

Forbes Sees Signs of Steady Upcurve in Business World

Pierce-Arrow Distributors Report Increasing Activity in Commercial and Industrial Life.

Unmistakable signs of an increasing upcurve of business are reported by President Myron E. Forbes of the Pierce-Arrow Motor Car company of Buffalo, N. Y.

"Because of their widespread distributing organizations, motor car manufacturers are able to keep unusually close contact with the business world," said Mr. Forbes.

"In this respect the management of the Pierce-Arrow company is singularly fortunate. Our truck representatives are in almost daily touch with more than 200 lines of industry. In handling the distribution of our motor buses, Pierce-Arrow men are constantly gaining first hand knowledge of day-to-day conditions in the field of passenger transportation, which is an important index of commercial activity. And in their contact with owners of Pierce-Arrow cars—both the higher priced and moderately priced models—our distributors and dealers have a most favorable opportunity to discuss the trend of business affairs with men who are leaders in commercial life.

"This network of contacts with the business world reaches throughout the United States and we are virtually a clearing house for information as to conditions. It is because of this that we are quick to feel any change in the pulse of the business world.

"During the last few weeks we have recognized a pronounced quickening of business activity. This, of course, has reflected itself in an increasing demand for the products which the Pierce-Arrow company manufactures.

"The fact that we are planning increases in our production schedules, indicates how much importance we attach to the picture of general business activities, which comes to us through our distributing organization."

Damages for Biting Tongue. Little Falls, N. Y., Sept. 6.—In one of the most unusual compensation awards ever made, Claud Youker, of John street, was granted compensation for biting his own tongue.

While employed at the Remington cash register plant, at Iliou, in the operation of a punch press, Youker lost his footing and bit his tongue as he fell.

Hudson Sells 100,000th Car in 1924



Flint Car Sets Record in Trip

Journey Over Midland Trail Route—Roads in Good Condition.

From Kansas City to Denver in 15 hours, 55 minutes, a distance of 656 miles, beating former records by two hours is the feat accomplished by a stock Flint Six "55" touring car.

The run was made over the Midland Trail route, under the auspices of the trail's officials, the time being kept by the Kansas City Automobile club and the Denver Automobile club.

Contrary to most record runs, the route lay over excellent roads, as testified to by Fred Durkee, manager of the Kansas City branch of the Flint Motor company, but the record of maintained speed of over 40 miles an hour with a stock car for a non-rest run with the motor in continuous operation during 656 miles of travel stands out as an exceptional stock car performance. The former record, established two years ago, was 18 hours and 20 minutes.

The principal public advantage of holding such runs, according to Durkee, is that they indicate beyond a doubt just which stretches of road are well surfaced for travel at all speeds and whether curves and hills are properly graded and drained. Towns along the Midland Trail, it is reported, have taken special pride in having their roadways in good condition, with the result that with less difficulty for the pilots, better driving time can now be established than formerly.

First of the big motor companies to better the volume of 1923 business, the Hudson Motor Car company has produced and sold its 100,000th car for 1924. This compares with 88,188 Hudson and Essex cars for all of 1923. The 100,000th car was an Essex coach.

With Hudson and Essex coaches comprising 75 per cent of the entire business, Hudson has enjoyed a banner year. It is now the first six cylinder manufacturer to reach the six figure market in production for the year, and one of the very few manufacturers whose 1924 business has been consistently better than the 1923 volume.

From present indications the sale this year will be about 35 per cent better than last year, and the sale of the Essex six will be twice that of the 1923 popular four cylinder model.

Hudson Essex sales have been large this year without the company having adopted any sensational selling effort and without any doling up or mechanical complication of the cars. The volume has been obtained primarily on the grounds of "closed car comforts at open car costs." Since July 1 balloon tires have been standard equipment.

WEDDING JOINS FAMED FAMILIES

Nogales, Ariz., Sept. 6.—Two of the most prominent families in Mexico will be united in Guaymas, Sonora, Mexico, when the marriage of Miss Anita Maytorena, of this city, to Antonio Villasenor, Mexico City banker, takes place September 15. Miss Maytorena is a niece of Pepe Maytorena, former governor of Sonora and now a resident of Los Angeles, Cal.

Chrysler Sales Show Increase

Dealer Stocks Up to Normal—Maxwells Going at Regular Pace.

Weekly telegrams from all Maxwell-Chrysler district offices indicate that in the three weeks ending August 16, the sale of the Chrysler cars to the public exceeded the record of any other three weeks since the introduction of the Chrysler six. Retail sales of the Chrysler in August are running 13 per cent ahead of June, despite the fact that June is usually considered one of the best and August one of the poorest selling months of the year.

