

Salesman Rejects Order for 1,000 Dodge Machines

Factory Adheres Rigidity to No-Discount Policy Despite Tempting Proposal; Company Retains Good-Will.

"Here is an order, duly signed by the proper executives, for 1,000 of your cars."

What salesman wouldn't gulp—and grab?

Retail orders for motor cars in lots of 1,000 come to the average salesman about as often as ice peddlers visit the Eskimos.

Yet the incident referred to—about the signed order for 1,000 cars—actually happened. And what makes it remarkable is the fact that the salesman turned it down!

C. H. Jennings, Dodge Brothers dealer in New York city, throws some clarifying light on this puzzle. He says:

"This Dodge Brothers salesman had been working for several years on a large national account—a company that operates cars by the thousands, in every part of the country."

"The salesman, of course, pointed out the desirability of buying the 1,000 cars anyhow, regardless of Dodge Brothers' no-discount policy, but the executive declined to recede from his position. The latter then prepared what he afterwards referred to as his psychological coup."

"That's serious," said the official. "We need cars and we want Dodge Brothers cars, but you can't have the order unless you abide by its terms. You've got to give us the quantity discount."

"The salesman made the same answer that he had always made before, but out of deference to the customer and the exceptional size of the order, promised to take it up with the factory. The subject came before us when I was assistant general sales manager of Dodge Brothers," said Mr. Jennings.

"We were not to evadishly needed to get this company's business and good will," said President F. J. Haynes, "but the policies laid down by John F. and Horace Dodge are still the policies of this institution. We charge only for the actual investment represented by the materials and labor that go to make up the car, plus a reasonable profit for manufacturer and dealer. There is no margin that permits us to sell at a discount."

Official Keeps Order. "Mr. Haynes also pointed out that it would be entirely unfair to the individual buyer if he were asked to pay a higher price for his car just to make it possible for Dodge Brothers to attract large buyers through the quantity discount."

Gas Supplants Gasoline at Factory



Were it not for its bulk, manufactured or natural gas would be one of the likeliest of a substitute for gasoline as a motor car fuel. The great amount of power that can be carried in the usual 10 to 20-gallon gasoline tank is the chief reason for the growth of the oil industry.

Every engine which has come into the hands of an owner from the factory of the Cadillac Motor Car company since the first V-type eight produced by the company has been run by manufactured gas before it has left the works.

Gas Pipe Attachment. Mounted on blocks, with the carburetor disconnected, the engine is attached to a city gas pipe which feeds the fuel direct to the cylinder.

REPORT SHORTAGE OF CHRYSLER CARS

"There is no doubt but that this spring is going to see a very acute shortage of popular makes of cars," reports Mr. Murphy, distributor of Maxwell and Chrysler cars.

Legion Sponsors Concert. York, March 28.—York American Legion post will sponsor an entertainment by the University of Nebraska glee club to be given April 3.

Wayne College Notes. Local alumni of the University of Chicago had dinner at the Boyd hotel and listened to the speech by President Bacon which was broadcast from Chicago.

Overland Motors Contribute Much to Auto Advance

Fully Equipped Car, "Fore" Doors, Knight Motors Pioneered by John N. Willys.

The history of the development of the American motor car industry is replete with striking instances of constructive contributions by Willys-Overland from the moment the first Overland car was built.

As far back as 1902 when self-propelled vehicles were more of a curiosity than a necessity, Overland proved a real pioneer, Claude E. Cox of Terre Haute, Ind., building the first Overland car with an engine under a hood in front, instead of under the seat as had previously been the custom.

Each engine is connected by a drive shaft to a motor generator and is made to drive a load of from 5 to 10 horsepower. The electric current generated is introduced into the electrical lines of the factory and is used for light and power purposes.

USED CAR SALES BIG LAST WEEK

"That the local used car situation is improving is evidenced by the fact that the J. H. Hansen Cadillac company sold more renewed and used cars in the last week than during the last two months."

State Cribbage Tournament to Be Held at Ashland April 8. Ashland, March 28.—A state cribbage tournament will be held at Ashland Wednesday, April 8, under the auspices of the Ashland Cribbage club.

YORK COLLEGE NOTES. The opera "Maritana" was presented by the Glee Club Tuesday evening.

Chevrolet Wins Laurels in Africa

2,000-Mile Tour Through Jungles Proves Merits of This Car.

Within a few months the fly tents and cooking utensils will have been strapped on the car and the auto tourists will be on their way.

At the time of this trip, the middle of last summer, the Chevrolet touring car they used was the only one in their country and the only car that ever successfully left Broken Hill and got safely through to Lake Tanganyika.

