

AUTOMOBILE SECTION

4,673 CARS IN THIS TOWNSHIP

Wilmette Leads in Number of Pleasure Vehicles; Winnetka in Trucks

ONE CAR TO 5½ PEOPLE

Kenilworth Leads in Proportion to Homes

No wonder auto sales companies in New Trier township are prosperous! It is little wonder that the automobile business has assumed formidable proportions in the four north shore towns of Wilmette, Kenilworth, Winnetka and Glencoe, for village records in the four towns show that there is one gasoline propelled car to every five and one-half persons in the township, 4,673 in all.

While one car to seven people is the average for the 36 square miles known as New Trier township, there are some wide variations from that figure. Kenilworth for instance boasts, in one case, of five cars to a person, and smaller numbers are not uncommon.

Wilmette Has 1,973

The prize for having the largest number of self-propelled vehicles goes to Wilmette. Figures at the Wilmette village hall show that 1973 automobiles are registered in that village. Ninety-three out of this total are classified as trucks and 25 as cabs.

But Wilmette isn't very far ahead of Winnetka. Winnetka records indicate that 1709 village licenses were issued to motor vehicles this year. Although Wilmette passes Winnetka in the total number of machines, Winnetka comes to the front when trucks are considered. Winnetka has 138 trucks to Wilmette's 93.

663 To Glencoe

On a strictly numerical basis Glencoe is the next north shore town to burst into the limelight. Eight taxis, 25 trucks and 630 pleasure and business cars give the village a total of 663 gasoline buggies.

Kenilworth, the smallest of the four villages, comes last in the actual number of cars registered with the village officials. In the proportion of cars to the number of householders, however, Kenilworth can lord it over any of the other towns, for Kenilworth's 328 cars distributed among 250 householders and their families.

Close Race Here

In the race for position according to proportion between autos and homes,

Wilmette and Winnetka seem to be engaged in a neck and neck race. Wilmette boasts 1973 machines to 2300 homes whereas Winnetka puts its figures down as 1709 cars against 2000 homes, thus giving Wilmette the lead by three thousandths of a point. Glencoe's records show 663 cars to 1050 homes.

The auto has had much to do with the writing of the records of the north shore. It has kept the community from becoming too commercialized, and has preserved beautiful homes and grass plots, by placing the business man in easy communication with the busy life of the metropolis. In addition it has changed the swamps to graveled and paved highways and has helped to solve the marketing problem of the truck farmers.

Comparative Table

	Cars	Homes
Wilmette	1973	2300
Kenilworth	328	250
Winnetka	1709	2000
Glencoe	663	1050
Total	4673	5600

UNNECESSARY TO KEEP TIRES FULLY INFLATED

E. C. Garland, technical manager of the Cadillac company, has issued a statement in which he says that driving cars with fully inflated tires is not the best policy. According to his statement, the practice is bad for the riding qualities of the car, increases the road shocks, and makes vibrations, coming from an uneven road, noticeable in the car.

Mr. Garland believes that cars should be driven with not more than 50 pounds of air in the tires. He points out that the day has passed when it was necessary to fully inflate tires, as cord construction has so improved them that as long as they are kept up so that they appear round they will do their work.

He asserts that the correct method of driving is to take the road shocks on the "air" and not with the springs. Springs, he declares, are for the purpose of cushioning the shocks the car's tires can not take.

Uncolored Visors Do not Stop Glare; Here's Remedy

Some windshield visors, constructed of uncolored glass, do not protect the motorists from sun glare and road reflection.

Oftentimes the uncolored visor may be colored. The best method is to take it from the auto and coat the under surface with a dark green auto enamel. In doing this, care should be taken that the finishing strokes of the brush are parallel, running vertically from the hinge frame to the outer edge of the glass visor.

After a drying period of 48 hours a second coat should be applied.

WILL CELEBRATE CAR'S BIRTHDAY

Owner Praises Ten-Year-Old Cadillac

W. M. Warner, manager of the Cadillac parts department, has received a letter from George M. Buxton, of Indianapolis, who owns a ten year old Cadillac and wants to celebrate its birthday in a fitting manner. Incidentally he says that he can't find a thing the matter with the machine and that the bearings have never been taken up.

In writing to the Cadillac people Mr. Buxton said, "We are fortunate enough to own a Cadillac, 1914 model. While this car is doubtless old enough to command the veneration requisite to its retirement from active service, yet, no matter how hard I try, I can't find a thing the matter with it. As far as I know, the bearings have never been taken up, and yet they are perfectly tight. The valves have not been ground for over a year, and the motor still has such compression that it is nearly impossible to turn it over by hand. The whole car has seen hard service and violent abuse, and it still runs as perfectly as a new car."

