

Studebaker Coach to Make Debut on Market This Week

New Machine Equipped With Steel Panels, Balloon Tires—Ample Room in Body of Car.

Long looked for with much interest, the Studebaker coach comes into the automobile market this week with a new standard of construction for this type of car.

Built for the same long-time ownership and service of all Studebaker products, the Standard Six coach, on a 113-inch wheelbase and with a 50-horsepower engine, teams with quality of construction.

Striking in the appearance of its Belgian blue, long-slung body, with black, satin-finish, lacquered top, the new coach contains steel panels, and the same high quality of framework to characterize all body building by this pioneer vehicle-making company.

The chassis is the full Standard Six chassis, which has set new records in durability. Tires are full balloons in the industry for reliability, around the lines of which the whole body—and even the fenders—has been built to conform.

Roominess is one of the outstanding characteristics of this coach. Ample clearance between folding seat and the doorpost; wide cushions for the driver and the passenger of the folding seat; plenty of leg room for all passengers; these are conspicuous.

The broad doors provide for easy entrance; rear windows are nearly as wide as the doors. The rear seat back is high, giving restful riding quality.

Upholstery is woven from mohair and wool, rich in its grey-blue coloring with grey stripe effect on cushions—handsome and durable. It covers the same, deep, springy, durable cushions which have given Studebaker cars a reputation for riding comfort not reached in any other car at any price.

The back of the folding seat can be tilted forward to enable rear-seat passengers to enter or leave the car without forcing occupants of the folding seat to get out.

Radiator cap is winged and ornamented in enamel. Running boards are aluminum-bound on all four sides, clasp a heavy, navy blue mat, rubber cemented under pressure to the board itself, so it won't crease or ruffle up.

Inside the car, an automatic windshield cleaner and rear-view mirror; a gasoline gauge showing gallons, assembled with all the other instruments under one oval glass, indirectly lighted, to protect them and give the driver at one glance a complete grasp of how his whole car is operating; a monogram plate—these are driver conveniences, as is the one-piece, fully ventilated windshield.

Rear-quarter and door window regulators are of the crank type. Garnish molding on door sills and rear-quarter windows is of walnut finish. Doors have attractively gathered pockets and the rear window is shielded by a silk curtain.

Wheels are natural wood finish. There is a combination top-down light. The rear tire carrier has a chief-proof lock and the gasoline tank is protected and beautified with a heavy steel apron.

On Standard Chassis.
The Studebaker coach has a cowl ventilator, operated with the foot pedal, inside, the driver's floor board is of heavy, embossed aluminum, shutting out dust and cold drafts. Cowl lights are of distinctive, torpedo shape. The dome light has its switch right on the light itself.

All this is mounted on the Standard Six chassis without a single elimination or curtailment. This means the big, 50-horsepower engine which has already established so many records with its reserve of power.

It means big, powerful brakes—largest braking area in proportion to car weight on any car; the extraordinary ease of steering that special engineering gave, in designing the steering equipment to accommodate the big, full-sized balloon tires. And the same heavy fenders, wider and with deeper overhang than on almost any other car, fitted to the deep heavy frame with six cross-members for rigidity.

The entire lighting control has been placed on the steering wheel, right at finger tips, so that, to dim the lights, a driver need not take his eyes from the road at a critical time, nor need he grope under the wheel in the dark, hunting for the switch.

The emergency brake lever projects out from and under the instrument board, out of the way, yet grasped more easily than before.

Spark advance has been made automatic, timing itself exactly by the speed of the engine, and the driver has one less thing to think about. The spark advance lever has been taken from steering wheel, as a result.