STUDEBAKER PUTS OUT 12,000 CARS

Studebaker is unable to meet the demands made upon it by dealers from all sections of the United States and abroad, according to A. R. Erskine, president of the Studebaker corporation.

Every week for a month and a half, the production schedule for the big body plants at South Bend has been increased. Last week, the volume of orders so exceeded the past production that the schedule for production was advanced by 44 cars a day.

Hudson-Essex Prospects Big

R. H. Davison Reports Great Enthusiasm at Factory for 1925.

R. H. Davison of the Omaha Hudson-Essex company has returned from the Hudson-Essex motor plant, trying to secure an additional allotment of cars.

Seven-Foot Grass. On July 22, grass from six to seven feet high, intermingled with bushes, was encountered, to say nothing of aht hills and holes which shook the car.

RE-NEW-ED CADILLACS

Appreciation of the Hansen Plan and the quality of Hansen re-newed cars is best shown by the vast number of repeat orders.

RE-NEW-ED CADILLACS SPRING OFFERINGS

J. H. Hansen Cadillac Co.

AT 2570 Farnam St. at 26th

Gardner Sets New High Gear Record

Stock Model Covers 452 Miles in 24 Hours on Mountain Road.

Driving a stock four-cylinder Gardner touring car, Tom Savage, jr., recently established a high gear record for Lookout mountain. In 24 hours of continuous driving, Savage covered a distance of 452.7 miles at an average speed of 18 5/6 miles per hour on one quart of water, 3 1/2 pints of oil and 21 gallons of gasoline.

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Oakland Adds to Engineering Staff

Body and Electrical Experts Leave Peerless to Join Former Chief.

R. If Anibal, chief engineer of the Oakland Motor Car company, announces the appointment of two additional staff members.

Schwartz spent 14 years with the Cadillac Motor Car company, starting in 1907 on electrical construction and maintenance work, and having charge of the plant at night. He left Cadillac in 1921 to become electrical engineer at Peerless.

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No Other Car Delivers Such Results as These

The real reason for the remarkable Chrysler Six sales record its initial year—a volume of more than 32,000 cars—is its departure from ordinary motor car practice and performance.

Its three-inch motor gives a high speed range from 2 to over 70 miles, combined with gasoline economy safely over 20 miles per gallon.

With a touring car weight, ready for the road, of 2875 pounds, the Chrysler Six can be driven in comfort at 60 miles over rutted roads or cobbled streets. A new type of spring mounting makes it possible to take a turn at 50 miles an hour. Side-sway and road-weaving are eliminated.

The Chrysler Six adheres strictly to the soundest principles. Only the results are radical. You must ride in the car to appreciate what they are. We are eager to give you a Chrysler ride.

The Touring Car . . . \$1395	The Royal Coupe . . . \$1895
The Sedan . . . 1625	The Roadster . . . 2065
The Sedan . . . 1825	The Crown-Imperial . . . 2195

Andrew Murphy & Son, Inc.
1402 Jackson St. Phone AT lantic 4411
55 Years in Business

CHRYSLER SIX

The New De Luxe Two-Door Sedan

Here is a car so far in advance of its contemporaries that everyone who wants to be a jump ahead of the crowd should see and examine the New Moon Sedan at once.

Its design is different from anything you have seen. Brand new—yet with that right and undefinable touch of class that ranks Moon cars among the leaders regardless of price.

The Sedan has a new Moon engine designed to meet the extreme of traffic conditions. The usual standard type of lubrication won't do for today's hard fast roads. They call for higher speeds, endurance over longer periods.

Moon's counterbalanced crankshaft, its big four main bearings allow you to hold your speedometer at 50 or 60—or more if you dare—hour after hour—without vibration without fear of burning out your bearings.

At the same time the car is designed for city traffic conditions. Moon's new steering gear is built especially for balloon tires. Women love to drive it because they can park or un-park in a small space with an easy twirl of the hand.

See this car today and make your own comparisons as to its superior value in looks, performance and permanent style.

All Moon cars have six cylinders, 4 wheel hydraulic brakes, balloon tires, patented steering gear, Duco finish.

Features

- Bright finish leather top.
- The newest shade of "haze-blue" upholstery and trim.
- Specially designed hardware.
- Oval instrument board with ammeter, speedometer, gasoline gauge under glass.
- Two-tone gray and marine blue Duco finish.
- Ornamental prop irons.
- Centralized control on steering gear.
- Balloon tires with special Moon "easy parking" steering gear.
- Moon Lockheed 4-wheel hydraulic brakes.

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2555 Farnam Street JACKSON 1705
Our Eleventh Year in Business

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