

### Dodge Cars Noted for Dependability, Says Local Dealer

Sales Increase More Than 25 Per Cent During Past Year; Four-Cylinder Engine Used Exclusively.

"For 10 years—dependable. These words express the successful attainment of an ideal conceived in the minds of the founders before the first car bearing Dodge Brothers name was placed in the hands of a purchaser late in 1914," says R. E. Davis of the O'Brien-Davis Auto Co. local dealer, in commenting on Dodge Brothers latest advertisement.

"The word 'dependable,' when it appeared on the poster boards and in the magazines and newspapers several years ago, focused public attention on one basic characteristic to which, more than any other, is due the good name which Dodge Brothers motor cars enjoys everywhere.

"Having decided to produce a car bearing their name, Dodge Brothers kept 'dependability' constantly in mind while they were designing the units, selecting the materials, prescribing the heat treatments and determining the machining and assembling process and inspections.

**Parts Carefully Co-Ordinated.**  
"The four-cylinder, L-head type of engine was selected because it has always been known, over great periods of service, to be the most dependable and free from need of repairs or adjustments.

"That their judgment a decade ago was sound is evidenced clearly by the fact that over 75 per cent of all passenger cars today are powered by four-cylinder engines and that last year Dodge Brothers sales showed an increase of over 25 per cent against a loss of 11 per cent by the automobile industry as a whole.

"Dependability of the chassis is the result of a well balanced design—of which Dodge Brothers motor car is an outstanding example. All units and component parts are designed and manufactured to work together in smooth co-ordination—none overdeveloped at the expense of others.

#### Adhere to Basic Design

"The well known policy of constant development of a basic design as contrasted with the production of radically different annual models gives the buyer complete assurance of dependability. Every year since the first Dodge Brothers motor car was built it has been made better by refinement.

"When 1,000,000 Dodge Brothers motor cars had been produced it was found that over 90 per cent were still in active service. This fact affords ample evidence of generous public approval of the sound policy of building a car of enduring dependability."

### More Cars Than Phones in U. S.

Now 2,000,000 More Automobiles, Western Electric Figures Show.

By CHARLES D. HASTINGS  
President and General Manager, Western Electric Co.  
The value of the motor car as a daily necessity has been strongly emphasized by the automotive industry for some years. Within recent weeks several authorities have declared that approximately half the distance covered by automobiles is now for business purposes.

Many comparisons have been made between the motor car and the telephone to show the influence each has had to exert on our daily lives. It is generally agreed that these two inventions and, more recently, the radio, are the outstanding contributions of the 20th century.

The tremendous growth of the automobile industry is strikingly illustrated in telephone statistics just released by the Western Electric Co. They disclose that there are now 2,000,000 more motor cars in the United States than telephones—17,740,236 automobiles and 15,349,484 telephones. In other words, there are today 160 motor cars to every 88 telephones in this country.

Surprisingly, France has an even greater proportion than the United States. Latest figures show 573,967 motor cars in operation there, against 524,592 telephones, or 100 motor cars to each 81 telephones.

No other country has yet as many motor cars in use as telephones, though in Australia and Great Britain, among the larger countries, the ratio is nearly equal. Australia, with 258,477 telephones, 205,000 motor cars. Great Britain has 1,045,928 phones and 778,211 automobiles. Each will probably have more motor cars than telephones within two years.

Japan, Poland and Hungary are the only great countries where there are more than 10 telephones to each motor car. Japan has almost no good roads, which largely accounts for her exceedingly low ratio. Poland and Hungary are still suffering heavily from the ravages of the war. So are Germany, Austria and Czechoslovakia—other countries where the ratio is at greater variance than it would be under normal economic and political conditions.

### Bargains in Open Cars Predicted

Heavy Sale of Closed Models Offers Opportunity for Seeker of Used Machine.

Due to the tremendous sale of closed cars which has been brought about through the introduction of the coach by many of the large automobile manufacturers, there will be many fine bargains in used cars this summer and fall in the opinion of W. R. Lippold, manager of the Oakland Motor Car company, local retail office.

