

Overland Steel Car Gives Driver Maximum Safety
Latest Body Type Makes Possible Greater Vision, Strength, Endurance and Economy.

Willys-Overland's latest announcement, first introduced to the motor world at the recent closed car show in New York city, and now being built in quantity in its Toledo factory, is the all-steel sedan on its Overland Model 91 chassis, built entirely of steel, without wooden frame-work joints in its makeup.

This new development is the result of scientific and metallurgical experiments in the use of steel in the construction of motor car bodies in which Willys-Overland, the Budd Manufacturing company of Philadelphia, and the steel industry have collaborated in an effort to improve on the conventional designs.

Today, engineers admit that the all-steel design is the nearest approach to perfection in a motor car body because of its greater strength, safety, endurance, proof against fire, economy and beauty.

The all-steel construction permits use of smaller posts of steel between the doors and at the windshield corners. This minimizes traffic hazards and insures to the driver a better vision, besides adding to the graceful appearance of the car. It also gives the body greater rigidity, lessens body vibration and eliminates the squeaks and rattles resulting from morticed wood joints.

Steel being impervious to fire, naturally this new construction reduces hazards from this danger. Its greater strength is also an added safety factor against collision shocks that would destroy coachwork of wood and steel. The lighter weight of the new design as compared to the composite body types also renders possible greater economies in gasoline and tires.

It is a far cry from the body steel used in the construction of motor cars in the infant days of the industry to the Overland all-steel sedan. Then sheet metals of no uniform thickness or texture were employed. With the tremendous growth of the automobile industry steel makers began to take up seriously the production of a sheet metal to meet the peculiar needs of the automobile manufacturers.

Today, material for automobile sheets is carefully analyzed to meet rigid specifications. Hot rolling, annealing, pickling and, finally, cold rolling to increase elastic limit and ultimate strength and to lessen ductility, follow in order to produce the finish and temper required. These processes are followed by further treatment to give the necessary finish for painting or enameling.

The unusual rigidity of the All-Steel sedan has been made possible by improvement in spot and acetylene welding methods. Today, steel, spot welded according to latest shop practice, is so strong that two pieces of metal welded together, under pulling test, have been torn in two, but the welded sections remained intact.

Even progress in the actual formation of the body from sheets of steel has traveled in seven-league boots. When the first motor cars were constructed bodies were laboriously fashioned by hand, after being sheared from sheets of miscellaneous steel or aluminum. It took an expert hammer man 10 hours to shape just one corner of the tonneau. The entire back and two corners were considered three days' work by even the most skillful operators. Naturally, even the one and two-cylinder cars of that day cost \$1,500 and more.

RENEWED AUTOS ARE NOW ON SALE

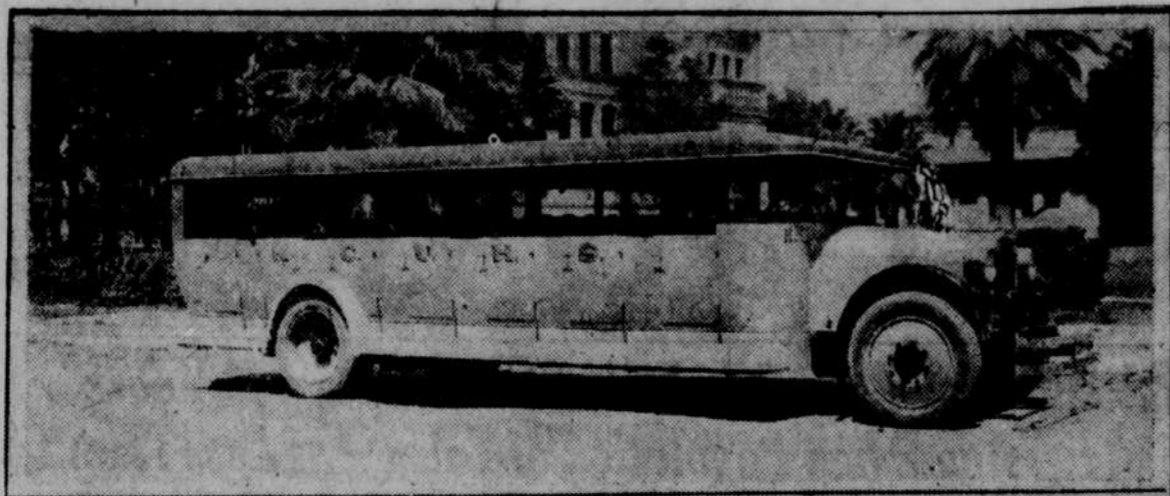
C. A. Sadler, in charge of the renewed car department of the J. H. Hansen Cadillac company, makes the announcement that several cars, Cadillac and other makes, are now being offered in advance of the regular spring rush, giving the prospective motor car buyer the advantage of getting a variety of exceptionally good cars to choose from.

