

Increased Long Distance Tours Seen by Cadillac

Reports of Unusually Heavy Travel Come From California—Many New Highways.

Reports from Cadillac distributors throughout the country are to the effect that according to all present indications long distance touring will increasingly be the vogue during 1924. They state that the movement is already under way, with prospects of greatly increased momentum as the season advances and road conditions improve.

The first early spring motor migration is witnessed in the south and the extreme west. From California comes reports of unusually heavy touring, both into the state and from the state up along the Pacific coast and eastward into the trails and national parks of New Mexico, Arizona, Nevada, Utah and Colorado.

A Cadillac factory representative recently returned from a visit among distributors and dealers in the south and reports of cars bearing plates of practically every state in the union passing through the southeastern states.

Approximately 11,000 miles of federal aid improved highways completed during the last 12 months and many more thousands undertaken by states and counties will, in themselves, be a great impetus to increased travel in this country while European travel by American motorists with their own cars will also undoubtedly increase.

One trans-Atlantic steamship company which has made special arrangements for taking cars aboard reports having already received a flood of inquiries and has booked a large number of passages for owners who will travel in the British Isles and on the continent in their own cars.

MODERN PIRATE "UNDER COVER"

The 17th century pirate made no secret of his trade. He flew the black flag. His acknowledged purpose was to grab everything in sight. Today, after a reliable manufacturer has spent years to build up a business to where his products are used by millions of motorists all over the country, then the modern pirate, the maker of imitation repair parts that appear genuine, trades on this prestige.

The pirate part manufacturer is purely and simply a pirate. To sell his imitation parts he must have dealer co-operation. Reliable dealers knowingly refuse to deal in anything but genuine parts.

As explained by Mr. West, manager of the local Stewart-Warner products service station, to safeguard a dealer and the 9,000,000 users of Stewart products, a red tag is attached to all genuine Stewart repair and replacement parts.

NOVEL PLAN CURBS AUTO SPEEDERS

The alarming increase in the number of deaths caused by automobiles in the hands of reckless drivers has resulted in a determination, by many cities throughout the country, to check speeding at any cost.

During the past year St. Louis has been making unusual efforts to curb unnecessary auto killings in that city, and has been rewarded by a startling shortening of the long list of those killed in motor accidents, it is said.

The St. Louis safety council has adopted the novel plan of erecting huge signs in the form of Stewart speedometers at every busy street intersection. These speedometers are visible for several blocks, and do not register mileage, but record, instead, the number of deaths caused by automobiles in St. Louis during the preceding day, week and year, as a grim reminder to motorists to keep their foot on the brake, not on the gas.

FOREIGN STUDENTS AT DURANT PLANT

East met west when the Cosmopolitan club of the University of Michigan recently visited the plant of the Durant Motor company of Michigan at Lansing.

This group of Oriental students spent a day with the officials of the Durant plant under the auspices of the Lansing Chamber of Commerce, making a thorough inspection and witnessing the process of automobile building from start to finish.

Robert Y. Chew, a Chinese student from the university, explained the eagerness of Oriental students to take back to their countries a knowledge of occidental industry, and representatives from Armenia also stated their intentions to profit by experience, and their satisfaction in the day spent at the Durant plant.

WHITACRE NEW FLINT ENGINEER

The appointment of C. J. Whitacre as chief engineer of the Flint Motor company, Flint, Mich., has been announced by W. E. Holler, vice president and general manager.

Whitacre has long been connected with the automotive industry and was, for nine years, associated with W. C. Durant, prior to the establishment of his own companies by Durant.

