

CHRYSLER MOTORS

Magazine

VOL. 5 - NO. 10

MARCH, 1939

PUBLISHED *by the* CHRYSLER INDUSTRIAL ASSOCIATION *for all Employees*





**"MORE FOR YOUR MONEY"
KEEPS AUTO TREND UPWARD**

In 1925, when things were booming and we all were optimists, there were 17,500,000 passenger cars registered in the United States. By 1929, the peak of the boom, the number had reached 23,000,000.

Since then this country has gone through one of the most trying periods in its history. But despite this there are more cars today than at the 1929 peak . . . nearly 26 million.

The automobile business has forged ahead largely because it gave more and more for less money as national income and employment both fell. It kept its product within reach of as many buyers as possible.

The average car of today costs 20% less



**WANTED . . . MACHINE HANDS
AT \$8.24 PER WEEK**

John Dodge —2 weeks	
121 hours @ .40	\$48.40
Horace Dodge—2 weeks	
126 hours @ .40	50.40
James Martin—2 weeks	
132 hours @ .05%	7.70

No, Sir. The above figures are not pipe dreams. They are the first entries in the first set of books kept by Dodge Brothers . . . Date, September 10, 1903. And here is the story.

Last month, H. E. Sellers, Auditor for Dodge, instructed some of his men to clear out a musty old storage room in the basement of the old power house. Among the dusty files was a sturdily bound old book, in fine condition, that invited a look. Richards, assistant auditor, opened it casually, and his eyes nearly popped out. He had discovered a relic . . . a real treasure . . . the first books of the machine shop started by the two brothers.

The two Dodges continued at 40c per hour, without a raise, for three years, but finally the business prospered to such an extent that they drew a salary of \$50 a week. Otto G. whom many will remember, received \$4 for 133½ hours' work in a 2-week period. A. Vocell, who later became a major executive, received 32½¢ per hour.

Prevailing wages were 15c, 17½¢ and 20c. There were many at 5½¢; probably apprentices. Raises came at the rate of 1½¢ and 2½¢ per hour.

The total amount of the first 2-week payroll for 133 men, including the Dodge brothers, was \$2193.66, or an average of \$8.24 per man . . . and they worked plenty of hours. Yeah . . . times have changed.



**ROCKET SHIPS OF TOMORROW
TO ZOOM AT CHRYSLER
FAIR EXHIBIT**

A dramatic visualization of the possibilities of swift travel over long distances by rocketship in the World of Tomorrow will be part of the Transportation Focal Exhibit in the Chrysler Motors Building at the New York World's Fair 1939. The exhibit will occupy the rotunda of the Chrysler Motors Building in the Fair's Transportation Zone.

Shown in the photograph is the rocketport of the future as sketched by Raymond Loewy, industrial designer, for the intricate model which will be used in the Chrysler exhibit to demonstrate trans-ocean transport through the stratosphere by rocket. The rocketgun is pictured at the moment of its discharge; this is to be accompanied by a brilliant flash of light, a muffled explosion and ingenious effects which make it appear that the rocket vanishes in the sky-like ceiling en route to the stratosphere, to cross the sea and reach London.

As many as a thousand Fair visitors at a time will be able to watch the presentation of the rocketport with signal lights blinking, warning sirens sounding, machinery humming, while futuristic liners, trains, buses and automobiles discharge voyagers. When the moment of departure nears, a crane equipped with a magnet picks up the rocketship, and, as the breech of the rocketgun opens, deposits the vehicle of the future in the gun. After an interval, the rocketgun discharges and the rocketship appears to be winging its way into the stratosphere.



than it did in 1925, and even less than in 1929. Hourly wages are nearly 20% higher.

One dollar buys nearly four times as much horsepower as in 1925, and about double the horsepower of 1929. The same dollar buys 60% more pounds of car than in 1925, and 20% more than in 1929. So far as speed, comfort, refinements, economy, etc., are concerned . . . these can hardly be measured.

All of which might bring up one question . . . "If giving our best kept the general trend upward over 10 lean years, how much more can be accomplished if everyone gives his best as times improve?"

A WORKINGMAN'S TRIP TO THE NEW YORK FAIR

SEE



Are you doing some "wishful thinking" about New York and the World's Fair? This article may help you make your dream come true. It will cost little more than an ordinary vacation.

YOU PEOPLE who expect to ride railroad trains to the New York Fair, and stay in hotels—pass this article by. Not that you are not wanted—far from that—by all means go. But this particular article is for the Hardy Souls.

Who are the Hardy Souls? That's easy. They are the several thousand Chrysler people who have learned to enjoy the delights of economical travel. They are the hundreds of owners of trailers who go places every summer, then often loaning or renting their trailers to fellow workers. They are the thousands of people who spend enjoyable weeks and week-ends every summer with their tents and camping equipment. They are people who "gang up" in cars, sharing expenses, staying in cabins and tourist camps, and ranging as far as Florida and California.

Probably most of the Hardy Souls are thinking of heading for the New York World's Fair this summer. The Magazine wants to give you a little help. We want to tell you how you can make your money go farthest, how you can see most, and how you can make your trip a real Eastern Tour instead of just a flying trip to the Fair. Twenty-five dollars per person can give you a week, if you stretch it, traveling four in a car and making a vacation out of it.

Let's start by removing any hesitation you may have about heading for the Big City with your trailer or camping outfit. Don't be afraid. Within twenty miles of New York there are as many places to pitch a camp as near Detroit. While New York is an easy city in which to drive, you need not even take your car into the city. You can establish an outside headquarters, visit the Fair by subway or commuters' train, if you wish, and use your car to visit the beaches, parks and outside places of interest. It can be made just as simple as setting up headquarters in any Detroit suburb and then using local transportation. But we'll come to that later.

What the Magazine is most concerned with is that you see most as you go and come. We know that most of you will go by the most direct routes. So we have traveled those routes to point out such things as driving time, things to see, over-night

facilities and other things that will make your trip more pleasurable. Direct routes will permit you to visit Niagara Falls, the Finger Lakes section of New York, the magnificent Hudson River Valley, the awe-inspiring Storm King Highway, and West Point as you go. In New York you can visit the Fair; tour the city over certain routes without being bothered by traffic, inspect the shipping, swim in the ocean, and visit everything from the Chrysler Building to the Statue of Liberty. Returning by the second direct route you will see the beautiful Catskill Mountains, Taughannock Falls (highest east of the Rockies), Watkins Glen and other points of much interest and beauty. So let's take the trip together right now . . . on paper.

A few preliminary suggestions. Have those brakes inspected, for you will be in the mountains part of the time. If your tires are partly worn, drive accordingly. Make sure the car is tuned up to save gas.

It might be a good idea to slip a couple of army cots and blankets into the car just in case four must occupy a cabin intended for two. There will be crowds on the road. A good big lunch box, or your small camping refrigerator and thermos jug will save money and be a great comfort. Clothes? You won't need many. People in New York dress just

Looking down the lordly Hudson . . . one of the treats you will enjoy en route to New York.





Miles and miles of scenes like these for those who enjoy shipping and the ocean. Above is the famous elevated highway that runs the length of New York with no lights or stops. This drive is worth the trip in itself.

as they do in Detroit. So let's go. Get out early for cool driving, leisurely coverage of good distances, and fairly early stops at night to get good accommodations. The total trip will be about 1700 miles, so charge up about five or six dollars per person for gas and oil. Pretty cheap transportation.

Cross the Detroit River and it is 250 miles to Niagara Falls over good, uncrowded highways. Allow 7 hours with a couple of rest stops. Sure, you can do it in less, but enjoy this trip and respect others on the road.

