

# DURABILITY IS DODGE ASSET

First Cars Still "Hittin' on Nine"

Dodge Brothers Motor Cars are favorably known throughout the world for many important advantages but they are probably best known for their durability to give satisfactory service over a long period of years, for a period of life beyond that commonly allotted to a motor car. Ninety-four per cent of the cars manufactured by this company are still in operation, day in, day out, in all parts of the country.

One of the most notable examples of the long life and durability of Dodge Brothers cars is found in Car No. 12, the first Dodge Brothers car shipped to the Pacific Coast arriving there in December, 1914. No. 12 was displayed in San Francisco and Oakland, used as a demonstrator and eventually sold. Recently it was in the possession of a rancher near Santa Rosa, who used it in his daily work. He refused to sell it outright, but finally traded it in on a new car. At the present time it has been run approximately 175,000 miles.

From Walnut Cove, N. C., comes word that car No. 5 is running satisfactorily as a service car for the Davis Repair company. Mr. Davis writes, "The motor still has in it the original pistons and bearings that were installed at the factory nine years ago. No. 5 has been in service every day."

There was recently displayed in a parade in Manhattan, Kansas, a Dodge Brothers car sold in December, 1914. Its speedometer now shows a mileage of 224,000 miles, and the car is in constant daily use.

Carl Schafer, of Madison, Wis., is an enthusiastic Dodge Brothers owner. Mr. Schafer purchased a used Dodge Brothers car in September 1916, since

then he has driven, and has proofs to support his statement, over 229,000 miles. Mr. Schafer has sworn to the above facts before a notary.

Some time ago John Austermler, Jr., and Robert Bauer, two young men of Terre Haute, purchased a used Dodge Brothers touring car, with which to tour Canada, Mexico and the western states. At the time the car was purchased the speedometer registered 203,000 miles, and there were those who doubted that the car would ever reach Chicago. The boys returned a few weeks ago even having gone further than they had expected, having added 11,121 miles to the original 203,000 mileage. They expect to make a tour of the eastern states next year in the same car.

Dodge Brothers records cite numerous instances, such as the above, of the durability and unusually long life of their cars.

### Of Interest Only to Our Advertisers

A full-page ad makes an impression on the reader's mind that lasts a long time. After seeing the full-page ad he may see many smaller ads, but the effect of the big ad remains. While he is looking at the smaller ads the memory of the full-page display comes to his mind.

It's true beyond a doubt that if you want to make a deep impression you ought to use a FULL-PAGE AD.

#### Full Page Roll of Honor

Hubbard Woods Lumber and Coal Company	20
Winnetka Coal-Lumber Co.	14
Winnetka Chamber of Commerce	14
The Orrington	13
E. C. Weissenberg	8
Hubbard Woods Grocery & Market	5
Blomdahl & Sundmark	3
Wilmette Building Material Co.	3
Rosenberg's	3
Skokie Motor Co.	2

Richardson's Garage	2
North Shore Bootery	1
R. H. Schell & Co.	1
Wm. Aitken	1
Anthony & Lareau	1
Edinger & Sons	1
Brandl Bros.	1
Frint George & Co.	1
Black & White Cab Co.	1
Illinois Apex Co.	1
North Side Motor Co.	1
Welch's Cafeteria	1
Winnetka State Bank	1
C. M. McDonald	1
N. T. Com. Assoc.	1
Reo Motor Car Co.	1
Cadillac Motor Car Co.	1
Feltman & Curmes	1
Northwestern Motor Co.	1
McGuire & Orr	1

### New System Expedites Automobile Painting

Something new in automobile painting and refinishing is announced by Mercer and Company, Inc., 1514 Sherman avenue, Evanston, who have adopted what is termed the "Lykglas Auto ReNewal System."

Paint jobs can be completed within four days under this system, it is stated, and refinish jobs within three days.

#### COMMUNITY EXCHANGE

Did you hear about the way the people of one of our north shore towns flocked to the big Community Exchange Sale (called in some places a Rummage Sale)? They show a similar enthusiasm in their reading of our Want Ads.

Telephone 1098

**ALEC W. KYLE**

Contractor

**PLUMBING-HEATING**

674 Vernon Avenue

GLENCOE, ILLINOIS



## Motor Car Painting Revolutionized

The system of painting automobiles has not kept pace with their development and improvement.

Automobiles are being painted by the same method used 80 years ago by coach makers and it can readily be seen the old paint system will not stand up under present conditions, for the motor car is subjected to harder usage than the coach or carriage ever was.

Furthermore under the old system it was necessary to lay the automobile up from 3 to 6 weeks for a complete paint job.

We paint by brush in from 3 to 6 days by the Lyk-Glass auto renewal system, a patented process used from coast to coast.

Investigate and be assured of a superior class of motor car painting.

We have the finest mechanics and solicit the patronage of those desiring an efficient paint job.

## MERCER & COMPANY, Inc.

FRANK C. MERCER, Pres.

1514 Sherman Ave.

Phone Ev. 1148

EVANSTON

## Carroll Ridgway, Inc.



### CLOTHING SALE

### THANKSGIVING SPECIAL

Mothers of the North Shore, we wish to announce the unusual values in boys Norfolk suits made of guaranteed all wool fabrics in tweeds, homespuns and chevots, each suit with two pairs of knickerbockers. Age 7 to 17 yrs. Suits formerly priced from \$27.00 to \$32.50 now \$23.95.

Suits formerly priced from \$22.50 to \$25.00 now \$17.95

Also our Juvenile wool suits for the smaller boy in Jerseys, serge and tweeds, both middy and olive models; values up to \$13.50 now \$9.95.

**25% DISCOUNT ON ALL WINTER COATS**

Do not forget to see us when in need of shoes. We carry a most complete line; in charge of experienced fitters.

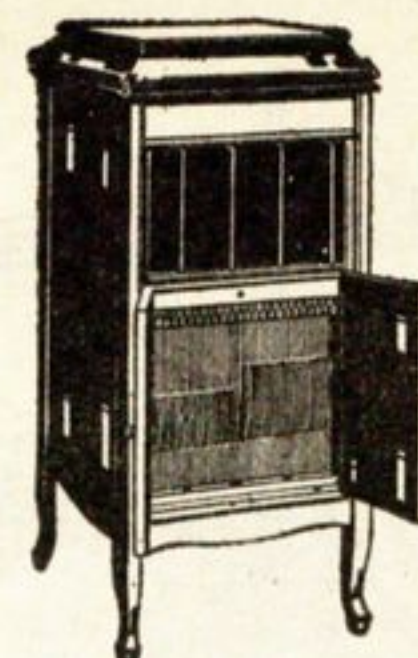
"The Store for Children"

## Carroll Ridgway

Inc.

619 Davis St.  
Evanston  
3511

1160 Wilmette Ave.  
Wilmette  
311



## Clearance Sale of Talking Machines

To Make Room for Christmas Stock

\$200 Columbia	\$135
\$225 Victrola	\$175
\$275 Victrola	\$135
\$150 Columbia	\$ 85
\$125 Brunswick	\$100
\$150 Sonora	\$100

## PATTERSON BROTHERS

Store Open—Tues., Thurs. and Sat. Evenings  
828 DAVIS STREET EVANSTON

Winnetka 128

**GET**

Winnetka 128

## IT NOW

Coal has gone up again, and still further advances are expected. Why pay more than you need to, when by ordering now you can get the benefit of the lower price?

HARD COAL — SOFT COAL — COKE — WOOD — FEED BUILDING MATERIAL

A Full Line of Chicken Feed

## BRANDL BROS.

Phone Winnetka 128

HUBBARD WOODS