

## YEAR DEMAND NOW IS ABOUT EVEN

Fall and Winter Demand to Equal if Not Better Spring Is Claim

DETROIT Mich., Oct. 17.—"Now that enclosed models constitute about eighty-five per cent of the entire production in all but very small cars; and since all manufacturers have adopted the policy of making important changes in July and August instead of in January as we used to do, we do not look for any noticeable slackening off in demand for automobiles," says Captain E. V. Rickenbacker, vice president and director of sales, Rickenbacker Motor company.

"On the contrary, everything up to now indicates that the fall and winter demand will be fully equal too, and some of us think will exceed, that of the summer months.

"It is too early yet to know the total figures of production for the entire industry in September but from where I sit it looks as if that will probably prove to have been the biggest month the industry has ever known.

"Deliveries and specifications for October are now about all in and they indicate an increase rather than a reduction of demand.

"I am speaking now for Rickenbacker Motor company but I see no reason why the same rule should not apply to all those other companies who have a modernized product and one which is in favor with the public.

"There are excellent reasons for this increased demand in months of most inclement weather.

"When weather conditions are unfavorable, the motorist requires more than ever, that his car be not only dependable but that it is weatherproof, warm and comfortable. He will no longer tolerate the breezes whistling in at the doors or windows, or rain coming through chinks in the roof.

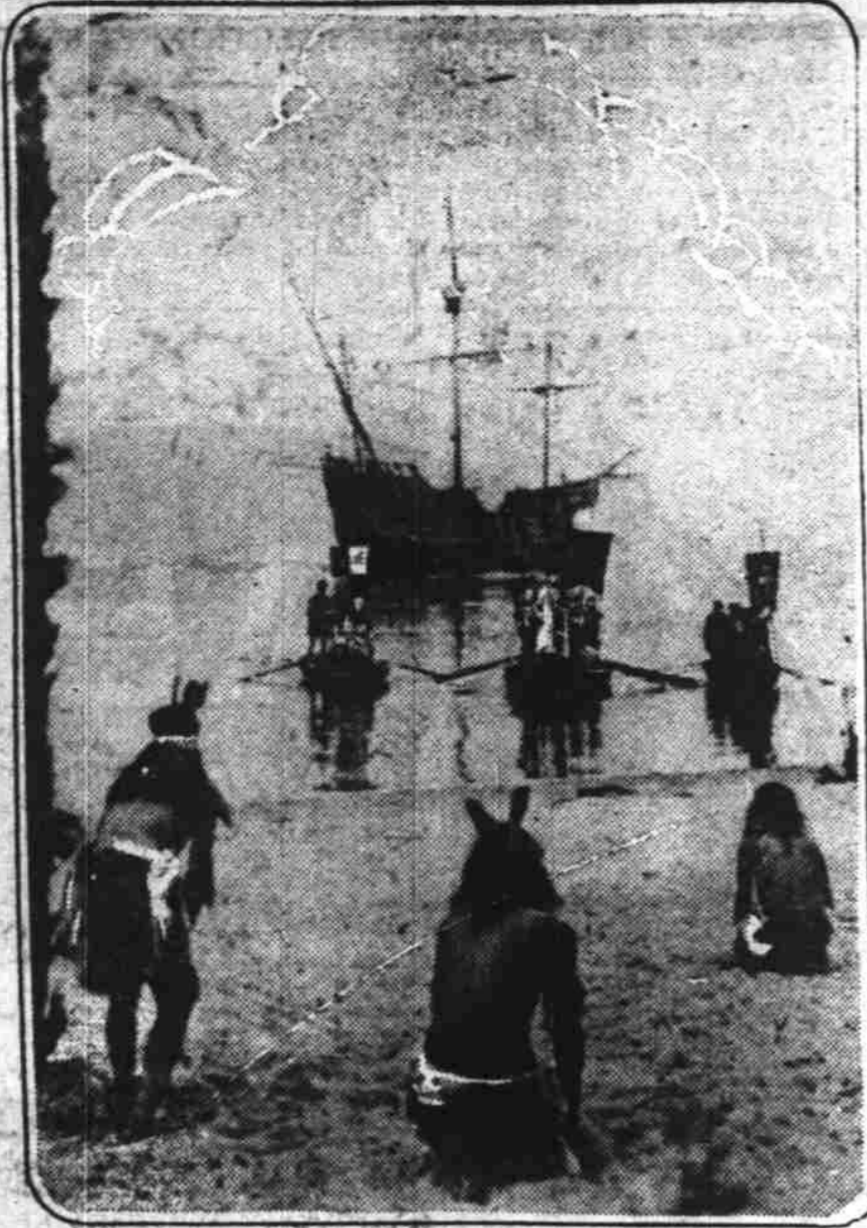
"Tens of thousands of motorists who have found the 'old boat' good enough for the clear warm days of summer, soon discover, when the raw October days come along—and still more so when the cold winter approaches—that the old car is mighty uncomfortable and a more up-to-date one is necessary.

