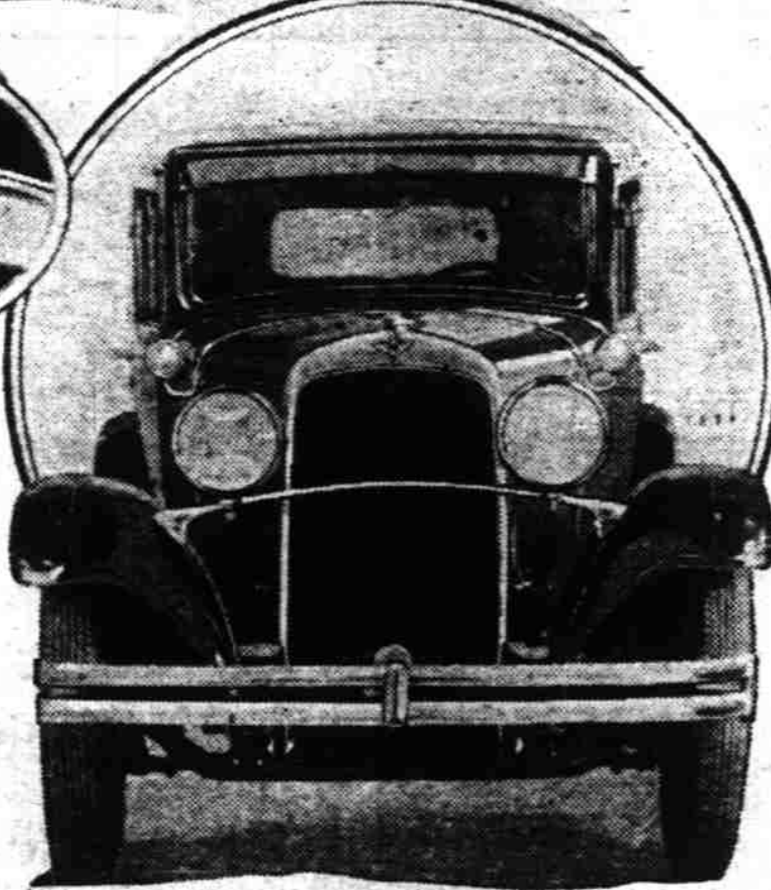
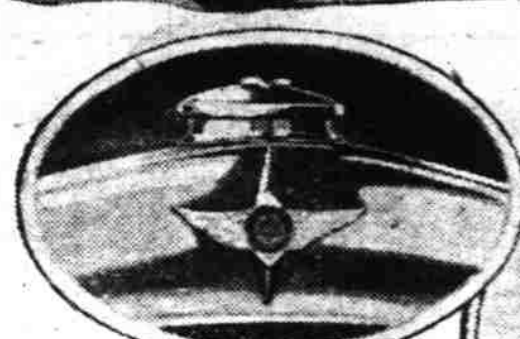
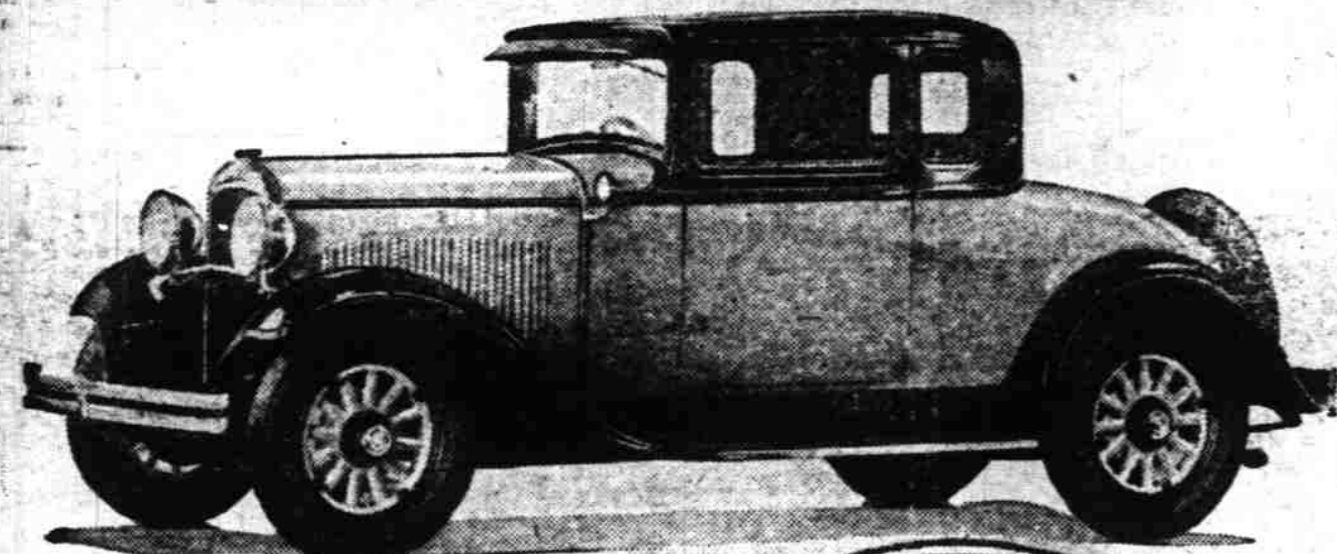
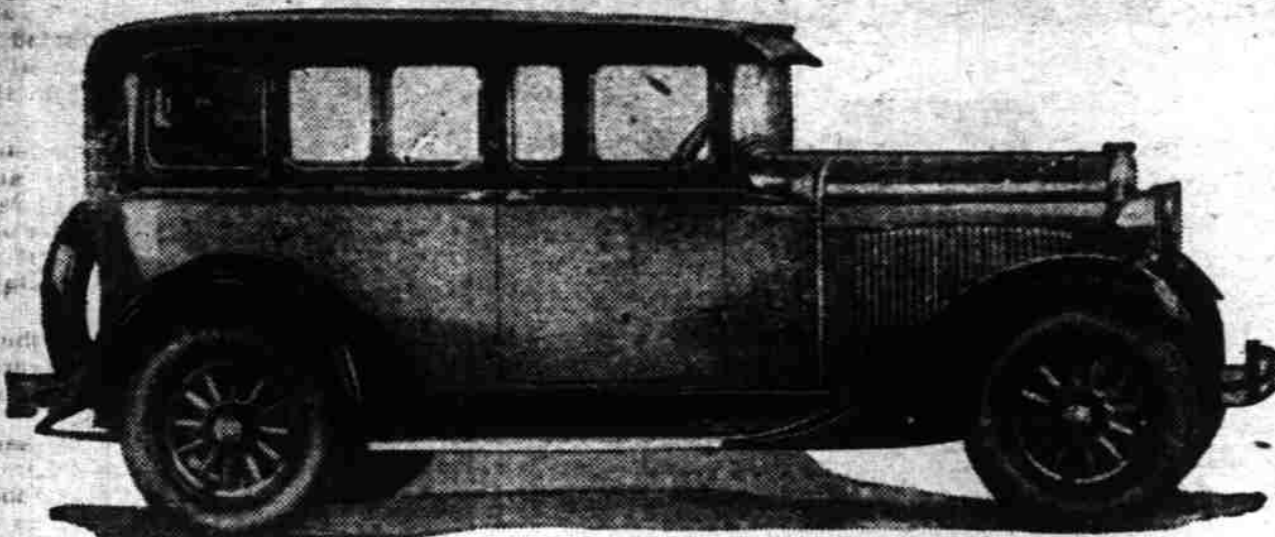


