Great Enthusiasm at Fac-

tory for 1925,

ment of cars.

mmediate delivery.

per day before the first of April.

rom all sections of the United States

and abroad, according to A. R. Er-

Salesman Rejects Order for 1.000 **Dodge Machines**

Factory Adheres Rigidly 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

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

the signed order for 1,000 cars-actually happened. And what makes it man turned it down!

C. H. Jennings, Dodge Brothers dealer in New York city, throws some story might have been written. clarifying light on this puzzler. He

"This Dodge Brothers salesman had been working for several years on a large national account-a company in every part of the country. The cars regularly, 10, 15 and 20, and fuel for 25 to 30 miles of travel. more at a time. On several occasions the chief buyer had made the remark order in larger lots."

Demands Discount.

out the desirability of buying the 1,000 cars anyhow, regardless of Dodge Brothers' no-discount policy, but the so he had an imposing document drawn up, calling for the delivery at plants. a specified date, of 1,000 Dodge Brotners motor cars of arious types, at full list price-minus 10 per cent. "When the salesman called a few

We need cars and we want Dodge the oil is drained off, the oil pan re- ded on in ordinary tones. Brothers cars, but you can't have the order unless you abide by its terms. You've got to give us the quantity discount.

Factory Rejects Order.

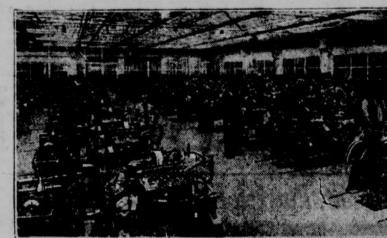
swer that he had always made before. but out of deference to the customer

ble to retain this company's business ment represented by the materials and labor that go to make up the car plus a reasonable profit, for manufac turer and dealer. There is no mar gin that permits us to sell at a dis-

"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

Gas Supplants Gasoline at Factory



of the likelihoods as a substitute for ment is accurately checked and all gasoline as a motor car fuel. The moving parts are given a thorough of Terre Haute, Ind., building the great amount of power that can be inspection. carried in the usual 10 to 20-gallon gasoline tank tank is the chief reason lar to those used by doctors in testremarkable is the fact that the sales. for the growth of the oil industry, ing the heart and lungs, are used to Had manufactured or natural gas determine the quietness of operation. been as easily portable a different and during the last 30 minutes of

Motor cars can be run by gas as well as by gasoline. In fact, it has been done and is being done today. Many will remember that during the world war many closed cars, particulounce of power and all of the hea that operates cars by the thousands, larly in London, England, as an emergency measure were surmounted by company was buying Dodge Brothers bulky gas bags which carried enough Every engine which has come into

the hands of an owner from the facthat if you fellows would only grant tory of the Cadillac Motor Car coma discount, as others do, we might pany since the first V-type eight proleft the works. This procedure is in "The salesman, of course, pointed the course of one of the many tests given the engine during the manutest. The manufactured gas is clearexecutive declined to recede from his er, safer and more economical to gallons per day. position. The latter then prepared the use than gasoline. The Cadillac what he afterwards referred to as his company was one of the first compapsychological coup. He knew that nies to discover the efficiency of this the salesman would be calling again fuel and the method has since been gives it added volume and heat. adopted in many other motor car

Mounted on blocks, with the carweeks later, the official simply hand feeds the fuel direct to the cylinders

examination. Each bearing adjust

During the test stethoscopes, simi the six-hour run gasoline is substituted for gas for making correct ad justments in the carburctor. In the testing process à number striking economies are evident. Every

generated by the running engine ar put to work.

5 to 10 Horsepower.

Each engine is connected by a driv norsepower. The electric current genduced by the company has been run erated is introduced into the electriby manufactured gas before it has cal lines of the factory and is used for light and power purposes. Water heated by the engines is sent to the power house and used in the boilers facturing process-the engine block instead of cold water from the mains. This brings to the boilers some 65,000 into the heated stream of water and

The engine block test room is one story high and flooded with light from above. Exhaust gases are car ried away by a piping arrangement buretor disconnected, the engine is and the air is further purified by imattached to a city gas pipe which mense ventilating fans. Blocks accommodate 110 engines at a time and and the engine is run in this way so quietly do they run that, with all That's serious,' said the official. for a period of six hours, after which in operation, conversation can be car-

