

Closed Cars Are Gaining in Favor

And These Popular Models Are Much Cheaper Than Three Years Ago.

So far have automobile prices declined since the peak of 1920, and so far have construction methods improved, that in a surprising number of instances it is now possible to buy a five-passenger closed car for less money than a standard touring car of the same make and seating capacity cost at that time, auto dealers say.

While touring car prices have declined from 20 to 40 per cent during the last three years, the development in closed body construction has been even more influential in reducing the cost to the consumer of the closed product.

An outstanding example is that of the Hudson coach, listed at \$1,375 at Detroit, whereas the corresponding touring car built in 1920 sold for \$2,500. This represents a reduction of more than 40 per cent as between the open car price then and the closed car price now. Another comparison made on the same basis, shows Essex at about 40 per cent.

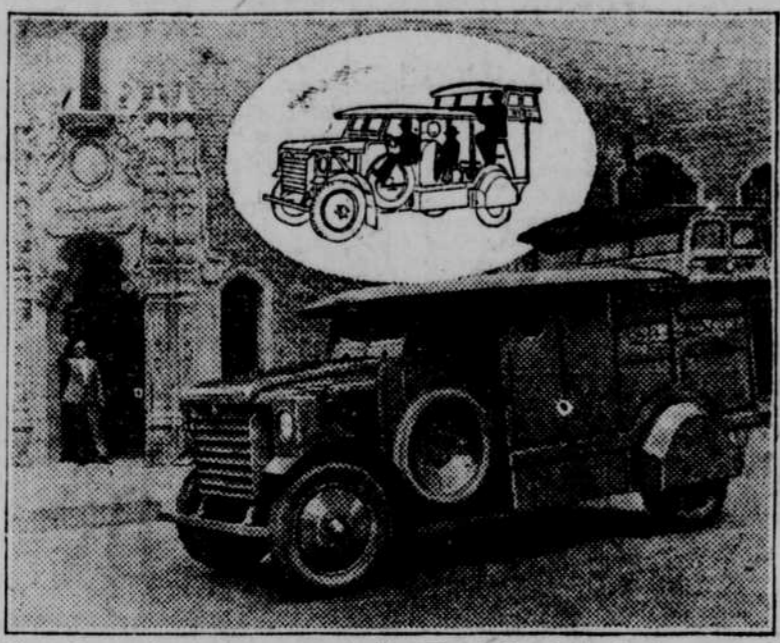
"It won't be long now before the regular run of cars will be enclosed ones," declared Mr. Killy, Hudson-Exsex distributor, yesterday. "Other men have said that the enclosed car is the automobile of the future, but we are just now coming to the period when there is something more than talk on the subject.

"The Hudson factory is now turning out super-sixes faster than ever before in its history, and nine out of every ten of them are enclosed. That sort of policy is closed car action, not just talk. The Hudson and Essex coaches, which were the first enclosed cars in the world to sell at practically an open car price, are now at the very top of their popularity.

Tires With 500 Nail Holes Leak No Air

A new puncture-proof tire tube has been invented by Mr. H. S. Milburn of Chicago. In actual fact it was punctured 500 times without the loss of air. This wonderful new tube increases mileage from 10,000 to 12,000 miles, eliminates changing tires, and makes riding a real pleasure. It costs no more than the ordinary tube. Mr. H. S. Milburn, 231 West Forty-seventh street, Chicago, wants them introduced everywhere and is making a special offer to agents. Write him today.

Armored Tank Serves Los Angeles Bank



Five thousands rivets are required to hold together the latest "life insurance policy" which a Los Angeles bank has taken out for the protection of its messengers.

A powerful tank has been especially constructed for the Hellman Commercial Trust and Savings bank as a result of the ruthless shooting of messengers by bandits who attempted to seize payrolls and money in transit between banks, railroad stations and the express company.

The body of the tank, constructed of armor plate, is mounted on a standard Reo Speed Wagon chassis. All apertures are filled with bullet-proof, laminated glass, fully tested. One of the panes, struck by a bullet from a policeman's pistol at close range, showed only a mark like a pin-prick.

The motor, radiator, lamps, rear-view mirrors and even the hand signal also are armored.

Ford Makes Own Wire.

Because outside manufacturers failed to meet specifications for wire used in winding armatures of starter generators used on Ford cars, the Ford Motor company has itself gone into the wire manufacturing business. This new industry at the Highland Park plant, though not yet in full production, is at present turning out every day some 70 miles of fine insulated copper wire.

The making of 6,500 generator units daily calls for the absolute standard of quality of parts, particularly wire size. If the wire winding on the armatures is slightly off size, or if the insulating cover is a bit thick or irregular, either the winding will not fit in the armature segments or lower generator efficiency will result.

Hupp Has Birthday.

November, 1923, is the 15th anniversary of the founding of the Hupp Motor Car corporation. It also marks the close of the 15th year of construction by Hupp on quality motor car construction.

As a result of this exclusive building, the corporation stands out today as one of the largest producers of high grade four-cylinder motor cars in the world. More than 200,000 Hupp automobiles have been built and sold.

