

Manufacturers Express Confidence in Prospects for 1925

Symposium of Auto Executives Shows Confidence in 1925

Industry Faces Successful Year Due to General Prosperity of Country and Enormous Potential Home Market—Traffic Problems Are Discussed for The Omaha Bee by Experts.

Keen Competition Is Due to Excellent Cars

The year 1925 to the automotive industry will be a very important one. The executives of the great manufacturing companies are virtually unanimous in this regard. They are going to keep up their production. Competition will be keener than ever, due to the fact that there are so many good cars on the market to suit every kind of pocketbook.

Do you realize, Mr. Automobile Owner, Mr. Prospective Automobile Owner, that there is not a poor car on the market today? Do you realize that for a fraction of what the highest-priced motor cars sold for 10 and 15 years ago you can buy machines which are superior in every way?

Not only have the automobiles improved, but the maintenance has decreased enormously. There is more mileage to the gallon of gasoline, more mileage to tires. The automotive industry has become stabilized. The Omaha Bee presents herewith some of the comments made by executives of the industry which should interest the many thousands who will attend the Auto Show this week.

Fields Is Optimistic.
J. E. Fields, sale director of the Maxwell Motor corporation, has the following to say:

"The year 1925 will be a good year for the automotive industry. It will not be a boom year, but it will be one of sane and sound prosperity.

"At the close of 1924 the industry found itself in excellent physical shape. Retail sales and wholesale deliveries compared well during the year. Dealers were not required to take more cars than they could sell. Inventories at factories and stocks in the hands of dealers were both small.

"This should be a good year, too. Factories have learned that overproduction is unwise and that any policy which requires dealers to take more cars than they can sell is un-

sound. Factories are co-operating more and more with dealers in finding the most effective means of selling cars. This closer relationship between factory and dealer is making for happier dealers and the industry as a whole profits as a result.

"For the first time the auto industry is turning its attention to city planning. It realizes that our cities must be adapted to motor traffic because the automobile today is the accepted means of transportation."

Great Potential Market.
Charles D. Hastings, president of the Hupp Motor Car corporation, believes in the American market.

"Vast as the automobile industry is today and great as is the number of automobiles now being operated, these cars constitute not more than half the potential market for motor cars in the United States," said Mr. Hastings recently.

"Approximately 16,000,000 motor cars are now owned in this country. But competent automotive economists say there is a market for 33,000,000 motor cars in the United States.

"According to the 1920 census, there were more than 40,000,000 per-

sons gainfully employed in this country. These economists say that the saturation point of the industry is at least 50 per cent of that figure—that 33,000,000 motor cars will be owned here before the manufacture of cars for replacement purposes becomes practically the entire domestic business."

More Autos Than Phones.

Here is what Walter P. Chrysler, president of the Chrysler Motor corporation, gives to us:

"The time has passed when the burden of responsibility for existing street and highway traffic conditions can be shouldered upon police departments and commissioners.

"Synchronized traffic control, one way streets, parking regulations and innumerable traffic rules have all helped to relieve traffic congestion in our great cities. But the time has come when our American municipalities must comprehend that the motor car, truck and bus are the principal means of transportation in America, and that our cities must be adapted accordingly."

"There are many cities which have more registered motor cars than listed telephones. There are cities where there is a registered motor car for every family. That doesn't necessarily mean that every family has a car, however. Half the population of the

United States could be loaded into the motor cars of America, while less than 3,000,000 men, women and children could be transported in all of the railroad day coaches and sleeping cars in the country.

"American cities must keep abreast of the times. Keeping abreast of the times means creating city planning commissions made up of men with a knowledge of traffic conditions, their problems and solutions, and men with imagination.

"No longer are great, wide sidewalks needed. Instead, wide streets capable of handling four lanes of traffic are much in demand. Four lanes should be taken care of—two for slower moving vehicles and two for the faster moving ones."

Discusses Roads.

