

## SAYS GOOD SERVICE IS THE DODGE MOTTO

William T. Wehrstedt, Auto Dealer, Makes Comment

Automobile owners, as a rule, have reason for being pleased with the outlook for better service department facilities and a resultant greater satisfaction in owning and driving a car. It is evident that manufacturers are placing more and more emphasis on the service phase of their business, not only because it is being demanded by the car owners, but because it has been demonstrated by the few who have insisted upon good service from the very outset, that it pays in dollars and cents to keep a customer satisfied.

Wm. T. Wehrstedt, the Dodge Brothers dealer here, is one who knows what it means to represent a factory that is extremely particular about the sort of service its dealers provide.

### Steadfast and Consistent

"The factory has been steadfast and consistent in its service policy ever since the manufacture of Dodge Brothers cars began," he said. "Keeping pace with the recommendations coming from headquarters, we have steadily developed our own facilities. Among the comparatively recent innovations of importance to the car owner is the flat rate system, which enables him to tell in advance just how much it can possibly cost him to have his car adjusted or repaired. A specified maximum time is allowed for each operation and he can see it

all in black and white before the work is started.

"With more than 650,000 cars already sold, it is not difficult to see why Dodge Brothers are so insistent on good service. The annual replacements among these 650,000 alone call for a production as large as the total output of many factories."

### What Buyer Gets

The dealer's comments on Dodge Brothers service policies are borne out by a recent article by Samuel Hopkins Adams, in Leslie's Weekly. "Where the 1922 purchasing public is going to profit chiefly is not by buying cheaper," says Mr. Adams, "but in increased utility at lowered expense."

"Service," he adds, "is the trade word, a term often abused to the point of parody. But the new form of service, as projected, is so perfected and systematized as to comprise perhaps the most important development that the industry has known for years."

"That the initial cost of a car is not the principal item, is a lesson which has been hammered at the public in a series of highly effective advertisements. This principle of economical upkeep, the Dodge and Ford companies have adopted as a funda-

mental principle.

Must Cut Upkeep Expense—No. 9 . . .

"Now there are developments which indicate that any concern failing in its future to protect its clientele against exorbitant cost of upkeep, may as well get ready to go out of

business; for the education which the Dodge and Ford companies started by advertising and precept is to be broadened to a scale which will enlighten the entire motoring public as to the wastefulness, inefficiency, and trickery in the repair business.

"The new service plan, upon which, with various minor divergencies of detail, I understand many concerns are working—will at once eliminate uncertainty and the opportunity for the conscienceless dealer to make an unfair profit.

