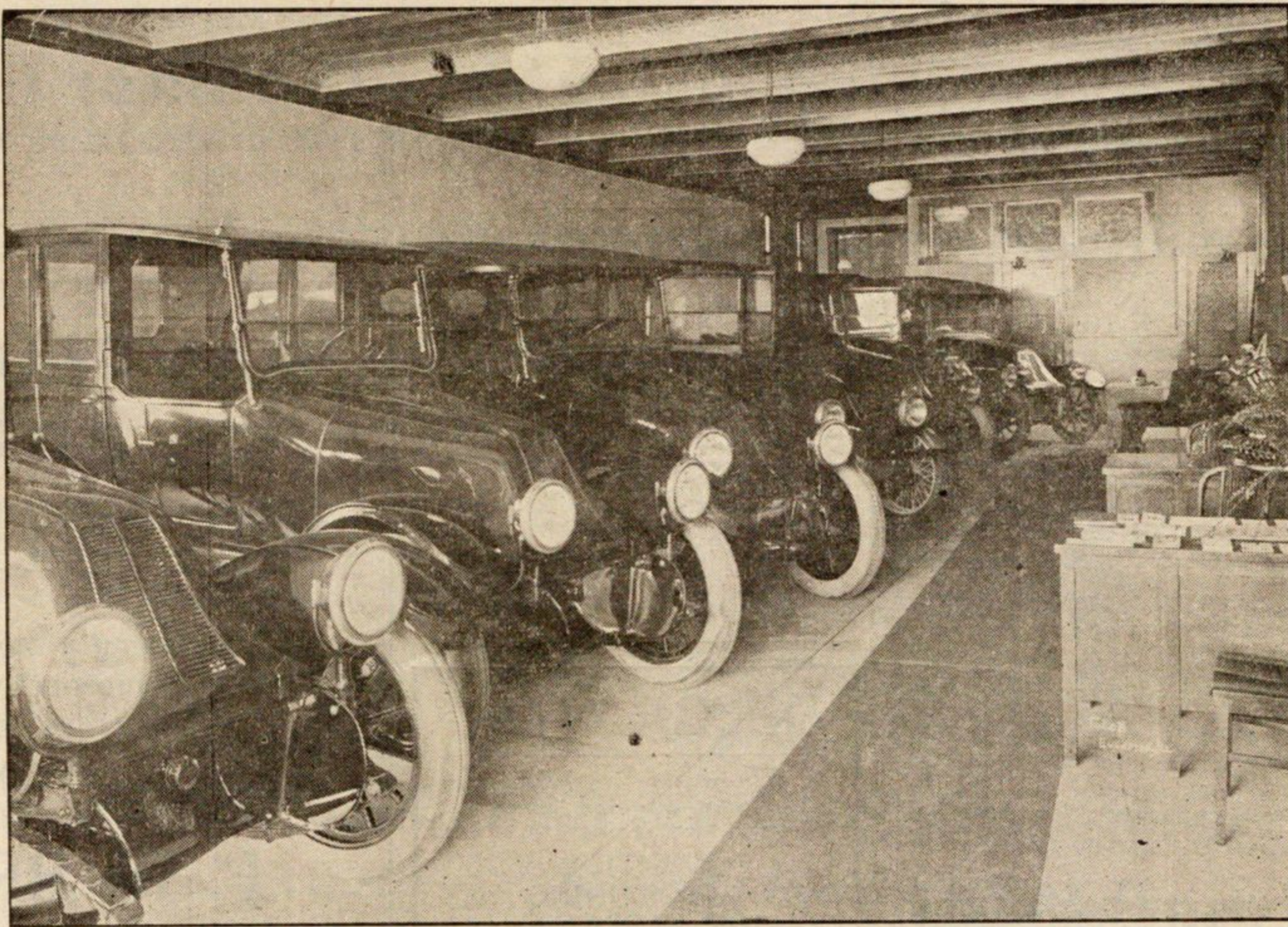


BRIDGES & GAGE DISTRIBUTORS OF FRANKLIN CARS

Don't Forget

That we handle the one car that, in point of economy, will outclass anything offered. Be sure you investigate the merits of the FRANKLIN car before placing your order.

Demonstration by Appointment



SHOW ROOM

Now As to Our Purpose and Policy:

We believe that we can render a very definite service to the car owners of this District in the matter of service, and it is our purpose to so render this service that you will go away satisfied and tell your friends. Our policy is simply stated:

**ABSOLUTE HONESTY
FULL VALUE**

System is our business. A desire to make good if we are wrong, and a will to contest if we are right.

