

Huff Elected to Dodge Board

Officers and Directors Re-named at Annual Meeting.

Present officers and directors of Dodge Brothers, Inc., with the exception of the chairman of the board, were re-elected at the annual meeting of the stockholders, July 15. A resolution was passed abolishing this office. Russell Huff, for nearly 10 years chief engineer of Dodge Brothers, was elected as a new member of the board.

The stockholders felt that the addition of Mr. Huff to the board would strengthen it materially in view of his long experience as an automotive engineer of the highest standing. He is a former president of the Society of Automotive Engineers and one of the pioneer designers of the industry.

The officers chosen were: President and general manager, Frederick J. Haynes; vice president, Arthur T. Waterfall; treasurer, John Ballantyne; secretary, Harry V. Popeney; assistant secretary, R. J. Fry.

The last fiscal year was the largest in Dodge Brothers' history and the first six months of 1924 were greater than any corresponding period in point of deliveries to retail purchasers.

Olds Motor Works to Exhibit Motor Cars at Foreign Auto Shows

In view of the remarkable increase in Oldsmobile's export business during the last 10 months, the Olds Motor Works, Lansing, Mich., will have exhibits at the chief foreign automobile shows this year. Preparations are now being made to ship two models of a deluxe sedan and touring and, also a chassis for exhibition at the Paris Automobile salon to be held October 2 to 12.

During the period between August, 1923, and May, 1924, the export business of the Olds Motor works increased 287 per cent. The average gain in export business in the entire automobile industry during a 12 month period, including these same months, was 90 per cent. David A. Laine, general sales manager of the General Motors Export company, has informed Oldsmobile officials that the outlook in foreign markets presages even greater for Oldsmobile.

At the present time a full line of Oldsmobiles is being exhibited at the British Industrial exposition at Wembley, England, through the General Motors of Canada, Ltd., who also will take care of the Oldsmobile exhibit at the London salon this fall.

Sister for Jackie?

Los Angeles, July 19.—Little Jackie Coogan, famous child actor, has long wished for a baby sister. The stork is answering Jackie's fondest desire. Mr. and Mrs. Jackie Coogan sr. have confirmed the report.

10,000,000th Ford on Final Stretch of Country Tour

Car Travels Through Snow Bank to Get to Salt Lake—Due in San Francisco July 29.

The 10,000,000th Ford is on the final stretch of its epoch-making tour from coast to coast on the Lincoln Highway.

After a trip through snow banks at a 12,000 foot elevation in the mountains cur of Laramie, the car which signifies a new accomplishment in motor transportation rolled on across the remaining miles of Wyoming's broad stretches to Salt Lake City, where Secretary of State S. E. Crockett and Mayor Nelson extended official welcome to Utah's capital. Later, Frances Renault, vaudeville star, made her initial bow to a Salt Lake City audience from the car which was introduced into her act, and was driven onto the stage at Pantages theater by Frank Kulick, old time driver of Ford racing cars, who is piloting the "10,000,000th" on its way to the coast.

With the exception of Salt Lake City, where the secretary of state was on the job, the car has been welcomed by the governor in every state capital through which it has passed. In Trenton Governor George Slizer did the honors, while Governor N. E. Kendall of Iowa headed the committee of welcome at Des Moines, and Governor W. E. Ross of Wyoming at Cheyenne.

Among the many thousands of members of the great Ford family that have joined in the honor parades that have featured this historic trip, was an antiquated car with six-cylinder model K motor, number 488. This was at Omaha, and the old Ford product of 1906 vintage, by perfect behavior and performance in the parade, seemed to scorn the passing years.

At Rawlins, Wyo., a unique feature of the welcome was the appearance in the parade of the original Deadwood stage coach, which was driven by cowboys in full regalia, guns, sombreros, chaps and all.

Farmers along the Lincoln Highway have turned out in great numbers to do homage, through the passing car, to Mr. Ford, who has given them transportation facilities and traction power unguessed and undreamed of but a few years ago. At one place the parade was joined by a number of farmers with a Fordson tractor coupled to a trailer loaded with heavy horses. In this emphatic manner the tillers of the soil told the world of the complete triumph of Ford traction units over horseflesh on the farm.

