



AUTOMOBILES

NEW CHEVROLET

Now on Display

New
New
New
New

value—new quality—a new line of Chevrolet models even better than ever before. Chevrolet has become the world's largest producer of automobiles with modern 3-speed transmission by making quality cars to sell at low cost. Now, this Chevrolet quality has been greatly increased.

chassis—with larger, stronger frame; new semi-elliptic, chrome vanadium steel springs; stronger axles, rear axle of the finest construction—banjo type housing with greatly strengthened gears; improved, fully enclosed dry-plate disc clutch requiring no lubrication; extra heavy brake bands; and many improvements on the powerful Chevrolet motor.

bodies—of even greater beauty and comfort. All models have new radiator of more beautiful design, made of non-rusting airplane metal. All closed models have new and exceptionally beautiful Fisher bodies with the new VV closed-body one-piece windshield and automatic windshield wiper. Balloon tires on all closed models and disc wheels on the Sedan and Coupe.

finish—all models are now finished in Duco—the new finish that retains its color and lustre almost indefinitely and withstands the severest usage. These are but a few of the quality features of the new Chevrolet—quality features that you would expect to find only on cars of much higher price.

Belford Sales Co.
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HUNGER LANDS PACKARD PRIZE

Capt. G. R. Edie, Washington, D. C. (retired naval officer, has a bronze plaque and his daughter possesses an unusually fine jewel case because of a "No Parking" sign and an obdurate traffic policeman encountered at Torquet, France, where until recently Capt. Edie was a visitor. Usually such a combination results in a summons to court.

Tired and hungry, Captain Edie pulled up at his hotel, The Heugitige, at Torquet, after an 180-mile drive through the rain over muddy roads from Fontainebleau. "No Parking" signs faced him and the traffic officer told him he could not park because there was a "Concours d'Elégance-Automobiles," an automobile beauty show.

Pats. Car in Show
Captain Edie wanted to must park and enter. In order to do so, he finally entered his car, a Packard Eight touring car, in the show. The American built automobile was drawn up in a long row of beautifully groomed and polished French, British, Spanish and Italian cars, travel-stained as it was.

Members of the judges' committee examined all the cars carefully. Listened to the motors run, watched the contestants drive them, and after deliberation called out Captain Edie's number. First prize was the jewel case and the bronze plaque.

Automobile beauty shows have been almost a fad in Europe and Packard Eight cars have been winners at a number of the biggest shows.

E. J. Brandeis, Omaha capitalist, big game hunter and sportsman, was given a silver cup when his Packard Eight roadster was judged to be the most beautiful car at Monte Carlo. The Packard Eight finished second in the touring car of Pablo Acosta was judged to be the most beautiful car at Aix-les-Bains, and a very passenger Packard Eight touring car won first prize at Vichy.

Best Cars Entered
All these points are among the most famous water places in the world. Frequent by the sea and of nearly every country, so that the cars entered in the contests represented the best of the world's finest motor cars.

Word also has been received by the Packard Motor Car company that a Packard Eight five-passenger touring car, owned by Antonio Callem, was judged to be the most beautiful automobile entered in a beauty show recently held at Oporto, Portugal, to celebrate the return of the Portuguese aviators who attempted to fly around the world.

Another Packard Eight was given first place among all cars exhibited at Buenos Aires. At Neuenahr, Germany, from among 100 contestants, a Packard Eight sedan won first prize for the first prize and a Packard Six sport car was awarded the trophy as the most beautiful car in a show at Diesbaden, Germany.

North Salem, Ohio, Is 100% Ford Village

Turn the spotlight on North Salem, Ohio. That busy little community where thrift goes hand in hand with progress, has an unusual claim to distinction.

It is a 100 per cent Ford town! Some time back a thrifty old resident set a good example for the village by purchasing a Ford. The rest of the folks, as soon as they could afford a car, followed suit.

Today every property owner in the place owns at least one Ford. If you don't believe it here are the figures! The village has a population of 46, boasts 19 dwellings and the popularity of the Ford is attested by the fact that thirty Ford units—cars, trucks, and Fordson tractors—are in use there.

