Transportation of Man Has Been Marvel of Ages

Automobile Is Result of Long Process of Evolution Throughout All

By E. T. STRONG,

Generations.

The automobile came into being be cause there was a demand for it. Man needed a new form of transportation to meet the complexities of his advancing civilization and the automo- of car. bile proved to be the solution to his problem, There was no need to create a market for it. The market already existed and the automobile was created to supply the needs of

Examination of conditions might have led to the belief that the situation was exactly the reverse of this -that the car was developed and that by various means a demand was created for it which enabled it to justify its existence. But deeper examination reveals that this thought would be contrary to the whole history of human progress.

The automobile could not play the vital part in the world's life that it reliability and durability. Tires are mand for it had not existed it would fenders-has been built to conform. practically everywhere. have been merely one more addition of advancing humanity.

Progress Barometers.

The progress of man has been needed it. The caveman was con-back is high, giving restful riding or swim the small quality. wanderings. But when the need for and wool, rich in its gray-blue colorfood and the fear of his enemies made ing with gray stripe effect on cushit necessary for him to cross broad jons-handsome and durable. It covrivers, he took a log, hollowed it and ers the same, deep, springy, durable invented the dugout canoe. Soon he cushions which have given Studehad to launch out into the deep baker cars a reputation for riding waters of the ocean and even his comfort not reached in any other sults, it is pointed out by Frank E. new Economy Motor Sales company sturdy muscles proved insufficient car at any price. for long voyages over stormy waters. So he invented the sail and harnessed

With sailing vessels Columbus dis covered a new world and sailing vessels brought to it the first conquering armies and the first adventurous set tlers. But there was need for a still better link with the old world from the material necessary to the development of new countries. Accordingly the steamboat was invented.

Crude Wagon.

that they could not carry all their ssessions on the backs of animals.

While inventions, such as the steam the individual. He still found him self behind the march of events. He needed better means of communicafor him. Still remained the need for shielded by a silk curtain. a more personal means of communication and the telephone came into oceans and adding to the safety of travel on the sea. Better methods of lighting were needed for huge, modern On Standard Chassis. lighting were needed for huge, modern buildings and for busy, modern thor oughfares, and the electric light me

the need Personal Transportation.

Nowhere was progress more essen transportation. Horse-drawn vehicles proved inadequate to the demands of light itself. modern life. Raffroads could not turn from their appointed courses. as dependable and speedy was reexistence as the answer to that de with its reserve of power

to modern progress is incalculable. It meets the needs of the individual as nothing before has ever done. omical transportation to its ownto any point that he desires to go.

The automobile is not bought because it is a beautiful piece of crafts. manship, or because it represents so much value in metal and appoin ments, but because it meets the nec of the modern man for dependable

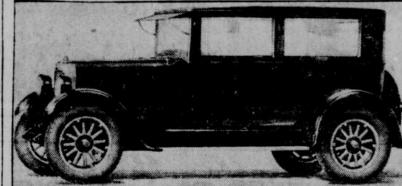
MOON COMPANY PLANS EXPANSION

begin in March the heaviest spring purgatives. the first six months production of cars is expected to establish a new Rheumatic Pain high record, according to the com pany's president, Stewart McDonald. "We will build 10,000 cars of the same size as last year and 5,000 new straight eights," says McDonald. "With a third greater production, 1925 earnings should be correspondingly good. Our forthcoming report for 1924 will show the best financial condition the company has every enjoyed, with no bank loans of any kind and the highest ratio of quick assets since

Constructed upon the "55" chassis, with its recognized merits and advanced engineering features, this new roadster has several noted improvements which are embodied for the first time in this type of car.

Is quickly obtained from any of the druggiets named below with a written guarantee of sure relief or money back. Beaton Drug Co., Barney Dugan Drug Co., Saratoga Drug first time in this type of car.

New Studebaker Coach Has Arrived Willys-Overland



All Over United

States.

mobile industry of the last decade.

spected it.