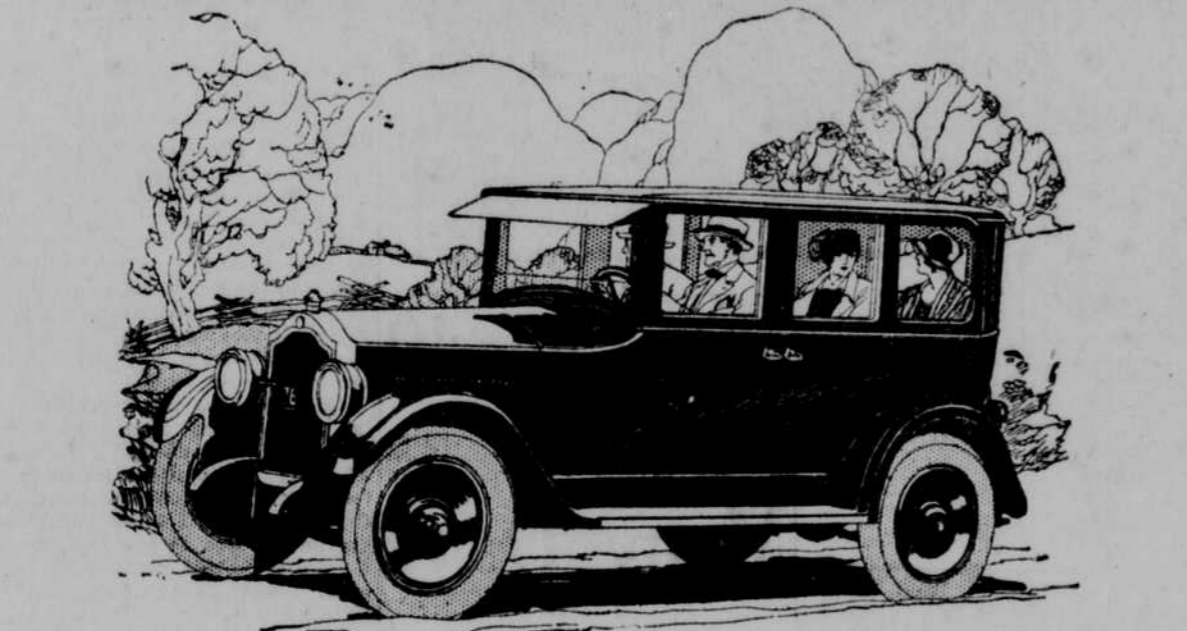
"The bargains, of course, will mainly be among those of open cars having a permanent top for which glass enclosures may be purchased as

### Three New Trucks Purchased for Highway Maintenance



The fact that Douglas county is going to have well built and well maintained roads is evidenced in the above picture which shows the last three trucks purchased for use in the building and maintaining of our highways. The trucks shown are Model 63 Internationals of 6,000-pound capacity, and are equipped with hydraulic steel bodies. They will be used in the transportation of gravel, crushed stone, and other road-building materials and also in furnishing power for grading machines. Before delivery was made the trucks were thoroughly inspected by County Commissioners Henry MacDonald, John Briggs, H. G. Counsellman, Charles Kubat and Thomas Falconer. They paused long enough in their inspection to let the photographer catch the picture.

### Insurance Protection for Drivurself Patrons



The Yellow Driv-u-self System, Inc., announces through their affiliation with the national organization of Hertz Driv-u-self operators, they have arranged special insurance protection for their patrons. This insurance includes \$1,000 property damage and the usual \$5,000 to \$10,000 personal liability. There is a nominal charge of 30 cents for a 24-hour service certificate.

"We have noted a marked increase in our business since the announcement of the six-cylinder sedans as rental cars," Mr. Houser said. "I believe this is due to the fact that everyone likes to drive a better automobile, and, contrary to many ideas, a little larger car with higher power is more easily handled in congested traffic and on hilly roads. It is my belief that in the near future the man who now travels by train will feel that he has a dependable automobile at his service which he can drive himself."

