

USE OF STEEL NOW HIGHEST IN HISTORY

Interesting History of Development and Ultimate Use in Car Bodies

Consumption of steel in the United States far surpasses that of any other country in the world. The United States also leads all other nations in its manufacture. So widespread has become the use of steel that few individuals realize what a vital part it plays in their daily lives.

The present method of steel making originated at Wyandotte, Mich., at the door of Detroit, the hub of the automotive industry. Patrick Kelly, a metallurgist of the period following the Civil war, received the formula by which ore, mixed with lime stone and other ingredients, in a specially constructed furnace, produced an unusually firm grade of metal known as steel. This metal withstood greater shocks than the iron of other days and was destined to revolutionize the iron-making industry in general.

Kelly's early operations in steel making were somewhat crude and the output limited. News of his achievements soon reached other sections of the world. A man named Bessemer, then engaged in iron manufacture in England, seized upon Patrick Kelly's idea and had it patented, which Kelly had failed to do. Bessemer at once began improvements in the style of furnace and soon England was leading the world in the manufacture of this new metal. England for many years also led the world in the manufacture of steel products, especially in fine cutlery and machine parts.

But this grasp of the steel industry was wrested from British ownership in the early '90's with the formation of the United States Steel Corporation, the largest factor in steel production in the world today. Steel making in the United States had been growing steadily before the formation of this gigantic corporation, but John

IMPROVEMENTS ARE MADE IN STAR LINE

Many Refinements, Together With Lower Prices on Fours, Announced

The Durant Motor Company of California today announced refinements in its four cylinder models of wide importance to motorists and the automobile trade, and lower prices on all four cylinder models.

While retaining the characteristic Star appearance that through the huge volume of sales made W. Gates and others who had seen the vast possibilities in production and lowering of manufacturing costs in bringing together the various steel making units, set about to assemble these properties under one management and control.

Engineering brains of the United States were not slow in determining the worth of steel in more general use. It rapidly began supplanting the use of wood in building, marine construction, railroad equipment, office furniture and, with the advent of the automotive industry, its use became much more general.

The use of steel in building construction permitted of more stability, greater and roomier buildings with a minimum of fire hazard. In marine circles the wood-sa types of vessels gave way to one of steel and today the amount of wood in such vessels whether on the Great Lakes or the high seas, is almost negligible.

Railroad equipment gave way to steel constructed passenger coaches and freight cars. The use of steel permitted larger cars, thus permitting greater loads with an accompanying increase in revenue with the same motive power. Very few business offices or counting rooms are complete today without the use of steel furniture and filing cabinets as a protection of records in case of fire.

Although with the advent of the automotive industry the use of steel entered upon a new era it was not until 12 years ago that its use as a safety factor in the manufacture of bodies was undertaken by Dodge Brothers, Inc., who started the automotive engineering world by making a complete all-steel body for touring cars.

The public at once saw the advantage of this move. Dodge Brothers experimented further and five years ago achieved an even more remarkable goal—steel bodies for closed cars.

Today Dodge Brothers Motor Cars of every type are equipped with all steel bodies, giving maximum safety to passengers and clearer road vision through the use of narrow pillars. Steel has supplanted wood throughout in the manufacture of these bodies. Dodge Brothers, example, it is hoped by the motoring public, will soon be adopted by the industry as a whole, as safety is today an issue of the utmost importance.

during the past few years has become so widely known to automobile owners, refinements have been made in its appearance and in changes of construction in major operating units by Durant on others marking the trend of demand for greater quality in the field of low cost motor cars.

These refined Star four cylinder models, which are being displayed by the Salem Automobile Co., local Star car dealer during a special showing for a week's time, replete with features of interest to motorists. A coincident showing of the refined Star four cylinder models is being made by nearly 600 Star car dealers in the west.

Because of its tremendous success, according to F. G. Delano, manager, the "Million Dollar Motor" is retained intact in the Star four. Changes have been made by the Durant engineers, however, in many major chassis units, and several features, entirely new, are being introduced in the refined construction. Among these are new type universal joints, Bondix four wheel brakes as optional equipment, longer wheelbase, a deeper frame, longer springs, new and stronger axles, both front and rear.

Many minor changes are also noted in the mechanical construction of the chassis. The instrument panel has been changed and various instruments re-grouped. Radical refinements have been effected in the construction of every body type employed in the Star four cylinder line. Somewhat similar to the effects gained in the new widely known Star six models, enclosed bodies are distinguished by larger and roomier interiors, and the top deck of sedan and coach models have been carried forward to form an integrally made visor, curving slightly downward.

Success greater even than the display of the new Star six several weeks ago, is predicted for the showing of the refined Star four models by the Salem Automobile Co. "Star engineers are adhering to the policy laid down of 'no yearly models,' in refining the popular Star four," Mr. Delano says. "Thousands of owners will be interested in the changes that have been effected in the 'refined Star Four,' and we expect that the good-will already attaching to Star cars because of their performance record will widely increase the interest in this showing."