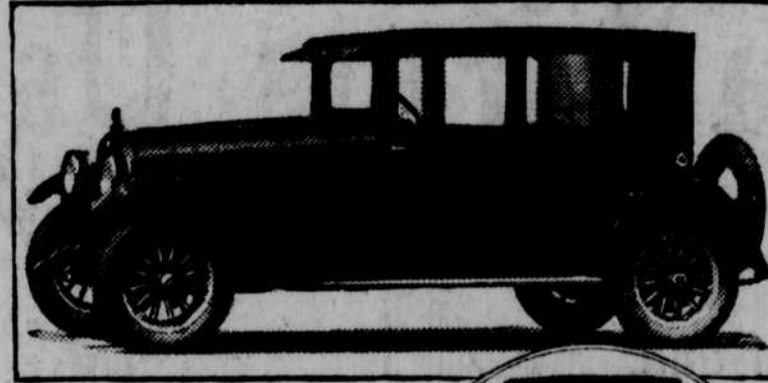
The tour, which celebrates a 10,000,000th production of the Ford Motor company, is scheduled to end Tuesday, July 29, when the 10,000,000th Ford enters San Francisco, where a big reception awaits it, and Frank Kulick delivers to the mayor of that city a letter from the mayor of New York, and then drives the celebrated car out to the end of the Lincoln Highway.

212 FLINT CARS SHIPPED IN DAY

Flint, Mich., July 26.—T. S. Johnson, general sales manager of the Flint Motor company, reports a new high record of daily shipments of Flint Six motor cars being reached July 17, when a total of 212 cars were shipped or driven away from the plant to all parts of the United States.

This record is of exceptional interest, inasmuch as the Flint plant has been in operation less than a year and on that date equalled one-third of the daily production of the largest competitive manufacturer of six cylinder cars, a builder of 10 years' standing.

Open and Closed Car Price Gap Closed



The first enclosed car in history ever to sell for an open car price is the newly announced Hudson coach. Mounted on the standard Super-Six chassis, it sells at an identical mark with the Hudson phaeton, a seven-passenger open car.

For two or three years, the gap between the cost of an open and an enclosed car has been narrowing. There have been forecasts from time to time that this gap would finally close. Now that day is here.

Since the fall of 1921, the Hudson Motor Car company has specialized on its coaches, a type of body which it created. These coaches have now become 75 per cent of Hudson's business, so that all the well known economies of quantity production may be applied to them. There is more material and more labor in an enclosed car than in an open one, but the larger volume on the coaches makes up this difference.

In the Essex, which it manufactures in the same plant with the Super-Six

Hudson has a coach which still sells at a slight advance over the open car price. But the gap is very narrow—lower in fact than in any other make of car except the Hudson.

Both Hudson and Essex cars are now equipped with full size balloon tires.

Besides the coaches, there are: the Hudson speedster, phaeton, and five-passenger and seven-passenger sedan and the Essex touring car.

New Reo Cross-Country Bus Starts on Long Trip From Coast to Coast

From Detroit, Toledo, Cleveland, Akron, as well as other cities along the route come reports of unusual interest created by the new Reo sedan type of cross-country bus which is now making its way eastward to New York city where it will begin the first transcontinental trip ever made by this form of motor transport.

The new Reo bus bearing the inscription on the sides, "New York to San Francisco," left the Reo factory in Lansing recently for Toledo via Detroit, Cleveland, Akron, Youngstown, were passed through Tuesday and Wednesday, the bus reached Pittsburgh on Thursday and is in Harrisburg today. From Harrisburg it will go to Philadelphia and then on to New York where final arrangements will be made for the first cross-country bus trip.

The new Reo cross-country bus is of sedan type, exceptionally roomy, and is built upon the new bus chassis. The interior is designed along Pullman lines, electrically lighted and with every convenience included in its equipment.

