

# NAME OF WHITE BEHIND ROLLIN

## Dealer Explains History of Newest Car

By H. A. SCHULER, of Thompson & Schuler, North Shore Dealers in Rickenbacker and Rollin Cars

When asked how we accounted for the great number of sales of the Rollin car since our debut as local dealers, I vouchsafed the confidence the public has in Rollin White, one of the founders of the White company, as the reason.

The world has long waited for a highly-developed, refined four-cylinder car which could be purchased at a reasonable price. After all a properly designed four-cylinder motor is the most efficient and most economical power plant thus far designed. In Europe—where are found some of the greatest inventive engineers in the world—the four-cylinder motor is the accepted motor for the majority of high quality and expensive automobiles.

Take the leading English makes, for example—Crossley, Austin, Sunbeam, Vauxhall, all costly. In France the famous Renault and Peugeot are four-cylinder cars. Europe is familiar with the Fiat, the outstanding Italian car. For years the best portion of this company's business has been in their high quality four. Scores of other European cars which could be mentioned adhere to the four-cylinder principle, merely because it is simplest and most economical from an operating standpoint.

Then we come to an understanding of what one of the greatest and most experienced American engineers and his organization have stood for and built. Rollin White, who was one of the founders of the White company and for years its vice-president and chief engineer, has been in a position to follow his extensive engineering bent in this country and in Europe. He has surrounded himself with such men as James G. Heaslet, formerly vice-president of Studebaker and during the war in charge of production of all Liberty motors, which placed him in contact with every motor plant of any consequence in the country. R. T. Hodgkins, vice-president and sales manager, was general sales manager for Studebaker, and so on through the organization many names, familiar to engineering circles, have joined their knowledge in the production of Rollin White's latest car.

A compact, simple, sturdy car, with the European type light weight, high

compression, high speed four-cylinder motor—a motor that will surprise for its fleetness, smoothness and quietness and a car built around it that will "stay put" for many years of hard usage.

A car speedy to accelerate, but quick on the stop—for four-wheel internal expanding brakes have been built in. For riding comfort the special spring construction together with the balloon tires, which the car was designed for and has a standard equipment, is unparalleled in its field. There is no side swing, and at high speed the elimination of rumble and motor noises goes far toward giving the occupant a sweet, smooth, skidless drive.

## SAFE HIGHWAYS, DRIVE OBJECT

### Campaign Helped by Newspapers and Civic Bodies

That traffic accidents on highways, as well as on crowded city streets are happening too often, and with too serious results, is the conclusion reached by automotive interests after careful study of the question.

To aid in clearing up a difficult situation and finding a remedy for the trouble, the Traffic Planning and Safety Committee of the National Automobile Chamber of Commerce is enlisting the interest and support of newspapers all over the country, asking that in reporting motor accidents they endeavor to ascertain the cause and forward a weekly summary to the headquarters of the committee in New York.

Newspapers already render a public service in reporting highway catastrophes, but that service will be more constructive when facts are developed showing why accidents occur, so that the public may know where the weak spots are.

In a general way, motor accidents are caused by carelessness in driving, improper traffic regulation, jay walking, insufficient lighting of streets or vehicles, physical obstructions to view, too little playground space for children, and so on, but to what degree these factors operate has yet to be determined for most communities.

In this connection, a recent statement by Thomas M. MacDonald, Director of the Bureau of Public Roads, is significant. Mr. MacDonald said:

