality of the law. In answer, the mayor declared that any law which was founded on the Bible was good enough for him.

"What's the Bible got to do with a tail light?" queried the defendant. "Why it's got everything to do with it," replied the mayor. "Don't you remember the story about the ten wise women, five of whom had lights and five of whom didn't? Well, if you do, you will remember the Lord wouldn't have anything to do with the five without lights, and I'll be hornswaggled if this court will either."

The defendant was fined \$3 and costs.

Wholesale swindling of veterans and gold star relatives by unscrupulous lawyers, who demand exorbitant fees for obtaining compensation in cases of injury or death, is being investigated by the Massachusetts Department of the American Legion. The widow of one man is said to have paid a lawyer fee of 10 per cent of a \$10,000 due her through the death of her husband overseas. The war Risk Act prohibits any lawyer receiving more than \$3 as a fee for pressing a compensation claim.

## Methodist Preachers' Fund Receives \$5,000

Dr. C. A. Kelley, Rock River Conference Secretary, Acknowledges New Year's Gift

The Methodist Rock River Conference Preachers' Pension Fund was enlarged recently by a New Year's gift of \$5,000 from Mr. M. H. Wilson of Evanston.

Dr. C. A. Kelley, of Wilmette, secretary of the Rock River Conference, in announcing the gift, said: "This is Mr. Wilson's fifth gift of \$5,000, making a total of \$25,000 to the fund. The retired preachers of Chicago and Rock River Conference are receiving a pension of twenty dollars for each year of active service in the ministry. Mr. Wilson's gift will help the raising of the second half million dollars which, when secured, will give retired preachers twenty-two dollars and fifty cents for each year of service."

### THREE LEAP FROM CARS; TRAIN WRECKS MACHINE

William J. Hough, 949 Spruce street, his wife and Guy N. Newcomb, 277 Poplar street, narrowly escaped death Monday night when they leaped to safety a few seconds before a Chicago and Northwestern train crashed into their automobile at the Elm street crossing shortly after 11 o'clock.

Mr. Newcomb, owner of the car, was driving west on Elm street and was crossing the tracks when the gateman suddenly lowered the gates. The car stopped on the south bound track. The trio leaped to safety an instant before the thundering locomotive crashed through the machine. Wreckage of the car was scattered for two blocks along the right of way.

Hough is general manager of the Columbia Naval stores and Newcomb, assistant manager of the same concern.

### SINAI CONGREGATION HAS TIMELY LECTURE SERIES

Prof. M. C. Otto, of the University of Wisconsin, Wednesday evening delivered the fourth of a series of lectures held at the Winnetka Woman's club under the auspices of the North Shore Sinai congregation. The subject was, "The Moral Education of Youth." The lecture was largely attended and proved of absorbing interest to the audience.

Oswald Garrison Villard, editor of "The Nation," will speak Wednesday evening, February 2, on "Weaknesses and Dangers of Modern Journalism." Mr. Villard is regarded as one of the greatest of American thinkers. His thought possesses tremendous background, it is said, and he has the courage of his convictions, putting into practice some of his finest theories.

American Legion members in Pinedale, Wyo., claim that their Phillips-Edwards Post is farthest from a railroad of any post in the United States. The distance from the nearest railway line is said to be 110 miles. There are thirty-five members in the post, which represents a territory of 500 square miles.

## Woman's Club

A regular meeting of the Winnetka Woman's club was held on Thursday, January 27, at 2:30 o'clock. In the absence of Mrs. Porter the first vice-president, Mrs. Charles S. Buell, presided. The minutes of the last regular meeting were read by Mrs. de Windt, and were approved.

Mrs. Buell reported on her visit to Washington as a delegate from the club in the interests of the Smith-Towner bill. She had a most interesting interview with Representative Chindblom, and through his introduction was able to have a talk with Judge Towner's secretary, the Judge himself being out of town. It is very much hoped that the bill may be passed by the 67th Congress but it means hard work in the face of heavy odds. If you have not already written your representatives urging their support of the Smith-Towner bill please bear this in mind.

The Parent-Teacher association announces an entertainment on the evening of Monday, February 7, at the Winnetka Woman's club. The teachers will present two plays, which will be followed by general dancing. The tickets may be obtained from Mrs. Frank Crawford or Mrs. Laurence Janney.

Mrs. Burton Atwood, chairman of the Music committee, announced that in the future the committee would be obliged to charge 50 cents guest fees on their departmental afternoons.

Mrs. Chickering, chairman of the Civics and Philanthropy committee, announced a course of ten lessons in Public speaking under the direction of Mrs. Maurice L. Lieber. The class will meet on Wednesday afternoons at 4 o'clock, beginning February 9. It is open to the public. Names should be sent as soon as possible to Mrs. Lieber or Mrs. Chickering.

Mrs. Dickinson's Drama Study class will meet next Monday afternoon at 3 o'clock. Mrs. Frank will read.

The next regular meeting of the club will be held on Thursday, February 10. Miss Helen Loomis of the Bowen High school will speak on, "The Basis of Sex Hygiene Taught in the High School Course."

The Art and Literature committee was in charge of the program for the afternoon and arranged a most delightful Loan Exhibition of pictures, sculpture, needlework, and weaving. The exhibit was most comprehensive and ranged from a portrait of an ancestor of Mrs. John R. Montgomery, who was Lord Chancellor of England under Charles II, to some copies of the newest cubist pictures shown in the International Exhibition recently held in New York. Mrs. Franklin Rudolph gave a short talk commenting on some of the most interesting of the exhibits. During the afternoon tea was served by the following hostesses, Mrs. R. Floyd Clinch, Mrs. Rudolph Matz, Mrs. William D. Truesdale, and Mrs. John Vennema.

## DR. SAMUEL N. WATSON; CAPTIVATES MEN'S CLUB

Glencoe Divine Relates Experiences of Ten Years' Life in French Republic

Dr. Samuel N. Watson, rector of St. Elisabeth's church, Glencoe, held an audience of Winnetka men spell-bound Tuesday evening in an address at Community House before the Winnetka Men's club. Dr. Watson spoke on the subject, "France, and why she is France," picturing France and her people in the story of his ten years' experience as a resident in the European republic.

Dr. Watson's remarks were gathered from intimate and comprehensive study of France and her people made during ten years of active church and relief work. He recounted thrilling experiences of the World War, during which period he held important posts with various great French and American relief agencies.

Dr. Watson was for several years minister of the American Church in Paris, and chairman of the Council of the American Church in Europe.

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## Paulson's Observations

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