

Speed, Efficiency, Rule of Overland Parts Department

Entire Building Devoted to Storing and Shipping: Each Order Checked Four Times.

Probably no other department of Willys-Overland has been planned and built with such care in an effort to render service of maximum speed and efficiency to Overland and Willys-Knight dealers and owners all over the world as its parts department.

An entire building, plus floor space in several others, is devoted exclusively to the assembling of parts, fitting of orders and shipping of parts to all parts of the globe. Hundreds of thousands of dollars in parts value are represented in dolley boxes and racks that line the rooms of the parts department building.

Every part placed on each and every model of Overland and Willys-Knight cars is stocked in this reserve parts fund, from which they can be packed and shipped at the first notice. Particular care is taken in the marking of stock to prevent mistakes in orders, and each order that comes to the department is checked four times before it is passed to the packer, all to prevent errors in filling.

Every precaution is taken to protect the consignee, both in the filling of orders and in the saving of shipping expense. Every part on Overland products is automatically measured by the packer who sees that none but absolutely necessary weight and size of lumber is included. Additional care is taken in the use of thousands of yards of excelsior padding and bale after bale of excelsior in packing each shipment.

The parts department of Willys-Overland, incorporated, at Toledo, has systematized the packing and shipping of parts so as to reduce the chance of damage in transit to a minimum. In the crating of parts for foreign shipments, specially constructed crates are built on the spot to withstand the rough handling of the sea voyage. In addition, all overseas parcels are lined with water-proof paper to prevent rust. Certain parts particularly subject to rust and weather infections, are dipped in rust preventive solutions before they are stored and again before crating.

VALUE OF BALLOON TIRES IS PROVED

Although experiments with balloon, or low pressure, tires have been under way for a number of years, it is only within the last two years that they have been on the market. Prejudice had to be broken down by actual tests and demonstrations to convince the user of regular cord tires that the low pressure tires were equally satisfactory.

Nation-wide tests were made and thousands of tests placed on automobiles personally owned and operated. The performances of these tires were carefully observed by Miller tire engineers, who recalled them after they had been tried under all conditions. Balloons are now known to be capable of doing all the work done by the regular tires, as well as many things the latter will not do. The ease and comfort given by the low pressure tires, together with their service under unusual operating conditions, make them popular.

Incidentally, the testing now done on balloons is by commercial cars which will travel 500 or more miles a week. Low pressure tires have reached such a degree of perfection that only vehicles capable of giving unusually hard tests are used and on these the work done by the tires is carefully noted by Miller engineers, who keep complete record of the data.

CONNECTICUT ADDS TO ROADS SYSTEM

An aggregate of 2,355 miles of roads has been constructed in Connecticut in the last 25 years, announces the state highway department.

The trunk line system in Connecticut totals 1,186 miles, while 635 miles of new state aid construction have been carried out, making an aggregate of 1,821 miles.

Of this, 654 miles are macadam, 241 concrete, 125 bituminous concrete, 192 bituminous macadam, 75 stone surface, 345 gravel and 154 graded surface. During the year just closed 131 miles were constructed or reconstructed. The mileage of graded and gravel roads is being reduced year by year in favor of the more durable types.

HONKINGS DRIVE MONKS TO HILLS

The whirl of modern life, exemplified by automobile horns, radio, telephones and electric lights, is getting too much for the Trappist monks of Bamz, says an Associated Press dispatch from Munich. Desiring of seclusion in their present monastery near Bamberg, they will soon withdraw to a remote part of the Bavarian mountains.

Several sites are under consideration, one of them a mountain top where once stood a baronial castle. Here it is felt that the penitential and silent days of the Trappist brothers could be passed without disturbance.

Nonskid Pointers.

Front wheels skid some, chiefly from rounding a corner at so high a speed that the front wheels lose their traction. To overcome this, apply the brakes gently, which will drag the rear wheels and give the front wheels a chance to take hold.

Oo La La!

Plans for the construction of a special automobile road from Paris to Nice are being considered in France. The intention is to build the road as straight as possible. It will be about 500 miles long.

A little prenatal attention to mother beats a lot of postnatal health.

CHAMPIONS WIN SPEED BOAT RACE

A clean sweep in the speed boat races at Miami Beach, Fla., is the most recent achievement of Champion spark plugs. Gar Wood's twin victory in the Fisher-Allison gold cup race and the Horace E. Dodge Memorial trophy event and the victory in the Biscayne Babies' contest were all with Champion equipped boats.

