

CLEVELAND HAS NEW FEATURES

Local Dealers Claim That Car Is Meeting With Favor

Body styles—many mechanical improvements incorporated.

"Anticipating the keen interest of the buying public in closed cars, six of the eight new models which the Cleveland six is introducing for 1924 are enclosed types at new low prices," state F. W. Pettyjohn Co., local Cleveland six distributors.

"The beauty of the 1924 Cleveland models is greatly improved by a new and higher radiator, which raises the hood line one inch back to the cowl. Fisher built bodies, paneled in metal, are used with the sedans and open models. The passenger capacity throughout is generous. Every appointment has been chosen for its utility value. With the closed models the upholstery is beautiful velour; genuine leather is featured with the open cars, and standard coupe. Either velour or leather can be had with the special coupe.

"Running boards are furnished with all models, with the exception of the Tourin DeLuxe. Steps are optional equipment at extra cost. Aluminum kick plates, an

innovation, are standard equipment with all running board models.

"The special models include a choice of an optional color, which is blue devil blue. Balloon tires and disc wheels are furnished as optional equipment with all body types at extra cost.

"Only one standard Cleveland Six chassis is used for the eight Cleveland models, but the entire engineering personnel of the Cleveland factory have been concentrating their efforts for months in an endeavor to incorporate as the paramount achievement for 1924, increased power, flexibility, substantiated by numerous sound mechanical refinements.

"The Cleveland Six cylinder, overhead valve motor had been greatly improved by the adoption of a new and positive method of oil lubrication, an automatic spark advance which eliminates manual control, a new type carburetor featuring unusual idling qualities, internally heated manifold that affords satisfactory vaporization of the poor grade fuels of today, double valves which do away with periodic vibration, water completely surrounding the valves to insure perfect cooling, greater rapidity in gas speeds due to the internal design of the motor, together with a perfected balance of the reciprocating parts of the power plant.

"An oil drain and filler conveniently located at the right side of the motor facilitates the filling and drainage of the motor. It is not necessary to crawl underneath the car.

"Efficient lubrication of the

chassis at every vital point is promoted by the introduction of a high pressure oiling system. The fan, too, is self-lubricating.

"Throughout the transmission, rear axle and in all wheels Timken roller bearings are employed.

"The new Cleveland Six steers with little effort. East in handling has been made possible by the use of a specially designed steering buckle, which includes in its mechanism a ball bearing assembly which allows the lubricant to be retained for long periods as well as eliminating any possibility of absorption of dirt and water.

"A new type tie rod provides for take-up of wear at this point after long service.

"Clutch efficiency has been increased by a ten inch contact surface.

"These advantages, with other minor refinements, tend to make the new 1924 Cleveland Six far more efficient and more powerful than any Cleveland Six previously introduced.

"That the new Cleveland Six, and the new prices, especially on the enclosed types, have met with public favor is borne out by the deluge of orders now being received," Mr. Pettyjohn further states.

SIX SILLY SUGGESTIONS SLAUGHTERED

1. "As much liquor is sold now as before prohibition." Then you think you can get as much liquor to town under the seat of an ancient fliwer as you once did in a long freight train? Think you could not have had more to drink when everybody marched up to the bar and helped himself than you can get nowadays when at midnight you must crawl over a hay-loft to the rear of an ancient, isolated barn to suck at a jug at \$8 a suck? Oh, what a sucker!

2. "Prohibition was put over on us when we were not looking." Imagine a wet "not looking" when his suds supply was imperiled! More than 20 states had gone dry before Federal constitutional prohibition, approved by two-thirds of Congress, was ratified by 23, 24ths of the state legislatures. If the wet minority took no notice of these portentous and clamorous dry events, their case is one for psychopathic, not legislative, treatment.

3. "Prohibition cannot be enforced." Who started that treasonable propaganda? The wets. What does it mean? Prohibition shall not be enforced. Why fight to



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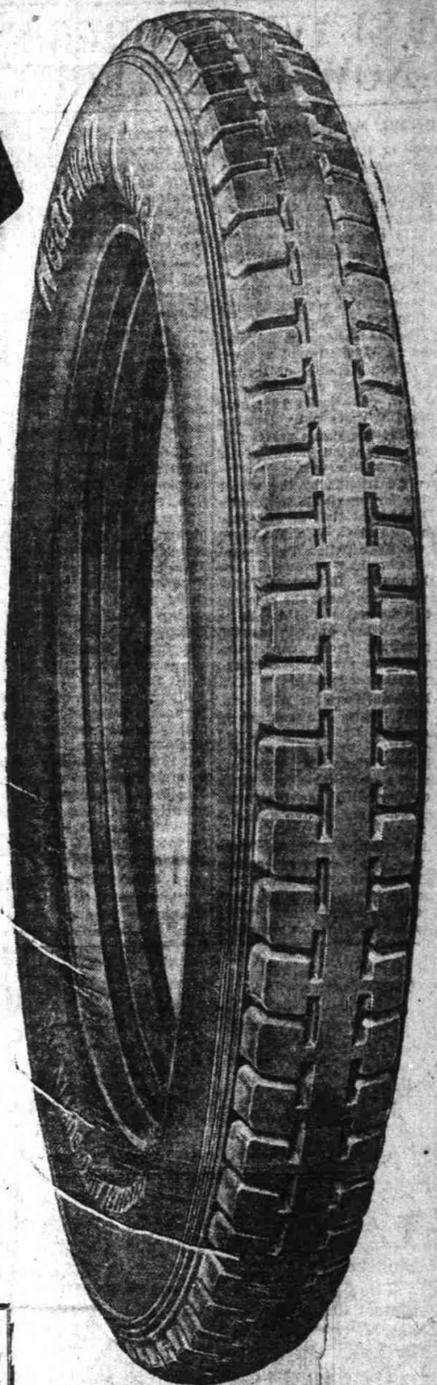
Built to Endure Hard Service

The Wear-well Cord is constructed to give satisfactory service under the most trying conditions. Every step in the process of building this tire is made with one view in mind—"It must give long service." The carcass, made from high-grade, long-staple selected cord, cured on air bags, serves as a foundation for the heavy, smooth-running tread. The sharp edges at the intersection of the center strip on the tread, and the shoulders and bars help reduce skidding to a minimum.

