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WILMETTE

Franklin Dealer Sees Service as Important Factor

Service is a major influence in the automobile business, and from the user's point of view a factor in increasing his satisfaction and pleasure in motoring, is taking on its greatest importance right now.

This is the opinion of B. W. Kellogg, Evanston manager for Franklin-Butler Motors, who says, future years will bring with them a steady increase in efficiency in the service station and at the same time a lessened cost.

Developments, refinements and improvements in automobile design will continue in future years as has been the case in past years, Mr. Kellogg states, but the biggest opportunity for the automobile distributing organization lies in the maintenance of the car after it is in the owner's hands.

Introduction of scientific methods in garage practice can effect savings to be passed on to the motorist, just as scientific production methods already have effected reductions in new car costs.

This does not mean that service work should be given away, but rather that service should be more efficient—hence more economical. One aspect of service which Mr. Kellogg emphasizes particularly is the standardized service system perfected by Franklin Service Engineers which brings into the shop the same labor and time-saving methods which characterize modern scientific American production.

As an illustration of what this means to the owner of a car, the local Franklin dealer states that an accurate estimate of the cost of practically any repair operation can be furnished before work commences. A sidelight in connection with this kind of standardized service is the monthly inspection offered to owners at a fixed rate.

Mrs. Horace Newhall, 654 Garland avenue, left Wednesday, March 3, for Arizona, to join Mr. Newhall who has been there for several weeks to regain his health. They will remain there a number of weeks longer.

Explain Function of Insurance for Property Damage

"Property damage coverage is the least understood of all forms of insurance," says J. H. Braun, general counsel for the Chicago Motor club. "Motorists are prone to believe that this form of insurance operates similar to collision insurance. When a man carries property damage insurance he frequently is of the opinion that his insurance company will pay any and all claims made because of damage he may do to some one else's car or other property. This, of course, is an erroneous opinion.

"Property damage insurance protects the holder of the policy against loss from liability imposed by law for damage the policy holder may cause to another's property moving or stationary. This does not mean that the owner of the other car or property is protected; it means that the policy holder is protected. If the policy holder is not liable under the law, no insurance company will pay for the damage done. The responsibility for settlement is turned over to the insurance company by the policy holder and it must be left to the company to determine the liability."

DEDICATE GREEK LIBRARY

It is announced that Prof. and Mrs. John A. Scott of Northwestern university will attend the formal dedication of the Gennadios library, recently erected through substantial aid from the Carnegie Foundation, at Athens, Greece. Dr. Scott is head of the department of classical languages at Northwestern university and is a member of the managing committee of the American School of Classical Studies in the Grecian city. He is well known to north shore residents.

TALKS TO STUDY CLASS

Wednesday afternoon Mrs. Anthony French Merrill gave one of her series of interesting talks to the study class of the North Shore Catholic Women's league at the home of Mrs. F. T. O'Brien, 735 Foxdale avenue, Winnetka.

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