"The Star four is being built in sport touring, coach, coupster, and touring models. New colors are employed in finishing each car, inasmuch as the tendency is away from the old severe black colors formerly used. So successful have been many parts of the Star car construction, however, that they have not been changed in the process of refining the car as a whole. These include the motor, with its force feed oiling system, the smooth action clutch, rear end construction, transmission, lubrication system, the starting, lighting, and ignition system and fuel system, the cooling system and steering gear, among other units. The general appearance of the car outwardly remains the same.

"The engineers have designed for greater strength, in making a deeper frame, and in designing new front axles, and the rear axle, have also built for strength lengthened wheelbase, and longer springs, make for a great difference in riding qualities.

"Changes have also been made to improve the appearance of the car, such as a drop front axle, lowering the general lines of the car, and the wheelhouses in the rear are stamped into the bodies, permitting more interior body width and a substantial improvement in the appearance of the rear of each body."

The Salem Automobile Co. is making a joint showing of the refined Star four models, and the new Star sixes, which have created favorable throughout the country since their announcement, and which the factories have not been able to supply as yet, in sufficient quantities to keep pace with the demand. The week's showing will be featured by many performance tests arranged by Mr. Delano, the local dealer, for both cars.

BELL HELPS TOWN CHECK FORD SALES

Salesmen Pull Rope in Brookhaven Every Time Motor Car is Purchased

Every time a Ford car is sold in Brookhaven, Miss., the whole town knows it. For, in a vacant lot adjoining the property of the Laird-Day Motor Co., a large bell has been fixed on top of a tower and each time a car is sold, the salesman pulls the bell cord.

This clarion sales record has become a fixture in the daily life of Brookhaven. Clerks in the various business houses speculate as to the next day's count and almost everyone in town is virtually keeping books on Ford sales.

One prominent hardware store advertised that it is expected to sell a stove for every peal of the "Ford bell." With the advent of the Ford price reduction, however, the vicinity of the Ford salesroom resembled the well-remembered Armistice Day and at last reports stoves were running a non-too-hot season.

cared for by Indian neophytes. Through a native of the tropics, it grew steadily in this clime.

Today the pepper tree is perhaps the most loved of all California's shade trees and scarcely a city or town in the state fails to boast its pepper-tree avenue or boulevard. Most famous of these is Franklin avenue, Hollywood, where the densely arched foliage of the trees bars the sun's rays from the street.

Horseback Riders Become Fire Patrols in Forests

LOS ANGELES.—When members of the horseback riding clubs of this vicinity began casting about for a means of obtaining more bridle paths, the fire department came to their aid.

Nearby hills which have a heavy growth of brush are in the dry season a constant menace, causing many devastating fires and wrecking havoc with water sheds. Believing that getting the 3,500 horsemen of Los Angeles out into the hazard zones would help lessen the danger to the city, through the presence of these unofficial lookouts, Fire Chief Ralph Scott has made many fire lanes available to the riders.

In return for the construction of the fire-break paths, the riding clubs have agreed to patrol these and be alert in reporting fires before they gain headway.

Buick is More Expensively Built But it Costs Less to Buy one

Buick is built more expensively than any other cars in or near the Buick price class.

"Expensively built" means that the different parts and units of the Buick motor car are the best that engineers can design. But, thanks to the large volume which public demand has given to Buick, and thanks also to production methods that are models of efficiency in an efficient industry, the Buick motor car can be sold to you at a very moderate price.

