

DURANT EXPORT RECORD BROKEN

All previous export sales records for the Durant Motors were broken in May and shipments for the first five months of 1928 show an increase of more than 30 per cent over the five months period for any previous year, according to word received from the Durant Export division by Geo. R. Morris, sales manager of the Pacific Coast Durant factory.

"Indications are that export shipments for June from the Elizabeth plant alone will be 300 per cent greater than June of last year, thus establishing a new record for foreign sales," says Morris.

"The increase at this time demonstrates particularly the development of European sales, as ordinarily export volume reaches its highest peak during the latter months of the year. The best previous record was made in September, 1927.

"Never in the history of the company has such enthusiasm been expressed by distributors and dealers in foreign lands as that shown since the introduction of the new Durant line. The export division has received letters, cables and radiograms from all corners of the earth, urging shipment of Durant cars. Australia, Africa, India, Japan and South America and all of continental Europe have accepted the Durant line with enthusiasm.

"This success is attributed to the new export policy instituted by W. C. Durant on January 1st, when direct factory contact was established with foreign distributors. The development of this policy is proceeding rapidly and branch offices, under factory supervision, are being established in various foreign markets. Recently a plant was purchased near Berlin and production of Durant cars will soon be under way there. It is planned to purchase another European plant in France.

"The renewed energy and confidence displayed by distributors in the great volume of sales already made, justifies the prediction that, with every distributor and dealer thoroughly sold on Durant products, and the best sales months still to come, 1928 will be the greatest export year in the history of the company."



There is one physician to every 735 persons in America and an automobile to every five.

Examiner—What would you do if you saw a woman driving a car in front of you put out her hand? Applicant for license—Slam on the brakes.

Professor—Students, take this sentence: "The automobile was going fifty miles an hour. "Can you parse it?"

Johnny—No, but dad can if his car is working right.

Traffic Cop—"Come on! What's the matter with you?"

Truck Driver—"A well, thanks, but my engine's dead."

The thought that where there is a railroad track a train may be approaching is so simple it ought to be in the mind of every one who drives an automobile.

There may be an auto for every five persons in this country, but there are also apparently about five filling stations for every auto—counting the hamburger stands.

A complicated traffic tangle was caused recently by a lady motorist who signaled that she was about to turn to the right and did so.

A frown has no cash value. About the only person who gets paid for being disagreeable is a traffic cop.

Old Shams on his death bed called for his chauffeur and said: "Well, James, I'm going on a long and rugged journey, rougher than any that you drove me."

"Yes, sir," replied James, "but there's one consolation. It's all down hill."

"Home" used to be the sweetest word in the English language. Now we have two words: "The car."

Why Not?

What kind of a car have you?"

"I got a Wreck."

"A Wreck?"

"Yeah. Every time I park it a dozen people come up and ask if I've reported the accident yet."

Hatson: "I understand some of your news have stopped laying?"

Belfry: "Two of them have, anyway."

"What's the cause?"

"A motor-car."

She—Have you ever been pinched in the car?

He—No, but I've been slapped!

"To what do you attribute your great age?"

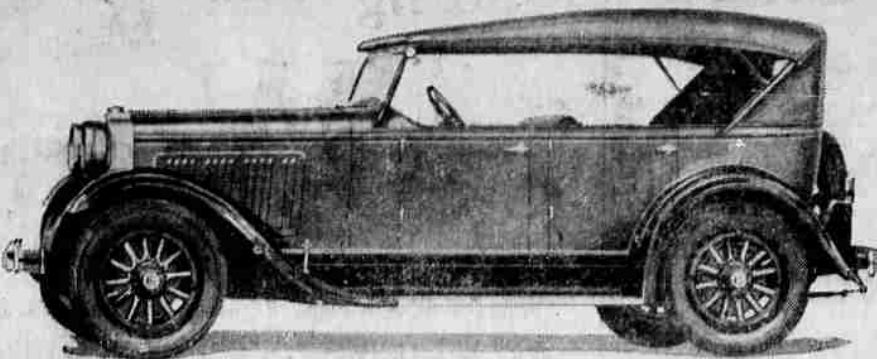
"Well, for the first seventy years of my life there wasn't no automobiles, an' fer the last twenty-five I've been confined to the house."

If all the pedestrians in the United States were laid end to end the reckless drivers would have an easier job!

In the old days college students burned the midnight oil in a dreary attic. Now they burn it in a high-powered car.

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New Dodge Victory Six Touring Car



ATTRACTIVE lines feature the new Dodge Brothers touring car in the Victory Six line, priced at \$995. Upholstery is in gray Polo grain leather. Wood wheels or standard equipment with wire wheels optional at slight additional cost.

