

Studebaker Cars Increasing in Public Favor

September Output Totals 9,000; Officials Promise 5,000 Increase in October.

According to official reports from South Bend the new Studebaker models announced September 14, have made a decided popular hit, the sincerity of which is being evidenced in a steady increase in orders. The new type car, called the Duplex, which takes the place of the customary open car is proving especially popular everywhere. The duplex has an all-steel body, which, by a very unusual roller side enclosure, can be converted into an enclosed car in half a minute by drawing down the roller side enclosures. The steel upper structure of the body is made strong enough to mount the rugged steel rollers and room is provided to conceal them when they are rolled up. This new type car is as snug and comfortable as any enclosed car when the enclosures are rolled down and fastened—and of course open car airiness and freedom are obtained when the enclosures are rolled into the roof. At this season of the year a car which combines both open car and enclosed car double service is especially popular.

The price is no higher than that of the former open car.

Handsome Closed Cars.

There is also a complete variety of unusually handsome closed cars including five and seven-passenger sedans; three, four and five-passenger coupes, and three berline type bodies. It is interesting to note that all the new duplex models carry a plate stating that the "bodies are by Studebaker."

This is the first year that the new \$10,000,000 closed body plants are producing all of Studebaker's closed bodies. Now and modern equipment, it is claimed, not only have effected great savings in manufacturing costs but new advantages of construction have been made possible which greatly improve the frame and panel work of the new bodies.

2,000,000 See Them.

"The new Studebaker cars," President A. R. Erskine's statement continues, "announced this month created tremendous interest, telegrams report over 2,000,000 people visited their showrooms the first three days cars were exhibited. Such a remarkable demonstration of public interest is without parallel in the history of the automobile business. Subsequent telegrams from dealers and branches show orders received from consumers the first week were more than 9,500 cars, which is two and one-half times our weekly capacity and at a rate of nearly a half million cars a year. Practically all orders were for cars equipped with standard two-wheel brakes. Orders for Studebaker hydraulic four-wheel brake equipment, offered as optional, were negligible. Public attitude towards four-wheel brakes is thus revealed as that of indifference."

That approximately 13,000 people are on the payroll of the corporation in its South Bend plants, was the information procured from official sources this morning. Not all of these, however, are employed in the factory proper, some being employed in the offices. Production in the South Bend plants is near the peak, 200 cars daily—it was added. The Detroit plants are also nearing their capacity of 200 cars a day and the employment peak of 12,000 men.

Capacity Production Soon.

September production, Mr. Erskine stated, will reach 3,000 cars, and October's schedule is 14,000, approximately the capacity of the company's combined plants.

The Studebaker corporation's net profit after deduction of taxes the current quarter, will exceed \$2,000,000, with sales of about 18,000 cars, it was made known today by Mr. Erskine.

Sales and profits in the fourth quarter would show much better results than the third quarter, he added, and might exceed any similar period in the corporation's history.

BUSINESS BETTER THROUGHOUT U. S.

Indicating the upward business trend prevalent throughout the country, the Hupp Motor Car corporation reports that sales and manufacturing operations for July, August and September were 9 per cent larger than for the corresponding months of 1923. September was the fourth consecutive month in which sales have exceeded those of the previous one. They were 11 per cent larger than for August.

The company's manufacturing operations for October are on a larger schedule than for October, 1923, says O. C. Hutchinson, general sales manager. To meet the demand, manufacturing operations are being conducted on an 85 per cent closed car basis. Fifty-six per cent of September production was in closed cars. For the first nine months, enclosed models formed 49 per cent of the entire output, including Canadian and export sales.

Huppmobile dealers report the demand for cars as being surprisingly good both in the agricultural sections and in the industrial centers for this time of year. The Kansas City district, in particular, has come to the front in surprising fashion. They say the recently refined Huppmobile is the most popular car Hupp ever produced.