### March Auto Sales Smash All Records

Willys-Overland Builds 21,300 Cars; Expect Demand to Continue.

With a production record of 24,300 Overland and Willys-Knights cars during the month of March, Willys-Overland has just established a new production peak, surpassing its previous record achieved a year ago in March.

Coincidentally, the sales department announced that field reports show a gain in retail sales for the same month of 28 per cent compared with last year.

"Never before has the outlook for Willys-Overland appeared better," is Mr. Willys' comment supplementing the announcement of these facts. "During March we built 5,200 Willys-Knight cars. We have now reached a production of 250 Overland sixes per day. Our output of Overland four-cylinder models has been nearly 600 cars per day, the majority being enclosed types, particularly the all-steel sedan, which seems to have met with generous approval by the motoring public.

"Unlike the situation a year ago which began to show diminution in business with the beginning of the second quarter, all evidence indicates that there is a steadily increasing demand for automobiles this spring and we expect to maintain our production gait of the past month for some time to come. Our dealers are already beginning to feel a brisk demand that presages a car shortage. We are employing nearly 20,000 men at our three plants in Toledo, Pontiac and Elkhart, with 14,000 men on our pay roll at Toledo, and 3,000 each at the other two points."

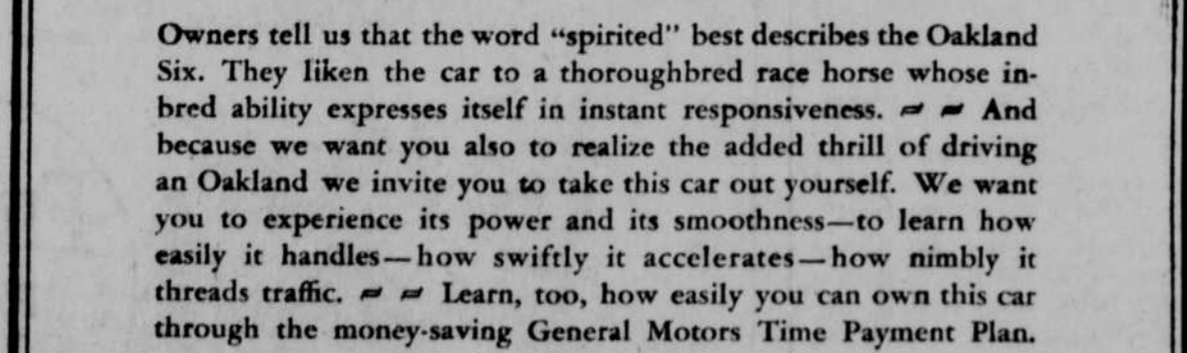
### Reo March Output Shows Increase

Deliveries Exceed Those of Any Other Month in Its 21 Years.

Reo deliveries for the month of March just closed were the greatest in the 21-year history of the Reo Motor Car company, according to an announcement made by officials. The best previous month experienced by the veteran manufacturing company was May, 1923.

The largest March in Reo history prior to March, 1925, also occurred in 1923. However, this year's March deliveries were more than 14 per cent

### A Spirited Performer



Coach \$1215 at factory

Owners tell us that the word "spirited" best describes the Oakland Six. They liken the car to a thoroughbred race horse whose inbred ability expresses itself in instant responsiveness. And because we want you also to realize the added thrill of driving an Oakland we invite you to take this car out yourself. We want you to experience its power and its smoothness—to learn how easily it handles—how swiftly it accelerates—how nimbly it threads traffic. Learn, too, how easily you can own this car through the money-saving General Motors Time Payment Plan.

Oakland Motor Car Co. RETAIL STORE Telephone AT 2929 2421-23 Farnam Street WINNING AND HOLDING GOOD WILL OAKLAND SIX PRODUCT OF GENERAL MOTORS

### Engineer Points Out Reasons to Watch Ammeter

Guardian of Entire Electrical System; Instantly Detects Trouble in Circuit.

