

## You Are Invited To Attend Evanston Cadillac "Opening"

Unique displays, dancing, refreshments, motion pictures are some of the items of entertainment and interest in store for north shore residents who attend the formal opening of the Evanston branch of the Cadillac Motor Car company on Saturday evening, January 19.

Husk O'Hare's orchestra has been secured for the dancing.

One of the real surprises of the formal opening will be the display of two new Cadillac body styles, a seven-passenger sedan and a Victoria Fisher built body of steel construction instead of aluminum, which are to sup-

A way mark in the march of progress in automobile building is the 1910 Cadillac which will also be exhibited. Huge and high, powered with copper-jacketed four cylinder engine, it too is a curiosity.

In both the 1904 and the 1910, wax models will be seated, garbed in the automobile style of the day.

### Interesting Movies

As an added attraction on the opening night motion pictures will be shown on the second floor. Four interesting reels will constitute the program, including a specialty and a carefully selected comedy.

Appropriate decorations throughout the building will make the interior



PHOTO BY LEHLE

### The Exterior Looks Like Business

plement the present line of V-63 models. These types have been announced for the first time at the New York Automobile show and should be of special interest to motorists particularly in view of the fact that they are moderately priced.

The new Evanston home of Cadillac will be open for inspection from Janu-

unusually attractive. Visitors will find attaches of the Cadillac organization ready to take them through.

The Evanston branch of the Cadillac Motor Car company, Lester Lyons of Winnetka, manager, is one of the most complete motoring stations in the Middle West. Complete, it has entailed an investment of about \$200,000.