The enthusiasm of Gar Wood and Olin Johnson, his mechanic, over their spark plugs' performance caused them to send this wire to the Champion Spark Plug Co. immediately after the races: "Thanks to Champion for the wonderful results obtained from the use of your plugs in winning the Fisher-Allison gold cup race, also the Horace E. Dodge Memorial trophy. Not a plug was changed after Champions were installed." Wood also reported that the use of Champions enabled him to develop 300 more revolutions per minute from his engine, and greater horse power, than he had ever been able previously to accomplish.

LARGE ADVANCE IN DODGE CAR SALES

Dodge Brothers' remarkable increase in production and sales continues without interruption, an official statement from the factory discloses. Actual retail deliveries by dealers during February were within a few cars of 15,000, which is an increase of 23.1 per cent over deliveries in February, 1924.

Every week in February showed a material increase over the preceding week and the first week of March likewise exceeded the last week of February.

While dealers' stocks are exceptionally low, the factory is turning out cars in such volume that it is hoped to meet practically the entire current demand. Production for the first week of March was over 1,000 cars a day.

Dodge Brothers' sales for 1924 increased more than 25 per cent over 1923, in the face of an 11 per cent decline in the industry as a whole. These facts considered with the present continued increase, bespeak a most gratifying condition and Dodge Brothers are naturally optimistic.

MURPHY DEALERS GO TO FACTORY

Thirty dealers operating in the territory of Andrew Murphy & Son, distributors of Chrysler and Maxwell cars, have gone to the Detroit factory to drive back machines.

"Our stock has been depleted by the unexpectedly heavy sales," says an announcement made by the company, "and in order to expedite the delivery of cars in our territory we decided upon driving through the cars we need. We could have sent a number of additional dealers, but the factory could not spare us any more cars."

Forest Parks Kept Up for Use of Picnickers

The Pennsylvania department of forests and waters maintains and administers state forest parks for the use of tourists and picnickers. No fee is charged for their use. They are equipped with tables, benches, comfort stations and supplied with pure water. These parks are a part of the state forests, and the same rules obtain for them as do for the state forests.

Shift Gears Properly.

Because the mechanical gear set is a vitally important part of the car, every driver should learn to shift gears properly. It is entirely possible to break a tooth from one of the gears, and it is easy to fill the gear box with splinters and metallic powder, which gradually grind away the gears and may get caught in such a way as to throw the shafts in the gear set out of line.

1,000 Daily Output of Hudson-Essex

Biggest Six-Cylinder Business in Automobile Industry Reported.

One thousand cars a day, the biggest six-cylinder business in the automobile industry, are now being built in the Hudson-Essex factories in Detroit, according to word received by R. H. Dawson, Hudson-Essex distributor.

Ninety per cent of this immense business is in the popular Hudson-Essex coaches, it was declared. The coach type of body was originated by the Hudson organization three years ago, and this concern now has had the experience of building nearly a quarter of a million of them.

"This great volume of business which has brought Hudson-Essex into an indisputable six-cylinder leadership for the whole industry," said Mr. Dawson, "has been a steady growth over the period in which the coach has been built. There probably has never been a single body type in the whole history of the business which has had such a phenomenal success."

"Now the popularity has become such that Hudson-Essex is the biggest builder of six-cylinder cars in the world. When you consider that some automobile men tried to ridicule the coach when it was first introduced, the success of Hudson-Essex must be considered a most remarkable one. This spring there will undoubtedly be a shortage of these popular cars, because our winter business has been so consistently good that we have been unable to build up a reserve supply of them. It is fortunate indeed that the Hudson-Essex factory has been able to reach this high mark of production, or the shortage would be even more drastic."

OUTLOOK PLEASES HEAD OF CADILLAC

H. H. Rice, president and general manager of the Cadillac Motor Car company, who had completed within the space of four brief weeks, two complete trips across the continent covering the Pacific coast from Los Angeles and San Francisco to Portland, Seattle and Spokane in the interest of his company, has just returned to Detroit from an additional trip to Boston and New York.

He reports a confident business tone throughout the sections visited, with distinctly noticeable increases in business at many points. En route, in addition to attending meetings of Cadillac distributors and dealers, Mr. Rice had conferences with bankers and other financial and business leaders relative to future business conditions, and punctuated his journey with many motor trips for the purpose of studying highways and seeing the country at first hand.