"The exclusive concentration by our executive, engineering, manufacturing and sales departments on one type of car has resulted in a quality and a genuine economy in manufacture impossible otherwise," Charles D. Hastings, president and general manager of the corporation said.

300 Taxicab Men Talk Safety First

Chicago, Nov. 1.—"I am sincere about safety and intend to do everything I can to make the streets safe for humanity."

This expression was the terse result of the public safety prevention program of the National Association of Taxicab Owners convention here, in conjunction with which there was a conference of high police officials from over 100 municipalities. Even the Postoffice department and the army promised co-operation in the program laid out.

The 300 taxicab operators present, representing 95 per cent of the organized cab drivers of America, brought the police officials of their home cities with them to have them say what the taxicab operator could do to relieve this ever growing municipal problem. Taxicabs being on streets probably more than any other class of vehicle, speakers said, the one big thought of the cab operators of this country is to have their drivers get thoroughly before them their responsibility to the public, and to obtain the earnest co-operation of every taxicab driver to drive safely and sanely, thereby setting an example to other motorists.

English Lord Drives Stutz on Honeymoon

British nobility placed its approval on the Stutz car, product of the Stutz Motor Car Company of America, Inc., when George Baillie-Hamilton, the Earl of Haddington, and youngest member of the house of lords, recently purchased a Speedway series Stutz.

The English lord, who came to America to marry Miss Sarah Cook of Montreal, is using his Stutz on his honeymoon through Canada and the Adirondacks, and will take it back to Great Britain as one of his most treasured American possessions.

General Motors Service Managers Hold Meeting

Branch house service managers of the General Motors Truck company from all parts of the United States and Canada met in a three-day convention this week at the company's plant in Pontiac, S. E. Norton, chief of the service department, presided.

The object of the meeting was to demonstrate to the mechanics in the field how the General Motors trucks are built and at the same time to discuss and thrash out truck problems. A round table discussion, presided by Norton, was a feature of the meeting. The service men also made a trip to Detroit, where they inspected the motor plant.

Satin Wax Body Finish

When the fleet of new 1924 Oakland cars was sent out early in September from the factory at Pontiac to all sections of the country to demonstrate the four-wheel brakes and other safety features, no particular stress was placed on the special blue satin wax body finish which is a distinct feature of all Oakland open models.

But it has been found that after the "True Blue Travelers" had gone through mud-spattered roads and even thick gumbo, all that was necessary to give the cars a new appearance was to rub off the mud with a dry cloth.

Imperial Sedan Expected to Be Popular 1924 Model

Among the exhibits at the closed car shows now in progress in various parts of the country, the Imperial sedan, a new model in the V-63 line presented by the Cadillac Motor Car company, is exciting unusual attention. It contains a number of new features which heretofore have been obtainable only in the highest priced custom coachwork. According to Lynn McNaughton, Cadillac vice president and general sales manager, expectations are that the Imperial sedan will prove one of the company's most popular 1924 models.

Oldsmobile to Be Equipped With Kelly Springfield Tires

General Motors announces that the Olds Motor works of Lansing, Mich., has entered into a contract with the Kelly-Springfield Tire company under which Oldsmobile will purchase a portion of its tire requirement. It has been erroneously reported that this contract included all of the original tire equipment for Oldsmobile as well as the other makes of General Motors cars.

Klaxon Company Breaks Automobile Horn Record

Newark, N. J., Nov. 3.—The Klaxon company, during the first 10 months of this year, made 1,000,000 motor car and truck horns. Never before in the history of the automobile horn industry has this figure been attained in as short a period of time. At the present time more than 4,000,000 horns of Klaxon manufacture are in use.

Girls Win in Writing on Subject of Constitution

Fairbury, Nov. 3.—The Kiwanis club of Fairbury recently offered three cash prizes to the school pupils in Jefferson county writing the best compositions on the subject, "Our Constitution." The pupils in nearly every school in the county competed and 10 of the best were submitted to a committee named to grade the work. The girls won all the prizes. Ruth Joslin of Fairbury was awarded \$5 first prize; Maxine Heady of Steele City, \$3 as second prize, and Genevieve Winslow of Fairbury, \$2 as third prize. There was less than one per cent difference in the grades of the three winners.

Mrs. H. F. Hole, representing the Woman's club; Henry W. Fouts, representing the American Legion, and Mrs. Olive E. Price, representing the Jefferson county schools, served as judges.

Albion Citizens Petition for 36 Blocks of Paving

Albion, Neb., Nov. 3.—Petitions are being circulated for the paving of 36 additional blocks in the residence district of Albion. Three years ago the larger portion of the city was paved, and if the petition is successful, practically the whole city will be provided with hard surface streets.

Collins Reports Big Business on Coast

"Sales of Peerless cars in the state of California during the first nine months of 1923 showed an increase of 166 per cent over the same period of last year, this increase being 111 per cent more than the net gain for all makes of cars during that time."