Export sales are continuing at a rapid rate. For the first nine months they were 16 per cent above the corresponding period of 1923. September shipments more than doubled those of September, 1923.

Dealer stocks continue abnormally low.

Passenger car mileage from gasoline varies from five miles to the gallon from old heavy "gas eaters" to as high as 35 miles per gallon on some light powered cars. For all cars of any one model and make experiences will vary. Mileage from gas is directly inverse to the amount of carbon deposit in the engine.

President of Pierce-Arrow Co. Sees Prosperity Indicated in Car Sales

Myron E. Forbes Arrives Here on 9,000-Mile Tour of Observation.

Myron E. Forbes, president and general manager of the Pierce-Arrow Motor Car company, who is making a 9,000-mile trip through the United States to observe general business conditions, declared upon his arrival in Omaha Saturday that a rise in commercial and industrial activities had been registered within the last few weeks.

"One of the surest indications of returning prosperity is the increasing sale of passenger cars and motor trucks," said Mr. Forbes. "People do not buy automobiles and industries do not buy trucks when income ebbs. We know that motor vehicles are bought largely with earnings and not with capital. Over a period of 10 years the investment by the public in motor vehicles has been accompanied by a continued upward trend in various forms of savings."

Business Activity Renewed.

"Savings accrue from earnings. When automobile and motor truck buying activity increases, as it has during the past few weeks, it may be regarded as an infallible indication of renewed business activity generally."

"The automotive industry is the third largest railroad shipper of manufactured articles," he pointed out. "It uses more than 10 per cent of the finished rolled steel and iron output; more than 9 per cent of the total production of copper; 53 per cent of plate glass production; 69 per cent

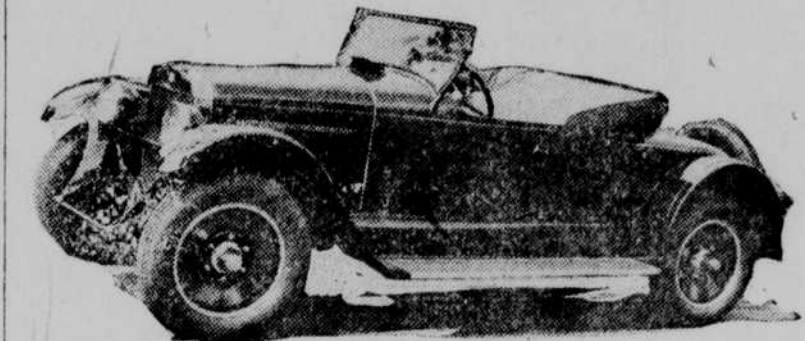


Myron E. Forbes.

of leather production; 80 per cent of rubber, and 14 per cent of hardwood lumber. In addition to these raw materials, are lead, tin, nickel, paint and varnish, aluminum and a score of other materials. The industry furnishes employment to about 2,750,000 workers.

The recent expansion of the Pierce-Arrow Motor car company into the moderate priced field has placed the company in the most favorable position in its entire history, Mr. Forbes stated.

New Wills Roadster Looks "Snappy"

