

Hudson Official Says Closed Cars in Big Demand

Even Second-Hand Automobiles Must Be Closed Models to Sell.

H. P. Federspiel, assistant sales manager of the Hudson Motor Car company, was in Omaha last Wednesday, visiting the local distributor and during an interview with R. H. Davison brought out several points of material interest to every motorist.

Federspiel states that he finds motorists all over the country demanding closed cars almost to the point of making open car sales impossible. Even the used car buyer is no longer interested in open cars, for he will not expose his family to storms and dust. As a result of this condition, the used car market is flooded with open touring cars and roadsters of all descriptions with very little demand on the part of the public.

There are 9,000,000 open cars in this country to be replaced by closed cars in the next two or three years. The question is who is going to buy the used open car? Some of the eastern dealers and distributors are no longer able to make appraisals of any kind on open cars.

The buying public has been observing this condition with the result that the prospective buyer of an open car usually asks himself the question, "If I buy an open car, what will it be worth two years from now?" The answer is, he buys a closed car instead.

188 CARS IN ONE FLINT SHIPMENT

Officials of the Flint Motor company last Thursday witnessed a trainload of Flint Six motor cars leave the loading docks of the Flint plant at Flint, Mich., enroute for Pittsburgh, Pa. The shipment was composed of 188 Flint Sixes, double-decked in 45 box cars.

The cars bore large banners, on which was painted the Flint Six emblem and information concerning the trainload shipment and its destination. This trainload shipment is especially interesting because of the fact that the first solid trainload of the Flint Sixes that ever was shipped was also consigned to the Pittsburgh Flint company. The present shipment may be taken as evidence that the Flint Six has definitely made good in the Pittsburgh territory, and that the demand is on the increase, inasmuch as this trainload order was received at a time of year when the automobile season in former years was considered over.

"The day of the all-year car is here, and this trainload is proof of it," was the expression of W. E. Miller, vice president and general manager of the Flint Motor company. "Sedans, coupes, winter enclosures and tight-fitted curtains have banished the hush of winter's cold. If the solid trainload of Flint Sixes shipped to one point may be taken as a criterion of the general demand to be expected during the fall season as business gradually realizes that, despite its being an election year, conditions are exceptionally sound."

SOCIABILITY RUN GOES TO REO CAR

Best Represented in Drive From Stockton, Cal., to Camp Curry.

Out in Stockton, Cal., a few weeks ago, motorists participated in the first annual Sociability run from Stockton to Camp Curry, in the Yosemite Valley. One hundred and one cars made up the caravan and the run was sponsored by the Stockton Chamber of Commerce.

Motor car and accessory dealers in Stockton co-operated in prompting the affair and a large silver trophy cup was offered to the dealer whose car was best represented on the run. The cup was won by the Stockton branch of the Reo Motor Car company of California, when 25 Reos successfully made the trip.

Second place was taken by a dealer with nine cars in the caravan, and third place by a motor car representative with eight in line.