The Studebaker coach comes into he automobile market with a new standard of construction for this type Hupmobiles Have

Built for the same long time own ership and service as all Studebaker products, the Standard Six coach, or a 113-inch wheelbase and with a 50 horsepower engine, teems with qual-

Striking, in the appearance of its Belgian blue, low swung body, with black, satin-finished, lacquered top the new coach contains full steel panels, and the same high quality framework as characterizes all body the Hupmobile eight continues to over this franchise in their respective building by this ploneer vehicle-mak-

The full standard six chassis, has tered over set new records in the industry for Roominess is one of the outstand-

to the list of useless inventions that ing characteristics of this coach. clutter the patent offices of the na- Ample clearance between folding seat Its brief appearance would have and the doorpost; wide cushions for de hardly a ripple in the stream the driver and the passenger of the folding seat; plenty of leg room for all passengers; these are con-

The broad doors provide for easy

Upholstery is woven from mohair

New Convenience.

The back of the folding seat can be volutionary features built into the passengers to enter or leave the car performance, coupled with its great years with Willys-Overland as vice without forcing occupants of the fold- parkability and natural balance, president in charge of sales, has reing seat to get out.

Radiator cap is winged and ornawhich had to be drawn so much of clasping a heavy, navy linoleum mat, rubber cemented under pressure to the

Inside the car, an automatic wind- them before the buyer had even seen Philadelphia. On land, history followed much the shield cleaner and rear-view mirror, the car. Factory officials report that Inland peoples found a gasoline gauge showing gallons, actual retail sales made to date ex. Jackson stated that his return ments under one oval glass, indirectly eight's total production. They invented crude wagons and lighted, to protect them and give the these with numerous improvements drives at one glance a combplete graph were man's only form of land of how his whole car is operating: a monogram plate-these are driver ernd the steam engine meant fully ventilated windshield. Rearsuch to the progress of nations, they quarter and door window regulators are of the crank type.

Garnish moulding on door sills and rear-quarter windows is of walnut finish. Doors have attractively gath tion, and the telegraph was invented ered pockets and the rear window is

Wheels are natural wood finish. There is a combination stop-and-tail being. Wireless met another need by light. The rear tire carrier has a flashing its messages across the thief-proof lock and the gasoline tank is protected and beautified with a

The Studebaker coach has a cow ventilator, operated with the foot and nside, the driver's floor board is of heavy, embossed aluminum, shutting out dust and cold drafts. Cowl lights tial than in the field of personal are distinctive, torpedo shape. The dome light has its switch right on the

All this is mounted on the Standard Six chassis without a single elimina Something more flexible and yet fully lion or curtailment. This means the big, 50-horsepower engine which has quired. The automobile came into stready established so many records

It means big, powerful brakes-The contribution of the automobile largest braking area in proportion to car weight on any car; the extraordin ary ease of steering that special engineering gave, in designing the steer furnishes speedy, dependable, safe and ing equipment to accommodate the big, full-sized balloon tires. And the er at any time that he wishes and same heavy fenders, wider and with deeper overhang than on almost any other car, fitted to the deep heavy frame with six crossmembers for rigidity.

> The entire lighting control has been placed on the steering wheel, right a inger tips, so that, to dim the lights driver need not take his eyes from the road at a critical time, nor need he grope under the wheel in the dark bunting for the switch.

> Pain of a colicky character, in the ight flank, often means appendicitis Consult your doctor before you give

Ended by Treating

Inflamed Nerves In Every Case of Rheumatism, Neu ritis, Sciatica or Lumbago, the Actual Pain Is Caused by Irritation or Pressure on the Nerves in the Muscles

or Joints.

highest ratio of quick assets since the organization of the company, and with earnings well over dividend requirements."

NEW FLINT MODEL PROVES POPULAR

"The new Flint "55" four-passenger roadster has been met with unusual approval," states F. E. Witt, general sales manager of the Flint Motor company. "And this is undoubtedly due to its combination of beauty and practicability."

Flint engineers in designing and building this car have attained the unusual, which is seldom found in other than custom built cars.

Constructed upon the "55" chassis, with its recognized merits and ad-

Tablets

Liquid

Has New Dealer **Contracts Now**

tion Made at Philadelphia, Cleveland and Wash-

ington.

portant retail centers have recent-been announced by Willys-Over-in Toledo. and. Another prominent addition to land. Another prominent addition to Willys-Overland ranks in the export ANDREW MURPHY Argentine republic to Hampton, Wat-Added Popularity on Y Cia, contracts for this deal being signed in New York during the ational auto show.