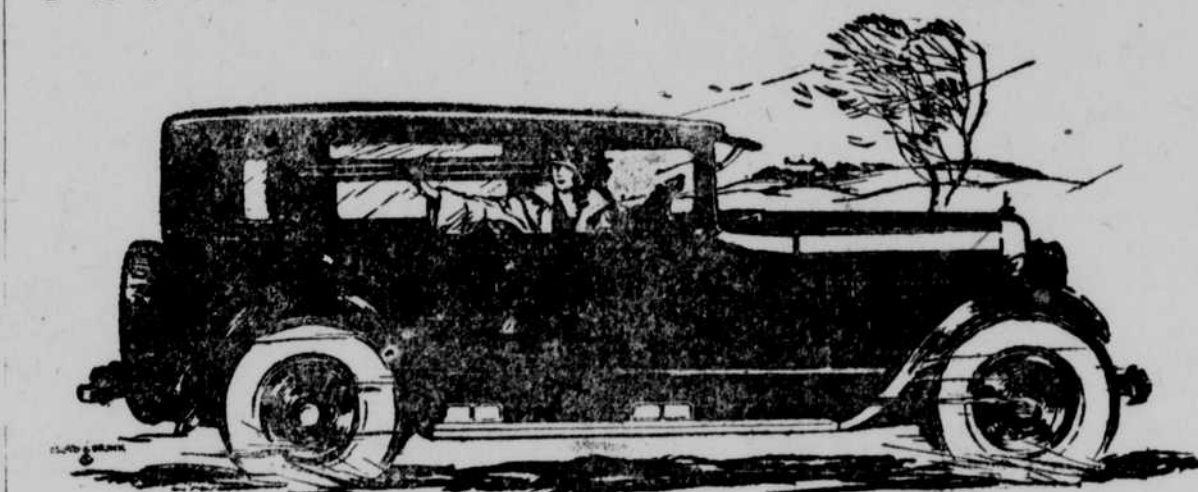


The Western Motor Car company, local distributors of the Wills-Sainte-Chaire line, are displaying the very latest creation of their factory, the new model roadster. It is complete in every detail, offering every desired comfort and ease of driving. In speaking of the car, J. H. Hulbert, manager of the local office, said, "It is the most complete model that the factory has ever turned out. Naturally, as a roadster, it is snappier and easier to handle under exacting conditions of traffic or on the open road. It is the most popular car we have ever exhibited."

Keep the spark plugs clean. Inside and outside keep them free from carbon and oil. Don't widen the spark gap and wonder why you have trouble starting your car and why the engine misfires and doesn't work well. Spark plugs should be snappy workers. Nothing conduces more to sparkplug cleanliness than gasoline treated to prevent accumulation of carbon in the vital parts of your engine.

With the ignition switch off, amperage gauges sometimes show a discharge when no discharge is there. The way to determine whether or not there is a discharge is to disconnect the wires between the generator and the gauge and if the indicator remains stationary and does not point back to zero, it proves that there is no discharge. Inaccurate adjustment of the amperage meter is to blame, but once having determined no discharge, there is nothing to worry about.

THIS IS A STUDEBAKER YEAR



The New Studebaker Big Six Duplex-Phaeton

Two Cars in One—An open and closed car combined

STUDEBAKER Duplex—a closed and open car combined. An entirely new type car—developed by Studebaker and available from no other maker.

It is the most sensational—most talked-of car in America.

One minute you are enjoying the comfort and protection of a closed car—next the unhindered freedom that made the open car so popular. And the change can be made in 30 seconds by simply lowering the roller side enclosures.

Yet with all this two-fold convenience, the Duplex-Phaeton sells for no more than an open car.

The new Studebaker Big Six is strikingly beautiful—with long, low sweep-

ing lines. It is especially designed and powered for seven-passenger service.

The Big Six Duplex-Phaeton is delivered to you with complete equipment. This even includes two highest grade bumpers, extra balloon tire, tube and tire cover—there is nothing else to buy.

But to appreciate this car you must inspect it—drive it. Test its delightful ease of operation—steering mechanism especially designed for its full-sized balloon tires.

Notice the new location of the lighting switch on the steering wheel—and many other new and unusual features.

See this car that has definitely solved the open-closed car problem.

STANDARD SIX 113 in. W. B. 50 H. P.	SPECIAL SIX 120 in. W. B. 65 H. P.	BIG SIX 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 2085
3-Pass. Coupe-Roadster 1395	4-Pass. Victoria 2050	7-Pass. Sedan 2785
5-Pass. Coupe 1495	5-Pass. Sedan 2150	
5-Pass. Sedan 1595	5-Pass. Berline 2225	7-Pass. Berline 3060
5-Pass. Berline 1650	4-wheel brakes, 5 disc wheels, \$75 extra	4-wheel brakes, 5 disc wheels, \$75 extra

Frank D. Phillips Motor Co.
2550 Farnam Street Tel. AT. 3044
Studebaker Distributors

STUDEBAKER DUPLEX

The NEW-TYPE OPEN-CLOSED Car

Willys-Knight Adds Coupe and Brougham to Line

New Types Answer Insistent Demand for Greater Selection of Closed Cars.

