

LAUDS STEEL BODIES

William Wersted, Winnetka Dealer, Looks On New Dodge Cars As Great Achievement

The Dodge Brothers are known the world over for one contribution of immeasurable importance to the automobile industry—successful production of the first passenger automobiles fitted with all steel open bodies and the first with all steel closed bodies. The importance of this achievement will, in the future, be regarded just as much an epoch in the automobile industry as the successful building of the first steel passenger coaches is to railway transportation and all-steel steamships to navigation.

The Dodge Brothers, according to William T. Wersted, saw clearly the need for the all steel motor car. "And now the whole automobile industry," says Mr. Wersted, "has begun to recognize that the all-steel body is the automobile body of the future."

"It is entirely logical to look to Dodge Brothers motor car—on which have been devoted over eleven years of constant effort toward improvement of this type—for the highest development of the art of building all steel bodies. The low graceful all steel closed bodies now displayed stand out as the crowning achievement.

Afford Better Vision

"The slender steel pillars afford breadth of vision heretofore unapproached in closed car bodies, yet the strength and safety for which Dodge Brothers motor cars have become so well known are unimpaired. The method of welding and riveting the pressed steel body frame members and panels into one well-braced assembly insures absolute freedom from loose joints and squeaks throughout the long life of the sturdy body.

"Substantial reduction in weight, in-

creased quietness, improved flexibility and smoothness, all are the results of adherence to the policy of constant refinement. All these improvements have contributed toward increasing the safety, driving ease and riding comfort of Dodge Brothers motor cars.

"Adoption of color, a recent innovation with Dodge Brothers, Inc., is the subject of favorable comment by all who see the new cars. The deep luster of the blue and the gray lacquer contrasting with the high gloss of the baked enamel on the fenders, appeals to everyone. The enamel and lacquer with very little effort can be kept looking like new throughout the long life of the car."

A group of women are motoring to Elgin today to the Chicago Junior Boys' school, where they will present, at graduation, the picture Anita Willets Burnham painted as a gift to the institution. Among those going are Mrs. Harry Lay, Mrs. Wiley Huddle, Mrs. Theodore Coyne and Mrs. Charles Aspenwall.

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Miss Francis Ranney, daughter of Mr. and Mrs. Royal W. Ranney, 1011 Oak street, returned home from Smith college June 19, after visiting cousins in Providence, R. I.

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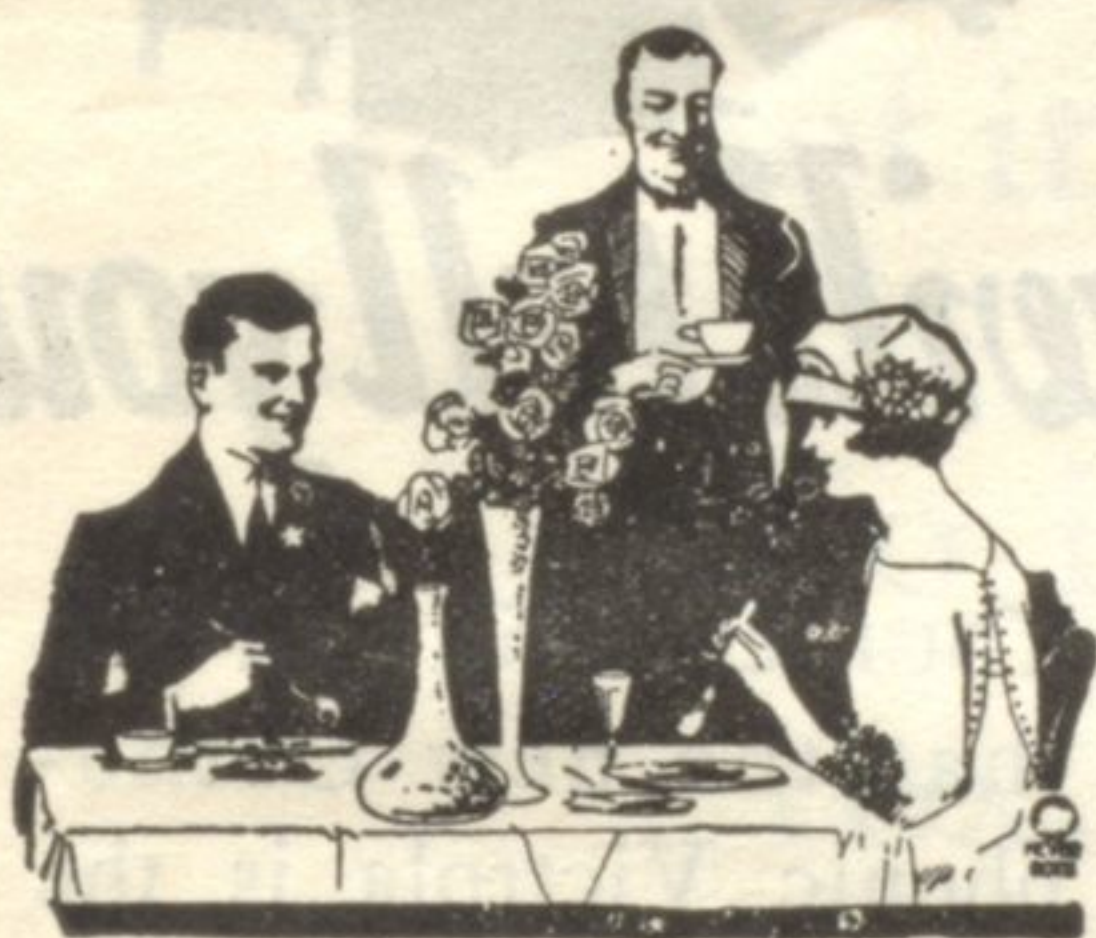
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