

PUBLIC IS COMING TO JUDGE AUTOMOBILE BY DEALER'S REPUTATION

"People have been educated from an investment standpoint in the last few years to such an extent that they have become more careful buyers of everything," says C. H. Briggs, automobile distributor. "This is reflected in an interesting way in automobile trade circles. The public seems for the first time to realize that an automobile is an investment rather than such a purchase as is made in shops and stores.

"The responsibility of the dealer is the item of importance in the purchase of stocks, bonds, or investments of the usual character. The fact that a great many people have made worthless investments has led to a scrutiny of the institution selling such investments and the public has learned that if any article is to give satisfaction, the seller of that article must be able to assume responsibility for such satisfaction.

"This situation, I believe, will become more and more clearly defined in automobile lines. The great number of cars that are reaching the market, the infinite variety of manufacturers' claims, and the increasing volume of manufacturers' advertising will drive the investor in the automobile to an analysis of the dealer from whom he gets his car, rather than of the car itself, and this is the strictly logical way to buy an automobile or anything else: The ordinary family expects its car to last for a long time. That they will get comfort and satisfaction from its use is something that should obviously be a part of every transaction. Many cars which are bought on easy terms represent an investment that the family must pay for a little at a time over the considerable period.

"The dealer who has proper service facilities to maintain the car on the road and who gives primary consideration to the owner's satisfaction is fulfilling the highest function of a dealer today and one which inevitably must become a part of every sale."

Encouragement.

"What makes you so strong in boosting Bliggins as an art critic. He doesn't know anything about pictures." "That's why. He's more likely to pick out something that doesn't amount to much and so assist some struggling beginner."

TESTS AND CONTESTS PROVE ROADABILITY OF FRANKLIN CARS

As evidence of Franklin roadability, the following facts are presented by Bridges & Gage, north shore distributors for the car:

In the last six months the Franklin has:

Won all three prizes in Los Angeles-Yosemite economy run. Climbed to the peak of Mt. Washington in a 98-mile, low-gear, non-stop run.

Established four records for greatest mileage in twenty-four hours of continuous driving until the present record, 865.4 miles, was made by a Franklin.

Established a twenty-four hour record of 693 miles with car driven by a woman.

Won first prize at Minnesota State fair in easy riding contest.

Won four of first prizes in St. Louis reliability run.

Completed a gasoline mileage test that gave 49.6 miles per gallon.

Completed a low-gear run of 103.1 miles over the Orange mountains in New Jersey in 8 hours and 50 minutes on 8 gallons of gasoline.

Been driven 770.3 miles from Syracuse to Lexington, Ky., at an average of 30.8 miles per gallon of gasoline.

Been backed to the peak of Soledad mountain, San Diego, Cal.

Isn't all that sufficient proof that built-in principles of economy, light-weight and roadability are necessary to make an automobile give the genuine service its owner has the right to expect?

FORD EAGLE NO. 37 MAKES RECORD RUN

Another Ford Eagle has achieved a record. Number 37 steamed away from Detroit, Mich., at 2 o'clock on the afternoon of September 11 and arrived at Montreal, Canada, at 5 A. M., September 15, after having traveled a distance of seven hundred and fifty miles in sixty-three hours, which is a record for speed by water between the two cities. One handicap which materially decreased the running time was the necessity of having the boat towed through the Welland canal, a distance of twenty-six miles. Because of its shallowness the canal cannot be traversed by boat under its own power.

The boat was manned by fifty navy men from the United States naval cantonment at River Rouge and was under the command of Lieutenant Hartman, who was detailed to take the boat from Detroit to the navy yards at Portsmouth, New Hampshire.

CANADA TO HAVE ROAD LIKE LINCOLN HIGHWAY

"America's main street," as the Lincoln highway has been formulated for the organization of an association along the same lines of the Lincoln Highway association, pledged to construct a great transcontinental road from Halifax to Vancouver.

A. F. Bennet, vice president of the organization in the United States, has been invited to address the Ontario Motor league in the near future and tell the steps taken.

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 1109 Stevens Bldg. Central 2249

RICKLEFS & SCHUETT CO., Inc.
 EVERYTHING ELECTRICAL
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Our Responsibilities — How We Meet Them
A Letter Received

"Upon March 5th, 1919, I purchased a battery with the understanding that it would render satisfactory service. This morning it failed for the first time to start my engine. I am not sure that this is not due to my neglect and abuse of this battery.
 "Will you advise me as to the status of this battery and what adjustment, if any, you think I am entitled to?
 "Respectfully yours."

To Which We Replied

"On March 5th you took our own honor-made word—accepting it as 100% sterling—that we were selling a battery that would render you satisfactory service over a long period of time.
 "Examination of the battery in question leads us to confirm your expressed belief that it has been abused and neglected.
 "We desire to substantiate OUR belief to YOUR entire satisfaction that the 'Exide' is the best battery known to science, so we are placing in your car today a new battery at no cost whatsoever.
 "Abuse and neglect will destroy even the master creation of master minds. If you will avail yourself of our free inspection service (and it goes with every battery for an unlimited period) you will not experience one single moment's trouble.
 "We thank you for the privilege of meeting our responsibilities as we see them.

"Very truly yours,
 "FRED W. OTTO,
 "President."

Evanston "Exide" Battery Service
 INCORPORATED
 1007 Davis Street EVANSTON PHONE 1049
 3 Prouty Court WINNETKA PHONE 1387
 An organization that is an institution whose foundation policy is to make it a good concern with which to do business

"SAY IT WITH FLOWERS"

THERE never was a better Christmas to send FLOWERS than this Christmas. We owe it to ourselves, to our Friends—yes, even to our Country, to have more Bloom and less Gloom in our Homes on Christmas Day.

You are cordially invited to our Display of Christmas Flowers, abounding with Christmas Gift Suggestions. We have made ample preparation in our Cut Flower Department, Plant Department and Wreath Department.

We have prepared beautiful baskets, including plant

baskets for Christmas. In cut flowers we shall be prepared for Christmas with Roses, narcissi, violets, sweet peas, and carnations as well as many others. For Christmas decorations we have a profusion of loose holly, winter berries, mistletoe, box wood evergreen and Christmas wreaths and wild smilax.

Telegraph flowers to your out-of-town friends and relatives. We belong to the Florists' Telegraph Delivery Service, and can deliver your order in any city, anywhere in the United States and Canada, within a few hours. The service costs you nothing but the price of the telegram.

JOHN WEILAND, Florist

WILMETTE STORE:
 1161 WILMETTE AVENUE
 Telephone Wilmette 2128

EVANSTON STORE:
 1614 SHERMAN AVENUE
 Telephone Evanston 502