

DODGE BROTHERS

ANNOUNCE

Important improvements
in the appearance and riding
comfort of their motor cars



BENNETT BROTHERS
HOOD RIVER

J. B. JACKSON GETS FIRST NEW DODGE

To Mr. and Mrs. J. B. Jackson, of Pine Grove, falls the distinction of being the first owners in Hood River county of one of the new 1924 model Dodge Brothers touring cars. Delivery was made this week by Bennett Brothers, local Dodge dealers.

According to the local agents, keen interest has been shown in the latest model, which was received about a week ago. "Dozens of people have visited our showroom every day since the new touring car was received," said L. S. Bennett, "and the only comment necessary on the reception the new model has received is the statement that our sales for the first week averaged better than one car a day."

Marked improvement in appearance and comfort is apparent in the new line of Dodge Brothers motor cars, in the production of which the factory has been gathering momentum since July 1. Hundreds of dealers are now supplied with display cars of the new type, and from every source the factory is receiving reports of enthusiastic approval by the public.

While the basic characteristics of the familiar Dodge Brothers cars of recent days are still present, there is an air of distinctiveness that surpasses all previous efforts of this concern to build a moderately priced car of commendable appearance as well as quality.

The wheelbase is a trifle longer, the body is lower and the rear springs changed to semi-elliptical type are under-slung, and increased from 45 to 55 inches in length.

All the features so popular with the public today are embodied in the design of the complete line, which includes a touring car, roadster, coupe, two types of sedan, and screen side and panel side commercial cars of 3-ton capacity. All steel bodies—as first introduced by Dodge Brothers in their open passenger cars several years ago—are now used for all types.

The effect of the longer and lower body and longer wheelbase, combined with the new lines and lower seats, is very fine. According to dealers and others who have driven the new cars, the improvement in riding qualities is no less pronounced than the improvement in general design. The reduction in body height lowers the center of gravity and thereby reduces sidesway, while rebound shocks are effectively dissipated by the improved front and rear springs. The car holds the road easily and gracefully and affords real riding comfort.

Another distinct new feature is the louvers or ventilator slits in the sides of the hood panels. This change increases the flow of air through the radiator and reduces the flow of hot air to the floor boards, making summer driving most comfortable.

The rear seat and all upholstery of the touring car are removable, affording a large space for loading luggage or other articles. Seats in all types are deeper and lower, adding to comfort and leg room.

The instrument board is greatly improved in appearance, with instruments grouped on a raised panel and with longer lighting switch lever, facilitating control of the lights while driving.

Head lamps are specially designed to harmonize with the new body lines. A combination caution signal and tail lamp is mounted rigidly on the license plate bracket and conforms with the requirements of all states having lighting regulations.

Brake pedal pads are larger and of a design which makes for greater ease and safety. The hand brake lever, like the shifting lever, is moved forward, giving more leg room and making it easier to get in and out. A Yale lock is built into the transmission, making it possible to double-lock the car when idle.

The steering wheel is materially improved in appearance and all electrical connections are inside the steering column.

The front springs are increased in length and from 1 1/4 to 2 inches in width and built of more leaves of a thinner stock. The rear springs, in addition to being longer, are now semi-elliptic and flat.

The front axle is of a design unusually strong. The camber, or in-tilt of the front wheels, is increased, making steering easier. A new gear ratio of the rear axle gives increased flexibility and adds to the ability of Dodge Brothers cars as hill climbers.

In the Type A sedan, the upholstery is the finest grade mohair velvet, and all interior hardware is of distinctive Dodge Brothers design. The business coupe and business sedan are finished in attractive Spanish blue leather.

The fiscal year ending July 1 was the most successful in the history of Dodge Brothers, their dealers having marketed approximately 200,000 cars. With the improvements now put into effect, obviously making the car better and more attractive in every way, though still retaining the essential attributes to which the car owes its great popularity, it seems quite evident that this company has not yet reached the maximum of its potentialities, despite the tremendous record of the year just closed.

GOITRE NEWS IS DRAWING INTEREST

No news dispatch emanating from here created greater Northwest-wide interest than the item last week which told of plans of the Hood River school board to administer the iodine goitre preventive remedy in the high school and junior high school this year.

In the past week Dr. Abraham has received letters from residents of many Northwestern cities asking for details of the iodine method of preventing goitre.

W. N. Winter Loses Suit

The Telechronometer Company of America won a complete victory in the superior court at Seattle last week in its defense against the suit brought by William N. Winter and the Puget Sound Telephone Company, of Everett, asking judgment for \$72,500 and the appointment of a permanent receiver. Mr. Winter formerly resided here.

Judge Edward C. Mills, of Walla Walla, sitting temporarily in Seattle, dismissed the complaint, declaring that Winter was solely responsible for the conditions of which he complained and that the court would not permit him to destroy the Telechronometer company.

Card of Thanks

We wish to thank our friends and neighbors for their kindness during the illness and death of our father, Harvey C. Rush, also for the beautiful floral offerings.

W. M. Rush,
Mrs. E. L. Knox,
Mrs. L. C. Campbell.

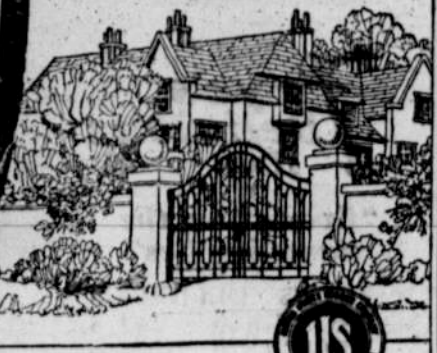
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The Secret of Canning Success

Clean, Sanitary, Sterilized Equipment

Every housewife has learned, for instance, that the big secret in canning and preserving is to have clean, sanitary and sterilized equipment. Also she has learned that the material of the utensils in which she does the actual cooking of fruits should not interact chemically with the acids in the fruit. She sees, therefore, the scientific reason why enamel ware is particularly adapted to preserving—the smooth surface is easily cleaned after cooking the stickiest of syrups.

The Preserving Kettle is of course the leading item—then you'll want

- Collanders
- Rinsing Pans
- Jelly Glasses
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Saturday Special
Blue Enamelware Sale—Dish Pans, Preserving Kettles, Stew Kettles, Coffee Pots, Pails—Notice—Only a limited number of pieces. So come early; your choice any article only..... **89c**

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The Service and Atmosphere, too, will appeal to you.

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If Its Something For The Lunch Basket—We Have It

- Luncheon Loaf—Minced Ham—Boiled Ham
- Sardines—Pickles—Olives—Saratoga Chips
- Pimento and Chili Cheese—Jellies and Preserves—Grape Juice—Port O

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To the Fruit Growers of Hood River District:

We wish to announce that we have become affiliated with

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who have made a specialty of selling Northwestern Box Fruit at PRIVATE SALE for the past twenty years.

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