

SERVICE LAYOUT IS NEW COMPANY PLAN

To assist Oldsmobile dealers in obtaining modern and efficient sales and service buildings, the

Olds Motor works, Lansing, Mich., has established a layout service department to supply dealers, without charge, detailed plans and estimates either for new buildings or for remodeling present quarters.

"Modern sales and service stations are a necessity if an automobile dealer hopes to prosper," says Guy H. Peasley, general man-

ager of Olds Motor works. "In the first place appearance counts for much, and the public prefers to trade in a well laid out and well kept establishment. Furthermore, a modern building designed to give the utmost efficiency will result in time and labor savings sufficiently large to change a loss into a profit. Realizing these conditions it is our endeavor

to have every Oldsmobile sales and service station—large or small—the best in its particular class."

Questionnaires have been sent to every Oldsmobile dealer with the suggestion that he make use of this new service if he contemplates remodeling his present building or erecting a new establishment. The questionnaires cover either case fully and, when filled in, present an exact picture of conditions and what type structure will best fit the needs of each individual case.

The questionnaires, when received at the factory, are carefully checked against records on file; and, in conjunction with experts in the service department of General Motors corporation at Detroit, each case is carefully studied and recommendations submitted. These include special plans and blue prints, together with the estimated cost of the alterations or new construction work.

H. M. SALISBURY IS EXPORT SALES MANAGER

(Continued from page 2)

Motor Corporation until his resignation to join the Nash Motors organization.

Coincident with the appointment of Mr. Salisbury, announcement is made by the appointment of J. L. Todd as assistant export sales manager of Nash Motors. Mr. Todd, who received his early training in the railroad business has been identified with the Nash Motors company ever since the company was founded and for the past seven years he has been in charge of important work in the export sales department.

Increase in Production Of Gold Now Predicted

SEATTLE, April 11.—Nome, famous mining center during Alaska gold rush days, will continue to be a heavy gold producer, declared Lieutenant Normal A. Stines, general manager of the United States Smelting, Refining and Mining company, with headquarters in Boston, who arrived here tonight en route to his properties in Alaska.

FEWER ACCIDENTS TO WELL-KEPT CARS

Attention to Mechanical Details Declared to Prevent Many Deaths

"When the average motorist pays more attention to the operating condition of his car and less to how fast he can go in it, there will be fewer traffic accidents to mar the pleasure of motoring," said George Earl Wallis, research director of the Reinecke-Ellis company, Chicago, at the closing session of the traffic instruction course of the Syracuse Safety Council, April 6.

"Analysis of one day's accidents in any of our cities will show numerous mishaps which could have been prevented, had the drivers involved been driving safe cars. The unsafe car should be barred from the streets and highways just as we are now seeking to bar the unfit driver. There is little choice between the two for

both are the frequent cause of regrettable accidents.

"The man who drives on a crowded street with worthless brakes or who slides and skids along without chains is just as open to criticism as the person who drives while intoxicated. Knowing how to steer and when to apply the brakes does not qualify one as a safe driver if the brakes won't hold and the tires slip on a wet, slippery pavement. Skidding into court is easily avoided by periodic attention to the condition of the car itself.

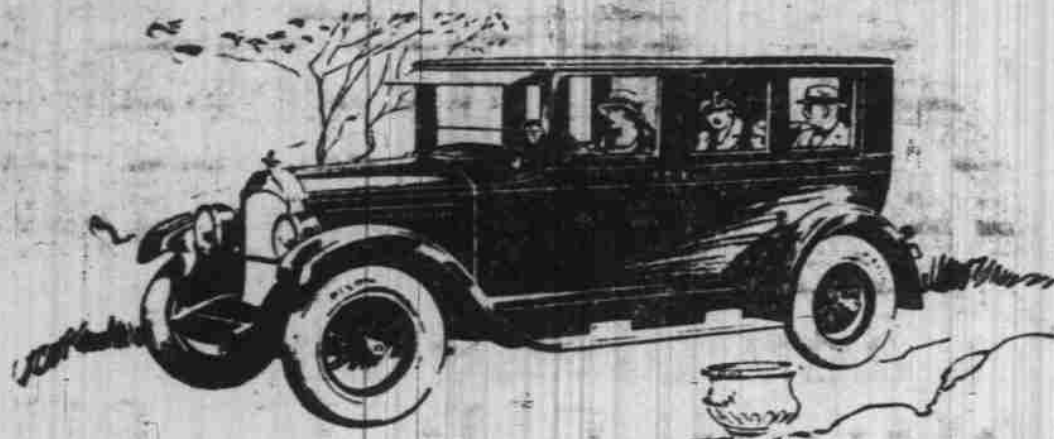
"We used to consider automobile accessories in the luxury class, but safe driving in present day traffic is determined by such things as proper head lights, shock absorbing bumpers, rear view mirrors, wind shield wipers, speedometers, stop lights and the like. When we accuse the driver of carelessness in causing an accident, it is often not the lack of safe driving but the failure of the car to function properly in an emergency.

19,000 BUSES USED
Motor travel is playing a large part in the building up of consoli-

dated rural schools in the United States. Throughout the country there is a tendency to combine one-room schools into large central buildings, providing transportation for the children who must travel some distance. 19,655 motor buses are used in this serv-

ice, according to figures supplied to the National Automobile Chamber of Commerce by county superintendents. 1,424 consolidated schools were created in 1924, 470,533 children are transported by motor vehicles daily.