We would appreciate your business and if you will come in and get acquainted we will do all we can to make our dealings mutually advantageous.

MR. MOTORIST:

We want you to meet our organization and to know the folks who are associated with us in this business. We think once you know them that all doubt will be removed from your mind as to whether we are the people you want to deal with. We want you to know our policies and if they are what you think they should be we want to have your support.

When the owner of a motor car desires to have his car worked on or desires to make a purchase, he wants to know **FIRST** that the men who do the work are competent.

SECOND. He wants to know whether the hours that are charged are actually hours that have been put in on his job.

THIRD. He wants to know whether the parts used are good and are billed at the right price.

FOURTH. He wants to know whether the men in the shop are courteous and really try to do the best they can.

FIFTH. He wants to know whether the place where his car is going is a fit place for his wife to go if by any chance it becomes necessary.

SIXTH. He wants to know how the men at the head of the organization view his particular job, and whether they are for themselves alone, and whether their interest in his job is merely that of getting a profit out of that particular piece of work.

SEVENTH. He wants to know whether he can rely upon the promises made him regarding the time when his car will be ready.

EIGHTH. He wants to know whether the car is really going to run or whether the particular job in question is a feeder to other work.

We are glad of the opportunity to discuss freely and without reserve these questions and to outline the policies and aims of this business. Answering in order.

FIRST. The men we employ are skilled in their line and we do not hesitate to say that they are the most competent men on the North Shore. The Foreman of our shop, Mr. Earl Asher, is a man who has specialized on Franklins and also has a large knowledge of all cars.

The Assistant Foreman, Mr. John Sohn, is thoroughly conversant with water cooled cars, having been for many years connected with the business.

Mr. Charles Smith is a Franklin man and is also familiar with water cooled cars. Mr. John Nelson has driven and worked on Franklin cars for many years. Mr.

Gust Johnson is our floor man and has had many years' experience with small water cooled cars. Mr. Zack Woodward is our trouble man on used cars and has had many years of experience.

In addition to the above, we have gone so far (in our efforts to get only the best of mechanics) as to send to Winnipeg, Canada, for Mr. Wm. Trenwith to come into our shop. We have now seven men in our repair department and it will be necessary to have three more before a month has gone. So you see there is no work which we are not equipped for.

SECOND. We have just installed a time system which makes it impossible to charge more than the actual hours put in on a job, and we will gladly at any time show our time sheets to customers desiring to see them. We believe that in our shop system you will find everything to be desired in the way of accuracy, but we are always glad to receive suggestions which will tend to improve our service.

THIRD. We bill all parts on the cost + basis and they do not cost our customers one cent more than they would pay if bought direct from the car maker. In some cases we save the owner money on certain parts.

FOURTH. When you come into our place you meet men who are satisfied with their pay and with their employers and are congenial among themselves.

They are striving to make the firm money (not by overcharging or loafing on a job), but by making our customers feel satisfied, not alone in the personal treatment they receive, but by the work that is done and the charges that are made. Our men believe that they can make us money by sending our customers out in such a condition of mind that they are bound to speak about it and get others to come.

FIFTH. We try to keep our place as clean as the conditions warrant, and the men are anxious to do this as it makes a better place to work in—we think you will have no complaint on this score.