On this record run, anxiety was felt about the ability of the car to conquer Latajarda hill, to climb which a few years ago on any gear was considered a feat. No car ever had made it in high gear. But Vaughan reports that it was accomplished with none of the difficulties he expected.

Romance in Transportation.

Probably the most romantic chapter in American history is the one which has to do with transportation. First there was the pack horse, then the ox cart, finally the wagon. Now the modern locomotive and automobile lead the list.

CHEVROLET TRUCK SALES INCREASE

During 1924 the Chevrolet Motor company was the third largest truck manufacturing concern in the world, being surpassed in the number of trucks sold by only two other automobile companies. Plans are now being formulated which, it is expected, will greatly increase truck sales during the present year and may place Chevrolet in second position for 1925.

There were nearly 24,000 Chevrolet trucks sold last year. These included both the commercial chassis and utility express types, the greater portion sold, however, being of the latter style.

An analysis of 1924 sales, R. H. Grant, vice president and general sales manager asserts, shows that farmers, dairymen, stock raisers, oil and gas well operators, business requiring medium weight delivery cars were among the larger buyers of the utility express. A considerable number also were used for school buses.

MOON PRODUCTION SETS NEW RECORD

The March production schedule of the Moon Motor company is the highest in its 18 years' history, according to Stewart McDonald, president. The company is producing cars at the rate of 1,500 per month and its production schedule for the first six months calls for 8,000 cars—a gain of about 62 per cent in production over the same period of the previous year. About 75 per cent of Moon production at the present time is on enclosed models, principally two-door and four-door sedans of five-passenger capacity.

Studebaker Six Shatters Record

Machine Covers 362 Miles Over Rough Roads in 10 Hours, 35 Minutes.

Blinding, swirling sandstorms; broken, little-traversed desert "roads" and sharp inclines of seemingly impassible hills were not enough to prevent establishment of a new cross-country automobile record between El Paso and Santa Fe, N. M.

Sealed in high gear, a Studebaker standard six duplex phaeton has just cut an hour and 25 minutes off the former record, established a little less than a year ago.

The distance is 362 miles and was covered in 10 hours and 35 minutes. But there is scarcely 10 miles of roadway that may be called paved. Broken stretches of rough desert highways lie between these cities and for years considered traversable only on low gear.

Daniel Vaughan, field representative of Southwestern Motors, Inc., of El Paso, made the drive. He caused the gears to be sealed in high by representatives of the El Paso Herald. It rolled away at 5:04 a. m., headed up a road never before traversed in high gear by any automobile.

At 3:39 that same afternoon the car pulled up before the Western Union office in Santa Fe. The seal on the gearshift was still unbroken. In the interval the car had made spurts at 60 miles an hour over the desert which, in this instance, means not only shifting sand, but hummocks, rocks and brush-grown, rough, raw land.

On this record run, anxiety was felt about the ability of the car to conquer Latajarda hill, to climb which a few years ago on any gear was considered a feat. No car ever had made it in high gear. But Vaughan reports that it was accomplished with none of the difficulties he expected.

1924 Wills-St. Claire Sedan

Equipped with balloon tires and has been driven but slightly over 3,000 miles, in fact, has not yet been broken in. Will sell at a sacrifice.

Open Sunday Afternoon For Your Convenience

J. H. HANSEN CADILLAC CO. AT. 2570. Farnam St. at 26th

Motor Executive Raps Speed Trap

Hupp President Advocates Erection of Signs Giving Legal Limit.

By CHARLES D. HASTINGS, President and General Manager, Hupp Motor Car Corporation.

We have heard a great deal during the last two or three years concerning the abolition of "speed traps." These are stretches of road where, from the surroundings, the motorist believes the state law permits him to travel at a higher rate of speed than some purely local legislation actually does.

Where it takes on the character of a nuisance, automobile clubs, particularly, have done much to abolish it. But even where it is not, it is still unfair to the well intentioned, but uninformed automobile owners. Hundreds of thousands of dollars have been collected through such methods from those who had no intention of violating the law. The outcome of such a law is that the automobile owner who is unfortunate enough to be caught and fined not only is justifiably provoked, but that his and other attitude results in considerable loss of legitimate business revenue to the adjacent municipalities from the touring public.

