


TOWN TOPICS
By Arthur J. Tuggey
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THE man who purchases real estate has a comfortable look at the future regardless of how the wind blows. He knows that he will get along comfortably.

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Packard's Foreign Sales Are Heavy

Export business of the Packard Motor Car company has increased to such an extent that the company has found it necessary to build a new boxing and shipping department for foreign business alone.

The greatest care has to be used in preparing a motor car for ocean shipment to avoid possible damage during the long railroad journey to the seaboard and because of frequent handling, exposure to possible drenching from sea water. Each is packed in a specially built box. The new boxing and loading building at the Packard plant is almost a factory in itself.

In one part of the big building is a saw mill which cuts the wood for the boxes. The bottom of floor is made first and travels from the start in the same manner as frames in the chassis assembly line of a motor car factory. Cars move along a parallel line as workers take off the wheels, lower the tops, place padding at necessary points and otherwise prepare them for boxing. Air hammers, special hoists, grader transfer tables and other modern labor saving devices are used.

Railroad cars are run inside the building on tracks so placed that traveling crane can transfer the boxed cars to them from scales at the end of the assembly line with the least possible movement and effort.

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Europe Copies Auto Ideas From America

European automobile manufacturers are following the lead of American engineers and body designers according to W. S. Knudsen, president of the Chevrolet Motor company, who recently spent six weeks abroad.

Mr. Knudsen's tour of Europe included visits to several automobile shows.

It is very evident that the English, French and Italian automobile manufacturers are intensely alive to American progress in modification and simplification of chassis lines," he said. "It also is evident that during the last few years they have followed American initiative in the improvement of automobile bodies both as to comfort and appearance.

In fact one of the largest automobile makers procures from the United States all of the tools and machinery used in building the bodies for his cars.

The very small "bug" type of car apparently is losing favor in Europe. A great majority of the light automobiles made in Europe today are modeled as closely as possible to match the seating capacity of American light cars. Many of the European car builders, however, still use a relatively small motor with a low gear ratio and four speed transmission. This results in gasoline economy which is important in Europe because of high cost of motor fuel. It also results in low taxes in England, because taxes there are based on horse power. But these advantages are obtained only at the expense of frequent gear changing which is necessary even on slight grades. Such a gear arrangement invariably has its disadvantages, particularly in mountainous districts. I found our American cars with their greater power reserve very much in favor."

Mr. Knudsen inspected the European Chevrolet assembling plants at London, Copenhagen, and Antwerp and the Chevrolet receiving plant at Hamburg where partially assembled cars are completed and tested before being delivered. A similar receiving plant is located at Barcelona, Spain.

"Despite the fact that the oldest of Chevrolet's European establishments have been in operation less than two years, Chevrolet sales there during 1925 will total about 20,000 cars," Mr. Knudsen said. "The growing foreign popularity of the Chevrolet will require an increase of 100 per cent in our European assembling facilities within the next two years."

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CONQUEROR OF THE MONGOLIAN WILDS

Dr. Foy Chapman Andrews, who startled the world a few years ago by discovering a nest of dinosaur eggs ten million years old, arrived in New York on November 9th from his Third Asiatic Expedition under the auspices of the American Museum of Natural History.

Again he attributes much of the success of his expedition to the astounding performance of his five Dodge Brothers Motor Cars.

Following is a direct quotation from an official statement by Dr. Andrews upon his return to America:

The Gobi Desert in Mongolia is the most extensive undeveloped and unexplored region now left in the world. Until a few years ago it was retarded by the impossibly slow traffic of camel trains, the only means of communication.

But now it is being crisscrossed in every direction by motor cars, or, more correctly by one motor car, the Dodge. Sixty or seventy Dodge Brothers cars are making regular trips far into the interior of this vast waste, bringing out loads of furs, precious goods, wool and other products.

No other car except the Dodge is found there because we have tried it out on each of our three expeditions and have had it demonstrated to our satisfaction that the Dodge is the only car that will stand up under the strain of the roadless desert and do everything we ask of it.

Few people have occasion to subject their motor cars to punishment of this severity. It is reassuring, however, to know that in emergencies Dodge Brothers Motor Car is built to meet the test.

These dependable and sturdy qualities also account for the fact that more than 90% of all the motor cars Dodge Brothers have built during the past eleven years, are still in active service.

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