WILLYS-OVERLAND FINE MOTOR CARS



New, Finer Than Ever, Brilliantly Popular

with an Engine You'll Never Wear Out

Vastly more powerful, more beautiful and more luxurious than ever—the new Willys-Knight is rightfully enjoying the greatest popularity in all history. Here is a car with the only type of automobile engine ever invented that actually grows smoother, quieter, more powerful with use... that

never needs carbon-cleaning and valve-grinding... and the only engine in the United States equipped with the new Lanchester Balancer, the famous invention that gives Willys-Knight entire freedom from vibration at all speeds. Small down payment, easy terms.

WILLYS-KNIGHT

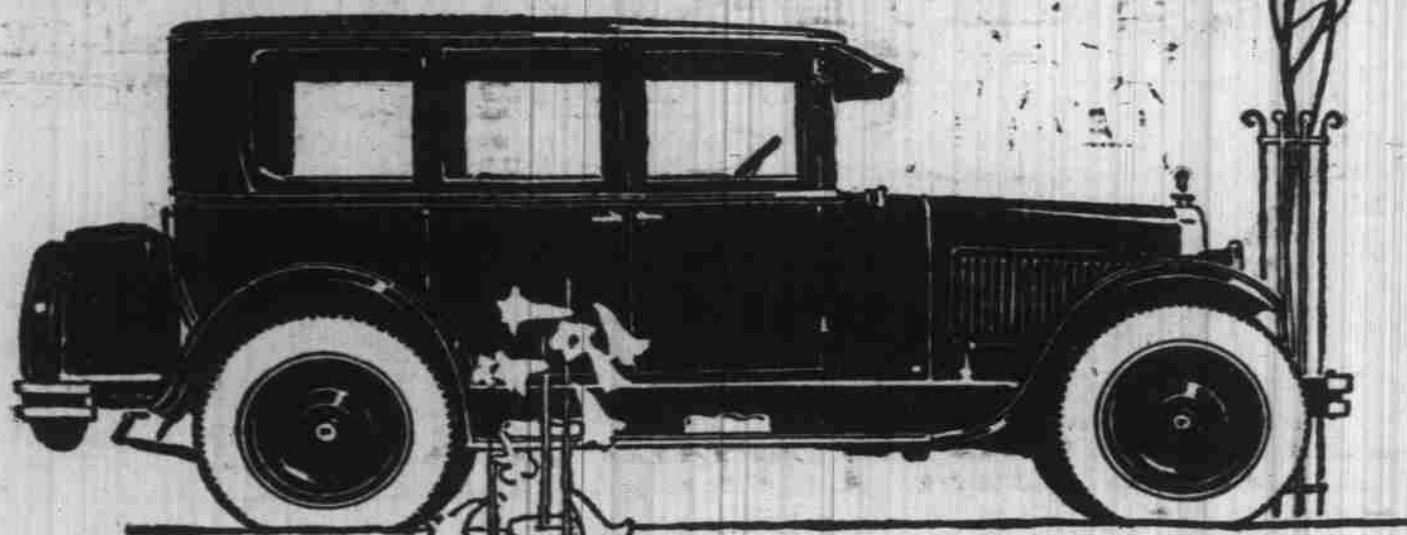
TOURING \$1295 - COUPE \$1495-COUBE - SEDAN \$1495
SEDAN \$1575 - BROUGHAM \$1695 - f. o. b. Toledo

VICK BROTHERS

Trade Street at High

OLDSMOBILE
SIX

Have you driven it?



Everyone instantly notes its remarkable beauty—but only those who've taken its wheel know the superlative new performance of this economical and long-lived Six! Indeed, the recent improvements made by Oldsmobile and General Motors produce a brand of performance little short of amazing. Instant response from accelerator and brakes—abundant power—wonderful resiliency over rough roads—parked in a jiffy—a complete confidence that your car is equal to any occasion. But come in and drive it—that's the test!

The
De Luxe Sedan

\$1375

f. o. b. Lansing
plus tax

F. W. Pettyjohn Co.

"After We Sell We Serve"

219 N. Commercial

OLDSMOBILE

PRODUCT OF GENERAL MOTORS
SIX

WORLD-WIDE GOOD WILL

The world-wide good will which Dodge Brothers Motor Car has earned for itself during the past ten years, is emphatically the most valuable asset that Dodge Brothers Inc. possess.

The public may rest assured that nothing will ever be done to jeopardize in the slightest degree this enviable and priceless reputation.

The policies and practice which have shaped the destinies of Dodge Brothers in the past, are in full force today, and will continue in full force so long as a motor car bearing Dodge Brothers name shall be manufactured.

DODGE BROTHERS INCORPORATED

BONESTEELE MOTOR CO.

474 South Commercial

Phone 423



Why
there are more
than a million Buicks



There would not be more than a million Buicks in active use today if Buick had not, through the years, produced a motor car of unvarying and superior quality. In every detail, every Buick is an example of how well a motor car can be built.

OTTO J. WILSON
388 North Commercial

WHEN BETTER AUTOMOBILES ARE BUILT,
BUICK WILL BUILD THEM



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