F. E. Sears, president of the Elcar Motor company, speaks with an air of authority—which he merits because of his long study—on roads. He says:

"America's main highways should be standardized as to width—40 feet from edge to edge. The national, state and county governments should work in harmony on that program as the most economical and most satisfactory from every viewpoint. That type of road, while naturally costing more, will last much longer and thereby bring real dividends to the

These Men Put On Automobile Show



Guy L. Smith, president; R. E. Davis, secretary; and A. B. Waugh, commissioner, of the Omaha Trades association.

R. E. Davis



A. B. WAUGH

west. The big, bulky car, carrying a large number of people, will give way to what might be called family fleets of little cars. Father, mother, daughter and son will drive their own because the convenience of one member of the family cannot be sacrificed for the needs of the other members."

A Sterling Truth.

This message comes to the Omaha auto show from H. H. Bassett, president of the Buick Motor company:

"The standing of the company plus the integrity of the dealer determines the serviceability of the product to the consumer.

"Here we have a sterling truth for everybody connected with automobiles, either in the capacity of owner, dealer or manufacturer. It is the experience of centuries of miscellaneous business boiled down into a single axiom, and it is valuable because it expresses an economic law."

Let us see what is meant by the standing of the company. One man may say that it means financial strength. Another will be of the opinion that the engineers and designers determine the character of its product and therefore its standing. A third will say that everything else is secondary to its manufacturing facilities and experience, because manufacture is so vital to serviceability.

"The truth is that all three are absolutely essential in developing a product of genuine merit at a reasonable cost to the user. Financial strength means a good deal more than mere prosperity. It means that the product must have received a considerable amount of recognition among users. It means purchasing power that enables the manufacturer to buy from reliable sources at advantageous prices and in sufficient quantities to insure uniformity in the raw materials. It means capacity for expansion in buildings and equipment to take care of increased business without jeopardy to any part of

the product. It means the devotion of both time and money to investigating anything that offers an opportunity for improvement in any department."

Outlook Very Bright.

C. W. Nash, president of the Nash Motors company, is in a cheerful frame of mind. Says Mr. Nash:

"The outlook for 1925 for the automobile industry, and particularly with reference to Nash Motors, seems very bright. Our factories have been busy all fall, in fact, we have had all we could possibly do, which is more than can be said for the same period a year ago.

"With the presidential election behind us, we are facing a period of sound prosperity, providing there develops no tendency toward overinflation. If the price of raw products is not permitted to soar upward and labor is willing to work for a wage that is fair and we all go along together hand in hand I can see nothing on the horizon that would indicate anything but a successful period.

"The farmer today is in a better position than he has occupied for several years past. Crops, on the whole, have been entirely satisfactory, and with the opening of the European market, closed for the last several years, grain has reached a price that makes it profitable for the farmer. Railroad tonnage in all sections of the country has shown a marked increase in the last two months."

From Eddie Rickenbacker.

Capt. E. V. Rickenbacker of the Rickenbacker company, says:

"I am still searching for that 'point of saturation,' about which I have heard so much, but never seen.

"We have gone around the circle once again—another year has passed into history—and still that mythical point about which we have been told so often, and which the glooms have

predicted is always getting nearer, seems to be as far away as ever.

"I refer, of course, to that theory which has been propounded by statistical theorists to the effect that some day, somehow, the production of certain commodities will reach a point where the volume can no longer be absorbed by customers.

"Like many other superstitions, this one thrives in spite of the fact that no proof of its soundness has ever been forthcoming."

Velle on Traffic.

W. L. Velle, president of the Velle Motors Corporation, discusses traffic problems understandingly. He says:

"Who is to blame for the present traffic conditions in large cities? Should the blame for the congestion of the highways be shouldered on the motorists who congest them—or is the municipality itself perhaps at fault?"

"If the municipality owned street railway did not provide sufficient cars to carry the crowds of office workers and shoppers to and from the city's business section, who would be to blame? Would it be the people's fault because several thousand of them wanted, to use the street cars all at the same time, or would it be the fault of the railway's management in not providing adequate facilities to meet the public need?"

"Congestion of the streets in the business sections of cities by motor cars is a parallel situation. Adequate transportation facilities, whether provided by street cars or by privately owned vehicles traveling the highways are necessary to the public well fare as well as the prosperity of business."

