

## DEMAND FOR DODGE LINE UNDIMINISHED

Steady Increase in Total of Deliveries is Noted in Recent Weeks

DETROIT, Oct. 9.—Dodge Brothers officials report continued enthusiastic reception of the new car and senior line of sixes. Total passenger, commercial car and truck deliveries to customers and truck dealers, including export shipments, for the four weeks ended July 31 were 13,837; for the four weeks ended August 27 were 17,750 and for the four weeks ended September 24, 17,690.

Current export shipments have been showing rapid increases, with shipments for July being 1,177, for August 2,707 and for September in excess of 3,500.

Company officials reported that for the six months ended June 30, 1927, net income available for dividends amounted to \$5,020,110 with preference stock dividend requirements for the period of \$7,931,500.00.

For the two months ended August 31, 1927, such net earnings available for dividends were reported in excess of \$1,800,000.00 to cover dividend requirements on the preference stock for each two months period of \$77,083.00.

As at August 31, 1927, current assets were reported to be in excess of \$41,000,000.00, of which \$33,500,000.00 was cash and \$7,500,000.00 marketable securities with current liabilities of \$28,500,000.00.

The truck division is doing the greatest business in its history, with shipments for July amounting to 2,557 vehicles, for August, 1,844, and for September in excess of 5,000 and with orders on hand in excess of 2,500.

The various plants of the truck division at Detroit, Evansville, Jackson and Toronto are operating at capacity and production is being maintained at record levels.

## FORD-DuPONT "BATTLE" STIRS CITY



Everywhere men gather in Detroit one hears the words, "Just wait until Henry Ford starts full production again." Ford, as president of the Ford Motor company, and Pierre S. DuPont, chairman of the board of General Motors, those in close touch with Detroit's industrial affairs say, have been playing a waiting game with the public as interested spectators. Ford production has been stopped for several months as plans are being perfected for the new car, and General Motors has been loath to plunge into heavy production until the new Ford makes its appearance. Ford is at left, above, and DuPont, right.

To date, the following acceptances have been listed: Ralph DePalma, Michigan; Frank Lockhart and Babe Stapp, California; Walter Higley, Colorado; Charlie Ganung, New York; Jimmie Gleason and Freddie Winbals, Eastern Pennsylvania; Mike Hickson, Western Pennsylvania; George Souders and Fred Franie, Texas; Cliff Woodbury and Billy Arnold, Illinois; Dutch Baumman and Louis Schneider, Indiana; and White Sloan, Ohio.

### Balloon Tires Require Frequent Care, Shown

Balloon tires require frequent attention in order to obtain the maximum service. The average

balloon tire, however, is frequently operated in an underinflated condition due to the fact that the air pressure automatically reduces quite rapidly; and of 1927 to refill their tires as frequently as recommended by the tire manufacturers.

Because of the tendency to neglect periodical checking of air pressure it is recommended by the Ford Service Department that all 19 x 17 inch balloon tires be initially inflated to a higher pressure so as to provide a sufficient margin to insure that the mean pressure during the life of the tire will be high enough to provide satisfactory service.

The recommended tire pressure for all tires of the above size is thirty-two pounds for both front and rear on all models.

## BALANCE OF TRADE SAID WRONG BASIS

For Commercial Treaties; Invisible Purchases Give France Benefit

"Balance of trade does not measure the advantages that one country receives from its economic relations with another, and this fact merits thought in connection with a commercial treaty between France and the United States," said Roy D. Chapin, President of the National Automobile Chamber of Commerce, conferring with motor leaders in New York recently.

"Goods may be sold to citizens of another country in a way that does not show up in figures that go into the balance of trade, which after all registers only the more visible exchange of goods between countries. Payments for shipping, insurance, gifts, and tourist and immigrant remittances, are among the items that do not show up in this visible balance of trade between nations.

"The United States may ship twice as much to France as she sends here and still France may have advantages from other sources that far offset this condition," continued Mr. Chapin.

"On the surface it would seem that the United States has a great advantage by being able to send goods to France to the amount of \$264,000,000, whereas France

sends only \$152,000,000 worth of goods here. It appears thus at first sight, because those figures are recorded, whereas other sales of merchandise by France to United States citizens are less visible.

"Thus, Americans may not buy a great deal of French goods while they are at home, but on the other hand they do buy large quantities of wearing apparel, jewelry, novelties and similar products while in France. They also pay for many services such as hotel accommodations, food, transportation and other comparable items, spending for all these purposes \$250,000,000 according to the French Tourist Bureau. This is more than enough to offset the so-called unfavorable visible balance of trade of \$112,000,000 and still leave France leading by \$138,000,000.

"It is quite evident, therefore, that these tourist expenditures are even more important to France than her direct exportations to the United States.

"But even apart from these facts it is becoming more clearly recognized that international trade does not result in an exact trade balance between two countries.

"Any adverse balance of one country is necessarily offset either by invisible items, or by 'triangular operations' i. e., by transactions with other countries.

"The heavy purchases by the United States of raw silk from Japan, chemicals from Germany, or hides and coffee from Latin America promotes a prosperous condition in those areas and results in an enhanced purchasing power from which the export trade of France as well as of other countries derives benefits. Purchasing power for a given coun-

try's commodities may be created indirectly as well as directly. "The present situation between France and the United States will doubtless be remedied when mutual benefits are viewed from all angles and it is shown that advantages may accrue to a country from more sources than appear in the ordinary balance of trade."

