

New One-Piece Windshield on Oakland Models

Device Easily and Mechanically Operated by Crank—Airtight Shield Adds Comfort to Driver.

The Oakland Motor Car company has just adopted a new one-piece windshield for its four closed models—undoubtedly the most revolutionary advancement in windshield construction since the early days of the automobile industry when motorists used rubber aprons over their laps.

This "Y" type windshield has been evolved by the Fisher Body corporation, which builds all Oakland bodies.

The new windshield does not tip to give ventilation, but slides upwards in felt-lined channels, much in the same manner as the side windows of the closed body type of motor car.

It is easily and mechanically operated by a crank located above the shield and does not rattle. All the new windshields are fitted with automatic windshield cleaners.

One-half turn of the regulator handle raises the shield from its base one inch, opening a section approximately 45 inches long and one inch high, to outside air pressure.

The air rushes unobstructed through this ventilator the entire length of the shield and is conducted into the body, forward and down to the floor.

This type of windshield eliminates the cowl ventilator.

If more air is desired, two and one-half turns of the regulator handle raises the glass three inches above the instrument board, opening a section approximately 135 square inches, through which the air rushes directly into the driving compartment.

Quick ventilation and thorough change of air are obtained by opening one of the doors, or one of the rear quarter windows.

Because this type of windshield has no rubber strip nor porting bar to confuse the vision and strain the eyes, it adds to the comfort of driving.

Those who have already driven behind it marvel at the greater visibility afforded, which makes for both comfort and safer driving.

The windshield is water-tight and practically airtight; easily operated and easily cleaned; besides adding to the clean-out appearance of the car.

RUSSIA PLANS MOBILIZATION

London, Aug. 29.—The soviet government has decided to proclaim general mobilization due to the tense relations between Russia, Poland and Rumania, said a Riga dispatch to the Daily Telegraph today based upon reports received in Riga from Moscow.

PIERCE-ARROW SIX EFFICIENT

Exponents of the six-cylinder principle of simplicity, economy and dependability have always pointed to the fact that one of the country's foremost automobiles, Pierce-Arrow, has adhered to six-cylinder design since the early days of the industry.

The performance of the new moderately priced car is a revelation of what has been accomplished in the refinement of six-cylinder design.

The engine's bore is only three and one-half inches and the stroke is five, but it develops more than 70 horsepower. Its acceleration is so amazing that it is equaled by few, if any, multi-cylindered cars on the market.

Naturally, its performance in traffic and in hill climbing is a delight to the driver.

Cuban Sugar Crop Aids Auto Dealers

Motor Official Claims Natives Are Now Demanding American Make Cars.

Increased sales of motor cars in Cuba, greater general trade between the United States and the island republic to the south, opportunities for profitable investment of American capital, and unlimited natural resources to be tapped through development of transportation facilities there are prospects portrayed by Guillermo Petricione, president of the G. Petricione company, for the past 10 years distributor of the Cadillac car in Havana, Cuba.

M. Petricione is in Detroit spending a few days with officials of the Cadillac company.

A new 4,000,000-ton sugar crop, the product of Cuba's main industry, has been advantageously sold in the United States, according to the Cuban automobile merchant.

Increase of the tourist trade from the states, accelerated by the radical improvement and expansion of Havana hotel accommodations, is also releasing funds and increasing demand for motor cars, in his opinion.

The Cuban automobile market which, prior to the war, was in favor of European makes, is today almost wholly in the hands of American manufacturers.

The fact that the latter offer a greater variety of body models of a particular make, that better maintenance facilities are provided and that in cases of extremely parts can be quickly shipped to Havana, have all been factors in changing the tide of public opinion.

M. Petricione states that conditions for the exchange of commodities between his own country and the states are nearly ideal. The completion of the railroad across the Florida keys and the maintenance of a railroad ferry sailing from there to Havana twice a day make it possible to haul motor cars—and in fact any commodities—in the same freight cars from the factories where they are made to their destination in Havana.

Willys Hopeful as Orders Gain

Overland Dealer Stocks in Normal Shape; Assets Ratio 5 to 1.

With retail sales in excess of 18,000 cars for the month of July, Willys-Overland dealer stocks are down to a normal basis and factory orders are again increasing, according to a statement issued by John H. Willys, president of the Willys-Overland company.

"Willys-Overland has been very successful in reducing both dealer stocks and inventory in the last 90 days. Dealer stocks have been reduced more than 30,000 cars and factory inventory has been reduced \$11,000,000.

Factory current liabilities were reduced \$15,000,000 in the second quarter. July sales by dealers were equal to last July, and June sales eclipsed any previous month," he said.

"We have invested a great deal of money in our sales and engineering departments during the last year and have incurred large costs, as have most manufacturers, in assisting to carry cars for the dealers during the winter months in anticipation of an excess demand that did not develop in the spring.

But all of this is now behind and orders are increasing daily. We have reduced our funded debt \$1,000,000 and have no bank indebtedness.

"The reduced profits per car resulting from lower prices and other expenditures made necessary by the unusual conditions of stocks in the spring will reduce our earnings for the first half of the year. Advance figures indicate our first six months' statement will not show as large net earnings as we would like, but our quick assets will probably show a ratio better than five to one.

We believe that our business is healthier from the standpoint of both assets and prospects than it has been at any time in many years.

HUPMOBILE WINS ECONOMY PRIZE

Hupmobile, for the second consecutive year, won the competitive fuel economy test run prize offered by the Auto club of Latvia, near Riga, according to cable advices to the Hupmobile car corporation.

The field this year comprised 18 American and European cars of various sizes, weights and power.

From a system of comparative piston displacements and car weights, the club each year strikes a coefficient characterizing the fuel economy that should be obtained from each car.

In other words, all cars are put on the same footing, regardless of size, weight or power. The club's desire is simply to ascertain which car operates with the greatest efficiency.

The Hupmobile won first both for its own class and for all classes. Fiat was second, Chevrolet third, Peugeot fourth, Protos fifth, another Fiat sixth and Renault seventh.

OVERLAND SETS RACE RECORDS

G. Wilford, of the Import company, Willys-Overland distributors in Belgium, driving a special Overland, won first prize in the recent hill-climbing contest at Spa, the race being known as the "Cote de Malchamps."

This is a climb of about five kilometers, four sharp turns, grades averaging about eight per cent, with a maximum of 13 per cent. The contest is run off from a standing start.

The best record for the climb was 2 minutes 58 seconds, set in 1912, an average speed of 162 kilometers per hour. The Overland's mark was 2 minutes, 42.45 seconds, an average speed of 111.6 kilometers, or 69.34 miles per hour.

The entry list in this event included some of Europe's most prominent makes.

At Ostend Wilford won the "Flying Kilometer" race from a field of 50 entries, covering the distance twice with an average speed of 155 kilometers—96.31 miles per hour.

Army Officials Buying Chryslers

Air Service Men Interested in New Type of Engineering, Says Major Martin.

A fact exceptionally gratifying to officers of the Chrysler Motor corporation is the large number of army, navy, marine corps and aviation engineering experts who have bought Chrysler sixes for their personal use.

"This," says J. E. Fields, vice president in charge of sales, "would seem to indicate that these men have the highest regard for the type of engineering that has been built into the car."

Included in the list of Chrysler owners are Rear Admiral John Keeler Robinson, engineer in chief of the United States Navy; Col. C. A. Babcock, U. S. A.; Maj. L. H. Drennan, U. S. Air Service; Lieut. M. S. Fairchild, U. S. Air Service; Capt. L. J. Farrell, U. S. A.; Lieut-Commander W. H. Stiles, U. S. N.; Capt. M. C. Gregory, U. S. M. C.; Lieut. J. D. Colony, U. S. M. C.; Lieut. J. Plotrowski, U. S. A.; Lyman H. Ford of the Naval Air Station, Lakehurst, N. J. and Lieut-Commander C. T. Blackburn, U. S. N., Philadelphia Navy Yard.

Maj. Frederick H. Martin, in charge of the round the world expedition of the army air forces until his mishap in Alaska, called attention to the fact that air service men are particularly interested in the Chrysler owing to its new type engineering.

Lieut. Lowell H. Smith, acting chief of the round-the-world fliers, has ordered a Chrysler six for delivery after the completion of the flight.

Black suede and patent leather slippers are the outstanding styles for day time.

Ford Ore Carrier Makes Trial Run

Diesel-Driven "Benson Ford" Passes Test Trip With Flying Colors.

With 12,000 tons of coal beneath her hatches the Diesel equipped motor ship "Benson Ford," the first iron ore carrier of the Ford fleet, berthed at Duluth, Minn., last week.

Captain Daniels reported an excellent trip, while Chief Engineer Walter M. Kitchin declared the performance of the 3,000-horsepower Sun-Doxford Diesel engine was most satisfactory, no trouble of any kind being experienced.

To effect minor adjustments to the steering equipment, the anchor was dropped outside of Port Huron for a few hours. These adjustments, although anticipated, could not be made until the boat had been tested under load and actual running conditions.

The coal she carries was taken on board at Toledo, and came from the Ford boilers in Kentucky. On the return trip she will carry iron ore for the Rouge plant from Ford mines in upper Michigan.

On the way to Toledo to pick up her first cargo, the big freighter was inspected by Mr. Ford and a number of company officials, the flagship "Sialia" escorting her part of the way.

The "Benson Ford" was built at the Great Lakes Engineering works, Ecorse, Mich. She is 612 feet long with 63-foot beam and a draft of 21 feet, and when she swung out from her berth at Ecorse into the Detroit river channel, the entire absence of smoke from her stack made her conspicuous among shipping craft.

However, a stack on a Diesel motor ship is not built for smoke, but instead to house exhaust silencers for great internal combustion engines.

Among other unusual features in equipment the latest addition to the Ford fleet carries the first radio compass ever used on the Great Lakes.

On Lake Erie during the run from Ecorse to Toledo music from broadcasting stations in Detroit and Cleveland served to determine the boat's exact position. This innovation in modern navigation practically eliminates for hazard—the ban of shipping since water transportation began.

United States Shipping Board is interested in Diesel motor equipment and had a representative accompany the "Benson Ford" on the run from Ecorse to Toledo.

Be sure that your "dimmers" really dim; it's no joke driving into a blinding glare, as you probably know. If you feel you've got to speed—

SPEED WAGONS IN AUTO CARAVAN

Bound for New York, New England and Saratoga Springs, members of the Michigan automobile tours started from Fruit Ridge, Mich., August 8.

This year's tour is being made for the first time under the auspices of the national groups.

As usual, two speed wagons furnished by the Reo Motor company, will make the trip as official baggage cars. At no expense to the tourists these speed wagons carry tents, cots and other camping equipment for the individual parties, as well as general supplies.

Those who have made the trips have praised them for the manner in which they have added to the comfort of the tourists and speeded up the work of preparing meals and making camp.

July Motor Output Has Upward Turn

Automobile Industry Reflects Business Outlook in Production of 258,000.

Production of motor vehicles in July was 258,200, according to estimates based on shipping reports to the National Automobile Chamber of Commerce.

This total is 5.3 per cent above June. As production during the past few months has been adjusted to retail conditions, this increase, the first since the decline which started in April, is believed by leaders in the industry to reflect a steady strengthening in the business outlook, in accord with predictions made earlier in the season.

Trade reports from car and truck dealers prophesy favorable market conditions in the fall.

CADILLAC MEET MAKES OPTIMISM

J. H. Hansen of the Hansen Cadillac company has returned from the annual meeting of Cadillac distributors at the Cadillac Motor Car company in Detroit.

From facts gathered at this meeting he is enthusiastic over Cadillac's future outlook and states: "The Cadillac Motor Car company has mapped out an extensive sales campaign for this fall and next year due to the showing made by the new V-83 which was introduced about one year ago."

"With the help of our dealers we expect to add scores of V-83 owners to our list before the close of this year."

Motor Car Plants on Sounder Basis; Production Good

Dodge and Hudson-Essex Running to Capacity—Several Small Factories Now on Full Time.

By ROY C. HAYS, Universal Service Automobile Editor.

Detroit, Aug. 30.—With the majority of the new models announced and accounted for, Detroit motor car plants are on a more sound and certain footing than they were earlier this summer.

Although few production records will be smashed this fall, auto factories here are looking forward to the steady conservative output that will measurably exceed the summer performance, though not nearly approaching the high mark set early in the spring.

Several of the small factories that have been particularly closed for extended periods are back on full time. Many of the larger ones, notably Dodge and Hudson-Essex, are running at capacity.

Hudson's showing this year is one of the best in the industry. The company is the first six-cylinder manufacturer to reach the six figure mark in production for the year.

The factory have turned out its 100,000th car (made this year) on Thursday. It happened to be an Essex coach. This feat of producing 100,000 Hudson and Essex cars in the first eight months, may be compared with a production of 88,188 Hudson and Essex cars for all of last year.

Velle today announces its 1925 line, consisting of five models, two open and three closed. All are powerful, with the airplane type engine, and all models carry hydraulic four-wheel brakes and full sized balloon tires.

The outstanding body style of the new line is the coach sedan. Bodies are mounted on a 118 inch chassis. The engine is 50 horsepower.

Marron has entered on the production program that calls for a 50 per cent increase in output. Flint six production has been running at a steady gait of about 150 a day in the Flint, Mich. During the third week in the month, the company's car order department ticked up a new one-day shipping record of 312 Flint sixes.

Ford has started to manufacture windshield wipers, dash lights and mirrors as standard equipment for Ford cars, following the trend to market automobiles "complete."

New Director of Oakland Motor Car Sales Named

Alfred P. Sloan, jr., president, General Motors corporation, announces that C. W. Mattheson, in addition to his duties as assistant to the president of General Motors, has been elected vice-president and director of sales of the Oakland Motor Car company. Mr. Mattheson was formerly vice-president of Dodge Brothers.

See Want Ads are the best business boosters.

LET US HAVE YOUR CAR FOR A FEW DAYS

In a very short time (if you let us have your car now) we can remove every bit of the old paint and refinish your car in DUOCO—the new du Pont finish for automobiles.

DUOCO will not crack, chip or peel. It will keep your car looking its best, all the year 'round for seasons to come. But don't delay till later in the season when there will be a long "waiting list." Come in today and let us start making your car look like new! And remember, a DUOCO finish on your car will materially increase the trade-in or resale value.

Pfeiffer Top and Body Corp.

2525 Leavenworth St. Est. 1888. Phone AT-0761. The only authorized Duco finishing shop in Nebraska.

DUOCO WATERPROOF WEATHERPROOF WEARPROOF

Never Before So much for the Price

It is not only in engineering design—in performance—that the good Maxwell now revolutionizes four-cylinder standards.

Never was there a car which gave the owner so much in fine materials and workmanship for anywhere near the price.

We will gladly go over the chassis and body construction with you, as intensively as you may desire, and you can satisfy yourself on that point.

We will particularly emphasize this fact: In every part which wears, or has to do with reliability, the good Maxwell is now actually stronger, pound for pound, than many a car costing four to five times its price.

You can depend upon the good Maxwell to stand up in toughest, day-after-day going—you can drive it with the same assurance you would feel with a costly car.

Indeed, if road conditions are at all possible, you'll never see a Maxwell stopped. Its brute pulling power seems always able to carry it through.

Perhaps the greatest boon to the good Maxwell owner, however, is the consistently careful service it gives him, day after day and month after month.

There are a host of mechanical reasons why the good Maxwell saves its owners both trouble

and expense. Here are a few.

- 1 Fine bearings, used extensively, eliminate friction. (With one hand you can roll the car on a level floor.)
- 2 The crankshaft floats on a film of force-feed oil, maintained under pressure in its three over-size bearings. This reduces wear to the point where there is practically no need for bearing replacement.
- 3 The clutch release or throw-out bearing is positively and automatically lubricated from the transmission.
- 4 At all vital points the good Maxwell uses the same kinds of alloy and heat-treated steels employed in the costliest cars.
- 5 The rear axle drive pinion—which bears the burden of propelling the car—is rigidly mounted on ball-bearings which preserve permanent alignment and quiet.
- 6 The frame side rails are of unusually deep sections which insure great strength and rigidity.

The fact that the good Maxwell motor is practically vibrationless—that vibration in any event is not transmitted to the body—is another long-life feature.

You should ride in the good Maxwell, now that Chrysler engineers are directing its development, and talk with owners and learn their disinterested opinion of good Maxwell performance and economy.

The Good MAXWELL

- Touring Car . . . \$ 895
- Sport Touring . . . 1055
- Roadster . . . 885
- Club Coupe . . . 1025
- Club Sedan . . . 1095
- Sedan . . . 1325

All prices f. o. b. Detroit subject to current Government Tax. We are pleased to extend the convenience of time-payments. Ask about Maxwell's attractive plan.



MILLARD-ROSE MOTORS

Farnam at 28th
W. S. Peterson, South Omaha Jewell Automobile Co., 111 Broadway, Co. Bluffs.

Here is the Secret of Oakland Success



Coupe for Four

Since the first True Blue Oakland saw the light of a salesroom, a little less than a year ago, more than forty thousand have been delivered and have made good on every road in America.

Back of the True Blue Oakland were years and years of six-cylinder experience.

And back of it were instructions to Oakland engineers to design the best medium-weight six that ever nosed its radiator into traffic.

No ordinary six would do—plenty of them already!

Advanced, unhampered, engineering thought produced a car that leaped to leadership!

A year in advance of its field a year ago—refinements have been added from time to time to keep it so.

The True Blue Oakland fulfills the Oakland determination to build one of the world's very finest motor cars.

If you intend to spend around a thousand dollars—see and drive the Oakland before you decide.

A Year in Advance of its Field

Coupe for Four Features
Advanced L-head engine
4-wheel brakes
Fisher Bodies
Duco body finish
Centralized controls
Disc steel wheels
Full balloon tires
New Fisher one-piece ventilating windshield
Automatic windshield cleaner
Rear view mirror
Permanent visor
Transmission lock
Snaubbers on front spring
Genuine mohair upholstery
Heater and dome light
Automatic spark control
Unit instrument panel
Precision manufacture

ROADSTER TOURING SPECIAL ROADSTER SPECIAL TOURING LANDAU COUPE LANDAU SEDAN COUPE FOR FOUR SEDAN

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