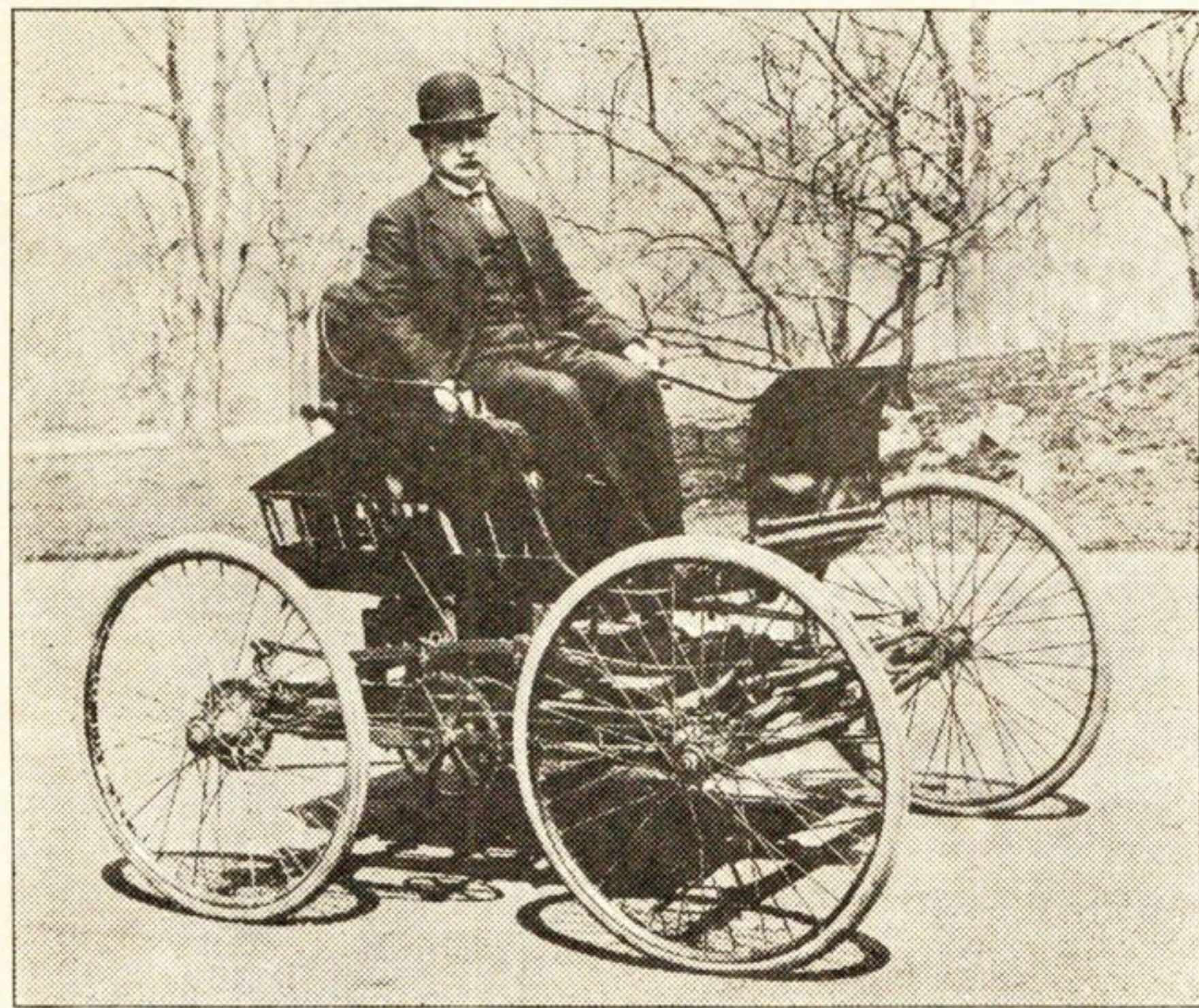
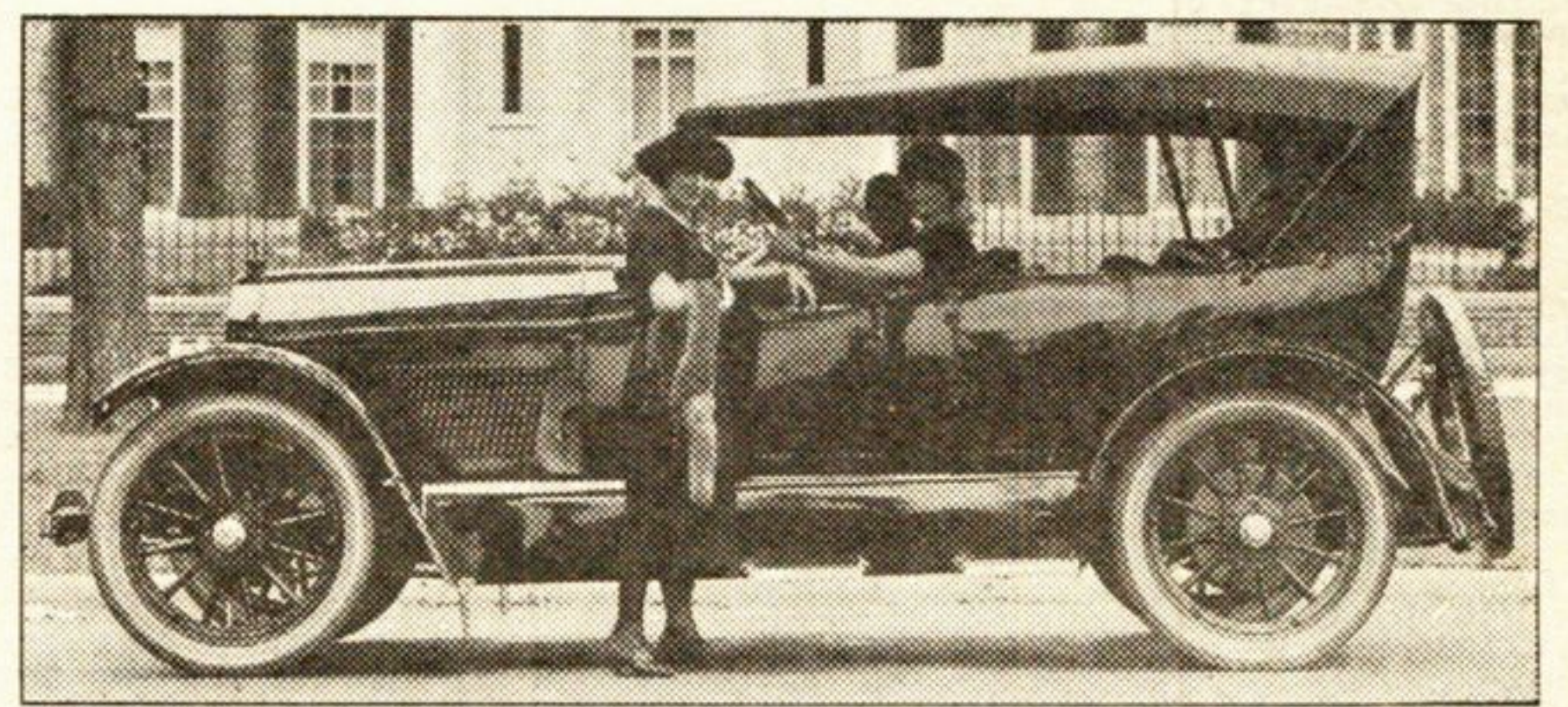


