

Sales Record Expected to Be Set in 1925 Due to Prosperity

Buick Policy for 30 Years

"Be Sure You Are Right, Then Go Ahead," Was Slogan of Founders.

By LEE HUFF, Jr.
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"Be sure you are right, then go ahead" was taken as a policy by the founders of the Buick Motor company 30 years ago. As a result Buick was not the first car to be made commercially, but during the last two decades has attained a leadership that has been undisputed.

While actual records of the dates various automobiles were first planned on paper are not available, it is safe to say that Buick was among the pioneers. In 1895, just 30 years ago, work of drafting plans for a Buick car first started.

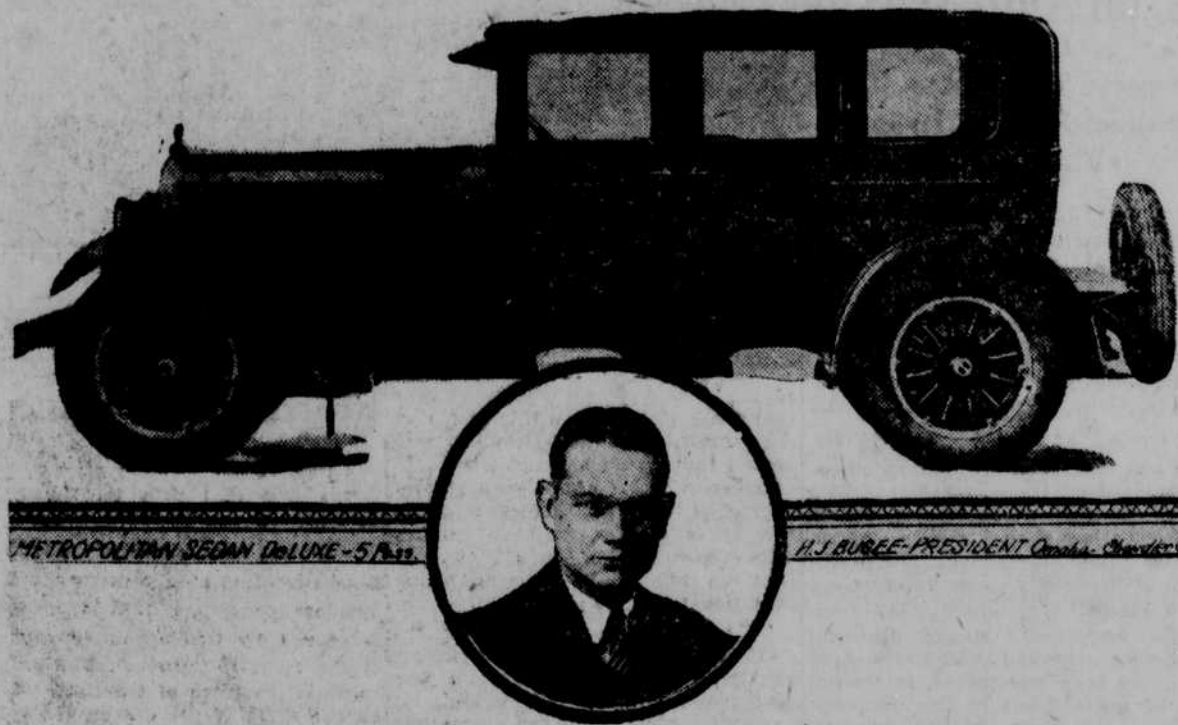
Two years previous to this date, in 1893, the Buick Manufacturing company started building stationary and marine gas engines in a little building in Detroit. The "horseless carriage" was being mentioned as a possibility and the officers of the Buick Manufacturing concern believed that their valve-in-head engine would be ideal motive power for a self-propelled wagon.

For nine years experiments were made before the Buick pioneers were satisfied they were right. Their opinion, however, was not shared by Detroit bankers who considered an investment in a Buick Automobile company was akin to buying green goods. Progressive Flint bankers and business men, however, thought differently, and in 1903 the Buick Motor company was incorporated and started operations in Flint, the first experimental car being completed in December of that year.

The "bugs" in this experimental car were killed, and production was started. The first car to be sold was completed in July, 1904, and delivered to the first Buick purchaser, a Flint physician.