As you cross into Canada you will need your car registration certificate and citizenship papers if naturalized. Follow Kings Highway Number 2 to Chatham. Turn right where No. 2 makes a right-angled turn to the left, and 11 more miles brings you to Highway Number 3 at Blenheim. Then settle down for a drive through beautiful and often picturesque Canada to the Falls. Twelve miles beyond Dunnville you will switch left to 3-A.

With an early start you should reach the Falls in early afternoon. We suggest you spend only an hour or so, and see it more leisurely on the way back. Cross into U. S. and continue through Niagara Falls on U. S. 62 (N. Y. 18). You'll probably get lost for a few minutes but just ask directions to Sheridan Drive (plainly marked) and you will reach U. S. 20. From there east it is again smooth sailing.

Now the country is rolling and lovely. Sixty-five miles or so further on you reach Canandaigua at the head of one of the Finger Lakes, and from there on fine cabins and camp sites are plentiful. You can press on and enjoy the interesting ride as long as you wish, depending on time. In the next hundred miles you will pass several of these beautiful lake-and-hill towns. At Auburn you have your choice of two routes. One is No. 5, through Syracuse and Utica. Or you can push on to No. 20 which is a bit more scenic. Somewhere beyond Canandaigua you will spend your first night, and you can count on a good spot. There are splendid cabins, camps and

even bathing beaches at frequent intervals.

The next day will be a real adventure. The trip into Albany is through the same kind of country as the previous day, but at Albany you turn right on 9-W for the trip down the beautiful Hudson River valley. Consult your road map and you will note that other numbered highways approach nearer the river in spots. These are worthwhile.

You are now in historic as well as scenic country. Take time to look about a bit in towns like Catskill, Kingston, Newburgh and smaller places.

Beyond Newburgh, keep to the left and you pass over the Storm King Highway, carved from solid rock, hundreds of sheer feet up on the mountainside. Just beyond you may make a stop at West Point.

Now, the latter part of the afternoon of the second day, you are almost in New York, but are still out in the country. Drive a few miles farther and you will be at one end of the great George Washington Bridge. Here let's stop for a moment.

Looking across the river you see the solid mass of buildings that is New York. You don't want to go across just now. In the city proper there is no place for tents or trailers. There are hotels with very modest rates which some of you will patronize, but if you remain a Hardy Soul you want a site for the night. Tomorrow you will look around.

Well, from where you stand near the head of the Bridge there are many highways radiating in all directions. By the time you really make the trip, Chrysler Industrial Association will have a large-scale, detailed map showing a large number of camp sites, cabin camps and other spots where you can set up for a few days. The best routes to drive through the city to the Fair will be marked on this map, as will also the best ways to avoid heavy traffic in seeing the city, the ocean, the beaches, the harbor, shipping and other things of interest. An easy tour of the city will be laid out which can be followed with no confusion.

So let's for now assume that you are going to spend four or five days seeing the Fair and the city, and the map will be sent to any Chrysler Corporation employe who asks for it. It will be ready about April 15th, and will be announced in the Magazine.

Returning from New York at the end of your visit will be an adventure somewhat different from the trip down. Leaving New York are several beautiful and interesting roads through the Catskill Mountains. You

will make no mistake taking any of them, but one that is worth-while calls for a return up the Hudson to Newburgh (a drive well worth re-tracing), then west on 215 to where it joins No. 17, continuing on to Binghamton. There is a hundred miles or more of mountainous country extending almost into Binghamton that will provide a tremendous thrill to those new to the mountains.

Between Binghamton and Buffalo there are at least two places that are nationally famous and worth a short stop . . . Taughanock Falls, the highest east of the Rockies, and Watkins Glen. They are on a direct route home. Continuing through Binghamton on 17 turn right at Owego and follow 15 into Ithaca. About 8 miles beyond Ithaca a road branches to the right at Jacksonville that leads to the Falls. It is just a ribbon of



Within twenty miles of New York, there are scores of camping spots as quiet and uncrowded as this. Sure, you can take your trailers or tents.

water but is 50 feet higher than Niagara, has an awe-inspiring gorge and is a spot of rare beauty. There is an excellent camp site.

A main road leads from the Falls to the village of Trumansburg, where you catch 227 to Watkins Glen. It is world famous. Here, too, are good camps. If time affords, a day can be well spent in this Finger Lake country. Ask about nearby scenic highways.

Forty miles north of Watkins Glen, by several routes, you can get on the main U. S. 20 again, and retrace your way home by way of Buffalo, Niagara Falls, or both. Now the stay at the Falls will be a welcome rest period, and it is only seven easy hours from Detroit. The Falls is a campers paradise—there are hundreds of cabins, tourist homes, and places for trailers or tents. Then

through Canada home. This outline is by no means intended as a guide to the only things worth seeing on an eastern trip. It is only a discussion of the two most direct routes most of you will naturally travel, and an effort to point out places of interest.

Where a royal welcome awaits you at the New York Fair. The Chrysler exhibit will be one of the outstanding features of the gigantic show.





FINANCING

that

PIONEER HOME

Plans and specifications for the workman's home described in the February Magazine may be had free. Address Chrysler Motors Magazine, Dodge Main Plant

O-O-O-H! What a headache. When we promised in last month's Magazine to write an article on *financing* the pioneer home we described, we didn't know what we were in for. Here's what has happened.

By hundreds Chrysler people have written and called for plans of the home we offered. Yes, you can still get them. But in talking with these applicants we found that they knew more in a minute about how to go about building than we could discover in a year. The spirit of the pioneer was never more evident, and anybody who says that the fighting blood of the American people is growing thin just doesn't know his people.

There are many who say they figure on building the garage unit first, living there this summer, and having the house proper ready to move into next winter. There was more than one couple who said they were going to live in a trailer or a floored tent this summer and build while on the job. Others, better financed, are figuring on the initial unit immediately, although they plan on leaving the interior finishing for winter work. But anything we could say in trying to tell families how to suit the job to their own financial limitations would be just words wasted. You people know.

So about all there is left for us to do is to give a brief talk on credit,

tell the approximate cost of the various operations, and let fully capable people work out their own Pioneer Homes.

First, it was not intended to describe a standardized home that would go up by scores all over the countryside. The plan was to give only the fundamentals of good construction and design, so individuals could work out changes to suit their individual requirements. The plan offered is open to many changes.

Second, it is strongly recommended that the inexperienced builder get a certain amount of expert advice and assistance. A first class carpenter and your lumber dealer should go over these plans carefully, and make any changes their wide experience suggests. Then, by all means, the carpenter should be retained long enough to lay out and help frame the job. Few amateurs are capable of this.

With these words of caution the matter of finances can be taken up.

Credit is something that cannot be standardized. We talked with a number of building supply dealers, and each emphasized

that a man's job, his general credit background, his appearance, experience, length of service and other factors determined how far they would go with him. One man might start with a hundred dollars . . . another would need five hundred. Generally speaking, however, most of the well financed dealers will permit a partial down payment and carry the balance on sound and even liberal terms.

The following prices on materials are average prices, quoted by a number of first class, reliable dealers, and individual prices differ little if specifications are followed.

Foundation materials—footings, blocks, chimney, mortar, etc., ran just about an even \$200. This is for materials only, and assumes that excavating and labor are done by the builder.

The cost of "roughing in" was slightly in excess of \$600, but this means a very complete job. It includes siding, partitions, ceiling, wall board throughout the first floor, and everything necessary to make the place completely livable the year around. It does *not* include interior trim, doors, or other things that can be added while occupied.