News for Prospective Car Buyers and Owners



Peter N.
JANS
Earl J.
LAMKE



America's First Car
July 4th, 1894

HAYNES 55		HAYNES 75	
Touring 5 Passenger	\$1695	Touring 7 Passenger	\$2425
Roadster	1750	Tourister 4 Pass.	2425
Coupe, 3 Passenger	2425	Brougham, 5 Pass.	3150
Sedan 5 Passenger	2735	Sedan 7 Pass.	3465
		Suburban 7 Pass.	3465

Jans-Lamke Compare Modern Automobile With One of 1914

If the motorists of today were set back into the year of 1914—"those good old days"—how would he fare in the purchase of an automobile? What price would he have to pay and what would he get for his money?

This proposition was placed before the motoring public and immediately there was this sort of a reply, "Ah, if we were but back in the dear old days of '14, we'd get a lot of automobile for mighty little money. Prices were certainly low. Why, I can remember when we'd get a Spufendorf car for \$950. And you remember the old Clankety car that was priced at \$800. There was a real buy."

But would the motorist of 1922 be at all happy if he were put behind the wheel of one of these 1914 cars selling for \$800 to \$900? Imagine him trying to make Hubbard Hill on high! Imagine him driving over unpaved streets. Imagine him bumping over the Zion City road at its worst and trying to make speed.

The car of 1914 is not the 1922. The motorist of 1922 is not the motorist of 1914. In the last eight years there has been a most remarkable advance in beauty of line and finish, in power and speed of motors, and in ease and comfort of riding.

The car of 1914 would never have negotiated Hubbard Hill in high gear, a stunt that is so easy for the car of 1922 that it causes no comment. The car of 1914 was an easy-riding boat, but even so it wasn't a tenth as comfortable as is the car of today.

