

DODGE HEIRS NEVER SAW LARGEST CHECK

Draft for \$146,000,000 Never Viewed Except in Photos, Writer Says.

The romantic rise of Clarence Dillon, who has already gained his first international reputation by beating the mighty house of Morgan in the scramble for the purchase of the Dodge Motor Car Corporation, is discussed by Walter Davenport in an article in last week's Liberty. At present Mr. Dillon is prominent, the writer explains, "in the projected merger of two, and possibly more, great banks in New York City—That means that he is helping to guide a billion-dollar scheme to a safe consummation."

The latest sensation attached to this new wizard of finance is his connection with the purchase by Dillon, Read & company, of which he is the head, and associated bankers, of the National Cash Register company, which would according to the Dillon plan, pass out of the ownership of the Pattersons of Dayton, Ohio, into that of a large number of stockholders. The amount involved in this deal is said to be 75 million dollars.

Dillon, Read & Company, it will be remembered, paid the widows of John and Horace Dodge 146 million dollars for the automobile manufacturing plant which the brothers created to be their monument.

"The widows were unwilling to bear the weight of business detail which retention of the works would entail," Mr. Davenport writes. "Clarence Dillon offered the widows 152 millions, minus dividends paid since the first of the year, which is to say 146 millions in cash."

"Now it is no trifling matter to produce that much money. Men who should know such matters say that it was the largest amount of money ever paid for one commercial enterprise. The newspapers became quite enthusiastic about the deal. Pictures of the check handed the women were published from coast to coast, and people like you and me enjoy themselves telling each other what they would do were they to receive any such document. The vast majority were of the opinion that they would drop dead on the spot."

"However, the check was hardly more than a spill with which to fire the popular imagination. The Dodge heirs never saw it, except in the newspapers. Clarence Dillon merely notified the bank that the deal had been closed and the bank transferred the money to the banks designated by the Dodge lawyers."

After telling of Clarence Dillon's early struggles and his rise to the unique position he now holds in American finance, Mr. Davenport concludes with: "The Dodge deal is, thus far, his largest single stroke of business. You cannot call it his crowning achievement because, barring untoward fortune, he has quite a distance to go. He is only forty-three."

HIGH GRADE MOTOR IS MUCH IN DEMAND

(Continued from page 1.)

Improvements in the 1926 Cadillac custom line.

"In both its standard and custom line the Cadillac Motor Car company on account of its volume of production and its up-to-date facilities, is consistently able to improve quality.

"With the question of price eliminated, the V-type, 90-degree, eight cylinder engine has been found unsurpassed for dependable year-in and year-out service. After its first introduction in 1914 many manufacturers experimented with the V-type principle. On account of the manufacturing cost and the fundamental engineering problems involved, it has never been successfully used excepting in cars of the highest grade. The Cadillac motor car selected by the United States army as standard during the World War is still the heavy duty car of the army and is considered standard equipment.

"In the custom line Cadillac is capturing an exclusive clientele through improvements in body design, upholstery and other interior furnishings, and the addition of the artistic touches, such as the inlaid walnut panels on the doors and newly designed hardware.

"While these custom cars have all of the exclusiveness required by the most capricious taste, they are today being produced at a reasonable price and, since the introduction of the new car, have created a continuous demand which the plant has not as yet been able wholly to meet."

INDIA SPEED TESTS FURNISH NEW KICK

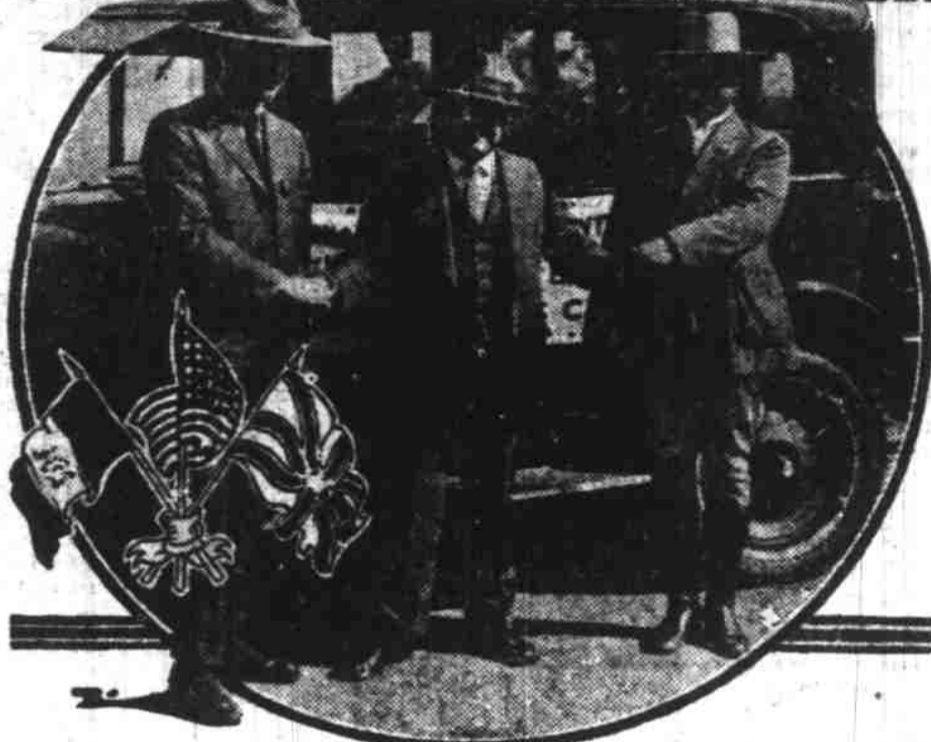
(Continued from page 1.)

