

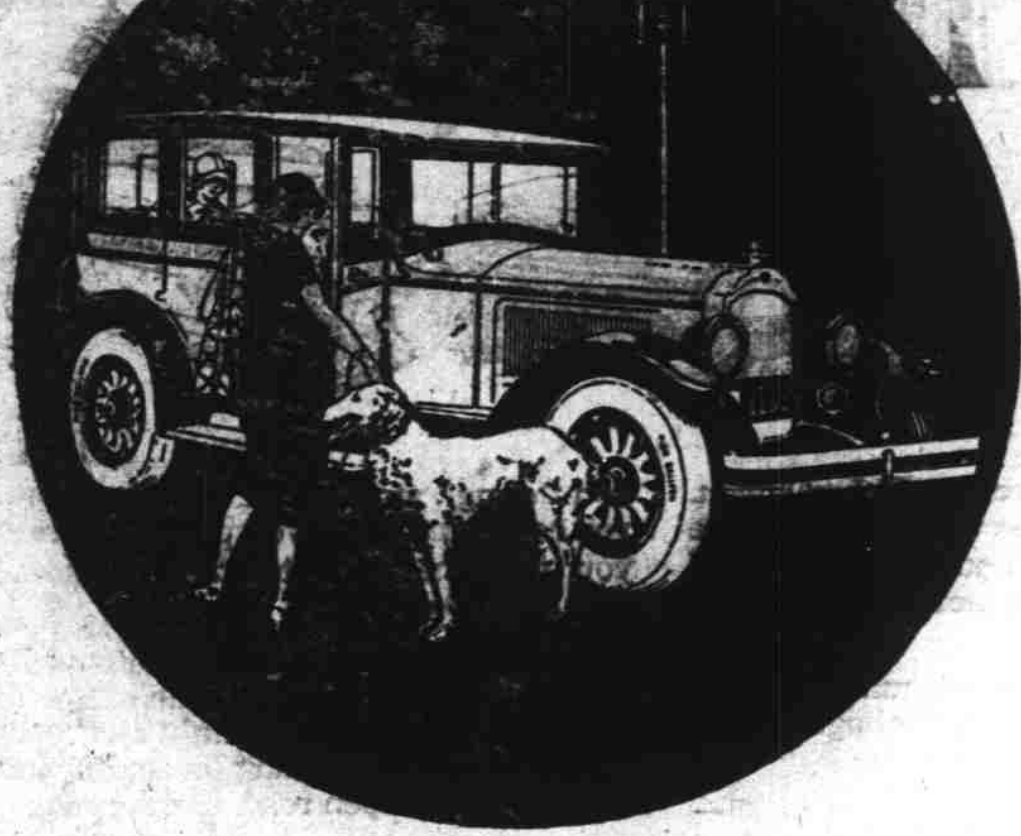
KNIGHT PRODUCTION HIGH
Production of Willys-Overland, Inc., up to and including November 30, was slightly in excess of 195,000 cars for the year, with a probable total production for 1925 of better than 215,000. This is an increase of 500 per cent over

production in 1922 which is a good criterion of the progress made by this organization in four years.

FOUR BRANCHES MAINTAINED
The importance of Pacific coast business to Willys-Overland, Inc.,

is shown in the fact that they have four branches on the coast. This is a standing unequalled by but one other manufacturer. It is evidence of the desire of Willys-Overland to serve owners of Overland and Willys-Knight motor cars.

WILLYS KNIGHT



Matchless performance in a car of superior distinction

This is the claim of the WILLYS-KNIGHT on the unswerving loyalty of better than 250,000 users. To you it means a firmly established foundation for permanent satisfaction. Until you have known the smoothness of the Willys-Knight motor, its super abundance of power when power is most needed, its mastery of all roads under all conditions of driving, you have not yet realized the fullest satisfaction of motoring.

Here indeed is a motor car for the service of those who demand the utmost in comfortable and reliable transportation.