The improvements and conveniences that have been put into automobiles in the last eight years have come gradually and we have become accustomed to them gradually. They are none the less remarkable for that.

The motorist of 1914 who paid several thousand dollars for his automobile at that time—buying what was called the finest car in the world, did not get as much power, speed, comfortable riding, fine appearance nor any better standing up qualities than the motorist who plunks down \$1000, or \$2500 for a car now. In fact, a 1922 car would so outclass in performance the best of the 1914 cars that there is hardly any comparison, and the motorist of today wouldn't hesitate a minute in picking the car of 1922. Yet in spite of the great improvements which have been made, modern manufacturing economies and recent reductions have brought the price of good cars down to what the motorist of 1914 would consider a ridiculously low figure.

No, the motorist of 1922, we are afraid, would be inclined to turn up his nose at the car of 1914 in spite of the low price.

The greatest bargains in the history of the motor car are right here today, and we sell the leaders of their respective classes.

HAYNES 75--\$2525 HAYNES 55--\$1695 COLUMBIA LIGHT SIX \$1078 "Good" MAXWELL \$965
DELIVERED ANYWHERE ON THE NORTH SHORE AT THESE PRICES FREIGHT AND TAX PAID

If it is not convenient to come to our show rooms, we will be glad to arrange a demonstration at your convenience, if you will give us a ring on the telephone. Won't you let us hear from you today?

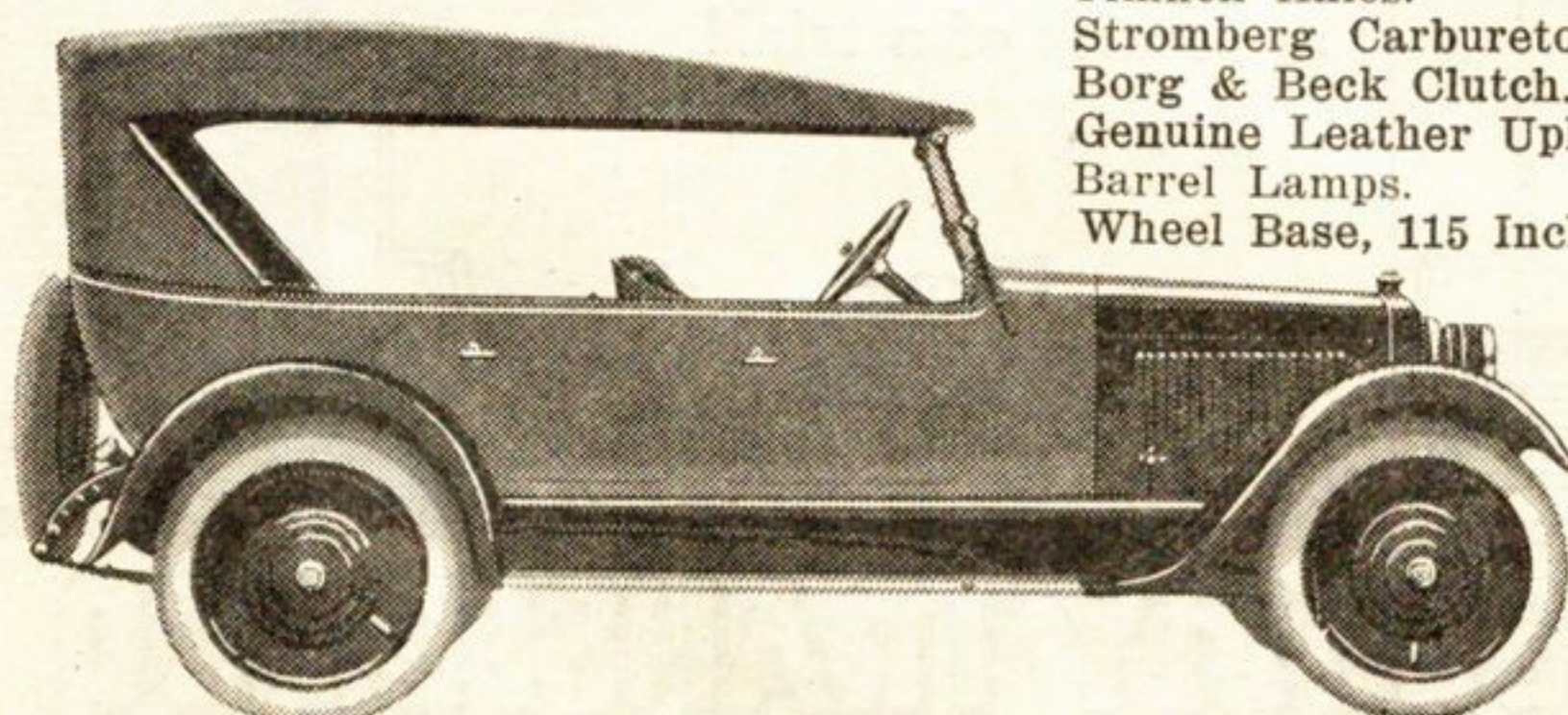
Jans-Lamke Motor Co.