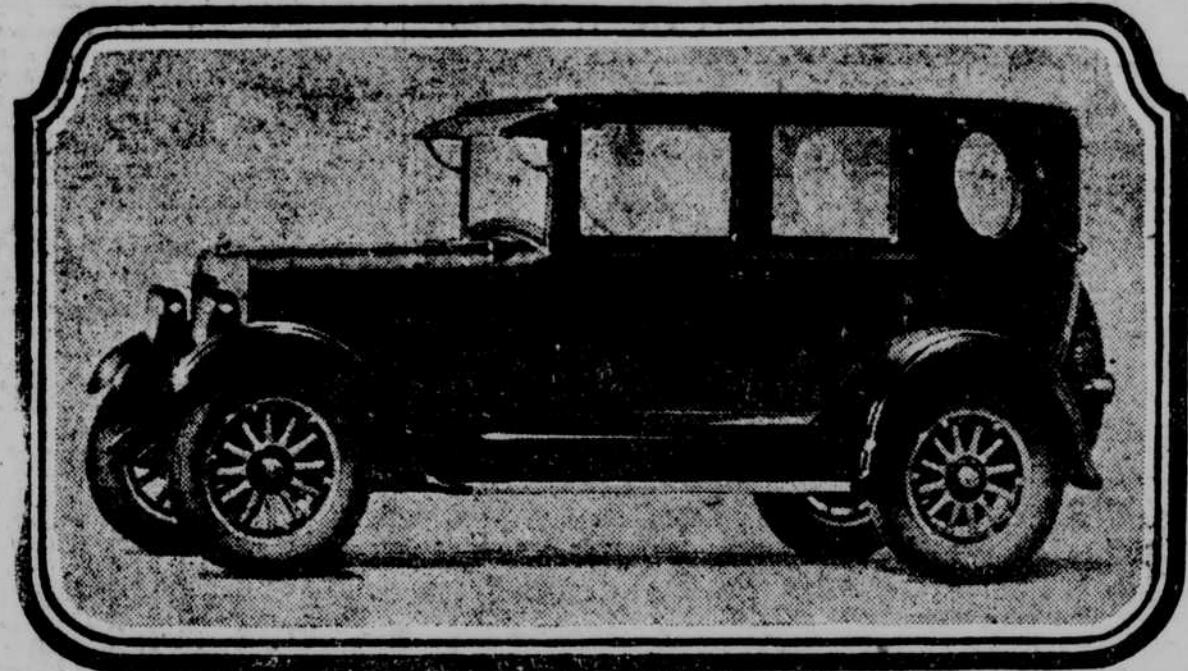
To end foot fatigue, a ball-type foot accelerator is provided, to which pressure may be applied from any point of its circumference; now the foot may rest flatly and comfortably on the aluminum footboard, which shuts out all dust and cold drafts.

As on all Studebaker power plants, the oil, returning to the crankcase after going through the engine, returns within a circular screen, so that the grit and sediment never reach the reservoir of oil. The entire crankcase can be drained without getting under the car and without soiling the hands, by turning a valve which is located beside the engine oil filling pipe.

MOON CARRIES OFF FOREIGN HONORS
A Moon touring car was recently awarded first prize in a competition held in Wiesbaden, Germany. Among the scores of makes of automobiles represented, Moon was considered the "best appointed and best appearance."

"Moon is truly spoken of as 'favorably known the world over,'" says Carl Changstrom of the Changstrom Motors company, local distributors. "The company's export trade in 1924 was the biggest percentage of export shipments of any car in its class. It increased 30 per cent in 1924 over 1923."

New Studebaker Standard Six Brougham



Expansion Plan for Hudson-Essex

New System Will Permit Increased Production Coming Summer.

A program of plant expansion is announced by the Hudson Motor Car company which will permit a substantial increase in production of Hudson and Essex cars. Officials of the company estimate that this expansion will be complete in the early summer and that it will give Hudson-Essex one of the largest daily capacities of any manufacturer in the industry.

This expansion, it was said, will be made up of the extension of the main factory on East Jefferson avenue, Detroit, and the recently purchased Clayton and Lambert plant which is only a short distance from the main Hudson-Essex establishment. The latter plant will effect economies of manufacture in making various stamped and pressed steel parts for Hudson and Essex cars.

Construction actually has begun on the main plant extension. When it is complete, a building with three stories and basement will run fully along the east side of Conners avenue as far north as Kercheval—650 feet. Work is proceeding day and night on a rush schedule, without interference with the production of cars.

With this new extension and with the Clayton and Lambert purchase, the Hudson factory space will be increased to approximately 2,000,000 square feet. Not only will the space be increased it was said, but the present facilities will be more highly developed throughout the whole plant.

Hudson officials said that this expansion of the plant had become necessary because of the exceptional demand for Hudson and Essex cars—particularly coaches, which make up 50 per cent of Hudson-Essex business.

Eat less, chew longer; puff less, live longer.

