

TREND TOWARD LIGHTER CARS

So Says Wills Sainte Claire Official

"When the first Wills Sainte Claire was built about four years ago it was the lightest car in the high quality field," says Mr. Reagan, of Reagan and Simmons, Inc., local Wills Sainte Claire distributor.

"C. Harold Wills knew that excessive weight was not necessary in quality car construction. He knew that roadability, efficient performance and comfortable riding qualities were not dependent on weight. He knew that these essentials could be obtained by proper design and the weight of a car reduced hundreds of pounds.

"Mr. Wills set about to bring his contention. There were no precedents for him to follow. Bulk and great weight had always been accepted as essential to a high quality car. His work was that of a pioneer.

"The public knows how well Mr. Wills succeeded. The result of his tireless efforts was a revelation. For the first time in the history of the automotive industry there was produced a surprisingly light weight car which took its place immediately among the finest motor cars in the world. Nothing in the way of performance, efficiency and comfort had been sacrificed. Indeed these factors were present in a greater measure. But the weight of the car had been reduced to a point formerly thought impossible in keeping with fine car construction. C. Harold Wills had proved it could be done.

"That was four years ago. Today, in the automotive industry, we see the increasing influence of this achievement. Several motor car manufacturers who have always been identified with the high quality field are turning their attention to the production of a lighter weight quality car. What seemed impossible five years ago is now accepted as a definite trend in automotive design.

"In years to come there will be many more quality cars following the example of the Wills Sainte Claire. Public demand is becoming too insistent to be ignored."

ORDERS FOR PAIGE, JEWETT ARE DOUBLED

"Although 1923 was a record-breaking year for us in every way and we showed tremendous increases in sales on Paige and Jewett Sixes, we anticipate that 1924 will show still further increases, and possibly even greater gains. Each year some people talk about the saturation point and say that automobile sales cannot continue to increase," says Henry Krohn, vice-president of the sales division of the Paige Detroit Motor Car company.

"I cannot speak for the industry as a whole, but there are many very definite reasons why we are confident that our sales will continue to boom," says Mr. Krohn.

Paige and Jewett dealers have on their books more than twice as many orders for cars for spring delivery than they had a year ago. Motorists have learned that there is a spring shortage of the most desirable makes. A great many of them have come to classify the Paige or Jewett as the most desirable make for them. Their attitude is reflected in orders on our dealers' books.

Most of the automobiles shipped by a factory in December are taken by dealers for early spring delivery. Paige-Detroit dealers took twice as many cars during December 1923 as they did in the same month a year before, and five times as many as they took during December 1921. That is a definite indication of their business prospects and a reflection of the popular demand for Paiges and Jewetts, according to Mr. Krohn.

DEMONSTRATIONS IN VOQUE

The Cadillac organization has decided that because of the marked engineering advancement in the design of the V-63 and because the features which make its engine smooth and flexible cannot be seen by the eye, demonstrations to bring out its salient points are again in vogue just as in the early days of the industry.

U. S. STARTS FIGHT ON GRADE CROSSINGS

As a forerunner to the policy of the National Government when it shall begin to build and maintain a system of national highways, the Federal-Aid Act, as administered by the Bureau of Public Roads, is being made the vehicle for the elimination of grade crossings wherever possible.

Where elimination is not possible, certain restrictions and rules are provided designed to increase safety at danger points. Among these is the provision that the road at the crossing be wide enough for two vehicles to pass when automobiles approaching from opposite directions meet at a crossing.

The view at a railroad crossing should, when possible, be unobstructed for 1,000 feet in each direction along the tracks; the approaching motorist should have this view for 300 feet before reaching the crossing. Highways at a railroad crossing should be as nearly level as possible, since a steep grade up to a crossing increases the chances of a motor stalling on the track. Highways should cross railroads at right angles, not on a diagonal line, which keeps the vehicle in the line of danger longer than one which runs straight across.

MODERN CAR MUST BE GOOD

Buyers Looking for More Than "Lines"

Seasoned observers at the automobile shows this year noted important changes in attitude on the part of visitors. A greater interest than before in fine workmanship, careful design and comfort was apparent from the questions asked. The visitors also showed greater general knowledge of important points of motor car design; and interest in fundamental changes had been stimulated, without doubt, by the radical improvements which have been made during the past few months.

Lynn McNaughton, vice-president and general sales manager of the Cadillac Motor Car company, who has just returned from attending a number of automobile shows, including the national shows at New York and Chicago, was greatly impressed by the active buyer interest in highest grade of motor car craftsmanship.

