

1925 to Be Year of Many Mergers in Auto Industry

Two Important Consolidations Completed in Week; Body Builders Gain Power.

By ROY C. HAYES, Universal Service Automobile Editor.
Detroit, Nov. 27.—The automobile industry is entering a period of consolidation and concentration. Although executive opinion along the row is unanimous in pointing to 1925 as a greater year than the industry has ever seen, it is generally agreed that the coming year will see more changes in the physical structure of the industry and its units than any year to date.

The trend of things at present is beginning to point to the truth of the prediction made last January by Charles M. Schwab, steel king, at the national automobile chamber of commerce dinner in New York during auto show week. Gathered around him on that occasion was every leading executive in the automobile business, with the exception of Henry Ford.

"In not many years from now the number of automobile manufacturing companies will be reduced to about 10," he said. "These 10 will be making a total of about 15 different makes of cars. Public demand for better prices and the subsequent intense competition among manufacturers to supply this demand will cause some of the weaker concerns to drop by the wayside and some of the better known firms to get together."

Schwab indicated that greatly improved purchasing power, unrivaled manufacturing facilities and speeded merchandising operations, which would result from these combines, would place the industry in position to make better automobiles at better prices. This would be accomplished with more profit to all concerned, he showed.

With the failure of several smaller companies in the last 10 months and the ever-increasing prosperity of some of the larger corporations, the truth of Schwab's prediction becomes more visible. Just last week two important mergers were brought about.

One is in the accessory field, and one in the body building field. One merger is that of the Bassick Alemitte corporation with the Stewart-Warner corporation. The other, consummated Monday, resulted in the formation of the Murray Body corporation, with a capital structure of \$12,300,000 and the rivaling Fisher Body corporation for importance in the industry. The principals include the Murray Manufacturing company with body stamping plants in Elizabeth, N. J., Lansing and Detroit; the Wilson Body company of Pontiac, Mich.; the P. C. Widman company and the Towson Body company of Detroit.

Among the customers of the new corporation will be Marmon, Packard, Willys-Overland, Hupp, Paige, Jewett, Lincoln and a number of other leading companies. Shortly after the formation of the new group, the Murray corporation received an order for 55,000,000 worth of bodies from one auto manufacturer.

Another merger in the body building field is reported to be in the making. It would concern the Fisher Body corporation. In addition are two mergers of manufacturing groups likely to be completed this winter.

Every important section of the industry of late tends toward the projected structure of fewer companies and fewer makes of cars.

One of the most potent forces in bringing this about is the automobile body situation. The automobile body builder today controls the automobile business. The outstanding note in automobile requirements today is for a cheap closed car. The motoring public wants a closed car for all the family at a price that is close to the open car figure.