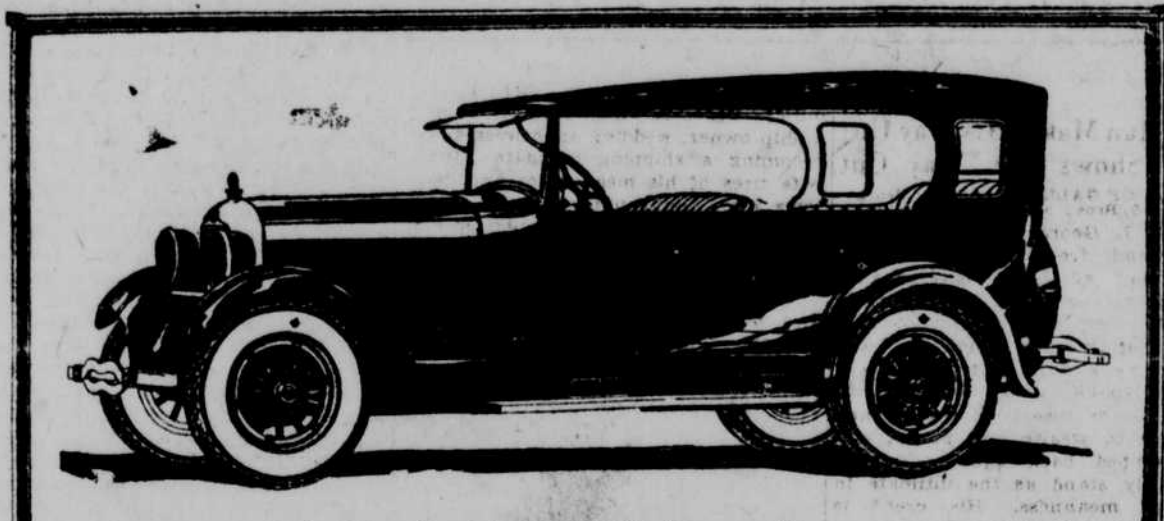
One of the features of the run was the manner in which Mrs. J. L. Craig and a party of four other women took their Reo over the mountain trails. No man rode in this car or assisted in putting it over the road, yet the Reo was well up in line when the rustic arch marking the entrance to Camp Curry came into view.

OVERLAND GEARS PASS HARD TEST

Probably no other feature of inspection of Overlands and Willys-Knights is so intricate and detailed as that of the inspection of the differential gears of the Overland models.

A complete outfit of micrometer gear-testing machines furnish an inspection requirement that is the terror of manufacturers who furnish

New Studebaker Big Six Duplex Phaeton



The New Studebaker Big Six Duplex-Phaeton

The big six duplex phaeton represents Studebaker's maximum in quality, performance, and in satisfying size, room and comfort. New type Studebaker body converts duplex-phaeton into closed car instantly.

Extra balloon tire, tube and tire cover. Nickel plated bumpers. Motometer with lock and winged radiator cap. One-piece windshield, glare-proof visor, automatic windshield cleaner and rear-view mirror. Lights controlled from switch on steering wheel. Automatic ignition eliminates spark lever. Cowl and dome lights, extension lamp and stop-and-tail light. Transmission, spare tire and tool compartment locks.

Clock, speedometer, gasoline gauge and oil pressure gauge mounted on instrument board. Cowl ventilator. Aluminum-bound running boards with corrugated rubber mats and step pads. Aluminum disk plates.

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Willys-Overland material for these parts.

"Willys-Overland gear inspection is more exacting than that of any other car manufactured under \$1,500," was the recent statement of the engineer of a company which furnishes the spiral gears for Overland differentials.

Each gear in the Overland's rear system is tested and inspected to the most minute fraction of an inch to prevent a howl or growl. Definite assurance of long wear is made by the closeness and accuracy of these tests.

BALLOON TIRES FOR MOTORCYCLE

"With lower prices and 40 improvements in addition to balloon tires, the 1925 Harley-Davidson is surely making a hit," said Victor H. Rood, the local distributor. "Low saddle position and 'stream line' tanks are just what the old riders have been wanting."

STATE BUYS CAR BECAUSE OF SPEED

Here's a new wrinkle in demonstration. The West Virginia state police bought a Chrysler six following one of the oddest on record. G. M. Davis, manager of the Tri-Motor Sales company, Maxwell-Chrysler dealers of Clarksburg, W. Va., was in a hurry to reach Fairmont, 25 miles away. He was in such a hurry that his Chrysler did it at night in the rain over slippery roads in 20 minutes.

While running along at 50 miles an hour he noticed a state trooper behind him. "I supposed he was chasing me," he said later, "as there was not one else I could see who needed to be chased for speeding. But I stepped on it."

"Some time after I reached Fairmont the trooper rode in. He said he had endeavored to catch me for 15 miles and supposed I must have been at least seven miles ahead of him when I reached Fairmont. The damage was \$56.60, but the trooper was so thoroughly sold by my inadvertent demonstration that the state bought one a few days later. I call it the best arrest for speeding that I have ever received."

