

Willys Predicts Record Year for Motor Dealers

President of Willys-Overland, Inc., Declares Company Has Contracts for All Cars Built.

The point of market saturation for automobiles is far distant, according to John N. Willys, president of Willys-Overland, Inc., who remarked recently that the increase of population, the number of cars eliminated annually and the growth of the replacement market are the chief factors creating business.

"I base my statements on a general survey of the motor industry, and believe my information is authentic," Mr. Willys said. "I think it well for dealers to prepare for great business during 1924, as I see every indication pointing toward more sales during the coming year than in 1923, and I am sure that practically all dealers sold as many cars as they could get this year."

"Automobile sales are always affected by the condition of the money market and the country's prosperity. Reports coming to me show that money isn't tight and that most of the rural districts in the United States have crops which will pay big money and again make the farmer a better prospect than in 1923."

"We have contracts for every Willys-Knight and Overland car we can build, and our organization intends to do its best toward satisfying the big demand, which is increasing rapidly, for Overland and Willys-Knight cars. I can see nothing ahead but prosperity for the auto dealer who works. I predict that 1924 will be the record year in the history of the auto industry."

Chevrolet Sales Show Big Increase Yearly

Chevrolet in the year ended December 31, 1923, sold 483,310 cars. The sales by years since the beginning of the company follow:

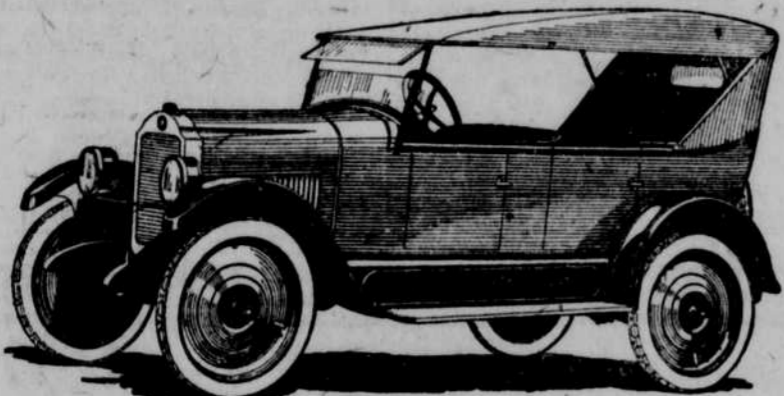
1923	483,310	1918	58,314
1922	422,219	1917	123,399
1921	327,193	1916	129,529
1920	224,447	1915	125,209
1919	151,919	1914	6,992

The plants this year have capacity for the production of 750,000 to 800,000 cars.

Automobile Makes 27 Miles On Air

An automobile goes 27 miles on air by using an automatic device which was installed in less than 5 minutes. The automobile was only making 30 miles on a gallon of gasoline, but after this remarkable invention was installed it made better than 57. The inventor, Mr. J. A. Stransky, 713 Eleventh Street, Pukwana, South Dakota, wants agents and is willing to lend a sample at his own risk. Write him today.—Advertisement.

Sport Touring Car Is Priced Low

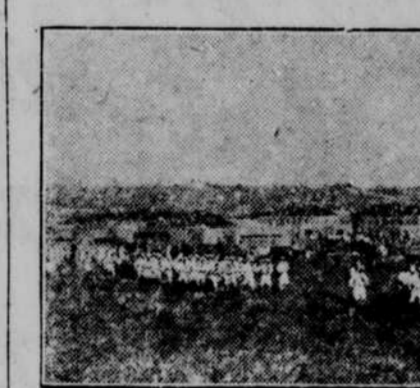


Durant Motors, Star Sport touring, America's lowest priced standard built sport touring car distributed in this territory by Andrew Murphy & Son.

San Diego Recruits All Get Chance to Enter Annapolis

San Diego, Feb. 9.—Ambitious recruits entering the United States Naval Training station at San Diego may aspire to a cadetship at the Annapolis naval academy, and numbers of them already are in the process of qualifying for this distinction, under a plan devised by officers of the station to stimulate the interest of the men in their charge.

At intervals during the year the men are invited to take the competitive preliminary examination for admission to the naval academy. Successful candidates are then assigned to a special school at the station and prepared for the entrance examinations to the academy, this course of instruction requiring about five months.



The station proper comprises 21 buildings, on 225 acres of land on San Diego bay, and represents an investment of \$2,500,000. An addition of \$2,500,000 is being expended in completing the plant. Its official name is the Loma Portal Naval Training station.

Each week an "honor man" is selected from all the recruits at the station, this distinction being bestowed upon the recruit having the best record, in all respects, for the previous week. Special liberty passes and other privileges are allowed to honor men. When a boy is designated "honor man" by the commandant, a letter is dispatched to his mother, or next of kin.

