

DODGE BROTHERS SET RECORD EXPORT TRUCK SHIPMENTS

Shattering an all-time record in the history of the company, Dodge Brothers export shipments of trucks and commercial cars from plants in the United States and Canada totaled 8,162 units for the first eight months of this year, an increase of more than 11 per cent over the corresponding period last year, and factory officials analyze the record as reflecting widespread approval of the new complete line of four- and six-cylinder trucks now offered by Dodge Brothers.

Partial credit for the gain in the export market is attributed to the recently announced four-cylinder trucks now available in the half-ton, 3/4-ton and one-ton capacities. In addition, five capacities of six-cylinder trucks ranging from the 3/4-ton to the heavy-duty three-ton type are offered.

"This record also indicates the steady improvement of business conditions abroad," said C. W. Matheson, general sales manager of Dodge Brothers. "Indications are that the balance of the present year will show substantial increase in export business, inasmuch as full production is under way on all models just recently added. Stocks in dealers' hands are surprisingly low.

"Buyers in the foreign markets are measuring the truck and commercial car by the same standards of the pleasure car. They are insisting that appearance and performance must be incorporated in the vehicle at an attractive price with positive assurance of dependability and economy. In competitive markets where prompt and regular deliveries are demanded, commercial vehicles are winning popular favor in practically all trade lines.

"Dodge Brothers complete motor coach and truck line is meeting the requirements of this expanding field through a wide range of capacities and prices."



An International association of travel agencies estimates that automobile tourists spend a billion dollars a year in the open spaces. The big outdoors is getting overcrowded.

Let the great open spaces be full of hot-dog places; Cowboy and cattle workers Give way to soda-jerkers; Rustlers with modern tricks Brand motor mavericks; Billy the Kid, they say, Keeps a garage today!

Carefulness may not prevent every accident but it's a cinch that it will never CAUSE one!

The man who honks his horn the most is likely to forget that the other fellow has a right to honk HIS horn, too. A honked horn won't pay damages.

Aviation Notice. We will believe that aviation has really arrived when we see a two-passenger airplane go by with seven or eight high-school students seated in it.

Another thing that doesn't turn out as it should is the automobile just ahead of you.

Nature keeps things balanced. Europe has the most wars, but we have nine times as many automobiles.

A lit-up driver is a poor substitute for headlights.

Judge: Speeding, were you? Ten dollars fine.

College Student: Can you change a ten-cent?

Judge: Nope. Twenty dollars fine.

Wife (as car spitters and stops): "What's the matter now?"

Hubby: "Engine missing."

Wife: "Well, for the love of Pete walk back and find it."

Modern Interpretation Under a spreading chestnut, A stubborn auto stands; And Smith an angry man is he With trouble on his hands.

He curses softly to himself And craves beneath the car; And wonders why it didn't bust, Before he got so far.

The carburetor seems to be The cause of all his woes; He tightens half a dozen bolts, But still it doesn't go.

And then he tries the steering gears, But finds no trouble there; Until, wet with perspiration then, He quits in sheer despair.