MAXWELL ADDS TO PRODUCTION

Due to the great demand throughout the country for their products, the Maxwell-Chrysler factories are now undertaking the greatest production of cars in their history. J. E. Fields, vice president in charge of sales, said yesterday. The six months schedule which the organization's five plants are now operating is the greatest ever attempted, he declared.

"Though automobile plants throughout the country are generally active, we are enjoying more than a surplus demand," Fields said. "Although we realized that the new Maxwell, with its 25 miles per gallon, 58 miles per hour and 5 to 25 miles in eight seconds was bound to enjoy a record business, our Maxwell division is actually behind on orders today—a condition almost unheard of in the automobile industry, at this time of year."

"The splendid reception given the car when it was announced last November was even outdone by that accorded it during the Automobile shows throughout the country. There is every evidence today that Maxwell is becoming equally as outstanding in its field as the Chrysler Six has become among cars of higher price. Its tremendous flexibility, speed, economy and striking appearance are being widely commented on the country over."

HANSEN EXPECTS BANNER YEAR

Having established the Oakland agency in Sioux City, J. H. Hansen of the J. H. Hansen Cadillac company has returned to Omaha.

He has returned with a high spirit of optimism and expresses the best of hopes for an exceptional year for Cadillac and Oakland in that territory. Williams, the manager of the J. H. Hansen Cadillac company's branch at Sioux City, will be in charge of the Oakland sales as well as the Cadillac and he promises to gain enviable results from the consolidation of the two General Motors products which he represents.

Reo Sales Break 'February Record'

Forerunner of Unusually Heavy Spring Business, Company Believes.

Shipments for February, 1925, were greater than in any previous February for the Reo Motor Car company, according to an announcement just made by officials of the company. Despite unfavorable weather conditions, business for the veteran company was noticeably better than in the corresponding month of any former year.

"This is looked upon as the forerunner of an unusually good spring business for Reo. Distributors and dealers are low with respect to stocks of cars, by far the greater number having only their samples on their sales floor."

Having felt the sharp demand for both passenger cars and speed wagons, many of the dealers are revising their estimates of spring requirements, and there is now every indication that the Reo shops will be placed on an increased production schedule in order to meet the needs of the distributing organization.

Reo has been especially fortunate in marketing its Twentieth Anniversary sedan. This model, it will be remembered, was the first full sized four-door sedan on a standard chassis to be announced by any manufacturer at the price of an open car of similar mechanical quality.

The announcement of this Reo model in November may be said to have actually created new standards of closed car construction for the automobile industry. A number of two-door and one or two other four-door sedans were announced after the Twentieth Anniversary sedan, but Reo's well-established mechanical excellence and manufacturing integrity, coupled with the attractive appearance of the car, have maintained the lead gained when the model was introduced.

Exposing children to adult victims of tuberculosis is one way adult victims are made.

Car Shortage in Spring Predicted by Overland Head

John N. Willys Denies Industry Has Reached Saturation Point; Finds Outlook "Most Encouraging."

By JOHN N. WILLYS, President, Willys-Overland.
The automobile industry faces a car shortage this spring.

Despite pessimistic utterances by prominent manufacturers that we have a demand that will be in excess of supply that is now being built.

Conditions indicate general business prosperity. Even the most cursory glance over reports from the field reveals a spirit of optimism that augurs well for the future. The picture as a whole is most encouraging. It is the opinion of those in close touch with the situation and those who have made a study of economic conditions that the slack period is over and the present upward trend will continue possibly to new business peaks.

Unforeseen factors may arise, but on the face of conditions as they are at present, I cannot see anything but a great year for American business in general and for the motor car industry in particular.

Dealers' Stocks Low.
Contrast this with the low inventories at practically every motor car factory and the few cars on hand in dealers' stocks. The country within a few weeks will be clamoring for more automobiles, but excessive caution, due to the bitter memories of the early months of 1924 which failed to come up to expectations, has dictated a comparatively low output.