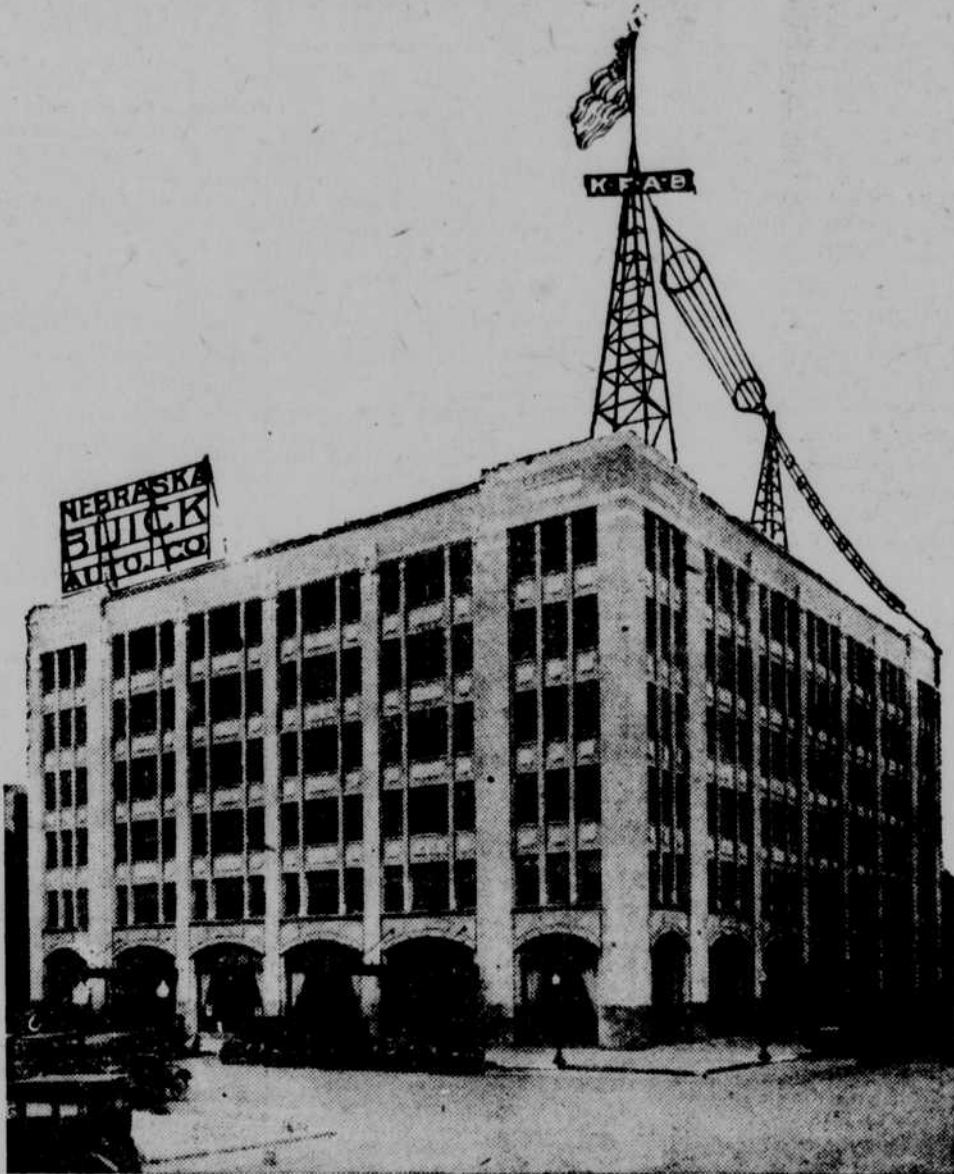
This type of car is not only coming but is actually here. Four manufacturers are now building such a car. They are Hudson, Essex, Buick and Reo. Rickenbacker is expected to enter this field shortly, as is Flint and Studebaker.

Volume production, greater volume than we now have, will be necessary before the manufacturer can continue this pace.

More than anything else, it is a body builder's problem. And since the recent merger there are only a half dozen body companies that are able to do quantity production business. That means that there will be about six centers of power in the automobile business next year.

The coming year will be the biggest year on record for the automobile industry and the first one in which the automobile body builder controlled the industry.

KFAB, Nebraska Buick Company's Raido, Ready Dec. 3



KFAB, Nebraska Buick Auto company radio broadcasting station at Lincoln, will be formally opened on Thursday evening, December 4, and will be on the air on opening night from 7:30 p. m. to 3 a. m. Thirty artists will be on the program that evening.

C. A. Entekin, president of the Entekin Electric company of Columbus, O., has had charge of the installation. Entekin has erected a

number of large broadcasting stations and will leave Lincoln after opening night to install a new station at San Antonio, Tex.

Gayle Grubb of Lincoln will be the regular announcer and director. Mr. Grubb is an accomplished musician and a former student of the University of Nebraska and was director of the Southern Rag-a-Jazz orchestra which toured Europe two years ago.

Programs will be broadcast regularly on Monday, Wednesday, Friday and Saturday nights. On Sunday mornings church programs will be broadcast by means of remote control.

H. E. Sidles, president and general manager of the Nebraska Buick Auto company, says this station has been erected for the benefit of radio fans in this territory, as well as from coast to coast, and will at all times endeavor to render programs of the highest class.

Maxwell Scores in Newest Model

Reception Accorded It Equals Chrysler's, Say Officials.

Officials of the Maxwell Motor corporation declare that the nation-wide reception accorded Walter P. Chrysler's latest creation, the new Maxwell, is the greatest and most enthusiastic ever given a Maxwell product. It is even more enthusiastic than the reception given the first Chrysler Maxwell three years ago.

"The tremendous and outspoken enthusiasm with which the public has greeted the new Maxwell permits us to arrive at but one conclusion," J. E. Fields, vice president in charge of sales, says, "and that is that the new car is making just as profound a sensation as did the Chrysler itself."