road even more perfectly. Then, having committed themselves, they will engage in a prolonged argument as to which one shall yield and cross over to the other side.

The best time was made during the night, when the bullocks were not regulating traffic.

You can't escape the law of averages if you persist in taking chances.

Both Ends of the Trail



Below—
Start of the "Three-flag mid-winter tour from Mexico to Canada over the longest stretch of paved highway in the world. Left to right: E. R. Brown, U. S. Customs Inspector; Bud Landis, of the Chevrolet Motor Company, driver of the car, and Jose de la Paz, Mexican customs official.

Above—
The finish of the tri-country run at the Canadian border 60 hours of running time after the start. Left to right: Art Manning, American newspaper man; B. R. Whitely, Canadian immigration officer; Bud Landis, and V. R. Stang, U. S. customs inspector. The official press car was a Chevrolet Landau-sedan. It passed through this city bound northward for Vancouver.

A most interesting international touring expedition passed through here last week en route from Tijuana, Mexico, across the United States to Vancouver, British Columbia, over the Pacific Highway, the longest stretch of paved road in the world.

The direct route is 1532 miles in length and requires about sixty hours of running time to drive. It is a high gear trip from start to finish and can be easily made any time of the day or night throughout the year, in six or seven days.

Members of the expedition reported to this publication that the sun was shining as they left Tijuana and it was still on the job as the press car passed over the line into Canada. There was sun-

shine the biggest part of every day during the run.

Twice the tour-boosting party was overtaken by rain, once in the San Joaquin Valley and another time in the Siskiyou Mountains. On both these occasions no delay was suffered and the travelers were comfortable and snug in the shelter of a closed car.

That the famous year around tour is already known outside of the Pacific Coast domain was evidenced by the fact that seventeen different eastern state licenses were counted en route.

The international expedition was made possible through the efforts of F. N. Coats, good roads advocate and head of the Chevrolet Motor Company of California. The automobile executive provided a

1926 Chevrolet Landau-sedan as official press car for the event and lent every assistance to make it the success that it was.

The press car bore official dispatches from Frederico Palacio, Municipal Presidente of Tijuana to his Worship, Louis E. Taylor, Mayor of Vancouver. There were also messages of greetings from E. R. Brown, U. S. Customs Inspector at the Mexican border to his colleague, J. L. Meyers, Customs Official on the Canadian line.

The National Automobile Club and sister organizations along the way as well as Chambers of Commerce en route, co-operated with the Chevrolet touring band to help put over the message of the finest automobile road in the world.

NATIONAL HIGHWAY SYSTEM IS PLANNED

(Continued from page 1.)
dent of the American Road Builders' association.
"The great boom in the highway building industry has resulted from recent research activity, proving conclusively the economy of improved highways, and the increased demand of the motoring public for more and better roads. Mr. Page said, "The recent convention and road show held by the American Road Builders' association in Chicago was attended by the largest number of highway officials, engineers and contractors in the history of the organization, proving that all parts of the country are joining in the good roads movement."

Reports issued by Thomas H. MacDonald, chief, bureau of public roads, Washington, show that there are approximately 3,000,000 miles of road in the United States. Of this amount a very small percentage has an improved surface. The program of 1926, however, will greatly reduce the number of miles to be improved before a net work of hard roads joins coast to coast and the Gulf of Mexico to the Canadian border.

