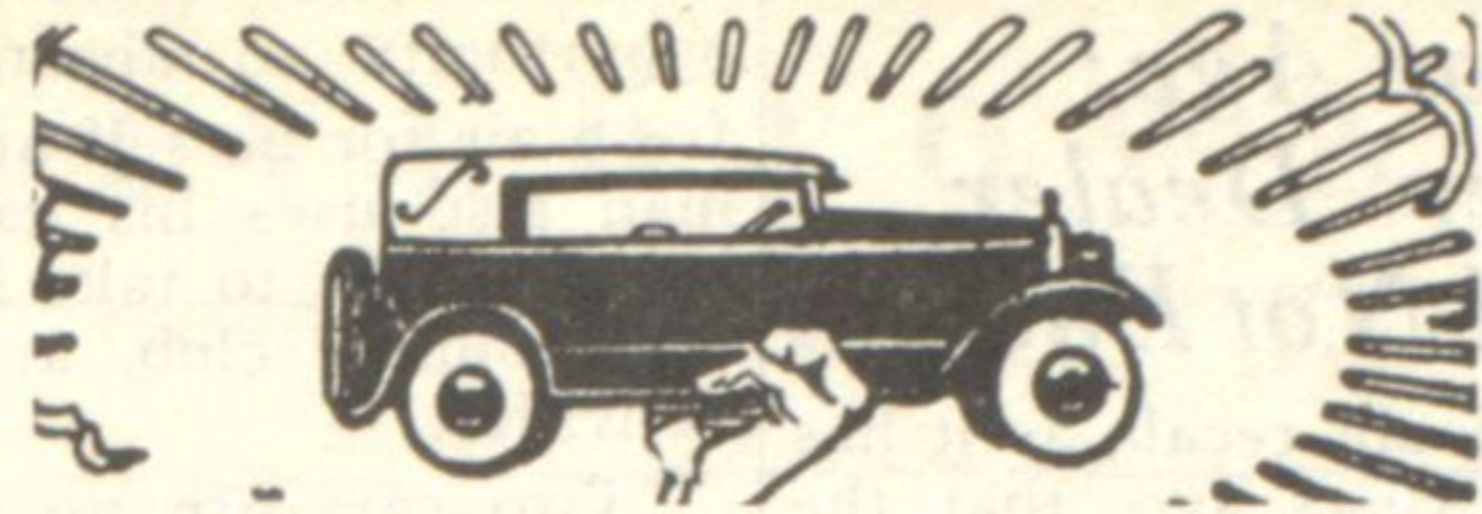


NORTH SHORE



MOTOR NEWS

HIGHWAY MEN OF U. S. WILL MEET IN CHICAGO

Fourteenth Annual Convention of American Association Scheduled to Open Next Monday

Beginning Monday, November 12 at Chicago, the American Association of State Highway Officials will hold its Fourteenth Annual Convention for four days. It is expected there will be an attendance of approximately four hundred highway officials representing all the states in the Union, the U. S. Bureau of Public Roads and Hawaii.

Frank T. Sheets, Chief Highway Engineer of Illinois, and President of the Association, will preside at all of the business meetings. The program provides addresses by leading highway experts of the country and also an opportunity for free exchange of ideas in informal group meetings.

Formed Fourteen Years Ago

The American Association of State Highway Officials was organized December 12, 1914. The purpose for which the Association is organized and for which it shall be perpetuated is to study the various materials, methods of construction and maintenance, all problems connected with highway transport; and other highway problems of the United States; to exchange ideas; to promote a closer relationship between State and Territorial Highway Departments with a view of establishing a uniform system of administration, construction and maintenance; to promote legislation for the purpose of conserving the capital invested in highway construction and maintenance by producing the highest possible efficiency; and to cooperate in every way possible with the United States Bureau of Public Roads or similar Federal organizations in the consideration of road problems.

The Association, recognizing that the financing, building, maintenance, operation and administration of adequate highways are an integral part and one of the major factors in the development of the science of modern highway transport; it is, therefore, the policy of the Association that it dedicate one of its major activities to the development of technical administration and highway operation standards and policies.

All States Active in Association

The membership of this organization is made up of State highway commissioners, chief engineers, and other directing officials actively engaged in the administrative and engineering work of the several state highway departments and of the United States Bureau of Public Roads. The Association was very active in advocating the passage of the Federal Highway Act which has been the greatest single factor in stimulating highway construction throughout the country.

One of the outstanding accomplishments of the American Association of State Highway Officials is the system of United States highways which are interstate and transcontinental in character, and which have been uniformly marked with route markers and warning signs by the several states.