Its claim to the world wide reputation it enjoys as "the car with the motor that never wears out" is based on records of service exceeding 300,000 miles of uninterrupted motor performance.

VICK BROTHERS

High Street at Trade

Business to Benefit by Ford Uniform Invoice



A remedy for one of the most wasteful maladies of modern business methods has been offered to American business by the Ford Motor Company in a Uniform Invoice adaptable to every type of business. This form, which is the result of years of experiment, was evolved by the Purchasing Department of the company. According to figures compiled by the Ford Motor Company it has already saved many thousands of dollars and is now in use by hundreds of manufacturers and merchants.

An outline of the practical value of the uniform invoice has been made public following reports of agitation begun by business interests to have it adopted as a standard form, similar in scope to the uniform bill of lading. Relative to the Uniform Invoice, the Ford Motor Company says:

"A medium of profit has been overlooked through the lack of forethought on the part of systems engineers and business executives. We have long talked efficiency and methods, but it is standardization that is accomplishing much in industry today. Standardization in factory and office is the instrument of efficiency—an application particularly true in the case of the invoice.

"Invoices may seem small things, but when one considers the fact that the Ford Motor Company, for example, formerly received an average of approximately 600,000 per year under old conditions, the force which speeds the handling of these items effects a great saving. One advantage of the Ford invoice alone—that of the consolidated billing feature—last year reduced the total of invoices handled by the company by more than 150,000. Another tremendous saving is shown in the report of a company which formerly used about 3,000 invoices per month in billing us. They now use approximately 500 invoices to cover the same amount of business—an appreciable saving of

UNIFORM INVOICE

YOUR NAME GOES HERE

STAMPED ON TRADE MARK HERE (If any)

FOR CUSTOMER'S USE

APPROVED BY: _____

DATE: _____

Above—General view of invoice checking division of the Ford Motor Company purchasing department. Center—Uniform invoice in client's hand equal to seventeen non-uniform invoices on desk. Below—Uniform invoice suggested as Standard in American business.

stamps, paper and labor. The fact that the uniform invoice has met every requirement of the Ford Motor Company and its suppliers is virtually a guarantee that it may be applied to any business, for the makers of Ford cars are in contact with practically every field of business, manufacturing, producing, science and transportation.

6 WORLD RECORDS LOWERED IN 1925

Every Mark From 75 to 250 Miles Is Smashed in Speedway Tournaments

The feat of Earl Cooper, and Frank Elliott in breaking every world record from 75 to 250 miles at Culver City, Cal., speedway, Nov. 29, climaxed what is generally agreed has been the greatest year automobile racing has ever known, says R. A. Stranahan, president of the Champion Spark Plug Company. New world speedway records were hung up during the year for every distance from 1-4 miles to 500. The marks for some of these distances were broken several times as the little 122-cubic inch cars whirled their way around the country's various speedways.

Elliott was compelled to average the tremendous speed of 127.87 miles an hour for 250 miles to win this last 1925 race. Had Cooper's gasoline been sufficient to carry him the entire distance, he and not Elliott would have won, and in still faster time.

Six new world records are now on the books of this Culver City race. Cooper himself set five of them. His qualifying time for one lap, made two days before the race started, was at the rate of 141.5 miles an hour. His speed for the first 75 miles was 132.6 miles an hour; for 100 miles 131.8; for 150 miles 130.7 and

for 200 miles 129.5 miles an hour—all of them new world marks. Fifteen laps before the finish—with less than 20 miles to go—Cooper's gasoline tank ran dry. So closely was he pursued that his slowing down for more fuel cost him four places. But his misfortune acted as a tonic to Elliott, who whirled around the track fast enough to wind up a mile ahead of Harry Hartz, in second place.