"All this is leading up to the fact that its tenth birthday must be approaching, and we would like to celebrate as it befits the occasion. Ole (this is the car's name—it is called after George Fitch's hero, Ole Skjarsen) must have been turned out in the summer or early fall of 1913. If it is at all possible, I wish you would look

up the exact date of its release. The serial number is (I believe) 266892, and the engine number, 266882. If it isn't possible, please tell me some date that is near enough the actual date to sound rational, so we can have some definite time to celebrate the decennial."

New Ridge Pavement Gets Approval Of All Motorists

The new Ridge avenue pavement between Lake avenue, Wilmette, and Central street, Evanston, has already proved its usefulness as an artery for north and south traffic. The new road diverts a considerable portion of truckage from the roads that lie nearer the lake.

When the paving was completed last June it was welcomed by motorists, for it continued the old Ridge avenue pavement and made passable the road through Gross Point. Before the improvement was started this section of the highway was noted for its roughness.

Although no definite announcements have been made, it is understood that plans are under way to continue the pavement to Niles Center.

INCREASE USE OF GAS

In the last ten years, the total production of manufactured gas in the United States has increased 100 per cent, while during the same period the consumption of gas for industrial purposes has increased 1,000 per cent.

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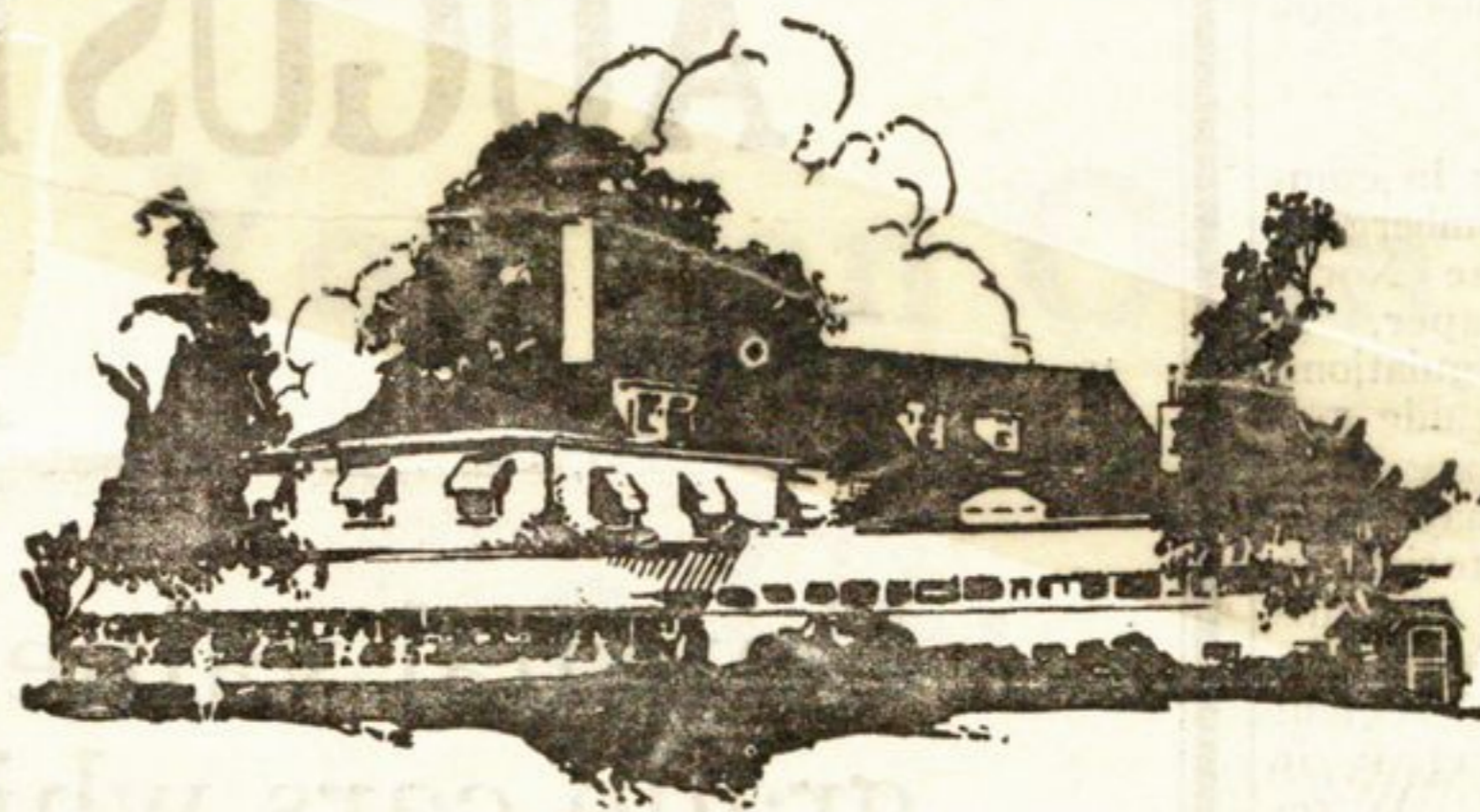
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At Onwentsia, for example . . .

