

OPTIMIST CLUB IS ORGANIZED

No Member Allowed to Talk About Hard Times

Believing that business conditions are really determined by an attitude of mind and that conditions are either good or bad just in the proportion the public thinks they are, the Chicago Branch of the Oakland Motor Car company has organized a True Blue Optimist Club among its dealers.

It is believed that this club movement will flourish in the Oakland dealer organization throughout the country.

Every dealer joining this club must agree that "neither he nor anyone else in his organization will talk about hard times, nor listen to such talk from other people, but on the other hand will talk prosperity and good times to

a number of people every day, and will go out after business with the feeling that, taking everything into consideration, the country is in good shape." To further extend the movement, it is proposed that each Oakland dealer form a club of all Oakland owners in his district, called the T.B.O.C., and that such clubs preach the same optimistic message as the dealer organization.

A yearly outing for each of these clubs is likewise proposed.

C. J. Nephler, General Sales Manager of Oakland, strongly commends the thought back of these clubs.

"Business conditions depend to a very large extent on the mental attitude of the public," he states. "Just as soon as the public believes business conditions are bad, they retrace and this in turn makes conditions so. Nearly every depression we have had, has been brought about by a state of mind. You will note today that since the beginning of the year most of the large industries, if not up to last years production—a phenomenal one in the motor car industry—are really ahead of the average year since 1913."

DODGE BROTHERS EFFECT SAVINGS

Local Dealers Say Public Appreciates Significance of Policy

It is quite evident from the comments of buyers, according to Mr. Bonesteel of the Bonesteel Motor company, Dodge Brothers Dealers, that the public appreciate the significance of Dodge Brothers policy of making constant improvements in their motor cars instead of changing models every year.

Magazines, newspapers and bulletin boards everywhere are reminding the people this month that this policy continues to prevail and that they may buy Dodge Brothers cars without fear of seeing a new and entirely different model put on the market soon after they take possession of the present type car.

"Coming just at this time," said Mr. Bonesteel, "when many manufacturers are preparing to issue new models, in keeping with their annual custom, this advertisement is having a striking effect. It serves as a wholesome reassurance to prospective buyers. They dislike the idea of buying a car today and finding a month or so later that it is an obsolete model. And it is only natural that they should. The depreciation loss is out of proportion for a few months' use. Moreover, most people like to be up-to-date in their motor equipment and if they wish to follow their desire in this respect they must accept this sharp depreciation loss.

"Dodge Brothers Motor car owners who buy new cars every year—and there are many of them—have a big advantage here. A one-year-old Dodge Brothers car is modern in appearance and mechanical design. That fact is conceded by everyone. Equally important to its resale value, however, is the fact that it is substantially the same car Dodge Brothers will manufacture a year later.

In other words, there is no danger that this one-year-old car will suffer an undue depreciation loss simply because an entirely different model is about to make its appearance. We charge off only for the normal rate of depreciation for one year. And the used car buyer in turn appreciates the fact that the price represents full value and that he can buy the car with full assurance of many years of satisfactory service.

"Another factor enters into this policy which is also of considerable importance to buyers. A change in models involves a complete change of dies and production schedules. It upsets a factory completely and often means a virtual stoppage of production. This naturally means a loss to the manufacturer and his only recourse is to get it back in the price of his product. The saving effected by Dodge Brothers, through their policy of constant, gradual refinement instead of radical annual change of models, is faithfully returned to the buyer in the form of surplus value. Every dollar saved, of course, enables the factory to give that much more for the money.

"The practice of bringing out new models every year is also responsible for a slow-up of sales during the summer months. People hold off, waiting to see what the new models are like. The fact that Dodge Brothers sales are continuing at the normal volume is another indication of the confidence engendered by the practice of not issuing annual models. Many buyers have said to us, 'Dodge Brothers cars couldn't be finer than they are today, either in appearance or riding comfort. I am not afraid of a change. There is certainly no occasion for it.'"

"Also although most owners do not realize it, the cost of replacement parts is greatly affected by bringing out yearly models. One reason for the extremely low price for Dodge Brothers parts is the fact that parts stay standard for years."

Peru Invites Scientists To Visit Lima This Fall

NEW YORK, July 12.—The third Pan-American Scientific Congress, which is to convene in Lima, Peru, next November, has extended a cordial invitation to all professional and scientific men and women in this country to be present. Official invitations are being sent out from the office in this city of Eduardo Higginson, Consul General of Peru. The convention will meet November 16 and continue for two weeks.

"Those who attend this congress in Peru may be assured of a most cordial welcome by the Peruvian people," Mr. Higginson said today. "They will be received with all the hospitality and friendliness that is traditional of the people of Latin America. There is, of course, much detailed information regarding this gathering, and I would be glad to communicate with any one interested."

The second Pan-American Scientific congress was held in Washington in the winter of 1915-1916 and widespread interest was manifested in the proceedings. The forthcoming gathering is regarded by scientific men as an exceptional opportunity for the advancement of scientific ideas and discoveries for the benefit of the people of North and South America.