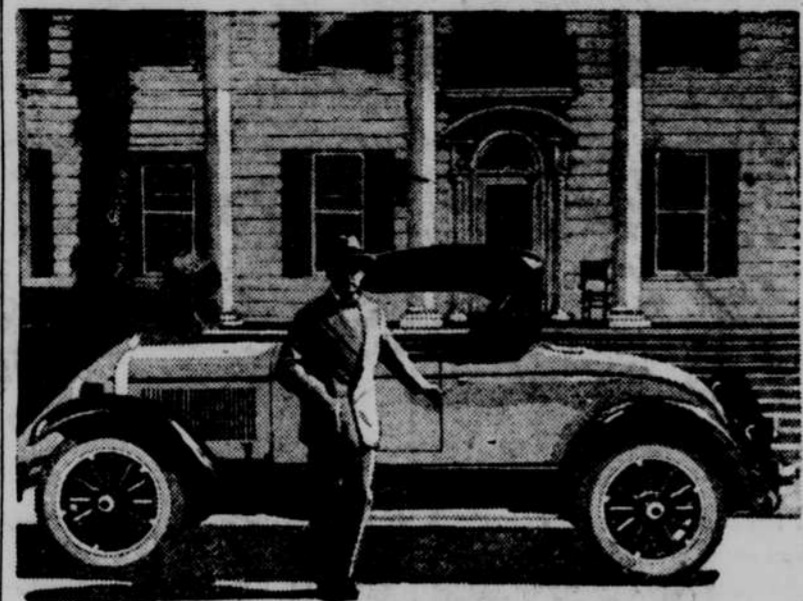
After graduating from the engineering division of the Michigan Agricultural college in 1911, Whitacre entered the engineering department of the Chevrolet Motor company, rising to the position of consulting engineer of General Motors.

AUSTRALIA LIKES REO SPEED WAGON

One of the best markets outside the North American continent for the Reo Motor Car company is western Australia, officials of the Reo company report.

In this territory there are said to be more Speed Wagons in service than all other trucks of similar capacity combined.

Movie Director Uses Chrysler Six in Daily Trips to Film Properties



Introducing Thomas H. Ince, the motion picture producer. The photograph was shot in front of the Ince studio in Culver City. The car is a Chrysler Six—the first of the roadster model of this new car to be delivered in southern California. Mr. Ince will use it in his daily visits to his various movie properties. A number of prominent movie stars have already ordered Chrysler cars of the same model.

Quantity Buying Amazes Europe

Permits American Cars to Sell Abroad Despite Duty.

Five hundred million lock washers were purchased in one year by one automobile manufacturing corporation in this country. Most of the European automobile manufacturers buy this small but important unit a few thousand or so at a time and pay the small quantity price.

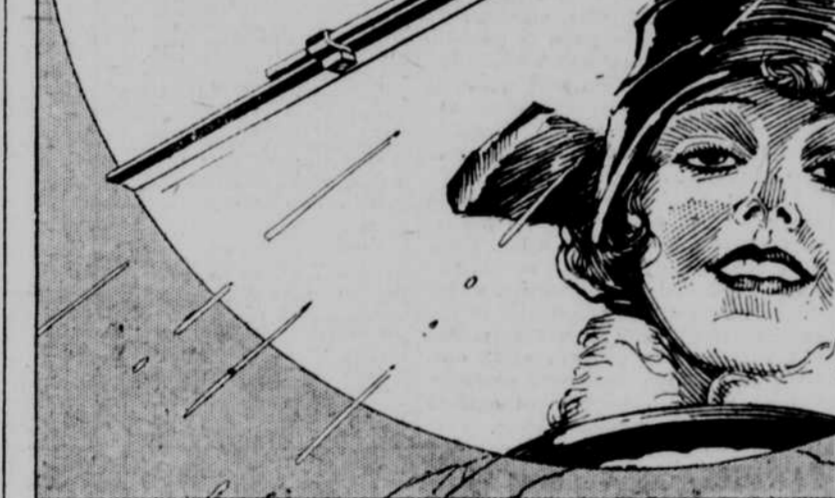
This same American producer purchases 375,000 tons of steel every 12 months. European manufacturers buy 3,000 or 4,000 tons. This same condition obtains right down through the entire automobile manufacturing process. This is the reason why American made automobiles can be shipped abroad, pay a stiff import duty, and yet compete with foreign cars, according to R. K. Jack, chief engineer of the Olds Motor Works, Lansing, Mich.

