



FORD ANNOUNCES A NEW STAKE BODY

The Ford Motor company has added a stake body to its one-ton truck equipment and distribution has begun through the dealer organization; it is announced.

Introduction of the stake body follows that of the popular all-steel cab and body brought out some time ago and which there has been a constantly increasing demand.

The new body not only meets many commercial requirements, but also is designed to fill the needs of the farmer or truck gardener in handling his products.

In addition to the stake sides, provision has been made to fasten cattle or grain sides may also be used, making the body one of wide utility.

The body may be used in combination with the all-steel cab. Stakes which are easily removable, permit a platform truck of good proportions.

Except for floor and rack boards which are constructed from especially seasoned wood, the body is all steel. The floor space is five feet wide and eight feet, two inches long sides rise 26 inches above the floor.

Racks are in five sections, two on either side and one at the front. The sections are held together with sturdy steel stakes, ends of which fit snugly into sockets cut into the outer steel frame of the platform. Special connections hold the sections into a rigid body of exceptional strength and durability.

Large Increase In Dodge Bros. Sales

Dodge Brothers remarkable increase in production and sales continues without interruption, an official statement from the factory discloses.

Actual retail deliveries by dealers during February were within a few cars of 15,000, which is an increase of 28.1 per cent over deliveries in February, 1924.

Every week in February showed a material increase over the preceding week and the first week of March likewise exceeded the last week of February.

While dealers' stocks are exceptionally low, the factory is turning out cars in such volume that it is hoped to meet practically the entire current demand. Production for the first week of March was over 1000 cars a day.

Dodge Brothers sales for 1924 increased more than 25 per cent over 1923, in the face of an 11 per cent decline in the industry as a whole. These facts, considered with the present continued increase, bespeak a most gratifying condition and Dodge Brothers are naturally optimistic.

Chevrolet Is Third Largest Truck Mfr.

During 1924 the Chevrolet Motor company was the third largest truck manufacturing concern in the world,

being surpassed in the number of trucks sold by only two other automobile companies. Plans are now being formulated which, it is expected, will greatly increase truck sales during the present year and may place Chevrolet in second position for 1925.

There were nearly 24,000 Chevrolet trucks sold last year. These included both the commercial chassis and utility express types, the greater portion sold, however, being of the latter style.

An analysis of 1924 sales, R. H. Grant, vice-president and general sales manager asserts, shows that farmers, dairymen, stock raisers, oil dealers and urban business requiring medium weight delivery cars were among the larger buyers of the utility express. A considerable number also were used for school buses.

The utility express has the regular Chevrolet valve-in-head motor but is constructed heavier at various points to conform to the requirements of a one-ton capacity. It has exceptionally heavy semi-elliptic springs in the rear, the driving pinion and shaft are integral to eliminate any chance of back lash. Gears are specially heat treated and there is a special bevel gear drive at the rear axle.

The frame is of heavy channel steel well supported by five sturdy cross members. Extra large brakes are used with an automatic brake equalizer. The transmission and disc clutch introduced on the new 1925 Chevrolet passenger cars are used on the utility express.

The commercial chassis is for lighter delivery work and closely follows that of the regular passenger cars except that it is equipped with heavier springs.

Super-Six Auto Idea Proves Its Worth

Motor cars are like the big league stars of base ball. So fierce is the competition, so severe the tests, it is seldom indeed that we see a player who has stood the gaff for 10 years in the major leagues.

The Ty Cobbs, the Walter Johnsons, the Alexanders are outnumbered 100 to 1 by the more fleeting careers of the average performer.

"And that," according to William Baughner, of Baughner Bros., local distributor for Hudson and Essex, "is just the way it is with automobiles. Nine-tenths of the big league players you will see when the parks open will be men who play five, six or seven years under the big top. Many of them will slow up even faster than that or be unfortunate enough to meet the competition of some new blazing star from the bushes.

"If we extend the comparison to that great other American pastime—motoring—we find there too a severity of competition which only a few of the 'immortals' can stand against. Think over the motor cars of today, and then check—on the fingers of one hand—the principles of construction which have withstood 10 years of competition.

"One of the first you'll think of is the Hudson Super-Six principle. It has proved its right to permanent stardom by living out its 10 years of consistent usefulness and leadership. The Hudson Super-Six principle—patented and exclusive—is now in its tenth season. It is a principle by which the vibration of a motor is greatly reduced and its internal efficiency increased. Its use results in smooth and ample power, long life, quick pick-up and dependable service.

"For ten years this Super-Six principle has been the underlying feature in Hudson and Essex success. The Hudson motor of course has been altered in detail whenever desirable to keep full abreast of the time. But nothing in the course has been altered upon the Super-Six principle which underlies its construction. In fact the Super-Six principle is more popular than ever before in history, as shown by the remarkably large sales of Hudson and Essex cars.

Spring Promises A Big Auto Business

Spring business is opening up most promisingly and the outlook is for rapidly increasing activity, according to sales reports of the Ford Motor Company just given out here.