The December conference is to be divided into nine sessions, as follows:

1. Anthropological and historical sciences.
2. Physical and mathematical sciences.
3. Mining, metallurgy, economic geology and applied chemistry.
4. Engineering.
5. Medicine and sanitation.
6. Biological and agricultural sciences.
7. Private, public and international right.
8. Economic and social sciences.
9. Education.

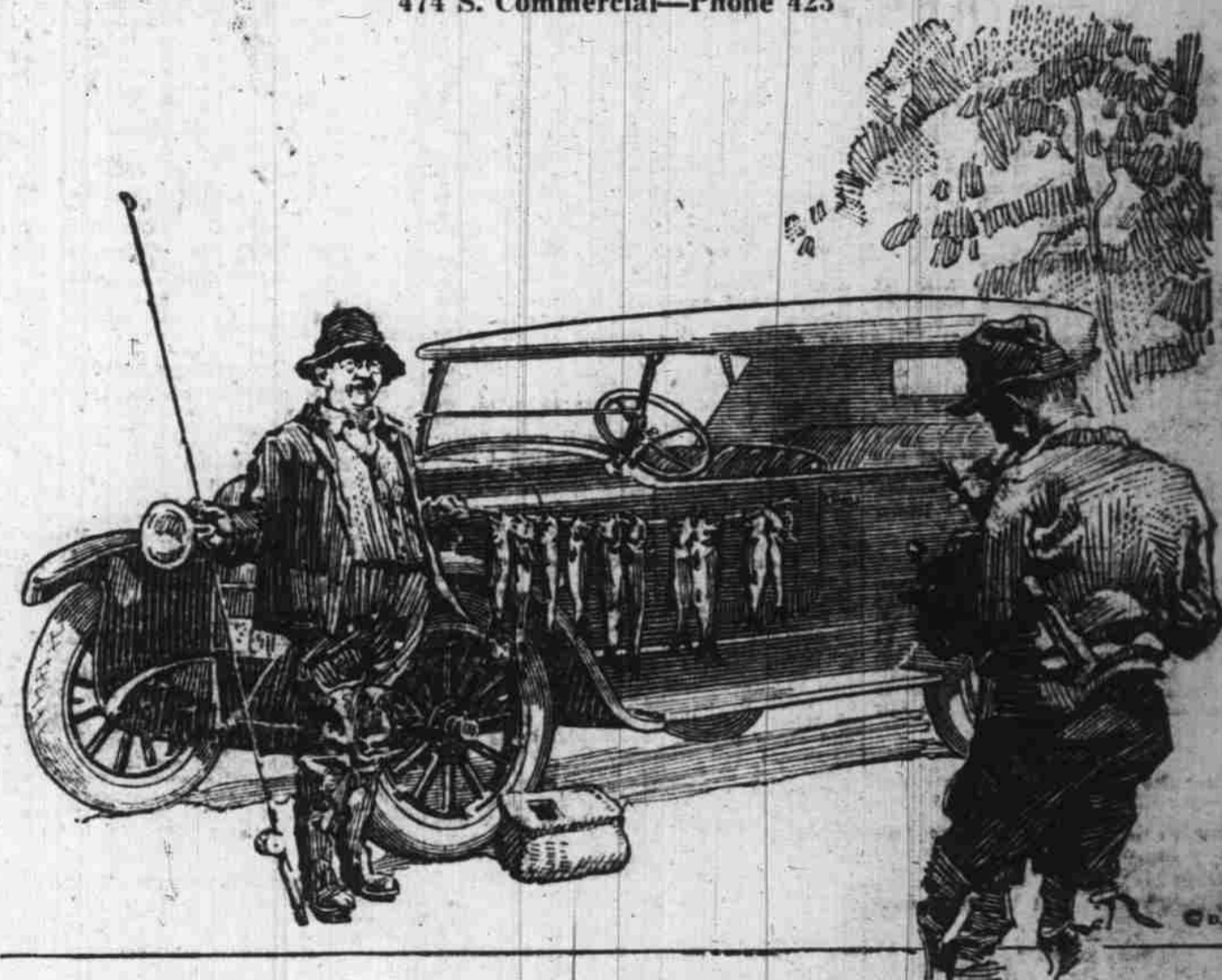
CONSTANTLY IMPROVED BUT NO YEARLY MODELS

There are obvious benefits to the purchaser in Dodge Brothers policy of making constant, gradual refinements in their product instead of changing from one design to another year after year.

Chief among these is the fact that the car may be operated throughout the full limit of its usefulness without the extra depreciation loss which results from a rapid succession of radically different models.