Heavy leather of the finest hide is used for the upholstery, every tier seat in the middle compartment is provided with a separate exit door, while a complete smoking compartment is situated in the back, the driver's compartment being separate and apart from the other type.

The bus will travel westward by the northern route, from Chicago, coming down the western coast from Seattle. The trip has been conceived by the Reo Motor Car company primarily for the purpose of establishing definite facts and figures with respect to gasoline mileage, the ability to maintain and adhere to schedules, to illustrate the remarkable comfort with which a trip of this nature can be made and to show the heretofore unthought of possibilities of cross-country travel by means of this latest contribution to the field of motor travel.

CARS AT \$1,000 MORE POPULAR

"More than 50 per cent of the automobiles sold in 1924, will be cars selling for less than \$1,000," said O. A. Wilson, of Andrew Murphy & Son, distributors of Star cars for this territory. "This statement is backed up by statistics furnished by various auto trade journals. The same ratio existed in 1923 and the fact that cars of this class are offering better value

than ever before, is having a tendency to increase the sales of cars in this price class."

NEW TRUCK HAS KNIGHT MOTOR

Announcement of the new Federal Knight speedy business truck by the Federal Motor Truck company of Detroit marks the realization of the dream of 15 years by M. L. Pulcher, president of this organization.

For more than a decade and a half Mr. Pulcher has endeavored to build a light truck which would possess a low initial cost to the consumer, low operating expense and longer life than the converted type of passenger car trucks seemed to be able to deliver. Exhaustive tests and researches were conducted by the Federal engineers with these objectives in mind, but not until the thought of combining the Willys-Knight engine with a truck chassis especially designed for this power plant was conceived, was the vision fulfilled.

PERMANENTLY RED LIPS ON FILM STAR

By International News Service. Los Angeles, July 26.—The lips that won't come off.

These are possessed by Dorothy Mackall, movie actress here.

When she learned she was going to work in a picture on the burning Arizona desert, Miss Mackall had her lips tattooed red, so that she could receive and give kisses without soiling her rouged makeup.

