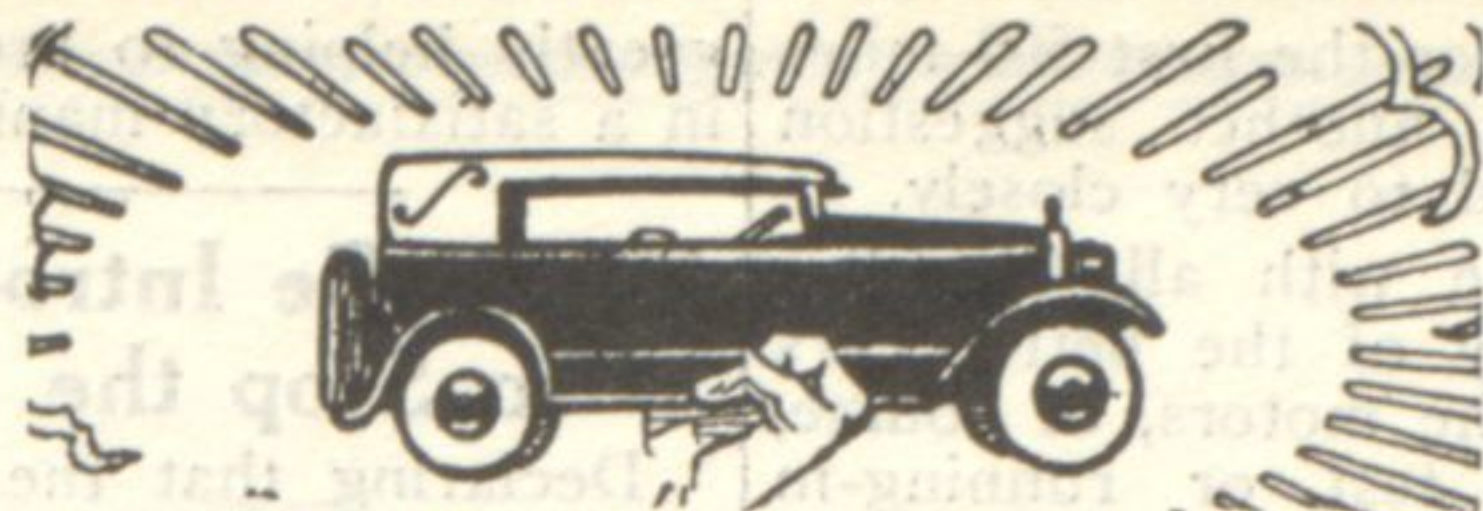


NORTH SHORE MOTOR NEWS



MOTORIST CAN'T ESCAPE TWO PESTS IN TRAFFIC

Self Appointed "Cop" and Bell-Clanging Motorman Annoying Says C. M. Hayes of C. M. C..

"Two well-known pests on our streets, from which every motorist prays to be delivered, are the self-appointed traffic officers and the bell-clanging motormen," according to Charles M. Hayes of Winnetka, President of the Chicago Motor club. "The first type, with his 'What's the matter with you? Don't you know enough to stop at a street car track?' is well known. There is seldom time to remind the amateur traffic cop that there is no law or ordinance covering the stopping of automobiles at street car tracks, nor to explain that the law of the state gives the right of way to the car on the right.

"Motormen, in many instances, add to the noise and confusion of the city, and accomplish nothing, by their frantic clanging of the bell. A motorist driving along some busy street, with cars ahead of him for blocks, and with cars packed tightly along the curb, can do nothing but follow traffic. Where does the motorman expect to go?—and yet that infernal clanging goes on block after block. Sheer stupidity; nothing more.

"The motorman, too, has his troubles with the driver of the lumbering vehicle that could turn out but refuses to do so. Drivers of passenger cars seldom offend in this respect.

"A better understanding of motoring conditions, of the problems of other drivers, makes us more courteous in our dealings with one another," Mr. Hayes points out. "Malice or downright cussedness has little part in the problem; a lack of motoring manners is simply a lack of knowledge of conditions, and this is proved by considering the veteran driver. Invariably he is a courteous driver."

Senior Six Dodge Rates as the Best for Performance

Advanced style and sparkling performance were the paramount objectives of Dodge Brothers in building the New Senior Six, according to W. T. Wersted, Winnetka and Glen-coe Dodge dealer.

"Compared with other cars now on the market, it is easily conceivable that the New Senior could have been placed in a higher price class, and still have met widespread public acceptance," said Mr. Wersted. "Its general appearance of style coupled with its mechanical performance standards suggest more money to the buyer. It is bigger, faster and finer in every detail.

A new 3 ton truck designed to fill the demand for a sturdy, speedy pneumatic tired truck of larger capacity than they have before offered, has been announced by Graham Brothers, the truck manufacturing division of Dodge Brothers. The new model is offered in three wheelbases, 135 inch for dump bodies, semi-trailers and other heavy duty work; 165 inch for 12 foot bodies, oil tank service, etc., and 185 inch for 15 foot bodies, including moving vans and other open and closed bodies for hauling of more bulky commodities.