"European manufacturers still continue to use hand instead of machinery methods and to buy in small quantities," said Mr. Jack. "Only cheap labor makes it possible for them to operate at all. Quantity purchasing and its use to the utmost by two big outstanding producers in this country is almost incomprehensible to the European mind."

"It is only by the introduction and perfection of such wholesale methods of purchasing and producing that the automotive industry in this country has grown to its present commanding position. These features, also have made possible a real 'living wage' for those employed in the industry, and made the employment of the automobile, for both business and pleasure, possible to nearly everybody."

Argentina Big Car Buyer.

South America today is one of the chief motor markets of the world. Argentina alone ranked sixth among the customers of the United States motor cars last year.



The New Stewart Electric Windshield Cleaner

Here at last! An automatic windshield cleaner, electrically operated, independent of the engine, so that "stepping on the gas" has no effect on its powerful, steady sweep.

The Stewart cleans the glass thoroughly, with a clock-like regularity, at all times.

Relieves the driver of the trouble and danger of taking a hand off the wheel to wipe the glass clear, when driving on wet, slippery streets.

For your safety and convenience ask your garage-man or accessory dealer to install the electric Stewart Windshield Cleaner. Its operation is not a "drag" on the battery and—you can depend on it. It is always on the job. Look for the name Stewart.

STEWART-WARNER SPEEDOMETER CORPORATION CHICAGO, U. S. A.



Wills Financial Position Strong

Earnings for First Quarter of 1924 Show Substantial Profit.

Wills Sainte Claire, Inc., earnings for the first quarter of 1924 show a very substantial profit with cash on hand upwards of \$2,000,000 with no indebtedness other than current accounts.

In a statement made by A. H. Moorman, treasurer and comptroller, the company is in a strong financial position with current assets approximately eight to one over current liabilities. Since the first of the year the company has operated at a profit and March earnings were higher than ever before.

The company takes advantage of every discount and has no outstanding loans or bonded indebtedness. Since the introduction of the new models in January there has been an increasing demand and despite the monthly increase in production the factory is now six weeks behind in actual orders.

The distributing organization has been strengthened and enlarged until today the Wills Sainte Claire is represented from coast to coast. The company has increased its number of employees 300 per cent since the first of the year in the effort to step up production to take full advantage of the demand.

The national acceptance of the new models; the ample finances behind the factory; conservative management and the present strong position of Wills Sainte Claire, Inc., all combine to insure its success and make it one of the permanent institutions in the industry, say its officials.

TRAVEL BY MOTOR COACH POPULAR

Thousands of persons will enjoy a new kind of vacation travel this year as a result of the remarkable development of motor coaches, according to J. G. Myers, general truck sales manager of the Pierce-Arrow Motor Car company.

With the introduction of the modern, high-speed motor coach which has the riding qualities and appointments of the finest limousine, tour companies have been quick to organize "motorway tours" in various parts of the United States.

A typical "motorway tour" is one which takes vacationists on a 12-day jaunt from New York city through the scenic wonders of New York state, including Watkins Glen, the Finger lake region, Niagara Falls, Lake Placid, the Adirondacks, the Thousand Islands, Ausable Chasm, Lake Champlain and the Hudson river valley. Six-cylinder Pierce-Arrow "parlor cars" are used.

DAWES PLAN MEANS BETTER BUSINESS

The Dawes report on the reparations problem and the reception it has met from practically all of the leading powers is the most encouraging development, from the American business man's standpoint, since the armistice was signed in 1918.

Divergent Laws Confuse Tourists

Uniformity of State and Muny Auto Regulations Urged by Oakland Man.

