

**BICYCLE AND DOBBIN NOW  
REPLACED BY AUTOMOBILE**

The desire on the part of the American people for speed in conveyance which has placed the automobile on a pinnacle of glory has dethroned the bicycle as well as the horse from popular favor, according to north shore bicycle dealers.

One dealer stated that the demands for the old fashioned bicycle are decreasing in number every year and that even school boys are looking upon it with disfavor. According to this man it was a com-

mon thing a few years ago to see a man riding to work on a bicycle, but it is almost an unseen occurrence now. "We sell a great many bicycles with motors in them because they satisfy the demand for the speed which boys are making," he said.

Other dealers were not as talkative as this man, but most of them stated that bicycles are less in demand than they were two years ago.

**A Phone Call and 30c  
Places a three-line ad**

**THE SPIRIT OF ENTERPRISE**

There are many people on the north shore who will make a living and pay their debts; but they never get anywhere because they don't dare try anything new. A business man once asked to do some newspaper advertising, said, "Well, I've tried advertising and it does not pay. I spent \$3.50 on some circular letters once, and I never got a reply from them."

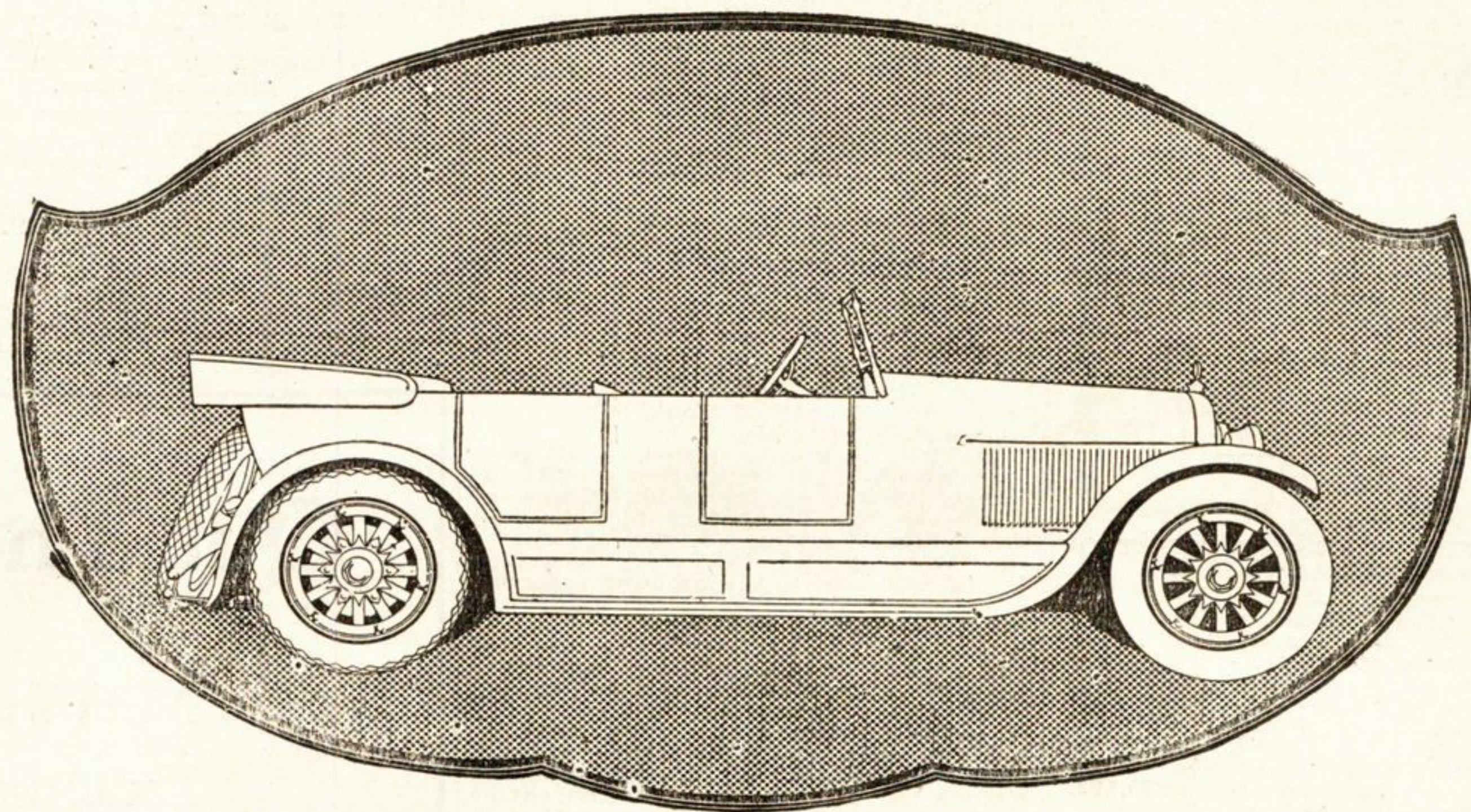
A man like that is predestined by his overcaution never to get very far. The successful man sets aside a certain portion of his earnings

for experiments in new lines. If he can interpret what the people want, some of these experiments are bound to prove a success. That will put him in the position of the pioneer in the new field, who gathers the best of the harvest and leaves the gleanings and remnants to the imitators who rush in too late.

The man who works for somebody else can show enterprise as well as his employer. He can put in spare time in studying the work of positions above him, and in trying to open up new fields for the benefit of the concern.

**New Animal for Far North.**

The "yak" or woolly ox of Tibet is soon to be transplanted into Alaska and the Canadian Northwest by Dawson men, says an exchange. For centuries the yak has been domesticated by man and its haunts are the snowy highlands of Tibet, 20,000 feet above the sea. Its native food is a coarse wiry grass, but it will eat anything that cattle will. In size it compares favorably with range cattle—1,000 to 1,200 pounds. The meat is as delicious as beef and the wool and hide are valuable.



# Announcing Gage Motor Sales Co.

Phone Evanston 5700

1619 Orrington Ave.

*as Dealer for the Jordan*

In announcing the Gage Motor Sales Co., as dealer of Jordan Cars in Evanston, we do so with a great deal of satisfaction.

Not only is this organization well known to the good people of Evanston for their keen business ability, their sterling worth and their absolute integrity and honesty—

But, also for their fine appreciation of the kind of service that makes for lasting satisfaction.

This organization represents the Jordan—because they know it is the kind of an automobile that people of taste and refinement appreciate.

In the Jordan, they have secured

a car that combines beauty with day-in-and-day-out service—which gives to its owner that keen, pleasurable sense of ownership so desired by the motor-wise.

And in addition to its fine balance, its rare comfort and its high resale value, it is offered at a price surprisingly low.

Many there will be who will buy the Jordan for its economy, its richness, its dependability.

To all present or future owners, we feel you will find thorough satisfaction in your daily contact with this fine organization.

Their watchword is, and will always be, "Service"

JORDAN MOTOR CAR COMPANY, *Cleveland, Ohio*

# JORDAN