1013-15-17 Davis St.

Telephones Evanston 6020-4250

COLUMBIA LIGHT SIX 1922

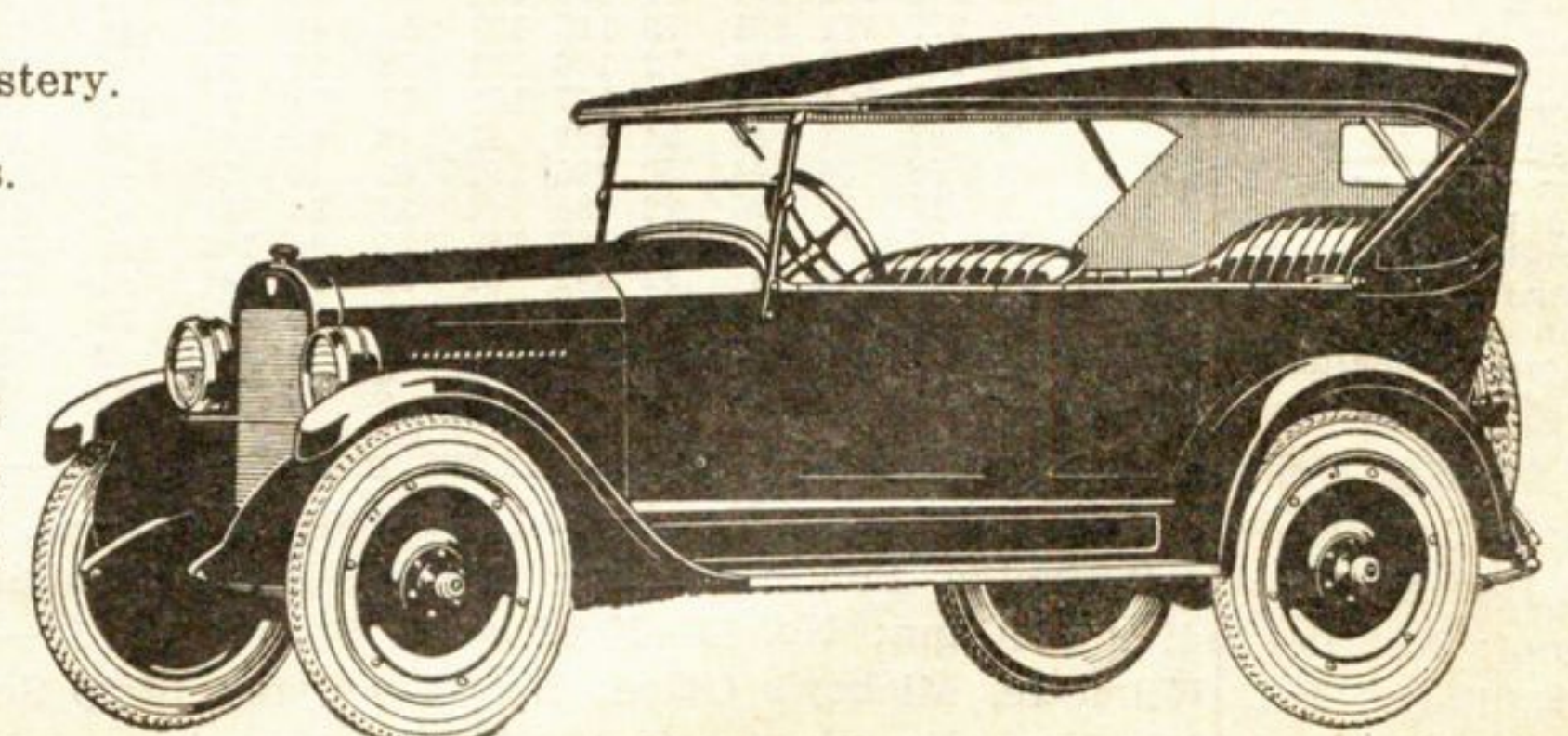
STANDARD EQUIPMENT
31 x 4 Oversize Cord Tires.
Disc Steel Wheels.
6-Cyl. 45 H. P. "Red Seal" Motor.
Timken Axles.
Stromberg Carburetor.
Borg & Beck Clutch.
Genuine Leather Upholstery.
Barrel Lamps.
Wheel Base, 115 Inches.



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Coupe	1395
Sedan	1495

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"GOOD" MAXWELL 1922



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Coupe	1395
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