

### NOTHING UNDONE TO PROVIDE SERVICE

Ford Leaves Nothing Undone to Provide Utmost Service in All Products

Transforming steel ribbon into roller bearings is one of the interesting operations carried out in one department of the Highland Park plant of the Ford Motor company in which a number of special Ford designed machines play an important part.

Just how much activity there is in this department may be gained from the fact that 125 miles of steel ribbon is used daily in the production of roller bearings at the present output schedule, permitting the assembly of 51,600 complete bearings every day.

The steel ribbon used is five thirty-seconds of an inch thick and about half an inch wide. It is wound in Ford designed and built machines known as "winders" and when it emerges from these machines is in the form of a heavy spiral rod with a narrow opening through the center. The rods are cut into proper lengths for the rollers, and the short lengths are then hardened and tempered.

Grinding operations in which the rollers are ground to very close limits are carried on in other Ford designed machines, known as "centerless" grinders in which the precision necessary in the rollers is easily regulated.

The last operation before the rollers are finally assembled and welded in the cages is one through which every finished bearing must pass—the process of being de-magnetized. Practically every bearing after having passed through the various manufacturing operations carries a certain amount of magnetism. If this remained the rollers would have a tendency to pick up and retain small pieces of steel that might by chance get into the sleeve of the bearing. It is not likely, of course, that any harm would result even if this magnetism were not destroyed but the policy followed is another bit of evidence that the Ford Motor Company leaves nothing undone to insure the utmost of service in all its products.

### NEW OAKLANDS ARE ON DISPLAY HERE

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Larger center main bearing, with four bolts on all main bearing caps.  
Crankshaft oil passage drilled entire length of shaft. Regulator located in center of crankcase, with line to pressure gauge taken off at this point.  
Deeper oil pan, with oil screen running full length of pan.  
Valve stem guides increased in length; valve lifters increased in diameter.  
Valve springs re-designed to give better high speed performance.  
Brake pedal leverage increased and pull-back spring tension softened, cutting pedal pressure in half. Rear brake wrap increased to same as front.  
Improvement in gasoline tank

### Motorists Must Be Protected From Excessive Rates, Says Chrysler

WALTER P. CHRYSLER, President of the Chrysler Corporation, who evolved plans for the marketing of Chrysler motor cars which protects the purchaser from excessive financing charges and excessive insurance rates, is determined that those who buy cars bearing his name shall have them at the lowest possible prices.



U. S. U. WALTER P. CHRYSLER

For many months Mr. Chrysler made a comprehensive study of the sale of motor cars. Finally he came to the conclusion that too much money was being paid for financing and insurance requirements. After further study Mr. Chrysler decided that the one way to effect a substantial saving of from 30 to 40 per cent of the combined cost of financing and fire and theft insurance rates, was to take advantage of the mass purchasing power of the Chrysler Corporation.

"The public must be protected from excessive rates," commented Mr. Chrysler, in New York. "At the factory we watch the expenditure of every cent. Keen competition necessitates that cars be placed in the hands of the ultimate users at the lowest possible price. Why then shouldn't we be equally diligent in saving the purchaser everything we can."

"We believe financing charges and insurance rates have been too high and so we determined to reduce financing charges and to market our cars fully covered by fire and theft insurance. Before reaching this de-

cision we satisfied ourselves of the absolute legal and economic soundness of our plans.

"Some opposition to the plan has come from a few insurance agents and state insurance commissioners of several states are looking into the details of our plan. In view of the new and unique features of this plan, nothing less was to be expected."

outlet prevents sediment from getting into gasoline tank.

Ignition coil under cowl.

Headlamp wires carried inside through radiator shell.

Throttle control and dimmer on tearing column.

Radiator of new design, deeper and wider, with 12 1/2 per cent increased cooling area.

Cowl lights on all models.

Special new headlights, larger and of new design, supported by tie rod.

New color combinations in Duco.

All bodies lower; running boards 1.6 inches lower; fenders 3.4 inch deeper.

Double heading, lower line extending along cowl and hood.

New instrument board, with symmetrically designed, indirectly lighted glass enclosed dial panel.

One-piece windshield on all models.

Twenty inch artillery wood wheels. Steel wheels optional at slight extra cost.

Full balloon tires 30 by 5.25.

The new crankshaft is stiffer and stronger, weighing 66 pounds as compared with 53 pounds of the previous model. It has greatly strengthened arms which, with the Harmonic Balancer, help to eliminate vibration.

#### OCCUPATION

EMS, Germany—The 500th anniversary of the proclamation of this popular spa as a municipality was solemnly observed with oratory and historic pageants. A torch light parade which had been planned was prohibited by the occupation authorities.

Ems was the favorite recreation spot of the Hohenzollerns and acquired historic fame through the meeting of King William of Prussia, later William I, and the French Ambassador Benedetti, in 1870, which culminated in Bismarck's famous "Ems dispatch," the signal for the Franco-Prussian War.