This cost can be cut materially by those who want to do more work after moving in. Siding can wait until later in the year. Partitions can be installed independently of the shell. For the summer even the wall board can be bought as needed, and the shell occupied during the summer much like a lake cottage. Just how far the individual must go in these economies will be determined by the amount of cash he has on hand, and the credit he is able to establish with his dealer.

Believe it or not, this home was self-built by Bob Robinson of Truck experimental. It is in Berkeley. His wife writes, "Pioneering it really was. We moved in when it was only one-third done. Just a few temporary partitions on the inside, no doors except the two outside ones, no blinds, just curtains. No furnace either. It was a big mess many times, but a lot of fun."



In general, however, we found that dealers were willing to play ball to the limit with the man who is in earnest. Most of them check periodically on the progress of the home, and the man who is putting in his best licks automatically enlarges his credit. You will find dealers to whom you talk understanding and sympathetic.

Material for the garage and utility room averaged around \$270. If this unit is built before the house proper, as many indicated their intention, it possibly will run more because it will be occupied for some time and must therefore be floored and finished to a certain extent. Material for the bedroom wing to be added later figures about \$210.00.

Material for finishing the upstairs with a good grade of insulating board that can be plastered or painted will cost in the neighborhood of \$130.00.

Finally the downstairs interior trim, floors, etc. will run another \$135.00. All of which does not include plumbing, sanitary fixtures, water, and other city conveniences that transform such a place from a pioneer home to a suburban residence.

Summarizing everything needed to lay the foundation and to rough in the first unit of the home, complete with partitions, wall-board and outside doors and windows runs somewhat in excess of \$800, but a considerable proportion of this can be cut off by those willing to endure inconveniences. Interior trim, doors and finishing the upstairs adds another \$250 to \$275, bringing the total around \$1050 to \$1100. The value of the completed first unit is estimated at \$2000, exclusive of the cost of the lot. This means a profit of nearly \$1,000 on the work done.

Adding the garage, utility room and wing-bedroom calls for the purchase of about \$480 more in materials, but will raise the value of the house to around \$2,800 to \$3,000, exclusive of the lot. So the work put on is profitable.

We want to conclude with a word of caution . . . several words in fact. Do not embark on an enterprise of this kind without taking the man from whom you buy materials fully into your confidence in every respect. Tell him your exact financial standing, your experience, and be absolutely frank in everything you tell him. Then, if you are patronizing a fully established dealer, be guided by his advice. He has helped large numbers of builders of your kind, and he will help you avoid the pitfalls into which many have fallen. He wants to help you, but must protect himself. In protecting himself he will protect you. So do not regard this brief and sketchy article as a full bill of instructions. It is only intended to start you investigating for yourself.

THE COVER

Just a real dirt gardener getting ready for his spring planting. Hugo and Mary Berns picking out a few flower and garden plants. Hugo's a ten-year man and works at Plymouth in the grinding department.

CHRYSLER CORPORATION'S SURPLUS ... AND YOUR OWN

BIG CORPORATIONS usually have a surplus that runs into huge figures. Chrysler Corporation's earned surplus amounts to between 80 million and 90 million dollars.

The question is often asked "In dull times, why don't they draw on this surplus to keep men at work?" Here is the answer, in terms of your own business affairs.

When you were married you possibly paid \$400 for your first furniture. Then, out of your earnings, you since bought a vacuum cleaner, a new rug, an electric refrigerator, a car, a modest fur coat for your wife, a lawn mower and a lot of other necessities. These things are *your* surplus.

If, in dull times, you lived on your surplus it would mean that piece by piece you sold the lawn mower, the rug, the refrigerator, the vacuum cleaner and all other things you had thriftily purchased. So it is with a corporation.

If Chrysler Corporation started draw-

ing on surplus it would mean selling the machine at which you work, the office furniture, a plant or two, or even the trucks that move our materials. Then where would we be?

SURPLUS DOES NOT MEAN SURPLUS CASH. It means the things with which we do business that we did not have when we started. It means the things we purchased to help the business grow. To draw on surplus would mean to withdraw the very things that provide jobs. Actual cash on hand usually amounts to only enough to meet current bills for a month to six weeks.

If you sold the rugs, tools, furniture, etc. that *you* bought out of surplus, there wouldn't be much home left.

If we sold the machines, buildings and equipment *we* have bought out of surplus there wouldn't be much business left—or many jobs.

Don't jump at conclusions when people start talking about surplus. Surplus is entirely different from cash.

JUNIOR CRAFTSMEN GO TO WORK IN THEIR OWN NEW HOME

IT ISN'T entirely fixed up yet . . . that big new shop for boys on the third floor of the Amplex building. But they moved in as soon as the first corner was usable. Right now four hundred boys are meeting with their leaders one night each week, and by the time this is published the number will be increased to eight hundred or more.

The young woodworkers, leather artists, model makers, radio inventors and a host of others are coming in, talking over their projects, getting their tools and materials and taking them home for hours of interesting work. That is *Chrysler* that operates. Included among new things in the Chrysler Library of Tools from which they draw what they need are new power driven wood lathes, jigsaws and a large supply of new hand tools.

Right now is a good time to extend a vote of thanks for the fifty or more adults who for the past eight weeks have given their Saturdays and their labor to the fixing up of this splendid shop. Factory men, office men and several executives have worked with hammer, saw, and paint brush for long hours to give the advantages of organized work to sons of Chrysler people. There are sixty-five men now listed on the staff of leaders prepared to teach boys their knack of making things, and all are volunteers, working just because they like boys. So, hats off to them.



And with the new quarters available, Director John Haien asks the Magazine to announce that the age limit for boys has been lowered to ten years. Address applications to Chrysler Junior Craftsmen, 7900 Joseph Campau.

THIS YEAR'S BOYS' TOURS

Included with this March magazine is a separate sheet announcing the 1939 Boys' Tours, and containing an application blank. It is loose, and not bound into the magazine. Do not let it fall out or get lost until parents and boys have talked the matter over.



Women

EDITED BY
LOLA QUAY

Girls' Club Elects Officers; Make Plans for Spring Dance

The Girls' Club opened another year with the election of officers. Above, left to right in the group picture, Gertrude Olick, recording secretary; Marilou MacManus, vice-president; Betty Starr, treasurer; and Virginia Platcha, corresponding secretary. On the left, inset at the bottom is Mary Valentine, again chosen president for her second term,



and on the right, Dorothy Arnold, general chairman of the dance committee.

At this meeting, plans went forward for the annual Spring dance. The dance committee promises a gala affair. The dance will be held on Friday evening, April 21, at the Book-Cadillac Hotel. The entire Ball Room floor has been reserved.

Two complete orchestras have been engaged to provide music, sweet or swingy. In one ballroom, Ray Gorrell's orchestra will hold forth. In the other, the McKinney Cotton Pickers' Victor Recording Band will be featured. As is the case with all Girls' Club functions, the proceeds will be used for the Christmas stockings and the Summer Camp benefit fund. Tickets will be placed on sale for 75 cents each—or \$1.50 per couple. Each ticket will entitle the holder to two chances on a 1939 Plymouth 4-Door De Luxe Sedan which will be given away as the Grand Door Prize. Ask your timekeeper when the tickets will be on sale, then come and bring your friends.

Meet "Miss 99"

"Why don't you tell us more about the Chrysler girls and what they do?" writes a reader. We aim to oblige and so we visited a girls' department . . . 99 Department, Dodge Main. Figuratively we blindfolded ourselves, turned around three times, pointed our finger, and there was Barbara Bonn.