With the tremendous increase in the number of automobiles on the road this spring, the multitude of divergent state and municipal ordinances regulating traffic will cause a great deal of unnecessary confusion to motorists migrating from state to state and coast to coast.

C. J. Nephler, general sales manager of the Oakland Motor Car company, thinks that some uniformity of state and municipal laws and regulations applying to motor traffic should be adopted, either through conference or otherwise, to help the motorists in their sincere desire to comply with all regulations.

The vast majority of motor tourists are not willful violators of the laws, he points out. They try to conform to all local regulations, but soon become befuddled. What is lawful in one place is forbidden in another. Yet ignorance of law is no excuse.

Oakland Again in Economy Run

Chance for Third Consecutive Victory Admitted by Auto Men.

Automobile men on the Pacific coast concede that the Oakland six has an excellent chance to repeat for the third consecutive year its feats of 1922 and 1923 in winning both the sweepstakes and class cups in the famous annual Los Angeles-Yosemite Valley economy run to be staged May 16 and 17.

Oakland not only won the sweepstakes and class cups in this event the last two years, but likewise the same two cups in the San Diego-El Centro economy run in both 1922 and 1923.

All these contests have been under official observation, governed by the rules of the contest committee of the A. A. A. A ton mileage basis is used in arriving at results.

A change in the rules this year is welcomed by all the entrants. No coasting will be permitted unless the motor is running and the transmission gears in mesh. This ruling will make the driving in the economy run more closely conform to ordinary driving practice.

The route has likewise been changed to avoid the famous ridge over the Tehachipi mountains because the law permits a speed not to exceed 15 miles per hour on the ridge, and this is said to be too slow for economical driving.

Labor Turnover Record for Reo

Efforts to Retain Skilled Workmen Pay, Say Officials.

"If our labor turnover continues to drop," says Harry Teel, factory manager of the Reo Motor Car company, "the time will soon come when a strange face among our workmen, at one of our machines or on the assembly line, will be a curiosity to the rest of the men."

"When, during 1923, our labor turnover was reduced to 3.7 per cent per month while other manufacturers were hitting 30 per cent per month and more, we believed that we were just about hitting the minimum in numbers of new men entering our ranks."

"But every month in 1924 has shown a lower per cent of labor turnover than the corresponding month in 1923, and it is quite probable that we are well on our way to establishing another record."

Riding Comfort Overland Feature

Developments Tending to Road Smoothness Combined in Blue Bird.

Willys-Overland believes that it has set a new standard in motor car riding comfort in the production of the Overland Blue Bird, which has just been placed on the market.

In this car Willys-Overland has met the appeal of the automobile buyer for a low-priced car equipped with balloon tires, coupled with an attractive body design.

The body is done in Peacock Blue, a well-bred coloring that is not only pleasing to the eye, but which combines utility with appearance and will stand up under the most exacting weather conditions. Matching the body is the highest quality Duratex upholstery also of bluish shade, and the top material, the color of which likewise blends with that of both body and upholstery.

But it is in the riding quality of the Blue Bird that the new standard is set.

The weight of each Overland spring is about 20 pounds and it is made of chrome vanadium steel, carefully heat treated. These are so designed and assembled in the chassis that all road shocks are absorbed with minimum discomfort to the occupants of the car.

LARGE CAR SALES SHOW INCREASE

Safety has become of such paramount importance in motoring that owners are giving more consideration than ever before to safer types of motor cars, according to L. E. Corcoran, general sales manager of the Pierce-Arrow Motor Car company.

"Prudent owners now are demanding cars which are safe not only from the standpoint of pedestrians and others, but which afford the occupants themselves a high degree of protection," said Mr. Corcoran.

"For that reason an increasing number of motor car buyers are regarding the higher first cost of the better class of automobiles as a sensible form of insurance which protects themselves and their families, as well as others."

GRANT TO DIRECT CHEVROLET SALES

Effective May 1, R. H. Grant was given entire charge of Chevrolet Motor company's sales department as vice president and general sales manager.