The Germans have perfected a three-wheel motor car and the obvious advantages are reduction of cost due to saving of tires, easier steering and braking. Rigidity is given to the frame by diagonal cross members reaching a point in front.

Endurance Record Is Set by Willys

Coupe Travels 150,000 Miles Without Motor Being Overhauled.

Singled statements by reputable men through whose hands a Willys-Knight coupe, now owned by W. P. Rouse of Sacramento, Cal., has passed, give ground to the belief that in seven years it has left the longest trail of any motor car in the world without its motor ever once being taken down.

The car has traveled 150,000 miles and it is asserted that in the period during which it was rolling up a mileage equal to six times the distance around the earth at the equator, no person has ever viewed the internal mechanism of the motor.

The coupe, a model 34-B, engine No. 88,202, was bought by Dr. George A. Spencer, a well known physician in the Sacramento valley, in November, 1917. He disposed of the car in April, 1923. During the years of his ownership the car was in constant use, day and night, Sundays and holidays included.

Dr. Spencer, emphatically states that never while he possessed the coupe was the motor opened for any mechanical work whatsoever.

From Dr. Spencer the car passed into the hands of H. A. Hirsch of San Francisco, who drove it until last February, when it was taken in by the Willys-Overland dealer at Sacramento, who uses the car constantly in his own work. The car still possesses power and speed and though a granddad in performance, will amble along more cheerfully even now than many an automotive youngster.

Hupmobile Sales to Surpass 1923

Record for Last Six Months of Past Year to Fall, Forecast.

An even larger sale of Hupmobiles the remainder of the year than during the last six months of 1923 is indicated in reports of the Hupp Motor Car corporation.

Shipments to its distributors and dealers during July and August were 30 per cent larger than for May and June, with September demand certain to bring production and shipments for the month considerably ahead of August. Shipments for July and August were likewise 27 per cent in excess of the same two months of 1923. August was the largest Hupmobile shipping month since April.

Hupp carried over into September more unfilled orders than for any month since August, 1923. Its unfilled orders as of August 31, were more than three times those of July 31.

"Demand for Hupmobiles has sprung up with remarkable rapidity during the last few weeks," says O. C. Hutchinson, general sales manager. "Seven orders of every 10 are coming in by telegraph or long distance telephone. That is an accurate indication of the immediate need for cars to fill orders actually on file by our dealers."

Stocks of cars in the hands of its distributors and dealers are less than two and one-half cars each, Hupp officials say, which means that there is an undersupply of Hupmobiles in stock unsold. Every indication at the factory is that all cars shipped are being delivered to owners upon being unloaded from freight cars.

Knocks on turning corners, knocks in accelerating after a start, knocks on a two-degree hill, mean a visit to the service station, where you scrape out from \$5 to \$15 and a mechanic scrapes out carbon and grinds valves. Soon vital parts of the engine become pitted and another candidate for the junk pile is created. An ounce of prevention is worth a pound of cure.

Harrison Boyce, automotive engineer, attributes the quick deterioration of the motor car to the pernicious effect of carbon on the engine. Carbon has received more thorough scientific study than any other automotive subject with the possible exceptions of four-wheel brakes and low pressure tires.