We should call her Mrs. 99, for she has a daughter, Barbara Jean, age 10, in the fifth



grade at school. Her husband, a Dodge man, passed away in 1934. Barbara went to work in Department 99 on March 18, 1935. She operates a sewing machine and receives 75 cents an hour. She reports for work at 7:30 A.M. and leaves for home at 4:00 P.M.; arriving in time to prepare supper for Barbara Jean.

Interests? Many. Naturally the most important is Barbara Jean and her future. Makes a hobby of understanding young companions; of home making and in between times likes to sneak in a movie or listen to one of her favorite radio programs.

ONLY TWO YEARS OLD, baby Billy Earl is plenty big enough to look after his little sister, Suzanne, aged five weeks. The proud father of these two is Charles Earl of Plymouth.



Wins Dog Sled Derby

Mrs. Jean Cook, matron at the Dodge Plant, has reason to be proud of her daughter these days. In the Dodge Sled Derby held at Belle Isle, daughter Jean and her dog "Rex" won first place. Pulling his pretty mistress—sliding, scrambling, and tugging—Rex led the field across the finish line in a mad rush. Happy over her victory, Jean promised to be back next year to defend her laurels.

A Real Quilt Maker

Seven miles of thread crocheted into 431 blocks to make a bedspread twenty-one rows wide, consumed five months of spare time of Mrs. Kendall, matron at Marysville, for Josephine Kanarie of the Stationery Department. Standing alongside the bedspread we see the producer and the owner, and in the small square, the lovely design Mrs. Kendall fashioned.





CARD SHARKS are these boys over at Kercheval. Very few days go by without this gang over in the toolroom gathering around to try their luck at lunchtime pinochle.



GOOD FOOD, laughter, and lots of fun were to be had at Phyllis Juskoviak's birthday party over at the Jefferson plant. A bunch of her co-workers in 71 department got together and threw a surprise luncheon in honor of the event. And was Phyllis pleasantly shocked—we think so.



ACROSS THE SEA in far-away London, the Chrysler Motor^s Limited also celebrated Christmas in a big way. The party, held a few days before the holiday, was a huge success. T. N. Treen sends it over to us. Thanks a whoic lot, Mr. Treen.

FILM Fruit



WHILE IN THE AIR FORCE for England, Ben Casuell, now of De Soto, visited at Sidi Bish, Alexandria, Egypt, in 1917. Some of the native boys are with him. That's Ben, seated on the lower left.



FAREWELL LUNCHERS are these girls, all from the Highland Park Export division. They all got together to honor Mary Jane Wilson, who left service to be married.





THIS IS THE ONE TIME that the gang had time to relax. A. B. Cronk, Plymouth, makes these boys take their exercise seriously over at the field house. The object—to wear down some of those heavier waistlines, and believe me, "A. B." sure drives a hard bargain.



PAT AND HELEN—"LINCOLN GIRLS." Their dad, A. F. Riley, says that they are just seven years apart, both being born on Lincoln's Birthdate.



A FUTURE LIFEGUARD is three-year-old Richard Abram, son of Charlie Abram, Kercheval. This was snapped up at Port Huron on the beach.



"ON THE BEACH AT BALI-BALI" almost, only Al Helfort, Marysville Shipping, is enjoying a little frolic on the sandy shores of Lake Huron.



ACTION SHOT. Frank Tobin, Marysville Receiving, snapped "Mr. Owl" as he was about to make a three-point landing on the lawn. Nice going, Frank.

FATHER TIME as portrayed by Leo Francis, H. P. Service Shipping, is the title of this one. Isn't he just too bashful, or do we imagine things?



NIGHT OWLS are these boys. They all work afternoons over at the Forge Plant. That doesn't step them from bowling though, so they get up in the morning to do it. Even with little sleep, some of their scores are really good.





"NOT MUCH EXCITEMENT" SAYS EX-COAST GUARDER

Chasing rum-runners, plotting courses of icebergs, and getting one's nose cut off, didn't seem exciting to Bill Potts of Highland Park Plant Protection. All of these things happened to him during his five years in the Coast Guard Service. In addition to all this, Bill kept a leopard cub, named Leo.

Bill started in the Coast Guard Service in 1928, and was assigned to duty on a destroyer. Most of the time, the boat was chasing rum-runners off the coast around New York. One dark night, the word came that a very fast boat would attempt to land some rum. It was sighted and the chase began. Not being able to catch up with the boat, the destroyer opened fire.

Accurate shooting pulled down the rum-runner and three of its crew were killed. Later on, in New York City, Bill was ganged up on by three men. Knives flashed and Bill's nose was cut off. However, a good plastic surgeon fixed him up and his nose looks just as good as it ever did.

Being very active in sports, Bill spent much of his time swimming. Soon he found himself on the Coast Guard team. They trained at that time in the pool of the Hollywood A.C. where Johnny Weissmuller was doing his swimming. Bill often used to race with Johnny, but never could quite beat him.

REAL "MAN-O-WAR" CARVED BY SANDERSON

From a block of white pine, with the aid of a carving knife and a little sandpaper, Bill Sanderson, Marysville Stores, carved the "Man-O-War" pictured below. About 30 hours of carving were put into Bill's creation that stands 8 inches high. The carving is so exact that the horse stands balanced on its two hind legs.



TWO OLDTIMERS ON TEST ROLLERS ARGUE HEATEDLY

For twenty years, Morrie Roen and John Sunich have worked together and argued together. Morrie and John now work on the final test rollers at the Dodge Plant. Never a day passes but what they have at least one good argument. Understand, they don't fight, just argue and swap opinions as to who's the best ball team, or just who'll win out in the latest boxing tournament.

John started working for Dodge Bros. in October, 1918, and Morrie started six months later. From that time on, they have worked together. Before Chrysler took over the Dodge division, they used to test the Dodge cars on an old track near what used to be



the Russell Wheel Co. Here they had a high steep incline that the cars had to be driven up before they were finally O.K.'d.

Chrysler came into the picture. The rollers were installed and the job simplified. Now they test the cars as to their running order, check the rear axle, transmission, and brakes.



A REAL HORSEWOMAN

Her kingdom for a horse—and she can ride, too. Judy Szelog, of the Service Stores in Marysville, is setting a record. It is never too early or too late for her to don her togs and be off and away. We understand the fellows at Marysville are registering at the riding academy to learn to post, so they can lope along with Judy. Come on boys, get some Punch into it.



NINE ROUND TRIPS ACROSS THE OCEAN FOR EARL MYERS

Sure, Earl Myers was in the Navy during the World War, but most of his excitement came after the Armistice was signed. He made nine round trips back and forth across the Atlantic; entertained King Albert of Belgium; and saw most of France on his leave days.



You see, Earl was first trumpeter in one of many Navy bands. He enlisted early in 1918 and was stationed at the Great Lakes

Training Station near Chicago. During the actual days of the war, Earl and his buddies were pretty busy playing here in this country. Marching in enlistment parades; playing for Liberty Bond drives; and seeing most of the states in the Middle West.

The same day the Armistice was signed, Earl's band was ordered to Newport News to board the transport liner, U.S.S. Ryndam.

"The first night out was horrible," says Earl, "Seasickness—yes, Navy men get it—had most of us in its grip. There we were, out on the Atlantic with nothing in sight and blackness all around us. Makes a fellow feel kinda small, believe me. After making five round trips on the Ryndam, our band was transferred to the U.S.S. George Washington. This ship had carried President Wilson to France the previous trip and we missed him by one trip."

