

## GONE 21 DAYS; GO 2,700 MILES

### Emil Hess and Party Return from Eastern Tour

Emil F. Hess, Byron Smith, Bert O'Connell and Mrs. William O'Connell of Wilmette, and Miss Genevieve Scanlan of Chicago, returned last week from a 2700-mile automobile tour through the eastern section of the United States. They made the trip in 21 days.

Driving a Jordan car the party left Wilmette in the first week in July. The first part of the journey led through Indianapolis, Uniontown, Penn., and Wheeling, West Virginia. The trail ended at Washington.

#### Stay Four Days

At the nation's capital the party stayed four days visiting all the government buildings. Under the guidance of a governmental official the Wilmette group was accorded special privileges. Side trips and excursions were made to the Unknown Soldier's grave at Arlington and to Washington's old home at Mt. Vernon.

From Washington the Jordan was driven to Baltimore, Philadelphia and New York. At the largest city in the country the party made a four-day halt, tripping up and down among Broadway's lights. Niagara was the next stop of interest to the Wilmette travelers. From Niagara the tourists set out for the return journey, making the trip by way of Buffalo, Cleveland and Toledo.

Hess reports that the trip was made at a moderate speed and without a bit of car trouble. As a helpful hint to others who may be planning a similar trip he advises the use of some low test gasoline, such as Good Gulf gas, in climbing the mountains. High test gasoline, he says, will not develop power in the rarified atmosphere at the mountain tops. He further cautions motorists not to use their foot brakes in mak-

ing steep and long descents, as it not only wears out the brake but actually fires the brake lining. The correct way to hold back the car is to put it into second and to turn off the ignition, using the foot brake only as a snubber.

### DODGE BROTHERS EXPECT 1923 TO BREAK RECORDS

Since January 1st, Dodge Brothers dealers have consistently broken all previous records for delivery of cars to customers. Since April 1st, deliveries to customers have averaged more than 5000 cars per week. This is without taking into account sales in foreign countries. Materially increased production in 1923 has made this performance possible.

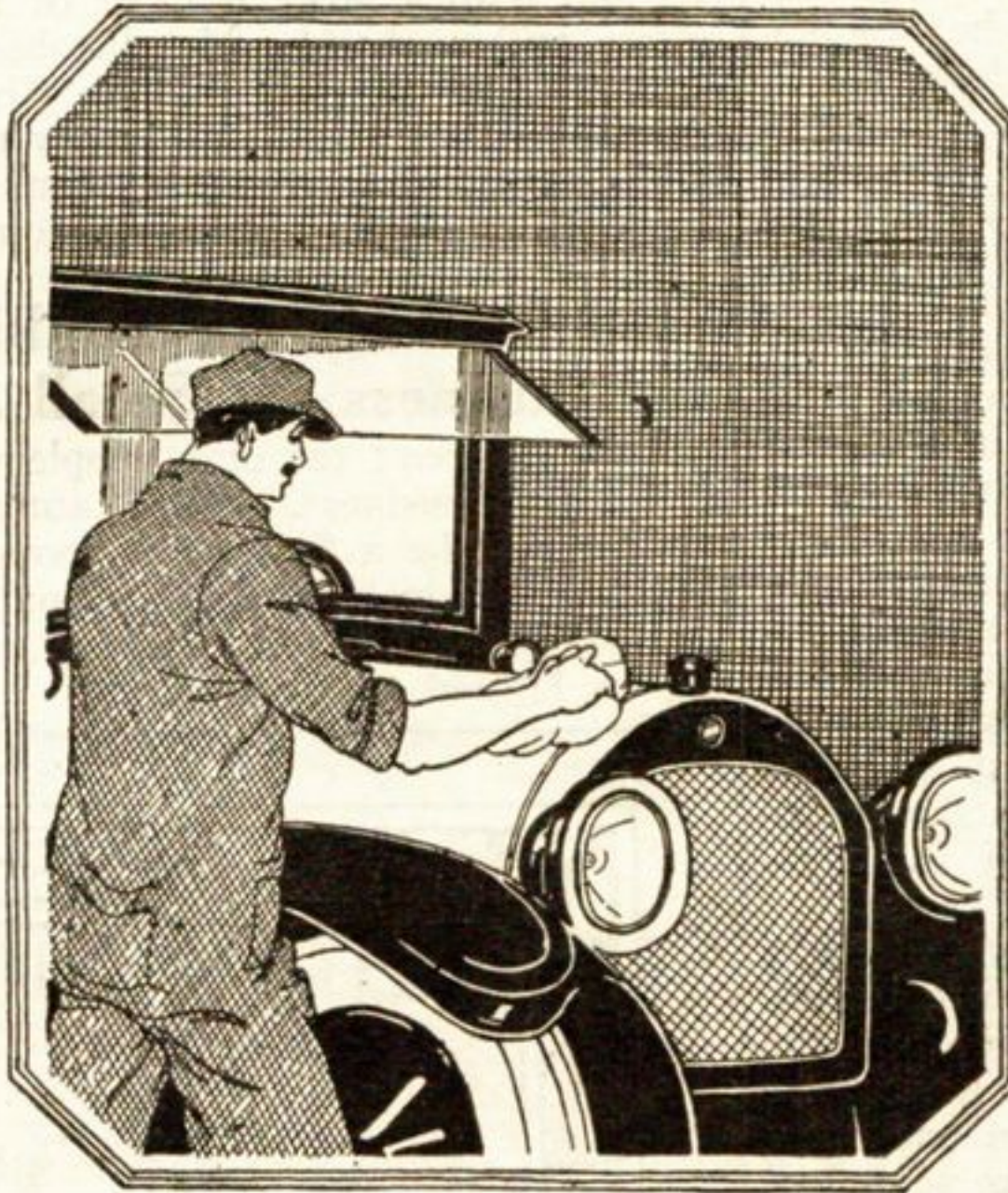
For the first quarter in 1923 retail deliveries to customers were in excess of any quarter in the history of the business—even including the peak periods of 1919-1920. Following this, deliveries for April exceed any previous month of the first quarter and delivery figures for each week in April exceeded the totals of the preceding week—each week creating a new high record. May maintained the pace established in April.

