

## 1924 Second Year in the History of Auto Industry

Prospects Bright for Production of 3,500,000 Cars by End of December—Good for 1925 as Well.

By ROY C. HAYES.

Universal Service Automobile Editor, Detroit, Nov. 15.—Prospects of a production of more than 3,500,000 cars this year loom bright, according to executive opinion along automobile row. Since the lull in the mid-summer months, output has increased to very sizable proportions and continued at an almost even level in the last three months.

Despite the fact that November and December will not keep pace with the eighth, ninth and tenth months, 1924 will be easily the second greatest year the industry has ever seen. This showing is all the more remarkable in view of the fact that 1923 was nearly 40 per cent greater than any preceding year, taking care of the majority of the automobile prospects. Looking into 1925 automobile leaders point to a better year than 1924, satisfactory as the current year has been. W. L. Velle, president of the Velle Motor corporation, points to the re-election of President Coolidge as insurance of a prosperous year. In a statement last week Mr. Velle said he believed that taxes on cars would be lowered, employment conditions strengthened, wages higher and living conditions bettered by cutting costs.

Stewart McDonald, president of Moon Motor Car company believes that 1925 will be one of the industry's biggest years, though there may be fewer companies in the industry than at present. His prediction is based on the remarkable reception accorded new models of leading companies and he points out that increased sales will establish companies more than offset declines in sales of the weaker concerns.

Some of the highlights of the week in motordom include the introduction of a coach model by one of the largest firms in the industry and the Reo announcement of a four-door sedan at \$1,995.

Willis Overland has reduced the price of the Overland coupe sedan from \$895 to \$855, a cut of \$40. J. E. Stearns company, Cleveland, has added a light six to its line of four and six-cylinder cars. The new Stearns Knight is offered in five body styles, prices ranging from \$1,875 for the touring to \$2,475 for the sedan. One of the most important trade events of the week was the introduction of the 1925 Marmon line. Even more than the striking beauty of the cars, the feature of the announcement is the narrowing of the price differential between the open and closed cars, the sedan at \$3,295 selling for but \$139 more than the touring car.

Five models are available with balloon tires as standard equipment and front brakes optional.

Maxwell today announced an advanced four-cylinder car at prices that remain the same with the exception of the sedan figure, on which there is a slight increase in view of the new body and more and finer equipment. Duco finish is used, and balloon tires are standard on all models.

The factory claims an average of 45 miles to the gallon for the new cars, speed of 55 miles an hour, and acceleration from five to 25 miles in eight seconds. Prices range from \$855 for the roadster to \$1,345 for the sedan.

Before the close of this week Chrysler will have made its 26,000th car.

Ford is now working six days a week, turning out more than 7,000 cars a day.

Employment is higher this week than it has been for a month, and things generally are "looking up."

## SPEED DEMON USES CHAMPION PLUGS

marvel, who broke the world record for 250 miles in the opening race over the new track at Charlotte, N. C., used Champion spark plugs to help attain the record. Immediately after the race Milton wired the Champion Spark Plug Co., as follows:

"When opening race here in my Miller Special at an average speed of 118.17 miles per hour—a new world's record for 250 miles. My Champion spark plugs never missed a shot. Some performance."

"This record has never been approached by a single piece of automotive equipment," says Robert A. Stranahan, president of the Champion Spark Plug Co.

**PRAISES ADENOID, TONSIL TREATMENT**  
Says He Can Not Say Enough For Tonad—Boy Better Than Ever

Glendale, Calif.—"I am writing this letter to tell you what wonderful treatment has done for my boy, John William, who is now five years old. I heard of 'Tonad,' a medicinal treatment, which I tried a month, then went back to my doctor, and he said that the adenoids had completely disappeared. Not only that, but my boy was better than ever. I recommend Tonad to all my friends for tonsils, adenoids, and all general catarrhal conditions of the nose and throat, and with best wishes for your continued success. I am, (Signed) J. Burdette, 545 North Maryland St., Glendale, Calif."

Suffering humanity all over the country are taking advantage of Tonad, the great medicinal, non-surgical achievement. Tonad is a perfectly balanced combination of medicinal compounds, perfected by a prominent Nose and Throat Specialist, who has used it in his large private practice for a number of years, successfully treating hundreds. Tonad is now being given broadcast publicity, that the thousands suffering all over the country can treat themselves non-surgically with this mild, easily-taken, effective treatment, right in their own homes, with no loss of time, and very little expense. If you are suffering, or any one of your family are suffering, write immediately to holder enclosing all about Tonad, including letters of praise from former sufferers. Don't delay. Address: Tonad Company, 119-211 Broadway Bldg., Los Angeles, Calif.