The Culver City race also ended the greatest year in the racing field ever enjoyed by a manufacturer, for Champion spark plugs were used in every winning car in every major race the world over, with a single exception. Cars equipped with them, in addition to setting up every one of the score or more of new world records, went through every race without change—a performance undreamed of even three years ago. In practically every race, every car to finish was Champion equipped, according to Mr. Stranahan.

Observers at the Culver City track say that the race's two outstanding features were the ability of the superchargers to deliver higher continuous speeds than were ever made before, and the ability of the spark plugs, pistons and crankshafts to withstand the terrific punishment they received because of these new speeds. Superchargers, previously able to deliver gas mixture to the cylinders at four pounds pressure, were geared up to make delivery up to twelve pounds, and performed with remarkable efficiency it was declared.

All Chevrolet closed bodies are made by the Fisher Body corporation.

WALTER P. CHRYSLER'S TRAFFIC TALKS

All kinds of people go to make up this old world of ours and all kinds of people are driving motor cars. The majority are courteous and thoughtful, but some are reckless.

There is the man who passes a car on the brow of the hill. He is a menace.

There is the driver who tries to pass two cars passing each other. He takes chances.

There is the motorist who passes a car on a curve—always dangerous. And then there is that individual who must always get ahead. He persistently cuts in, placing the car behind in a dangerous position. The driver must jam on brakes quickly to avoid bumping the cutter-in.

That means that a whole string of cars must stop quickly and with little notice. Usually a few cars run into each other, a few fenders are dented and dispositions get worse.

The man who is always cutting in generally runs a car with fenders badly bent and that has otherwise seen hard usage. The appearance of the car means nothing to the owner. He likes to threaten the man with a well-kept car.



I suppose there is nothing that can be done about this individual. But he is surely a nuisance.

There is the man too who cuts across your path without giving you any signal where he is going. Usually he signals after he has made his wild dash. He probably didn't comprehend he was taking a chance when he started to cut across. When he did sense his danger out shot his hand. He's a menace.

MOTOR SERVICE HIGH
Two buses in service in the Pacific northwest and equipped with Willys-Knight motors have already run better than 65,000 miles and the owners say that they expect to better 125,000 miles before they will have to do any mechanical work of major importance on the motors. The best mileage obtained from any other type of motor in the same service was slightly over 35,000 miles.

HIGH MILEAGE GIVEN
Willys-Knight motor cars now in service total more than 250,000 with reports of total mileage obtained from individual cars running over 300,000 miles in many instances.

—'S miles that make him smile!
—'S miles from and for SEIBERLINGS and me!
—He traded in his old tires for SEIBERLINGS all around—
He has 's mileage for trouble-free mileage!

ZOSSEL'S TIRE SHOP
196 South Commercial

Chicago will hold its next National automobile show February 1 to 6, 1926.

Nobody Could Build Such Cars At Such Prices

No manufacturer in the world could build cars as good as the used cars we are now offering for the prices we have put on them.

Certified Public Motor Car Market

255 North Church

AUTO ACCESSORIES

Gift Suggestions for Xmas

- Windshield Wipers
- Spotlight
- Chains
- Heater
- Cigar Lighter
- Jack
- Motometer
- Bumpers
- Stop Signal
- Visor

Get Them at the

Marion Automobile Co.

Phone 362 Open Day and Night 235 S. Coml. St.

Ford

Christmas Suggests This Judicious Purchase

The Fordor Sedan is an ideal Christmas gift for the whole family—an attractive and practical all-year car. It is finished in deep Windsor Maroon, with interior upholstery to harmonize. Nickered radiator, low, deep seats, wide doors, hooded sun visor and large fenders. See this good-looking car at the salesroom of the nearest Authorized Ford Dealer. Easy terms gladly arranged.

Ford Motor Company
Detroit, Mich.

THE FORDOR SEDAN

\$660

Runabout \$260 Coupe \$320
Touring Car \$290 Tudor Sedan \$380

Closed cars in color. Dismountable rims and starter extra on open cars.
All prices in U.S. Dollars.