

### Quality, Not Price, Governs Automobile Buyers, Says Jordan

Edward S. Jordan, student of motor- ing developments, believes that the at- titude of the public toward motor car buying has turned. He feels that price alone no longer governs the purchases of cars. The public has long learned to understand quality. It is with this idea in mind that he is placing the Tomboy on the market.

The little Jordan Tomboy—typical

Jordan nomenclature, by the way—has been designed for young oncoming and come-on Americans of the better class: sound, speedy and with the ap- pearance that goes over, and with per- formance. In other words, a high-class car though built on a small scale; powerful, handsome, safe, low-slung. The sort of a car that a live prosper- ous young American wants—and gets.

Cornell Motors, "the World's Larg- est Jordan Associate Dealers" located at 6035 Broadway, Chicago, has great- ly increased the efficiency and also increased the personnel of the Service

department to serve Jordan owners. 1927 promises to be a busy year due to the highly regarded eight cylinder lines of the present and with the addi- tion of the "sensation of the New York show" added to those they prophesy a great number of additions to Jordan's select audience.

The Chandler Big Six Metropolitan sedan deluxe is Chandler's latest model. It is finished in duotone, lacquer, a striking combination of Ardsley green and apple green and is completely appointed.

### Buying Your Motor in Home Community It'll Be Serviced

By W. D. Reagan

(Manager Evanston Motor Sales)

An automobile is just as good as its local service station.

No housewife in this north shore community would think of going to Chicago every time she wanted a pound of sugar any more than friend husband would drive to Oak Park for a can of tobacco.

Why, then, do some people persist in buying their mo- tor cars out of their home communities? The various auto- mobile dealers on efficient service better equipped to render competent, than are the dealers in any other like community.



W. D. Reagan

Toloff Photo

These dealers de- serve your business, and they must have it if they are to continue giving prompt, courteous, and efficient service. No dealer can main- tain a competent service station unless he makes a fair profit on a car he sells you. He cannot carry a complete stock of service parts and maintain efficient mechanics on the business of the ser- vice station alone. It isn't fair to ask him to maintain this competent service established for the buyers' convenience when the car serviced has not been purchased from him.

It is true, some dealers can give you \$50 more for your old car than others, but how can they render you the kind of service you want at the time you want it if they persist in doing this? When you want some little thing at- tended to on your car—and the best piece of machinery needs attention—he hasn't time just then, and you will have to "wait" or he hasn't the parts in stock, but will have them for you tomorrow or next week or as soon as the factory can ship them. You don't want that kind of service, nor will you receive it from the north shore automobile dealers.

Some people merely buy an auto- mobile when they buy, but the wise man buys miles of satisfactory ser- vice, and you can get this only from your local dealer.

He deserves your business because of his investment for your convenience and satisfaction, and he must have it if he is to continue giving this satis- faction.

Last year some \$10,000,000 was spent with north shore dealers for various makes of cars. These purchasers bought their dealers' interest in their satisfied transportation.

These north shore dealers have over half a million dollars invested in parts and equipment and a much larger sum in buildings and land—all for your convenience and satisfaction. Remem- ber, you spend a comparatively few minutes in the beautiful showroom, but are dependent upon your local service station 365 days in the year.

#### RESTORE WRECKED CARS

The North Shore Auto Body and Trimming works at 1002 Chicago ave- nue, Evanston, is one of the busiest repair shops on the north shore. Here wrecked cars are completely recon- structed even to replacing of cushions and windshields. William McKay and Charles Lee are the owners.

Chromium plating, which gives metal a surface harder than the hardest steel, is expected to add much to the life of the automobile.



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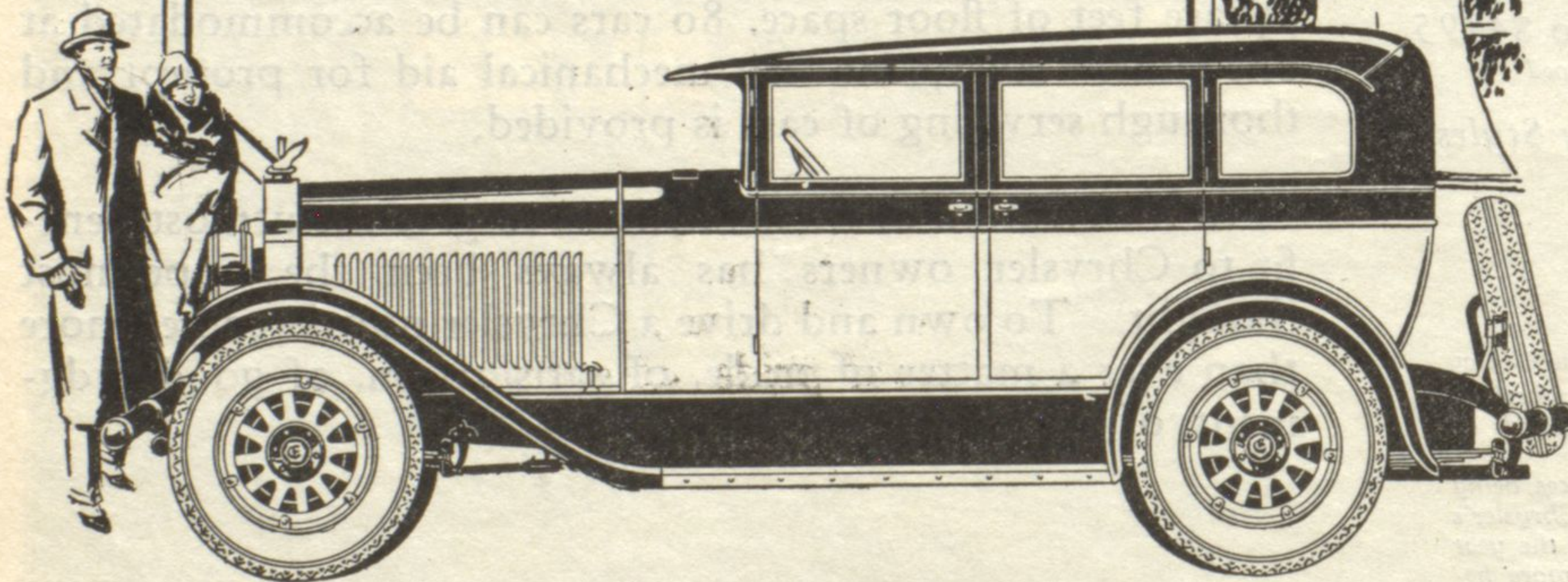
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