## Omaha Hudson-Essex Concern Establishes New Quarters



## Oakland Official Outlines Plan of Sales to Dealers

Three-Day Session Held at Detroit—Program of Improvement Is Outlined.

A three-day conference of the field sales organization of the Oakland Motor Car company was held in the General Motors building, Detroit, November 6, 7 and 8 for the purpose of discussing new sales and merchandising plans now being inaugurated by the company.

Charles W. Matheson, vice president and director of sales, outlined a comprehensive plan to help the dealers merchandise Oakland cars and stated that the paramount concern of the company is to see that Oakland dealers make money. He told of the program of continuous improvement being carried out in the car and the exacting, close inspection given each car at the factory before it is shipped out.

The three days' sessions closed November 8, with an address by George H. Hannum, president and general manager. Mr. Hannum spoke on "Oakland Ideals" and told of the future plans of the company.

B. G. Koether, head of the sales and service division of the General Motors advisory staff, gave a summary of what the General Motors corporation is doing to back up the General Motors units in research and standardization work and in financial help.

As a striking example of what has been done along this line, Mr. Koether pointed out that the standardization committee of the General Motors corporation had reduced the 13,000 parts used by the six General Motors vehicle divisions to 2,100 parts. He also indicated the growth in sales of General Motors cars and trucks by citing that the various units produced 246,834 cars and trucks in 1918, and that last year these same units produced 756,931 cars and trucks.

W. R. Tracy, assistant general sales manager; H. M. Robins, director of districts; W. M. Chamberlin, in charge of sales development work; A. R. Glancy, vice president and assistant general manager; Benjamin Jerome, chief engineer; Thomas Mair, comptroller; R. A. Armstrong, service manager; and Waldo E. Fellows, advertising manager, were some of the other speakers on the program.

**Highway Job Completed.**  
Fairbury, Nov. 15.—The Interstate Concrete company of Fairbury has completed the sanding of 12 miles of the Nebraska highway, beginning a mile east of Gladstone and extending east through Fairbury and within a mile of Hansen. Work on this project began 60 days ago.

The march of Hudson-Essex business in the Omaha territory has been so steadily forward that it has necessitated the Omaha Hudson-Essex company's removal into larger quarters.

Its new location, at Twentieth and Harney streets, gives it ample room to give its customers the very best service, both in the mechanical and sales division of its business. The interior of its building has been completely rebuilt and decorated.

The sales room has been very cleverly decorated and refinished and it affords a very pleasing setting for its display cars. The lighting system has been carefully arranged so that the prospective owner may examine the cars under the very best lighting conditions.

The service and the parts department, which occupies about three-fourths of the 20,000 square feet of floor space in the building, is completely equipped and arranged to give the most efficient service, both in parts delivery and in car maintenance.

The offices have been so arranged that it may handle both the wholesale and retail business with the least confusion and loss of time. The rapid growth of its dealer organization has made it necessary for it to increase the facilities for handling its wholesale trade so that delivery of cars and repair parts can be made with the greatest dispatch. It is the desire of the company to have all the Hudson-Essex owners in the Omaha territory visit it in its new location so it can more thoroughly acquaint them with its methods and policies, both in sales and service.

**OAKLAND MOTOR CAR CO.**  
20th and Harney Streets

**OAKLAND**  
PRODUCT OF GENERAL MOTORS

## Detroit Sends First Ship to Foreign Harbor

Ford Motors Sends Vessel to Buenos Aires—Carries Cargo of Cars and Parts.

Detroit sent its first ship to a distant foreign port Wednesday afternoon, November 5, when the steamer Onondaga of the Ford Motor company's fleet sailed from the River Rouge plant for Buenos Aires, Argentina, South America. It carried a cargo of manufactured automobile parts, the first of the kind ever exported direct from any Great Lakes port.

The Onondaga left the dock of the Ford plant at 12:30, nosed its way down the Rouge to the Detroit river and then headed out into the open water, with Montreal as the first stop of the voyage to the South American coast.

Departure of the Onondaga created something of a furor in the offices of the customs officials here, where clearance papers were issued for the first time to a ship sailing to a foreign port.

Application for the papers from the Ford Motor company presented the officials with something new so far as the port of Detroit is concerned and there was a hurried perusal of records and rules governing the issuance of such papers.

While the Onondaga is the first merchant vessel to sail from Detroit to a foreign port, officers and several members of the ship's crew are all old salt water seamen and the voyage will bring them back to seas they have sailed before.

