

Autos Now Being Made in Secrecy Before Big Show

Color of Machines to Be Outstanding Feature at New York Exposition—Prices Declining.

By ROY C. HAYES. Universal Service Automobile Editor

Detroit, Mich., Dec. 20.—Like a major college football team a few days before a big game, the automobile industry is now making cars behind closed doors, grooming itself for its big event, the New York show, which opens January 2.

Although introduction of new models at different periods of the year has become altogether common in the last 12 months, a large number of important disclosures will be made at the coming exhibition. Some of the importance of the annual display has been lost through the newly introduced practice of bringing out new things at any reason without regard to the shows.

Despite this fact more than half of the companies will have very new things to show and come very important announcements to make. These will come under the head of lower prices on closed cars, more, and many more "eights in line," increases of \$100 on each three out new lines at the show are already producing them at a fast clip.

This will keep the factories running at better speed than the sales requirements of the month usually dictate.

Color Feature. One of the outstanding notes about the new cars will be color. With the coming of duco and lacquer finishes, body painters are finding it easier to apply colors. For this reason for the sake of a change from the sombre hues and for added sales purposes, color will run riot on automobiles next year.

Considerable fluctuation in prices was noted in the last 10 days. Those figuring in price reductions were Hudson-Essex, Ford, Dodge increases of \$100 on each three open models. It is likely that two or three more cuts will come this week.

These cuts will serve to stimulate business and clear up stocks in certain parts of the country that have been somewhat inactive in a sales way.

Body Companies Merged. With the formal organization of the Murray Body corporation, forecast in this column two weeks ago as a result of the merger of the J. W. Murray manufacturing company, with the J. C. Widman com-

Oakland Auto Firm Has Novel Display



In keeping with the season, the Oakland Motor Car company factory branch at Twentieth and Harney streets has a unique window display

featuring the new Oakland coach as Christmas gift for the family. Hundreds have gone out of their way to see the display.

One cannot pass Twentieth and Harney streets without a feeling of the true Christmas spirit brought out by the large Christmas tree.

Ford Making New Super-Locomotive

Electric Engine to Be Used on Detroit-Ironton Railway.

Henry Ford is doing the unusual again. This time, he is building the largest and most powerful electric locomotive in the world which, when completed, will be used on the Detroit & Ironton railway, the latest addition to his railway interests and operating in conjunction with the Detroit, Toledo & Ironton Railroad.

This super engine, which is now under construction in the power house at the Highland Park plant of the Ford Motor company, presents a most important development in the electrification of steam railroads and at the same time a radical departure in locomotive construction.

As might be expected, Mr. Ford has not been restricted by past practice or tendencies in the choice of electrical system and type of motive power unit for the railroad. The locomotive is not only novel in electrical design, but embodies many new important ideas in mechanical design. In size it will be prodigious. It will weigh 340 tons, will be 117 feet long, 15 feet high and 19 feet wide. What is more interesting still, it will have 16 250-horsepower motors connected to 16 pairs of driving wheels and will be capable of hauling a train of 150 or more loaded box cars.

The engine will not be built for speed, the purpose being to use it for freight service exclusively. Its running speed will be 17 miles an hour and its maximum speed 35 miles an hour.

One of the unique features of this great electric motive unit is that it carries its own converter station. This eliminates establishment of sub-stations along the route, a practice at present general in railroad electrification.

Minnesota has a vote of thanks coming to it for keeping Mag Johnson at home when it probably much prefers him in Washington—or some place even farther away.—Cincinnati Enquirer.

HUPMOBILE EIGHT TO BE INTRODUCED

The premiere of the widely discussed new Hupmobile eight is to be made in every leading center of population within the next few weeks, it was announced in Detroit yesterday. In New York city it will be disclosed to an estimated crowd of 200,000 people during the week of the New York automobile show, which starts January 3.

Hupp engineers say that there will be disclosed in the new eight a number of qualities never before incorporated into any motor car. It will be the first eight-cylinder automobile that the average American family can afford to own, factory officials said.

"In all the months in which Hupmobile executives and engineers were engaged in designing, developing, building, testing and proving this car, they were imbued with the belief that an eight-cylinder automobile could be produced which would be so economical to own, operate and maintain that the average American family of today could afford to own one," a further pre-announcement of the car states.

Experiments and tests of the car have been conducted steadily for the last 15 months. It is known that one test car had been driven more than 65,000 miles before manufacture was allowed to start. The Hupp policy is that every major improvement must be proved a betterment through exhaustive tests before being offered to the public.

Retail orders placed for the eight are reported already exceeding 1,000. The Hupp factories in Detroit, Jackson, Mich., and Racine, Wis., are making every effort to supply the company's entire distributor and dealer organization as rapidly as possible, that the whole public may have opportunity to view the car coincident with or soon after the New York automobile show.

York Man Made Member of M. E. Hospital Board

York, Neb., Dec. 20.—George M. Spuffock of York has been named one of the directors of the new board of hospitals, homes and deaconess work of the Methodist Episcopal church. The board will direct over 165 institutions, having a total property value of \$5,000,000.

Reo Employees' Bank Plan Gains Rapid Strength

Annual Savings of Each Depositor Show Substantial Increase in Second Year for System.

"In the second year of its operation the 'shop bank plan' established for Reo employees has shown a sufficient gain in strength to remove all question of its permanent success," says J. M. Opper of J. M. Opper Motor company, representative of the Reo Motor Car company, here. "Total deposits, per capita deposits, and number of employees taking advantage of the plan have all increased during this period."

"Total deposits for 1924 were within a few dollars of \$130,000, as compared to \$115,000 for the preceding year. The average number of accounts carried was 1,011, and the average pay-period deposit for each employee was \$5.35.

