

DODGE SERVICE MEN SUMMONED TO SCHOOL

Service Managers and Garage Foremen Called to Three-Day Session at Chicago

Otto Blomberg, service manager, of the Wersted Motor Co., local Dodge Brothers dealer, recently attended the three-day session of the factory traveling service school.

In commenting on this school William T. Wersted explained, "The instructor from the factory brings information regarding efficient, up-to-date service methods and special tools. Long experience in conducting these schools and in supplying service counsel to dealers qualifies him to give sound advice and valuable assistance. Problems which often confront dealers and operators of fleets are brought up for discussion and the proper solutions offered.

"Dodge Brothers have always realized," Mr. Wersted continued, "that their own success, together with that of every one of their dealers, depends in a large measure upon the satisfaction owners enjoy in their cars.

"Their first step," he explained, "was to supply the public a dependable, economical, long-lived, comfortable motor car at a price made unusually low by their enormous production.

"The second step, and an equally important one, was to insure every Dodge Brothers owner satisfactory service.

"Dodge Brothers first service school was at the factory soon after the first dealership had been approved and before the new Dodge Brothers motor cars had been placed in the hands of the expectant public.

"The three-day session of the school just held in Chicago was attended by service managers and department foremen sent by Dodge Brothers dealers and approved service stations within a radius of 100 miles.

"The experience of the factory in

conducting these schools has proved beyond doubt their value in improving the already high standards of the service rendered by Dodge Brothers dealers and approved service stations. Good service creates owner good will and owner good will is the most valuable asset any dealer can have."

ANNOUNCE BETROTHAL

Thursday evening an informal dinner and bridge was given by Mrs. Donald B. Murray and Miss Georgia Clarke of Winnetka. The guests were intimate friends of Miss Margaret Stewart, who chose this occasion to announce her engagement to Howard Funk. Both Miss Stewart and Mr. Funk are teachers in the Winnetka schools.

Mrs. Frederick Copeland, 665 Prospect avenue, gave a small tea for out of town guests last Sunday in honor of Mr. and Mrs. Clark and their son and daughter, of Australia, and Mr. and Mrs. Belding of London.

Mrs. C. T. Mordock returned to her home, 645 Maple avenue, last week after a trip to the East, where she visited her son, John Mordock, at Cornell university and attended several football games.

OFF TO SOUTHLAND

Mr. and Mrs. Frank Fulton of 884 Hill road, their son, Edwin and their daughter, Helen, are leaving Wednesday for Florida. They will be joined in Tampa by Miss Marion Fulton, who is attending Syracuse university, and will proceed to Palm Beach, Miami, and Cuba. The children will spend their vacation in the South, but Mr. and Mrs. Fulton will remain longer in Florida.

Miss Elsie Blatchford returned to Winnetka Wednesday after a three months' visit in California with her brother-in-law and sister, Lieutenant Commander and Mrs. Albert Gleaves Berry.

Mrs. Dudley Bradstreet of 772 Walden road, left last week for Austin and San Antonio, Texas, to spend the holidays with her parents. Mr. Bradstreet will join her there later.

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