Mr. Grant was, until February 1924, president and general manager of Delco-Light company of Dayton, O., a subsidiary of General Motors corporation. He was connected with this business from its inception and was especially active in building up and directing the methods of mer-

CADILLAC FARM SALES INCREASE

"The unusual amount of business we have been securing from the country within the last few weeks is an evident fact that business conditions are steadily improving," says T. D. Foley, sales manager of the J. H. Hansen Cadillac company.

"It is our hope that Cadillac will not only continue to get good results from the territory but also in the city. Although our sales have not been as great the last few months as at the same time last year, we are expecting a large increase over last year during the balance of this year."

Refinish Your Car in Five Days With Dupont's Velvet Duco PFEIFER Est. 1888, 2525 Leavenworth St.

An Uncompromising Standard

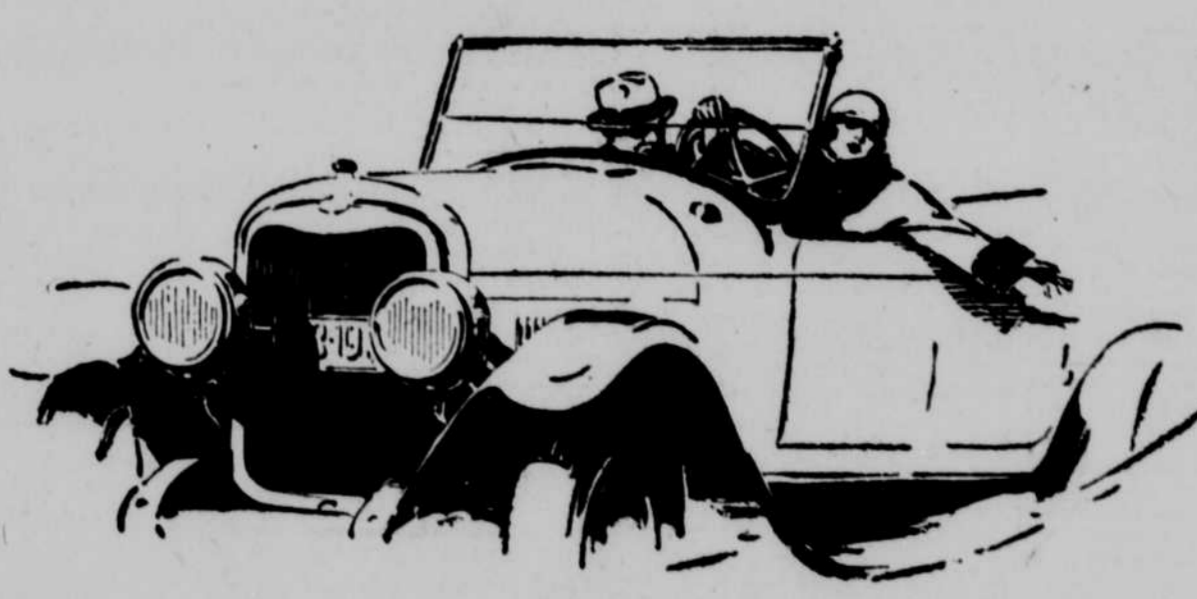
The determination to make the Lincoln the supremely fine car of the world is supported by unparalleled facilities and resources.

It has been possible, here, to apply the highest standards established in automotive manufacture. The equipment, the talent and the materials essential to their enforcement are made available without limitation.

No smallest detail of body, chassis or motor but is constantly undergoing the most searching and critical scrutiny to determine possibilities of its betterment. The precision—workmanship achieved is a marvel of engineering science—the result of methods unique in automotive practice.

The purchaser of a Lincoln obtains the utmost that it has been found humanly possible to make any car yield—in luxurious comfort, distinguished appearance and faultless performance.

LINCOLN MOTOR COMPANY, DETROIT, MICH. Division of Ford Motor Company



LINCOLN