With the addition of the 3 ton truck, Graham Brothers complete line now includes more than forty standard body types on six capacities of com-

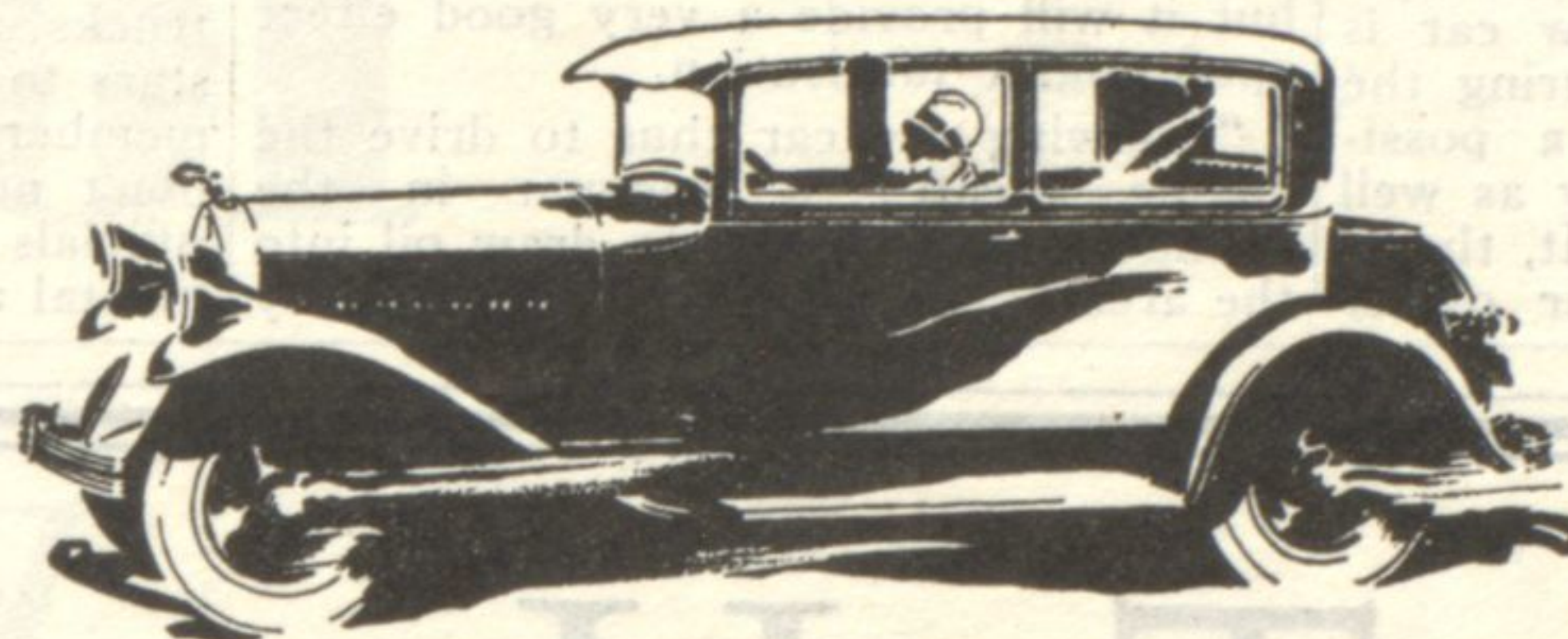
mercial cars and trucks and two motor coach chassis, said to meet over 96 per cent of all hauling requirements. In addition, highly specialized and unusual needs are supplied by the company's special equipment division.

Powered with a six cylinder engine

having a crankshaft supported by seven bearings, the new 3 ton truck is featured by four speed heavy duty transmission and four wheel Lockheed hydraulic internal expanding brakes. The chassis construction throughout is heavier than any type ever offered.

NEW TRAVEL RECORD

The current travel season is expected to exceed last year's record of more than 550,000 motoring parties visiting national parks, according to the Chicago Motor club.



The New Club Brougham
by PIERCE-ARROW at

\$2475

*America's finest motor car—
at the lowest price in its history!*

A very special value in fine motor cars is this new model which luxuriously accommodates five passengers. With two-door beauty and four-door accessibility. With every last fine detail carried out in the same degree of perfection that made this car an outstanding one in recent salon showings.

At a much higher price, the new Club Brougham was regarded as the most generous offer of the fine car market.

At today's figure, it is without precedent.

An appealing choice of color combinations is afforded in this featured model. The upholstery and fittings are of Pierce-Arrow quality and design. The equipment is complete beyond the most liberal of today's standards.

So far as terms go on this special Pierce-Arrow offering, these have been made more than usually attractive.

The trade-in value of your present car may easily cover the initial payment.

The reductions are as great as \$600 on some models, resulting in prices lower than ever before known to cars of Pierce-Arrow manufacture. From \$2475 to \$2950, at Buffalo.

Your present car will be accepted at fairly appraised value. This will apply against down and monthly payments which make Pierce-Arrow ownership surprisingly easy.

PIERCE-ARROW SALES CORPORATION

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