Dodge Brothers Introduce New Six



New style, featured by the Monopiece body construction, and new high standards of Dodge dependability and performance are represented in a distinctive line of eight models just announced by the company. At the top is the deluxe sedan, and below is the deluxe coupe with rumble seat. The graceful lines of the car are shown in the front view at the right, while the new radiator emblem is shown immediately above.

NEW GROUPING CREATES POWER

(Continued from page 11) tions and the ever-changing needs of public transportation. In no previous achievement of the Chrysler organization have I felt greater pride than in the creation of DeSoto Six. I believe that you will find in the new car graphic evidence of the great strides in automobile engineering and manufacturing methods which have transpired in the last year to greatly increase the buying power of the motor car dollar.

Dodge Brothers a Part
The acquisition of the Dodge Brothers properties was, of course, the crowning touch. The rounding out of the magnificent conception by the Dodge line and the Dodge trucks and buses, and Fargo trucks and commercial cars give Chrysler Motors a complete line of vehicles covering the entire field of individual transportation.

Infinite pains were taken that while preserving their individual independence no policy should be inaugurated which would deprive any one unit of the strength of all the rest.

Mr. Chrysler lays no special stress on large production except as a source of efficiency and saving. Nevertheless, in mere volume this great unified group has economic capacities and sales distributing machinery which in point of numbers is already at the very front rank of the industry.

Motorists of this country visiting Europe quickly become appreciative of the excellent roads here, according to D. S. Eddins, vice president and general sales manager of Oldsmobile. In Sweden, for instance, out of 80,756 miles of highway only six miles are paved with concrete and 18 miles with asphalt.

SETTING A STYLE FOR SALVADOR



Captain Henry Stephenson of Panama Mail liner "El Salvador," deputized by Vice-President Vides of Salvador to purchase graduation gift for his daughter, Miss Enriqueta Vides, selects Buick Sedan as most appropriate for her position in Salvador society. Miss Vides, the unknowing owner of the stylish new car, is a passenger on the "El Salvador," which is carrying gift to her home in Santa Anna, where presentation will be made.

SAN FRANCISCO, Jan. 19.—If spoiled.

