

# NEWEST DODGES SPLENDID CARS

## Wersted Recounts Numerous Improvements

"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, says William T. Wersted, of the Wersted Motor company. "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 3/4 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 distinctive 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 3/4 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-elliptical 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."

### Motor Service Life

As Told by  
Wilmette Motor Service, Inc.

"What did you do to my car? Our gardener knows all about cars and he says our engine is ruined because you didn't put any oil in it when I told you to."

"Who is speaking, please?"

"This is Mrs. Blank, and just last week I brought the car in to you to have you grease and oil it all over, and you said you would and you sent me a bill that says you put oil in, and you didn't do it, because now the engine is stuck fast and the gardener says probably the cylinders or something are ruined and we will have to get a whole new engine, and I think you are responsible and I have telephoned Mr. Blank and he will be in to see you about it just as soon as he gets out from the city."

"Won't the starter turn the motor over, Mrs. Blank?"

"No, when I step on the button it just doesn't do anything, and the gardener says the motor is stuck or frozen or something and is just ruined because you didn't put oil in it when you said you did."

"What does the oil gauge show, Mrs. Blank?"

"I don't know but I think I heard Mr. Blank say some time ago that it wasn't working, but I know there should be plenty of oil if you had put it in when you said you did, because I had it in there just last week and—"

"Mrs. Blank, perhaps the oil is all right and the starter is stuck, or something else is the matter."

"Well, I had it in to your garage just last week and you went all over it and said everything was all right, and you just didn't do anything at all."

"Now Mrs. Blank, I think perhaps the bendix is stuck. That happens once in a while to the best cars. You get into the car, put it in high speed—just as if you were going—and have the gardener rock it back and forth a couple of times. Just push it ahead and then back. It

will only go a few inches and then you will hear the bendix fly out. It will go "chunk". Then the car will start. You try that and let us know what happens. If it does not work we will send a man right over."

"Well, I will try it, but I know it is of no use because you have ruined the car and Mr. Blank should have had better sense than to take it to you when he could have had it taken care of right at the Cadibaker in Evanston. I'll call you up right away."

One month later,

"Good morning, Mrs. Blank."

"Good morning. Can I have the car greased and oiled today?"

"Certainly, when do you want it?"

"Well, I must have it by this afternoon, sure, because I have an appointment in Evanston."

"Yes, we can have it for you then. By the way, how was the engine the time it stuck, a little while ago?"

"Oh, Mr. Blank and George went out

there that night and they did something to it and fixed it."

"I'm glad of that."

"Three o'clock, sure now."

"Yes, we'll take care of it. Good morning."

### Kenilworth Motor Gives Some Hints for Winter

Don't forget that winter is coming pretty quickly and if you are figuring on storing your car it would be a good idea to look after it before the garages are all filled up. The Kenilworth Motor company is filling up rapidly and there

is only room for but a very few more cars, it was announced this week.

Officials of the garage advise the motorists that it is time to adjust the carburetors to the change of temperature. If this isn't done now, they explain, the crank case will become plugged with gasoline which runs down when the primer is overused. And still another hint—the carbon, which has been accumulating during the summer months in the heater valves should be cleaned out pretty soon or it will be very difficult to open the valves. Look after these things now while you have the time, don't wait until your car "goes on the bum" and has to go to the garage, is the timely advice.

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# October 6th

Is it a Legal Holiday  
or a Famous Birthday  
or the End of Summer  
or a Wedding Anniversary ?