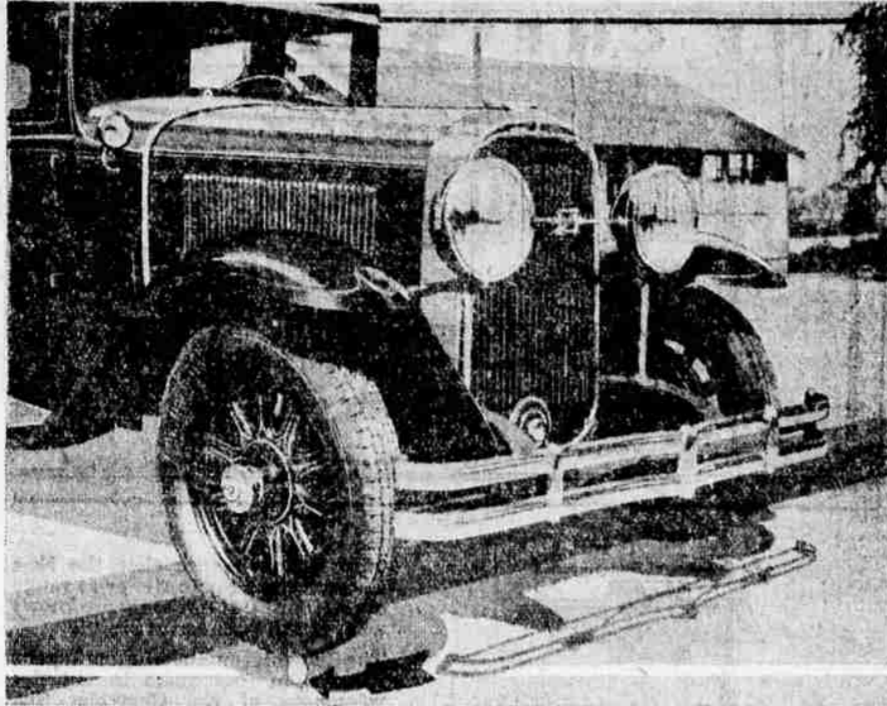
He squats beside the road To give his brain a chance to cool; And honders on his training In a correspondence school.

And then he starts the job once more, Until by chance he's seen The cause of all the trouble— He's out of gasoline.

Niagara Falls has moved exactly seven miles in 1000 years. Which time it for first place with a small and Sunday afternoon automobile traffic.

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Egg Stands On End—A la Columbus



Precision and power of Buick's new brakes is demonstrated in the above photograph, depicting a 3700-pound 1930 Buick being held on top of an egg without breaking the shell. The United States Royal Cord tire is just pressing sufficiently on the egg to hold it upright. After the car had been lowered over the curb it was held on the egg by its brakes, and then reverse power was applied to bring it back onto the curb without cracking the shell. The demonstration revealed not only hair-line braking power but also the facility for quick manipulation.

SOCIETY TO HUM DURING U. S. VISIT OF BRITISH CHIEF

WASHINGTON.—(AP)—A girl who once did her own housework in a Scottish village will move in Washington under the patronage of the British empire's brilliant diplomatic service. When Miss Isabel MacDonnell and her father, Ramsay MacDonnell, arrive in the capital next month they will be entertained chiefly by the British ambassador, Sir Esme Howard, and Lady Isabella Howard, Mrs. Herbert Hoover will share that honor with the Howards.

But undoubtedly the representatives of the British dominions will aid in entertaining the labor pains minister and his quiet daughter.

They are of widely contrasting types, these representatives of lands where the British flag flies, but their lavish yet dignified entertainments uphold the traditions of the empire.

The prime minister and his daughter are interested in educational topics, and they will find a host to their liking in Vincent Massey, the Canadian minister. Mr. Massey lectured on modern history in the University of Toronto and is president of the National Council of Education in Canada. Mrs. Massey was Alice Stuart Parkin, daughter of the late Sir George Parkin of London.

The minister of the Irish Free State, Michael MacWhite, is the adventurous, world-traveled type. He was with the foreign legion in the world war, seeing service in both Africa and France. He also commanded the last French unit in Serbia and was decorated for bravery. He young and pretty wife is a Danish girl and an artist of note.

The chief hostess, Lady Isabella Howard, long has been a prominent figure in Washington society. She will preside at the social affairs in the imposing British embassy.

The MacDonnells may be entertained at the Egyptian bazaar, the scene of scenes of brilliant parties. Both Mahmoud Samy Pasha and his wife enjoy the social side of life. In choosing a summer resort the minister's only stipulation was that it be "cool—and lively."

Ye Poet's Corner

A Word. No man can build by bread alone, But by each word that descends on the throne, The words that drop like dew at night, Will show the soul's increasing light.

God said, in words, "Let there be light," And light came forth in night, He spoke a Word, that Word contained The mystery of the mind.

How powerful can be a word, To make or mar, to seal, To lift and guide, to reveal or hide, To comfort or control.

Oh, word of mine be potent, Be always fearless, true, Be ever kind and generous, No matter where you go.