In answer to an insistent demand on the part of Willys-Overland dealers and the motoring public, particularly by the Willys-Knight engine are men where the economies made possible by the Willys-Knight engine are highly appreciated, Willys-Overland now announces two remarkable additions, the new business coupe and the brougham, both mounted on Willys-Knight chassis.

The standard color of the new business coupe is blue, with black molding lines. It is finished in lacquer, with a promise of indefinite life. Top, back and rear quarters above the belt line are in black durot. Top is of hand-laid type, and, with japanned hand joints, is of soft, padded anti-rattle construction.

Inside, seats and back cushions are of blue leather to harmonize with the exterior finish. Cloth head and side lining is used. There is a rear view mirror, with double drop bracket. Interior hardware fittings are of unusually attractive design and quality, in keeping with the refinement of the entire car.

Ample Carrying Space in Rear Deck.

Rear deck space is ample to take care of a small steamer trunk, for two or more suitcases, while a separate door for sample cases, medicine cases or golf clubs opens into the same compartment. Additional space is furnished back of the seat for parcels and interior convenience.

Windshield is in one piece, with inside nickel plated lever locking cam quadrants, which are also equipped with finger pulls on the lower ends, making the quadrants serve the double purpose of opening or closing the shield, as well as holding it in any desired position.

New and Beautiful Brougham.

Words, even though supplemented by black-and-white photographs, fail to give an adequate conception of the style and beauty of the new Willys-Knight brougham. Its lines conform in every respect to the latest modes in motor car body design and the two-tone color combination of dust-proof gray and beaver brown, with black molding lines in combination with the black top, make it a car of decidedly distinctive and luxurious appearance. The car is designed for the person of individual tastes who wants a car that is different in appearance.

Appointments in this model are most complete. Upholstery is Baker Eastex velvet of exceptional quality and suitable design, over cushion springs made expressly for this body. On the floor is a high grade of varnished pine carpet. Rear view mirror, dome light to match the hardware, which is of unusually attractive design and quality; large doors with inside pockets, window regulators of crank type, automatic windshield wiper, especially designed sun visor, hood beige aluminum molding, and a direct air heater, are to be found on this body.

Export Markets Want Closed Cars

Hudson-Essex Company Reports Many Orders for Coaches and Coupes.

Hudson and Essex are bringing the whole world around to a preference for enclosed cars. Even a number of export markets now are asking for a majority of their shipments in coaches and sedans, according to word received from the Hudson factory by Omaha Essex company, Hudson-Essex distributor.

"That is unusual," said W. H. Wetherell, "because motoring customs in foreign countries have been entirely different from those in America. Many motorists ride with tops down—as Americans did 10 years ago. The automobile isn't outstandingly the article of utility it is here in the United States."

"But the unquestioned all-weather advantages of the enclosed car, and the unrivaled value which Hudson and Essex have built into their coaches, is changing this."

"The demand for closed cars has grown gradually, since Hudson-Essex brought out the coach, until the majority of orders now tends that way. It is only a matter of time that the trend which followed Hudson-Essex leadership in America will extend into other countries. One tropical distributor was accounted to find that the coaches are even more comfortable than open cars in hot weather—he found he could regulate just the draft of fresh cool air he wished."

"The Hudson-Essex export business, by the way, is one of the largest in the industry, although you hear little of it. There are only seven or eight motor car manufacturers who make as many cars for their entire domestic and foreign production as Hudson-Essex ships overseas. This volume helps in obtaining lowered costs for Hudson and Essex cars here in America."