All of this great system of highways has now been uniformly marked by the states through which the routes pass and are popularly known as United States highways. The route marking insignia consists of a shield containing the letters "U. S." and the route number.

Gridders Use "Athletic Bus"



This picture is interesting to north shore folks for two reasons. One is that the "Athletic Bus" has made its appearance in several colleges and schools; the other that several north shore boys are students at St. John's Military Academy at Delafield, Wis., where the picture was taken.

The "Athletic Bus" was designed by the Graham Brothers Motor Coach division of Dodge Brothers to meet the demand of schools and colleges for a vehicle to transport their teams safely, conveniently and economically. Accommodating 21 passengers, each in an individual seat that insures arm chair comfort and relaxation, the bus provides a dependable and speedy trip from the home campus to the scene of combat miles away and gives the players the advantages that thousands of spectators enjoy in motoring directly to athletic contests. A rack on top with tarpaulin affords ample carrying space for baggage and team equipment.

St. John's Military Academy uses the "Athletic Bus" for its football, basketball, baseball and track teams; the picture shows the football team ready for a trip.

Record Is Scored by Pierce-Arrow During October

A gain of 100 per cent in shipments of the Series 81 motor car over the corresponding period last year is reported for the month of October by the Pierce-Arrow Motor car company, according to James G. Barber, north shore dealer. This record increase tops all previous high monthly sales gains made during the summer and fall months and is an indication of the remarkable progress made by the strengthened and reorganized factory organization.

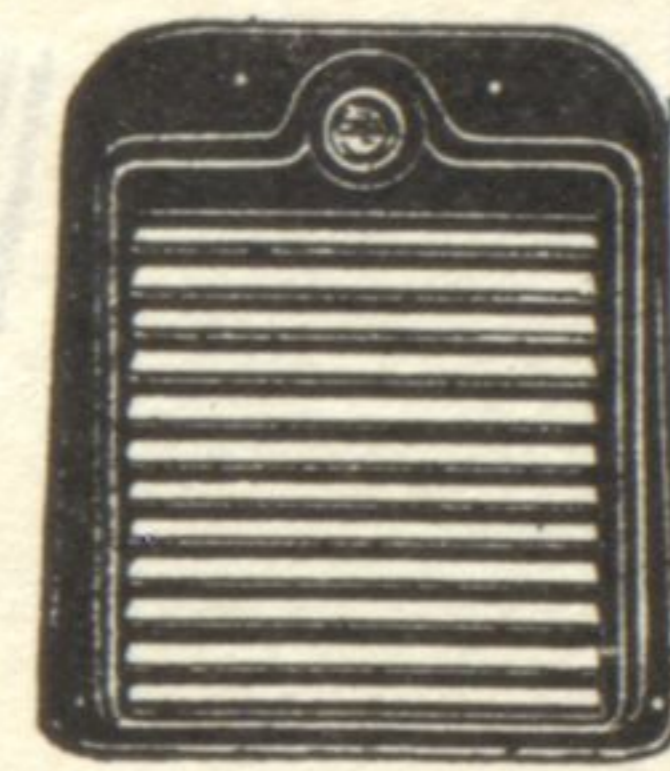
October's increase in passenger car shipments was accompanied by an equally important one for trucks, the total of shipments being double that of one year ago.

These records, capping the climax of a series of high monthly sales increases, according to Pierce-Arrow executives, represent a percentage of consistent expansion in fine car and truck sales which is believed to be without parallel in the industry.

Owner Loyalty One Reason for Record Year by Hupmobile

A record production and sale of cars for Hupmobile Century is due to remarkable automobile progress, according to Gould C. Davis, Winnetka dealer. "It is only necessary to look back over the various models that have been introduced since Hupp's appearance and to note how its lines and general attractive appearance have been the inspiration for other designers, whom as always have during the past year been on the alert to keep their products in the trend of the automobile's latest vogue," says Mr. Davis.

"The professional stamp of approval has been abundantly ratified by a popular demand unparalleled in Hupmobile history. Production and shipment totals as announced from the Detroit factory monthly have reflected this remarkable popularity in the form of unprecedented figures of sales volume."



Important Message to Pines Winterfront Owners

YOUR Winterfront has doubtless been packed away during the summer. It needs cleaning and oiling to put it in first-class shape for the coming season.

Yours will give you better service if you have it thoroughly checked once each season. Thermostats are guaranteed.

Our facilities for doing this work are complete. Only a few minutes of your time are required. Come in—if you can—before you put the Winterfront on your car.

FERD. PLATE

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