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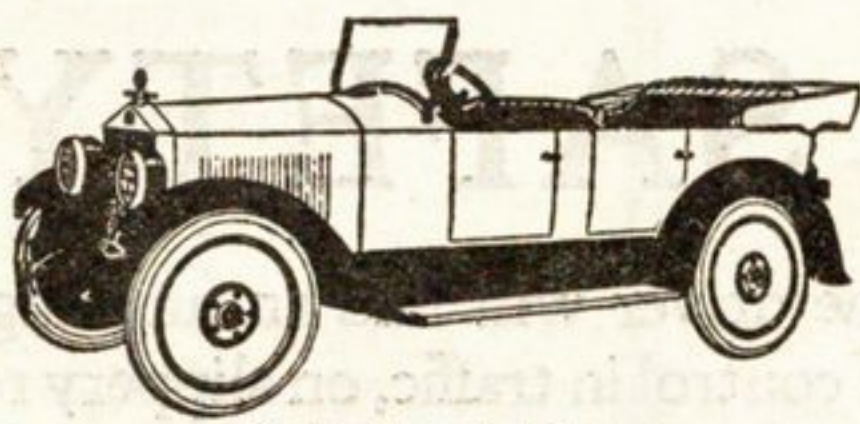
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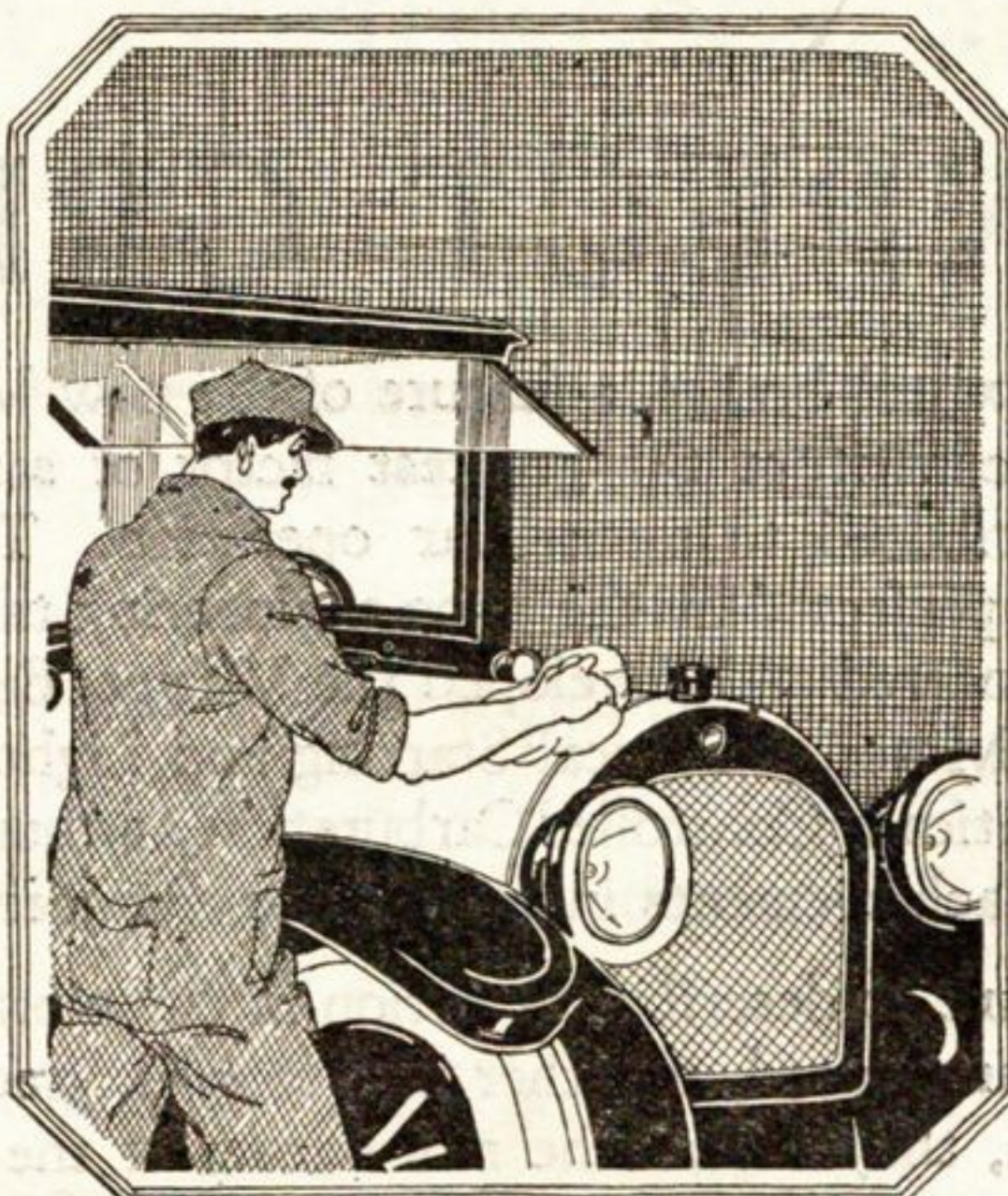
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