The three retail contracts include New Model Has Made Friends Philadelphia, Cleveland and Washngton, where dealers of long established reputation, impressed with the amazing possibilities opened before them by the announcement of the new 1925 Willys-Overland line, have eager Even more enthusiastic approval of y grasped the opportunities to take

Dream Realized.

The acquisition of the Willys-Over land franchise by the Economy Motor national pro- Sales company as direct factory dealdoes today if the demand for it had full balloons, around the lines of portions, now that its output has per- er in the Cleveland territory, marks feeling among the dealers at this stead of a plaything. It has always been artificially created. If the de which the whole body-and even the mitted its display and demonstration the realization of a dream of nearly Four hundred thousand persons of this organization. In 1910 J. J. ports of dealers attending I find that all around, in fact, for the man who came to Hupmobile salesrooms Hengesbaugh joined Willys-Overland's throughout the country for the car's retail sales organization in Cleveland business are at least 50 per cent great the coach era open and closed cars ment of A. M. Potter as Denver dispressure. first presentation. This is believed by and was associated with it in various er than this time last year. I cannot were divided into two widely sep trict manager. Hupp executives to be the greatest capacities. In 1916 Stephen Domon- see what will keep this year from arated classes. public interest ever manifested in a kas joined the same organization as being one of the biggest in our hisnew motor car. More than 1,000,000 salesman. Frequent contact resulted tory. marked by his inventions. Never entrance; rear windows are nearly ficials and reports reaching them, the pany, as an associate dealer with an new eight has been a sensation in other motor car manufacturer. They every part of the country. The com- were given the distributor contrac car producer, the car's freedom from moved to downtown headquarters toughness at all speed ranges, its During nine months of the 1921-22 sea flashing acceleration, simplicity of son this organization sold 2,200 cars design and unusual ease of handling. During the entire 1922-3 contract year both in heavy traffic and at high their volume totaled 3,520 new and speeds on main highways, have oc- 1,447 used cars.

casioned wide comment. These re-Hengesbaugh is president of the Watts, chief engineer, are due to the and Stephen Domonkas is vice presi

score or more of fundamental and re- dent and treasure Jackson to Willys-Overland. tilted forward to enable rear-seat car. Because of these advantages of Edwin B. Jackson, associated for Hupp officials expect that the eight, turned to Philadelphia as distributor within the next two months, will of Overland and Willys-Knight care mented in enamel. Running boards have established itself as one of the in this territory. The new company are aluminum-bound on all four sides, outstanding contributions to the auto- will be known as the Edwin B. Jack son, Inc. In addition to maintaining The Hupmebile reputation has re-central headquarters in Philadelphia board itself, so it won't crease or suited in hundreds of sales being made Mr. Jackson plans to conduct branches without a demonstration, many of in Frankfort, Germantown and Wes

In making his announcement Mr assembled with all the other instructed by nearly 100 per cent the Willys-Overland was made chiefly be cause of his familiarity with John N

The Family Standby

Ills and Emergencies of Everyday COUGHS, COLDS, NASAL

CATARRH CATARRH OF THROAT STOMACH, BOWELS SOLD EVERYWHERE Send lour cents for book on Camerb

THE PE-RU-NA CO.

COLUMBUS,

Willys' plans for the future and confidence in Willys-Overland products, Davisson Tells particularly in the development of the Wardman at Washington.

Another recent announcement is that of the Wardman Motor company of Washington. This new organiza- Reasons Given Why Closed buyer bought the open car. tion has a fine new six-story building with a frontage of 95 feet and a depth Changes in Motor Distribu- of 160 feet, housing one of the fines sales and service departments along the Atlantic seaboard. Associated with President Harry Wardman, are Thomas P. Bones, James D. Hobbs and Hubbard S. Quinter. General first displayed manager in charge of active operations is E. H. Gilcrest, formerly an

day night. The banquet had a large models attendance, there being more than 100 dealers present.

corporation of Detroit.