Increased activity in Mexico, Panama, and South America was shown by reports of delegates from these countries at the Good Roads convention at Chicago. The plans for an International Highway extending from points in Canada to Colombia in South America were discussed, and its completion predicted in a few years. A report

on the progress along the highway route will take place at a special Pan-American session to be held during the 1927 convention of the A. R. B. A. Interstate highways in the future will possess both an identification number and a local designation name, according to a resolution presented and passed in the business session of the recent convention. In this manner highways extending across the United States will have a national number

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A Dodge Brothers Motor Car . . . A speeding truck racing down hill and out of control . . . A collision . . .

Take one look at this photograph. It is not pretty, to be sure, but it will convince any sensible man that all steel construction is the only safe construction for a motor car body.

That is why Dodge Brothers introduced the all steel body more than eleven years ago, and this year greatly improved and perfected it.

In fact, Dodge Brothers are convinced that the day is not far off when wooden motor car bodies will be a curiosity. People will shudder at the thought of having ridden in them and will thank Dodge Brothers for the greater safety, durability—and beauty, too—of all steel construction.

A steel body will stand up under impacts that would crush the average body to bits.

Steel cannot splinter. Steel cannot burn. Steel is an armor of protection on the crowded, hurrying highway.

Outwardly, nearly all types of bodies appear to be all steel. In reality, however, most of them are simply frames of wood covered by a metal shell.

Dodge Brothers Motor Car bodies are steel through and through—steel reinforced by steel—battered and braced by steel—even the frames and running boards are steel.

And slender, stronger steel corner posts replace the customary bulky posts of wood, affording full, unhampered driving vision on all sides—a safety feature of the first importance!

Travel in safety! Powerful, quick-action brakes, a chassis world-famous for its sturdiness, and a body of steel—these explain the enviable reputation for safety enjoyed by Dodge Brothers Motor Car—and the enviable feeling of safety enjoyed by those who drive it.

The car will continue to be a "four." No reasoning buyer will be distracted from the issue of QUALITY by mere CYLINDER propaganda.

BONESTEEL MOTOR CO.

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In the Oil Fields—

Unit-Built Studebakers are widely preferred

NOTABLE proof of the low operating cost and unusual dependability of Studebaker cars comes from the Southern California oil fields.

Ten prominent concerns in this territory use Unit-Built Studebakers for field work.

The Shell Oil Company uses.....	29 Studebakers
The Superior Oil Company uses.....	27 Studebakers
The Miley Oil Company uses.....	12 Studebakers
The Gilmore Oil Company uses.....	11 Studebakers
The Julian Petroleum Company uses.....	19 Studebakers
The Pennzoil Oil Company uses.....	7 Studebakers
The Richfield Oil Company uses.....	15 Studebakers
The Associated Oil Company uses.....	28 Studebakers
The Oil Well Supply Company uses.....	12 Studebakers
The Petroleum Midway Company uses.....	12 Studebakers

Many of these Studebakers have covered upwards of 40,000 miles—over pot-holed roads that pound to pieces any automobile not built to withstand the most severe abuse.

Note the low cost of operation and maintenance under these gruelling conditions:

The eleven Studebakers of the Gilmore Oil Company average \$.053 per mile operating cost, including gas, oil, tires, repairs, etc. Seven of eleven Studebakers used by the Gilmore Company have traveled more than 25,000 miles and are still in active service.

The twelve Studebakers of the Miley Oil Company average only \$.0786 per mile, this expense including all items of operating cost, plus insurance and depreciation. Every Studebaker in the Miley fleet has been driven more than 15,000 miles and two have gone over 30,000 miles.

Most economical in the long run

Many fleet-owners in different lines of business report an average operating cost of from 5 1/2 to 6 cents per mile—proving that the 6-cylinder Studebaker can be operated for practically the same cost as the ordinary 4-cylinder car.

Of course, the Studebaker is higher in first cost. But experience shows that this is more than offset by superior performance and greater dependability, giving years longer service with much lower depreciation.

One-Profit prices

Studebaker's extra value is made possible by One-Profit manufacture. All vital parts for Studebaker cars—all engines, bodies, gear sets, differentials, springs, brakes, steering gears, axles, gray-iron castings and drop forgings—are made by Studebaker.

Thus Studebaker saves the extra profits of outside parts and body makers. Savings are passed on to the ultimate buyer in the form of higher quality, at lower prices.

Unit-Built construction

Because all parts are designed and built as a unit, the Studebaker functions as a unit, yielding greater riding comfort and longer life with minimum repair costs and higher resale value.

Studebaker Fleets in the Oil Industry

Fleets of Unit-Built Studebaker cars are being operated by the following national oil concerns:

- Standard Oil Company of Indiana
- Pure Oil Company, Columbus, Ohio
- Sun Oil Company, Beaumont, Texas
- Independent Oil Company, Okmulgee, Okla.
- Roxana Petroleum Company
- Texas Oil Company

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