"In addition to the money placed in regular savings accounts \$19,509.75 was deposited in Christmas savings by 342 employees of the company. This brings the total savings of employees deposited under the shop bank plan close to \$150,000.

"The shop bank plan was put in operation as a substitute for the purchase of Liberty bonds and other thrift propositions in which Reo employees had enthusiastically joined during the world war. At that time nearly three-quarters of a million in bonds were subscribed by the shopmen, who topped their quota in practically every one of the five Liberty bond drives.

"The thrift habit formed at that time has remained with the Reo employees if the success of the shop is any criterion, Reo officials believe. They also find that as the amount of a typical depositor's savings grows he becomes more thrifty and endeavors to increase his bi-weekly deposit.

"The shop bank plan is carried on through the time-keeping department of the Reo company. Each employee is given an opportunity to decide how much he wants deducted from his earnings and deposited for him each pay day. An annual interest rate of 4 per cent is applied to the savings.

"Reo workers find that in spite of the fact that they are regularly laying away sums of money large enough to give them substantial bank balances, they are able to live just as comfortably as they had before the thrift was introduced to them. The number of depositors is steadily increasing, and it is worthy of note that a Reo worker seldom closes his bank account."

While interested in the statement that France can now "stand alone," we would be more cheered by the news that she could now pay a loan.—Columbia Record.

PIONEER DEALER BUYS MAXWELL

H. E. Fredericksen, president of the Corn and Alfalfa Milling company, Fremont, Neb., Omaha's pioneer automobile distributor, was in Omaha this week, and while here purchased one of the 1925 Maxwell club coupes from the distributors, Andrew Murphy & Son.

Mr. Fredericksen was the first automobile dealer in the city of Omaha, starting in 1899 with the old Locomobile Steamer, and was later on distributor for Buick, Pierce-Arrow and Chalmers. Mr. Fredericksen sold out his business here in 1916, but is well remembered by all of the old-time automobile owners in the city of Omaha.

In speaking of his purchase of the Maxwell coupe, Mr. Fredericksen was very loud in his praise of the accomplishments acquired by Walter P. Chrysler. Mr. Fredericksen says: "I have been watching the Maxwell car closely since Walter P. Chrysler took the reins in 1922, as I know him from years gone by and I was astonished in looking over this new Maxwell to find what a wonderful car he has built into it. I have been driving large cars practically all my life, but when I drove this Maxwell for a short distance, I found that it had everything in it that most large cars have today. Its smoothness and power was very astonishing, and from its construction, I know from my past experience, that it is good for many thousands of miles of hard service. I really believe that Chrysler has made the Maxwell one of America's best four-cylinder cars, regardless of price."

BALL PLAYERS USE TAXIS IN LONDON

Chicago, Dec. 20.—Kelly's mightiest clouting during the recent invasion of London by the New York Giants and the Chicago White Sox, failed to arouse anything more than courteous interest among British sportsmen.

Without the stimulus of lusty cheering by exuberant bleacher fans, which characterizes the great American game in the states, the spirits of the diamond stars sagged visibly. London, however, was not without a consoling touch of home. A fleet of "W & G" taxi cabs, provided by the Turpin Engineering company, operators of Chicago-built yellow cabs in the British capital, transported the 76 players to and from their hotel each day.

John McGraw, manager of the Giants, and Charley Comiskey, in command of the White Sox, shepherded the players into the "yellow" and in a short time their London blues were dissipated.

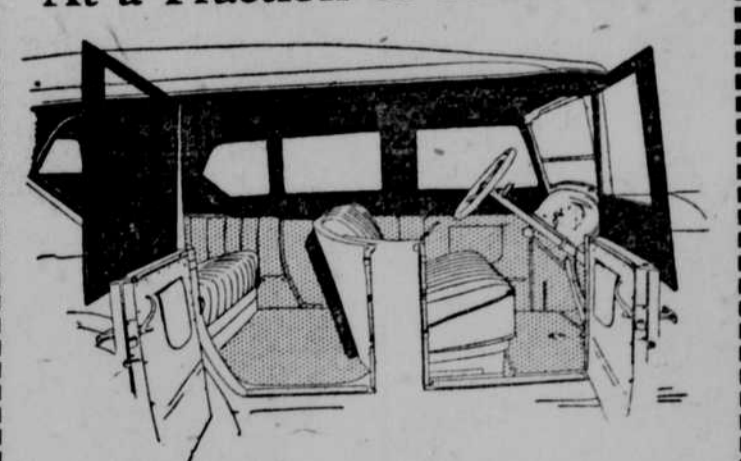
"Those yellow cabs sure looked good to us," a Chicago first baseman reminisced on his return to his native heath. "Outside it was London, but inside it was good old Yankee-land. Somebody would start to hum a snappy jazz piece, we all joined in the chorus, and our troubles were forgotten."

CHEVROLET MAKING NEW AUTO PARTS

Within the last two years the Chevrolet Motor company has taken over the manufacturing of hundreds of both small and large parts that were formerly purchased from other organizations. It is part of the general plan of this company to reduce costs of production to a minimum. The introduction of assembly plants and the paralleling of such plants with body-building plants of the Fisher corporation constituted one of the steps in this direction.

In the fall of 1923 Chevrolet began making their own drop forgings, such as front axles, steering gears, connecting rods, spring hangers, motor supports as well as various other parts. In addition, the company has reduced the amount of malleable parts that go into the Chevrolet from 140 to 60 pounds, replacing these parts with drop forgings and stampings, which are sturdier and more reliable. All these drop forgings and stampings are made in the Chevrolet factories. During the last year this company has likewise taken over the making of all fenders and sheet metal parts, such as side aprons, radiator splash guards and hoods.

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