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Royal Fondness for Races Criticized by British Sect

LONDON, June 27.—(Mail.)—The royal family has been criticized by a sect of their subjects because of the royal fondness for the racecourse. While a part of the nation stands by to applaud the sporting instinct which brings their majesties to mingle with the thousands of Englishmen at the courses, the Primitive Methodist conference at Newcastle recently passed a resolution deprecating the liaison between Buckingham palace and Newmarket.

The resolution expressed the attitude of the conference as "viewing with grave concern and pain the increasing close association of royalty with the turf."

Members of the royal family were more personally referred to in the discussions which took place before the adoption of the resolution. The Prince of Wales, as the most adventurous member of the royal family, came in for most of the unfriendly criticism, but even Queen Mary was criticized for lending her presence to the grandstand.

Forged Letters From Royalty Used by Swindler

KARLSRUHE, July 12.—Alleged letters from ex-Kaiser William, the ex-crown prince and ex-crown princess, General Hindenburg, the ex-king of Saxony, the pope and scores of other prominent persons figured in the prosecution of the wife of a musician at the Baden State opera, who was sentenced to a year and a half in prison for swindling operations. Four hundred letters which the woman declared were from General Hindenburg were exhibited.

All the letters were illiterate and framed in such strange language that they created much amusement in the court room. The woman pretended to acquaintance with nearly all the celebrities in Germany and solicited gifts for fictitious charities in which they were said to be interested, promising that she would supply autographed letters in acknowledgment of the contributions. She supplied the letters, but an examination of them in court convinced the judge that she had manufactured them all herself and kept the contributions for her own use.

Germans Cut Federal Payroll With Dismissals

BERLIN, June 25.—(Mail.)—Twenty-five per cent of the federal employees of Germany have been "laid off" since April 1, in accordance with the economy program embarked upon by the government. Previous to that date the civil service payroll showed 825,955 officials, 60,747 office employees and 705,512 manual workers. Of this number 134,507 officials, 30,217 office employees and 232,134 workers have been dismissed. Besides 1114 occasional employees working on commission were taken off the payroll.

The government estimates that this reduction means an annual saving of 15 per cent of the federal budget. The people hardest hit by the retrenchment order were married women. Practically all married women whose husbands have jobs were given notice of termination of employment.

Shipowners Cannot Prevent Sailors From Deserting

STOCKHOLM, June 23.—(Mail.)—Passage by the United States congress of a bill making owners of vessels liable to a fine of \$1000 in the case of alien seamen deserting their ships in American waters, has brought a protest from Daniel Brostrom, former Swedish minister of marine, who declares that it was beyond the power of shipowners to prevent such desertions.

Enforcement of the measure, Mr. Brostrom said, would prove ruinous, especially in the case of Swedish vessels, which already were losing money in the American trade because of the many restrictions under which they were placed.

Natural Gas Flows From Vents in Dry Bed of Lake

KLAMATH FALLS, Ore., July 12.—Eight vents emitting natural gas have suddenly opened in the dry bed of Tule Lake, 30 miles east of here. Tests by J. D. Howard, a local geologist, show the gas to be of paraffine variety. Flames more than a foot in length, burning with intense heat, are reported to have been obtained in tests. The vents or chimneys range in diameter from six to 30 inches and are several feet deep.

Between August 5 and 10 last year water disappeared from eight sections of Tule Lake bed. Howard contends that nature is disproving the statements of some geologists that this area is burnt out by volcanic action. Three oil companies are drilling on the same structure running through the lake bed. All three wells are reported to have shown indications of oil.

Desert Born Guides Pilot Bagdad Motor Caravans

BIERUT, Syria, June 19.—(Mail.)—London to Bagdad as a reality has definitely replaced former Emperor William's dream of Berlin to Bagdad. A journey from Haifa, Palestine, across the desert to Bagdad, which two years ago took about two weeks, is now being made in four days, thanks to the operation of a cross desert motor service between the two points.

Guides for the gasoline driven caravans are taken on at Beyruth or Damascus, and the trip across the trackless desert in high-powered motors is made with the aid of desert dwellers trained from childhood to pick their way across the sands.

TO REPAIR LINCOLN CATHEDRAL

LONDON, June 25.—(Mail.)—The Dean of Lincoln has just returned home from America where, for the second time in two years, he went successfully for dollars to add to the Lincoln Cathedral Repair fund.

Last year the dean collected about \$50,000 in the United States. This year he got \$15,000 more, most of it along the eastern seaboard. The cathedral at Lincoln is one of the standard sights for tourists in England.

The nicest thing about troubles is every morning you find some brand new ones to worry about.

All work and no pay makes jack a scarce article.

HONOR ROLL FOR MAY

The 19 cities having a clean record of no fatalities for May are: Berkeley, Calif.; Brawley, Calif.; New London, Conn.*; Boise, Idaho*; Evanston, Ind.*; Ore.; Sioux Falls, S. D.; Newport Lynn, Mass.*; Worcester, Mass.; News, Va.; Madison, Wis.; (none this year, Casper Wyo.*)

* Had clean record for April, Astoria, also.

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