

REMEMBERS CAR'S PIONEERING DAYS

Daytona Beach Recalls
Races of the "Horseless
Carriage" Period

DAYTONA BEACH, Fla. (AP)—A prodigal sport and playmate of its infancy will renew acquaintance here early next year, when home town folk will stage a celebration of the 25th birthday of automobile racing.

For Daytona Beach claims as its offspring the whole sport of automobile speed contests and points to the famous ocean front as its cradle.

Survivors of the earlier led by William K. Vanderbilt, Henry Ford, John Jacob Astor and Frank Croker, who experimented with death in strange mechanical contraptions in "horseless carriage" races, will be invited to the festa as guests of honor.

There still is a garage here on the site of one which is said to have refused Ford credit on a bill of less than ten dollars. Incidentally, the famous automobile manufacturer is credited with the first record of more than 40 miles an hour over the beach course.

In 1904, Vanderbilt established

the first major amateur record of a mile in 39 seconds, or a little more than 30 miles an hour, while Astor was one of the most daring of early drivers. Croker died in the only fatal crash which ever occurred in racing here.

While automobile racing had its early life here on the smooth, wide, lengthy course, which permitted great speed, the sport stayed at home only a comparatively short time. But virtually all the famous drivers have at one time or another raced over Daytona Beach.

The prodigal wandered to the brick and board tracks and up until a few months ago seldom have the dunes echoed to the roar of unleashed motors.

Last winter, Major Henry O'Neil DeHaven Segrave, ruler of European tracks, carried a huge four-ton speedster from Wolverhampton, England, and "put his foot on it" for more than 200 miles an hour. Interest in beach racing was straightway revived and Daytona Beach now believes it can entice the prodigal now grown to lusty maturity, back home.

Segrave smashed Tommy Milton's American record of 136.04, set here, and the world mark of 173.22 established by Malcolm Campbell another British driver, on Pendine Sands, Wales. Campbell and other American and British drivers have announced their intention of trying to beat Segrave's record.

EVANGELIST, IN MIDST OF ROW, STARTS NEW PLANS



In the midst of her difficulties with her mother over the management of Angelus Temple, Alice Temple McPherson of Angelus Temple, Los Angeles, starts a new drive for salvation. The picture shows her standing in the first of an expected 110 cars or "boats" of the "Four Square Gospel Life Line Brigade." These are to serve wrecked souls in Los Angeles as do the tow cars of automobile clubs the wrecked cars of members.

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LaSalle Models Win First Prizes In Berlin, Vienna

Cadillac and LaSalle cars continue to draw new honors for beauty of design and color schemes in European art centers. Following reports of recent victories at Berlin and Vienna, news of further honors has just been received. At the Concours d'Elegance held in Paris under the auspices of the newspaper "L'Auto", two first prizes have been won by LaSalle cars. In another contest at Baden-Baden, the celebrated continental watering place, a Cadillac and a LaSalle in their respective classes were awarded first prize for beauty, and the Cadillac incidentally won first prize for the best floral decorations.

In the Concours d'Elegance in Paris, in the two-seated open sport model class, first position was given to a LaSalle roadster. The car embodies the sport motif both in its youthful lines and in its striking details of equipment. The cowl lamps are "double tower" in design, matching the headlamps, and are attached to a nickel cowl band in a stream line effect. The

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Dodge Brothers Production Now Up 25 Per Cent

Production of Dodge Brothers new four cylinder line has been increased 25 per cent, according to information received from the factory by L. C. Smith, local Dodge Brothers dealer. Shipments of these cars, which have been widely advertised as "The Fastest Four in America," have been running behind retail sales ever since July 17 when the new line was formally announced. It is stated, and dealers have been delivering cars as fast as received.

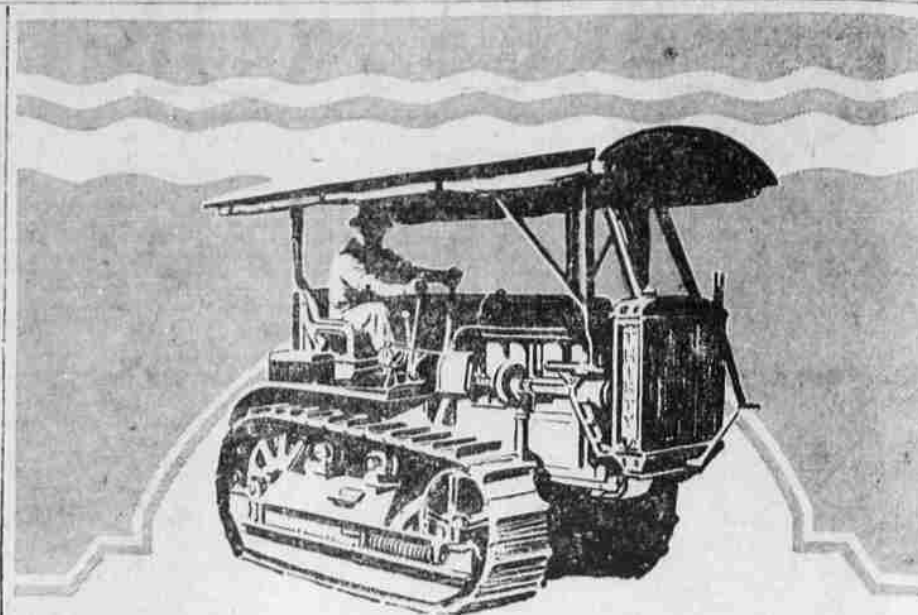
The present jump in production is the third which Dodge Brothers have made within three weeks. Under the new schedule approx-

imately 1,000 fours are coming off the line each day compared with about 800 previously. "The substantial increase," Mr. Smith states, "indicates clearly the approval with which the new and finer Dodge Brothers four is being received everywhere. It is particularly significant that such sales volume has been reached so soon after the introduction of the line, as to date only the sedan has been displayed. A new coupe and a new cabriolet roadster were put in production a few days ago and with these body types also on the market a still further increase in production in the near future is indicated.

SHANGHAI (AP)—The bill for the week's washing has been increased in China, original home of the laundryman and the unalterable laundry ticket.

The Guild of Shanghai Laundrymen, made up of Shanghai's thousands of washermen, has issued notice to customers that, due to increased costs of living, piece rates have been raised a half cent, gold, and contract prices 20 per cent.

Shanghai's host of foreign residents, faced already with higher living expenses in other directions, have no recourse but to pay the washermen the wages they demand.



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TERMS

SMITH'S GARAGE