

## Hupmobile Made New Record for Sales During 1923

Report Shows 38,279 Cars Were Sold; Sales Exceed \$38,000,000 for Year.

Net profits of the Hupp Motor Car corporation, including its subsidiaries, for the year ending December 31, 1923, after providing for federal income taxes, were \$2,633,788.50, equal after payment of dividends on the since retired preferred, to \$4.55 per share on the 571,131 shares of \$10 par value common stock outstanding during 1923. This compares with net profits of \$3,763,943.45 for 1922. Sales were \$38,013,014.85 with gross profits of \$3,268,587.38.

The annual statement, issued recently by Charles D. Hastings, president and general manager, shows total assets of \$22,353,244.63, compared with \$19,073,551.78 at the close of 1922.

On December 31 the corporation carried forward the largest surplus in its history, \$9,393,939.09, a reserve strength that probably is not equalled by any other automotive company, in proportion to its assets and liabilities. So strong is Hupp, financially, that its surplus fund is larger than all its stock outstanding. This stock, including the 342,678 additional shares of common sold in accordance with the directors' action of December 14, 1922, to retire all preferred, has a par value of \$9,138,090. Surplus was increased \$1,302,302.79 during the year.

Current assets are shown as \$10,471,632.48, against current liabilities of \$3,712,925.54, a ratio of three to one. Among current assets is \$1,258,969.26 in cash and \$190,239.95 in United States certificates. Eight drafts for cars in transit and parts protected by dealers' deposits are \$941,553.36, with inventories of \$1,179,770.91. Plant assets are \$10,022,097.75 less \$2,119,584.87 for depreciation. Among current liabilities is listed \$228,452.25 for the regular dividend, paid February 1, 1924, which was declared in December.

During the year Hupp increased its plant value, less depreciation, by \$1,322,582.22. It acquired the last of the capital stock of the Detroit Auto Specialty corporation, one of its subsidiaries. It also owns all the stock of the American Gear & Manufacturing company of Jackson, Mich., and the H. & M. Body corporation of Racine, Wis., its two subsidiaries, which likewise devote their entire facilities to Hupmobile production.

During 1923, 38,279 Hupmobiles were sold, against the largest year in its history.

## OLDSMOBILE SIX GIVEN NEW TEST

Trials of the Rocky mountains have been discovered in at least a score of different sections of the United States since the Olds motor works asked the public to suggest tests for the new Oldsmobile Six. The request has proved that automobilists desire a car that requires little gear shifting and one that will take any hill encountered.

"The Oldsmobile may have crossed the continent with all gears, but I'd like to see it climb 'Whatsit' hill."

One of the most novel suggestions received tested the stamina of every part of the car. To comply with the idea a "plank" road a city block long was built in a field. The heavy planks were laid diagonally, and to them were nailed joists ranging from two-by-four to four-by-four.

These joists were laid at irregular intervals and at various angles to the road. An Oldsmobile was run over this "road" for eight hours, back and forth without stop. Each trip jolted and twisted the car from end to end. At the conclusion the "suggestor" of the test had the car thoroughly examined, and found that no engine trouble, torsion strains, clutch or transmission difficulties or other troubles had developed.

## PIERCE-ARROW IS READY EARLY

The method by which the Pierce-Arrow Motor Car company has developed the moderately priced car which will be introduced this summer is without parallel in automotive history, according to those who are in close touch with events at the factory.

"Ordinarily the actual production experience on a new car does not begin until the first run of the new model is in the hands of the customer," says President Myron E. Forbes of the Pierce-Arrow company.

"New models carefully handbuilt and handbuilt in the experimental laboratory are frequently an entirely different product from the cars which are put through the actual production processes."

"The only purpose which experimentally built models serve is to prove the correctness of design from an engineering standpoint. Yet the general practice has been to consider the development of a new car as complete when the experimental models have been thoroughly tested."

## DURANT REPORT IS FAVORABLE

A summing up of the activities of Durant Motors, Inc., from the date of first production, two and a half years ago to March 1, 1924, shows that the organization and associated companies have produced 250,000 motor vehicles and sold over \$155,007,000 worth of merchandise.

Over 50,000 employees are on the payrolls. The aggregate manufacturing capacity of all Durant plants is 666,550 cars. Over 4,000 dealers are engaged in the merchandising of Durant products.

The net profits for 1923 were \$2,718,226.18 after provision for taxes, according to the balance sheet of December 31, 1923. The surplus, according to balance sheet, was \$41,649,178.39, and the total of assets \$72,871,955.36.