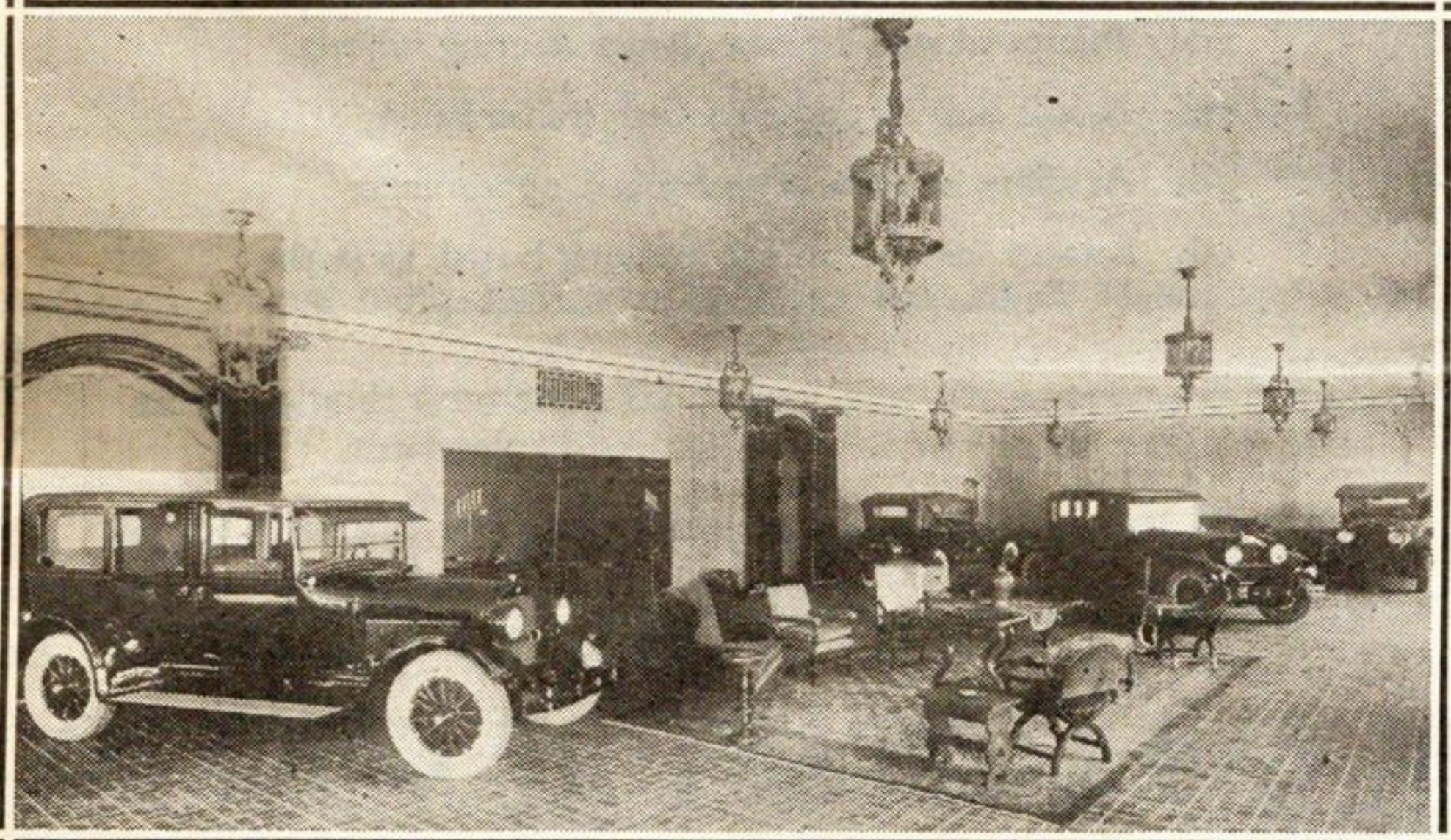


PHOTO BY LEHLE

### The Interior Shows Refinement

ary 19 to January 24, inclusive. Preparations have been made to accommodate a large number of guests. For the pleasure of those who enjoy dancing to real music, the display room on the Lyons street side has been turned into a ball room.

### Extend Hearty Welcome

No efforts have been spared to assure the visiting guests a warm welcome. For the dancers, refreshments will be ready in the adjoining Accessory department, while coffee and wafers will be served for others in the show room.

A unique display of motoring modes for women will be a part of the housewarming. Wax models, appropriately costumed in the dress which was in vogue in 1904, 1910, 1918, etc., will be placed in convenient corners about the show rooms and in the second floor service department. Considerable care has been exercised to make these authentic representation of the way milady was garbed when she drove out in her motor in the various years chosen.

Appealing to the motorist interested in motor car maintenance will be several exhibits of the specially designed, exclusively Cadillac, service tools and machines used in Cadillac service stations. These will be found, displayed in booths, in the service department on both first and second floors.

### Show 1904 Model

A veteran Cadillac, a one-cylinder 1904 model, will form another of the interesting exhibits. This little red car, a dwarf beside the V-63 Cadillac of today, still runs under its own power. It was the leader in the parade which introduced the V-63 in September and covered a 72 mile tour of the city and Evanston without mishap. The tiny tonneau, entered by a door in the center of the back, is an interesting contrast to the roomy passenger compartment of today, and the puffy "One Lung" power plant, cranked at the side, is a far cry from the smooth, quiet 8 cylinder engine of the present Cadillac.

Its display rooms and offices bear an atmosphere of refinement, distinction and complete comfort, while its shops are models of utility and economy. Furnishings and decorations in the display salons cost upward in the tens of thousands of dollars.

### Model Service Station

A tour through the service departments affords one a splendid idea of the remarkable development of the automotive industry. This is not a garage but a miniature Cadillac plant where expert attention can be given every machine brought into the testers' room.

The work-shops, comprising the entire second floor of the building, present a busy scene any day of the year, what with numbers of cars (most of them bearing Evanston, Wilmette, Winnetka and Glencoe License plates) undergoing the various processes of inspection.

This service station has its Cadillac owners on a regular schedule for oiling and greasing, but it also carries all the Cadillac parts and employs men who know how to adjust them. Flat prices are charged on all work, so that the Cadillac owners know before work is started on his car just what the cost will be. Every car is given a thorough road test before being given the final O. K. A tour through the service station will be one of the most interesting items on the program at Saturday's formal opening.

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## Wholesale

|   |        |  |        |
|---|--------|--|--------|
| Roman Beauty Apples, heavy packed, Special for Saturday, Box..... | \$2.25 | Extra Sweet Pineapple Florida Oranges, special per Box ..... | \$3.29 |
| Jonathan Apples, heavy packed, Box                                | \$2.49 | Extra large Jumbo Grapefruit, special per Box .....          | \$2.98 |

## Retail

| Vegetables                                       | Fruits                                  |
|--|---|
| Fresh and tender Green and Wax Beans Quart ..... | Fine Cooking Apples, 5 lbs.....         |
| .....15c   | Sweet Oranges, 2 dozen.....             |
| Fresh and solid Head Lettuce.....                | .....25c                                |
| .....5c-10c-15c                                  | Regular 60c per dozen Florida Oranges   |
| Sweet and crisp Kalamazoo Celery, Bunch .....    | Special Saturday, dozen.....            |
| .....10c-25c                                     | .....35c                                |
| Heavy packed Fresh Brussels Sprouts Box .....    | Thin skin, juicy Grapefruit, dozen..... |
| .....29c   | .....45c                                |
| Strawberries, fresh at lowest prices             | Jonathan Apples, 4 lbs.....             |
|  | .....25c                                |

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