"However, upon arriving in France, we were ordered up the English Channel to pick up a special passenger. The passenger turned out to be King Albert of Belgium. There never was a better scout than the King. He was quite fond of music and often would listen to us for hours. You know, he always had three or four bodyguards around him all the time. Well, one day, he slipped away from them and came down to our quarters. He sat there and talked with us for quite a while. Pretty soon, the call came—"All hands on deck". We all got up there and found that they had missed the King and had searched frantically all over for him. They must have thought someone had kidnapped him. Needless to say, he never got away from them again."

Three more trips across the Atlantic bringing back soldiers, nurses, and officers brought Earl's Navy days to an end. On their leave days, the musical sailors had managed to take in all of France's highlights, including the battlefields and Paris. Now Earl is over at Kercheval in the Paint Shop and his Navy days are but fond memories.



MARCH



ASSOCIATES FETE HIATTS ON SILVER ANNIVERSARY

To Mrs. John Hiatt goes a distinction accorded few women. She was an honored guest at a luncheon given by a group of men. The occasion was Mr. and Mrs. Hiatt's Silver Wedding Anniversary.

Keeping the whole thing a surprise from John Hiatt was quite a job, but everything worked out successfully. Besides Mr. and Mrs. Hiatt, their daughter, June, and their son, James, also had seats of honor. A lovely silver serving set was given Mr. and Mrs. Hiatt by John's associates.

John Hiatt started with the Maxwell Company, helped build the first Chrysler "70" alongside of Mr. Chrysler, came to Detroit just prior to Chrysler's rapid expansion and has been with us ever since. The Hiatt family is practically an All-Chrysler one, as both his son and daughter are employees.

Pleased by the attendance of 53 of his associates, Mr. Hiatt sputtered a bit when asked to speak. He did manage to thank all of his buddies over in Kercheval's Body-In-White division for handing him what he called, "the most pleasant surprise I've ever had."

A NARROW ESCAPE. Karl Hawkins, Marysville, rolled over in his Plymouth while taking a curve. The "Safety-Built" sturdiness of the Plymouth prevented serious injury. No one got even a scratch.



JANUARY GRADUATE WALKS OFF WITH HONORS

A scholar, athlete, and an all around good fellow is Joyce Clarke, a January graduate of Lincoln High School, Van Dyke, Michigan. Her dad is Leonard Clarke who works over at Plymouth in Department 82.

Her industrious ability enabled her to lead the ten high honor students in her school. This gained for her the Gold Medal Scholarship, with her name being engraved at the head of the Gold Honor Shield for the future record of the school. Joyce also was editor of



the school paper, "The Railsplitter", has earned her letter in Basketball, and as reporter for two local newspapers, consistently made the headlines.

Taking lessons in practical First Aid for some time, she is now president of the local chapter of the Junior Red Cross. Another of her many accomplishments is the piano accordion, which she studied and mastered in her spare time.



A. J. PLANT SHOWS HOW MEN "GET ALONG"

A. J. Plant, Service Manager for Fargo, will be pretty much embarrassed by being held up as one of the Fair Haired Boys of the Chrysler crowd. But last month, without knowing it, he furnished an excellent example of the kind of thinking and doing that helps men "get along."

On the morning of the Big Snow, Plant, like most of us, got to work somewhat late. As he drove into the Dodge Plant he noticed a colored boy in an old Chevrolet stuck in a snowbank across the street. Nothing unusual about that . . . hundreds were stuck.

An hour later, Plant looked out of his office window and the boy was still stuck. Plant was concerned. Half an hour later he was still there. Then at frequent intervals Plant looked and fidgeted at the young fellow's plight.

Finally, instinct born of years of service work grew too strong. After all he was a service man, and it was his business to aid cars in distress . . . even cars that were not ours. Pulling on rubbers, overcoat, muffler and hat, Plant got a tow-rope somewhere; plunged his own car through the snow-banks; hooked onto the Chevy and pulled it around and around until he got the colored boy going again.

Just a homely little story. Sure. But most men in good jobs got there by doing little things . . . no business of their own . . . quietly, efficiently and well. Plant just pursued the Main Idea of his job.



BIRTHDAY DINERS were these girls. *Clara Trombley, Helen Hagen, and Winnifred Krokoski, the girls with the corsages, were the honored ones. The plant, Dodge Main.*

KERCHEVAL NEWSLETS

Gladys Trevorrow was married some time ago to Bill Hendricks at Eastwood Park Roller Rink on roller skates. Helen Collins—blessed with a lovely baby boy. Emma Bishop celebrated her birthday by bringing a lovely five-pound box of candy in for her pals in B79 Dept. Marge Kirsten has left for an extended visit to California. H. Wade left and was presented with a gold watch by his fellow workers as a reminder of his Chrysler days. To Martha VanZuk—we're darn glad to welcome you back again. Emma Sullivan—an oldtimer—has been very sick, but is well on the road to recovery once again. Marie Zielinsky, injured in a traffic accident, is feeling much better, but is still confined to her home. Ceil Swanson is to be a bride early in March. Mr. and Mrs. Ed Hanaford—the proud parents of a baby girl—the Mrs. being formerly Ruth Noble of B84 Dept. and the Mr. being over in the H.P. Plant Protection.

DODGE

Ann Banach—new sparkler—wedding bells in April. Bert Horne going co-edish with pink horn-rimmed goggles. Marion Christopher—formerly Planning—recently became the mother of a baby girl. Ask Henry Nieman about carrot juice and herring-brine pickled horse carrots. Otto Huhn returned from Florida a darker hue than the bushel of oranges he brought back. J. Brown entertained a group of Coast Boys at H. Clancy's home. Bill Verla receiving lots of correspondence—result of recent picture in the magazine. Several ice fishermen—F. Richard, H. McLean, C. Kelly, W. Baranowski, and H. Clancy, but they didn't bring any fish back. Later W. Baranowski wearing bandage on finger, claiming he was fished by fish. M. Gordon in auto accident—car she was in having turned over twice. Hubby Patterson getting more sleep since twins are sleeping through. Does the large number of comic valentines received by Al Braun signify popularity? Hazel Page's approaching marriage has Hazel and her friends all adutter. Joe Ozimkiewicz has finally confessed his big weakness—he and Gerlie Gardocky expect to announce the date soon. Reports are that wedding bells will soon be ringing for Rosalie Merline. Mike Lutzen recently given the third degree. He says that instead of worrying over the high price of eggs this season, he's willing to admit that they were extremely "fresh."

DE SOTO

Dignity Chaser—Mary Robertson at a formal dance, tripped and fell down the Grand Staircase at local Swank Hotel. No damage except to dignity. Marge Gallagher desires advice on driving from some expert chauffeur with pleasing personality. Flo Hemmer entertaining at cocktail party in her new apartment. Peggy Myers, Mary Williams, Dot Holsbeke, lu victims. Lloyd Morrow and wife soaking up violet rays in Florida. E. A. Wulz returned from Florida with a beautiful tan. Ann Broze was surprised with a farewell luncheon when she left. Frank Elliott is getting the light. Gene Wallace suffering the effects of too much skiing and just can't leave well enough alone. Now is off for a week end in Illinois for more punishment. C. F. Guardiola proudly presents a new De Soto. Girls, it's a honey. Frank Hughes and L. Anderson—bowling alley coaches. T. Kelleher swamped in Valentines. Jack Batten sporting unique new wardrobe. Lefty Graham doing very nicely with his proteges. Ray Banners learning to write with his left hand.

