

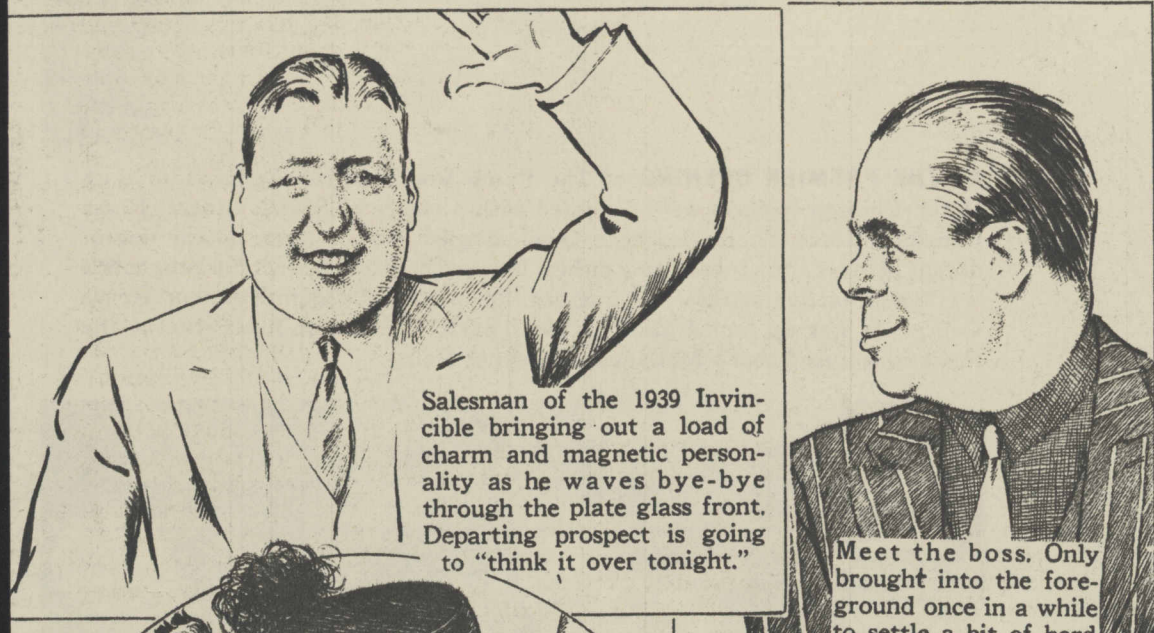
AUTOMOBILE SALESROOM

By W. E. Hill

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Turning in the old car, showing owner and the little wife (she's lending heavy moral support) demanding an allowance of \$600 on the 1927 model that's practically as good as new—has a dandy engine. The salesman and the used car appraiser are firm on their offer of \$15.



Salesman of the 1939 Invincible bringing out a load of charm and magnetic personality as he waves bye-bye through the plate glass front. Departing prospect is going to "think it over tonight."



Meet the boss. Only brought into the foreground once in a while to settle a bit of hard bargaining, or to extend the glad hand at the closing of a deal.



Car sold and order signed. Everybody relaxed and happy. The salesman is explaining how, until a moment ago, he had supposed Mrs. Mitme was Mr. Mitme's daughter, and he can't get over how surprised he is.

Suspicious customer. Never believes a word of the sales talk. Insists he's being gypped on the turned-in car and getting a raw deal generally.



High pressure sales boy calling attention to the exquisite radiator contour, the floating, dreamy rubber body mountings, and the super-gorgeous chromium bands!



Confidential sales talk. Wouldn't think of panning a rival car. "Only," says he, "I'd hate for you to buy a car you weren't satisfied with and were kinda ashamed to be seen in after a while."

Bessie can't quite tell whether the De Luxe Luxuria or the Super-magnificent model has the best springs and the nicest upholstery. Bounces around in both cars and just doesn't know WHICH is nicer. Decides she'll look at another dealer's 1939 models first, and then make up her mind.