Because of favorable climatic conditions throughout the year, training of recruits for service at sea goes forward without interruption. More than 600 young men, well-trained for service, were assigned to the Pacific fleet when it left early this month for the joint maneuvers at the Panama canal.

numbers come from Washington, Oregon, Nevada and California. Commanding officers of the San Diego station are admitted to have established a closer contact with the enlisted personnel than at any other station. In fact, the human touch is emphasized from the moment the recruit arrives. One of the first obligations is the sending of a postcard to the nearest kin, advising that the boy has arrived safely and in good health. Later the commandant, Captain David Foote Sellers, a distinguished naval officer, writes a personal letter to the next of kin, giving assurances that the boy is making favorable progress, and is happy and contented in his new surroundings.

Each week an "honor man" is selected from all the recruits at the station, this distinction being bestowed upon the recruit having the best record, in all respects, for the previous week. Special liberty passes and other privileges are allowed to honor men. When a boy is designated "honor man" by the commandant, a letter is dispatched to his mother, or next of kin.

Because of favorable climatic conditions throughout the year, training of recruits for service at sea goes forward without interruption. More than 600 young men, well-trained for service, were assigned to the Pacific fleet when it left early this month for the joint maneuvers at the Panama canal.

Plan New Mack Station

Factory branch of the Mack International Motor Truck corporation, will be located temporarily at 1516 Jones street, until the new sales office and service station is completed. Building will require about three months.

Busy Year Predicted

"All industry, especially the automotive industry, will be busier in 1924 than during the last year," declares Alfred P. Sloan, Jr., president of General Motors corporation.

A wardrobe trunk built especially for children, and with all the compartments adapted for children's clothes, has much to commend it to the careful packer.

Dort Motor Car Is Show Sensation

Crowds at New York Carefully Inspect New Models—Interested in Oil Bath.

"Never has there been such a lively interest in automobiles as there is this year," says Ralph W. Jones. "Although the New York show was held away uptown this year, the attendance was the largest ever known and perhaps more cars were sold than during any show ever held before. At Chicago, Philadelphia, Milwaukee, Buffalo and other points the enthusiasm ran just as high."

"Dort cars were warmly received at all of these shows," continued Mr. Jones, "and from the intense interest displayed, we cannot help but look forward to an extremely promising year."

"While the crowds simply looked at some cars and then passed on, the noticeable thing about the Dort exhibit was the fact that people got into the cars, inspected the motor, took the wheel and asked questions. Many cars were sold right from the show floor. "The Dort six motor was just as great a sensation as last year. Because the lubricating system of this motor has been limited, people were more interested than ever to see the original "bath in oil" motor in which every moving part is lubricated under pressure."

Many Motor Problems

"We have not solved the final problems in any line of the automotive industry," C. F. Kettering, president of the General Motors research laboratories, so told 500 Oakland dealers at their mid-western meeting at Chicago. In the course of his remarks he told how Duco was developed and how Oakland has been the pioneer car in helping solve the practical problems connected with this satin wax finish and the first to adopt it.

Lubrication Important

Proper lubrication is one of the most important points in conserving an automobile according to Carey G. Wirick in an address here to automotive engineers and service managers. "There are approximately 14,500,000 motor cars and trucks in use in the United States," said Mr. Wirick, president of the Lion Oil company. "Changing motor oil approximately every 500 miles means about a 25 gallon oil consumption annually for each year. Figured at \$1.20 a gallon, the nation's annual automobile oil bill is \$435,000,000."

American Products Distributed Quickly

Three things—the internal combustion engine, the automobile tire and good roads have quickened the distribution of American products, have increased farm values and raised standards of living, says Mr. Wood, manager of the Rusch Tire Service.

"The farmer has been brought out of his seclusion largely through the development of transportation," he said. "His markets have been brought to his door. The automobile has enabled him to think of his market in terms of minutes rather than miles. "This is of tremendous economic importance to an industry such as agriculture in which \$78,000,000,000 is invested and which is the basis of wealth in this country."

Display New Cadillac

The showing of the new V-63 Cadillac priced seven-passenger sedan, has attracted much attention and has brought a number of new class of people to the showroom of the J. H. Hansen Cadillac company. Persons who heretofore felt as though they could not afford to own a high priced closed car have been the ones to show the greatest interest in this wonderful car. It has also been responsible for a number of sales of the De Luxe enclosed styles which have been purchased by the man who wants the best procurable in motor cars. During the coming week a new Victoria which is priced at a remarkably low figure will be on display.

Four Wheel Brakes Popular

It seems probable that upwards of 20 American automobile manufacturers will feature four-wheel brakes on their 1924 models, said Mr. Cunningham of the Lionberger Tire company. No less than 20 English car manufacturers use four-wheel brakes on 27 of 44 models made by them. And at the recent Paris automobile show, all but one of the French automobiles exhibited were equipped with four-wheel brakes.

Stutz Is Forced to Enlarge Plant

Eastern Dealers Contract for More Cars Than Manufactured Last Year.