REPORT SHORTAGE USED CAR SALES OF CHRYSLER CARS

spring is going to see a very acute is improving is evidenced by the fact shortage of popular makes of cars," that the J. H. Hansen Cadillac comand the exceptional size of the order, says Mr. Murphy, distributor of Max. pany sold more renewed and used promised to take it up with the fac- well and Chrysler cars. "We have cars in the last week than during the The subject came before us been short on several models of Max- last two months. Six cars were diswhen I was assistant general sales well and Chrysler cars for the last posed of in one day, manager of Dodge Brothers," said month. The factory has built this month more than 3,900 Maxwells and newed car department, during the nember how quickly it was settled. more than 3,500 Chryslers, but still winter months supervised the re-

and good will,' said President F. J. business we anticipated and our reby John F, and Horace Dodge are still the policies of this institution. We charge only for the actual invest-ment represented by the metal course for traveling and the metal and the schedule for prometal to the country which we have traversed.

State Cribbage Tournament to the country which we have traversed that his engineers develop the sleeve-ment represented by the metal and considering the travelous and, considering the travelous and the roughness of the country which we have traversed.

Be Held at Ashland April 8

Legion Sponsors Concert.

braska glee club to be given April 3. elimination play, best two out of than 12,000 of these cars were built. The club aggregates 30 male voices. three games and in finals, best three and sold—then an unheard-of number

York College Notes.

There wasn't a moment's quibbling. have been unabel to take care of newal of trade in cars and his efforts have been responsible for the fine search that resulted in the announce.

bage tournament will be held at Ashauspices of the Ashland Cribbage York, March 28.-York American club. Playing will start at 10 a. m. tainment by the University of Ne hand book on cribbage with straight popularity that in one year, out of five games.

First prize will be a silver loving

from ordinary motor car practice and performance.

they are. We are eager to give you a Chrysler ride.

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

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-

The Chrysler Six adheres strictly to the soundest principles. Only

the results are radical. You must ride in the car to appreciate what

Overland Motors Contribute Much

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

In 1908 John N. Willys obtained ontrol of the organization which was soon to become the Willys-Over land company, and with his broad vision began planning on standard incredibly low prices.

Completely-Equipped Car at \$1,000.

im occurred in 1910 when Willys Overland announced the model \$8. the first car completely equipped at been customary to quote a price of and other accessories as optiona

Just a few months later-in the summer of the same year-still another innovation was announced. The Model 44, with one of the earliest of the so-called torpedo type bodies, was the so-called torpedo type hodies, was brought out with the gear-shift and STUDEBAKER PUTS emergency brake levers moved from the right hand side of the car, just below the right front seat, into the center of the front compartment announcement of the "fore" doors which were included as optional equipment on the Model 45, which followed not long after. In fact with the Model 51 in 1912, these "fore" doors, making four complete steel doors on the body, became standard he said. "Our March production will For 25 miles the next day the car equipment on a motor car for the be about 12,000 cars. Our schedules was hardly ever out of low great, as

because of the fact that its design fore to take care of extra tires,

Install Knight Motor From 1912 until 1914 Willys-Over

"Our dealers are doing twice the business we anticipated and our reland Wednesday, April 8, under the ing the construction of a limite quantity of K-17 and K-19 car Willys-Overland announced the Mode Legion post will sponsor an enter- All play will be governed by Dick's 84 in 1915, which developed such

of Knight-motored automobiles.

York College Notes.

The opera "Maritana" was presented by the Giee club Tuesday svening Irea in the quantity discount. Moreover, he said, the company that buys 1,000 and advantage over the individual who buys one, because the natural advantage over the individual who buys one, because the natural advantages of Dodge Brothers ownership are multiplied a thousand times.

"What happened to the order for the same official and he never fails to show if to any Dodge Brothers sales man who happens to cars?

During the prevalence of respiratory infections, good ventilation, dustless sweeping and the avoidance of crowds is good prevention against pneumonia.

York College Notes.

The opera "Maritana" was presented by the Gibb Target will be a silver loving two goods and third prizes aleo will be awarded. A large number has all warred. A large number has all warred and and third prizes aleo will be awarded. A large number has all warred and and third prizes aleo will be awarded. A large number has all warred and and third prizes aleo will be awarded. A large number has all warred and and third prizes aleo will be awarded. A large number has all warred and and third prizes aleo will be awarded. A large number has all warred and and the company of the tournament. Track crib players of Ashland and Wahoo are determined that the cup shall remain in Saunders county.