"Automobile manufacturers used to pursue a policy which made the purchase of a car in the fall months a risky proposition.

"It was a short-sighted policy but somehow it became the rule and has only been changed during the past two years.

"Manufacturers used to wait

## The Landing of Columbus



How the movies depict the landing of Christopher Columbus on the isle he thought was a part of India. In the foreground, watching with wonder the ship from out of the skies, are redmen henceforth to be known as Indians.

until New York show time (January) for the announcement of changes and important improvements.

"Naturally the buyer hesitated to purchase a car only two or three months before those changes were scheduled to appear.

"This year all manufacturers, without exception, and that includes even Ford who has only made one important change in a decade, adopted the saner policy of making changes in the laboratory during the spring months when the factory was running full capacity on production, installing and announcing those changes in July and August. So we are 'now all set for the coming year.'

"We keep pretty close tab on what is being done in all the other experimental departments and my own opinion is that no important changes will be made either in chassis or body between now and next July 1.

"A few of the old-time makers who are still lagging two or three years behind in details of advanced engineering and in body types, may decide to catch up with the procession but we and other leading makers, who have kept to the front with these things, are now delivering our '1926 models'

and our every effort from now on will be directed to just one thing, namely, making the car just as good as we know how while rigidly adhering to the present proven design.

"For our part, we are enjoying the biggest demand we have ever known.

"Every month seems to exceed the previous one. 'Even July and August, called for the full capacity of the plants; and now with harvests coming to market and the west buying as it has not bought in many years; with export demand increasing by leaps and bounds; we expect to run the Rickenbacker plants full capacity right through from now until next July at least,' says Rickenbacker.

### WONDERFUL ROAD RECORD

J. T. Hunt, county judge, and John Porter and Jim Smith, commissioners, are proud of the Marion county roads.

Judge Hunt said: "There is a total of 1243 miles of roads in Marion county and only 237 miles are dirt roads.

There isn't a county in the northwest with such fine roads as Marion county."

## Kansas Waste Lands Now Diversified With Crops

DODGE CITY, Kan.—A waste of sand hills and rain-washed gulches, covered with tumble weeds, scrub brush and buffalo grass—such is the picture oft-drawn of western Kansas, that section of the Sunflower state that lies west of the 100th meridian.

But how different is the western Kansas of today. True, there may still be found abode houses here and there; the fast-fading tracks made by the oxdrawn wagons of the pioneers pushing westward over the Santa Fe trail may still be discerned at several places; the jack rabbit rushes like the wind over the prairie; the

grasshopper nibbles at vegetation; there are the great open, rolling prairies, the stark sand hills and the dry, sandy washes that overnight may run deep with flood water from a sudden cloudburst.

Over all this western country, however, has come a gradual change as the cold steel of the plow share, pushing ever westward, has turned under the buffalo sod and fitted the soil for diversified agriculture. Last year the 24 counties comprising this main west of the meridian produced field crops and livestock products worth more than \$56,000,000, or \$550 per capita. The land yielded 26,000,000 bushels of wheat, worth nearly \$28,000,000 a greater yield than in any one of 38 states.

## Two Boys Walk 175 Miles To Take College Course

BIRMINGHAM, Ala.—Exemplifying the adage, "Where there's a will, there's a way," two boys entered Howard college at the opening of the school year after having walked 175 miles.