Just prior to sailing time the other day a shiny new automobile was driven on the Panama Mail dock. Captain Henry Stephenson of the "El Salvador" received for it and casually called to Miss Enriqueta Vides, daughter of the vice president of Salvador will be

sender to pose for a few pictures with the machine. Very graciously she consented and the cameraman shot several plates to the accompaniment of many exclamations of delight from Miss Vides over the wonders and comforts of the new car.

For Graduation Present
As the last visitor trotted down the gangplank at the final warning of the ship, the car was swung aboard and lowered gently into the hold. Miss Vides watched the proceedings with interest and commented to Captain Stephenson on the good fortune of the owner.

Now comes the surprise. The car belongs to Miss Vides and she doesn't know it. Here's the way of it!

Miss Vides graduated at the end of the Christmas term from a fashionable school at Palo Alto where she has been a student for the last four years. Owing to his business interests and the duties of his office Genor Gustavo Vides, her father, was unable to attend the commencement exercises. He did not forget his daughter 3000 miles away, however.

Captain Selects Buick
Captain Stephenson who in his many years in the Panama Mail service has made many fast friendships in the Lands Between and who is a particularly warm friend of Vice President Vides received a radio two days before sailing authorizing him to buy a car suitable for a sweet girl graduate, and telling him to bring girl and car on the "El Salvador." Secrecy was enjoined.

Captain Stephenson rushed forth and sailed the seas of automobile row in hectic quest of an appropriate car. He spent one whole day and part of another examining the many new models on display in the various showrooms. Finally he decided on a Model 57 Buick and the transaction which made Miss Vides the unknowing owner of an automobile was concluded.

The formal presentation to Miss Vides will be made by her father and Captain Stephenson when the liner arrives in Salvador.

Not only are the artificial flower trimmings not going out, but they are constantly gaining in popularity and scope.

NEW PONTIAC TO SHOW HERE SOON

(Continued from page 11) crankcase ventilator; quieter gear shift operation; fuel pump, gasoline filter and air deflector; brakes of the new Oakland four-wheel mechanical type, easy of adjustment and of extremely long life, ample clearance to avoid trouble from swelling or sticking in mountain travel; spring covers; Loveloy hydraulic shock absorbers—the two latter at a slight additional price; spring shackles adjustable to take up wear, and roomier bodies. Many other minor features have been added to make the new Pontiac an outstanding car in its price class, in performance, comfort, handling and appearance.

gan at the plant of the Oakland Motor Car company in Pontiac, Mich., in December and shipments to dealers on the Pacific coast commenced on January 8. According to coast officials of the company cars should be in the hands of dealers throughout the coast territory by February 1 and deliveries will begin on full schedule, it is believed, shortly thereafter.

The generator on Oldsmobiles has a thermostat in control of the charging rate. When the engine is cold the generator operates at maximum speed and is automatically slowed down as the engine becomes hot. This quickly restores the current used in starting the motor and minimizes the danger of overcharging the battery on long runs.

Worth, Paris dress designer, is featuring a drooping lace petticoat, half concealed by skirt drapery. The lace is generally dyed in a shade contrasting with the

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EASY PAYMENTS GLADLY ARRANGED

WHO are the people this new car will attract?

A NEW CAR is coming. Not a new make of car. But an essentially brand new edition of one of America's best sellers. It is a six. It has bodies by Fisher. It is bringing new luxury, new beauty and new performance to its price field.

That much is fact. But now let's see. Who are the people this great new car will attract?

Most typical Americans of today are progressive. Years ago, they hustled the horsehair sofa off to the attic to make way for newer, more modern furniture. Today they are demanding more beauty, more luxury and finer performance than ever in their automobiles. Some of them have reached the point of owning two or more cars. Most of them have not. But they're all getting ahead. They all love fine

things. These are the people this new car will attract.

The Oakland Motor Car Company has been building the Pontiac Six for this progressive group during the past three years. And so it knows a lot about them. And with this knowledge, Oakland has created a new car especially for them—not merely a refinement of an earlier model, but a brand new car from beginning to end. It brings new standards of style to its price field.

It provides the luxury and beauty of entirely new bodies by Fisher. It offers them performance they can tell their friends about. It will enable them to make a long step up the ladder of motor car quality with only a slight increase in investment.

You will appreciate the incomparable value of this car. Watch for the

NEW PONTIAC BIG 6 at \$745

TEXAS MOTHER RUNS BUS LINE



Down in Freemont, Tex., the women folk have a corner on the transportation business. Mrs. Nellie (Mother) Jones, 52, owns the only bus line operating between there and Fort Worth, and her three daughters, above, left to right, Francis, 24; Mary, 23, and Grace, 20, act as chauffeurs. Mrs. Jones, lower left, bought an old truck and converted it into a bus to take her daughters and other children to high school, in 1922. Now she and her daughters convey passengers to Fort Worth three times a day.