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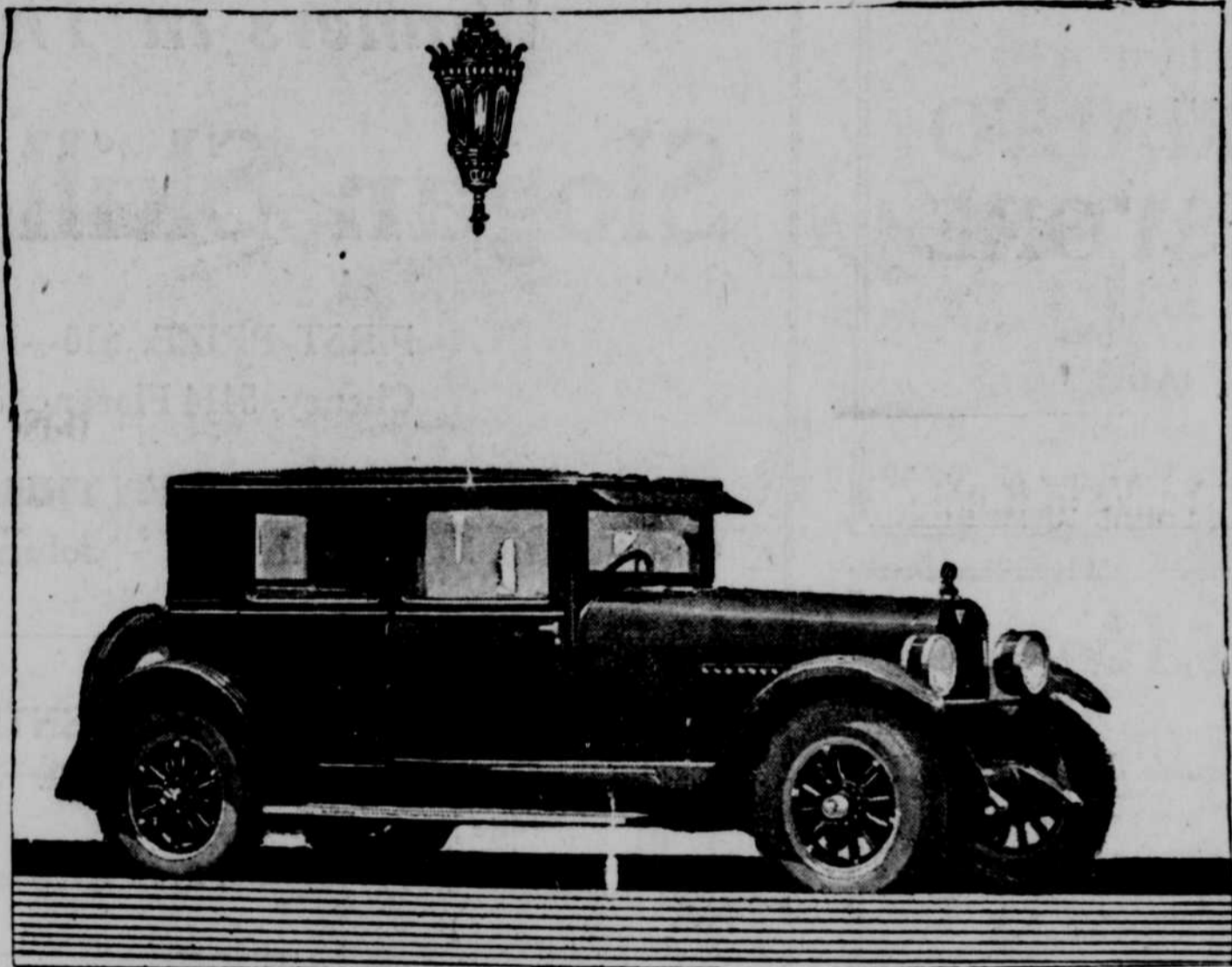
Oldsmobile 7-Passenger Sedan, repainted	\$900.00
Oldsmobile Touring—Very good	\$350.00
Reo 4-Cylinder Touring for	\$250.00
National Touring for	\$350.00
Lexington Touring, repainted	\$900.00
Willys Knight Touring for	\$450.00
Dodge Delivery—Open side, canopy top	\$350.00
Dodge Delivery—Screen side, repainted	\$450.00
Republic Truck—Express body	\$215.00
Ford One-Ton—Panel body	\$395.00
Oldsmobile One-Ton—With cab	\$500.00
Reo Speedwagon—Stoughton Grain Body	\$485.00

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For the First Time in History

Closed Car Comforts At EXACTLY Open Car Cost

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And Hudson, alone, can build it. As the largest producer of 6-cylinder closed cars in the world, Hudson exclusively holds the advantages to create this car and this price.

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And now full size balloon tires are standard equipment. Do not confuse with "semi-balloon" types. Hudson's are genuine full size balloon tires—33"x6.20". Compare the difference.

permost issue. The Coach dominates that position.

In less than three years it revolutionized buying, with closed car comforts for all.

Hudson has not simply "added balloon tires". Both running and steering gear have been especially designed to compensate for the radical differences balloon tires bring.

Note how fast it is displacing open cars. Never will their old-time popularity return. And the rate of open car depreciation grows swifter as knowledge of this condition spreads. Consider what a used open car will bring a year from today.

The result is the easiest steering, most comfortable and steadiest riding Hudson ever built. And braking efficiency is almost doubled.

As the wanted type the Coach maintains the highest resale value against the waning desirability of the open car.

More than ever, "Closed Car Comforts at Open Car Cost" is the up-

Full Size, GENUINE BALLOON Tires

The Easiest Steering and Riding Hudson Ever Built

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Auto Dealers 80% Auto Dealers

of all automobiles to be sold in 1924 will be cars selling for less than \$1,000, according to statistics given out by the trade journals.

Are you selling only cars that sell for over \$1,000? If so, you are getting in on only part of 20% of all car sales.

The Star Car is the finest car built of standard units ever offered to the public. The prices range from \$540 up to \$785. ALL UNDER \$1,000. THINK THIS OVER.

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