In this manner, tribute was paid to another bit of successful trail blazing by a company known to a large extent for its pioneering. At the time of its arrival in San Francisco the bus had gone 5,677 miles, passed through 15 states, crossed most of the important mountain ranges of the continent, and encountered all sorts of weather and road conditions. The fact that the Reo Sedan bus was able to make this journey and come to its conclusion with all parts in excellent condition is believed to be ample proof that bus transportation is feasible any place in the United States.

Dealer stocks have been brought up to normal in the past four months so that the Chrysler factory will now be relieved of the burden of bringing up dealer stocks in the face of an unprecedented retail demand. The great volume of retail business insures steady production at the Chrysler factory for the balance of the year.

Maxwell sales are not showing the customary August lull.

Retail sales in August as well as in July have been running higher each succeeding week and Maxwell dealer stocks are only six days sales above the low stock figure of a year ago. In the past four months, dealer's stocks have been reduced 50 per cent. This means that increased factory output will be necessary to meet current retail demand.

The Omaha Bee want ads are the best business booster.

Reo Bus Completes Country Journey

Greeted in San Francisco by City Officials, Automobile Dealers and Reporters.

Completing the first transcontinental bus run ever attempted, the Reo sedan bus which started from New York on the morning of July 23, reached San Francisco at the conclusion of a leisurely and roundabout trip on August 25.

At the entrance to San Francisco the big Reo bus with its crew of three men was met by officers of the police department, newspaper representatives from all San Francisco newspapers, a committee from the California State Automobile association, and a committee from the Victory Highway association.

A parade, led by a 1924 Reo escorted the bus to the city hall where it was welcomed by Mayor James Rolph. The chief executive of San Francisco was presented with a letter entrusted by Acting Mayor Collins of New York to the Reo bus crew for delivery at San Francisco.

From the city hall, the Reo bus proceeded to the San Francisco branch of the Reo Motor Car company where the directors of the Motor Car Dealers association of San Francisco waited to extend greetings and receive the flag of the city of New York sent to the Californians by the Automobile Merchants association of New York.

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OLDS GETS NEW HEADQUARTERS

What is considered to be the last word in automobile sales and service buildings has been completed from plans drafted by the advisory staff, sales section of the General Motors corporation for the Detroit (Mich.) branch of Olds Motor works.

This new building will serve as headquarters for the Detroit branch, all wholesale business for the Detroit district being handled out of this building as well as serving as central service headquarters for Detroit and immediately surrounding territory.

Detroit branch retail sales will be handled from the beautiful showrooms in the General Motors building. In addition to this branch retail store there are affiliated dealers located in strategic sections of the city and suburbs. The used car business for the branch is also located in this new building.

N. Y. POLICE HEAD STUDYING CRIME

London, Sept. 6.—To "hit the criminal in the bank book" by scientific opposition, and to convince him that his ingenuity would be better employed in honest trade, is the ambition of Col. Walter Scott, honorary police commissioner for New York City.

Scott is at present in London studying international police problems and the methods adopted by European police in combating the criminal fraternity.

High Engineers Pay Tribute to New Balancer

Experts Acclaim Lanchester Invention as Revelation in Motor Circles.

To verify its own tests of improvements, Willys-Overland placed Willys-Knight sedans, equipped with the Lanchester balancers in the hands of such engineering authorities as Glenn Curtiss, of the Curtiss Airplane company; Hiram P. Maxim, of the Maxim Silencer company; Maurice Olley, production engineer, of the Rolls-Royce company, and W. E. West, of the Remington Cash Register company.

This device has been one of the sensations of the year in European motoring circles, having been successfully used by such makers as Daimler and Vauxhall, completely eliminating vibration from the motor at all engine speeds.

After a rigorous test trip Glenn Curtiss, airplane authority, stated: "It is surprising. I drove the car at all speeds, up to 50 miles an hour and found absolutely no vibration."

W. E. Best, of the Remington company, asserted that the smoothness of the motor was a revelation to him, giving six-cylinder operation as far as smoothness is concerned to a four-cylinder engine.

"The Lanchester balancer certainly takes out vibration," stated Hiram Percy Maxim after a trial trip. "It makes the motor smoother than most of the six and eight-cylinder cars on the road today."

Of special interest is the comment of Maurice Olley, production engineer of the famous Rolls-Royce plant, representing a world-famous organization: "From the demonstration there is no doubt that the elimination of the inherent harmonic vibrations by means of the rotating balancer,

has been attained in practice to a degree which is very satisfactory to the passenger."

DODGE OFFICIAL TO GENERAL MOTORS

In addition to his duties as assistant to the president of General Motors corporation, Charles W. Matheson has been appointed to the office of vice president and director of sales of the Oakland Motor Car company, a division of General Motors.

For the last 20 years, Matheson has been one of the outstanding figures in the motor car industry.

During the last 10 years, previous to his recent appointment as assistant to the president of General Motors corporation, Matheson was connected with Dodge Brothers as sales executive, serving in the capacity of general sales manager and vice president in charge of sales, respectively, during his last four years with this company.