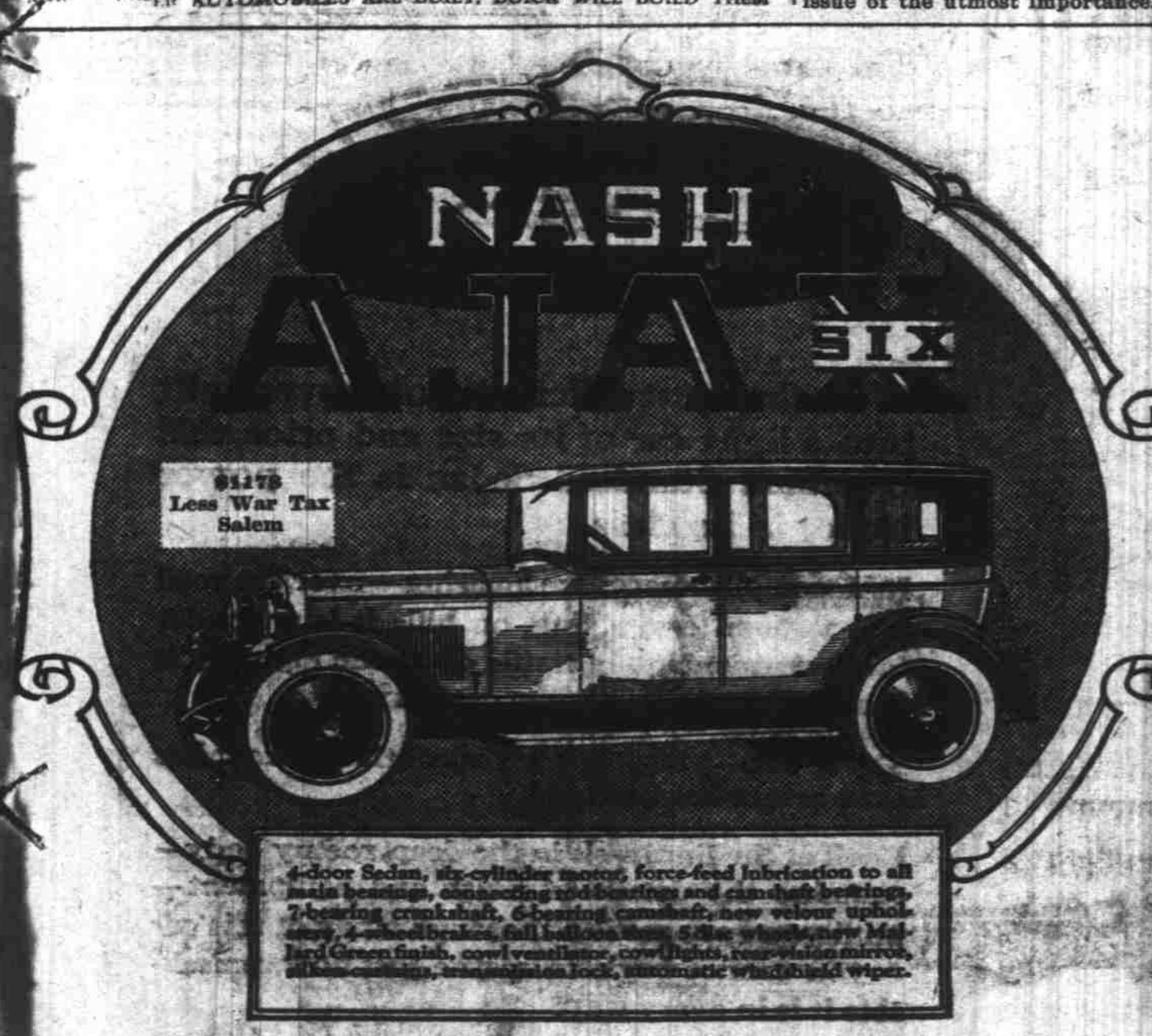
Many Buick features are duplicated only in America's highest priced motor cars.

Buick, for instance, uses the Torque Tube Drive to transmit the drive of the rear wheels to the chassis, instead of burdening the rear springs with this added duty. The highest priced car in America uses the torque tube. And so does Buick!

The American public wants finer construction and Buick provides it at lower cost. Consequently Buick is a very popular car. Come in and examine the Better Buicks.



OTTO J. WILSON
888 North Commercial Street Telephone 220



Never has there been a car that demonstrates its own superiority so quickly and conclusively as this new Nash-built success—the Ajax Six.

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Are you paying for a Packard —without owning one?

Very likely you are paying the Packard price for motor car transportation while believing you cannot afford a Packard. Thousands do.

Yet while they long for Packard Six comfort, beauty and distinction others own and drive these fine cars at an actual saving in money over the cost of compromise transportation.

You too can own a Packard Six. Before you buy your next motor car, use a pencil and a scratch pad before you use a pen and a check book.

Most of the items of cost in owning a car are the same as between a Packard Six and any car at even half its price.

It costs little more to insure the Packard than the half-price car. No more to garage it—no more to license it—no more for a wash and polish! Interest on your Packard investment will be a few cents a day higher—but less frequent and lower repair charges under Packard's flat rate service plan far offset that item.

Packard Six owners report 14 to 16 miles to a gallon of gasoline, 1,000 miles or more to a gallon of motor oil, 15,000 to 20,000 miles per set of tires. What half-price car does better?

But those items, so strongly stressed by most manufacturers, are relatively unimportant. Depreciation is the really important charge. Depreciation costs many motorists 2 or 3 times as much per mile as they pay for gas, oil and rubber together.

The used car most often turned in last year by Packard Six buyers had been driven an average of only 15,067 miles!

Depreciation cost every one of those owners eight cents a mile! They, none of them, spent a total of over three cents a mile for gasoline, oil and tires.

If you are one of the thousands who buy a half-price car every year or two—every 15,000 to 20,000 miles—you can own and drive a Packard Six for less money.

More than twice as many Packard Six cars were sold last year as in 1924. And 70% of all these sales were made to those who had been buying lower-priced cars frequently.

These Packard Six owners know they can keep their new cars two or three times as long as the cars they turned in—and they intend to do it. On such a basis they drive the car they have always wanted at a lower-per-mile cost than they have ever paid.

It is a fact that 98% of those who have bought Packard Six cars during the past five years are still Packard owners. They are not paying a heavy depreciation toll every year. You need not do so either.

The Packard Six five-passenger sedan with all necessary accessories including spare tire and with freight and tax paid, is delivered at your door for \$3697. Thousands have bought Packard Six cars without ever paying out more than \$200 in cash at any one time, used car allowance considered; the payments seldom exceeding \$150 a month.

Packard cars are now being sold on the basis of the new tax rate

FRED M. POWELL MOTOR CARS
350 North High Street

PACKARD SIX