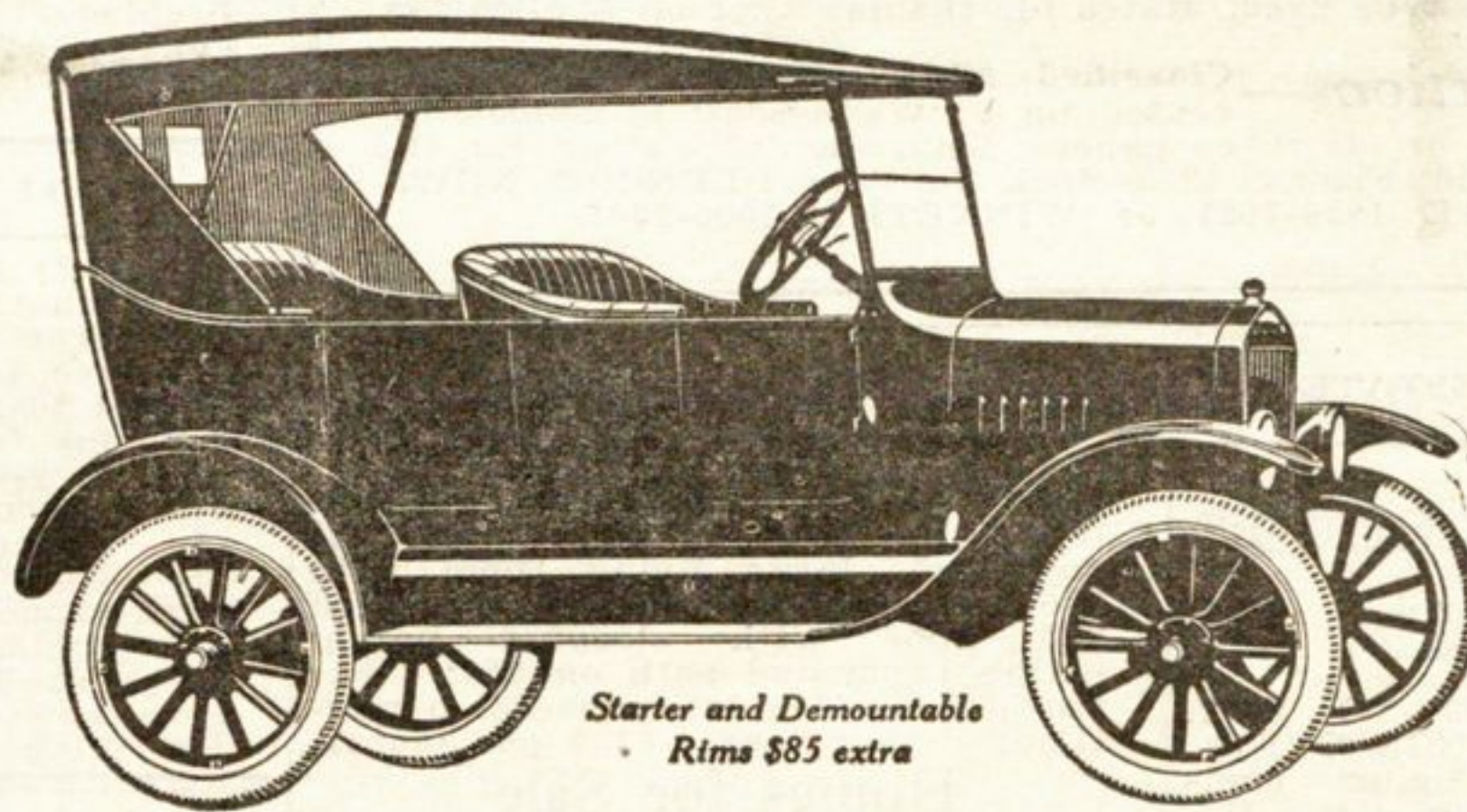
"One of the big needs of the road system today is proper policing, country roads must be as well policed as city

streets. Sooner or later the States will see it. And eventually the more than 2,000,000 miles of feeder roads, now under the jurisdiction of local officials, should be put in charge of the State highway departments, whose officials know about road building and road maintenance."

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## Maintenance and National Service

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Each pair of telephone wires in the Bell System is a pathway for reciprocal speech. When beaten down by the uncontrollable forces of nature, that pathway to fifteen million telephones is blocked, and none of the nation's voices can pass that way.

Reserve materials must be on hand, that storm damage may be repaired without delay. Adequate funds must be made available so that the cost of restoration may be met.

National telephone service is only possible through an organization capable of handling, on a nation-wide basis, the problem of maintenance as well as of operation.



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