## Ford to Conserve Lumber by New Method

The "Layout" bench where parts are outlined on the plank surface for sawing. Note how curved parts fit into irregularities of the plank.

Cutting parts from plank section with high speed band saw according to the marked lines.

Logs are sawed in parallel planes. The bark is left on.



Parts sawed from the single plank shown on the layout bench. These are oversize to allow for shrinkage and finishing.

By methods new to large scale lumbering and woodworking the Ford Motor company has installed a new wood sawing system which has demonstrated savings of from 35 to 50 per cent in the cutting of fine hardwood for automobile body parts by sawing them direct from ungedged planks as they come from the log. This is an achievement in wood conservation as important as the generation has produced. The system is already on a production basis at the saw mills and woodworking plants of the Ford Motor company at Iron Mountain, L'Anse and River Rouge.

In the past body parts have been made out of kiln dried boards, which were sawed to uniform size and grade. Much of the youngest and best wood was wasted in this process, and in cases where the log was curved or irregularly shaped the scrap often exceeded the merchantable timber obtained.

Planks with the bark left on are cut from a log in parallel planes, varying according to the shape of the log. These are sent to "layout tables" where patterns for various parts are marked out until the plank is completely covered with patterns right up to the bark. Any irregularities, such as the swell at the butt, are taken advantage of in laying out curved or irregular parts. Instead of trimming off a large piece to avoid a knot or check, the layout men simply go around it. This method permits the utilization of nearly all the wood, the scrap being extremely small. The various parts are then cut out with a high speed band saw.

A sample tree was cut up into body parts under the new method and the results compared with the amount of parts which the old method of edging and sawing would have given. The results were so startling that the system was put into effect at the Ford plants as soon as possible.

The tree gave two irregularly shaped logs which scaled 238 board feet. There were also a number of branches and the top. The best use that could be found for those under conventional lumbering methods would be to send them through the wood distillation plant. Instead they were sawed up and marked for parts sawing.

## Well-Kept Auto Asset to Owner

Dort Sales Manager Says Mud and Dust Ruin Paint and Mechanism.

Elijah G. Foxson, newly appointed general sales manager for the Dort organization, has a word of advice that will be valuable to any car owner.

"Keep your car clean," says Foxson, "because it will pay you in real money. Of course, you like the paint and nickel and glass to shine when you are driving. It increases your enjoyment to know your automobile looks well on the road. It's the same feeling that comes when you get all dressed up in new, handsome clothes."

"It adds to income, too, because it makes possible a better resale price for the car when it comes to getting a new one."

"We put out a motor that will remain silent and efficient, a chassis that won't develop squeaks, bodies that will be in good taste and comfortable when some other body styles will be obsolete, and paint and finish jobs that with normal attention will stay bright and shiny. We do all we can, but we can't do it all. The car

## Overland Useful in Geology Work

Driven 8,500 Miles Under All Conditions to Collect Specimens.

Judging from the report made by Prof. Henry V. Howe, who holds the chair of geology at the Louisiana State university, an Overland roadster which he drives has done more than its share to advance this science.

Since last May, Professor Howe has driven his car across the continent to Oregon and Washington and return, a distance of more than 8,500 miles. This trip was taken for the express purpose of making geological surveys and the collection of specimens, which required that the greater part of the journey be made over stretches of country where no roads existed. Professor Howe adds that the last 2,500 miles of his trip were over roads but deep in mud.

"Despite the handicaps," writes Howe, "I was greatly surprised to find that the car had at all times an abundance of power, both for the steep mountain grades and for the heavy pulling in deep sand and mud. As a matter of precaution I had a

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owner must do his share.

"Particularly he must keep his car clean if he wants to realize the full value on it later. Mud or rain spots left standing will mar any painted finish. Neglected dust gets ground in. It's really a simple job to keep a car clean, and a job well worth doing. It gives the owner pleasure."

"I doubt if one purchaser in a hundred realizes how important looks are in the sale of any automobile, new or used. We manufacturers who study the buying habits and wishes of the country as closely as a doctor studies his patient, know that a car's appearance is a vital factor."

## RAPID SERVICE KEY TO SUCCESS

"Service is the foundation rock upon which every successful automobile accessory business must be founded," says Mr. West, manager of the Stewart-Warner Products service station.

"It has been this slogan that has won success for the Stewart-Warner Products service station.

"Every mechanical appliance will wear out in time, regardless of the quality of materials used in its construction, and the man who is buying an automobile accessory largely takes into consideration the facilities which the particular accessory he contemplates buying offers for the upkeep, repair and replacement of parts."

Guaranteed Upkeep Labor and Parts for 1 Year \$25



Guaranteed Upkeep Labor and Parts for 1 Year \$25

# Play and Be Happy

Springtime is Overland time — with lots of places to go and healthful pleasure in going. Big power to take you. Big comfort to rest you. Big reliability. And the pleasure of extreme economy. Ride to good times in an Overland! Champion now \$655, Sedan \$795, f. o. b. Toledo.

**Overland**  
Towing \$495

**WILLYS-OVERLAND, Inc.**

2562 Farnam St. HARNEY 0353 Factory Branch Open Evening CITY DEALERS

Wickland Motor Co., 2915 Sherman Ave. Folsom Auto Company, 5915 Military Ave.

Opocensky Brothers, 5139 S. 24th St. Underwood Garage, 5011 Underwood Ave.

COUNCIL BLUFFS DEALERS  
Council Bluffs Overland Co., 802 E. Broadway

Jewell Automobile Co., 111 W. Broadway

## Cadillac Reports Promising Year

Survey of County Districts Reveals Farmers' Condition Improving.

After a thorough canvass of the Nebraska territory, F. O. Clough, wholesale representative of the J. H. Hansen Cadillac company, reports that present indications point to a very prosperous year for Cadillac in the country.

Mr. Clough says, "I find that the farmers have an optimistic spirit as to the future and are expecting a good year. They seem to be far better off financially than they have been in the last few years, and this condition should materialize into good business for us."

He also states that the folks in the outlying towns have been eager to get demonstrations in the new V-8 and have marveled at its smoothness and ease of operation, together with the four-wheel safety brakes.

## Insurance Cut on Oakland Models

Risk Firm Recognizes Less Fire Hazard and Four-Wheel Brakes.

What the company that manufactures a motor car thinks of that car is one thing. What the public thinks of the car is another. But what the insurance companies think of the car—a cold, analytical calculation based on facts and figures—is a matter of business.

Oakland's construction has received no finer recommendation than that given by the insurance companies in reducing the insurance rates on the 1924 models.

Regardless of price, there is no car with a lower fire rate, due to the fact that the Oakland is, as well constructed from the point of view of fire protection. The Oakland is equipped with an approved transmission lock for which the insurance companies allow a 20 per cent reduction from the theft rate. The equipment in the large cities makes the purchase \$15 to \$25.

The General Exchange corporation, the insurance division of the General Motors corporation, allows ten whole school breaks this corporation allows a 10 per cent reduction in collision rates and also a 5 per cent reduction in property damage insurance. These rates are based solely upon the fire-proof, theft-proof and property-damage-proof features and construction of the Oakland car.

**Town Moved to Road.**  
Itano, a small community six miles east of Paris, Tex., has reversed the time-honored custom of towns following the railroad. Itano has moved away from the railroad to the new concrete highway that runs east out of Paris.

**AUTO INSURANCE**  
L. J. Goodall  
**HAMILTON & CO.**  
303-4 Neville Block  
JA 6300 0687

## CHANGE OF ADDRESS

Effective Monday, April 28th, 1924, the

Northwestern District Office

of the

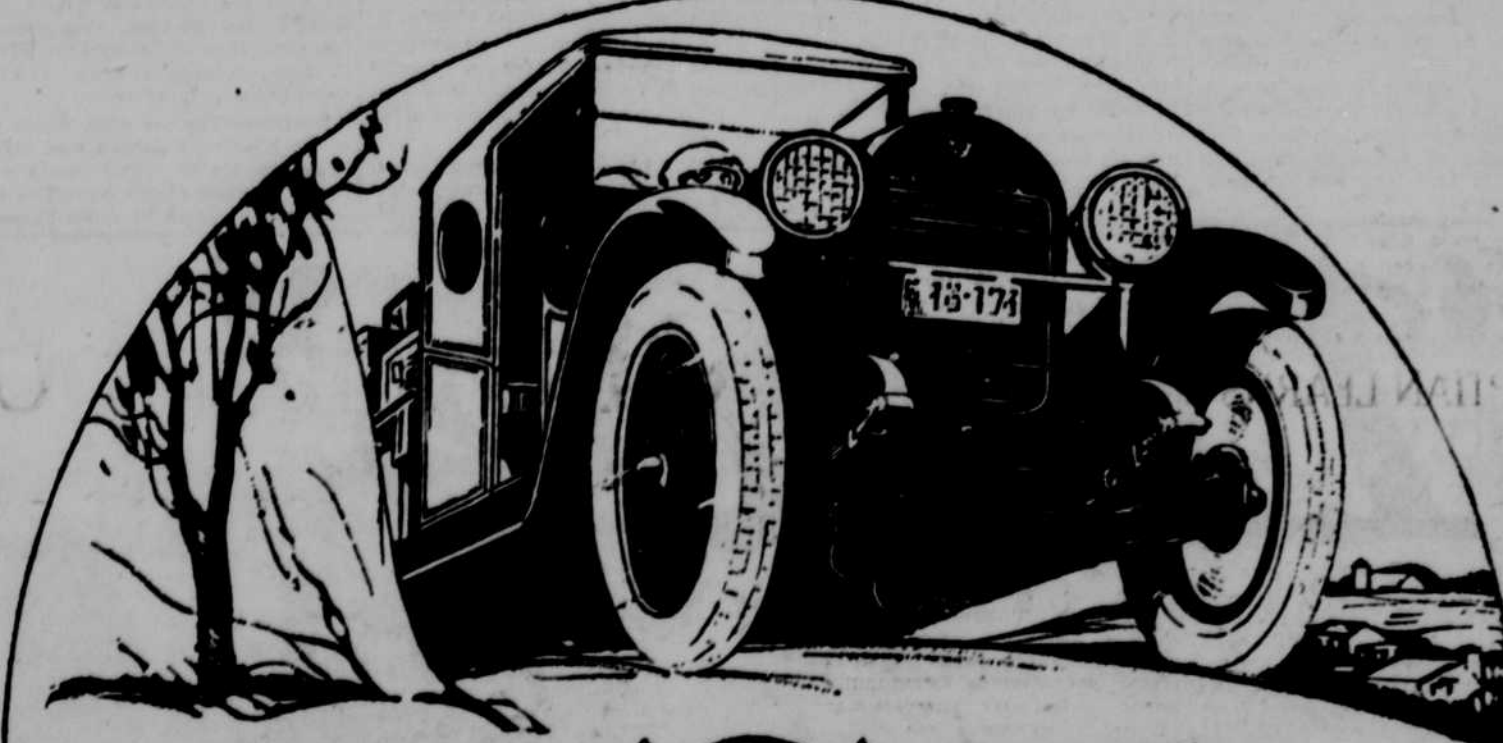
## Sinclair Refining Company

Will be Moved to

The Guarantee Fund Life Association Bldg.

18th and Douglas Streets

Omaha, Nebraska



## SPEED WAGON

## A SOLUTION TO YOUR DELIVERY PROBLEMS

COMMERCIAL CAR buying this year will be dictated by strict economy rulings and definitely proved performance facts. Manufacturer, merchant, farmer,—every user of motor delivery equipment,—is out to buy on a pared-to-the-bone value basis. That's why Speed Wagon facts are sharply significant.



Frequency and average-load capacity (1 1/4 tons) loom big in 1924 buying plans. The Speed Wagon has hauling ability, and is without economy-competition for hustling from 500 to 2500 pounds. Its nimbleness puts more profit-producing hours into the hauling day.

Big trucks, big investment, big overhead, big depreciation, big weight, limited roadability, slow travel, restricted service, excessive idle time,—they belong to yesterday!

Superseding them is the Speed Wagon, with: moderate size, small price, minimum overhead, negligible depreciation, relatively light weight, flexibility to suit the traffic or trunk road, power and traction to travel wherever a passenger car will go.

And to supplement versatility to fit the haulage needs of nearly 300 lines of business; body convertibility to suit the load; service-facilities from more than 2000 Reo dealers; stability of design (10 years without radical change); centralized responsibility, because the Speed Wagon is a Reo entirety.

Parcel Delivery with panel or screen body, completely equipped \$1485  
Speed Wagon Chassis - 1185  
Canopy Expr. 1375  
Cab Express - 1375  
Stock Rack - 1400  
Carrall - 1400  
Double Deck 1400  
Stake Body - 1400  
All Prices f. o. b. Factory Plus Tax.

## J. M. OPPER MOTOR CO.

Reo Distributors

2558 Farnam Street

Harney 0635

REO MOTOR CAR COMPANY, LANSING, MICH.