Oh, word of mine give comfort, Give love and joy and cheer, Give light and joy to others, When you fall upon the ear.

WORD, eternal messenger, Go forth from soul Divine, And teach the wondrous lesson, That Wisdom is sublime.

R. H.

MILAN.—(AP) Television-telephone service is soon to be installed between this city and Turin. It successful, the service will be extended to other cities in Italy.

Queen of Peach Fete



Barbara Bingham ruled at Brigham City, Utah, peach festival.

AUSTRIA COURTS GERMANY'S LOVE WITH 50 CIGARS

VIENNA.—(AP) Tom Marshall's historic cigar, "What this country needs is a good five-cent cigar" has struck a responsive chord among officials of the Austrian tobacco monopoly. They have discovered that what was needed for the popularization of the "Anschlusses" reorganization of Austria and Germany with the average German visitor is a good cheap cigar.

Austrian cigarettes have always found favor with Germans but the cigar simply did not satisfy weed addicts from the Vaterland. When the late Gen. Hjalmar Schulerberg of the five or ten-cent variety, happy thoughts of "Anschlusses" gave way to unsavory epithets about Austria in general.

To this distressing situation the officials of the tobacco monopoly were determined to make an end. So the "Anschlusses Cigar" has been announced. It is described as "an aromatic, well-shaped cigar with soft tip."

"Soft tip being 'Stumpfschluss' in German, Austrian experts hope that "Anschlusses" will come from "Stumpfschluss."

NEW DE LUXE SEDAN IN PLYMOUTH LINE

A new DeLuxe sedan with an unusually roomy body and with many new features of style, comfort and luxury is being announced this week by the Plymouth Motor Corporation. This new sedan increases the number of body styles available in the Plymouth line to seven.

"In building this new DeLuxe sedan we are presenting something new in motoring luxury," said A. vanDerZee, Plymouth general sales manager. "In exterior and interior style and finish and in new features of quality and luxury, it establishes new standards for a car of low price. The same silver dome engine and other mechanical features that have proved the Plymouth to be a remarkable car in performance are to be found in this new body type."

Construction features provide a sturdy and attractive full-size body that comfortably seats five passengers. It is a d in m p a, side-lamps, cowl bar, slender profile radiator shell, and other exterior fittings are of chrome plate. The interior finish gives an air of luxury, upholstery is of fine broadcloth and the cushions and backs of the seats are French-pleated. Driving and operating controls are placed to provide the ease of control characteristics of all Plymouth cars. Full driver vision, finger tip control and hydraulic brakes add safety.

Plymouth dealers throughout the country are now displaying this handsome new addition to the Plymouth line, which factory officials look upon as "The Pride of the Family."

Front Seat Advice

When you suddenly find yourself rushing to a bad hole in the road, don't jam on your brakes—unless you have time to reduce your speed and release the brakes before you hit the hole. If you take it at high speed with the brakes on, the result may be a broken spring.

When you haven't enough air in your tires, your car rolls more on the road. This puts an increased burden on your engine, which means more gas and less efficiency for every mile you cover.

Some cars take a washboard road better at one speed and others at another. Find out the speed at which your car gives the least discomfort on rippled surfaces.

Many drivers who want to get the last mile out of old tires put them on the front wheels because they get less wear there, but this is not wise because the blow-out of a front tire is much more dangerous than the sudden collapse of a rear one.

Campers often find the pliers from the tool kit useful for lifting hot pots and pans—but don't leave them lying on the ground when you start out the next morning.

NEW

The new Plymouth De Luxe Sedan—smartly colored, chromium-plated—upholstered and appointed with distinction—with its Chrysler-like swiftness and smoothness—is something new in motoring luxury at low cost.

The upholstery is fine broadcloth. Cushions are French-pleated. Rear seat has armrests on both sides. Garnish moldings in walnut finish frame the windows, and walnut-finish panels, with burl walnut inlay, adorn the doors.

Chromium-plated cowl hands and cowl lights enhance the attractive exterior. Other attractive fittings are in keeping.

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