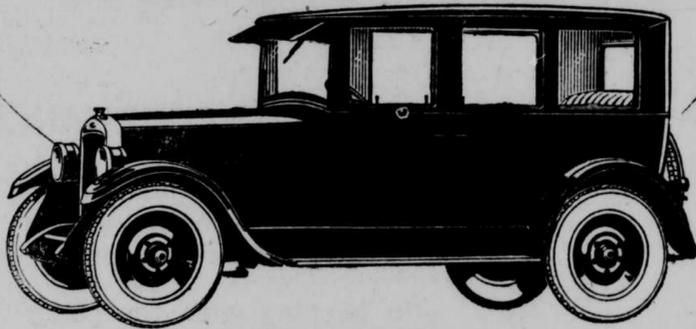
SALESMAN GIVEN FOUNTAIN PEN

In recognition of T. D. Foley's meritorious salesmanship and consequent membership in the Cadillac Motor Car Company's One Hundred Per Cent club, this well-known salesman of the J. H. Hansen Cadillac company has been presented with a handsome gold fountain pen bearing his name and the Cadillac coat-of-arms in colors.

Ford Runs 57 Miles On Gallon of Gasoline

A new automatic and self-regulating device has been invented by John A. Stransky, 3264 Fourth St., Pukwana, South Dakota, with which automobiles have made from 35 to 57 miles on a gallon of gasoline. It removes carbon and reduces spark plug trouble and overheating. It can be installed by any one in five minutes. Mr. Stransky wants distributors and is willing to send a sample at his own risk. Write him today.

Your kind of a closed car—this True Blue Sedan



THE True Blue Oakland Sedan is made for people who know that the kind of a closed car they want cannot be built to sell at an open-car price—for people who want a car built to definite ideals of quality without any compromises.

This sedan has style—sparkling, captivating style. Its body is structurally identical with closed bodies of cars in the three thousand dollar class.

All Oakland bodies, closed or open, are built by Fisher to the same uncompromising standard of excellence.

This body is finished from top to bottom in Duco. It has the new Fisher one-piece ventilating windshield—a life saver on suffocating days—rain proof in a cloudburst!

It has all the True Blue Oakland features of motor car enjoyment—"a year in advance of its field."

Ride in it—compare its performance—look at the workmanship. Oakland has built you your kind of a closed car—and is selling it at a very modest price.

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

OAKLAND MOTOR CAR CO.

20th and Harney Streets

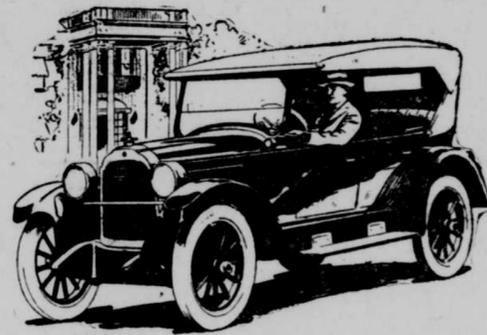


WILLYS-KNIGHT

Conquers the Vibration So Common in Motor Cars

From across seas, Willys-Knight imports a motor device that solves a problem as old as the automobile industry. It does away entirely with the engine vibration that manufacturers have sought for years to cure.

Willys-Knight announces the installation of this epochal invention as standard equipment and invites the public to test its amazing efficiency.



The Lanchester Balancer

This British invention, as simply amazing as it was long sought, gives the Willys-Knight a new smoothness, a riding ease that brings the car to the peak of perfection.

It gives Willys-Knight an improvement that is considered a mark of supremacy in one of the highest priced foreign cars.

Appearance—Performance—Power! And the sleeve-valve engine that improves with use! Now, the very last word in smoothness—velvety action at all speeds—elimination of the motor vibration that gives so many automobile owners nerve rag.

A new pleasure in driving results, particularly in the closed models now so popular. Willys-Knight increases both its efficiency and its appeal.

Under the exactions of most discriminating drivers, the Lanchester Balancer has proved its merit. It has earned the commendation of leading engineers. In Willys-Knight it sets a new standard for the American market.

The Willys-Knight with Lanchester Balancer is ready for inspection and demonstration. Try it at all speeds. You will recognize its superiority.

WILLYS-OVERLAND, Inc.

W. G. FIRTH, Branch Manager

2562 Farnam St. Harney 0353 Factory Branch Open Evenings COUNCIL BLUFFS DEALERS

Wickland Motor Co. 2915 Sherman Ave. Folsom Auto Company, 5915 Military Ave. Opocensky Brothers 5139 S. 24th St. Underwood Company, 3011 Underwood Ave. Council Bluffs Overland Co. 602 E. Broadway Jewell Automobile Co., 111 W. Broadway