PLYMOUTH

Who is the Walter Winchell of the Planning Department who gets the "scoop" on everything and handles special equipment as well? Jack Cooney taking in the shows while his wife is in California. Harold Campbell, take warning! Look out for trees that jump up and bit you. Mathew Herzig busily engaged in higher mathematics via the bonus route. We wonder if Larry Philipp was giving professional pre-marital advice to his two charming companions in the Lobby. "Boy meets girl" is quite an appropriate title for Lillian Robinson's twinkling eyes. Charles Sandilands, well versed in Scottish prose and is a modern philosopher. Those Traffic specialists, Harry May "Martin" and Roger Gibson "Coy" are still in deadlock. Time will tell! Manson Smith and Joe Sinal are the custodians of the clock. Why visit the bus station every Saturday night, Ethel Stuart, and not buy a ticket? Captain "Smithy" still delivering pep talks on bowling, with no point, as yet, to his credit. The early spring plowing is calling Messrs. Pulford, May, Manson,

Smith and Ferrington. We wonder what special crops will be offered by them this fall. Cecile Evans now "Mama" to an 8½ lb. girl on February 8.

HIGHLAND PARK

H. Robinson, L. Devereaux, A. C. Morris, B. Morrison, and F. Goodling all building new homes. Ray Fricke's egg business picking up. Ed Duffy and Mark Amos will take up golf this summer. Frank Oliver and Bert Fenton's cheap cigars prohibited in office. Dick Devitt snow bound. Littlefield disposed of his antique, has a new Plymouth now. Sylvia Ginsberg will honeymoon this month. J. Bancroft, Jean Bennet and others will follow—must be open season on men now. John Scalwinski broke ankle tobogganing. Ray Davis occupies recently completed new home. The Robert Fox seen in shiny new Plymouth. Private feud—Dave McKenzie, Ed Yates, the latter wears ear muffs—forgot 'em last time. Bagpipe Band guests at showing of Gunga Din. Oscar Neff to Earl Hohn, "Here's another card." Al Rehndorf dons overcoat. Johnny Lackner missed perfect game by one strike. Bill Ramsey lining up Spring sports. Edna Allen, hockey fan. Tom Coyne now wears hat and rubbers, old age Tom? Al Maxwell silver threads among the gold. Jack Reeves, London, Ont., Beau Brummel. Helen Campbell wearing sparkler. Carl Enger converts smokers to pipes. Les Rogers, wood carver, deluxe. Nina Thompson goes boom on ice. George "Snow White" Kelly still thinks he can play hockey. Charles Day, Bud McBain, hockey fans? Harold Julitz, Chuck Day card feud. Art Haddrell drives home. Harry Hale sells "goo goos" at Shrine Circus. Herb Trevasikis star ticket salesman. Promotions: Graus Kauechek, James McAlpine Patton. Henry Ford (H. P. Dept. 111) through-the-ice fisherman. Joe Reilich and Charlie Zink attend banquet. Frank Reidy and Tom Coyne awaiting next Christmas party.

EVANSVILLE

F. J. Ferguson was recently elected president of the Transportation Club. Best wishes for a speedy recovery to Billy Newhouse, our "Liberty Boy." Billy had a rather serious accident, but dad, Patrolman Newhouse, thinks he'll be back soon. After the announcement in the society column, we believe you, Margaret, the second diamond is genuine. Margaret Ann, daughter of A. Bruner, just beat "Santa" here by a few hours. Arrived 12-23-38. Pete Baret and R. Ramage are also proud fathers. It's wedding bells to L. Fischer, Bud Thuman, H. West, E. Merritt, W. H. Gross, and Bruce Loma. "Effie Bell" Newman is hoping for a "Sadie Hawkins" Day. Wanted to know? Why Al Glenn wears two pairs of Sox. W. K. Dill is all "smiles." He tells us it really was a BOY.

MARYSVILLE

Valentine's Day was a big day for Evelyn Rossow . . . the reason, a dandy sparkler from Art Schell Smiling faces in Dept. 95 these days—Mr. and Mrs. Erwin Buckler the proud parents of a baby girl, Phyllis Marie; Mr. and Mrs. Arthur Pauly also a baby girl, Rose Mary. George is proud of his pony hide jacket. Wally Cottrell keeping the wintry winds out with his red and black wool jacket. Leo Centrowski invests in a spring outfit—some class. Chuck Kellum looking for a boat. Cooper Johnson digging out of snow near Memphis. Ben Netzel's lunch bucket rides the running board. Mr. and Mrs. Harry Ford—new daughter, Brenda Lee. Mr. and Mrs. Clarence Bethway—a new son, Thomas John.

AMPLEX

Frances Kucharek is still ill at home after her appendectomy. Olive Coleman—ill with the flu. Leonard Waleke was married recently. R. MacDonald had another addition to his family—a boy, and Roy Everett acquired a baby girl. Chester Prysbala received a jacket for his football playing last fall. Since when has Hank Randy become a "Ziegfeld"? Walter Anderson has purchased a number of fruit trees for his farm. Dan Mott can certainly make that harmonica talk. William Smith has plenty of noise around his house these days—son plays the trombone. Adolph Deck back on the job after a serious operation. Douglas Miller, latest crush blonde or brunette? Howard Harder—amateur radio bug. Harry Priskie, famous for his beautiful rabbits.

AIRTEMP

J. M. Johana, Chief Inspector, is following the sun to Florida. James Matejovsky is already excited about his trip to the "Wilds of Wyoming" next summer. . . . Cliff Roberts is one of Airtemp's best bowlers, but was almost beaten by Captain Stover's heir. . . . Already several Airtemp executives are budgeting the returns from the next Kentucky Derby. . . . Harry Rogers, newly appointed Factory Superintendent.

JEFFERSON

Congratulations to Mrs. Lyle Snider, nee Mary Burton, in the Time Study Department. Esther Thompson in the Payroll leaving February 28th to take up her duties as a housewife. Who is Miss Chrysler, according to Payroll Clerks? Herschel Pigue back in the Time Office after 4 months absence due to sickness. Pete Probsfeld of the Time Office married. You didn't "steal march" on us after all, Pete. Doc Wunderlich is the Dr. Jekyll and Mr. Hyde of the bowling leagues. Mr. Hyde on Wednesday night and Dr. Jekyll on Thursday night. Understand the hobby of Chris Fix in the Tool Engineering is Spiders. Who is the young lady in the Accounting Division who gets all fluttery when a certain good looking timekeeper puts in an appearance? The Fitzhenry family is moving in from their summer home to their residence on Lakewood. Understand Fitz will commute by boat.



PATROLMAN PRESENTS PICTURE TO FRED ZEDER

"Chess Nuts" is the name of picture seen above held by Mr. Zeder and A. G. Bradford, H. P. Plant Protection. The idea was conceived and carried out by Bradford, who's a darn good commercial artist in his own right.

One day Bradford saw some pictures of the engineers over at Highland Park gathered around the conference table, discussing some engineering problem. Came the idea to him to have a bit of fun. He got the photographs and painted a water color picture of his own, putting in just a bit of humor.

The painting portrays the engineers seated around the table with two of their number playing chess, the others just sitting, watching, and laughing. When the painting was done, Bradford presented it to Mr. Zeder, who had it framed. It now hangs in Mr. Zeder's office in a distinguished place of its own.

KOKOMO

R. Gilligan claims he can fix any type of vacuum cleaner—his wife claims hers is manufacturing grade A ice cubes after his efforts. New arrivals to Runk, Atkins, Spence, Overholser, McKay, and McGuire. . . . congratulations to all. Evelyn Hardesty scored a neat 293 in bowling last week. R. E. Gilson was recently married. Also congratulations go to Ray Howard.