Immediately following the New York automobile show, at which time Stutz dealers from the eastern territory signed specifications for 1924 delivery of more Stutz cars than were manufactured during the entire year of 1923, production at the Stutz factory was increased 500 per cent.

Although the delivery specifications covered the entire period of 1924, many of the orders called for practically immediate shipment. It is expected that the manufacture of Stutz cars will be stepped up rapidly as possible during the coming months so as to meet the exceedingly heavy demand of the dealers.

With the exhibition of the greater Stutz line for 1924 at the New York show, including the new Speedway Six models and the famous Special Six creations, enthusiasm among Stutz dealers ran high. They realized that in 1924 they would have a complete line of open and enclosed models—14 in number—to offer to the public. Announcement of the prices of the new Speedway Six models merely served to heighten this enthusiasm as, according to many of the dealers, these prices placed the Speedway Six models in an extremely favorable position in the fine car field.

Hertz, Taxicab Builder, Pleads for Lower Rates

An appeal to the taxicab operators of America to reduce cab rates, is embodied in a booklet recently published by John Hertz, veteran taxicab manufacturer, head of the Yellow Cab Manufacturing Co., of Chicago, under the title "An Irrevocable Franchise." The value of a public service franchise founded in good will, rather than on special privilege, is emphasized by Mr. Hertz, who contends that the only sure way to win and hold public favor is to give more value for the money than the other fellow.

Firestone Company Holds Balloon Tire Meeting

In order to acquaint car agents, tire dealers and their salesmen with all possible information on balloon tires and to give them an opportunity to bring up for discussion anything they may have in mind with reference to them, J. L. Bain, manager of the Firestone Tire and Rubber company, is arranging a meeting Monday afternoon at 2 in the Fontenelle hotel. J. E. Mayl, western sales manager will have charge of the meeting and cover all phases of balloon tire equipment.

STOP THAT TRUCK SKIDDING WITH TRACTOR TYPE TIRES

They grip the road with their massive rubber cog and the patented Groove.

Here's an anti-skid tread that lasts the life of the tire. Made of tough rubber. Even wear all around.

The Goodrich DeLuxe Tractor Type is the tire for heaviest duty work.

LIONBERGER TIRE & SERVICE CO.
2220 Harney St. AT lantic 1373

Goodrich

TRACTOR TYPE TRUCK TIRES DeLuxe

"Best in the Long Run"

LINCOLN

ON RECORD RUNS

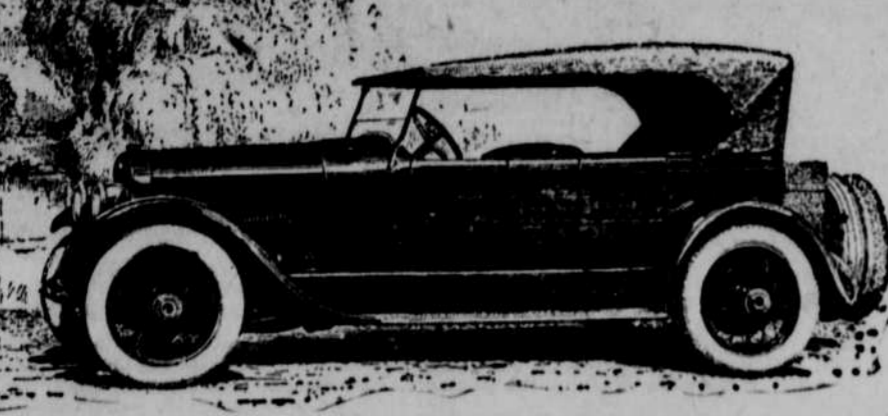
LGAIN and again the Lincoln has emphatically proved its tremendous ability. In smashing runs under pressure over terrible roads, in emergency trips, it has shattered long-standing records—set new ones of brilliant performance.

It always delivers. Its vigorous, V-type, 60 degree engine, and stalwart chassis, stand up under severe punishment and battle through against all odds.

It is an exhilarating car to own. Grasping its wheel, you know that no road hazard can stop you.

Ask any Lincoln Dealer

LINCOLN MOTOR COMPANY
DIVISION OF FORD MOTOR COMPANY, DETROIT, MICH.



Fordor

SEDAN \$685

F.O.B. DETROIT

Next Spring—

With over 200,000 orders for Ford Cars and Trucks already placed for delivery during the next few months, we are facing a record-breaking spring demand.

Each successive month this winter has witnessed a growth in sales far surpassing that of any previous winter season. This increase will be even greater during the spring months, always the heaviest buying period.

These facts suggest that you place your order early to avoid disappointment in delivery at the time desired.

Ford Motor Company

Detroit, Michigan

It is not necessary to pay cash for your car in order to have your name placed on the preferred delivery list. You can make a small payment down, or you can buy, if you wish, under the convenient terms of the Ford Weekly Purchase Plan.

See the Nearest Authorized Ford Dealer