<b>2 Big Stores</b>	<b>PALACE</b>	<b>2 Big Stores</b>								
1559 Sherman Ave.	<b>Cash Meat Market</b>	1526 Greenleaf Ave.								
EVANSTON, ILL. Phone Evanston 2720										
<i>You can always save something here on your meat bill</i>										
<table border="0" style="width: 100%;"> <tr> <td>Fancy Roasting Chickens . . . . .</td> <td style="text-align: right;">38c</td> </tr> <tr> <td>Short Leg of Spring Lamb . . . . .</td> <td style="text-align: right;">38c</td> </tr> <tr> <td>Fresh or Pickled Beef Tongues . . . . .</td> <td style="text-align: right;">29½c</td> </tr> </table>			Fancy Roasting Chickens . . . . .	38c	Short Leg of Spring Lamb . . . . .	38c	Fresh or Pickled Beef Tongues . . . . .	29½c		
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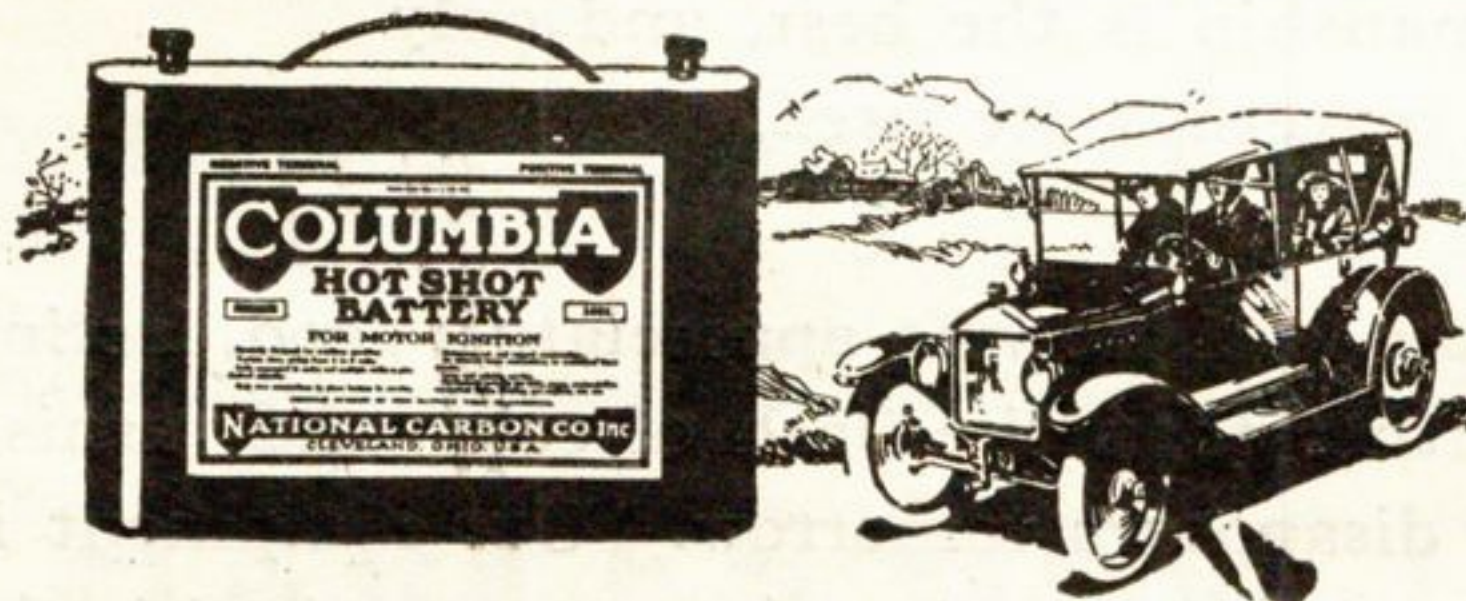
A WAY from the drudgery of a home meal, amidst pleasant and congenial surroundings, every wife will make a holiday of it by excepting your invitation to dine here.

Tastefully prepared as wholesome as purity itself and served the Cafeteria Way.

Your dinner here will be enjoyed with true zest.

## Welch's Cafeteria

Central at Eleventh  
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Columbia Dry Batteries work better and last longer

- for ignition on the Ford while starting
- for gas engines
- for tractors
- for bells and buzzers
- for thermostats
- for dry battery lighting outfits in closet, cellar, garret, barn, woodshed, etc.!

The world's most famous dry battery. Used where group of individual cells is needed. Fahnestock Spring Clip Binding Posts at no extra charge