The first Buick factory was a new, one-story brick structure near the plant of the Flint Wagon works, which company made the bodies. One

Chandler Coach Is Attractive



The Chandler display in space 24 at the Auto show consists of a coach, metropolitan sedan de luxe and a chummy sedan de luxe.

The Coach Imperial, just announced by Chandler, is a center of interest. It is found to be unusually roomy and easy of entrance. The doors are extremely wide, and allow a passenger to enter or leave the rear compartment without inconveniencing the passengers in the front seat. The glass of the doors and also the rear windows, which are unusually wide, may be lowered for ventilation, and in combination with the Fisher V. V. windshield will enable the passengers to have virtually all the airiness of an open car when desired.

The Chandler chassis, with its two

famous units, the Pikes Peak motor and the traffic transmission, also attracts much attention. The engine has been developed and refined during the two years since it was first introduced. The present show season sees the introduction of new type pistons; a larger oil pump, supplying oil at higher pressure to all bearing surfaces; piston pins floating in phosphorus bronze bushings; and other changes for greater ease of maintenance and operation.

The traffic transmission, introduced in September, 1923, has undergone severe tests in the hands of thousands of Chandler owners. It was a success from the beginning, and is now firmly established as one of the greatest advances in motor car design. Visitors at the Chandler booth

are always interested to learn how it is possible that a gearset that is operated in exactly the same manner as other transmissions can be shifted infallibly, up or down, at any normal driving speed. The gears of the transmission are constantly in mesh, so that it is impossible either to clash gears or strip their teeth.

This is the first show appearance of Chandler four-wheel brakes. This maker did not rush into production with the front brakes, but carefully investigated all known systems, and evolved an original design that is remarkable for its simplicity and ease of maintenance. The entire braking system of the Chandler, front and rear, has only nine lubricating points, as against some systems that have more than twice that number.

hundred employees were kept bustling in the little plant and during the last half of 1924, the marvelous production of 37 Buicks was accomplished. In contrast, the present Buick plant covers an area more than a mile in length and from two to four blocks

in width.

Throughout this growth, however the policy of "be sure you are right then go ahead," has been continued. While the company no longer takes nine years of experimentation before deciding on a project, every test, both

scientific and practical, is given every "dea, all material, or any device before it is definitely incorporated into a Buick car. In fact the present Buick cars are virtually the product of 30 years of continuous experimentation and testing.

Chevrolet Is Roomier Now

New Model Has Many Outstanding Features Attracting Interest at Show.

The new Chevrolet, which was introduced early in 1925, is creating a sensation at the various automobile shows at which it is being shown. In it are incorporated many features never before offered on a car in this price class.

The new car is more beautiful in body lines, more roomy and comfortable, with much of the chassis either entirely new or redesigned and a host of new body features, many of them of the type and quality to be found in the highest-priced cars.

The following outstanding features are to be found on these new cars: All models have full streamline bodies, with refinements in design which make them the most beautiful cars Chevrolet has ever produced.

New Clutch.
New clutch of the dry plate disc type, completely enclosed with fly-wheel.

New axles; rear axle is entirely new of banjo type construction, and with one-piece pressed steel housing.

New springs of the semi-elliptical type, longer and easier riding.

New and heavier channel steel frame 38 inches longer, with five sturdy cross members.

New improvements in the already famous Chevrolet motor, such as heavier crankshaft with larger connecting rod bearings, longer and larger center main bearings, shorter intake manifold bringing the carburetor closer to the cylinder, insuring better carburetion and easier starting; rocker arms and valves completely enclosed.

New Harrison radiator shell of

Cadillac 5-Passenger Coupe



highly polished, nonrusting airplane metal.

All bodies finished in Duco, in beautiful colors.

Redesigned Windshield.
All open models have redesigned windshield, with very large upper panel to permit unobstructed vision.

All closed bodies equipped with VV one-piece windshield and automatic windshield wiper.

All closed bodies built by Fisher. New bodies roomier.

New instrument board, with more convenient and beautiful grouping of instruments.

While the new Harrison radiator remains the same in size and capacity, material and appearance of the shell has been radically changed. In place of the former enameled steel shell, the new radiator shell is made of airplane metal, which is non-rusting because of the composition of the material used, and has all the beauty of nickel.