Cadillac cars of practically every eight-cylinder model, most of them renewed and finished, are priced at figures that make it possible for the man of moderate means, as well as the more fastidious and exacting buyer, to own the best that his money will afford.

STOMACH SUFFERERS

Here is a new free book entitled "The Inner Mysteries of the Stomach" written by a physician specialist who has studied the workings of the human stomach and vital organs for over thirty years. It is finely illustrated with X-ray photos, revealing facts regarding the probable cause of your troubles that have been ignored by doctors for years! If you value your health and wish to be free from stomach disorders and troubles arising therefrom, write for a copy of this wonderful new book! Its free distribution is adding the authorities to decrease the appalling high death rate due to ignorance, wrong diagnosis and neglect of unsuspected, serious stomach disorders, that have kept people doctoring without relief for weeks, months and in some cases year. Any reader of this paper can obtain a copy of "The Inner Mysteries of the Stomach" absolutely free by sending letter or post card requesting it, to Dr. F. R. Ward, Dept. 129, No. 241 West 72nd St., New York, N. Y.

Contrast Shown in Old and New Auto Busses



The two accompanying illustrations provide a study in motor transportation contrasts. The one was taken 18 years ago when bus travel the gasoline way was in its infancy, and the other of recent date shows a new motor coach, modern-day in its design and its appointments—a veritable vehicle de luxe.

Both vehicles shown are of International make; the older one was called an auto buggy and was built about 1907. It was operated by a two-cylinder engine and chain drive. The influences of the horse-drawn vehicle are very apparent in its makeup, especially its high wheels. In fact, the auto buggy was nothing more than an adaptation of the old spring-wagon hack. It carried from eight to ten passengers.

The new International coach, on the other hand, which is shown here with and which has recently been put into operation for transporting students to and from the Kern county (California) Union High school, is a powerful six-cylinder vehicle, one that has a power plant with the sturdiness of the motor truck engine combined with the smoothness and flexibility of the passenger car. It carries from 25 to 33 passengers.

FORD EXPANSION PROGRAM LARGE

The expansion program carried out by the Ford Motor company during the year just ended reflects not only the company's own faith in the future of the automobile industry, but also an optimistic outlook generally.

It has built new manufacturing units, new assembly plants and a mammoth engineering laboratory, with here and there a few finishing touches remaining. It has carried out extensive development of hydro-electric power and has put into service its own fleet of boats. In every respect, the company enters the new year better equipped than ever for the production and distribution of motor cars.

In industrial buildings the company has added 6,000,000 square feet of floor space. This is an increase of more than 25 per cent during the year, and gives it a total of more than 26,500,000 square feet of floor space, or slightly more than 470 acres under roof, in which to carry on its program of mass production.

This tragic thing or self neglect is really not what you'd expect of men who have acquired success in what they call big business.



Studebaker Had Big Sales Record Auto Thief Uses Unusual Tactics

Business Last Quarter of 1924 Exceeded Same Period in 1923.

Most important of the matters of interest this year have been price reductions made in the effort to cover the gap beneath the quality and character of Studebaker cars on all three chassis. A character, made possible by the enormous production which the company brought about during the last three months of 1924.

During that quarter, Studebaker sales exceeded the same quarter last year, which had established a previous record, by 59 per cent. It was the corporation's biggest final quarter.

