

GOOD WILL IS CHIEF ASSET OF AUTO MAN, STATES C. H. BRIGGS

"No business perhaps so much as that of the automobile dealer depends upon the element of good will," says C. H. Briggs. "Good will has always been one of the assets of any business, but it seems to figure more importantly in the automobile business the performance of an automobile, than in other usual lines.

"There can be no argument about it either gives satisfaction, or it does not, and if it does not, everything is wrong. If it does give satisfaction, it is a constant and constructive advertisement for the manufacturer who made it and the dealer who sold it.

"Automobile dealers have within the last few years come to occupy a conspicuous place in the commercial life of every town.

"The automobile repairman becomes a strong, progressive force in his community. Demands upon him are peculiar and dicent, and renders a public service which no other institution in the community can furnish. Either the dealer is a credit to his town, or he is not, and of late dealers have been more than cognizant of the fact that they advertise their own town more perhaps than any other dealer in it, for they are in a position to stamp the character of their dealing upon a great and varied patronage.

"Any automobile dealer today realizes that the life of his business depends primarily upon the satisfaction which his customers derive from their dealings with him. Notwithstanding the fact that he sells expensive lines of cars and innumerable accessories and supplies and that from an inventory standpoint, yet without satisfaction in stock the automobile dealer is doomed to failure and his town becomes known as a place where poor service and poor equipment are the rule."

87,251 FORDS BUILT IN OCTOBER; FACTORY SETS A NEW RECORD

October was a record breaking month in the Ford Motor company's home shops in Detroit. Production records showed a total of 87,251 automobiles assembled during the month. The previous record was 83,706 cars for May, 1917, whereas the total cars produced during October, 1918, was only 9,414.

These figures are especially significant because they so clearly indicate the success that has attended the Ford company's remarkable transition from the manufacture of war material to those of peace time. Just as soon as the armistice was signed and cancellation of government contracts was received, the Ford Motor company, without decreasing the number of its employees, bent toward the re-establishment of its pre-war concentrated production, and the 75,000 car increase of October, 1919, over that of October, 1918, tells its own story.

There are now employed in the Ford shops in Detroit approximately 70,000 men, 55,000 of which are working in the main plant in Highland Park.

FRANKLIN CAR HOLDS PLACE IN THE VAN OF GREAT AUTO RACE

Within the last few weeks one thing about the Franklin touring car has come to light again—it is one of the greatest road cars in the world. It is a wonderful thing when you

think of it, to see road records established by the Franklin touring car, which back sixty and seventy-mile-an-hour cars off the board. It shows that the principles of the Franklin touring car are right—that road ability is more than a question of high power and big weight. Franklin power proves to be usable to much greater extent than in other automobiles.

The Franklin man does not need to apologize for Franklin performance. On any road Franklin ability is a challenge to the other fellow. It isn't the Franklin idea of speed to be confined to sudden bursts on the straight-away. Fast average time in a day's run is a more sensible standard.

It is always a revelation to people when they drive a Franklin touring car. It steps around with real liveliness. It stops quickly. It hangs to the road at all speeds. Turns never slacken the pace to any extent. The driver always has a sense of security and perfect control.

The Franklin touring car of today is the development of many years of automobile building.

1919 BANNER YEAR FOR THE AUTOMOBILE LICENSES

The year 1919 was a banner one in the number of automobile licenses issued, according to statistics in the secretary of State's office in Springfield. Up to Christmas day more automobile and motor license had been issued during all of 1918. The figure was 88,613 in excess of the previous year's total. Up to Christmas the total was 478,374. In 1918 but 309,761 were issued.

Income from automobile licenses to

the first nine months ending September 30. For the entire year of 1918 the fees amounted to but \$2,764,330.28, or \$472,118.43 less than for the first nine months of 1919. For the eight years and nine months since the first year in which the licenses were issued the total amount of revenue received by the state in automobile fees is \$11,442,684.74.

Get a Maid For 30 Cents—Page 7

Some time it may get so in this country that when all is lost save honor it will be considered a flat failure.

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2,000 of the Leading North Shore Motorists

Made use of Evanston "Exide" Battery Service during 1919

Why did these motorists use

Evanston "Exide" Battery Service

in preference to any other?

There is Only One Possible Answer

To be the choice of 2 or 3 hundred North Shore folks would be a compliment to any battery service station, even though inconclusive as to that station's leadership. But to be chosen by 2,000—Surely that is proof positive!

Were you one of the 2,000? There will be 3,000 during 1920 --We cordially invite you to be "among those present."

Two Stations---to be found at

1007 Davis Street
Evanston

And More to Come

3 Prouty Court
Winnetka

HOYBURN
615 Davis St., Evanston

MATINEES 2 and 4 Evenings 7 and 9

THIS WEEK

Saturday January 17

Maurice Tourneur's PRODUCTION "VICTORY"

Universal Screen Events
Briggs Comedy

Next Week

Monday and Tues., Jan. 19 and 20

E. Oppenheim's Story "The Cinema Murder"

Wednesday, January 21

ETHEL CLAYTON in "More Deadly Than the Male"

Thursday & Friday, Jan. 22 & 23

ELSIE JANIS in "A REGULAR GIRL"

Saturday January 24

ROBERT WARWICK in "An Adventure in Hearts"

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North Shore trains provide the quickest, most convenient and comfortable transportation to Chicago, bringing you right to the heart of the city's activities; no street cars or taxis needed.

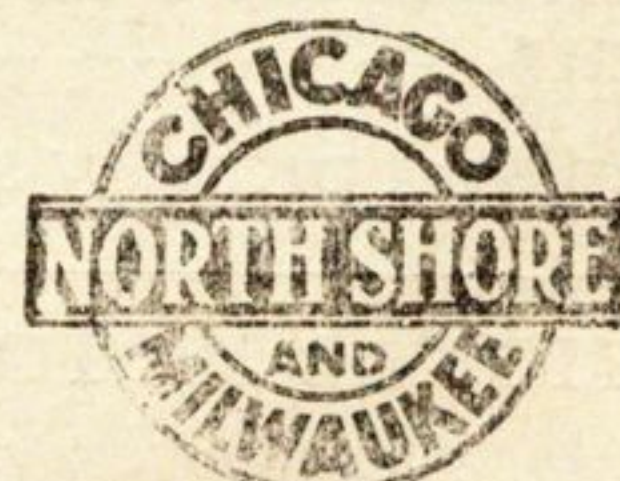
Trains to Chicago Every 30 Minutes

Trains leave Winnetka every half hour from 6:52 a. m. to 1:52 a. m. Excellent dining car service is provided on trains leaving Winnetka at 9:52 a. m., 1:52 p. m., and 6:52 p. m.

Save Money By Purchasing 10-Ride Tickets Between Winnetka and Chicago.

For further information apply to the

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