In the sale of Ford cars and trucks these show that daily domestic retail deliveries have more than doubled since early in January. The largest increase came during the latter part of February, reflecting the upward trend of business which is now under way and the optimistic outlook for March.

Another interesting feature is shown in the sales of Fordson Tractors which have made a rapid gain, particularly through the agricultural sections, indicating that the farmer is coming in stronger as a buying factor. Daily sales of Fordsons are at the present time four times as great as they were early in the year.

Retail sales of the company during February, exclusive of those in Canada and British possessions served by the Ford Motor Company of Canada, Ltd., totaled 125,421 Ford cars and trucks and 7,211 Fordson Tractors. Of these, the retail deliveries in the United States reached 112,526 Ford cars and trucks and 5,214 Fordsons.

Reports also indicate improving conditions in the high priced car field. Lincoln cars, set a new February record with 508 domestic retail deliveries as compared with 426 for the same month a year ago.

Warns Auto Owners About Care of Brakes

"Give the brakes on your car strict attention and insure yourself of at least an 'even break' when the emergency arises," said James E. Valen, local distributor for the Buick automobile. "No motorist can foretell at what instant he may need all the brakes on his car. He may be cruising along serenely and suddenly a child runs across his path. Then the motorist needs his brakes.

"The prime requisite of good braking is, of course, good brake lining. Observe the thickness of your lining and have same replaced before reaching the danger point.

"The mechanism of the brake should be adjusted to give an even grip on the brake drum all around,

or the lining will wear rapidly. All moving parts connecting the brake band with the foot pedal, should be lubricated and kept free from rust. All the adjustments should be coordinated so both rear wheels can be 'locked' at precisely the same instant.

"Unless you are thoroughly familiar with re-lining and adjusting brakes don't try to 'fix' them yourself, go to an expert. Re-lining brakes correctly requires more than average skill and ordinary tools.

"Don't forget the emergency brake. A fault common to many motorists is neglect of this seldom-used but important brake. The average car owner is willing to occasionally spend time and money on the service brakes but there he thinks his duty ends. He waits until the emergency arises to discover that his emergency brake is not working."

When Children Cough Act Quickly

"Watch your child closely when he has a 'head' and begins to cough. Many a case of croup and whooping cough has been traced to a few drops of that fine old medicine, Kemp's Balsam. Act promptly. Don't be lulled and because ordinary cough syrups fail to bring relief, to Kemp's Balsam. Just a few drops bring the relief you are looking for. Only 20 cents at all stores.

For that Cough! KEMP'S BALSAM

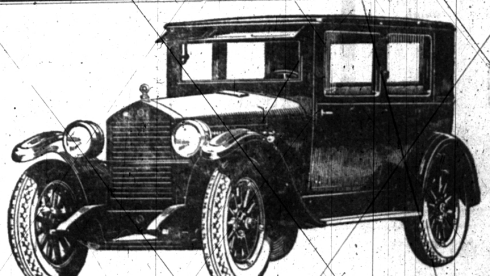
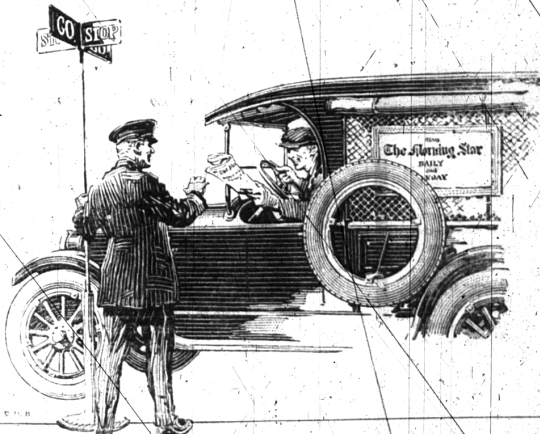
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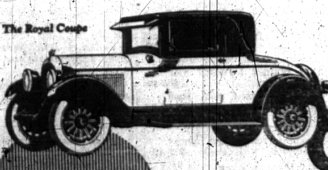
The real reason for the remarkable Chrysler Six sales record its initial year—a volume of more than 32,000 cars—is its departure from ordinary motor car practice and performance.

Its three-inch motor gives a high speed range from 2 to over 70 miles, combined with gasoline economy safely over 20 miles per gallon. With a touring car weight, ready for the road, of 2875 pounds, the Chrysler Six can be driven in comfort at 60 miles over rutted roads or cobbled streets. A new type of spring mounting makes it possible to take a turn at 50 miles an hour. Side-sway and road-weaving are eliminated.

The Chrysler Six adheres strictly to the soundest principles. Only the results are radical. You must ride in the car to appreciate what they are. We are eager to give you a Chrysler ride.

Table listing car models and prices: The Touring Car - \$1395, The Road Coupe - \$1800, The Sedan - \$1625, The Imperial - 2085, The Sedan - 1825, The Crown-Imperial - 1995.

All prices f. o. b. Detroit subject to current government tax. We are pleased to extend the convenience of time-payments. Ask your Chrysler's attractive terms. Chrysler dealers and nearest Chrysler agents everywhere.



CHRYSLER SIX

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