Studebaker officials waited until all the other price reductions had been made. There was much comment among notables at the show of what would result from this new situation, with other makers' prices seeking to offset the quality character of Studebaker products. Now comes the Studebaker announcement of reduced prices, and the gap is once more widened. It is made possible because of the larger production and because the company makes the entire car, avoiding payment of extra costs to makers of separate parts.

Auto Thief Uses Unusual Tactics

Seeks Demonstration of Essex Coach; Drives Away Without Warning.

The up-to-date auto thief now secures a demonstration in the car of his choice before taking possession.

The Omaha Hudson-Essex company, distributors of Hudson-Essex cars, has just reported the sudden disappearance of a practically new Essex coach demonstrator.

Early one morning a well dressed young man dropped into the sales room at Twentieth and Harney streets. He asked to be shown both the Hudson and Essex coaches, stating that he believed them both to be the best values on the market today.

An accommodating salesman spent all the morning showing him both cars on the salesroom floor and later took him out for a demonstration. They tried the Essex coach on all the hills around town and took it out on the frozen country roads.

The prospective customer was evidently entirely satisfied with the performance given because on the way back to town they drew up in front of the salesman's home. The salesman excused himself for about five minutes, leaving the customer in the car. When he came out car and customer were both gone, and are still missing.

Promotions Made in Dodge Brothers' Executive Staff

Many Changes Announced in All Departments in United States and Abroad.

According to an announcement today by John A. Nichols, jr., general sales manager, the following changes in the executive staff of Dodge Brothers have become effective.

C. H. Jennings, assistant general sales manager, becomes Dodge Brothers dealer in New York city.

P. J. Sanford, director of distribution, succeeds Jennings as assistant general sales manager. John H. Gordon, director of field operations, becomes the director of field survey; F. H. Akers, commercial car manager, as director of distribution and districts, taking over the departments formerly handled by Sanford and Gordon; F. E. Walker, Seattle district representative, comes to the home office as director of service and L. C. Covell, Detroit district representative, is the new commercial car manager.

R. N. Harger, director of advertising, has been transferred to London where he will represent the governing directors of Dodge Brothers (Britain) Limited. Harger sailed for London December 6 to take up permanent residence.

With Harger's departure direction of the promotion and advertising department has been again placed in the hands of George Harrison Phelps, who until April, 1922, was director of advertising. At that time in connection with his own advertising business, he became advertising counsel for Dodge Brothers. In this latter capacity Mr. Phelps has been in close touch with all Dodge Brothers promotion and advertising activities and consequently is in a position to resume direction of all policies and details immediately. There will be no change in the general advertising business of George Harrison Phelps, Inc. It will be conducted as formerly at its present location, 110 Rowena street, Detroit, under the general direction of Phelps.

Jennings began business as Dodge Brothers dealer in New York on December 1. He has been associated with Dodge Brothers practically from the day they began building motor cars, beginning as New York district representative. Subsequently, he was called to Detroit and for two years acted as director of service. Three years ago when Nichols was appointed general sales manager by President F. J. Haynes, Jennings was made assistant general sales manager.

This recognition of Tracey's record

OAKLAND NAMES SALES ASSISTANT

C. W. Matheson, vice president and director of sales of the Oakland Motor Car company, announces the appointment of W. R. Tracy as assistant director of sales.

with the Oakland company, extending over nearly 14 years, will meet with popular acceptance among his host of friends in the organization and the trade at large. Tracey's first association with Oakland was as a re-

tail salesman for the Detroit dealer. His next step upward was his appointment as Detroit branch manager in 1912. Four years later he was elevated to the position of Michigan branch manager. Subsequently he was

selected to open and organize the Cleveland. Three years later, he became assistant salesmanager at the home office. In the early recognition of a cancer files the hope of its victim.

STUDEBAKER REDUCES PRICES On All Closed Cars

Standard Six:	NEW Prices
Country Club Coupe	\$1,345
Coupe	1,445
Sedan	1,545
Special Six:	
Victoria	1,895
Sedan	1,985
Big Six	
Coupe	2,450
Sedan	2,575
Berline	2,650

All Prices F. O. B. Factories

FRANK D. PHILLIPS MOTOR CO.

