

COMPARES AUTOS TO BALL STARS

Local Auto Dealer Says That Cars Are Like Men Who Win Against Odds

Motor cars are like the big league stars of baseball. So fierce is the competition—so severe the tests of daily excellence—that it is seldom indeed that we see a player who has stood the gaff for ten years in the major leagues.

The Ty Cobbs, the Walter Johnsons, the Grover Alexanders are outnumbered 100 to 1 by the more fleeting careers of the average performer.

"And that," according to Fred M. Powell, distributor for Hud-

son and Essex, "is just the way it is with automobiles. Nine tenths of the big league players you will see when the parks open will be men who play five, six or seven years, 'under the big top.' Many of them will show up even faster than that or be unfortunate enough to meet the competition of some new blazing star from the bushes.

"The men who win against all odds, who battle down all competition both from others and from their own increasing age, are the super-men of baseball.

"If we extend the comparison to that great other American pastime—motoring—we find there too a severity of competition which only a few of the 'immortals' can stand against. Think over the motor cars of today, and then check—on the fingers of one hand—the principles of construction which have withstood ten years of competition.

"One of the first you'll think of is the Hudson Super-Six prin-

ciple. It has proved its right to permanent stardom by living out its 10 years of consistent usefulness and leadership. The Hudson super-six principle—patented and exclusive—is now in its tenth season. It is a principle by which the vibration of a motor is greatly reduced and its internal efficiency increased. Its use results in smooth and ample power, long life, quick pick-up and dependable service.

"For ten years—as the real motor car fan knows—this super-six principle has been the underlying feature in Hudson and Essex success. The Hudson motor of course has been altered in detail whenever desirable to keep fully abreast of the times. But nothing has been found to improve upon the super-six principle which underlies its construction. In fact the super-six principle today is more popular than ever before in history as shown by the remarkably sales of Hudson and Essex cars."

REJECTS ORDER FOR 1000 CARS

Factory Adheres Rigidly to No-Discount Despite Tempting Proposal

"Here is an order, duly signed by the proper executives, for 1000 of your cars."

What salesman wouldn't gulp—and grab?

Retail orders for motor cars in lots of 1000 come to the average salesman about as often as ice peddlers visit the Eskimos. There are only a few history.

Yet the incident referred to—about the signed order for 1000 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 company was buying Dodge Brothers cars regularly, ten, fifteen and twenty and more at a time. On several occasions the chief buyer had made the remark that, 'if you fellows would only grant a discount, as others do, we might order in larger lots.'

"The salesman, of course, pointed out the desirability of buying the 1000 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. He knew that the salesman would be calling again so he had an imposing document drawn up calling for the delivery, at a specified date, of 1000 Dodge Brothers Motor cars of various types, at full list price—minus 10 per cent.

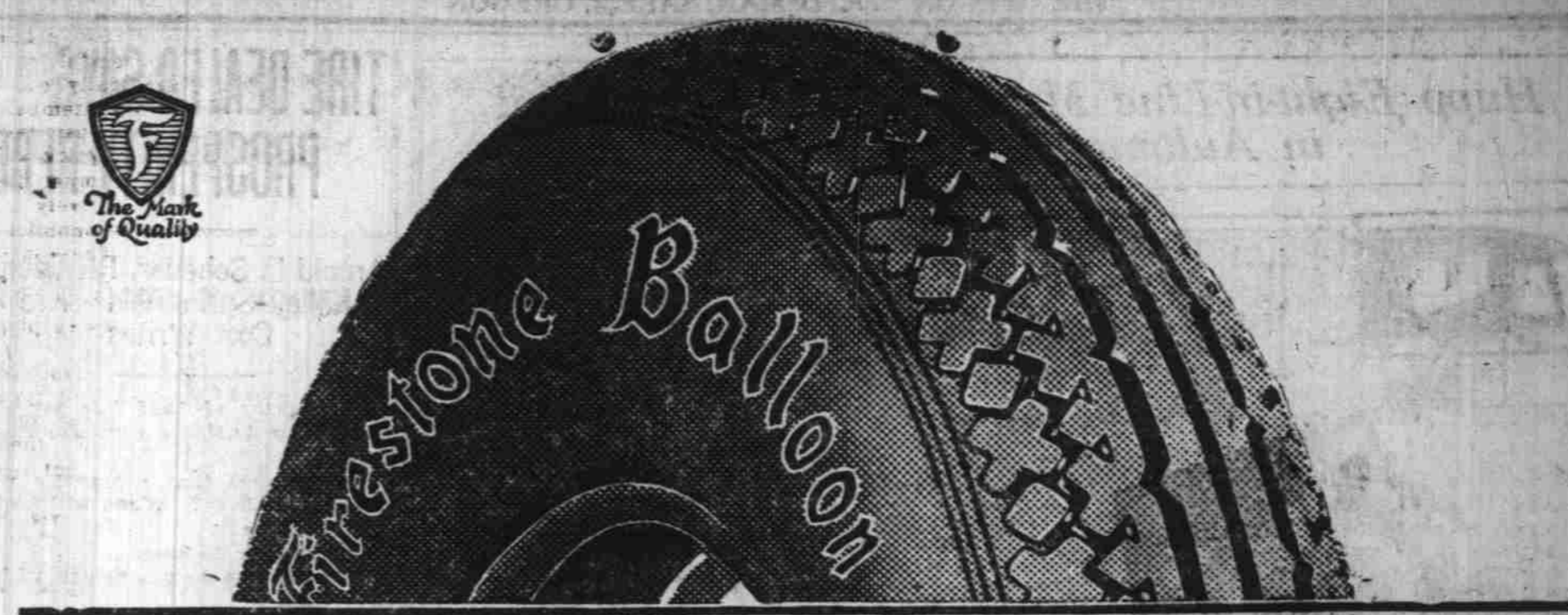
"When the salesman called, a few weeks later, the official simply handed him the order.