The gallery which followed Evans, Gardner, Sweetser, and Johnson in their recent exhibition match at Onwentsia represented not only those motor car owners who constitute the "exclusive market," but also that larger class of buyers whose selection of an automobile is determined solely on a value basis.

One hundred and forty-three cars belonging to this gallery were parked in the club grounds—thirty-four of which were Cadillacs—more than twice as many as any other car five hundred dollars below its price or higher.

The point of interest is the fact that the inherent value in Cadillac appeals to those who can afford any expenditure, as well as to those to whom value received per dollar invested is the primary consideration.

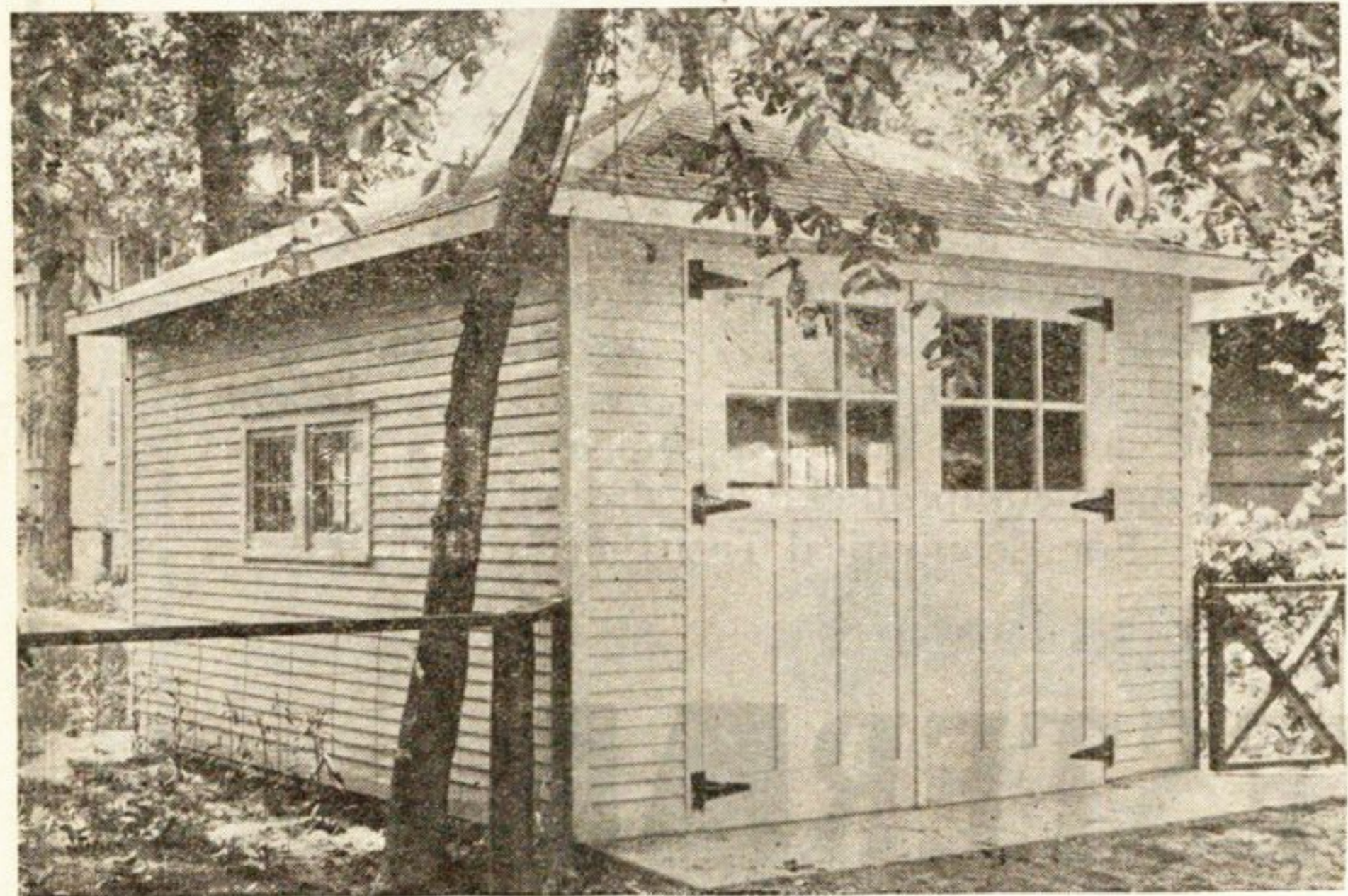
A check of the cars at most gatherings where seasoned motorists are in attendance will show a preponderance of Cadillacs—conclusive evidence that Cadillac is the greatest value obtainable in a fine motor car.

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