In starting the Onondaga on its voyage to South America, the Ford Motor company inaugurates its own export and Atlantic coast shipping. It is a new and noteworthy development in the automobile industry and one in which the Ford company, with its own ships, uses the Great Lakes as a gateway to bring it into closer relationship with its foreign branches.

It likewise has an important bearing upon shipping to salt water from the Great Lakes, illustrating the business expansion and economy in freight transportation which may be expected if the proposed St. Lawrence river development or any other improvement which will deepen the draught in the St. Lawrence locks is carried out.

Due to the 14-foot draught of the St. Lawrence river locks, the Onondaga left Detroit with a cargo of about 1,600 tons. When the additional cargo is loaded at Montreal, the Onondaga will have on board manufactured parts for 2,100 Ford cars in addition to a shipment of service parts. The whole cargo is consigned to the Ford branch at Buenos Aires.

**DUCO FINISH FOR CADILLAC BODIES**  
On bodies produced during the last year, Cadillac is now offering optionally, after three years of exhaustive experimenting, a perfected duco finish, a material which represents a fine, hard, smooth surface of exceptional durability, and which is offered with either a bright or velvet finish. This finish when polished to a certain fineness has all the luster and appearance of a high finish paint job. Several enclosed cars bearing this finish are now on display at the showroom of the J. H. Hansen Cadillac company as well as a custom-built five-passenger coupe, which carries the high finish, a beautiful beige brown.

This custom-built car with all its fine appointments is Cadillac's effort to please the most fastidious buyer, and the Victoria, the low-priced coupe, is their appeal to the conservative client. This car is particularly appealing to the professional man who must have comfort with motor car endurance and dependability. Nowhere in the world is Cadillac excelled in its smoothness of performance and ease of operation. Scores of the exacting motor car minds of the country are constantly using two or more Cadillacs in both business and pleasure duties.

See Want Ads are the best business boosters.

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20th and Harney Streets

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## BATTERY NEEDS CARE IN WINTER

Probably the most neglected part of your automobile during the winter months is the storage battery. The main reason for this is the fact that the battery, with little or no attention, does its work faithfully, day in and day out, through the summer months, until it is all but forgotten," said William Powers of the Omaha Battery company.

"If you will but stop and think, you will see where the drain on the battery is very much increased with the coming of cold weather. Not only is the motor harder to start due to poor carburetion and stiffness of the oil, but also the hours of driving with the headlights lit are materially increased, and added to that, in cold weather the battery that is partly run down does not respond so rapidly as when the weather is warmer.

"No danger of freezing will occur if your battery is fully charged, but it is highly possible in very cold weather that a battery partly or totally discharged will freeze up. Therefore, we would advise every car owner to go to a battery station and have his battery tested and given the proper care."

**Travels in Overland.**  
Discarding railroad time-tables and their uncertainties as well as the vicissitude of hotel life in the "sticks," with which the average show "trouper" has to contend for 40 or more weeks in the year, Tim and Betty Myers, vaudeville folks, are covering their cross-continent itinerary this season via Overland coupe-sedan.

Tim and Betty Myers left New York on March 15 and have made every one of their "jumps" from one engagement to the next in their car and have slept in the car every night since leaving Broadway, during all sorts of weather.

Incidentally, their novel method of transportation has enabled them to cut their expenses in half. After reaching the Pacific coast they plan to return to the east over the southern route, when, with better roads, they hope to cut their traveling costs even more.

## REO STATION SENDS OPENING PROGRAM

The Reo Motor Car company, Lansing, Mich., held its inaugural radio program, Tuesday November 11. This broadcasting station with its high-powered equipment will "go on the air" at some time each day, with evening programs on Tuesday, Thursday, Saturday and Sunday.

When test programs were broadcast from WREO, communications were received from 33 states, assuring the men in charge that they were "coming in fine." It is believed that Lansing has a strategic geographical location for broadcasting so that even less powerful receiving sets anywhere in the United States will be able to tune in on the programs.

Although it is the capital of Michigan and the home of a number of large industries, Lansing has never had a broadcasting station. It was largely with the thought of keeping the city in step with other communities that the Reo Motor company installed its outfit.

A good share of the talent on the WREO programs will be drawn from the Reo shops. The 50-piece Reo band established a number of years ago and now one of the best-known musical organizations in Michigan, will feature the program from time to time as will the orchestra, glee club and male quartet, all composed of Reo employees.

The broadcasting equipment and the sound-proof studio are housed in the Reo clubhouse. Behind the clubhouse, two towers raise the antenna 150 feet above the ground. Another studio separate from the solists' room has been arranged for the band in a building some distance from the operating room. This is expected to increase the quality of results. A wave length of 288.3 meters has been assigned to WREO.