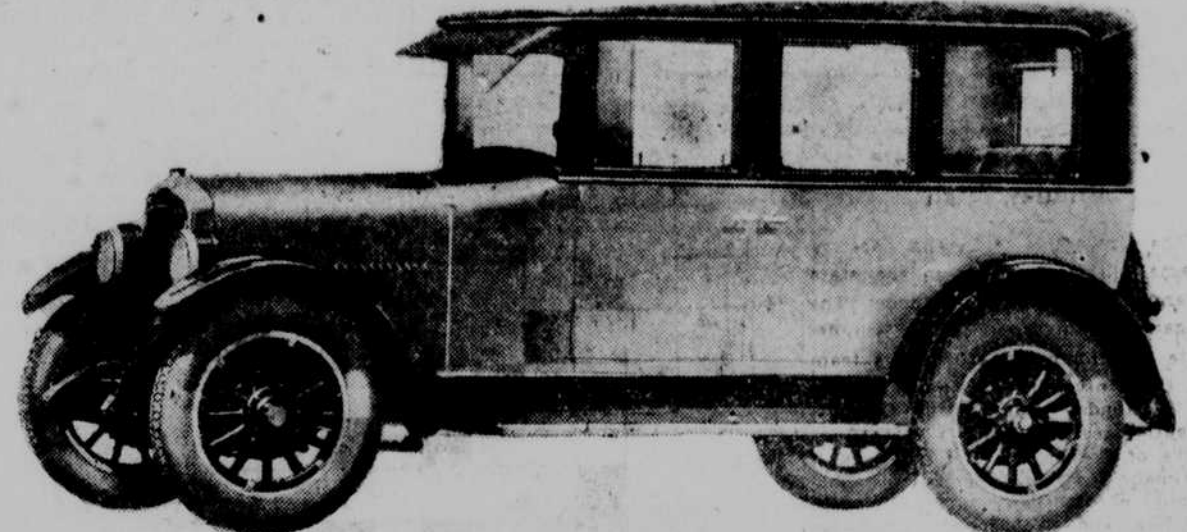
Three years and again two year ago there was a shortage of motor cars and a tremendous wall went up that we needed more cars. The entire industry began to produce automobiles at a feverish rate without due regard for the actual demands, with the result that today the picture has been reversed.

Careful analysis shows that the demand which at first blushed seemed so vast, was in reality scarcely a few per cent above the actual supply; during the past year the supply was relatively the same percentage above the demand, but by no means was it of the proportions to justify the cry of "saturation point," which has once again been raised.

Willys-Overland dealers during 1924 sold 12,000 more cars than the factory produced during the same period. This certainly cannot be construed into an instance of saturation.

Back in 1919 the possibility of saturation in the industry was first discussed. The setback proved to be nothing else but a temporary lull in

Oakland Announces Newest Achievement



In line with the steadily growing trend of the automotive industry toward lower-priced cars, the Oakland Motor Car company this week announces its latest achievement—the new four-door, five-passenger special sedan. This new model is one of the lowest-priced sedans in its field, selling at \$1,375, f. o. b. factory.

It has a Fisher body with one-piece "VV" windshield and automatic windshield cleaner, and is finished in sagebrush green Duco body, hood and wheels, with orange striping; fenders and gear are in black.

The interior of the car is roomy and luxuriously comfortable, with all the accessories and refinements that have come to be associated with Fisher closed body craftsmanship. Rear view mirror, rest, robe rail, heater, invisible door checks, lock on right-hand door, dome light and permanent vibrator are standard equipment.

The car has, in addition, the many distinctive features of the Oakland line, such as four-wheel brakes, balloon tires, driving controls on steering wheel, full automatic spark control and indirectly lighted unit instrument panel.

Wheels are of the artillery type, with 30x4.95 balloon cords. The interior is upholstered in selected fabric of superior quality.

the industry. We have had other lulls since then and, undoubtedly, as the cycle of industry continues to revolve, we will experience still more in the future.

Fill a sponge with water and you have reached its saturation point; squeeze it and you can refill it. Similar cycles prevail in the steel industry, shoe trade, furniture making, etc., but on one speaks of a saturation point in connection with these.

In dollar-for-dollar value the motor car today rates higher than any other commodity. Over a period of years the price of the automobile has been declining while other goods have remained on a higher level than prevailed before the war. Possibly even further reductions may be anticipated by some manufacturers as they reduce their profit per unit in anticipation of satisfactory earnings in larger volume.

