

SAYS FORD SEDAN APPEALS TO ALL

Dealer Points Out Advantages of that Type Car for Persons in Many Walks of Life

We have watched with considerable interest the increasing popularity of the "Sedan" car, says a north shore dealer.

The open car will of course always have its vogue and we never expect to see it done away with, but the increasing frequency with which one meets the neat, compact and comfortable little Ford sedan not only on our city streets but in the smaller places and even in purely rural districts, denotes that there are substantial and universal reasons for its adoption.

As a result of our investigations we have come to the conclusion that there are several arguments in its favor and while there might appear logical preference for a closed car in special cases, the general run of purchasers are just as logical in their reasons.

Doctors

We can readily realize, for instance, that a doctor would find the closed car the most practical one for his use, especially in inclement weather, when it is desirable that he should be able to go in at once to his patients with first ridding himself of the effects of rain or snow. In cold weather his hands are warm and on windy days he will not be powdered with dust.

Lawyers

We also find that lawyers are becoming more numerous as buyers of the sedan, practically for the same reasons that the doctor has. These are, however, a more or less limited few and their preference for a car of a closed type is readily understood and appreciated. What we are specially interested in are the reasons actuating the general run of Ford owners in deciding their selection.

The Fair Sex

Women with their perishable millinery, their elaborate coiffures, also prefer the closed car, especially when making social calls. It has also many advantages for them when shopping, particularly since the introduction of the cash and carry system. It is a handy machine for taking the children to or bringing them back from school in inclement weather. It is invaluable for the matinee habit and is an all-the-year-round car in every sense of the word.

The sedan is especially adapted to the requirements of the real estate dealer, particularly it is almost a necessity for one handling subdivisions or suburban lots. Formerly, when the weather was in the least inclement, it was absolutely impossible to get a prospective customer to go out and see what he had to sell, but now his sedan is an insurance against rainy and nasty days and he can take both Mr. and Mrs. Purchaser, and, in the friendly proximity of his car, can be enthusiastically boosting his proposition.

the wealthier class. In tabulating the sedan sales we were surprised to find that men who owned one or more of the higher priced cars had bought a Ford sedan. It is used by them as an auxiliary car for theaters and on occasions when they do not need a big limousine or touring car; its neat appearance and economy of operation all have their appeal to these people.

Owners of Higher Priced Cars

There is, however, one particular class of customers to which we want to draw attention — that is the purchase and use of the Ford sedan by

Dr. Charles E. Geisse
Osteopathic Physician

Phone Wil. 2052 1150 Wilmette Ave.
RESIDENCE PHONE 537

(This is the third of a series of advertisements)

AN APPEAL TO THE HOME OWNER

The members of the North Shore Real Estate Board want your co-operation in their undertaking of closing all of the North Shore Real Estate offices on Sundays.

These men are not prompted by any Blue Sunday Laws, but they do feel that they are entitled to a day of rest the same as other merchants. They want to feel free to enjoy one day a week with their families.

You can help them materially by refusing to allow your home to be shown for sale on Sundays. It is not much to ask but it is the one sure way of eliminating all Sunday real estate transactions.

In considering this appeal you should bear in mind that Sunday shoppers are seldom buyers.

NORTH SHORE REAL ESTATE BOARD

Active Membership Limited to
North Shore Real Estate Brokers



THE STORE FOR CHILDREN

1160 Wilmette Avenue
Telephone Wilmette 311
Wilmette

The weather looks so much like fall,
No telling when Jack Frost might call;
Some morning, while the world reposes,
He'll pinch the little toes and noses!

These are the days of "real sport", when little faces glow in the crisp out-of-doors! [Of course, the kiddies must be dressed warm enough, to keep them well.

If you have not visited KIDDIE NOOK the past few days you may be interested to see the smart little OVERCOATS now on hand for boys and girls. Prices are \$7.75 and up. Some are beautifully trimmed with fur.

Fall and winter UNDERWEAR of such well known qualities as the Arnold and Carter brands, SWEATERS, KNIT SETS, DRESSES, and many other needful things we shall not stop to mention, will be found up to the usual KIDDIE NOOK qualities of *exclusive but inexpensive*.

Hallowe'en Party Decorations
are now on sale.