These youths hail from the same town—Florja, on the southern boundary of Alabama—and have long been neighbors. One of them, Samuel Hart, is preparing himself for the ministry, the other, Edwin Doster, is pursuing a pre-medical course.

The boys started on foot from their homes six days before school opened with less money than is required to see a couple of good

movies. They worked en route to Birmingham, thereby securing sufficient funds for food and lodging. They neither asked nor accepted charity. They arrived at the college in fine fettle and entered upon their studies with zeal.

Both boys are graduates of the Covington High school. In modest circumstances, they found it necessary to walk to Birmingham and to depend upon their own efforts if they were to attend college.

## Forecasts Satisfactory Future in German Auto

BERLIN—A satisfactory future of the German automobile industry is forecast by Dr. Gustav

Blum, prominent industrial authority of Frankfurt, now that the German automobile tariff has been accepted.

In Germany, said Dr. Blum, the motor truck business has confined to be of unaltered excellence, but he admitted a marked diminution in the private motor car business. This he attributed to the fact that the traveling season is in full swing when all prospective buyers have made their purchases, and to the existing tightness of the money market.

A limitation of the producers output, he considered but a natural reaction of the tight money market, for with the augmented discount rate any congestion of the producers' stock would be bound to result in a business loss.

# BACK OF A GOOD NAME

Rarely in manufacturing history has a name entrenched itself so firmly in the confidence of the entire world as the name Dodge Brothers.

Everywhere and to everyone this name means but one thing: a product built honestly of the best available materials and sold at a just price.

Behind this product, this price and this enviable reputation lie certain impressive and fundamental facts.

So important is a knowledge of these facts to the motor car buyer that Dodge Brothers, Inc., have determined to publish them, from time to time, until every newspaper reader in America may be presumed to have read them:

**Dodge Brothers, during the past eleven years, have built and sold more than one million four hundred thousand motor cars—and more than 90% of these cars are still in service.** This record requires no comment. It stands impressively alone in motor car history.

**It has never been Dodge Brothers policy to build yearly models.** When an improvement, that is really an improvement, is discovered, it is made at once. Their slogan, "Constantly Improved But No Yearly Models" is familiar the world over.

**Dodge Brothers build one chassis and only one.** This policy materially lowers manufacturing cost. It also enables Dodge Brothers engineers to concentrate their entire time and thought on the betterment of this one type.

**Dodge Brothers have never had an "off year" or an "off car."** This is because they have never used the public as a testing ground for "new models" or lowered the quality of their product in the slightest degree. Every change has been an improvement on the original design.

**Dodge Brothers pioneered in building the first all-steel open car and the first all-steel closed car.** These epochal develop-

ments have saved Dodge Brothers owners many millions of dollars by materially prolonging motor car life and by effecting marked economies in manufacture. This construction has also reduced incalculably the danger from accident and fire.

**Dodge Brothers sell directly through their dealers to the purchaser.** There are no sectional distributing agencies to increase the cost of distribution and the cost of the car.

**Dodge Brothers have never given so-called "free service."** The car is sold at a fair and honest price. Nothing is added to this original purchase price to pay for service that the owner may never need.

**Dodge Brothers Dealers were pioneers in unanimously adopting the flat rate service system.** By this system, the owner knows in advance what any service job will cost. There are no unpleasant surprises in his bills.

**The sturdiness and long life of Dodge Brothers Motor Car is reflected in its resale value.** Comparatively few Dodge Brothers Motor Cars are advertised in the resale columns of the newspapers. The values they bring testify unanswerably to their goodness—and the public's belief in their goodness.

The time has passed when transient novelties can lead a thoughtful buyer to overlook the great essentials of motor car worth. A few of these essentials, outlined above, go far to explain why Dodge Brothers name is accepted, the world over, as the hall mark of dollar-for-dollar value.

**DODGE BROTHERS, INC.**  
DETROIT  
BONESTEEL MOTOR COMPANY

474 South Commercial

# CADILLAC

*What Cadillac is and does is indescribable—since no words can duplicate the pleasurable, alluring excitement of a CADILLAC in action. It can be fully understood only by personal experience.*

*And personal experience with Cadillac has established beyond peradventure, this significant fact.*

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