2550 Farnam Street

Tel. AT lantic 3044

STUDEBAKER DISTRIBUTORS

THIS IS A STUDEBAKER YEAR

DODGE BROTHERS SPECIAL TYPE-A SEDAN

To say that the Special Type-A Sedan looks as good as it really is, is simply to pay a just and deserved tribute to the coachwork and the special equipment.

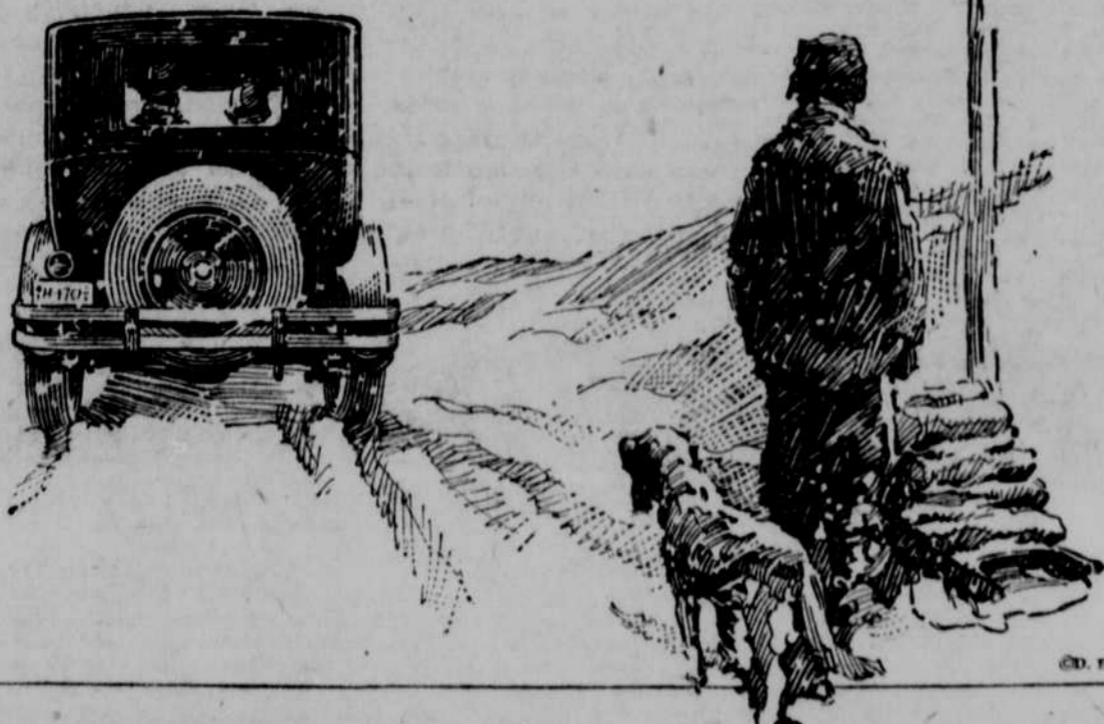
The appointments were determined in the usual Dodge Brothers way—strictly on a basis of quality and not of cost.

Five Balloon Tires

\$1330 f. o. b. Detroit—\$1485 Delivered

O'BRIEN-DAVIS AUTO CO. 28th and Harney Sts. Telephone HA. 0123

Sales and Service Branches at Council Bluffs, Ia. Denison, Ia.



Ford

THE UNIVERSAL CAR



The TUDOR Sedan admirably meets winter driving needs

Tudor Sedan \$580

Fordor Sedan \$660 Coupe - - - 520 Touring Car - 290 Runabout - - 260

On open cars demountable rims and starter are \$85 extra All prices f. o. b. Detroit

Visitors are always welcome at all Ford Plants

The wide utility of this popular body type makes it a splendid winter car for the average family.

In the Tudor Sedan you have a closed car you will not hesitate to take out in any weather. Light in weight, yet sturdy and always dependable of performance, it is safe, convenient and extremely easy for anyone to handle.

In its roomy interior you will ride snugly and comfortably. Viewing its attractive appearance, you will never regret your decision to purchase this inexpensive, yet so highly satisfactory a car.

Ford Motor Company Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER