

Popular Issue of Studebaker Stock Planned

Proposal to Put Out \$40 a Share Common to Attract Purchaser of Small Means.

South Bend, Ind., March 15.—Directors of the Studebaker corporation have called a special meeting of the stockholders April 1 to approve an increase of capital from \$75,000,000 stock of \$100 par to 2,500,000 shares, no par, and to distribute two and one-half shares for each present share.

The call for the meeting followed a special session of the directors in South Bend. The stockholders will meet at Jersey City, N. J. It is proposed to place the new stock on a \$40 basis.

Immediately after the close of the meeting of the directors A. R. Erskine, president of the Studebaker corporation, issued the following statement:

"A special meeting of the stockholders of the Studebaker corporation has been called at Jersey City, N. J., April 1, by the directors who held a special meeting at South Bend, to approve their recommendation that the charter of the corporation be amended to change the character of the outstanding common stock from \$100 par value to \$40 no par value, which would mean that present common stockholders would receive two and one-half shares of new stock for each share of old stock now outstanding. 2,500,000 Shares Proposed.

"It is intended to increase the authorized common capital stock to 2,500,000 shares, although only 1,875,000 shares will be needed to retire the present outstanding common stock of 750,000 shares. The remaining 625,000 shares of new stock will not be issued at present.

"The object in reducing the stock to a \$40 basis is to permit broader investment in it by Studebaker employees, dealers and car owners, and generally to give it a wider distribution.

"Under the present 10 per cent common dividend rate, each new share of common stock will receive dividends of \$1 quarterly, or \$4 per annum.

\$100 Shares Hard to Sell.
"Stockholders are aware of difficulties attendant on a wide distribution of high priced common stocks selling in the market above \$100 a share.

"While Studebaker common stock is fairly well distributed the directors feel that a much wider distribution among employees, dealers, car owners and investors generally will follow the splitting up of the stock and this feeling is responsible for the plan which they now recommend to the stockholders."

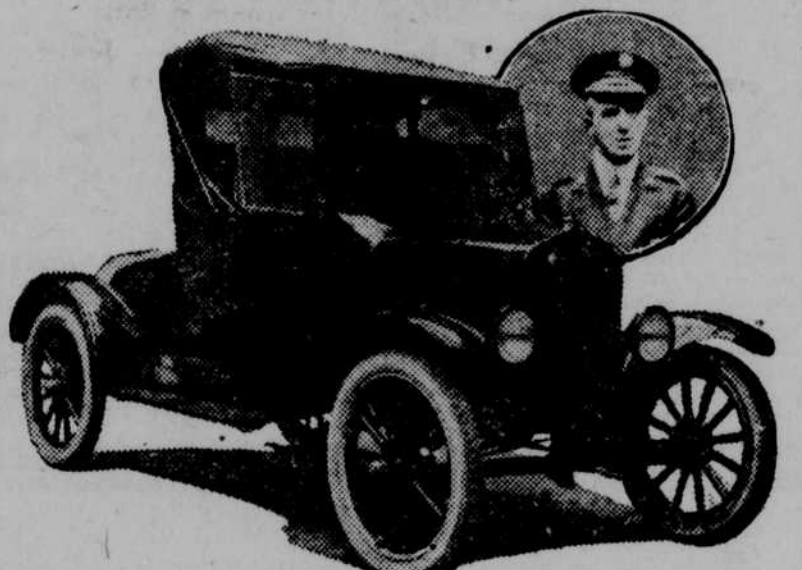
Flint Production Stepped Up.
The Flint Motor company reports that the combined production of the two big plants has been stepped up over one-third in volume since December 1.

Overland Officials Here Monday



John N. Willys, president, and L. G. Peed, general sales manager of the Willys-Overland, Inc., Toledo, O., will arrive in Omaha Monday to attend the dealers' meeting and luncheon at the Hotel Fontenelle at noon. It is expected that there will be 200 dealers of the Omaha branch from Nebraska and western Iowa, in attendance at this luncheon.

Chase Bandits With Fords



One of the armored Ford cars used as bandit chasers by the Philadelphia police department and (insert) Gen. Smedley D. Butler, commissioner of public safety.

Armored Ford cars as bandit chasers are the latest police innovation. Gen. Smedley D. Butler, Philadelphia's commissioner of public safety, is the man who introduced them.

Before he took office a few weeks back, the Philadelphia city council voted General Butler \$5,000 with which to purchase an automobile for his personal use.

But, when salesmen for high-priced cars appeared and tried to interest him, he made it plain that he intended to spend the money in purchasing small, light cars for use as bandit chasers by the police department.

Philadelphia police have six of these armored Ford cars and under

In one test to show acceleration and power developed for hill climbing, a mile was covered in 1 minute and 31 seconds from standing start. On a country road, the car attained a speed of more than 60 miles an hour and in a city street test covered 2,828 feet at a speed of approximately 70 miles an hour.

New Dort Coupe Sells for \$1,385

Accommodations Provided for Five Persons—3 Doors Add to Convenience.

Dort has just brought out a new low priced utility coupe which sells for \$1,385 at factory. This new car is smart looking and is as sturdily built as the other members of the Dort family. It is an automobile that will make a great appeal to the farmer and business man as well as to those who desire a beautiful car for pleasure driving.

This coupe is roomy to the last degree. It accommodates five persons comfortably and there is ample space to store produce or salesmen's material. It has three doors instead of two.

There is a spacious trunk in the rear and other equipment includes tire carrier irons and straps, rain visor, cowl ventilator, drum type head lamps, leather upholstery, artillery type wheels, gasoline gauge on dash, nickel radiator and cord tires. The body is the regular Dort coupe type with the exception that it is painted entirely black instead of blue and black.

Hudson Dealer Finds Big Demand

Spring Business Starts With Rush—Name Coach Is Officially Recognized.

"This is the season of the year," declares W. H. Wetherell of the Omaha Hudson Essex company. Hudson Essex distributor, "for robins, light overcoats and the spring rush for motor cars.

"In my entire experience as a distributor, I never before have had so many unfilled orders for cars. This is despite the fact that we have done a wonderful business right through the winter, so that our orders now are by no means an accumulation.

"It is the coach—the Hudson and Essex coach—which has brought this about. The coach is right now the biggest selling factor in the automobile business. The public wants an enclosed car at a moderate price.

"The name coach is now official. For a long time some persons insisted that there was no such thing as a coach; it was simply a sort of sedan. Now the Society of Automobile Engineers has recognized the coach, and has defined it as just the sort of body which Hudson Essex originated and which now makes up 75 per cent, or more of Hudson Essex business."

The Ford engines are specially equipped to afford increased speed.

Willys-Knight Doubles Sales

Production of 50,000 Cars in 1923 Raises the Total to 129,837.

With a production of more than 50,000 Willys-Knight motor cars during the last 12 months Willys-Overland brought up its total to 129,837, which is practically as great as the entire Knight-motored production of the rest of the world.

But during 1924 Willys-Overland plans to build more than 100,000 Willys-Knight cars. Preparations are progressing apace for the erection of new buildings, both at the Toledo and Pontiac plants, whereby the facilities for its production will be more than doubled. One and one-half million dollars will be spent before spring in new plant buildings and equipment at the Wilson Foundry company of Pontiac, Mich., where Willys-Knight motors are built.

This year the Willys-Knight celebrates its ninth birthday. But back of the impetus given its production is the story of the faith of two men and how Willys-Knight motor cars have carried that faith to the public.

Some nine years ago John N. Willys met Charles Y. Knight, inventor of the Knight motor, aboard a steamer bound for the near east. Knight had seen his motor accepted by the Daimler Motor company of England; had seen it meet every test known to the automotive engineers of the Royal Automobile club of Great Britain. Yet he wished to see the motor in production in his own country—America.

John N. Willys, without the knowledge of Knight, went to England and made a secret cross-country driving test of the Daimler car. He studied the motor and was convinced that its design, which eliminated the clashing valve parts of the poppet-valve motor, would do away with the most troubles of the motorist. And so he took the franchise for the use of the Knight principles and upon his return to America set his engineers to building a new motor, to be known as the Willys-Knight motor.

The first Willys-Knight car appeared in 1915. In that year some 5,000 were produced.

With the end of 1922 Mr. Willys saw his best production records more than doubled and now at the close of 1923 he has seen a total production of more than 50,000 Willys-Knight cars.

Test Brakes on Ice.

"Four wheel brakes, tested from practically every angle by A. L. Clark, distributor of Buick cars, were given their most severe trial at Seaside park, when several of the 1924 model Buicks were driven on the ice pond and after attaining varying speeds the brakes were suddenly applied," says the Times of Bridgeport, Conn. "The test was successful. At 25 miles per hour a car stopped on the slippery ice within a short distance. At 35 miles per hour a stop was made at a comparatively shorter distance."

Visitors Inspect Reo.
Forty-three states in the union and 13 foreign countries were represented on the list of people who visited the shops of the Reo Motor Car company in Lansing during the last year.

Residents of five continents were conducted through the various departments in which Reo parts are made and along the assembly lines where the various units are co-ordinated in the passenger cars and speed wagons which make up the Reo line.

"Strongheart" Owns Buick.
"Strongheart," the German police dog who contends for honors as the most popular actor in the "movies," owns, according to the records, a new Buick six touring car.

A NEW 4-PASSENGER COUPE

This car is Dodge Brothers response to a definite demand—

A high grade coupe of moderate weight and size that will seat four adult passengers in genuine comfort.

The body is an admirable example of fine coach building. Low, graceful, smartly upholstered and attractively finished in Dodge Brothers blue, it reflects dignity and distinction in every line.

Above all, the 4-passenger coupe is characteristically a Dodge Brothers product. It possesses all the attributes of construction and low-cost service for which more than a million Dodge Brothers Motor Cars are favorably known throughout the world.

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Council Bluffs, Ia. Denison, Ia.



Chrysler Six Output Now 100 Cars a Day

J. E. Fields, general sales manager of the Chrysler Motor corporation, Detroit, has announced that production on the Chrysler six has reached more than 100 cars a day.

The Chrysler was not introduced to the public until early in January. Production then went steadily ahead and was well under way by the latter part of that month. Since then the Chrysler plant each week has met the schedules for Chrysler manufacture, which were laid out more than six months ago.

Sales reports from all sections of the country and from virtually every automobile show which has been held in the United States indicate that even the present high schedules attained in building the Chrysler six will not satisfy buying demand, and Mr. Fields believes he is making a conservative statement when he says that the car is certain to be over-sold throughout 1924.

Council Minutes Found.

Denver, March 15.—Swept away in a flood and missing since 1882, the minute book of the Denver city council, containing official minutes of the city for 1860 and 1861, has been discovered by a book dealer in New York and returned to the city's archives.

An excerpt of notes of a meeting of the city council on October 8, 1860, when Denver had a population of approximately 2,000, contains a petition which reads:

"To the Legislative Council of the City of Denver:

"We, the merchants doing business on Blake street, petition your honorable body to prohibit from the streets and sidewalks all gambling and selling of liquor."

Olds Sells Accessories.

Certified accessories made especially to fit the new Oldsmobile six are being supplied all authorized Oldsmobile dealers by the Olds motor works. The accessories are sold at a flat rate net price, which includes all attachments. This innovation is in line with the recently announced plan of the Olds motor works to supply all repair parts, freight and war tax free, at a standard price anywhere in the country.

Used Car Sale.

The used car sale that has been conducted by the J. H. Hansen Cadillac company in Sioux City has been very successful, according to Mr. Hansen, who has just returned after spending the last week in Sioux City. The sale has been a success in spite of the fact that the weather has been discouraging to folk who are waiting until later in the spring to buy.

Production Is Increased.

An increase of nearly 75 per cent in Apperson sales has followed the introduction of the new Apperson six-cylinder car and the adoption of a new co-operative sales policy. As a result Apperson Bros' factory has gone on an increased production basis to keep pace with general sales, announced President Don C. McCord.

"Even better than my former Essex" And Costs \$170 Less

Built by Hudson Under Hudson Patents

Advantages of both Hudson and the former Essex are combined in the new Essex Coach.

And with finer body and a 6-cylinder motor, built on Hudson patents, its cost is \$170 less than Essex closed car comforts ever sold for.

It continues the famous Essex qualities of performance, economy and reliability. It adds a smoothness of flowing power heretofore exclusive to Hudson. Both cars are alike in all details that count for long satisfactory service at low operating cost.

Steering is like guiding a bicycle. Gears shift easily. Care of the car calls for little more than keeping it lubricated.

Its economy includes not only exceptional gas, oil and tire mileage, but a policy of minimum maintenance cost with parts prices that will astonish you.

Touring Model 1850, freight and tax extra

ESSEX COACH \$975

Freight and Tax Extra

"Steers as Easy as a Bicycle"

I have driven the new Six Essex Coach fourteen hundred miles in four different states over all kinds of roads, many of them being detours and extremely bad.

There was never the slightest suggestion of any trouble with the car and it withstood the most severe tests. The extreme ease with which the car may be guided, and its easy riding qualities make it ideal for long trips and for use as a lady's car.

J. L. BILLINGSLEY
Miami, Florida



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