"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. "and I distinctly remember how quickly it was settled. There wasn't a moment's quibbling.

"We want to do everything possible to retain 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."

"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



RIDE ON BALLOONS!

No Matter the Make or Model of Your Car It Will Pay You to Equip Now

Recent Records On Full-Size Balloon Gum-Dipped Cords

The 1,000 mile non-stop economy run at Culver City, California, averaging over 70 miles per hour.

New Mt. Wilson Record—24 minutes, 47.04 seconds.

Pike's Peak Record—18 minutes, 15 seconds.

Toledo to Montreal—760 miles in 19 hours and 59 minutes.

All without tire change—again emphasizes stamina and advantages of Full-Size Balloon Gum-Dipped Cords.

You'll find that Gum-Dipped Balloons save you money. They deliver longer mileage—protect your car from road vibration—reduce depreciation—increase re-sale or trade-in value.

Practically all car makers equip their new models with Balloon tires.

Firestone Gum-Dipping made Balloon tires possible. This special process insulates each fibre of every cord with rubber giving great strength and flexing endurance to the cords. This makes light, strong side walls of extreme flexibility which avoid punc-

tures by yielding to sharp objects that often drive through the stiff, bulky tires of higher air pressure.

Firestone Balloons grip the road even at high speed—holding the car steady and sure on the dangerous curves.

See the nearest Firestone Dealer. Let him show you how easy it is to equip your car—and how inexpensive.

Don't put it off any longer. Begin now to enjoy the comfort, safety and economy of these wonderful tires. MOST MILES PER DOLLAR

Ira Jorgensen

190 S. High Street Phone 375

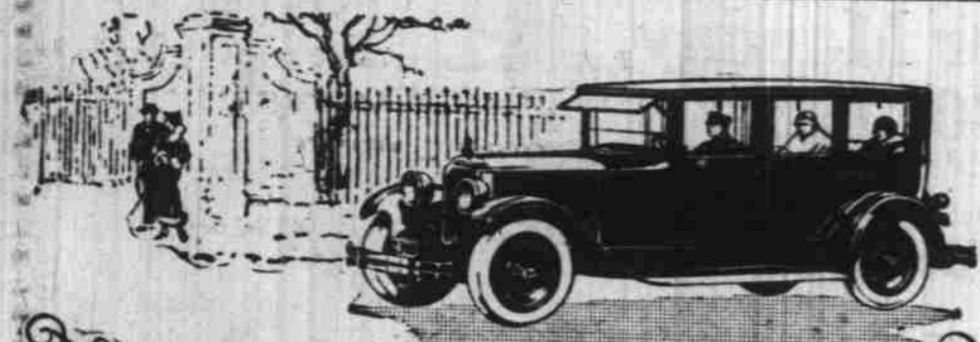
Firestone FULL-SIZE BALLOON GUM-DIPPED CORDS

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER.. *H.B. Firestone*

large buyers through the quantity discount. Moreover, he said, the company that buys 1000 Dodge Brothers cars already has an 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 1000 cars? It is still in the desk of the same official and he never fails to show it to any Dodge Brothers salesman who happens to call. But he is still buying Dodge Brothers cars—buying as he bought before.

"Like other nationally known concerns, he realizes that the savings effected through the long life and low-cost service of Dodge Brothers motor cars will more than offset any discount that might be obtained on a car of less obvious merit."



PACKARD

The Days of Frequent Car Buying are Passing

The public is learning after a quarter century of experience that true economy in personal transportation, as in other necessities, lies in buying the best at long intervals rather than less than the best at more frequent intervals.

Sixty per cent of the cars now being traded in on Packard Sixes are less than two years old—25% are less than one year old. But for these new Packard owners the days of frequent car buying are past.

Thousands of Packard Six owners are now well on their way toward the 100,000 mile mark—and with no loss of the original beauty, distinction and comfort of their cars. They have discovered true economy.

FRED M. POWELL Motor Cars Ferry and Cottage. Phone 2126

ASK THE MAN WHO OWNS ONE

KIRKWOOD CO. IS IN NEW LOCATION

Old YMCA Corner Now Modern Display Room for Automobiles

The Kirkwood Motor company, local distributors for the Hupmobile and the Nash automobiles, will move to their new location in the YMCA building, which was purchased some time ago by the company and remodeled into a first class automobile sales and service rooms.

