

Camels Replaced by Cadillacs on Desert Mail Run

Auto Cuts Eight Week's Journey to Two Days—Speeds of 70 Miles an Hour Possible.

How the running time from London to Bagdad has been reduced to eight days, and how the Holy Land and the scenes of other ancient Oriental civilizations have been opened to tourists by the motor car, was interestingly told by Caldwell S. Johnson of the General Motors company, who has just made a short visit in Detroit.

Camels, the ancient ships of the desert, which held sway for more than 3,000 years, are being replaced by motor cars, which add many factors of safety to the advantages of immeasurably greater speed.

A route recently established across the Syrian desert from Haifa and Beirut to Bagdad for mail and transportation purposes, by the use of Cadillac cars, reduces the running time for a distance of nearly 500 miles to two days. Prior to the establishment of the new mail route, the journey by camel travel consumed from seven to eight weeks.

The motor route brings within quick and easy access to tourists the ancient ruins of Baabek, Palmyra, Babylon and other ancient cities.

The drive is taken straight across the desert. Trails are frequently ignored and the hard surface of baked mud makes possible a speed as high as 70 miles per hour. At night, direction is determined by the stars.

The Cadillacs carry a gasoline reserve of 75 gallons in tanks on the running board. Arab bandits, mounted on feet horses, are outgunned by the high speed of the cars.

Plans are being made for extending the route eastward from Bagdad to Tahan, Persia, giving it a total extent practically equal to the distance from Detroit to New York.

1924 FORD SALES NEAR MILLION

Ford sales have passed the three-quarter million mark. Car and truck deliveries alone show an increase of 12,158 over last year. May has opened with a bigger demand for Ford products than any month so far this year, the Ford Motor company announces.

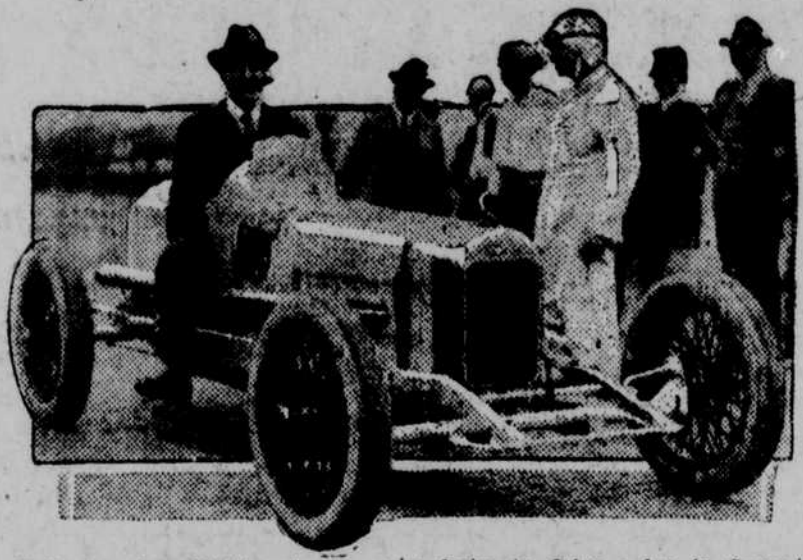
Ford retail sales in the United States during the first 19 days of May averaged \$3,855 daily, exceeding the last 19 days period of the record-breaking sales month of April, which indicates the continued upward trend of the market.

Figures just compiled show a total of 757,923 Ford units retailed to customers from January 1 to an including May 19, of which Ford car and truck deliveries alone show a gain of 102,158 over the same period a year ago.

With the increases already attained this month and with the present outlook for business the company anticipates a new high sales figure in May.

It is estimated that this year will see an expenditure of at least \$12,000,000,000 on cars, trucks and their maintenance.

Mayor Mounts Race Car Cowboy Style



Following the official welcome extended Earl Cooper, noted race driver, by Mayor Lew Shank, the chief executive of the Hoosier capital expressed

Cooper to Drive in 500-Mile Race

Veteran Speedway King to Pilot Studebaker Special at Indianapolis.

Indianapolis, Ind., May 25.—Earl Cooper, veteran automobile racing driver when many of the present generation of speed pilots were in swaddling clothes, has arrived here with his Studebaker special as his mount in the 12th international 500-mile race to be held at the Indianapolis motor speedway, May 30.

In the days of yesteryear—when Johnny Aitken, Gil Anderson, Tom Rooney, Darlo Resta and Barney Oldfield were the stars in automobile racing's electric lights—Cooper was a star of the first magnitude.