Name Portick, 13ve belows and both track with a good number of athletes. Tennis for both giring are multiplied a thousand times.

"Wayne College Notes.

Local aimmi of the University of Chicago intended to the speech by President Burdon which was broadcast from Chicago. The members of the faculty are former of the time in ling up thus for the surred with a special burdon which was broadcast from Chicago. The members of the faculty are former to the time of the prize of the time in ling up thus for the surred with a special burdon which was broadcast from Chicago. The members of the faculty are former to the prize of the time of the prize of the time of the prize of

glancing blow, instead of a direct one, preventing the transmission of road shocks in full force to the body. Another unusual feature of this con-

Willys-Overland's latest innovation in American motoring history is the popularization of the Lanchester Balancer, now being used in all Willys-Knight engines, and which has absolutely eliminated all vibration by sys-N. Willys. off the crankshaft alternately with tourists

The history of the development of he American motor car industry is patented by Dr. F. W. Lanchester, mile trip in the broken hill country replete with striking instance of con- noted English engineer, is now being structive contributions by Willys- used exclusively in America by Overland from the moment the first Willys-Overland.

As far back as 1902 when self-pro-pelled vehicles were more of a Hudson-Essex curiosity than a necessity Overland proved a real pioneer, Claude E. Cos first Overland car with an engine under a hood in front, instead of under the seat as had previously R. H. Davisson Report

ized quantity production which would enable him to market motor cars at

The first concrete realization of his \$1,000. This price included magneto are today buying in carload lots, by the equipment. On the following most of his patients move there. and lamps, windshield and top. The shipped direct to their towns, and day the car became stuck in a bog car was of 102 inches wheelbase and few of them were in position to make was powered by a 25 horsepower engine. Prior to this time it had all motor cars with windshield, top

The Model 44 is also noteworthy

the sleeve-valve type of engine, pro-

No Other Car Delivers

at which the springs are attached. Chevrolet Wins

Jungles Proves Merits of This Car.

Within a few months the fly tents and cooking utensils will have been Stock Model Covers 452 Miles tem of balance weights which operate strapped on the car and the auto and against each other. This device, and Mrs. L. Blake Jolly, on a 2,000

of last summer, the Chevrolet tour-Prospects Big ing car they used was the only one quart of water, 3 1-2 prospects Big in their country and the only car 21 gallons of gasqline.

and extra food had to be sent ahead affidavit asserting that all seals remotor and chassis division. The following by 40 carriers. In addition to the mained unbroken. R. H. Davisson of the Omaha Hudequipment, four persons were carried on-Essex company has returned through tracks cut through the brush, headque rs in Denver for an inspectas a motor and chassis designer and from the Hudson-Essex motor plant, fully of pits and holes. trying to secure an additional allot-

Seven-Foot Grass.

On July 22, grass from six to seven Hudson-Essex dealers over the Nefeet high, intermingled with bushes, braska territory are all enthused was encountered, to say nothing of over the prospects for 1925. Where ant hills and holes which shook the last year they would purchase one car. The sun was so hot that the car and drive it out from Omaha, they a dozen natives to push it out. Next, Davisson reports that the factory 12-foot elephant grass was encounter building 800 cars per day and ed which filled the radiator with grass speeding out productions to a point seed and it was necessary to stop where they will be producing 1,000 every few miles and dislodge the seeds to prevent the motor from boiling. The party camped under Mount With more than 220,000 coaches built. Hudson has convinced the pub. Sunza, the highest mountain in northlic that it is economical to purchase ern Rhodesia, after strenuous work on the bridges. In the small settlement where they unpacked for the

OUT 12,000 CARS bad belt of teetse-fly and it was all they could do to keep the bites off the dog-the bite of the tretse-fly being fatal to a dog.