The constantly climbing delivery records, coupled with increasing production, lead Dodge Brothers to believe that the last six months of 1923, added to the record breaking first six months, will total by far the greatest year in the history of their business.

### Winnetka Man Gets Prizes for Being Best Salesman

L. A. James, 752 Sunset road, Winnetka, a salesman with the Cadillac Motor Car Company of Evanston, won a \$150 gold watch for having the largest number of sales for the month of July of all the Cadillac salesmen in the entire country. "Jessie's" wife also presented him with a handsome baby as an extra premium for his sales.

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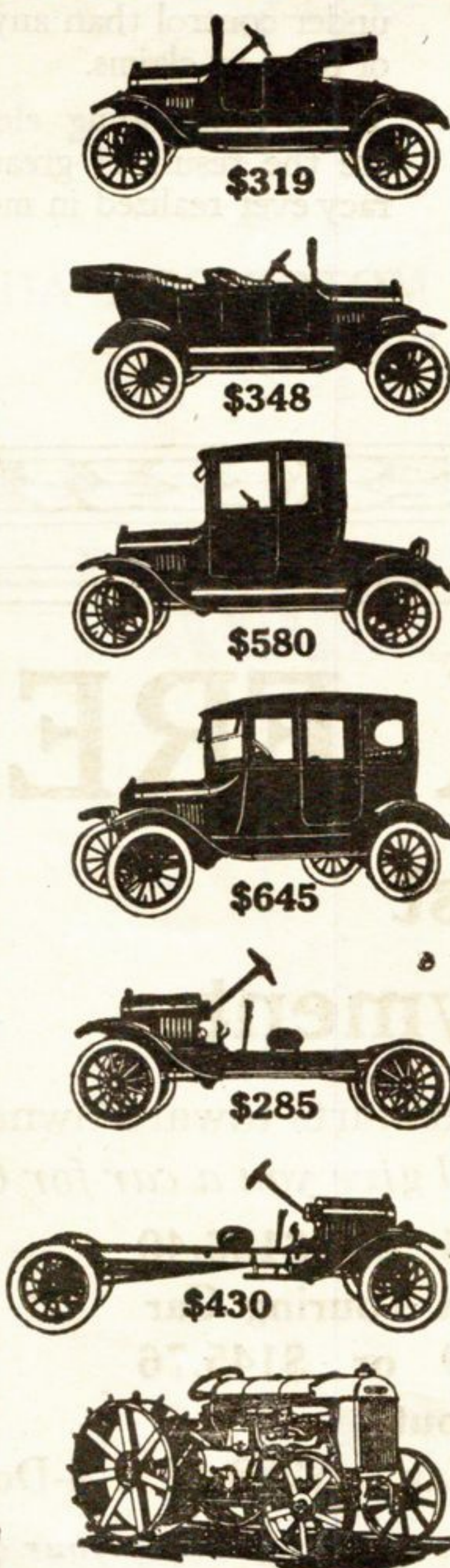
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