Mr. McNaughton states that the cut-open chassis was the center of attraction at the Cadillac booth wherever shown, and that it was one of the most popular features of the national shows.

"All of the mechanism," he states, "could be seen in operation, and many visitors exclaimed upon the educational advantages of the exhibit. The new V-63 engine with its balanced crankshaft, which has been termed by automotive authorities one of the greatest advancements in motor car construction since the introduction of the V-type, eight-cylinder engine nine years ago, elicited unusual interest.

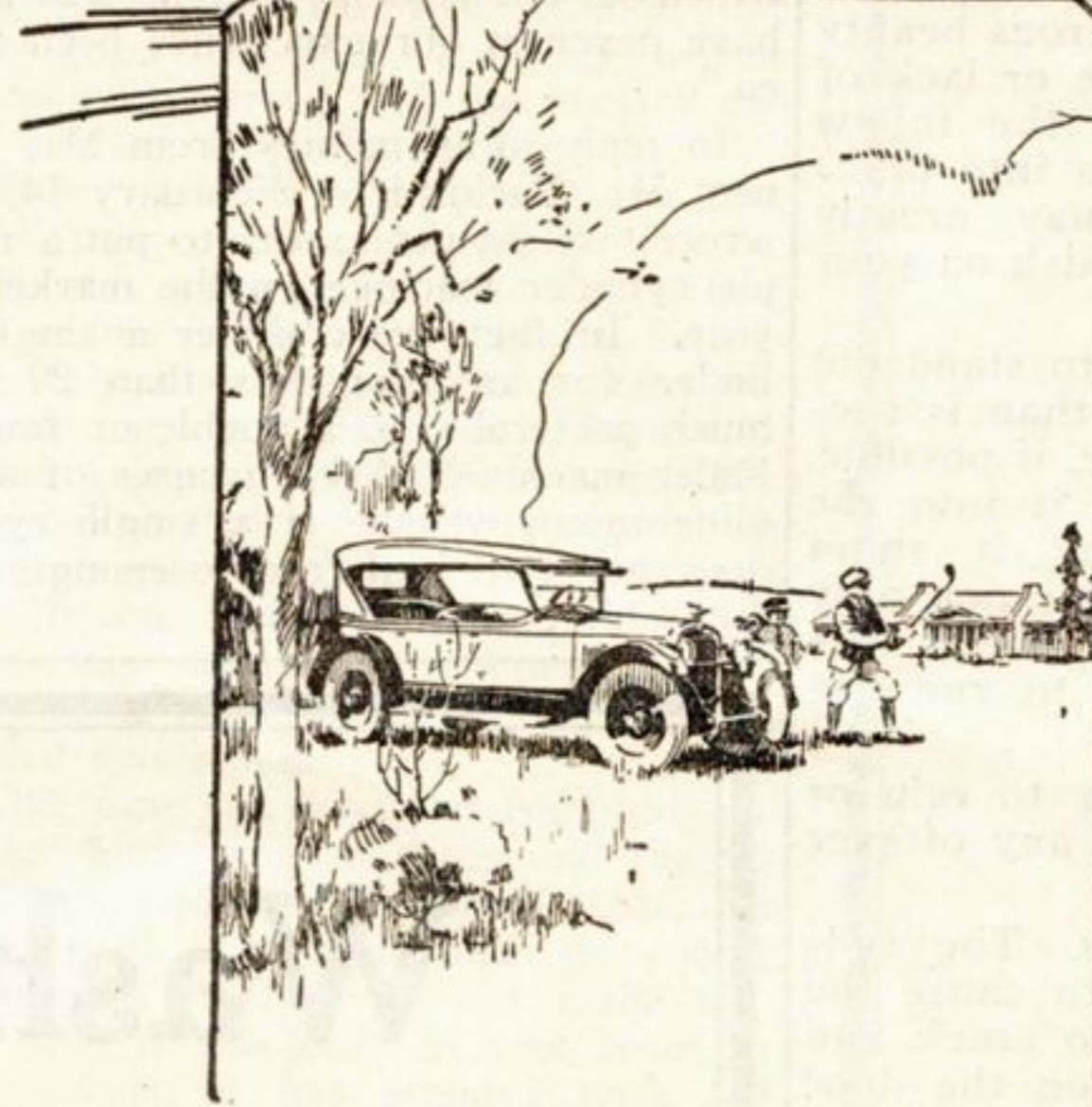
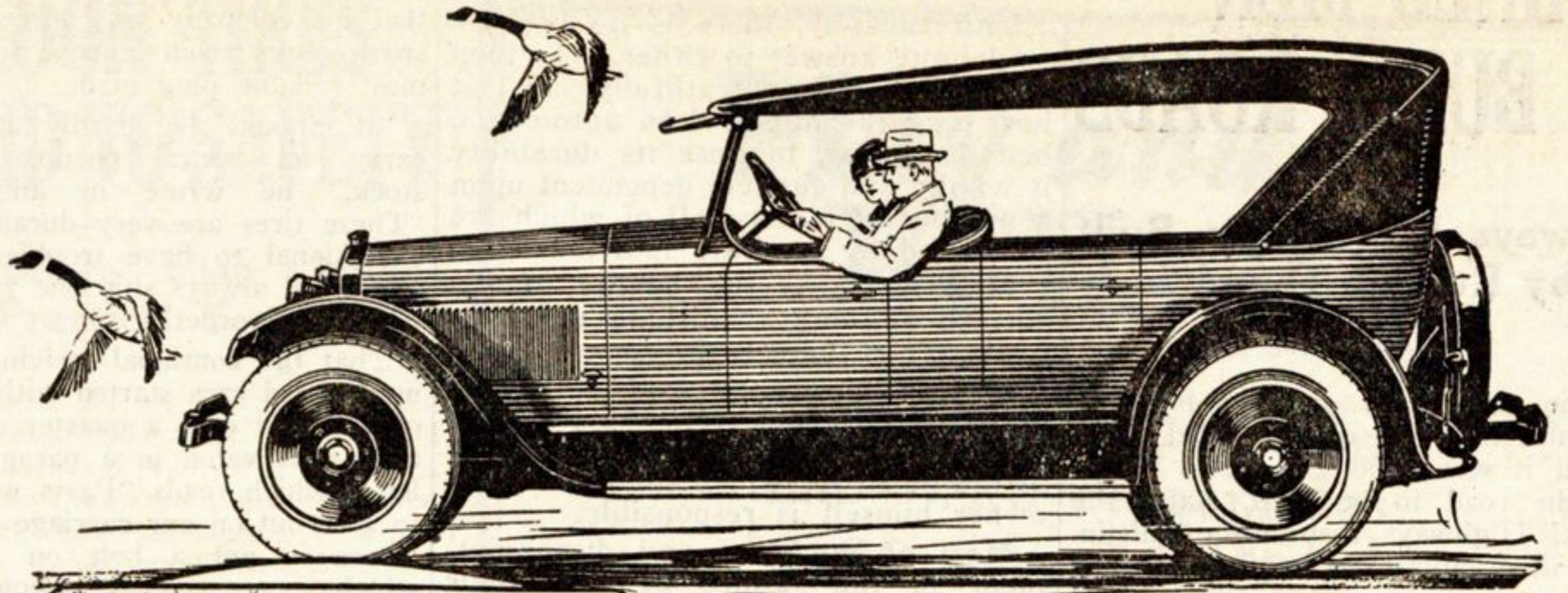
"The mechanically operated four-wheel brakes also interested visitors at the Cadillac booth. On the cut-open chassis, every detail of their construction and operation was clearly visible, and many favorable comments were heard upon the great factor of safety, the improved durability and careful provision for sure and effective operation under emergency which were embodied in the Cadillac principle of design.