Vocal Instruction

Miss Gertrude Ulrich

Pupil of George Nelson Holt, of Columbia School of Music, Chicago. Tel. Wil. 142

710 Linden Ave., Wilmette



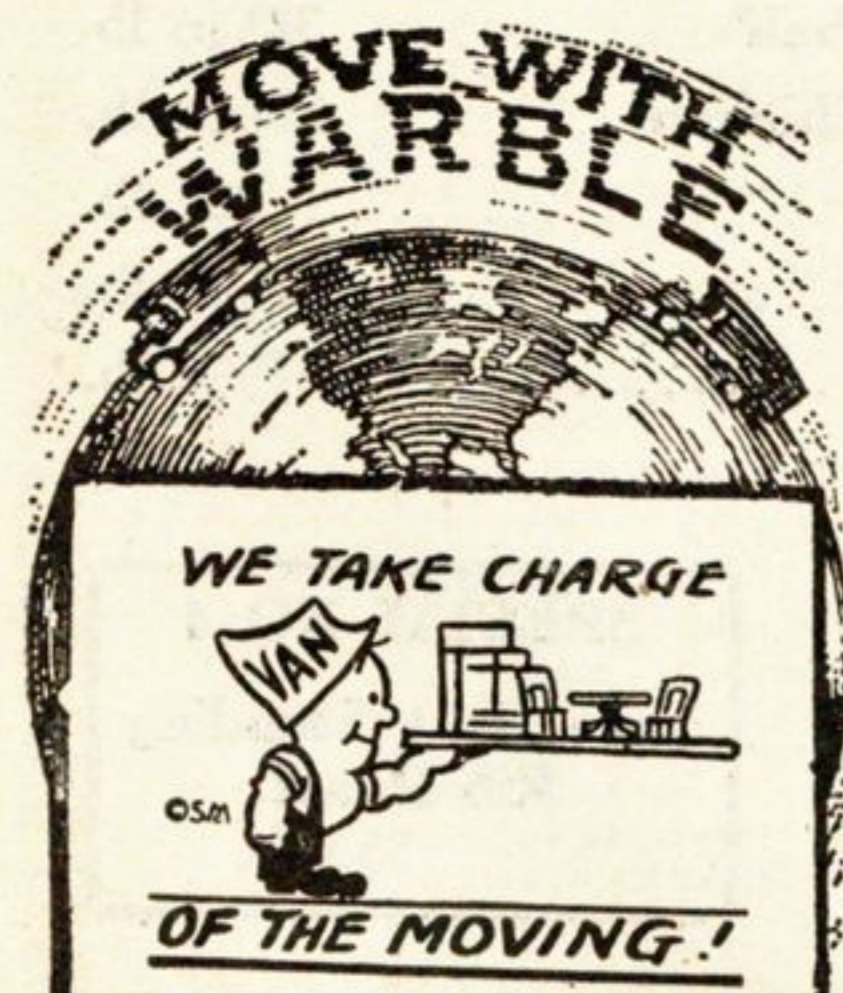
The Smartest and Best Dressed Women in Chicago have their

Sport and Week End Skirts

MADE AT
THE WILSON SKIRT SHOP

"made with your own material"

Suite 1418 St. Venz Building
Randolph 3219
North State CHICAGO 16 North Wabash



WATCH FOR VAN'S MOVES!

Upholstering, refinishing, repairing of furniture very satisfactorily done by experts in this line. Big reductions in prices on this kind of work. Estimates gladly furnished.

WARBLE STORAGE & FURNITURE CO.

Phones: Wilmette 32
Evanston 7317

ALL YEAR AROUND
1921

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
☾	①	2	3	4	5	6
7	8	9	10	11	12	13
14	⑮	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	☾	☺	

Twice Every Month

have your battery inspected. Why? Because you eliminate the possibility of the battery ever giving unsatisfactory service due to the low gravity of the electrolyte.

Do you know what happens as a result of low gravity? Plates sulphate and in time become completely discharged. This means new plates and an expensive repair job. You're the loser if you do not take advantage of our free inspection service.

Leak-Proof Feature in the COOPER Battery

The leak-proof post construction in the COOPER Battery, which prevents syphoning (leaking), is one of the five reasons why your next battery should be a COOPER. The best reason why you should buy a COOPER Battery, however, is because of the guarantee—"to render the longest length of service per dollar."

We Recharge and Repair All Makes of Batteries

"Correct in Size and Otherwise"
Cooper Storage Batteries

HUBBARD WOODS GARAGE

1010 North Ave. - Hubbard Woods
General Automobile Repairs - Accessories

WASHING AND SIMONIZING

Telephone Winnetka 617