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NOTE THESE PRICES

Sizes	Prices	Sizes	Prices
30x3 1/2 Cl. Regular Size	\$ 8.80	34x4 S. S. Oversize	\$17.60
30x3 1/2 Cl. Oversize	9.90	32x4 1/2 S. S. Oversize	20.40
31x4 S. S. Oversize	15.55	33x4 1/2 S. S. Oversize	21.20
32x4 S. S. Oversize	15.90	34x4 1/2 S. S. Oversize	21.85
33x4 S. S. Oversize	16.85	33x5 S. S. Oversize	25.70
		35x5 S. S. Oversize	26.50



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If you were to ask a hundred—or a thousand—Ford truck owners, why they use Ford trucks in preference to all others, they would likely say, "Because the Ford stands up." They know that under the endless grind of daily service the Ford stays and month out, very little mc. ical care, and with

practically no expense for repairs or replacements. They buy to get performance. A few might add that the Ford is the lowest priced truck on the market. But they would emphasize the work this truck does, not its initial cost, in accounting for the fact that there are more Ford Trucks in use today than all other makes combined.

Ford Trucks can be bought on the Ford Weekly Purchase Plan

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make the world safe for democracy if democratic government is impossible? Why sacrifice 20 billions of dollars and several hundred thousand priceless lives of young men to give self-determination to other nations if in our own republic the wet tail is to be allowed to wag the dry dog? Prohibition shall be enforced, or it shall never be repealed. Young laws, like young children, are subject to whooping-cough and growing pains.

4. "Prohibition - enforcement will wreck the national treasury." The net cost the past year was less than \$5,000,000, if indeed, when all the confiscated property is sold, the loss does not prove to be a profit. But suppose it should cost \$200,000,000 to make America dry, the drink bill was ten times as much before prohibition. America is willing to pay for what she wants. Ask the Kaiser. He knows.

5. "We are going to liberalize the Volstead law." Who are "we?" The wets. Thought so; they said they would prevent the passage of that law. They did not. Said if prohibition came, grass would grow in the streets. The price of hay has been higher ever since. Said we could not run the government without the revenue, and we are spending since prohibition several times the cost of government and war, and are congesting the savings-banks while the foreigners would not come, and that those we had would not stay in a dry nation. Limitation of desirable

immigration and deportation of undesirable immigrants are confounding such prophets and prophecies. Congress is made up of two houses. Repeal or amendment of laws must obtain a majority of both houses. The United States Senate, with two, and but two, members from each state, 66 of them from the 33, originally and everlastingly dry states, will never vote for repeal or weakening of the Federal dry laws. The women vote now, and they always hang wet things outside till they dry out. Ask any wet politician in dry districts.

6. "Our people in the north and the east do not want prohibition." They have it, do they not? Very many, if not a majority of them, like it. If they did not, they still have such emancipation due them, the emancipated south having helped in emancipating the emancipating north; and there must now be no nullification or act of secession in New York or New Jersey, or anywhere else. In these radio days sectionalism and local self-government, even self-centered nationalism, cannot be appealed to in behalf of a decadent iniquity or a lawless curse like the liquor traffic. Doubt it? Try nominating a wet candidate for President, and see.

If the paint or the core of the radiator is worn off, be very careful in selecting paints for refinishing. Never use gloss or heavy paints.

WILLYS-OVERLAND STARTS 1924 WITH 20 P. C. SO. CAL. GAIN

WillysOverland Pacific company of Los Angeles ranked up the 1924 curtain in Southern California with a sales gain of about 20 per cent for the opening month of the new year.

"The opening of January business was discouragingly slow," says L. J. McCracken, Los Angeles branch manager, "but the last 12 days of the month sales took a jump more than doubling those of the first two weeks and making possible a 20 per cent increase in Overland and Willys-Knight purchases over the corresponding month last year."

E. N. Culver, Pacific coast manager, who has been visiting the

San Francisco, Seattle and Portland distributors was expected back in Los Angeles on January 9th.

1000 OLDSMOBILES A DAY PREDICTED BY G. M. C.

In a speech made at the annual dinner of Oldsmobile dealers a year ago P. S. du Pont, then president of General Motors, made the prediction that Oldsmobile would rise third or fourth place in the industry. This prophecy seemingly is being carried out from day to day as production grows in unusual volume. December sales, for instance, showed an increase of 439 per cent over those of December.

At the 1924 annual dinner C. S.

Bott, vice president of General Motors, ventured another prediction: "Olds Motor Works will soon have facilities capable of producing 10,000 finished Oldsmobiles per day," said he, "and I predict that the day is not far in the future when these facilities shall be taxed to the limit. This production will place Oldsmobile close to the top ranks of the industry."

Automobile dealers generally are spending money reconditioning used automobiles before offering them for sale.

Money isn't everything unless you are having an argument with a dry agent.

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