### 10,300,000 MOTORISTS VISIT NATIONAL FORESTS 1924

An idea of the volume of interstate traffic may be gathered from the tabulation of visitors to the national forests in 1924, most of whom were traveling beyond the borders of their native state. The California, Colorado and Oregon figures in the table probably include a large number of local cars but the figure of visitors in New Hampshire, for instance, is more than ten times the total car registration for the state:

State	Motorists
Alabama	1,275
Alaska	13,370
Arizona	347,214
Arkansas	32,500
California	3,768,480
Colorado	1,228,675
Florida	13,300
Idaho	467,409
Michigan	53,380
Minnesota	150,654
Montana	417,485
Nebraska	7,434
Nevada	68,344
New Hampshire	775,900
New Mexico	122,470
North Carolina	192,854
Oklahoma	98,000
Oregon	980,289
Pennsylvania	1,900
South Dakota	119,600
Tennessee	33,500
Utah	220,777
Virginia	32,100
Washington	1,101,954
West Virginia	1,800
Wyoming	144,857
Total	10,323,821

### RUBBER USED IN STORAGE BATTERY

(Continued from page 1)

The battery encased in hard rubber is decidedly better looking and is better able to withstand vi-



### All Desired Features Found in Gasoline Stove

In considering the culinary part of the motor camper's outfit, first comes the matter of stoves. For an extended trip both the gasoline and wood stove can be used to good advantage. While the gasoline stove is quicker and more efficient, a few campers prefer the something akin to glory in cooking over an open fire and somehow



meat broiled over a bed of coals has a flavor that no other method of cooking can duplicate.

For cooking an occasional meal over the open fire, a wire camp grid will be found useful. It is made of heavy galvanized steel wire and reinforced with flat steel bars. Two small grids will serve the same purpose as a large one and will require less room for carrying under the seat cushion.

In many sections of the country, open fires are barred, so even the devotees of the grid must provide themselves with some sort of a gasoline stove. If a vote was taken among a number of experienced campers with regard to camp stoves, the two burner type gasoline stove with folding oven would undoubtedly gain preference over any other type of cooker.

The gasoline stove is far superior to the wood burning stove as it eliminates the collecting of fire-wood and does away with the bothersome smoke and ashes nuisance. Then, too, there is no waiting for the stove to become hot enough for cooking, as it provides full cooking heat immediately after it

#### NEXT WEEK—COOKING UTENSILS

bration and acid.

The greatest value rubber has to the battery industry, however, lies in insulating the positive plates from the negative plates. Here again, Willard was the pioneer and developed the famous Threaded Rubber Insulation, a patented product to be had only in Willard batteries.

With Threaded Rubber Insula-

tion, Willard battery manufacturers were able to take two more advance steps toward the goal of a perfect storage battery. These were, bone dry and charged bone dry batteries.

Is your lawn in nice condition? Our many visitors are attentive to such things.

Light fluffy biscuits can be baked with a stove of this type.



The entire outfit when folded, resembles a small suitcase, for it is but 18 inches long and weighs but 18 1/2 pounds.

Regardless of the cooking method used, whether it be the gasoline stove or wood fire, use every precaution to prevent fires. In putting out a camp fire consider the slogan of the forest ranger—Be sure that your camp fire is dead—Then bury it.



### VICK BROS. RELIABLE USED CARS

- 1923 4-Door Ford Sedan, new paint. \$425
  - 1918 Oakland Touring ..... \$150
  - 1923 Overland Touring, like new..... \$385
  - All kinds of Fords from..... \$50 and up (Coupes, Tourings and Sedans)
  - 1922 Ford Touring in excellent condition ..... \$250
  - 1925 Ford Coupe with 16-valve head and all manner of accessories, cost new \$800, our price ..... \$575
  - Dodge Touring, a snap at..... \$ 75
  - 1920 Dodge Touring, a good buy at... \$350
  - Nash Sedan, late 1919, motor overhauled and repainted ..... \$450
  - 1924 Ford Truck with special transmission, steel cab and stake body.... \$485
  - 1 1/2 Ton G. M. C. Truck, completely overhauled and repainted, a real good buy at ..... \$750
  - 2 Samson 1-ton Trucks, reconditioned, each ..... \$375
- We are always glad to show you our large line of used and new cars

**Vick Brothers**  
High Street at Trade

# One-Profit STUDEBAKERS —at even lower prices

These Studebaker Motor cars on which new prices are herewith announced, are the identical cars which have given Studebaker tremendous sales volume and thereby lowered production costs.

New prices include all equipment now on our various models, except that bumpers, extra tire, cover and motometer are no longer furnished on big sixes.

There is no sacrifice in materials nor in workmanship. Studebaker has brought out no new yearly models built to sell at new prices.

These are the same Studebakers on which we were able to announce new low prices on January 8 of this year.

The following table forms a striking tribute to Studebaker's one-profit production.

### New Prices Effective August 1st

All Prices F. O. B. Factory

#### Standard Six Models

	New Price	Old Price	Saving
Country Club Coupe	\$1295	\$1345	\$ 50
Coach	1195	1295	100
Sedan	1495	1595	100

#### Special Six Models

	New Price	Old Price	Saving
Duplex Roadster	\$1395	\$1450	\$ 55
Sport Roadster	1595	1645	50
Duplex Phaeton	1445	1495	50
Coach	1445	1595	150
Brougham	1695	1795	100
Victoria	1750	1895	145
Sedan	1895	2045	150

#### Big Six Models

	New Price	Old Price	Saving
Duplex Phaeton	\$1795	\$1875	\$ 80
Coupe	2045	2450	405
Brougham	2195	2575	380
Sedan	2245	2575	330
Berline	2325	2650	325

Only Ford and Studebaker make in their own plants all bodies, engines, clutches, differentials, steering gears, springs, gear sets, axles, gray iron castings, and drop forgings used in their cars. Studebaker is the only one profit manufacturer in the fine car field.

**THE STUDEBAKER CORPORATION OF AMERICA**  
South Bend, Indiana

THIS IS A STUDEBAKER YEAR

## WANTED A PHILCO

Cranking a big, stiff-jointed motor is "no business for a lady" or a man either

Safety as well as comfort demands a dependable, long-life, power-packed Drynamic Battery—the battery with the

### Two Year Guarantee

- No hand-cranking ordeals
- No humiliating experiences
- No stalling in traffic or where danger threatens

See Us About a Philco Now

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