

### Hubbard Woods Is Pleased With Its Packard Building

With the completion, recently, of the new Packard building at 925 Linden avenue, Hubbard Woods, there was transported to the north shore a touch of the elegance and last word in automobile service from the highly developed center of this industry on Michigan avenue, Chicago.

The Packard Motor Car company, of Chicago, Hubbard Woods branch, is in charge of R. C. Quinlevan, sales manager, who, amidst these pleasant new surroundings, is exhibiting the Custom Eights and the Standard and DeLuxe Model Sixes.

The attractive coloring of these new models is in pleasing harmony with the rich drapes and floor coverings in the Packard sales rooms, and in full accord with the artistic, interior design in Spanish architecture and tinted rough plaster finish.

The exterior of the building is of stone, a standard Packard building, having a wide frontage on Linden avenue and with great depth, affording ample room for the exclusive Packard service department which is also made

a feature of this plant.

The front part of the building is two stories, with salesrooms on both the first and second floors, the former also including well appointed office sections.

The rear, or service portion, is only one story, but provisions have been made for adding two additional floors.

Here is installed every modern facility for serving Packard cars, including a hydraulic lift, used in greasing and making inspection of cars. An automatic ventilating system insures the speedy removal from the building of all gases.

### E. V. Cullison Service Remodels its Building

The Edward V. Cullison Auto Service, 909 Linden avenue, Hubbard Woods, has just completed a piece of remodeling work at the garage building, all of which is designed to give just a little more "service" to Mr. Cullison's ever-growing list of patrons.

He has had the main entrance door to the garage, which has been in the center of the west front of the garage, moved a little further north, directly in line with the driveway from Linden avenue.

This is but one of the many little

things which Mr. Cullison has provided for the convenience of his customers. His garage is equipped for doing speedy and efficient work of all kinds, on all cars, and includes a machine recently installed for refacing, reseating and grinding valves, which he says is proving a most valuable adjunct to his shop equipment.

Jesse T. Lowe's body and fender shop is also located in this building.

### Better Service Garage Deals in Ford Parts

R. H. Scherer and A. C. Anderson, owners of The Better Service garage, 715 Oak street, Winnetka, are now carrying a line of Ford parts and are also specializing in Lincoln car service.

They have added a service truck to their equipment, and give personal attention to all work.

Scherer and Anderson purchased the business a year ago last August, prior to which time it had been known as the Jones Electric Shop. Its present name was adopted by the new owners at that time, since which it has been operated as a garage, doing all kinds of repair work on all makes of cars.

### MARCH OF PROGRESS

#### Abel Battery and Ignition Service Experiences Phenomenal Growth Over Period of Nine Years

It is only a short step from Oak street and the tracks, Winnetka, to 716 Elm street, the new home of the Abel Battery & Ignition service, but it requires a term something like a "ski jump," to convey a proper conception of the extent of the growth of this business since its founding in 1919.

It was in that year that U. C. Abel launched his business, selling the Exide battery, which he still features. His first store was in a room only 15 by 25 feet.

Less than three years ago he moved to 552 Lincoln avenue, and then on November 1 to his present location. Here he has 8,000 square feet of floor space—room to grow, Mr. Abel mused, when he moved in, but now he declares the growth has been far speedier than he anticipated and already he is looking forward to the necessity of building seventy feet more to the rear of his large plant, and he even visions two additional stories to the present one story building.

"We thought for a time we would be lost, when we moved into this large building," Mr. Abel said, "but just take a look for yourself," he added, as he stepped to the shop room door and threw it open.

There, every foot of floor space was occupied with a car, undergoing some sort of the Abel Battery & Ignition Service, and proved a most convincing argument that there is need for immediate study of plans for a seventy-foot shop extension and the additional stories above.

Mr. Abel maintains a force of eight factory trained men to do his work, having added two more since moving to his new location.

Less than three years ago when he moved from his former Oak street address to his Lincoln avenue quarters, he took on, in addition to his Exide battery business, the car ignition service, obtaining at that time such well known contracts as Delco-Remy, Bosch, Northeast and ten others, on which he is prepared to give customers direct factory service.

It is this service and all it means to car owners, which has grown in volume from year to year, until it has come to be one of the leading north shore industries.

### Cab Company Features "Flat Rate" Cost Plan

The Black & White Cab company, which has served Winnetka patrons for several years, is now featuring services of a garage and Dent shop which it opened recently at 552 Lincoln avenue, Winnetka.

The flat rate plan, adopted by the company, for repair work of all kinds, is proving exceedingly popular, it is said. A car is brought in, its needs diagnosed and information on cost given at once.

In other words, William Merrill says, "You have it all in Black & White," and he added, "there goes with it, our guarantee for three months."

The firm also maintains an official Dupont Duco service station and has an auto upholstering department.

As a manufacturer looks outward toward the public and the underlying factors that are changing the current of buying demand, he sees the need growing for not only better built cars, but for cars that better enable buyers to express their individuality.—E. L. Cord, president of the Auburn Automobile company.



**We urge that everyone visiting Chicago during the Chicago Automobile Show, January 28th to February 4th, attend the Complete Showing of the General Motors Line at The Stevens. Upwards of 100 cars including 24 models of Cadillac and La Salle.**

**At the Hotel Drake Salon, 22 Cadillac and La Salle Special Bodies, by leading body designers, will be shown during Show Week.**

**Cadillac and La Salle will also exhibit at the Coliseum.**

**GENERAL MOTORS EXHIBIT**  
The Stevens Hotel Michigan Avenue at 8th Street

CADILLAC MOTOR CAR CO.  
Evanston Branch  
1810 RIDGE AVENUE, EVANSTON



**CADILLAC**  **LA SALLE**