Build Corduroy Road

The following day the party had to skine, president of the Studebaker cut down a number of trees and build "After steady increases in produc- a 200-foot stretch of cordurey road ion during the last six weeks, all They shot some delicious pheasants plants are now operating at capacity," for lunch

for the second quarter call for 40,000 the journey was continually up-hill cars. It is easy to exaggerate the -sand hills, which made the going volume of surplus orders, but I should most difficult. say that business offered to us ex-Killing a zebra, walking five miles

ceeds our production by 25 per cent. to hunt game, only to find a solutary The unusual demand is practically pelican, crossing more bridges and uniform for all of our 19 different helping a sick man to go 100 miles models of cars, on three chassis." Every week for a month and a ing adventures during the remainde half, the production schedule for the of the trip.
big body plants at South Bend has "In conclusion," writes Mrs. Jolly

duction. After his personal experi- production that the schedule for pro- marvelous and, considering the tre

er and durability. We have spent ex. Oakland Adds to traordinarily little on repairs and it Laurels in Africa is now in excellent condition after a strenuous trip of more than 2,000

to Auto Advance struction is the fact that but one shaekle is all that is needed with 2,000-Mile Tour Through Gardner Sets New High Gear Record

in 24 Hours on Mountain Road.

their journey of more than two for Lookout mountain. In 24 hours of pany and the Feerless Motor Car

cial observers, sealed the car in high engineer at Peerless. Food for two weeks had to be car- gear. These same men checked the ried, besides complete cooking and running time for each of the 41 laps, with the Studebaker corporation. Desleeping equipment, while gasoline and at the end of the trip signed an troit, in 1912 as a draftsman in the

son-Essex service men, who certified that it was a standard stock model in

has moved to the city is because assisting in the development of the

Engineering Staff

Body and Electrical Experts Leave Peerless to Join Former Chief.

B. H. Anibal, chief engineer of the Oakland Motor Car company, an ounces the appointment of two ad litions to his staff. Herman Schwarze, electrical engineer, and W. R. Milner, body engineer. Both of these motor car engineering special Driving a stock four-cylinder Gard- ists had been associated personally er touring car, Tom Savage, jr., re- with Anibal for a number of years at cently established a high gear record both the Cadillac Motor Car com-

At the time of this trip, the middle distance of 452.7 miles at an average Schwarze spent 14 years with the speed of 18 5-6 miles per hour on one Cadillac Motor Car company, starting car they used was the only one quart of water, 3 1-2 pints of oil and ing in 1907 on electrical construction that ever successfully left Broken R. H. Kenney and E. H. Roemle of charge of the plant at night, He left Hiff and got safely through to Lake the Denver Post, who acted as off. Cadillac in 1921 to become electrical

llowing year he went with the Mar The car was then driven to Gardner mon company, Indianapolis, working tion by Cadillac, Studebaker and Hud- was later made body engineer. In every respect and pronounced it in engineer and four years later left to perfect condition despite its gruelling accept a similar position with the Peerless Motor Car company. While at the Marmon and Cadillac com-One reason the country doctor panies he was one of the engineers

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.

SPRING OFFERINGS

Type 61 Cadillac Touring. A splendid re-new-ed car, refinished in Princess Louise Lake and renickled. A real satisfaction can be derived in this car at a very good saving.

Type 57 Cadillac Touring. Hansen re-new-ed'and refinished in Coach Maker's Blue. Your inspection will surprise you on this car at its exceptionally low price.

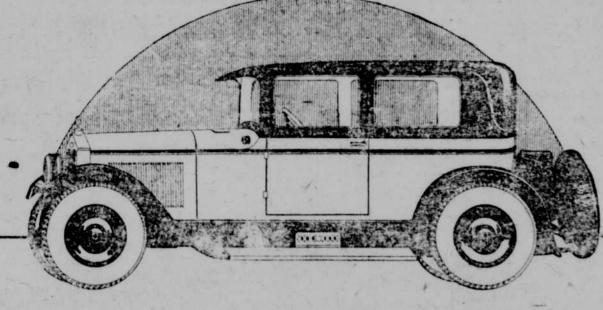
Many other models from which to choose.

No matter what type of car you desire or what price you wish to pay—see us first—let the Hansen Plan HELP YOU BUY.

J. H. Hansen Cadillac Co.

AT 2570

Farnam St. at 26th



The New De Luxe Two-Door Sedan



Features Bright finish leather top. The newest shade of "hage-blue" upholstery and trim.

Specially designed hard-

Oval instrument board with ammeter, speedome-ter, gasoline gauge un-der glasse

Two-tone gray and ma-rine blue Duco finish. Ornamental prop irons. Centralized control on steering gear

Balloon tires with specia Moon "easy parking'

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.

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 unpark in a small space with an easy twirl

Moon's counterbalanced crankshaft.

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 year, Duco finish.

of the hand.

CHANGSTROM MOTOR CO.

2555 Farnam Street

Our Eleventh Year in Business

JA ckson 1705

Andrew Murphy & Son, Inc.

weaving are eliminated,