He was a first placer in the sizzling road races as well as on specially constructed speedways. Then he retired to retirement and followed the more prosaic existence of a business man on the Pacific coast.

Suddenly he announced his return to the track. That was two years ago. He jumped into Joe Thomas' car the day of the Fresno (Cal.) race after Thomas was stricken with appendicitis and had to submit to a tracheotomy operation.

Cooper drove the car into first place, giving the group of speedsters that had come to the top during his retirement, a lesson in the art of getting around a speed bowl a required number of times in the shortest period.

He was second in the Fourth of July race at Kansas City last year and second at Beverly Hills, Los Angeles in 1922. Cooper's best run at Indianapolis was in 1915, when he ran fourth. In 1914 he was the road race champ.

AUTO DESTROYED STATE LINES HERE

"Thousands can starve in China a few miles from plenty, because they have no transportation," says C. Harold Wills, the president of Wills Sainte Claire, Inc. "Given transportation, China would be the greatest

Oakland Gives Gruelling Tests to Show Service

Autos Subjected to Wear Ordinarily Undergone in Four Years' Use Found Mechanically Sound.

It was scarce eight months ago that the first six 1924 Oakland cars off the line were dispatched from the factories at Pontiac, Mich., to the distant corners of the country to prove the soundness of the many new Oakland features.

Oakland desired to show the public how the cars would perform after a year's service—and to give that year's service in terms of miles—in a space of time less than six weeks. Reports from these six cars which are being driven at various branches and dealers of the company state that every one has covered more than 21,000 miles, or a total of approximately 125,000 miles. Basing estimates on the 5,000 yearly mileage of an ordinary car in the hands of a user, each of these six cars has had approximately four years' of service—and of the hardest kind due to the abuse given them in demonstrating the four-wheel brakes, acceleration and speed over all kinds of road.

Only minor repairs have had to be made on the cars.

The report on the sixth car, which finished in Boston, but is now being used by the New York branch, is typical of all the reports in the statement that "it was tightened and checked over after its arrival and is in better condition today mechanically than when it left the factory."

This car, like the rest, has run up 21,000 miles, which is equal, the report states, to 100,000 miles of ordinary driving, because of the severe conditions to which it has been subjected in various tests.

Willys-Overland Sales Show Gain

Company Announces Net Earnings of \$2,169,519.74 During First Quarter.

Willys-Overland retail sales for the first quarter of 1924 exceeded those for the same period of 1923. President John N. Willys told stockholders at the annual meeting held in Toledo.

In addition, sales for the second or current quarter are running at a rate in excess of those of last year, which was a record one for the company.

Mr. Willys dwelt at some length on his recent 15,000-mile trip from coast to coast, taken for the express purpose of learning retail sales conditions at first hand. He emphatically declared that the soundness of business conditions everywhere warranted a feeling of optimism and added that he is confident of the continuance of a very active demand for automobiles during the summer months.

Net earnings for Willys-Overland for the first quarter were announced as being \$2,169,519.74, after all interest and depreciation charges and before federal taxes were deducted.

These directors were re-elected: John N. Willys, president; George M. Jones, Gordon Mather, C. O. Mininger, C. B. Wilson, James E. Kepperty, H. E. Tillotson, Joseph P. Cotton and Thomas H. Tracy. Officers of the company were re-elected. These are: President, John N. Willys; vice president and secretary, L. A. Miller; vice president and treasurer, J. H. Gerkins.

Essex Business Unprecedented

Distributor Explains Car Types; Urges Early Orders.

"Our Essex business to date this year has been three times greater than in 1923, which was itself a record-breaker," says R. H. Davidson, Hudson and Essex distributor.

"Despite any talk of slack times, our volume of business has gone ahead on a scale of unprecedented improvement.

"Now that spring is here, and with it the customary rush for cars, we feel conservative in saying that buyers should place their orders early to insure delivery.

"We want every motorist to recognize the identity of Hudson-Essex and the type of car known as the coach. The coach is Hudson-Essex.

"There is a Hudson coach and an Essex coach. The Essex is so much Hudson that one can make up one's mind on which to buy on the issue of how much he wishes to pay."

"The coach is an exclusive Hudson-Essex product. It makes up the bulk of Hudson-Essex business.

One of the untangling indexes of Buick prosperity throughout the country, is the unusual activity in building operations by Buick branches, distributors and dealers.

The latest news of this nature, culminating a long list of reports, concerns the breaking of ground for a new home to be erected at San Antonio, Tex., by the Buick branch of that city. The building will be a 75x143 feet concrete structure, modern in every respect.