New Rear Axle.
The clutch has been changed from

a cone-type to a perfect single plate, dry disc clutch, which requires no lubrication. This new type makes for easier operation, smoother engagement, more positive drive and longer life.

The rear axle is entirely new. In this construction, the differential complete with ring gear and pinion are mounted as an integral part of the third member in what is known as the differential carrier. The new stamped, one-piece axle housing—known as the banjo type—is similar in design and construction to that used on the most costly cars. New Departure ball bearings are used throughout.

The front axle has been greatly strengthened and re-designed.

The springs are of the semi-elliptical type, which are longer and provide easy riding. They are of Chrome Vanadium steel, one of the toughest types of steel so far developed. The rear springs are under-slung to improve roadability. Alemite fittings insure lubrication, and by the use of bronze bushings the life of the shackles is greatly lengthened.

Hard-Surfaced Roads on Gulf

Concrete Boulevard Lends to Comforts of Southern Tourist.

Motoring along the Gulf of Mexico has been materially improved in recent years by hard-surfaced roads. A concrete boulevard is being built from Jacksonville to the popular Florida beaches to the south, and on the way from Jacksonville to New Orleans there is the 43-mile stretch of concrete leading toward Lake City.

A few miles beyond the city's boundary the Spanish Old Trail becomes the modern trail of concrete. Through forests of pine the road leads west to the palm-shaded public square of Lake City. Then, following the trail of the Spanish conquistadors, the road leads to Pensacola, the capital city of Florida.

Beyond, in a westerly direction, says the Concrete Highway Magazine, the red clay of Florida merges into the buff soil of the southern Alabama fruit belt. Pecans and satsumas grow in profusion. But Mobile is just ahead—a quaint city of traditions and business enterprises. Since 1893, when Sieur de Blenville first founded the city, five flags have floated over Alabama's only seaport—French, English, Spanish, American and Confederate.

More concrete smooths the way west of Mobile. Projects under way will provide pavement to the Mississippi state line, where Jackson county's concrete road leads to Pascagoula. Then follow a series of popular resort cities—Ocean Springs, Biloxi, Gulfport and others. The road lies close to the shore of the gulf and its numerous bays, ultimately arriving at New Orleans, one of the wonderfully interesting cities of the south.

WILLYS-OVERLAND FINE MOTOR CARS



World's Lowest Priced Four-Door ALL-STEEL Sedan

\$715
f.o.b. Toledo

59,173 people visited the Willys-Overland showroom during Auto Show week in New York

Revolutionary Advance in Driving Vision

Overland's adoption of all-steel bodies is admittedly one of the most important advances ever made in the low-priced field. Sales of the new Overland all-steel Sedan are literally pyramiding. People are keenly aware of the advantages of steel construction—particularly the greatly increased range of driving vision.

Besides its all-steel body, the Overland Sedan gives you bigger power . . . patented Triplex Springs . . . stronger axles . . . bigger propeller shaft . . . balanced crankshaft . . . bigger brakes . . . disc-type clutch . . . simpler lubrication . . . sliding gear transmission. A very inexpensive car to buy—and a very economical car to run. Extremely easy terms.

Coupe Sedan \$585
World's Lowest Priced Closed Car with Doors Front and Rear

OVERLAND ALL-STEEL SEDAN

WILLYS-OVERLAND, Inc.

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Underwood Garage, 5011 Underwood Ave.
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"Motor Car History will be made this week at the Show by the new line of Six Cylinder Willys-Knight and Six Cylinder Overland Fine Cars"

John N. Willys
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The Complete New Willys-Overland Line:

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Standard Sedan	\$ 985
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New Six-Cylinder Willys-Knight	
Touring	\$1845
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Coupe-Sedan	\$2145
Brougham	\$2295
4-Passenger Coupe Sedan	\$2495
New Four-Cylinder Overland	
Touring	\$ 495
Coupe	\$ 635
Coupe-Sedan	\$ 585
Sedan	\$ 715
New Four-Cylinder Willys-Knight	
Touring	\$1295
Coupe	\$1495
Coupe-Sedan	\$1495
Sedan	\$1575
Brougham	\$1695

All prices f. o. b. Toledo

Show Place No. 17

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MOTOR CARS

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