North Salem is located in Guernsey County, Ohio, on the Cleveland and Marietta Highway and if you are motoring in that neighborhood just drop in and investigate for yourself. You'll be welcome—especially so if you're driving a Ford.

Ford Employees Paid \$250,000,000 In 1924

Detroit, Mich., March 13.—Employees in the Ford organization were paid more than a quarter of a billion dollars in wages and salaries during 1924, according to payroll totals made public here today at the offices of the Ford Motor Company.

The largest payrolls were at the Highland Park and River Rouge plants of the company here, the total for these two plants alone reaching the enormous figure of \$172,320,145.66 for the last year.

At other plants and at branches throughout the country the company during the last year paid employees a total of \$72,532,476.53. The figures given out also include wages and salaries paid at the Lincoln Motor Company, a division of the Ford Motor Company, the C. E. Johanson Co. Inc., and the Fordson Coal Company, which totaled \$8,644,906.18, bringing the grand total for the organization up to \$253,500,523.37.

Chevrolet Boasts Of Non-Rust Metal Car

In the spring an automobile owner's fancy turns to clearing up the old bus. During the remainder of the year the color of the car may be unrecognizable, but, somehow, the bright sunshine and the clean breezes form a kind of tonic that gets into an automobile owner's mind and urges him to clean up the car, if for no other reason than to be in harmony with the spirit of the season.

The results of such manual labor are often real gratifying; in fact, inspire a kind of pride of ownership which may have pallid during the year. But if the car chances to be a couple of years old, there are some tell-tale marks that reveal age.

It was because of the fact that rain and sunshine will form rust on most metals that the engineers of the Chevrolet Motor Company set to work to find a type of metal that would not rust.

radiator shell, which is non-rusting because of the composition of the metal used and has all the beauty of nickel. Like the Duco finish on this car, this radiator shell actually improves in lustre with rubbing and age.

There is no possibility of rubbing through the coating because the whole shell is made of the same material.

Nash Soon To Bring Out New Ajax Cars

Racine, Wis., March 13.—Preparations are being made here for production of the new Ajax car which will come from the factories of Ajax Motors Co., subsidiary of Nash Motors. The new car is the latest creation of C. W. Nash, whose record as an automobile manufacturer has been one of continuous success in years past.

Glycerine Mixture for Gas On Stomach

Simple glycerin, buckthorn bark, etc., as mixed in Adierika, helps any case gas on the stomach in TEN minutes. Most medicines act only on lower bowel but Adierika acts on BOTH upper and lower bowel and removes all gasses and poisons. Brings out matter you never thought was in your system. Excellent for obstinate constipation. Guards against appendicitis. Wilson Drug Co. adv

practically in its entirety within the boundaries of the Ajax factory buildings, save for the enclosed bodies to be produced by the Sedgman Body Co., in which Nash Motors owns one-half interest. The entire production of the Seaman company is devoted to Nash and Ajax cars. The Ajax plant has been laid out for efficient and economical production along modern lines as evolved by Mr. Nash himself.

Announcement

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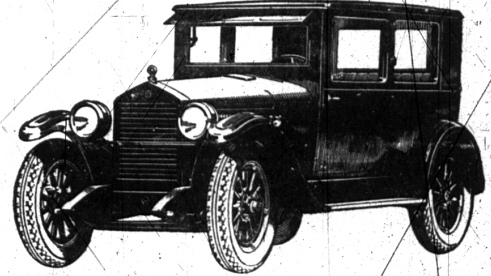
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- The riding ease of large, costly cars. The handling ease of a bicycle. Utter simplicity in design.
- The lowest maintenance cost, we believe, of any car in the world.

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Exceptional dependability has been a characteristic of Dodge Brothers Motor Car since the day the first of these sturdy cars was marketed.

Not once in a decade has it failed to uphold and enhance its reputation for faithful performance.

The reason for its consistent goodness and continued betterment points directly back to the ideals of the founders.

Instead of fluctuating between an endless series of annual models, they determined to concentrate on the perfection of a single chassis.

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