

PERSONAL TOUCH IS STUTZ POLICY

Interest In Stutz Buyer Throughout Car's Life

Of more than ordinary interest is the announcement of sales and service facilities for the Stutz car. Representation for this popular motor car is held by the firm of Basting & Frost, with salesrooms and service accommodations in the Klee building at 1131 Chicago avenue, Evanston. Basting & Frost come to the north shore with an enviable reputation already gained through north shore connections.

"The novel plan recently adopted by Stutz, to maintain close, personal contact with all buyers of Stutz cars throughout their entire period of Stutz ownership is meeting with success beyond all expectations," said Mr. Basting this week. "The Stutz factory has earned an untold measure of good will and appreciation among Stutz owners as a result of this action."

"From the purchasers of more than a thousand Stutz cars sold since the first of the year, personal communications have been received by the factory from more than half their number, expressing unqualified approval of the Stutz plan of direct owner contact and of the Stutz product."

Emphasize Performance

"The attitude of Stutz buyers toward Stutz cars, disclosed in these communications, reveals a state of mind that is unusual. Almost without exception, Stutz owners emphasize the amazingly flexible and untiring performance of the car, exceeding their utmost expectations. And in equal measure, they enthuse over its comfort and ease of handling, contributing complete repose and enjoyment to the longest ride."

"Another advantage widely commented upon is the remarkable economy of the car in oil, gasoline and tires, effecting a saving that is exceeded in importance only by the initial gain resulting from the phenomenally low purchase price."

"Finally, and practically without exception, the distinctive appearance of the car, and its superb, detailed refinement, are specific subjects of congratulation."

Because of the success being met by the Stutz factory in this initial venture into the field of direct owner relations, every effort will be devoted to broadening the application of the plan wherever possible and to carrying it to a still greater degree of effectiveness.

Send Out Questionnaires

Periodically, questionnaires will go to all Stutz owners to determine their attitude toward the Stutz product and the manner in which it is serviced.

Not only will this operate to give the factory accurate, first hand, knowledge of Stutz standing and good will throughout the United States, but it will prove equally re-assuring to Stutz owners themselves.

The unmistakable consciousness that the Stutz factory is constantly watchful and jealous of the reputation of its product, regardless of how long it has been in service, will go far, it is estimated, toward building the complete confidence and peace of mind that is sold as an integral and inseparable attribute of every Stutz car.

GUILD PLAY LEADER AT DRAMA FESTIVAL

Alexander Dean, associate professor of dramatic literature and art at Northwestern university, and best known to north shore people as the director of a recent North Shore Theater Guild production has been attending the drama conference and festival at Marie Ware Laughton's camp of Out-Door Players at Peterborough, N. H.

As a speaker on the lecture platform of the conference Mr. Dean discussed his experiences in traveling over Montana with a group of Montana State university players and gave his views on the possibilities of the Little Theater movement based on his work in that connection at Dallas, Texas.

Oliver Hinsdell, formerly of the north shore and prominent for many years in north shore theatricals, also attended the Peterborough conference.

Mr. Hinsdell is now director of Le Petit Theatre du Vieux Carre at New Orleans, La.

CALLS MOON CAR STAPLE PRODUCT

Depreciation Is Comparative-ly Small, Claim

"What will your car be worth in 30 days...or five years from now?" is the pertinent query propounded by John H. Quinlan, of the Quinlan Motors Company, Chicago, distributors of the Moon motor car, with north shore agency at the Suburban Motor Sales, Evanston.

"It's high time the motor buying public looked certain fundamental facts full in the face," Mr. Quinlan goes on to say.

"The season is now here when we may expect the usual mid-summer announcements of 'next year's models'. Then many hundreds of car owners are going to learn the meaning of 'depreciation'."

"When next year's models are announced," he states, "several thousand cars in Cook county immediately depreciate not less than \$150 in value."

"There are two prime motives for new model announcements," he continues. "Either the production in question was 'wrong' before, or there must be need for violent stimulation for sales, to justify such sacrifice for the old car owners."

"Moon owners know their investment is not subject to such violent or costly assaults."

"In comparing the Moon Victory, sold four years ago, and the current Moon model one finds no great difference in outward appearance. There is no great difference. There are the same standard units, within and without, differing only in the refinement which the years have brought. Yet Moon body design and finish is today admitted to be the smartest on Chicago's streets."

"Moon engineers know that when a man buys a used car he looks for mechanical reliability—and for outward appearance and conformity with current modes. Moon engineers know that a thing is worth what you can get for it. Depreciation in the resale price of a motor car is governed

by how closely a car conforms mechanically and in appearance with current modes.

"That is why a used Moon of years ago brings on the open market so large a part of the original price."

Lexington Car Again Wins Pikes Peak Climb

The Lexington, for the fourth successive year, has taken the Penrose trophy in the celebrated Pikes Peak climb. The most recent win was recorded on Labor Day when H. Loesch and Jack Knight, Lexington drivers, took first and second places, respectively, in the 13-300 cubic inch piston displacement 1,800 pounds minimum weight class.

Lexington also won first place in the climbs in 1920 and 1921 and, although not entered in 1922, won on its unparalleled record of the previous year.

The Pikes Peak course is over 12 miles, containing 142 "S" and hairpin turns, the total rise being 6,600 feet.

Promise Expert Service On Overland Automobiles

George W. Slocum, who recently established an Overland and Willys-Knight automobiles agency at 566 Center street, Winnetka, announced the retention of an expert mechanic who has specialized on those makes of cars.

Mr. Slocum promises to personally supervise and stand back of the service given on cars in his shops.

ARMY OF WORKERS

In the American telephone industry last year, 320,000 men and women were employed. That figure does not include many thousands of others engaged in manufacturing apparatus, supplies and equipment used in the great communication system.

Are You a Member?

CHICAGO MOTOR CLUB

Established 1906
J. G. STANTON
Winnetka Branch Mgr.
North Shore Hotel, Evanston 6400
1/4 Million Cash
Returned by auto insurance department in 1922



Lexington Wins First

and Second Places in Its Class at Pike's Peak

Two Lexington Specials won first and second places in their class at the Pike's Peak Annual Hill Climb Races Labor Day. This class included cars of 183 to 300 cubic inch piston displacement.

This repeats Lexington performance of 1920 and 1921 and clearly demonstrates that the Lexington, powered with the famous Ansted engine, is capable of consistent championship performance.

The New 1924 Models Are Here

THOMPSON & SCHULER

1008 Davis St.

Evanston

Phone 6975

Authorized Service Station

Lexington — Monroe — Jordan

At Last!

A puncture-proof pneumatic inner tire.

Rubber ace inner tires solve tire problems.

No punctures

More mileage

No blow-outs

Easier riding

FULLY GUARANTEED

Demonstrated and Installed by

A. B. C. Service Stations, Inc.

North Ave. and R. R. Tracks

Hubbard Woods

Chevrolet Prices Reduced

Effective September 1st

Roadster	\$490	WATCH <i>For Economical Transportation</i>	Commercial Chassis	\$395
Touring	\$495		Light Delivery Truck	\$495
Coupe	\$640	CHEVROLET	Utility Express Truck	\$550
Sedan	\$795			

F. O. B. Flint

LEAD

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