By O. E. HUNT  
Chief Engineer Chevrolet Motor company

The ammeter is the most understood dial on the instrument board of a motor car, is in many ways the most important. Few automobile owners, however, understand the story the ammeter tells as the miles fly by. The ammeter is the guardian of the whole electrical system of the car, particularly during extreme of winter cold and summer heat, and is connected to every bit of electrical apparatus with the sole exception of the starting motor.

If you get acquainted with the ammeter it will tell you at a glance whether or not the whole system is functioning properly. It will tell you if one of the headlights is out; it will tell you if there is a short circuit in the line; it will warn you in a moment if the generator fails to function. An understanding glance at the ammeter every 20 miles or so is a trouble saver of great importance.

When the motor is started and everything is working properly, the little hand moves over to a certain spot on the charging side and there it invariably rests—varying in location with the speed of the car—until something goes wrong in the electrical system. If one of the headlights goes out the ammeter shows a slight

higher than those of the best previous March, the shipment figures show. Passenger car, Speed Wagon and bus business all held to the record-breaking pace set by Reo during the month. No one type of units carried a major share of the increase, and domestic and foreign shipments also increased in proportion to their relative year-around values.

Reo's production schedule has been extended slightly to make this record-breaking business possible, but there is every indication that plans may have to be revised again to prevent a shortage among Reo dealers, practically all of whom are working with exceptionally low stocks. Reo shops are working six days a week, with overtime the rule rather than the exception.

That the stride now being hit by Reo will be held for some months to come is the opinion of company officials. While March should see the spring business well under way, it should not include the crest of the rise attributable to regular spring buying.

For this reason and because of the orders already held, some marked for April and May delivery, and some that could not be filled in March, Reo is assured of an exceptionally big season.

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increase in the charging rate; if the generator fails to function for any reason, the hand swings away over to the discharging side and the driver knows that the whole load is being carried by the battery. The ammeter never shows the full flow of electricity from the generator, but it does indicate the amount of electricity that is flowing into or out of the battery, hence the importance of the tell-tale current indicator and its ability to tell what is going on all along the line.

The layman might ask why it is important to know the exact minute when the generator ceases to function as long as the car will keep on running with the current from the battery. One important reason is that if the generator fails due to broken leads in or outside, it should be given immediate attention or it will burn out and entail considerable expense for repairs. If he also knew that a fully charged battery would turn his engine over for fifteen minutes in summer, but for only five minutes or less when the temperature was at zero, the ammeter tip might also induce him to crank the motor by hand and thus conserve the energy of the battery.

The generator is the whole source of supply of electricity and it keeps the entire system in operation but it requires little, if any attention, from the driver. It is more important to know that the electrical output of the generator may be varied on Chevrolet cars by what is known as third brush adjustment, for the car consumes more electricity in cold weather than it does in warm and the generator should be adjusted accordingly by one who is experienced in doing this kind of work.

It is easy to know when generator adjustment is required, for the battery will tell you all about it. Give your battery a hydrometer test every two weeks. If you find the battery fully charged and requiring only a little distilled water, everything is all right. If at the end of successive two weeks' periods you find the battery persistently out of water, it is an indication that the generator is supplying too much electricity and if allowed to continue will result in serious damage to the battery. If, on the other hand, you find the battery persistently undercharged the generator should be adjusted to supply more current.

#### Watch Spark Gaps

It is important for the driver to follow instructions carefully when adjusting the gap on his spark plugs. A high voltage is required to make the spark jump the gap and the wider the gap the higher the voltage. However, if the gap is widened the voltage is automatically increased, and if it goes high enough will cause a failure in the ignition coil and will require a new unit, which is rather expensive.

Many drivers, and not a few mechanics, have found that an engine which will not run properly when idling, due to leaky valves or some other cause, will run fine if the spark gap is widened, but they are merely relieving the difficulty for a short time at the expense of the electrical system. Instead of finding the real cause of the trouble and correcting it at its source.