"Hudson and Essex closed cars are winning their way wherever they go, not only because of their closed car comforts at open car costs, but also because of their performance and their wonderfully easy riding. The vibrationless motor of the Essex is built on the principles of the famous Super-Six."

"In Omaha, Hudson and Essex sales continue to gain steadily. The public is choosing them because they give the essential motoring advantages at a price which the ordinary man can reach. Nationally, Hudson-Essex was the first maker to reach 100,000 six cylinder cars this year."

CLOSED CARS GROW IN POPULARITY

"One of the remarkable features of the growth of the automotive industry has been the development of closed cars," states O. A. Wilson of the Andrew-Murphy & Son company, Star and Durant distributors.

"In former years, open cars were in general use, but the wide popularity of the closed car is noticeable today. The chief reason is that the automotive engineers have so designed

the closed car that it is today considered an ideal conveyance.

"Its many conveniences and service that it is capable of giving, makes the owner absolutely independent in transportation matters. The weather and timetables need no longer dictate the coming and going of the traveler. It enables the owner to choose his own routes and go rain or shine."

"Not only for touring, but business trips, the closed car removes many tedious trials of traveling. The convenience and long waiting at railroad transfer points do not affect the closed car owner. His car eliminates all such annoyances and can bid his own time about stopping off to rest or to dine."

"All these things are possible in every season. The weather cannot regulate the closed car service."

Many Attracted by New Truck

Graham Brothers One-Ton Type Is Unusually Sturdy and Attractive.

The first new Graham Brothers one-ton truck arrived in the city yesterday and is now being displayed by O'Brien-Davis Auto company.

An exceptional amount of interest is already being shown and indications point to an unusual number of fall and winter sales.

For a commercial vehicle, it is surprisingly attractive, an excellent ex-

ample of the persistent trend toward better appearance as well as better quality in the light haulage field.

"Graham Brothers advance has been one of the most spectacular in the truck business," said Mr. Davis. "Three years ago they were in 20th position. Today they are in sixth. This achievement speaks eloquently for the truck—more eloquently than anything we ourselves might say for it."

"It is plain to anyone who sees this new one-ton truck that their continued advance is inevitable. To be able to build such a substantial and attractive truck at such a low price means that Graham Brothers have definitely taken their position among the first few in the industry. With limited production this truck at this price would be impossible."

True product of a high purpose—fleet, worthy, beautiful—it is not surprising that the Oakland Six is winning and holding the good will of all who buy it.

Standard equipment includes four-wheel brakes, disc steel wheels, balloon tires, permanent top, Fisher Bodies, one-piece ventilating windshield on closed types, Duco finish, centralized controls, indirectly-lighted unit instrument panel, automatic spark control. Glass enclosures for open cars at small added cost.

Roadster \$1095; Touring \$1095; Special Roadster \$1195; Special Touring \$1195; Landau Coupe \$1295; Coupe for Four \$1495; Sedan \$1545; Landau Sedan \$1645. Prices at Factory

OAKLAND MOTOR CAR CO.

20th and Harney Streets

OAKLAND

PRODUCT OF GENERAL MOTORS



The Logical Choice of the Careful Buyer

The Touring Car
\$295

Runabout . . . \$265
Demountable Rims and Starter \$65 extra

Coupe \$525
Tudor Sedan 590
Fordor Sedan 685

All prices f. o. b. Detroit

You can buy any model by making a small down payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Payment Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.

The Ford car delivers more useful, care-free, economical service per dollar invested than any other car. Its sturdy, rigid construction is striking evidence of enduring materials. Every minute operation is scientifically tested and accurately checked.

Control of natural resources and complete manufacture in large volume have made possible value that is the one standard by which every motor car must necessarily be judged.

The Ford car is the logical and necessary choice of the buyer who wants to get the utmost from every motoring dollar.



Ford Motor Company
Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER