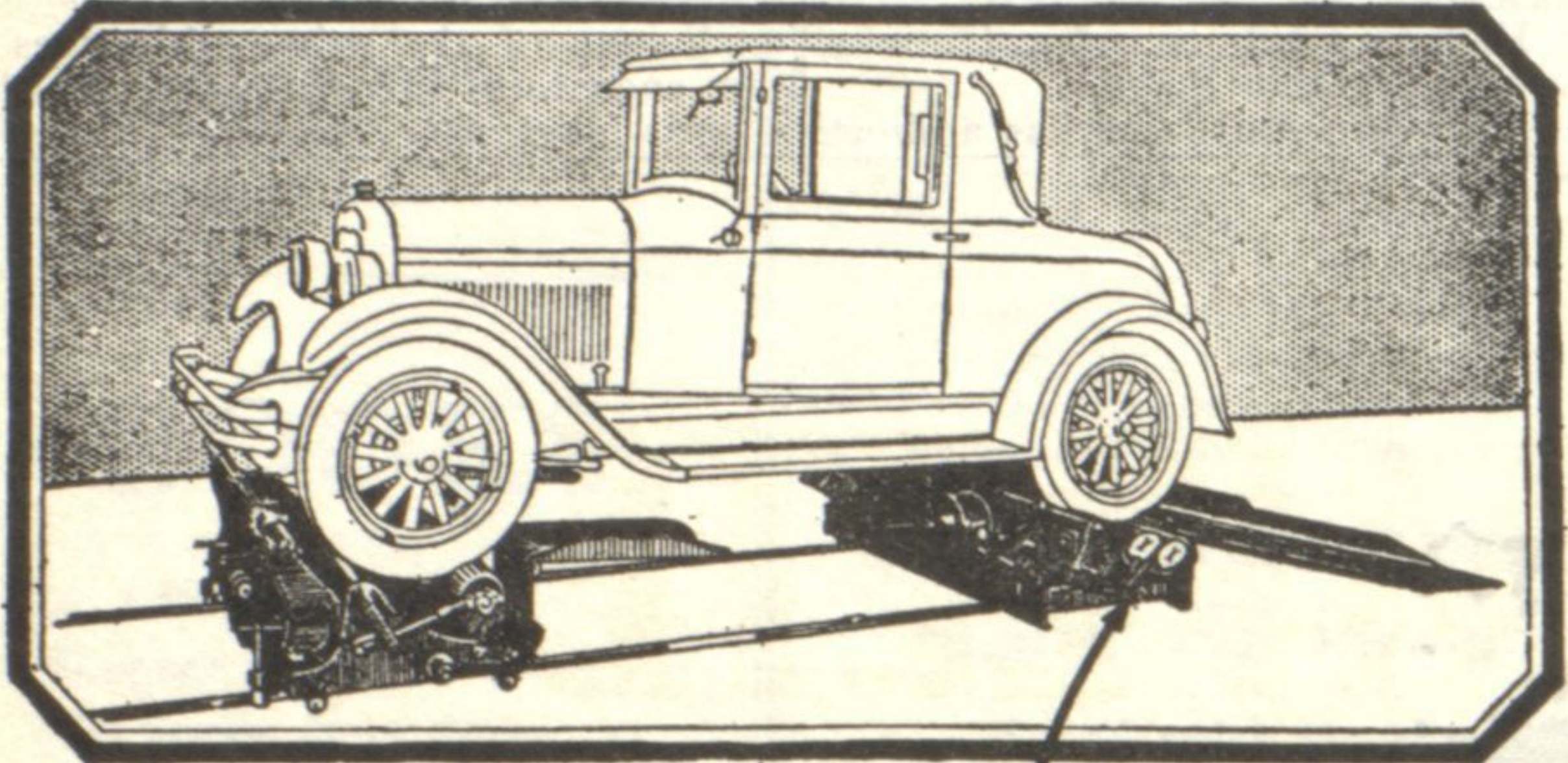




PAY MORE ATTENTION to Your Brake
PAY LESS MONEY for damages — — —



BRAKE POWER IS MORE IMPORTANT THAN MOTOR POWER

The power of your motor means—Go
—and "Go" means risk.