BUICK BUILDING BRANCH PLANT

The diamond, which for centuries has lolled about on the lap of luxury, adorning delicate settings of rare platinum and gold, has been put to a

DIAMOND DRILLS USED ON MOTORS

The diamond, which for centuries has lolled about on the lap of luxury, adorning delicate settings of rare platinum and gold, has been put to a

We Will Refinish Your Car With Dupont's Velvet Duco in 5 Days

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Film Shows Steel Heat Treatment

Movie Taken in Hupp Plant to Be Shown in Colleges.

The Hupp Motor Car corporation, in conjunction with the United States government, has just completed a film, "The Heat Treatment of Steels."

Illustrating many of the most important improvements to high grade steel for which the scientists of the automotive industry have been responsible. It will be sent by the government to various technical colleges and universities throughout the country to be used in classrooms.

Scenes for the film were taken under direction of J. M. Watson, head of Hupp's metallurgical department, in the plant of the American Gear & Manufacturing company at Jackson, Mich., a Hupp subsidiary, the entire product of which is utilized in the manufacture of Hupmobiles.

Officials of the bureau of mines approached Hupp executives several months ago to obtain their co-operation in securing moving pictures of steel heat treating, as practiced by the automotive industry. The Hupp plant at Jackson had been recommended to them as being the most efficient and most up-to-date cost-saving plant in the world devoted to the heat treatment of high grade automotive steels.

An interesting feature of the film is that it illustrates the almost perfect control that Hupp enjoys over the steel it uses in manufacturing motor cars. It shows that by proper heat treatment any desired hardness, softness, toughness or brittleness can be obtained from the same bar of ordinary steel.

That exceptional service is the best road to satisfied motor car ownership is the belief of O. A. Wilson of the Andrew Murphy & Son company.

Lang's experience in the four-wheel brake field is only exceeded by that of Malcolm Loughhead, inventor of the Lockheed hydraulic system. The two men have been associates for more than 10 years. During this time Lang has driven cars equipped with Lockheed hydraulic brakes more than 200,000 miles.

LANG WILL HANDLE BRAKE PLANT SALES

Otto C. Lang, who has been an official in the Hydraulic Brake company of Detroit, makers of Lockheed hydraulic brakes, since its incorporation as the Four-Wheel Hydraulic Brake company in 1919, has been made sales manager of the company.

Don O. Scott, general manager, announces.

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Durant Opens Service School

Local Star Dealers to Learn Needs of Owners From Factory.

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Andrew Murphy & Son Fourteenth and Jackson Streets

Andrew Murphy & Son Fourteenth and Jackson Streets

Andrew Murphy & Son Fourteenth and Jackson Streets

Worth Money to You

Facts That May Save You Hundreds Of Dollars On Your Next Car

Here is a transmission countershaft—mounted in high duty roller bearings. No repair expense concealed in that quality Hupmobile construction.

Here is another countershaft. It is mounted in a brass bushing. Eventually it will wear; the bushing will be replaced; the repair bill—the position is difficult of access—will be called exorbitant.

There you have invisible value contrasted with invisible costs. The Hupmobile Parts Display—

on view at our salesroom—enables you to draw these money-saving comparisons, right down the line. Possessed of these facts, your course is clear.

If any car—no matter what its principle of design may be—no matter what its price—can show parts and processes equal to the Hupmobile and match it in performance, reliability, durability and economy—then, and then only, are you warranted in investing money in the other car.

Stewart Motor Co. 2525 Farnam Street AT lantic 5242



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for Economical Transportation CHEVROLET 33 Quality Features Chevrolet is the only car, at its price, that has all these quality features. And you need this equipment to have a complete and satisfactory motor car. Yet, with all of these quality features—found elsewhere only on expensive cars—Chevrolet averages the lowest cost per mile of any car made, including purchase price and all maintenance charges. If you want uninterrupted—and truly "economical transportation" in a high quality car at low cost—choose Chevrolet! Chevrolet Motor Company Detroit, Michigan Division of General Motors Corporation It's easy to pay for a Chevrolet Prices f. o. b. Flint, Michigan Superior Roadster \$495 Superior 4-Passenger Coupe \$725 Superior Touring \$510 Superior Sedan \$795 Superior Touring DeLuxe \$640 Superior Commercial Chassis \$410 Superior Utility Coupe \$640 Utility Express Truck Chassis \$550 See Your Nearest Chevrolet Dealer