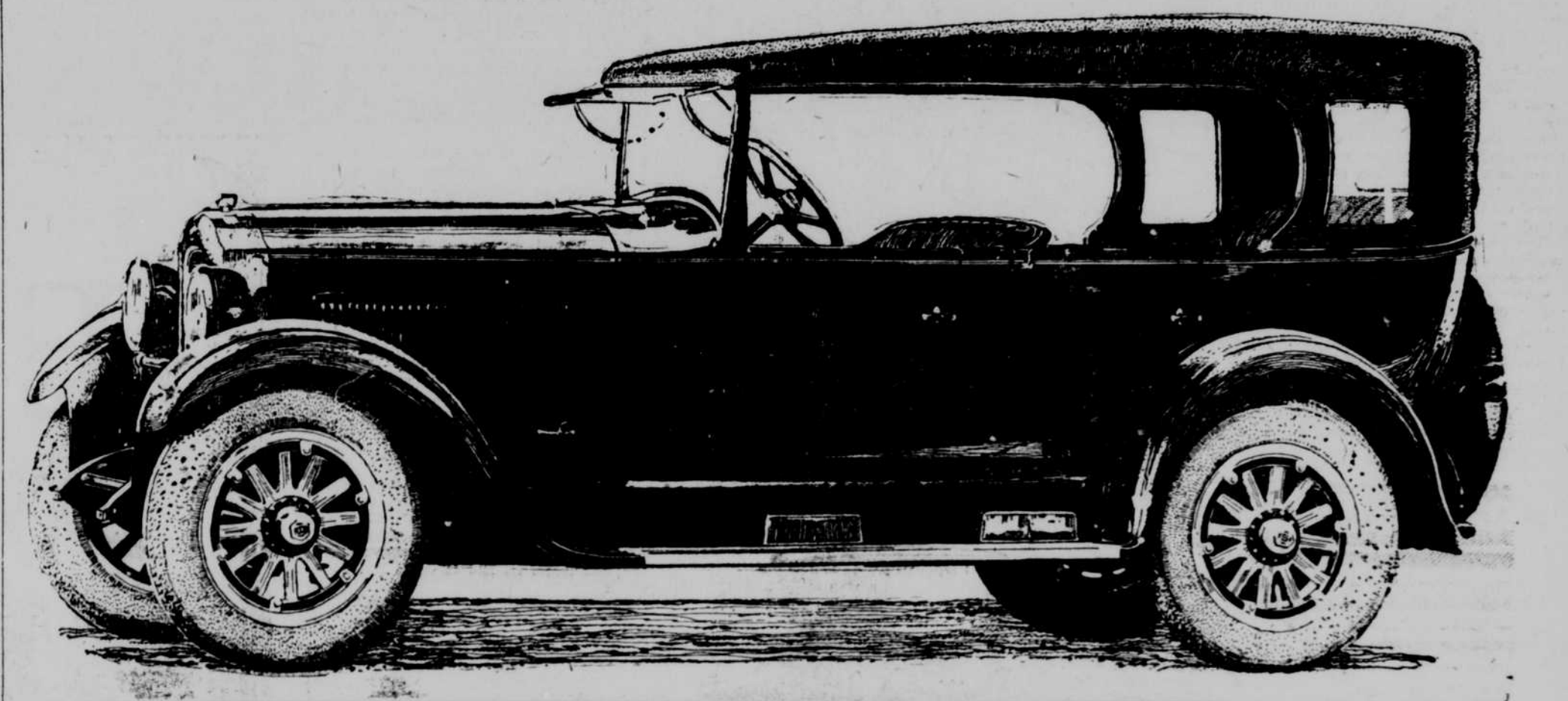
See Want Ads Produce Results.



It costs a little more to buy a Willys Sainte Claire—but it costs far less to own one; and in the long run a Willys Sainte Claire is an Economy—not an Expense.

WESTERN MOTOR CAR CO.,
2559 Farnam Street AT 5321
WESTERN MOTOR CO.
156 West Broadway, Council Bluffs

WILLYS SAINTE CLAIRE
Motor Cars



Have you seen this new car?
—It is both a closed car and an open car!