The power of your brakes means—
Stop—and "Stop" means safety.

If you must have "Go," you certainly
must have "Stop."

What about *your* stopping ability?
Have your brakes scientifically tested
and adjusted on our Jumbo Giant
Brake Tester—the greatest dispenser
of motoring safety ever devised.

This machine makes brake adjust-
ments a simple matter—it eliminates
all guesswork—all road tests—yet
enables us to make your brakes effi-
cient to the very point of perfection.

Drive in for the "Jumbo" test.
If adjustments are needed we will
make them quickly—at a very
reasonable charge.

Testing, Adjusting and Relining All Types of
Brakes. Exclusive Authorized Service for North
Shore on Bendix-Mechanical and Lockheed Hy-
draulic Brakes.

FERD. PLATE

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Sales and Service

Westinghouse Automotive Brakes

Lorraine Lights

Gabriel Snubbers

**SAFETY
FIRST**



**See
FOR YOURSELF**

Right before your eyes
—on accurate hydraulic
gauges—the JUMBO
Brake Tester reveals
the true condition of
the brake on each
wheel. Eliminates all
chance for human error.
Assures positive equal-
ization and perfect
balance of brakes—
"guaranteed safety!"

JUMBO BRAKE TESTER

Punishing Tests Given New Models of Chandler

The average motorist, when he or she sees a new model motor car and likes it, does not realize the extensive research work the manufacturer of that car has exercised in bringing the particular model up to its standard efficiency according to Tom Hay, Evanston Chandler distributor.

"Particularly true is this of the new '65' Sixes and Royal '75' Eights just announced by Chandler," says Mr. Hay. Before any of the new models were introduced, a score of experimental engineers and mechanics kept everlastingly at testing, proving, tearing down, building up, changing this motor part and that, the thousandth part of an inch—all in order to increase the efficiency of Chandler power plants.

"In the testing laboratories, the motors of the latest Chandlers were subjected to a bewildering variety of tests to check up on power, economy and endurance under various load capacities. Dynamometers, tachometers, pyrometers, R. P. M. counters, flowmeters—all sorts of delicately calibrated and intricate apparatus are used to eliminate theory from the performance of a motor car.

"In addition, a fleet of test models of the new cars were also maintained.

Four North Shore Villages Now Have Total of 5310 Cars

Here's a little statistical story. Gould C. Davis, Winnetka Hupmobile dealer, thought he'd like to find out how many car owners there are in Winnetka and did so, but went a little farther and collected figures showing how many there are not only in Winnetka, but in Wilmette, Kenilworth and Glencoe as well.

"Wilmette leads the list" said Mr. Davis yesterday, but Winnetka is well up and coming strong. In Wilmette there were up to July 1 of this year a total of 2,282 cars, these being of all makes and types. In Winnetka there were 1,757 automobiles. Glencoe has a total of 892 cars while along came Kenilworth with 379."

"If we may judge by the demand for cars on the north shore there will be a big increase before the end of the year. The new Hup Century seems to have met with high approval and the fact that despite heavy production delivery has not been as rapid as we would like, indicates that the remainder of the year will increase the order list."

One owner of a Hupmobile in Winnetka reports that he has been "eating mileage." This man bought his car in April and already has run it 8,000 miles.

MORE THAN TWO MILLION PEOPLE Have Bought DODGE BROTHERS MOTOR CARS

And new thousands of Dodge Brothers owners are joining these millions every week.

Production and sales continue steadily to mount. Dodge Brothers vast and imposing factory resources continue to expand.

Faith in the integrity and progressive genius of Dodge Brothers continues to entrench itself more deeply than ever in the public consciousness.

It becomes increasingly evident that Dodge Brothers great and distinguished past is steadily projecting itself into a still more illustrious future.

A good name becomes better still with every motor car that is shipped from Dodge Brothers Works.

Style has joined hands with dependability, in the swift advance of Dodge quality to higher and ever higher levels.

Dodge Brothers three great Sixes—The Standard, The Victory and The Senior—exemplify today the logical and brilliant flowering of those sturdy ideals on which Dodge Brothers Works was founded fourteen years ago.

Sincere Service Always

WERSTED MOTOR COMPANY

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