Posting of conspicuous signs adjacent to the roadway informing every motorist of the exact speed

limit is a remedy. At least one section of the country has already taken steps to co-operate in this respect with the touring public. That is in Maryland, where the automobile owner is given complete information regarding the established speed laws.

Today in certain parts of Maryland easily readable signs have been erected along the highways informing the driver the maximum speed. These signs, orange with large black letters give the automobile owner who desires to obey the law the necessary information at a glance. They convey it in a spirit of friendliness that cannot help but add to the revenue that the surrounding territory can reasonably expect to receive from the tourist business.

AUTOS HAVE MORE EQUIPMENT

The motor cars exhibited at automobile shows this year reveal a greater amount of factory equipment—equipment that previously had to be purchased as accessories—than during any previous shows in the history of the industry.

C. W. Matheson, vice president and director of sales of the Oakland Motor Car company, points to this development as another proof that cars today are selling at lower cost than at any time in the last four years. Not only is the average list price of an automobile lower, taking all makes into consideration but the actual reduction is greater because of the extra equipment included.

Particularly on closed models is the tendency toward more fully equipped

cars noted, according to Mr. Matheson. He points out that at the New York show considerably more than 90 per cent of the models displayed had windshield cleaners, approximately 85 per cent of them being automatically operated. Snubbers, sun visor, transmission lock, rear view mirror, dome light and heater are some of the other features of equipment to be found on a large percentage of cars today, particularly on the closed models.

"This development has come about mainly in the last five years," says Mr. Matheson. "In my opinion, it is significant because it shows a sincere effort on the part of the motor car manufacturers to effect a saving for the owner, by removing the necessity for purchasing extra equipment at a higher price."

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FORDS

MARVELOUS INVENTION

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WIDE UNDER Transmission Lining, \$2.25 Per Set
No Jerk No Chatter. Lasts Three Times as Long

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The MAGIC performance of this WIZARD Transmission Lining is far beyond your dreams in a smooth, NON-CHATTERING (jangle) pan, reducing strain on drums, gears and axle, and saves on tires and fuel. The saving for fleet owners is tremendous. Solo owners as well as having TRIPLEWEAR installed now:

YOU PROFIT BY USING TRIPLEWEAR. INSIST THAT YOU GET IT. The easy start on steep hills and smooth getaway is amazing; works like an electric motor. Thousands of minutes oil pockets in each band. An assured smooth stop. DEMAND TRIPLEWEAR. FOLLOW DIRECTIONS FOR INSTALLING AND ADJUSTING.

TRIPLEWEAR SATISFIES WHERE ALL OTHERS HAVE FAILED. Have a set installed. You sure will see the difference. "Safety First." Guarantee with every set.

SOLD BY BEST OF DEALERS PROPORTIONATELY PLACED FORD AGENTS QUALIFY

Make sure you are getting TRIPLEWEAR as per your demand. MAKE IT TRIPLEWEAR. ACCEPT NO OTHER.

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The fine new Overland with Six Cylinders had its preliminary showing at the National Automobile Shows—and there in comparison with all motor cars won immediate recognition as the greatest six-cylinder closed car value of 1925.

other car in America—and when you see it you will agree that the new Overland Six fully justifies and amply merits its tremendous popularity.

Since then the public itself has broadcast the news of the new Overland Six all over the land. Today more people are talking about this fine car than any

It is way ahead of all other cars of its class in beauty... way ahead in power, in lightning pick-up and getaway... way ahead in luxury and comfort. And it is way ahead in all these things because it is so far ahead in progressive engineering... a car beautifully

Another Sensation at

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World's Lowest Priced Sedan with Sliding Gear Transmission

Four Doors Four Cylinders All Steel Body

designed.. wonderfully balanced... staunchly built. Don't fail to see it. Don't fail to ride in it. Small down payment; long, easy terms.

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Oakland Six has more power than you will ever need. Best of all, it does not derive this power from an oversized engine nor from an extravagant use of gasoline. It is more powerful than engines of similar size because of its correct design. Made to standards as exact as those of the finest aeroplane motors, it is a true reflection of the intensified engineering that characterizes every detail of Oakland construction. Find out what Oakland power means. Here is our invitation. Take the car out where the going is hardest and where the grades are tough and steep. Make your own tests in your own way. Then you will know. Learn also how easy and convenient it is to purchase an Oakland Six on the liberal General Motors Time Payment Plan.

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