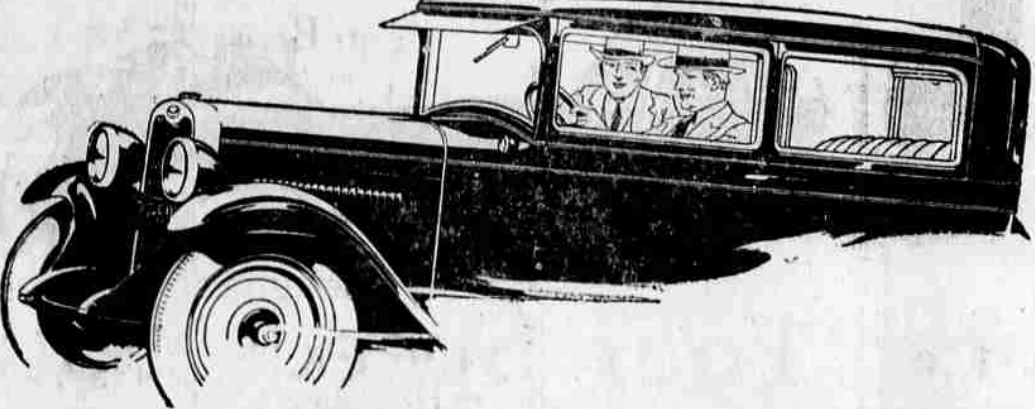
Century of Zoo Progress

WASHINGTON, D. C., June 16.—The oldest zoo celebrates its hundredth anniversary this year. In the century of its existence the London Zoological Gardens has set the pace of progress for all similar institutions and is today probably the world's largest zoo. "Zoos are another one of those things that the Chinese thought of first," says a bulletin from the Washington, D. C., headquarters of the National Geographic Society, "but the 'Intelligence Park' organized by an early emperor did not survive. "Aztecs Had Captive Buffalo. "Every civilization has kept animals in captivity. Egyptians, ancient Greeks and Romans had extensive collections which, however, scarcely rose above the level of menageries. Europeans saw the first American buffalo, captive 400 miles south of its range in the gardens of Montezuma II, emperor of Aztecs. But in the New World the first assembly of animals and birds for scientific and educational purposes, which merits the name of zoological garden, was not organized until 1557. In New York's Central Park still may be seen the oldest zoo in America, a small collection now overshadowed by the tremendous growth of its successor the Bronx Zoo. "Nearly every big American city and many near-by cities have organized, are building, or expect to establish zoos. Toledo has just opened one. Detroit is completing a splendid zoo park, likewise San Diego, while the Lincoln Park Menagerie, beloved by Chicago, will soon be supplemented by a huge, costly reserve on the southwest edge of the city, built in the most modern style of zoo architecture to house a collection as good or better than New York's. "The 'Mountain' Zoo at Stellingen, on the outskirts of Hamburg, Germany, created in 1907, the modern style of zoo planning which has had widespread influence. Their scheme of barless pens will be a major feature of the new Chicago park. "Back in 1848 the great-grandfather of the present Hagenbecks began an animal collection with a few seals purchased from an Arctic whaler. By the time of the World War his son and grandson dominated the world trade in wild animals, owned a big circus, and had built their famous combination zoo, receiving station and animal training farm at Stellingen. From a level meadow in the flat plain near Hamburg rise the Hagenbeck 'mountains,' built of concrete, to a height of 130 feet and among the highlands, lowlands and artificial lakes a visitor walks from the Arctic with its animals and birds

would gather by unassisted sight-seeing. At the Bronx zoo motion pictures of the habits of animals have been made for school use. St. Louis even recognizes the zoo as an institution on par with the public library and as such supports it with a subsidy of two mills out of every dollar paid for taxes. "Zoological gardens have also striven to make their charges more comfortable. Cages are larger today and are kept cleaner. Winter temperatures are strictly controlled in zoo houses. The question of creating a tropic humidity for tropic animals is now under investigation. Variety of diet insisted upon at the new Toledo park requires that the zoo kitchen must never prepare the same meal on successive days for certain animals. Zoo keepers everywhere are watching an experiment in the London gardens where ultra-violet lights have been mounted in the reptile house to bathe the snakes in artificial sunshine. "Better care has insured longer life and more success with young born in captivity. Zoos take great pride in their oldest 'apartment holders.' The reigning Methuselah is the tortoise in the London zoo known to be more than 100 years old. At Washington, D. C., the National Zoological Park, which is remarkable among American institutions for its specimens of unusual scientific interest, has a sulphur-crested cockatoo, grey and active, although he has entertained millions of visitors since the day the zoo opened 35 years ago. "The Washington park orders an autopsy performed on every animal, bird, or reptile that dies. The bodies are sent to specialists in the government departments who cooperate in studying the causes of death and in this way parasites and bacteria new to science have been discovered. Animals have been found subject to almost every disease man must cope with, and many more. The diseases that are most dangerous to beasts and birds in captivity have been revealed by the voluminous records of ailments at the Washington zoo. "While zoos have helped to preserve from extinction some species such as the New Zealand kiwi, they have not always succeeded. The western antelope has proved too nervous for a fenced lot. Moose in captivity die of stomach trouble. Probably the most remarkable survival is the Father David deer, a species unknown to modern hunters, which was found in the emperor's park in Peking. The deer now thrives and multiplies on the Duke of Bedford's estate at Woburn Abbey, England."



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