The Kirkwood Motor company is owned by Fred Kirkwood and Lawrence Imlah. Charles Hudkins is head salesman, Ray Binegar is the service man and L. L. Thornton is the man in charge of the office. Mr. Kirkwood acts as the manager.

The new location will offer a much better display for the automobiles. The show room is large and finished very attractively.

BERLIN DESIGNS SIDE DOOR BUSES

BERLIN, March 28—Berlin has found that its motor busses are topheavy. Since the streets have become congested with the growth in the number of automobiles there has been an increasing number of accidents in which the busses have figured, and some have upset with serious consequences.

The authorities are now considering a lower vehicle, with side instead of rear doors, and a covered roof to give shelter in rainy weather.

MOTOR TRIPS ABROAD

'At Ann Hathaway's Cottage'

EIGHTH OF A SERIES OF TRAVEL TALKS

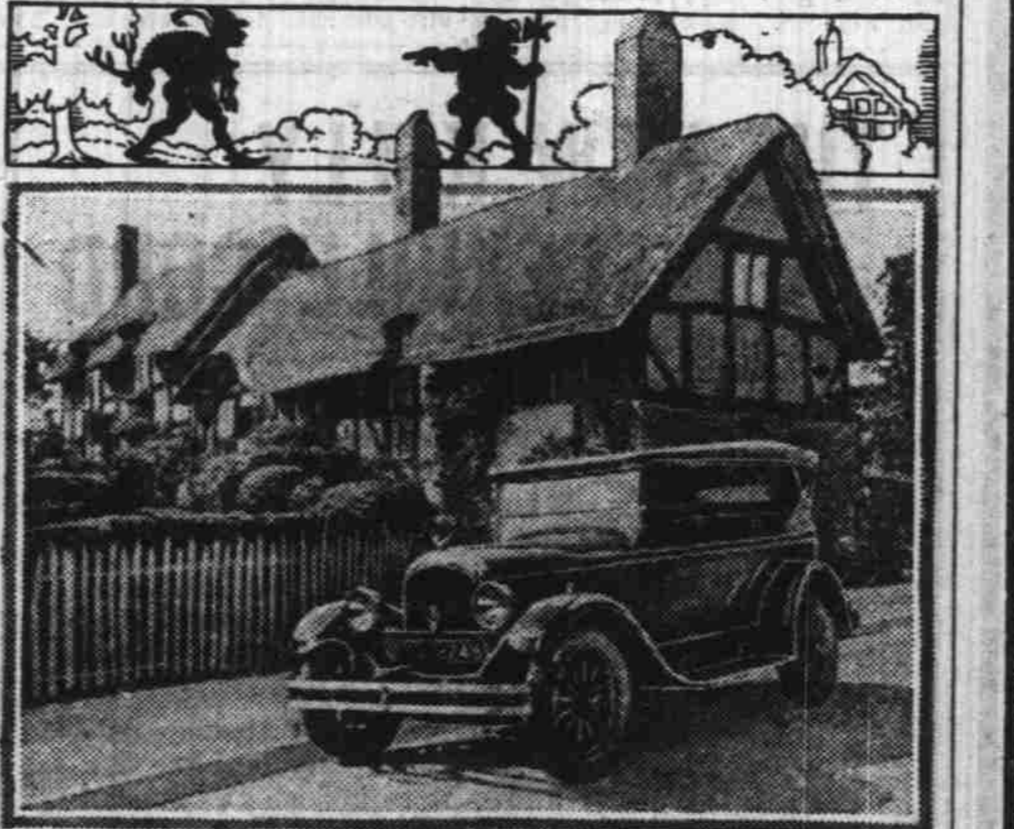


Photo Courtesy Chrysler Maxwell Motor Corporation

Legend has it that Will Shakespeare shot a deer—unlawfully—and laid it on the steps of this cottage, as a love offering to Ann.

WITH each year more and more American tourists go by motor car from London to the famous city of Stratford-on-Avon, a delightful ride of 93 miles through some of the most picturesque country in the world. To no town has the memory of one famous son brought greater fame than that which the memory of William Shakespeare has brought to Stratford. And people who go there not only visit Shakespeare's birthplace

but also Anne Hathaway's cottage at Shottery, a mile from Stratford. This picturesque thatched cottage in which Shakespeare's wife was born, was purchased for the nation in 1892. It has been said that nearly as many Americans have visited Stratford and Shottery as have English. This is an exaggeration to be sure but America thinks of Shakespeare and his home town as a possession of the world, not of England alone.



BONESTEEL MOTOR CO. 474 S. Commercial. Phone 423

DODGE BROTHERS SPECIAL TYPE-A SEDAN

The Type-A Sedan has always ranked above its price class in distinction of line and appointment.

This Special Type further advances that leadership beyond current standards.

No special feature that could heighten the car's beauty, or enhance its comfort and convenience has been overlooked by the builders.

Five Balloon Tires \$1330 f. o. b. Detroit—\$1565 delivered

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