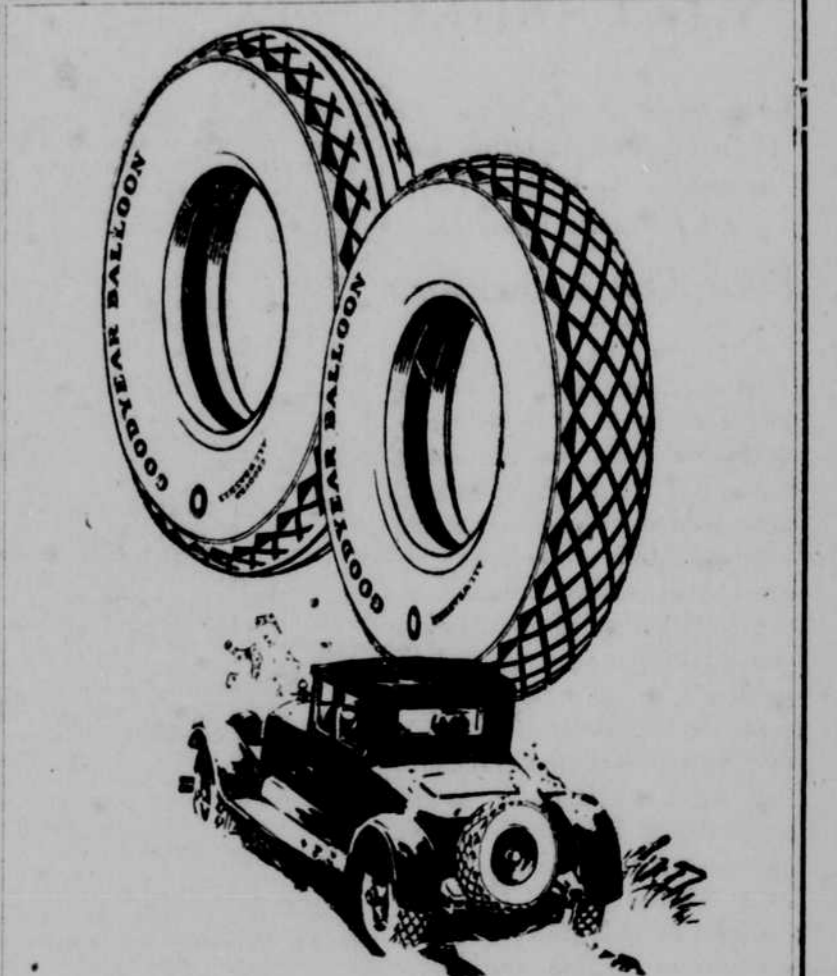
### CADILLAC SALES MAKE BIG GAIN

Cadillac's new car sales made by the J. H. Hansen Cadillac company for March exceeded those of any month since May, 1923. According to figures received from the Cadillac Motor Car company, the increase was evident throughout the country.

"This is very gratifying, in view

of the constantly increasing competition in the Cadillac field, which has been exceptionally keen in the last few months," says J. H. Hansen. "Cars in the Cadillac price field are no longer sold to drop-ins, but the prospective purchaser must be diligent effort and hard work on the part of the salesmen."

In the devil's garden the poppy grows to curse the lanes of commerce.



### How Much Do You Want to Pay?

That's exactly what we ask you when you come in for a Good-year Tire.

No matter whether you want an out and out bargain or the finest quality tire—a big new balloon tire or a regular size. We have a Goodyear for you, at the price you are willing to pay. You see, the Goodyear line is complete and Goodyear prices are low.



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## HUPMOBILE FOURS AND EIGHTS

Everyone who drives the Hupmobile Eight wants it right away—and says so. That's because it so far surpasses other "eight" performance—as well as "fours" and "sixes." It brings a new motoring sensation.

The Hupmobile Four is noted all over the world for sterling reliability. It is designed and built to give extraordinary daily service and satisfaction.

A phone call for a demonstration will bring the car and model in which you are interested to your door.

### Stewart Motor Company

20th and Harney ATLantic 5242