INSURANCE REPORT DEATH CLAIMS

MONTH OF JANUARY, 1939		PLANT	NAME	BENEFICIARY	AMOUNT
Dodge	Main	William Marriott	Wife	\$7,000.00	
Dodge	Main	Matthew Sava	Father	2,000.00	
Dodge	Main	Jesse Caston	Wife	3,000.00	
Dodge	Main	John J. Elwart	Wife	2,000.00	
Dodge	Main	Steve M. Droska	Sons	3,000.00	
Dodge	Main	Louis Busch	*Self	3,000.00	
Dodge	Main	August Bueh	*Self	3,000.00	
Dodge	Main	Anthony J. Dacey	*Self	2,000.00	
Dodge	Main	Steve Kustreba	*Self	3,000.00	
Plymouth		Stanley Utecht	Mother	3,000.00	
Plymouth		Chas. Horseman	Wife	2,000.00	
Newcastle		Gid McGraw	Wife	3,000.00	
Newcastle		Fred Nichols	Wife	3,000.00	
Kercheval		John Harmon	Wife	3,000.00	
Kercheval		Geo. W. Thigpen	Sister	2,000.00	
Jefferson		Jack Watters	Mother	3,000.00	
Jefferson		A. Mandeville	Mother	3,000.00	
Jefferson		Emil Granthen	*Self	3,000.00	
Jefferson		Adam Bojakowski	*Self	3,000.00	
General Office		Lloyd Bachman	Wife	3,000.00	
General Office		L. Tourangeau	Wife	1,100.00	
General Office		John D. Eddy	Son	2,000.00	
General Office		Trovillo Wheaton	Wife	2,000.00	
General Office		Michael Dorsey	Wife	3,000.00	
General Office		Mary Harris	*Self	1,000.00	
Highland Park		Charles W. Heath	Wife	3,000.00	
Kokomo		Chas. B. Patchett	Wife	2,000.00	
Chrysler					
		Detroit Co.	Louis Ward	Wife	3,000.00
		21 Deaths		\$	58,100.00
		* 7 Permanent Disabilities			18,000.00
		Because of Sickness and Accident employees received			38,636.87
		May 1st, 1929 to January 31, 1939			
		1,987 Deaths		\$	5,532,284.64
		545 Permanent Disabilities			1,396,182.20
		107,132 Sickness and Accident claims			3,432,765.89
		GRAND TOTAL PAID			\$10,361,232.73



GO



FORGE ALL-STARS TAKE ENGINEERS AND PLYMOUTH

In the first match of the "mythical Chrysler Championship," the Forge gang took Highland Park Engineering into camp. If you'll remember, the Engineers challenged any five man team to a match game and the Forge Plant got first "crack" at them. With Tony Novak leading the Forge bowlers with a 223 average, the Engineers went down to defeat by the score of 2869, for Forge, and 2660, for H. P.

With the victory over the H. P. Engineers under their belt, Forge was next challenged by Plymouth. Meeting on the same alleys, Forge really showed the makings of a championship team by establishing the highest five-man team total ever rolled on the Palace alleys—3204 pins. Each man on the Forge team had a 600 or better series for the three game match—some bowling.

Again Tony Novak led the pack for the Forgemens, rolling a 237, 206, and a 270, for 713 pins. Close on his heels were Bartholomay, Mote, Cyby, and Wilkins. George Holmes had the high game for Plymouth—a 255 in his last game. Now Forge is sitting back and waiting for their next challenger—who will it be?



EVANSVILLE'S GERMAN BOXER

Named "Rhythm Ranger of Dunroaning," this is the first pure German Boxer Evansville has had. Owned by Phil Berger in the Planning, the dog has an ancestry that reads like a stud book. The dog is the son of "Peter of Dunroaning," the American Champion, and the grandson of the unbeaten International Champion, "Dorian Von Marienhof of Maizelaine."

The charming young lady showing the boxer is Phil's daughter, Marion, also of Evansville.

KOKOMO AND NEW CASTLE BOWLERS STAGE BIG RIVALRY

In the middle of February, twenty bowlers from the New Castle Plant went over to the Kokomo Plant and engaged the boys from Kokomo in a series of special matches. Three of the New Castle teams were victorious, one losing. Lee, Fleming, Baughn, Battson, Lonabaugh, and Shelly all hit at least one game over the 200 marker for the New Castle teams. For Kokomo, Thompson and Douglas each had one 200 or better game.



FIGURE SKATING PROVIDES EXERCISE FOR FAMILY

With a skating pond right in their backyard, the whole family of Joseph Studnicka, Dodge Master Mechanics Division, does a lot of skating. Back in Bohemia where Joseph came from, it is a national pastime and upon his arrival in this country, Joseph saw no reason why he shouldn't continue doing so.

His daughter Martha and his son George both can cut a neat figure eight on the ice. All are members of the Olympia Skating Club, meeting once a week down at the Olympia.

Joseph said that skating over in the old country is a little bit different than here, but he was able to change over and still learn a few new tricks. He swears by skating and declares that nothing else gives you the exercise that figure skating does. Coming to American in 1910 and starting to work for Dodge Brothers in 1915, he has twenty years of service behind him. He worked in the Tool Design until 1929 when he left, returning in 1932. He has been here since.

ANOTHER EXPONENT of talent and grace is Eric Jadick, formerly of the Sonia Henie show. Eric has won many championships and has quite a collection of cups and medals, etc. He's now in the Mechanics division at Dodge.





WARTIME—BUT DODGE SHIPMENT GETS THROUGH

From far away Australia comes this picture of 36 Dodge Touring cars. The shipment arrived on the barque, "Kilmenny", April 10, 1916, and was the first large shipment of Dodges to arrive in Australia. During the Great War, it was hard enough to get any shipments at all, let alone any large ones. The freight rates were very high, costing \$35 per ton to ship the load, whereas in normal peace times, \$12 per ton was the rate.

Mr. W. J. Winterbottom, managing director of the Winterbottom Motor Company of Australia, writes that the demand always has been great for Dodge-built cars in his land. It takes quite a while to get any shipments over there; the boats leave from New York, go down the coast and around the Cape of Good Hope—or through the Panama Canal, and then up to Australia.

OILITE EXHIBIT TAKES FIRST PRIZE AS BEST SHOW

Down in Indianapolis at the Purchasing Agents' Show, the Oilite exhibit was awarded first prize and a silver trophy for being the best exhibit in the show. The exhibit was arranged and planned by George O. Desautels, the Oilite representative in the Indianapolis district. Picture above is Miss Louise Dresbach, who was named the "Oilite Girl." She was garbed in a suit of bronze, the buttons being oilite bearings. Left to right in the picture are: Miss Margaret Rudbeck, George Brammer, "Chief" A. J. Langhammer, Miss Betty Shaffer, George Desautels, Miss Louise Dresbach, Charles Bunner, and Miss Margaret Hunt.



DODGE PLANNER SKIMS OVER LAKE ON WEEK-ENDS

That's A. B. Crabb, better known as "Shorty" by his associates, at the helm of an ice boat on Lake St. Clair. A. B. is in the Planning department at Dodge Main and is considered quite a wit and character by his fellow-workers. He started to work at Dodge's in 1919, continuing with the Chrysler Corporation to date.

During the winter when there's ice to be found, A. B. can usually be seen skimming over the lake on almost any week-end. While iceboating is one of his favorite sports, he maintains a 168 bowling average in the



Dodge Manufacturing League. So far this season, he has rolled the highest single and three game series in his league. A 244 got him the high single game and 613 brought down the three game honors. Besides bowling and lake-riding, he makes very life-like and real wooden plaques—and if you're interested, he'll show them to you.



ELEVEN YEARS WITHOUT AN ACCIDENT IS H. P. RECORD

Probably one of the most safety-minded men in the Chrysler Corporation is Adelbert Ostrander, who works over at Highland Park in the Plating department. Adelbert has never been to the First Aid station in the whole eleven years that he has been employed at Highland Park. In fact, when talking to Adelbert, he mentioned that if he ever had to receive first aid, some one would have to show him the way to the station.