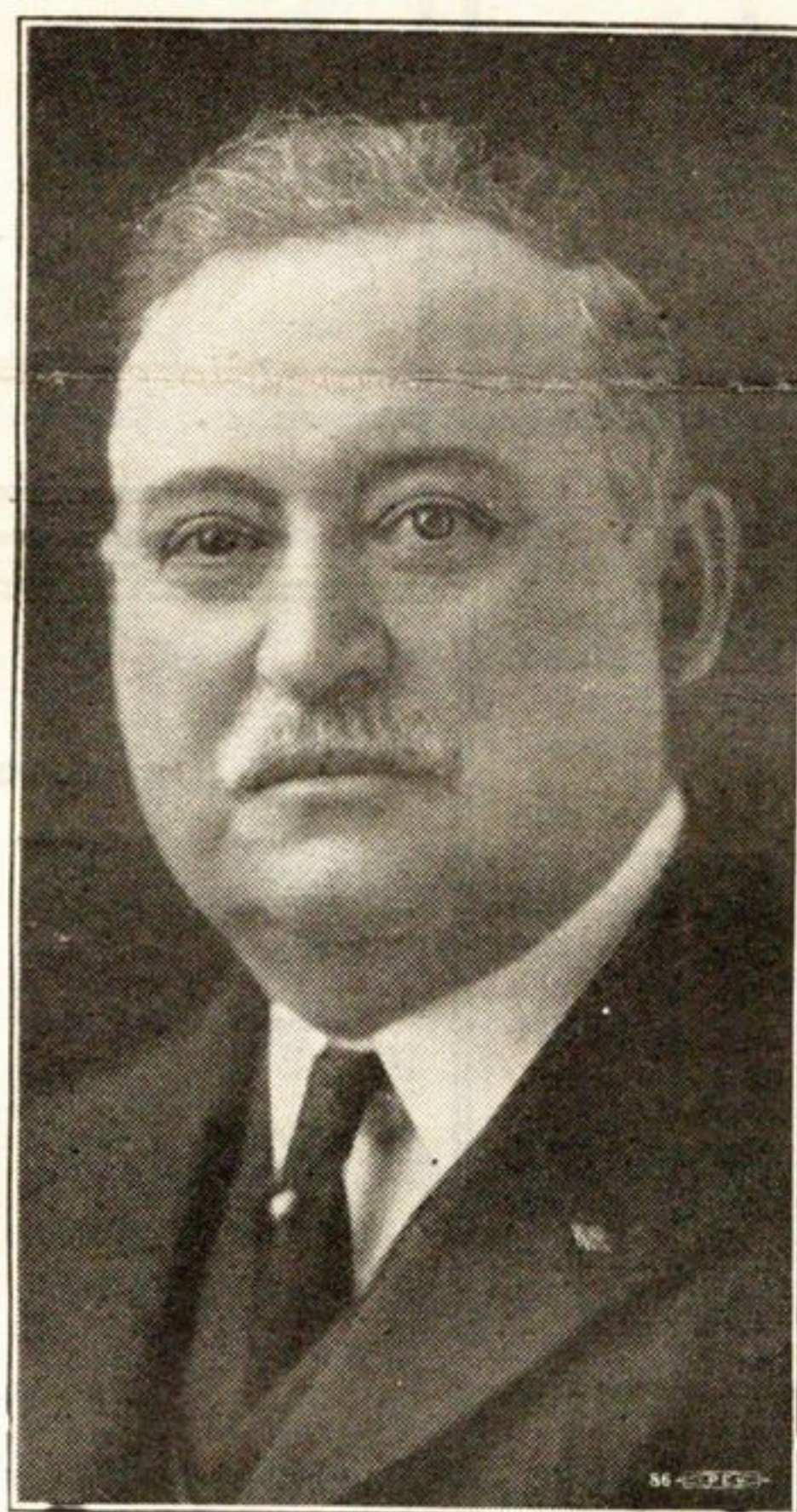


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—they last longer

### Save your back!

Put a Columbia "Hot Shot" Ignition Battery under the front seat of your Ford, and use its current for sure-fire ignition while starting. Full ignition power instantly, regardless of weather. The Columbia "Hot Shot" No. 1461 fits under the front seat—put it there today.

Columbia Dry Batteries for all purposes are sold by electricians, auto supply shops and garages, hardware and general stores, and implement dealers. Insist upon Columbia.



## PETER HOFFMAN

Candidate for Nomination

## SHERIFF

Republican Primary Election

For 18 years Coroner of Cook County

His record recommends him

You can be sure that if PETER HOFFMAN is elected Sheriff he will at once set to work to make Cook County a safe place to live in, Men, Women and Children can ride out into the country with no fear of being robbed, injured, or killed by highway bandits. HOFFMAN'S 18 years as Coroner have shown him to be a public officer conscientious, intelligent, and energetic. When he says that if elected he will at once put into action measures to protect life and property in Cook County --

-- HE MEANS WHAT HE SAYS!

## HOFFMAN FOR SHERIFF