"Closed bodies also came in for a large share of visitor interest. Buyers today insist upon having not only attractive line but also comfortable and beautiful interiors, that are furnished with the very best quality of materials."

Citizen Police Guard National Highway Route

A citizen police force to suppress lawlessness along the 75 mile stretch of the National highway between Terre Haute, Ind., and Effingham, Ill., is being organized in the towns along the route. Police of Terre Haute and Effingham and sheriffs of the counties through which the route passes will cooperate. Citizens police captured several bank robbers on the road last fall.

Read the Want-Ads



The Aristocracy of Quality

Beauty is a relative term—

When applied to motor cars it may mean the pretentious glitter of the multitude—

Or the chic alertness, the grace and character and poise that mark the aristocrat as expressed in the new Wills Sainte Claire.

There is a distinct individuality to the Wills Sainte Claire.

The fascinating grace of its body lines—the unusualness, yet perfect taste of its color combinations mark the craftsmanship of custom builders and give to it an air of exclusiveness that we are accustomed to associate only with the most expensive of foreign built cars—

Seven beautiful new body styles—strikingly distinctive, await your critical inspection.

The Seven Passenger Sedan
The Five Passenger Sedan
The Seven Passenger Phaeton
The Four Door Brougham
The Four Passenger Coupe
The Five Passenger Phaeton
The Four Passenger Roadster

Hydraulic four wheel brakes specially designed under Lockheed patents and balloon tires perfectly balanced with the entire wheel assembly, are standard equipment.

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