"Our engineers and manufacturing executives say that this new car represents just as outstanding accomplishments in the field of fours as does the Chrysler in that of sixes."

"This is the Maxwell that we have been building toward ever since we

"FREE SERVICE" FOUND COSTLY

There is a certain magnetism in the word "free," and a natural, human gravitation in the direction of anything that appears to be free, but in spite of this it is not difficult to convince the average automobile buyer that paid service is usually preferable to so-called "free" service, according to Mr. Davis of the O'Brien-Davis Co., local Dodge Brothers dealers.

"Doubtless we are helped materially," he added, "by the fact that Dodge Brothers have publicly announced repeatedly that they do not believe in so-called 'free' service. It is not simply a local policy of our own, but a principle laid down by headquarters and adhered to, I believe, by every dealer in the United States. The public has learned that Dodge Brothers conduct their business along sound lines and that anything they do benefits the purchaser as much as it does the factory."

DODGE EXECUTIVE WITH OAKLAND

C. W. Matheson, vice president and director of sales of the Oakland Motor Car company, announces the appointment of Hugh Higginbottom as district manager for Oakland in the Seattle territory. Higginbottom has been connected with the sales organization of Dodge Brothers for 14 years.

He returns to a territory of which he has intimate sales knowledge, as he was district representative for Dodge Brothers in this section for three years. His headquarters for Oakland will be in Seattle, and his territory will include Oregon, Washington and part of Idaho.

During the last year and a half Higginbottom has been assistant to sales executives at the Dodge Brothers home office in Detroit. He organized the traffic department for his company in 1915 and was manager of it for a number of years. During his recent years at the home offices he made frequent trips about the country, working with Dodge Brothers district managers and field representatives.

See Want Ads Produce Results.

U. S. Autos Lead European, States Studebaker Head

Executive Impressed, However, by London and Paris Motor Shows; Finds Their Problems Differ.

Two of the world's greatest automobile shows were held in October at the Grand Palais, Paris, and Olympia, London. The number of firms exhibiting at both shows exceeded considerably the number which exhibit at the annual shows in Chicago and New York, but the character and quality of their automobiles, bodies, parts, and accessories were not superior to the American make, according to A. R. Erskine, Studebaker president, who just returned from Europe.

Different conditions in Europe and the United States explain the numerical superiority of the foreign shows. With the exception of two or three manufacturers in both France and England, all producers of motor cars are assemblers who purchase their bodies and parts from different makers of such things, and consequently, there are a host of such makers competing for this business. The ownership and operation of foundries, forge shops, stamping plants, and body factories by car producers is quite limited.

Numerous manufacturers sell more chassis than they do complete cars, and retail buyers purchase their bodies from the body makers direct. Then again, the Paris and London shows contain many cars of foreign make, whereas our New York and Chicago shows only cars produced in the United States.

122 Makes Exhibited

At the Grand Palais, a commodious, beautiful building, 122 different makes of motor cars were on exhibition, including 87 French, 10 Italian, 12 American, 8 Belgian, and five British makes.

Olympia had 134, including 75 English, 22 American, 22 French, 10 Italian, and five Belgian makes. At Paris, 53 makers of commercial vehicles and trucks, 78 different makers of bodies, 128 motorcycle and bicycle manufacturers, and over 3,000 makers of parts and accessories exhibited their products. About the same number of similar manufacturers were present at London.

The number of body, motorcycle, bicycle and parts and accessory manufacturers in the United States is much smaller than in either France or England, and of these, only parts and accessory manufac-

turers are permitted to exhibit at our national shows. Our motor car manufacturers are furthermore, real manufacturers to a greater degree than in any other country.

The attendance at both Paris and London was enormous. People from all over the world attended the Paris show, and London had numerous foreign visitors. It was estimated that more than 100,000 people visited the Grand Palais on each of the two Sundays upon which the show was open, and 700,000 during the 11 days it continued. The same interest prevailed in England. Such attendance proves that public interest in motor cars is as keen in Europe as it is with us. Both shows were an unequalled success from every standpoint.