To Combat Carbon.

To encounter the least amount of trouble from carbon formations, the following rules should be observed:

- (1) Keep the piston rings in proper condition.
- (2) Use only the best quality of oil.
- (3) Employ the leanest possible fuel mixture at all times.
- (4) Give the engine a dose of carbon removing compound occasionally.

The Relief Driver.

When there are other members of the family eligible to drive the car, they should be taught how to drive. This will be of great assistance when the one who holds the operator's license is ill or away.

taxpayers in lengthened years of service and fewer repair costs.

"The early concrete roads were scarcely 15 feet wide. In some sections a strip of gravel on each side permitted one car to pass another with a moderate degree of safety. Frequently there was just a sprinkling of gravel, and these 'aprons' became unsafe.

"Then roads were widened to 20 feet and up to 30. A 40-foot width would assure two lanes of travel in either direction and is therefore most desirable from any standpoint."

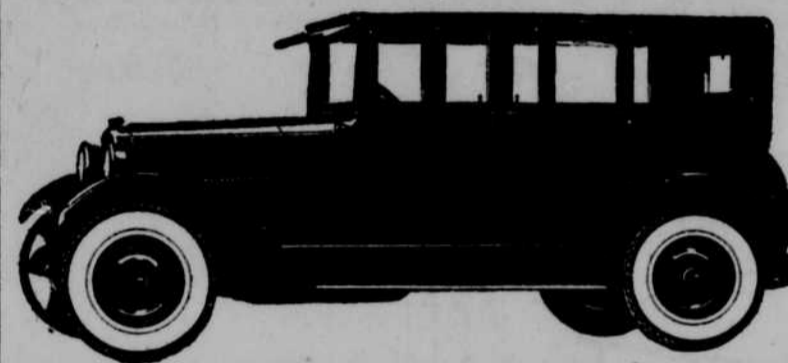
Stronger Cars.

Edward S. Jordan, president of the Jordan Motor Car company, has this to say of American cars:

"American built motor cars are stronger, sturdier and better than any other cars in the world. They have to be because of the condition of the roads in many states of the union during certain periods of the year. This means that we will dominate the markets of the world, because we not only have designed for satisfactory operation under all road conditions, but we have developed a production system which is the marvel of the world. This means large production at low cost and economy as the basis of transportation progress.

"Small cars will appear in great numbers in Europe. Styles in motor cars travel with the sun from east to