Spicy Version of Fruit Cake

By MARY MEADE

IF YOU haven't long ago wrapped and stored fruit cake enough to last through the holiday season, here's one you'll want to bake. It's very fruity and spicy and is flavored with honey, prune juice, and wine. There are several weeks left for ripening before it's sliced and served with hard sauce, brandy sauce, or ice cream for holiday dinners.

CHRISTMAS FRUIT CAKE

(For tube pan)

- 2 cups cooked prunes
- 1 cup seeded raisins
- 1 cup seedless raisins
- 1 tablespoon sliced fresh orange rind (colored part only)
- 1/2 cup sliced candied pineapple or citron
- 1/2 cup sliced candied orange peel
- 1/2 cup sliced candied lemon peel
- 1/2 cup sliced candied cherries
- 1 cup sugar
- 1 cup butter
- 4 eggs
- 1 cup honey
- 1 cup prune juice
- 1/2 cup white wine
- 1 teaspoon vanilla
- 1 cup chopped nuts
- 4 cups sifted flour
- 1 teaspoon salt
- 1 1/2 teaspoons soda
- 2 teaspoons cinnamon
- 1 teaspoon mace
- 1/2 teaspoon cloves
- 1/2 teaspoon allspice

Pit prunes and cut into pieces. Rinse raisins in hot water and drain thoroughly. Moisten fruits and peels with honey and wine. Cream sugar and fat together thoroughly, add well beaten eggs and prune juice, and combine with fruits. Add flavoring, nuts, then flour which has been sifted several times with salt, soda, and spices. Mix



Sugar and spice and everything nice, including honey, wine, candied and dried fruits, go into a Christmas cake.

well. Pour into a large, greased, wax paper lined tube pan, or into several smaller pans. Bake three hours or until done in a 300-degree oven. Cool thoroughly. Wrap in wax paper and store in a closely covered container. Several tablespoons of

brandy may be poured over the cake before storing if desired.

For several weeks the cooking department has been busily testing fruit cake and Christmas cookie recipes for inclusion in a new booklet now ready for distribution. It's called "Holiday

Cookies and Fruit Cakes" and is on sale at Tribune public service offices, Tribune Tower lobby and 1 South Dearborn street, for 3 cents. By mail it's 5 cents in stamps. Address mail requests to Mary Meade, Chicago Tribune.

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ACTION



MOTOR CAR CONFERENCE. Kendrick B. Brown (right), pres., Chrysler Illinois Co., goes over plans for forthcoming advertising on the new Plymouth line with J. M. Montague, Chicago Tribune automotive adv. staf. During the first ten months of 1938, more of the Plymouth appropriation for Chicago newspaper advertising was expended in the Tribune than in all other Chicago newspapers combined.



NEW CEREAL CAMPAIGN. Chas. C. Thoms (left), dist. sales mgr., and H. C. Hasbrook, Chicago mgr., National Biscuit Co., review progress of advertising campaign on Cobs, the new cereal product, now running in the Chicago Tribune. During the first ten months of 1938, more of the National Biscuit appropriation for Chicago newspaper advertising was expended in the Tribune than in any other newspaper.



"SALES ARE GOOD"—thus Charles A. Rubey (left), pres., P. J. Rubey Co., Inc., exclusive distributors in metropolitan Chicago of Dutch Masters and Harvester cigars, recently reported to M. J. Dempsey, Chicago Tribune nat. adv. staf. More advertising on these brands appears in the Tribune than in all other Chicago newspapers combined.



GROCERY SALES CONFERENCE. Paul Vandiver (seated), Chicago city sales mgr., the Kraft-Phenix Cheese Corporation, and A. W. Dreier, Chicago Tribune nat. adv. dept., review the sales results produced by the advertising campaigns featuring Kraft Dinner, O-ke-Doke, and other Kraft cheese products which have been appearing in the Tribune.

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