STAMP COLLECTORS GET UNDER WAY WITH NEW CLUB

For the past two years, the idea of having a Chrysler Stamp Club has been turning over in the minds of many in the organization who collect stamps. This dream has now come true. At the last meeting they elected officers: K. Sitler, president; Geo. Monfort, vice-president; Emerson Kerr, secretary; and Carl Jensen, treasurer. The new officers and the members extend a cordial invitation to all concerned to join.

The club is for employees only. Not only have the present members stamps in mind, but they like to use the club for promoting better fellowship between the members in the different plants. At present there are forty-three members, with all hoping to increase this number. Anyone interested should get in touch with K. W. Sitler, Dept. 497, Highland Park Engineering, or Emerson Kerr, Plymouth Plant, telephone line No. 159.

UNUSUAL CAMERA SHOT MAKES MODEL PLANE REAL

Every once in a while, you hear of some one giving or doing something to boost another fellow along on his way. That's what makes things click. The picture of the plane below directly resulted in the plane's maker getting a promotion.

A fine looking plane it is. In fact, looking that Bernard Bogan, Airtemp addict, snapped it one day while hanging around for unusual shots. The maker of the plane had loaned it to Bernard Cochran, Airtemp electrician, for an exhibition in Cocky's Hobble. Bernard thought that Cocky made it. Later that it had been made by a local lad, specializing in such work.

It took one hundred hours to build the ship. It has dual controls and rubber power-plant. The ship looks just like a real airplane.



SPRING FEVER

AS THIS is written there are eight inches of snow on the ground; driving is beastly, cars are skidding every way . . . and long lanes of traffic are being halted while drivers help others push stalled cars out of drifts. But strange to say the records in our office show that *few people are being killed or seriously injured by automobiles.*

By the time you read this—the middle of March—the picture will be different. Chances are that the pavements will be dry, the sky clear, and you will be breezing along without a care in the world. But then the headaches will be ours. *For as sure as fate we will be chalking up deaths and serious injuries with sickening regularity.* It always happens that way during the first dry days of the year, when "Spring Fever"—the dangerous kind—gets into the blood of drivers.

We know this is coming and we dread it. It is discouraging because it is so absolutely unnecessary. But realizing that your Chrysler Motors Magazine reaches nearly one-sixth of the drivers in Detroit we want to tell you how we are trying to prevent accidents, and ask your help.

We have twelve officers in our Safety Bureau—young, serious, earnest men—who visit the schools of Detroit to help take care of YOUR CHILDREN. They lecture to classes; organize and supervise the safety patrol boys; map the school districts for danger spots which should be protected and in general act as combination educators-engineers. The work they are doing is measured by the fact that school accidents have dropped 70% in Detroit. If you have a child in school you should read them quote the advice of Bondy or Kerwin, or you should be in charge of their district.

Let me make one point in this short allotted to me, I want to make

These serious young men of ours could talk with YOU as frequently, and persuade YOU to take them as seriously as school children do, this mounting accident rate in the springtime could be cut very deeply. If you expect your children to take what we say seriously, it might be a fine idea for you to set them a good example. Here are a few of the things we would like to say to YOU.

Please DON'T drive 30 and 35 miles an hour in city streets. Certainly you may get by with it, but 30 miles an hour is just 2¼ times as risky as 20 miles. Cut your speed down, particularly in residential streets, and we believe that accidents could be cut just that much—2¼ times.



THE Fatal KIND

by
Sergt. Clyde Raines
DETROIT POLICE
SAFETY BUREAU

Please remember that children, turned loose in the streets in the first spring sunshine, feel just as frisky and good and buoyant as you do. They too will take chances. On a residential street where children are playing, 20 miles is a maximum safe speed, and if there are cars parked at the curb even fifteen may be too fast. Think of the advice you give your youngsters when they start out in the morning—"Be careful"—and be just as careful as you want them to be.

Please realize that the trading of five minutes extra of sleep in the morning for the chance of killing or crippling a child is a bad trade. It's a habit many of us have—rolling over for a bit of a nap and then having to use a heavy foot to get to work on time. This is particularly true if you report for work at 8:30, and are driving when children are flocking to school. Set the alarm up ten minutes and take your time.

Please watch for those baseball and marble games that are going on in the vacant lots at this season of the year. A running, darting boy is about the most unpredictable thing in the world. One second he can be running

away from you and the next second under your wheels. Touch the brakes as you approach these play groups. Just a little slow-up will help.

Please remember that just about as many people are injured by running into cars as by cars striking them. It isn't enough that you calculate your speed so you will not strike a youngster. He may strike the side of your car, and the results will be just as tragic. Keep that in your mind.

Of course there is nothing new about any of this. You have heard it preached year after year, and this is only repetition. But here is a new angle that may make you consider it more seriously.

The twelve officers in charge of safety work in our schools are preaching and teaching these fundamentals to YOUR children all the time. The children are paying attention to it. They are becoming educated. YOU are older than these children, but sad to say we do not seem to make the progress with adults that we do with the youngsters.

We of the Safety Bureau ask your cooperation. We know the temptations. You will cross in the middle of a block and punish your youngster for doing the same thing. You will teach your children to stop at the curb and watch for speeding drivers—even curse the speeding drivers—but in a moment of thoughtlessness you may be one of these drivers. Is it right to try to teach children to observe certain rules without observing the same rules yourself and teaching by example? Yes, and it is quite fair to ask the officers of this department to protect children against dangerous conditions *when only you can eradicate those conditions?*

Remember that you who read this constitute one-sixth of the drivers in Detroit. Your example can do much to change the tempo of "Spring-Fever" driving. You are looking to us to produce results in terms of fewer accidents to your children. We are looking to you—particularly you parents—to help us do the job. We would like to work *with* you . . . and you with us.

Just Little Things—by Bob Xmas





Good fellows GET TOGETHER

THIS is just a friendly introduction. There are two groups of people in Detroit who should know each other better—a lot better. These groups are the men who sell Chrysler-built cars, and the men who build them.

Mr. Dealer know Mr. Employee.

He means a lot to you. He and his family and close friends constitute almost one-third of the local market for new and used cars. Chrysler families alone make up a sixth of Detroit's population. And they are among the highest earning of all industrial groups. You'll want to get better acquainted with these your own people.

Mr. Employee meet Mr. Dealer.

His sales—the sales of our dealers in Detroit may furnish you a full week's work—or more—in the course of a year. The used cars he offers are sold on a basis of honest representation that is the finest guarantee of good value you can find anywhere. Your patronage of these Chrysler dealers will do a great deal toward keeping several

hundred mechanics, salesmen and business men steadily employed.

The magazine believes that you two groups of fine fellows should know each other better. Each of you has what the other needs.

Dealers can give employes more work, and better values in cars, better service, and a personal interest and friendship that is very satisfying.

Employes can give dealers more sales, greater service volume and the finest kind of sales promotion in the form of "plugging" among friends.

Employes—make a practice of dropping into salesrooms, introducing yourselves. *Take your friends with you.* Dealers sell for you—why not sell for them? Dealers—welcome these men and get to know them. Meet them as friends as well as potential customers for cars and for service.

There is no reason why Chrysler-built products should not outsell all other cars in Detroit if this whole great Chrysler outfit will keep everlastingly pushing. Let's get together—it will mean much in wages as well as much in profits to dealers.

Chrysler Corporation

PLYMOUTH—DODGE—DE SOTO—CHRYSLER