Small Cars Built

Another marked difference between the automobile industry in Europe and America is in the size of cars produced. Perhaps three-fourths of all European makers produce small cars. Many of these cars are of short wheelbase and of tracks as narrow as 46 inches, against the American standard of 55 inches. Small tires and low road clearance are common, as are open cars seating two and three people, with quite flimsy tops.

Small bore motors with high compression, under speeds of from 3,000 to 4,000 r. p. m. prevail. Owners are accustomed to climbing hills in second gear which American cars breeze over in high.

Andre Citroen, the Henry Ford of France, has five plants in Paris which are now producing 300 cars a day and are being enlarged to produce 500 per day. He is producing over half the cars sold in France. His product consists of a five H. P. car, the three-seater of which sells for 11,800 francs, and a 19 H. P. priced at 16,500 francs. He will sell perhaps 50,000 cars this year. Renault ranks next, with an output of about 35,000. The total French output will approximate 100,000 cars.

CADILLAC REPAIR SHOP IS NOW OPEN

The J. H. Hansen Cadillac company is now in position to take care of repair work on cars other than Cadillac.

Mr. Alexander, better known as "Al," who is in charge of the service department and who had an unlimited experience in the repairing of automobiles, will personally supervise all repair work as he has always done on Cadillacs.

The Cadillac repair shop is one of the most completely equipped in this locality and the mechanics employed, some of them factory trained, are masters in their line. This repair shop is always open for inspection and any one desirous of going through it is invited to do so.

Hudson-Essex Again Reduce Coach Prices

Closed Cars Now Listed Below Open Ones; Popularity of Models Given as Reason.

Coach prices are definitely fixed at less than those of open cars in the reduction of all enclosed cars announced by the Hudson-Essex Car company. The stage for this move was set months ago, when the Hudson-coach was offered at exactly the same cost as the Hudson open cars. This move was considered a sensation in the industry. The proportion of enclosed cars in the Hudson business, already high, reach new marks.

As the volume of coach business increased further a reduction was possible which brought the Hudson coach actually below the open cars in cost. Now has come the move which brings the price of both Hudson and Essex cars below those of open cars, and far below any previous standard of enclosed car prices in the automobile industry.

"This surprising and even astonishing price move," said R. H. Davidson, Hudson-Essex distributor, "bears out the prediction that enclosed cars are to be the standard style and that touring cars are luxuries. Naturally the coach and the coach buyer are entitled to the volume of price.

"I have known of many price changes in the industry, but none which caused more genuine surprise than this one. It dropped like a bomb along automobile row. It is a matter of fact that Hudson-Essex sales are at the very height of activity, and that the factory has enjoyed successively the largest September, October and November it has ever known."

"Price cuts are usually made to stimulate business, but this was a business that needed no stimulation. It is simply along the line of giving Hudson and Essex buyers every possible economy due to the fast increasing volume of business.

"There was a sharp and immediate response in our own business. The public came right in ready to buy. We are in constant touch with the factory, and hope to continue in our ability to make prompt deliveries."

"Fully as sensational as the drop in coach prices was the \$350 reduction on the Hudson sedans. Here, again, Hudson is offering enclosed cars at a price which never yet has been seriously rivaled in the industry."

See Want Ads are the best business boosters.

INTEREST SHOWN IN NEW REO SEDAN

J. M. Opper of the J. M. Opper Motor company reports that the public enthusiastically approved the new Reo sedan which was announced last week to sell at a price of an open car. This new sedan is a full, four-door, enclosed car, embodying all the essential features that have so popularized the Reo cars. Introduction of this model, Mr. Opper says, is in reality, Reo's manner of celebrating its 20th anniversary. Without deciding to give something very much out of the ordinary as an expression of appreciation for the confidence and prestige enjoyed for a score of years, the Reo Motor Car company could never have offered a Reo enclosed car at such a price.

MANY CHRYSLERS IN MURPHY STORE

Large shipments of Maxwell-Chrysler cars have been coming in this week to Andrew Murphy & Son, the new distributor for this territory. "We now have a complete stock of all models on hand and have during the past week made a number of deliveries to country dealers," said Mr. Murphy. "Business in the territory is going along fine and indications are for a very good winter trade."

A Baby In Your Home



No many married couples yearn for children that thousands of copies of a new book by Dr. H. Will Elders are being distributed without cost to children's homes. Any family interested in overcoming conditions of nature that hinder the gift of children should write for this free book today. It describes a simple home treatment based on the old doctrine, a wonderful scientific tonic that has had marvelous success all over the country in relieving constitutional weakness.

Every woman who wants to live a normal, happy home life with little ones around her should consider it her first duty to know what medicine is and why it should be an ever-ready aid to her. Read this little book which is an essential charge or obligation in a plain envelope. It contains facts that most women never have had explained to them. Read NO MONEY. NO OBLIGATION. Simply name and address to Dr. H. Will Elders, 2000 Ballinger Bldg., St. Joseph, Mo.

See Want Ads are the best business boosters.

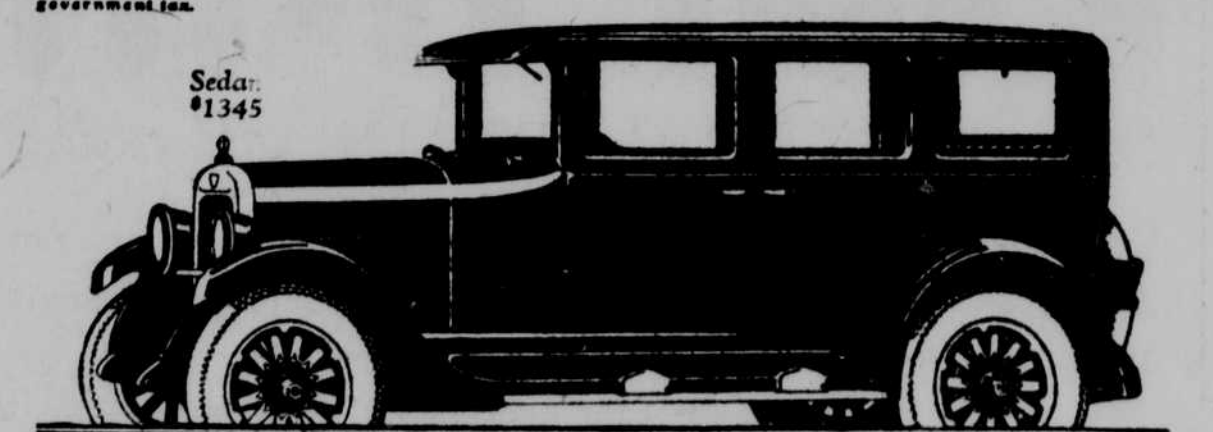
25 Miles to the Gallon

58 Miles per Hour

5 to 25 Miles in 8 Seconds

Driving the new good Maxwell yourself, it will not take you a half hour to discover how wonderfully Chrysler engineers have carried out their conception of superior four-cylinder performance.

This group of men, who by their unexampled achievement with the six-cylinder Chrysler, have won the tribute of an industry, have now developed in the good Maxwell a new degree of four-cylinder power, speed and flexibility, and vibrationless operation which even surpasses these already well-known Maxwell qualities.



Andrew Murphy & Son, Inc.
14th and Jackson Here 35 Years

The New Good MAXWELL

With passing months, Oakland owners realize more and more that the Oakland Six is not merely as good a car as they had expected, but much better.

Features of standard equipment that are winning and holding good will

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

Roadster \$1095; Touring \$1095; Special Roadster \$1195; Special Touring \$1195; Coach \$1215; Landau Coupe \$1295; Coupe for Four \$1495; Sedan \$1545; Landau Sedan \$1645. At Factory.

OAKLAND MOTOR CAR CO.
20th and Harney Streets

OAKLAND
PRODUCT OF GENERAL MOTORS

Do You Suffer From Backache or Pain Over Kidney?

Wonderful Relief is Here Told

Cedar Rapids, Iowa—"I suffered a great deal with pains across my back until I commenced taking Dr. Pierce's Anuric (kidney and backache) Tablets, but now have very little to complain of in the way of pains and aches. What Dr. Pierce's Anuric Tablets did for me they will do for others if they will but give them a trial. This medicine is worthy of the highest recommendation I can give it for kidney ailments and backache."—Mrs. Reuben Spickler, 625 5th Ave. East.

This anti-uric-acid remedy of Dr. Pierce's for backache and kidney troubles (called "Anuric") is new, but it can be had at your neighborhood drug store, or send 10c for trial pkg. to Dr. Pierce, Invalids' Hotel, Buffalo, N. Y., and write for free medical advice.