Reo's Anniversary Car



See the Big Nash Display

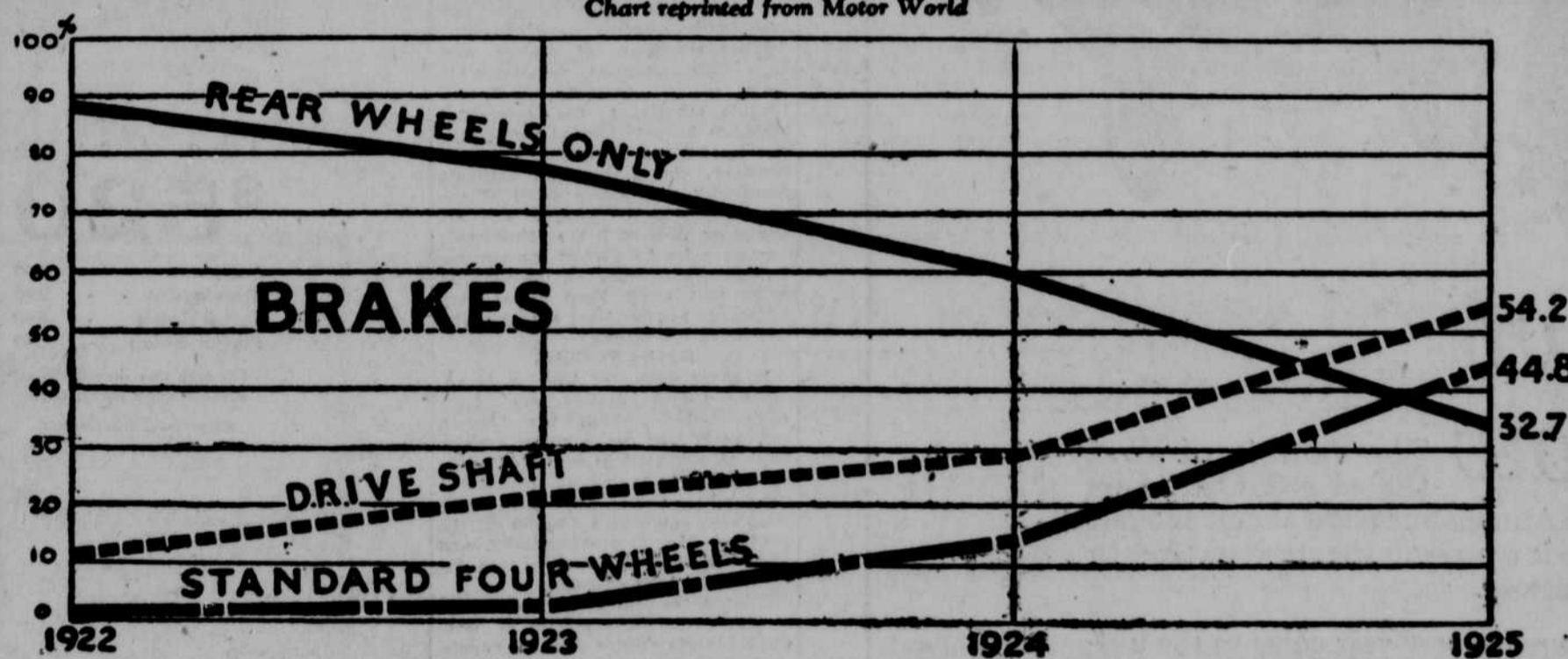
NASH

Nash Leads the World in Motor Car Value

At the Auto Show

YOU ARE BEHIND THE TIMES WITHOUT 4-WHEEL BRAKES

Chart reprinted from Motor World



Note These Features of Nash 4-Wheel Brakes

- 1 They are fully equalized—to right and left, to front and rear.
- 2 They have been engineered to an unique degree of simplified design.
- 3 They have fewer points requiring lubrication than any other mechanical brake system known.
- 4 They are entirely enclosed in front and thus kept completely free from dirt and water.
- 5 They are permanent of adjustment.
- 6 They operate perfectly in all temperatures and climates.
- 7 Perfect steering control is assured by scientific distribution of the pressure so that 60% is applied to the rear brakes and 40% to the front.

The Modern Trend Is All Toward 4-Wheel Brakes

E-L-K-S

Omaha Lodge No. 39

All brothers and their friends are cordially invited to come and see the

GRAND PRIZES

to be awarded at

Elks Style Show
May 2d to 9th

On display at the

NASH EXHIBIT

On the stage at the

AUDITORIUM

FEBRUARY 16 FEBRUARY 21

Here's the brake situation in a nutshell: Some cars keep pace with engineering advancement. BUT some do not.

The newest and most striking motor car improvement is the 4-wheel brake. But some cars still cling to the old, rear-wheel type of braking. The chart above shows clearly that such cars are losing ground rapidly. Alert buyers are choosing cars with 4-wheel brakes and "drive shaft" brakes.

Nash has both as standard equipment on all Special Six and Advanced Six models.

And so Nash is smashing sales records as fast as they are made because Nash cars are the most

notably modern cars on the market in point of advanced engineering, new body designs, flashing performance, and in downright value for the price.

—and because Nash 4-wheel brakes are the greatest 4-wheel brakes of this motor car era.

In distinct and decisive advantages they stand out above all other 4-wheel brakes.

They are fully equalized on all 4 wheels. They are simpler in design, have fewer points, requiring lubrication than any other mechanical brakes, are permanent of adjustment—and possess a power and smoothness in application that is literally unequalled. They are standard equipment on all models at no extra cost.

Nash-Vriesema Auto Co.

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