Savings in Production.
Savings in production by more up-to-date factory methods and equipment are a still further reason which manufacturers believe justify new and lower prices. Closer buying of raw materials and equipment will also be a leading factor in the readjustment of price levels. Closed bodies, for example, offer opportunity for cutting costs in keeping with announced reductions. Naturally, the motor car builder who produces the best goods at the lowest price will

be the one whose products will be bought in largest quantity. The manufacturer who cannot keep up with this keen competition is bound to suffer as it is possible that his entire production may not be purchased. But this fact will not be indicative of any saturation point—at least not until every family financially able to own a car actually possesses one, which is far from the case at the present time.

MOON OFFERS NEW ROADSTER MODEL
Since enclosed cars have become so popular a number of manufacturers have paid less and less attention to the roadster, concentrating rather on the coupe in various designs. The Moon Motor company, however, still feel that there are enough motorists desiring a sport roadster which combines sporty appearance with comfort and lasting good looks. The roadster is covered with a shell of solid German silver. The body is in a two-tone tan Duco finish which will retain its appearance for a long period of time.

The new roadster incorporates a rumble seat in its design which permits room for two extra passengers. This folds up when not in use. The driver's cushion, wide enough for three, sits directly on the floor, making a comfortable car with a low and

long appearance. The top is so designed that the rear curtain may be removed, leaving the back and entirely open. It is regularly equipped with full size balloon tires and four-wheel hydraulic brakes.

NEW WILLYS SIX IN PRODUCTION

The new Willys Sainte Claire six, which was introduced at the New York show, is now in production at the factory at Marysville.

"We have been working night and day," said C. Harold Willys, president and general manager, "installing new machinery and preparing for volume production on the new six and the new Vogue series eight model. The cars are now coming through production and shipments will start immediately."

"We have increased the size of our working force more than 200 per cent in the past six weeks, but it will be necessary to take on more and more skilled mechanics if we are to reach the anticipated production."

"Since the first of the year we have added materially to our distribution organization, and every effort is being put forth to get even distribution throughout the entire country on a quality basis that will properly represent our product."

They win protection who court prevention.

Announcement

On Sunday, March 15th, we will display the Oakland Six

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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.

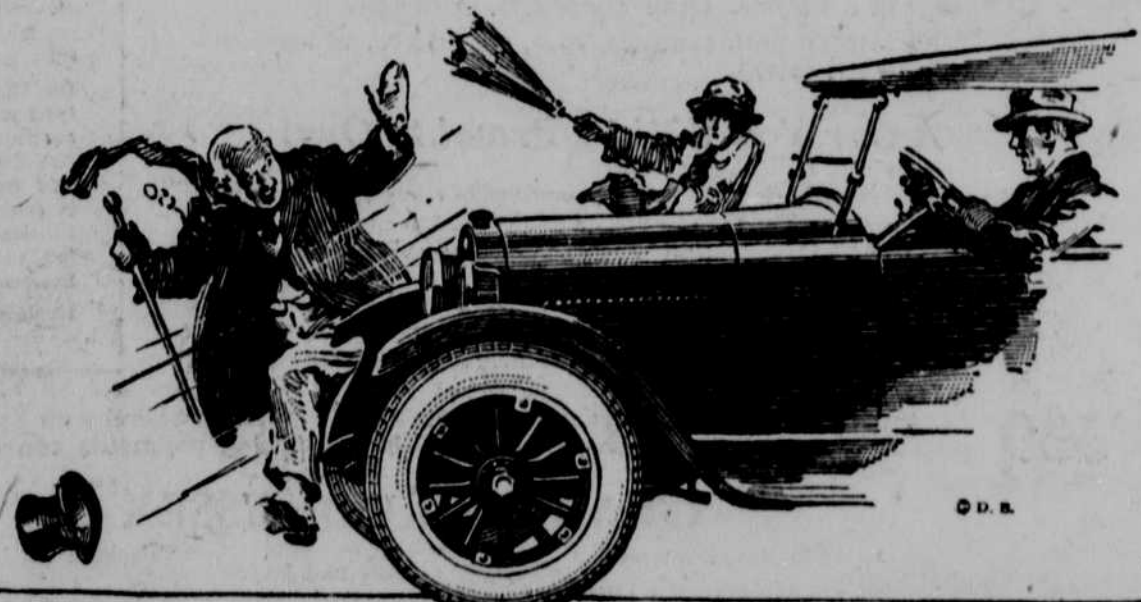
Instead of fluctuating between an endless series of annual models, they determined to concentrate on the perfection of a single chassis.

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O.D.B.