

NEW CHRYSLER HERE

W. D. Reagan, Local Sales Manager, Tells of Wonders of This New Car

"Walter P. Chrysler has produced a new definition of a very fast automobile in the Imperial "80", as his latest car is to be known," said W. D. Reagan, manager of the Evanston Motor Sales company, 1840 Ridge avenue, this week. "Yet it is more than a high-speed car. More properly it may be described, as it will be used, as a highly refined product adapted to the everyday uses of the particular owner, but possessing a very remarkable high-speed range, which is available for occasional employment. The added range, and the ease with which it may be brought into use, makes this a remarkable car."

"The Chrysler Imperial which is a six, is being manufactured in phaeton, roadster, five and seven-passenger sedan, sedan limousine and coupe styles. This makes the new line complete in itself."

"The smaller six, now to be known as Model "70", naturally is being continued in eight types, while Model "58"—the four-cylinder—is produced in five types, including a brand new roadster, which like the new model is an offering of the show season. Chrysler dealers are thus able to maintain a complete line of 19 types on three different chassis."

"The Chrysler Imperial "80" ties in with recent advertising mysteriously featuring "80 Miles an Hour," and "92 Horsepower." This proclaims at once its ultimate and spectacular performance and the reason therefor. But it gives no hint of the far more significant fact that it is an easily handled, remarkably smooth riding, comfortable and stylish turnout, but one that is radical only in point of performance."

North Shore Gets 42,000 Feet of Packard Service

Forty-two thousand square feet of service for north shore Packards is offered by the Evanston branch of the Packard Motor company of Chicago. Or if service can not be measured in those terms, the Evanston branch offers 42,000 square feet of floor space devoted to caring for the needs of the north shore.

C. E. Stube, general manager of the Evanston branch, said that the increase of the number of Packards on the north shore, required three changes in the plant in the last 18 months. The last move being the addition of an entire second floor to the new Packard agency on Railroad avenue.

The present home of the Evanston

branch is the largest agency on the north shore. The shops are equipped to handle 75 cars a day. Eighty men are employed.

Mr. Stube said, in the light of present conditions, that by summer Packard would be from 90 to 120 days behind in delivery. It is impossible to obtain immediate delivery on certain models now and this is considered the slack time of the year. Mr. Stube added that the last quarter, however, had been the greatest quarter in the history of the Packard Motor car company, even greater than April, May and June.

New Dodge Model Is Business Coupe With a Wide Door

Dodge Brothers have added a new model to the line of cars which they have made especially to meet the requirements of the business world. W. T. Wersted, dealer for the Dodge, is featuring this new business man's coupe.

The unique feature on the new car is the unusual width of the door opening. The small window to the side has been done away with and the en-

tire space put into the door. The car is equipped with a one-piece windshield and cowl ventilator. The entire line is finished in Duco. The upholstery is in tan pigskin.

The Standard B sedan is being furnished now in two colors; grey green or blue. Natural wood finish or disc wheels may be had at the same price.

Mrs. John Perry of Sturgeon Bay is the house guest of Mr. and Mrs. Lincoln Pacey of 706 Ash street. Mrs. Pacey will entertain at luncheon and bridge for Mrs. Perry Monday, February 1.

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