"We have been in the habit of enclosed. holding a banquet each year during the show week for several years and banquet than any banquet we have

Touring-\$525

30 in. x 31/2 in. Tires and Artil

Roadster-\$525

30 in. # 31/2 in. Tires and Artil-

Coupe-\$715

Balloon Tires and Disc Wheels Standard Equipment

Coach-\$735

Commercial \$425

Express \$550 Truck Chassis

All Prices f. o. b. Flint, Mich.

Story of Coach belt line

Car Price Is as Low as Open.

pany, distributors for the Hudson the enclosed models. ern, on November 7, 1921, produced were all furbelows and curlecues. the first coach ever built, and since quet in their show rooms for all Max- then has specialized on coaches to Essex enclosed cars has risen to 90 lieve that the counterfeit part

below open car prices, he said, be sportsman—the man who can own other part. Dodge Brothers contend Interesting talks were made by cause they are now made by the same Assistant Engineer Trussell of the efficient, simplified system of manu-wants his car closed. Even our fortroit, and by Mr. Plath, director of motors, axles, frames and open bodies wanted nearly all open cars, are in the Dodge Brothers laboratories Maxwell Motor Sales corporation, De- facture which has been applied to sales of the Maxwell-Chrysler Motor for many years. He predicted that changing their preference and certain indicate that the motorist is not only 1925 will be the first year in which of them now ask a majority of fooled, as a general rule, when he In speaking of the banquet Murphy more than half of all cars will be coaches."

"The fundamental idea behind the NEW OAKLAND coach," said Davisson, "was to make there existed a more enthusiastic the motor car distinctly a utility inheld in five years, and from the re- the better all-weather vehicle-better

open car bodies, but not to closed Public Warned

represented not the typical motorist's The story of the remarkable devel-| wishes, but rather his wishes modi -a type of car fied by his capacity to buy. Once titled to know what it is buying, the coach idea began to permeate the industry, that ratio began to rise to 20 per cent, 33 per cent, 40 per cent and now it is nearly 50 per cent. In Hudson-Essex com- 1925 the beam will definitely tip to Brothers have again asked their deal The Hudson con- simple and clean of line where they

"Meantime the production of Hudson well and Chrysler dealers in eastern an ever-incleasing degree. This year per cent of our business and we have Nebraska and western Iowa last Tues- it will produce fully 90 per cent closed built 180,000 coaches. It is now the eign markets, which previously have

"Open cars were low in price, closed been attached to the sales department ones high-because the industry of Dodge Bros, in the capacity of When a man goes fishing he may not catch a good string, but he usually comes home with a long yarn.

It you're room's too dry and you can't regulate the heat with your mies of automatic machinery and product the home office.

It you're room's too dry and you can't regulate the heat with your ally comes home with a long yarn.

of Counterfeits

Dodge Brothers Analysis Shows Imitation Service Parts Usually Defective.

Assuming that the public is enclosed cars, too, are better than the ket is flooded with counterfeit serv

very exceptional motorist who wants by the builder of the car on which an open car. He is typically the the part is to be used to replace an several cars. The one-car owner that the buyer is the victim of mis

parts, but that he sometimes place himself in actual danger.

For example, a genuine Dodge complete turns in a twisting test breaking, when put under tremendous applied to a counterfeit knuckle bolt, For the last 10 years Potter has it snapped in two immediately,

If you're room's too dry and yo

New Chevrolets Sold in Chicago during the Auto Show

During the recent Chicago Automobile Show 1107 Chevrolet cars were sold at retail-a record never before equalled by any car exhibited at this show.

In New York, during the Automobile Show, five times as many Chevrolet cars were sold as during any previous New York Show.

Such records made, not only at the Automobile Shows, but by dealers throughout the country are fairly indicative of the public acceptance of the new Chevrolet.

Attaining a position as the second largest automobile manufacturer in the world during the last few years through producing a quality car to sell at low cost, Chevrolet this year offers far greater quality than ever before. The public has been quick to realize this fact and, as a result, the Chevrolet Motor Company has broken all previous January records for retail sales.

See these beautiful new cars—see these remarkable automobile values—at your nearest Chevrolet dealer's.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN Division of General Motors Corporation



for Economical Transportation

Quality at Low Cost