This is part of a glowing report of business conditions brought back by R. H. Collins, president and general manager of the Peerless Motor Car company, on his return to Cleveland from his annual survey of the Pacific coast markets. "Thirty-seven of the 50 leading cars in California made gains over the first nine months of 1922," said Mr. Collins. "It was a source of gratification to me to learn not only that Peerless was one of the 37 to show an increase in business, but also that the gain in Peerless sales exceeded all but three other makes in percentage of gain. These three were cars selling at a much lower price than the Peerless."

World Series Attracted Autos From Many States

"One of the unusual sights of the recent world's baseball series, between the Yankees and the Giants, was the enormous number of cars parked within walking distance of the diamonds," says O. A. Wilson of Andrew Murphree Co., local dealer in Durant and Star cars. "Each day before the games began, thousands of cars from many states were parked near the Polo grounds or the Yankee stadium, in which the games were alternately played."

Twin City Ford Plant.

All major decisions covering the construction of the Ford Motor company's plant to be erected along the Mississippi river between Minneapolis and St. Paul have been made and details just announced here give the first information regarding the magnitude of the new Ford project.

Hydroelectric plant, steam plant and manufacturing and assembly plant constitute the three important buildings with interest centering chiefly about the hydroelectric development since it represents the company's most extensive undertaking of this kind.

The dam where the power will be developed is 574 feet long and was completed by the government in 1917. When the Ford engineers started work it was discovered that modification of the power house structure built by the government was necessary in order to take advantage of improvements since made in water wheel design. More than 6,000 cubic feet of concrete work was torn out and the changes are now nearly completed. They will permit installation of modern turbines and besides improving flow conditions will effect the highest efficiency. The immense manufacturing and assembly plant will be erected on an imposing site on the bluff 100 feet above the water level. It will front on the Mississippi River boulevard and will be faced with stone on three sides and so designed as to present a most attractive appearance.

New Moon Coupe.

The Moon Motor Car company is now into quantity production of its new six 40 and six 50 coupes, which are among the smartest looking enclosed models introduced this season. They can be seen at the Omaha-Moon company.

The lines of the Moon coupe are very artistic and the distinctive hood and silvered radiator give the coupe the appearance of a custom-built car. The Moon coupe accommodates four passengers comfortably.

Champions Help Champ.

A new world's automobile distance speed record was made by Halpin Fencler, youthful racer driver, using standard Champion siltimanite spark-plugs, when he won the annual 250-

mile race at Kansas City, October 22, at an average speed of 113.4 miles per hour.

Telegrams to the Champion Spark-plug company read that the plugs in Fencler's car performed perfectly throughout the race, no one being removed. Ralph de Palma, the great Italian-American driver, also used Champions and went through the entire race without a change.

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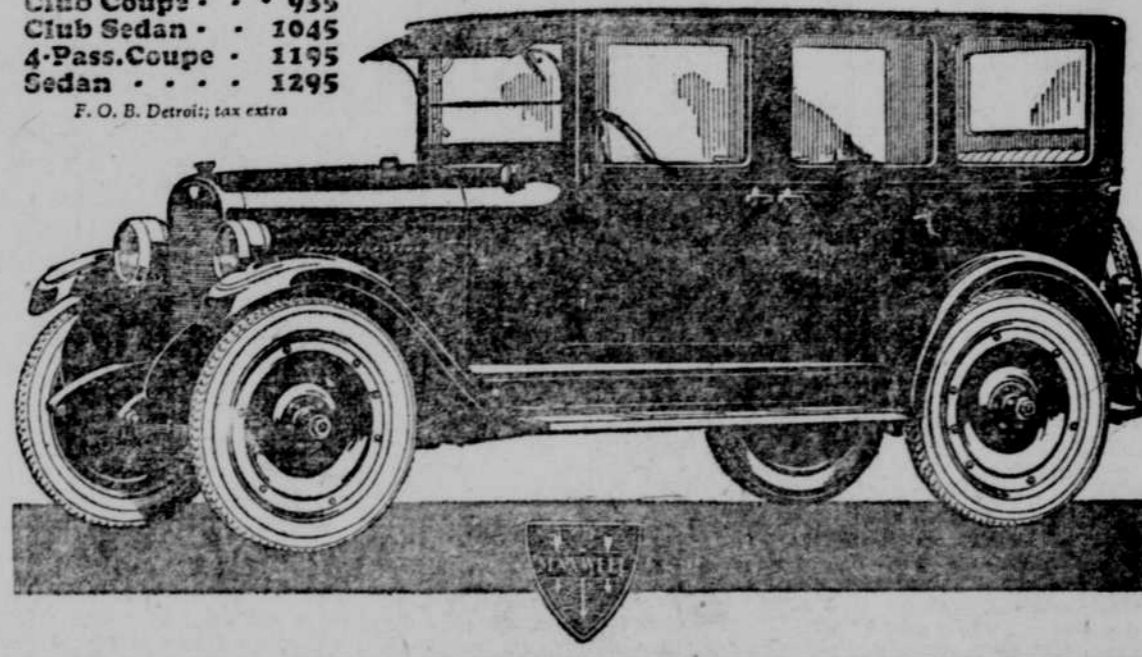
The recent price reduction emphasizes this unchanged value—and makes it still more attractive.

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