### ROTATING FIRE PROTECTION

"A rotating fire prevention and instruction class" was a feature at the ninth annual convention of the Kentucky State Fire Chiefs and Firemen's association held at Owensboro. The object of the class was to induce members of the association to do more fire prevention work in their home communities.

### Expressman Role Filled By Ford, Pageant Shows

To celebrate the progress of the express business in Clinton, Oklahoma, since 1841, a parade featuring two new Ford trucks as the most modern method of express haulage was held recently in that city.

B. H. Davis, city agent for the express company for 13 years, led the parade on foot, carrying a banner bearing the date 1841, the year in which the organization was founded. After him followed Miss Gladys Davis, riding a pony, representing the early methods of express delivery.

Two ancient single wagons in use 13 years ago were followed

by a double wagon used up to the present time.

Last in the procession were the two new Ford trucks, marking the first time that motor vehicles had been used in the city for express delivery.

Painted on the side of the large wagon was the word "to," while the last truck bore the numeral 1927, which with the banner leading the parade formed the caption "1841 to 1927."

Frocks of checked wool, topped by velvetene coats of harmonizing color, are popular costumes for the growing school girls.

Sixty-three per cent of the upholstery leather market is supplied by the automobile industry.



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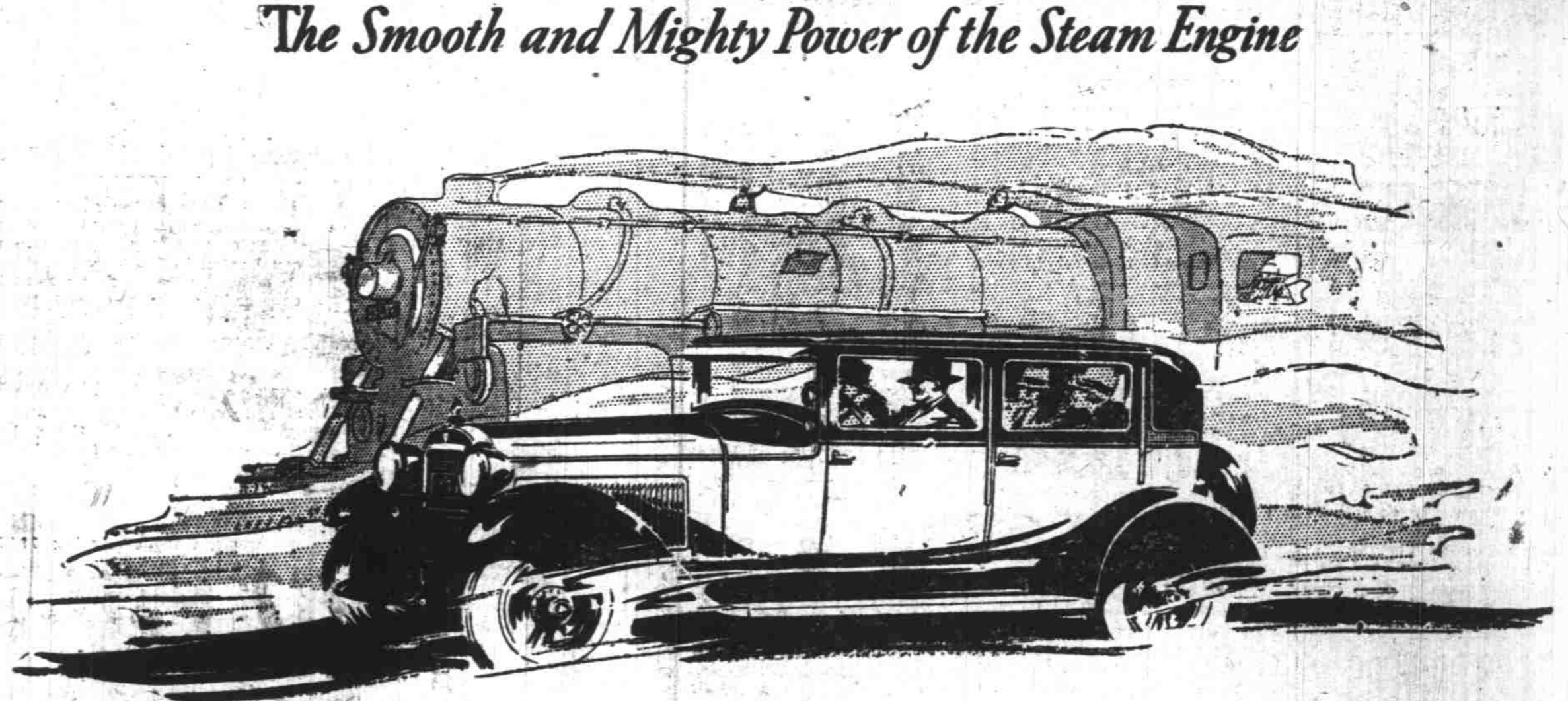
### IRT TRACK CHAMP TO BE DETERMINED

(Continued from Page One) ivers rather than cars. "As this is an event of national character, the best drivers from the Atlantic coast states, western Pennsylvania, middle western states, Colorado, the southwestern states and the Pacific coast have been nominated to participate by the district representatives of the district, rather than choose the 15 fastest cars and drivers a large.

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The Super-Six principle transforms what otherwise is destructive vibration into useful power. The companion invention converts waste heat to power. Combined they afford the highest efficiency in power generation and transmission ever achieved within our knowledge. This makes Hudson the most economical car per pound weight in the world.

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