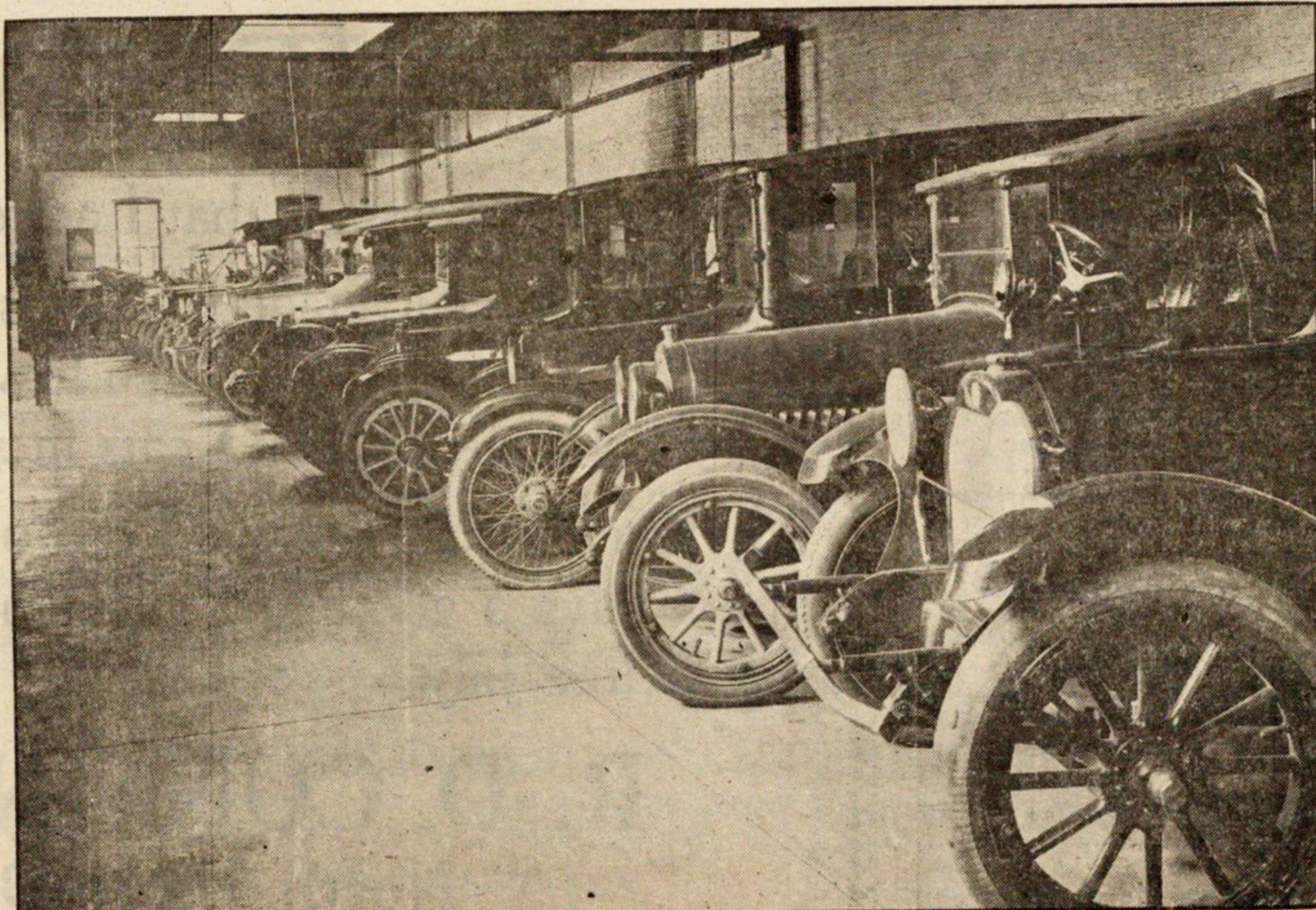
SIXTH. We believe that if you will come in and get acquainted you will find that your interests are safe with us.

Mr. Bridges has been in the automobile business for many years and has made a success. He has tried to be fair and the record of sales and complaints fairly proves that he has been successful.

Mr. Gage started driving cars many years ago, and has owned and driven personally over 30 cars of many makes. He is handling the business end of the organization and his aim is to do the utmost to please. When things go wrong, as many times they will, be frank and open about complaints and they will be adjusted equitably and fairly and to the perfect satisfaction of the customer.

BRIDGES & GAGE
Distributors of
FRANKLIN CARS
Telephone Evanston 5886
1629 Orrington Avenue

To My Friends and Neighbors:
Just a personal word about my connection with the above named firm. I have been driving cars for a number of years and have in the past owned and operated some thirty machines of many makes. I have gained a very practical knowledge of cars and have for some time been looking for an opening where I could become interested in a growing motor car business. When the chance presented itself of joining this corporation on the terms and conditions under which I have gone into it, I did not hesitate, after thorough investigation, as I was sure that with a definite purpose to conduct this as honestly as I have my own affairs on the North Shore for the past 20 years, and the assurance that my desires and policies would be put in force and kept in force, I had no reason to doubt that the business would prosper and it has, beyond my fondest hopes. And I have in part to thank my friends, but I hope more of you will drive in here and see what kind of a plant we have.
Sincerely,
BENJ. E. GAGE.



CARS FOR SALE AND STORAGE SPACE

BRIDGES & GAGE

Distributors of

Franklin Cars

1629 Orrington Ave.
Evanston

Telephone
Evanston 5886