VALUE POINTS— New Special Six

- 1 The new closed-open DUPLEX BODY framed and shaped in steel. It is light, steel-strong and permanently beautiful. The price is the same as that of an open car.
- 2 Genuine Balloon tires—the big tires with the small wheels, 20x20 in., which means riding comfort, protection for the chassis and body against road shocks, greater braking surface, much less possibility of skidding.
- 3 Chassis and body mechanically designed for balloon tires, steering, springs, and even the fender lines moulded to harmonize in appearance with big tires.
- 4 New Force Feed Oiling System with new idea in clean surplus oil supply.
- 5 The design of the crankshaft gives an entirely new sensation in smooth vibrationless performance.
- 6 New satin-lacquer finish in dark blue with ivory striping.
- 7 New ease in gear shifting, new ease in brake power and control, new ease in steering and clutch action. More room than in any other car of its wheel base. New comfort in balloon tires, long springs and a new idea in seat cushion springs.
- 8 Four-Wheel Brakes optional—a system totally unlike anything ever used on an American car before—unsurpassed in simplicity, safety and power. Pressure developed automatically—you apply it like you apply engine power.

A WEEK ago the new Studebaker Special Six DUPLEX-PHAETON was first announced.

Today, countless thousands of people are talking about this entirely new type of car.

One moment it is a closed car—in five seconds it can be transformed into a delightful, airy, open car. But it is always the closed car in deep soft cushions, beautiful fittings and finish and luxurious riding comforts.

When you see it and ride in it you will know why it has made so profound a sensation—you will realize then that it gives you more than the finest open car can ever give you, plus the comfort and protection of the closed car.

And all at the price of an open car!

And this is the new DUPLEX BODY on the famous Special Six Chassis.

Hundreds of thousands of owners all over this country and abroad have given the Studebaker Special Six a name for value, dependability and performance second to no other automobile.

The new Studebaker Special Six retains all the qualities which make great reputation—to these have been added every real improvement which science and owner-service could suggest.

Even aside from the sensational new DUPLEX BODY—the Studebaker Special Six has no superior in value in any car yet built. It was the conscientious intention of Studebaker in planning and designing the new Special Six to make it just such a leader—to that end every resource of the great Studebaker organization has been concentrated.

Even if we had the space we could not begin to tell you of the very many new and unusual features which indicate its superiority.

Certainly no words could do justice to its distinctive beauty.

In appearance it is unlike any other American car—yet its long, low, broad, sweeping lines are conservative, crisply stylish and in beautifully good taste.

Think of the new Studebaker Special Six Duplex-Phaeton as the ultimate in value and performance in a five-passenger car—think of it as a car matchless in practical convenience and desirability.

But to appreciate the sparkling beauty of its totally new lines you must see it. To know its perfection of operation and performance you must ride in it and drive it.

If you have not seen this NEW type car—come today.

STANDARD SIX	SPECIAL SIX	BIG SIX
113 in. W.B. 50 H.P.	120 in. W.B. 65 H.P.	127 in. W.B. 75 H.P.
5-Pass. Duplex-Phaeton \$1145	5-Pass. Duplex-Phaeton \$1495	7-Pass. Duplex-Phaeton \$1875
3-Pass. Duplex-Roadster 1125	3-Pass. Duplex-Roadster 1450	5-Pass. Coupe 2650
3-Pass. Coupe-Roadster 1395	4-Pass. Victoria 2050	7-Pass. Sedan 2785
5-Pass. Coupe 1495	5-Pass. Sedan 2150	5-Pass. Berline 2860
5-Pass. Sedan 1595	5-Pass. Berline 2225	
5-Pass. Berline 1650		

Studebaker Hydraulic 4-Wheel Brakes, Optional Equipment.
On all Standard Six models, with 4 disc wheels and spare rim, \$60.00 extra.
On all Special Six and Big Six models, with 5 disc wheels, \$75.00 extra.
(All prices f. o. b. U. S. factories, and subject to change without notice.)

2550 Farnam St. FRANK D. PHILLIPS MOTOR CO. Studebaker Distributor Phone AT 3044

THIS IS A STUDEBAKER YEAR!

LIST PRICES OF DODGE BROTHERS SPECIAL TYPE CARS REDUCED

Economies effected in the purchase of special equipment on Dodge Brothers special type cars, due to substantially increased volume, make it possible for Dodge Brothers to reduce the list prices on these types, effective September 15.

Prices of all standard types remain unchanged.

DODGE BROTHERS