

## CALLS LINCOLN CAR A MARVEL

### Winnetka Man Inspects Plant at Detroit

"One thing is certain, no one can realize the fine limits of precision carried out in the manufacture of the Lincoln car until he has spent considerable time in the Lincoln plant just as I have done," said H. S. Currier, salesman for the Skokie Motor company, Winnetka, who has just returned from a visit in Detroit.

"I not only had the opportunity of closely studying the building of the Lincoln engine and the manufacture of the various parts, but also visited the body building plant where Lincoln bodies are assembled," he continued. "In all these places the thing that impressed me most was the system of continual tests to insure the utmost accuracy in everything that goes into the fabrication of the Lincoln.

"I wish I could have brought home with me a 'body in white,' as they call it, just to show our Lincoln car owners here, and those who contemplate buying a Lincoln car, what remarkable workmanship goes into these bodies, combined beauty of design with sturdy construction.

"Take for instance, the aluminum castings used in the upper part of the standard closed cars. To many Lincoln owners this is a feature that probably never receives any thought because it is something that is not seen in the completed car.

"But these aluminum castings, used on the doors and which are attached to the wood, form, as it were, sturdy angle irons that insure a perfect door, one that cannot sag and that always opens and closes with ease.

"Many other details might be referred to, but this one just happens to occur to me and I am using it as illustrating the high quality that marks every detail of Lincoln body construction, from the time when the body first takes form until the painter and upholsterer have completed their work and produced the fine results that we see in the completed standard bodies as mounted on the Lincoln chassis."

## EXPERT SEEKS SAFETY GUARDS

### More Effective Traffic Warn- ings Suggested

"On state highways are erected signs at frequent intervals warning the motorist not to stop on the pavement, but most of the road builders take good care to see that you cannot stop any place else" according to Zach C. Elkin of the accident prevention department of the Chicago Motor club, in a recent address to the students and highway engineers attending the "short course" on highway engineering at the University of Illinois. "The shoulders of the road should be built out so it will be possible to drive off the pavement and change a tire without running any risk of a rear-end collision" says Mr. Elkin.

It has been found that the marks painted on the concrete roads indicating that the motorist is approaching a railroad crossing are frequently so close to the railroad tracks as to make this warning practically useless. A car going thirty miles an hour travels 44 feet every second covering a distance of 198 feet in 4½ seconds. If the brakes are in good working condition the car can stop within 83 feet or two seconds traveling time.

## NORTH SHORE BOOTERY

529 Davis Street  
at Chicago Avenue  
In the North  
Shore Hotel Bldg.

The Store  
of  
Good Shoes

"When marks are placed so that the motorist is compelled to stop within 200 feet or 4½ seconds traveling time, he is not given enough leeway," according to Mr. Elkin, who urged that the signs be put farther from the tracks and also that in future road building, the markings be built into the pavement.

### Urges Other Precautions

Mr. Elkin urged the adoption of an elongated letter. He contended that a block letter could not be seen until a car was on top of it but in painting the word, stop, on the pavement, a letter ten feet high could be deciphered

from an automobile 300 feet away. He also advocated the establishment of more guard rails and guard walls on shoulders and embankments.

In his plea to the highway officials and road contractors, the speaker asked that more attention be paid to the selection of detours complaining that they were often too long, frequently poorly selected and that the main highways were too frequently closed for unnecessarily long periods causing the detour roads which are not designed to carry heavy traffic to develop ruts and danger spots which cause accidents.

### Offer Suggestions For Handling Rail Crowds

The Chicago Motor club in its recommendations presented to the National Conference on Street and Highway Safety in Washington has advocated the outskirt plan of fare collection on street cars so as to facilitate loading in congested areas. This means getting the passengers on the car in the congested area without them stopping to pay fare, paying as they get off in the outlying districts, and

reversing the process for the passengers coming into the congested area from outlying districts.

It is claimed by the club that this will speed up traffic and get the congestion off the street quickly.

Other suggestions made to the national conference are contained in a pamphlet which has just been compiled by the club. Copies will be sent free to interested persons.

Read All the Want-Ads

## We want you to know the Truth about Upholstered Furniture

### We receive a great many inquiries

regarding Moth proof fabrics for Mohair or Woolen Tapestry upholstered furniture. It is, and has been our inclination to hold that such fabrics have not as yet been developed to such an extent that we would feel like guaranteeing them to be absolutely moth proof. The accompanying article from the Furniture Journal would seem to evidence our stand to be correct. We believe that our upholstery is as moth proof as that sold in any store yet we have frequently been assured by prospective customers that other stores had guaranteed their upholstery to be moth proof. We suggest that you read the accompanying article thoroughly and keep in mind that so far as moth proof upholstery is concerned we can sell you what any other store can sell you. That we do not guarantee our upholstery to be moth proof is just another indication of our constant fairness to our patrons.

"Ralph H. Windoes, executive secretary of the Chicago National Association of Upholstered Furniture Manufacturers' Association, spoke on the matter of the so-called moth-proof fabrics on upholstered furniture. Mr. Windoes pointed out that while chemists were working to secure a chemically treated fabric which would be moth-proof, experiments have not yet reached a stage where the government is willing to say they had secured all they were after.

"Mr Windoes urged that the chemically treated fabrics now offered could do no harm whatever, and might help some at least, and, therefore, he recommended the use of them, but at the same time he cautioned the dealer against any guarantee that the fabric was moth-proof.

"As a result of Mr. Windoes' talk the association adopted a resolution following the line of Mr. Windoes' suggestions:

"WHEREAS, There has been developed by chemical concerns certain compounds that are claimed to render mohair and other woolen fabrics to be moth-proof;

"WHEREAS, These chemicals have not been given the official sanction of the United States Government as far as their moth proofing properties are concerned;

"WHEREAS, Sufficient time has not elapsed since their introduction to prove them to be efficient, and

"WHEREAS, The acceptance of fabrics treated with them and guaranteed to be moth-proof would, in the event of their failure, place an enormous financial responsibility on the furniture trade, therefore, be it

"RESOLVED, That the National Retail Furniture Association recommend to its members that no guarantee on upholstered furniture being moth-proof passed on to their consuming trade, but that the manufacturers be urged to continue the use of fabrics chemically treated until their efficiency has been determined."

## S. ROSENBAUM COMPANY

Fountain Square  
Evanston

Phone  
University 5023

Chicago Stores -- 3120 Lincoln Ave. --- 5228 N. Clark St.