## CHRYSLER ATTAINS HIGH SALES MARK

Production During October Reaches Total of 3,606 Machines.

With production and sales in the month of October reaching 3,606 cars, the Chrysler Motor corporation has not only broken all of the many monthly production records it has previously set, but has established a new high mark for the industry as well.

Never before in history has a motor car manufacturer installed entirely new equipment, rounded out a manufacturing organization and reached a monthly sales record of more than 3,600 cars within 10 months after the first public introduction of the car, it is stated by J. E. Fields, vice president in charge of sales. Mr. Fields also pointed out that this record production was all the more remarkable in view of the well-known fact that the Chrysler is built to the highest quality standards. Actually this record production was attained in eight months instead of 10 inasmuch as practically the first two months were consumed in organizing production for large quantities.

In previous months the company has produced what was thought to be the capacity of the Chrysler plant, but the experience gained by the expert Chrysler manufacturing organization during the last 10 months, coupled with additional equipment, made possible the new high mark set in October.

Officials of the company do not hope to exceed the October record during the remainder of the year, although orders on hand demand that the high mark be equaled in November and December.

Because of the tremendous and steadily growing success of the Chrysler in domestic markets since its introduction and because of the reception amounting to an ovation that it is now receiving in foreign markets, far-reaching expansion of plant and equipment is predicted within the next few months.

**EUROPE IN GOOD CONDITION, SAYS AUTO OFFICIAL**  
Overland Head Is Confident That Motor Car Business on Other Side of Atlantic Is Improving.

Bringing with him the report of improved business conditions across the Atlantic, John N. Wills, president of the Willis-Overland company, has returned to Toledo after a hurried business trip of three weeks, during which period he visited the Paris Salon and London Olympia motor car shows. This visit was for the twofold purpose of seeing at first hand European developments in motor car design and manufacture and of learning the possibilities held forth for the sale of Overland and Willis-Knight cars on that continent during the coming year.

"The European political situation is rapidly being cleared and there is purpose of seeing at first hand European developments in motor car design and manufacture and of learning the possibilities held forth for the sale of Overland and Willis-Knight cars on that continent during the coming year.

"Despite the fact that in all of these countries there are quite a few manufacturers of motor cars, American-built automobiles find great favor because of their power, durability, economy, interchangeability of parts, easy riding qualities, appearance and price.

"As conditions abroad improve and the need for more efficient transportation becomes urgent, thousands of American motor cars should be sold in Europe just as they are marketed successfully in every civilized country throughout the world."

**NEW PROCESS FOR MAKING TIRES**  
The Kelly-Springfield Tire company has adopted a new process of building tires. This new process makes it possible to build the head as an integral part of the tire, thus doing away with head separation and permitting a far stronger and more flexible construction.

In the balloon and semi-balloon tires, with their comparatively thin sidewalls and their low air pressure, a terrific strain is thrown on the tire just above the point where the head is fastened in. Particularly is this true when the car is rounding corners or turning a curve.

The new process adopted by the Kelly-Springfield makes it possible to build the head as an integral part of the carcass.

The wires which form the head are absolutely anchored in place; they cannot separate or pull out.

Aside from this great advantage, there is the added advantage that the cords are continuous. This means instead of 6,000 or 7,000 short cords, each cut of the head, the new Kelly construction uses only about 460 long cords.

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**Formerly HARNEY 0710**  
But Now Changed to  
**ATlantic 2570**  
EASY TO REMEMBER—THE SAME AS OUR ADDRESS  
**2570 Farnam Street**  
WHERE the finest cars are sold and where service is known for its permanency and high quality.  
**J. H. Hansen Cadillac Co.**



## More Comfort for Less Money

The Ford Coupe is the lowest priced closed car on the market—yet one of the most satisfactory.

Costing less to buy and maintain, every dollar invested brings greatest returns in comfortable, dependable travel.

Sturdy, long-lived and adapted to all conditions of roads and weather—it meets every need of a two-passenger closed car.

Steadily growing demand and the resources and facilities of the Ford Motor Company have made possible a closed car, at a price millions can afford, rightly designed, carefully built and backed by an efficient service organization in every neighborhood of the nation.

**The Coupe \$525**

Fordor Sedan	- \$685
Tudor Sedan	- \$590
Touring Car	- 295
Runabout	- 265

On open models demountable rims and starter are \$95 extra.

All prices f. o. b. Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER

**Ford Motor Company**  
Detroit