

Oakland Changes Distribution Plan in Omaha District

Factory Branch Is Discontinued; New District Office Opened in City National Bank Building.

In accordance with new policies regarding the merchandising of Oakland automobiles recently adopted by the Oakland Motor Car company, Pontiac, Mich., which have brought about considerable expansion in their organization, certain changes are being made affecting the Omaha Oakland organization.

Effective March 1, the factory branch of the Oakland Motor Car company, which has been in operation in Omaha since July 1, 1917, will pass out of existence. A. M. Colegrove, who has been serving as branch manager of this organization will open a district office at 1011-12 City National Bank building, and will become district manager, acting as a factory representative, supervising the distribution of Oakland automobiles in Nebraska, all but a few counties in Iowa, one-half of South Dakota, and a portion of Kansas. Colegrove will be assisted by four field representatives, who will work out of the Omaha district office.

The retail sales store and service department, which will handle the selling of Oakland cars in Omaha and vicinity only, will be at 2421-23 Farman street, with service entrance off from Harney street, directly north of the intersection at Twenty-fifth and Harney. The retail store will be under the management of W. R. Lippold, who has been associated with the local factory branch for a number of years. Lippold will be given the entire responsibility of conducting and running all departments of this new store, which will be conducted on the same basis as all other Oakland retail dealers, under the supervision of the local district office.

This move is only one more step taken by this large organization to ward modernizing their methods of doing business. Under the new plan, instead of centralizing the distribution of Oakland cars through Omaha, making it a reshipping point for the entire factory production for the vast area of territory formerly supervised under the Omaha branch, there will be appointed between 20 and 25 direct dealer connections, who will have supervision and distribution over their adjacent territories, which make up their normal trading areas.

This new plan puts adequate working stocks of Oakland automobiles within a very short distance and easy reach of hundreds of smaller dealers, who have heretofore had to come a great distance frequently in order to get their stock from the Omaha branch; obviously, it also makes more accessible to the ultimate car purchaser, a complete line of Oakland cars for him to inspect and make his selection from in purchasing an automobile.

When adopting this new method of distribution, the officials of the Oakland company recognized Omaha as an important distribution point. The territory supervised by the Omaha district office is one of the largest of any district in the entire organization, and is considered by the officials of this company as being one of the most important. This is only one more move in which Omaha has been recognized as a large distribution center.

HANSEN TAKES OVER SIOUX CITY

In line with an extensive expansion program of the J. H. Hansen Cadillac company of Omaha, who have also maintained an exclusive Cadillac sales and service branch at Sioux City for the last three years, they have taken over the distribution of Oakland cars in the Sioux City territory. J. H. Hansen, president of the company, after a complete survey of the territory, is exceptionally enthusiastic over the business outlook for 1925 and is predicting a considerable increase in sales in the agricultural communities on account of the greatly improving business conditions and the combinations of two of General Motors' finest lines of cars at Sioux City.

CARE NEEDED TO ADJUST WHEELS

Before taking measures to adjust the rubber of the front wheels, it is absolutely necessary that the tires be fully inflated; that the car stands on a level road, and that the wheel bearings be adjusted properly so as to eliminate lost motion. Loose bearings will affect both the camber and gather; loose steering knuckles will affect the gather only.

THE NEWEST DISCOVERY OF GENIUS Haydite Nailing Blocks

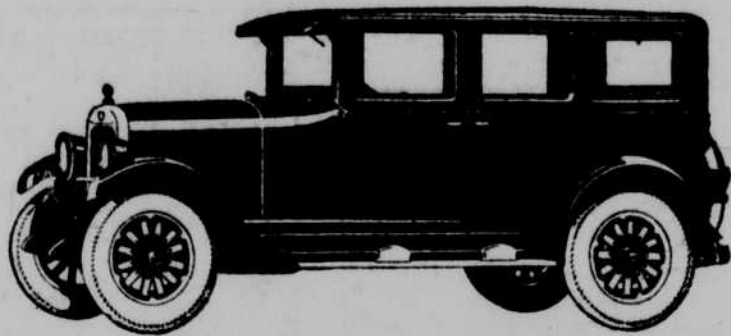
Not made from waste products, but from a clean clay product baked in rotary kilns at 2200 degrees Fahrenheit. It is absolutely fireproof. It is free from corrosion and therefore possible to plaster direct on the blocks without fear of discoloration. It is as easy to nail into as dimension lumber. It is the lightest weight concrete block on the market.

HAYDITE NAILING BLOCKS are manufactured exclusively by

Omaha Concrete Stone Co.,
KE. 0886 28th Ave. and Sahler

KEYSTONE BRAND CONCRETE BLOCKS

Maxwell Announces New 4-Door Sedan



Murphy and Son are showing the new four-door Maxwell sedan. This new body has a number of features that make a strong appeal to closed car buyers.

Dodge Brothers Re-Elect Haynes New Distributors for Moon Motors

President and General Manager and All Other Officers Continue.

Frederick J. Haynes, president and general manager, and all other executive officers and members of the directorate of Dodge Brothers were re-elected February 17 at the annual meeting of the board.

Other officers are: Vice president, Arthur T. Waterfall; treasurer, John Ballantyne; secretary and assistant treasurer, Harry V. Popeney; assistant secretary, R. J. Fry. The following continue as members of the board of directors: Mr. Haynes, Mr. Waterfall, Mr. Ballantyne, Mr. Popeney, and Russel Huff. Mr. Huff is director of engineering. Records of the annual meeting confirmed previous reports that 1924 was by far the most successful year in Dodge Brothers' history. Dodge Brothers were second among N. A. C. C. members and third in the industry as a whole, both in the number of units produced and in money volume.

The year closed with a total production of 225,633 motor vehicles having a total value of nearly \$200,000,000. These official figures vary only slightly from the estimates announced during the New York automobile show early in January. Dodge Brothers showed a 25.4 per cent gain in sales during 1924 in the face of a general decline of 9.4 per cent in the industry. It is also a noteworthy fact that Dodge Brothers were the only one of the four leading motor car manufacturers in the world who showed an increase over 1923.

Indicative of the present trend toward an even greater year in 1925 is the showing for January, during which month production and sales were considerably in excess of the same month for 1924. President Haynes made no comment on the continued progress of Dodge Brothers except to say that the remarkable increase in sales is simply a reflection of the strong public confidence that can be built up by starting out with a good product and then striving ceaselessly and conscientiously to make it better.

Oakland Closed Models Popular

80 Per Cent of Production First Six Months of Year Enclosed.

Eighty per cent of the production of the Oakland Motor Car company for the first six months of 1925 will be in the enclosed models. Factory schedules have already been set for this proportion of closed cars. Just what the proportion of closed cars will be in the second half of 1925 will depend upon the sale of the open models during the early spring and summer months.

The exact demand for closed versus open models during the present year, of this proportion that factory production executives can only estimate, according to A. R. Glancy, president and general manager of Oakland. "There is no question but that more than 50 per cent of all cars built during this year will be in the closed body type," he states, "but just what the proportion will be must be determined by each company, depending to a great extent on the price class in which their cars are listed.

"At the best it will only be a rough estimate. After the present year, officials will have data on which to plan future production. The price differential between the closed and open body types is, at the present time, so small that I believe the greater production will be in the closed models.

"There are, however, certain advantages of vision and air which the open cars afford, particularly in our southern states. How strong this appeal actually is constitutes the unknown factor in our production plans."

Failures in Auto Companies Fill Whole Alphabet

Hudson-Essex Distributor Warns Prospective Buyers to Examine Standing of Makers.

"Look to the company behind the car you buy. Be sure it is permanent. Be sure that your investment will not be in an orphan car," advises R. H. Davison, of Omaha Hudson-Essex company, distributor, in the Omaha territory for Hudson and Essex.

"It is a fact that many more motor cars have failed than have lived. A motor magazine recently called the roll alphabetically on the companies that have gone, and there was at least one company for every letter in the alphabet except Q and X. If only some hopeful manufacturers had turned out a Quince and Xerxes the whole alphabet would have been complete in the graveyard of forgotten machines.

"You will find today many motorists with their good money tied up in 'orphan cars'—cars on which service is expensive and difficult to get, and cars which will have little if any resale value.

"A motor car buyer today is careless if he ties up his money in any car which hasn't a successful company behind it. He is risking the loss of a considerable sum of money. The sensible thing is to see that the car itself is good, that the company is sound, and most important that the company is progressive and has a bright future.

"On this basis, the wise buyer will find a new and added respect for Hudson and Essex cars. Not only is the concern well-seasoned, but it has been known as a leader in the industry. Its invention of the coach type of car, and its sponsorship of the coach all during the period when it has to meet opposition and even ridicule by makers who are now flocking to it, is one of the industry's greatest examples of leadership.

"It must be remembered to begin with that while Hudson-Essex conceived the coach idea, they were not merely content to let someone else develop the idea. They have already built and sold over 210,000 cars of the coach type. As a result, they have a background of experience behind them in building this type of closed car that is not remotely approached by any other manufacturer. They have achieved a volume of production that no other closed-car builder ever attained before, and with the resultant economy of overhead and all manufacturing costs."

At no time in that history has the spending of an automobile dollar been attended with so little loss through repairs, maintenance, delays and annoyances attendant upon the use of any machinery. Today's automobile has more power, more comfort, more usability, better appearance. It is outfitted with conveniences undreamed of a decade ago. Its power plant runs with greater reliability, less trouble, greater economy, and yet the car is bought for almost the lowest price, including all these advantages, that it ever has sold for, even when it had none of these advantages.

The year 1918 has been considered low water mark year for prices. Taking, as an example, a car that will not involve invidious comparisons, a Studebaker special six sedan sold that year for \$1,950.

Judged by the standards of that year, today's car of the same make and model is actually worth approximately \$575 more than it was then. Yet today's price is within \$25 of the low water mark.

The whole motor car industry today represents something of that increase in the value of the automobile dollar. With the growth of larger companies, which can give larger value for the dollar by reason of quantity production, complete manufacture, low overhead costs and enormous plant facilities, the value of the motor car dollar is still growing.

CHEVROLET GAINS IN PRODUCTION

With a scheduled production of 40,000 cars for March, the Chevrolet Motor company is gaining increased momentum in the building of the new Chevrolet and the working force is being added to in each of the 13 manufacturing and assembly plants throughout the country.

W. S. Knudsen, president and general manager, estimates that within the next month and a half the actual factory working force will have been augmented approximately 40 per cent.

"Whereas the sale of the new Chevrolet is pushing us to our capacity to fill orders, we are not expanding our working force any more quickly than we can absorb them," explains Knudsen. "When going into production with a new model made from new tools, it is important that the entire job be coordinated carefully so as to give the highest grade result expected by the buying public now as never before."

FLINT TEST CAR AT NEW ORLEANS

The "Wandering Flint," which left San Francisco in November on a tour of the United States, which is to take approximately one year, has arrived in New Orleans.

Mr. and Mrs. C. C. Moasberg of California, owners of this Flint six, are taking a year's vacation and plan to drive from New Orleans to Florida, from which state they will tour the east and then return to San Francisco by Chicago and the Yellowstone route. According to Moasberg, not a single adjustment on the car has been necessary nor have they had any mechanical trouble.

Reo Aids Program for Assimilation of Foreign Born

Factory Workers Are All Native or Naturalized Citizens and All Speak English.

Most recent immigration laws promulgated by the legislative mill of the United States have been condemned by many as acts liable to offend the people of other nations. At least in spirit, however, they are admitted to be worthy measures, for one of their chief aims is, not to bar the foreign-born from America, but to admit them only in such numbers as can be assimilated into American life.

Among the principal advantages to be gained by the people of foreign lands who come to this country are higher standards of living and greater opportunities for education. It seems, though, that these advantages are gained only when the immigrants actually become a part of the American communities.

Where they band together in colonies, speak their native tongues, and continue to live according to the same standards they were accustomed to before setting out to find their new homes, the greatest of the advantages are lost to them.

Assimilation Opportunities. It is true, however, that many of the immigrants have their greatest opportunity for contact with American customs and standards through their work, the companies they work for, and the men and women they work with. Unless, in places of em-

ployment, they learn to like American customs and the American way of living, they are apt to never take kindly to the social forces that would make them Americans.

In the shops of the Reo Motor Car company at Lansing, Mich., this responsibility has been recognized, and for the last seven years an extensive naturalization and to use an overworked word, Americanization program has been carried on.

In reality there is a low percentage of foreign-born workmen in the Reo plant. Of all the shop employees, 88.1 per cent were born in the United States and 6.3 per cent in other countries known as English speaking. Only 5.6 per cent of the Reo workmen were born in countries where the predominant language is not English.

Of this 5.6 per cent, every one is either become a citizen of the United States or has taken out the first papers leading to citizenship. All of them have adopted American customs of living standards and all of them have learned or are learning the English language. They are loyal and faithful employees, respected by their fellow workmen and by the community as a whole. Between 65 and 70 per cent of all Reo employees own their own homes or are buying them and many of the home owners are foreign born.

In this connection it is interesting to know that 55.6 per cent of the Reo shop employees were born in Michigan. Thirty-seven states are named on the records of birthplaces of Reo workmen—Ohio, New York, Indiana and Illinois following after Michigan in the matter of numbers.

NEW MOON PLAN FOR USED CARS

The new 1925 Moon dealer's plan is one of the best that has been offered, says Carl Changstrom of the Changstrom Motor company.

Under the old plan, the local dealer who took the trade-in was carrying the whole load. The factories took no interest in what their dealers ran up against. The Moon plan offers a practical solution to the dealer handling the Moon cars which is proving extremely popular with the many parts of the state as a result. Contracts are being closed in

400 Miles With Roll-O Crystals

Enjoy the best offerings of stations hundreds of miles away with Roll-O Crystals. Loud, clear, sensitive reception guaranteed if you follow our instructions.

Roll-O Crystals are made of the finest imported ore and are, therefore, greatly superior to those that are made synthetically. Each crystal is meter tested and only the highly sensitive ones are offered for sale. That is why you can feel assured of getting whatever is in the air within 400 miles when you use Roll-O Crystals on your crystal set.

Read what a few users think of Roll-O Tested Long Distance Crystals:

H. J. Hallam, Cincinnati, O., says he got 11 stations the first night he used Roll-O Crystals. "I can bring in outside stations while local is broadcasting," writes W. E. Sherman, Providence, R. I. "They will do the same for you. Invest only \$1 for 2 Roll-O Meter-Tested Crystals, and get special free catwhisker and free instructions at your dealer.

Wholesale Distributor: FEDERAL RADIO CORP., 316 S. 19th St., Omaha, Neb. Mfd. by Roll-O Radio Corp., Cincinnati, Ohio.

OAKLAND

Announces

A New Location

2421-2423 Farman Street

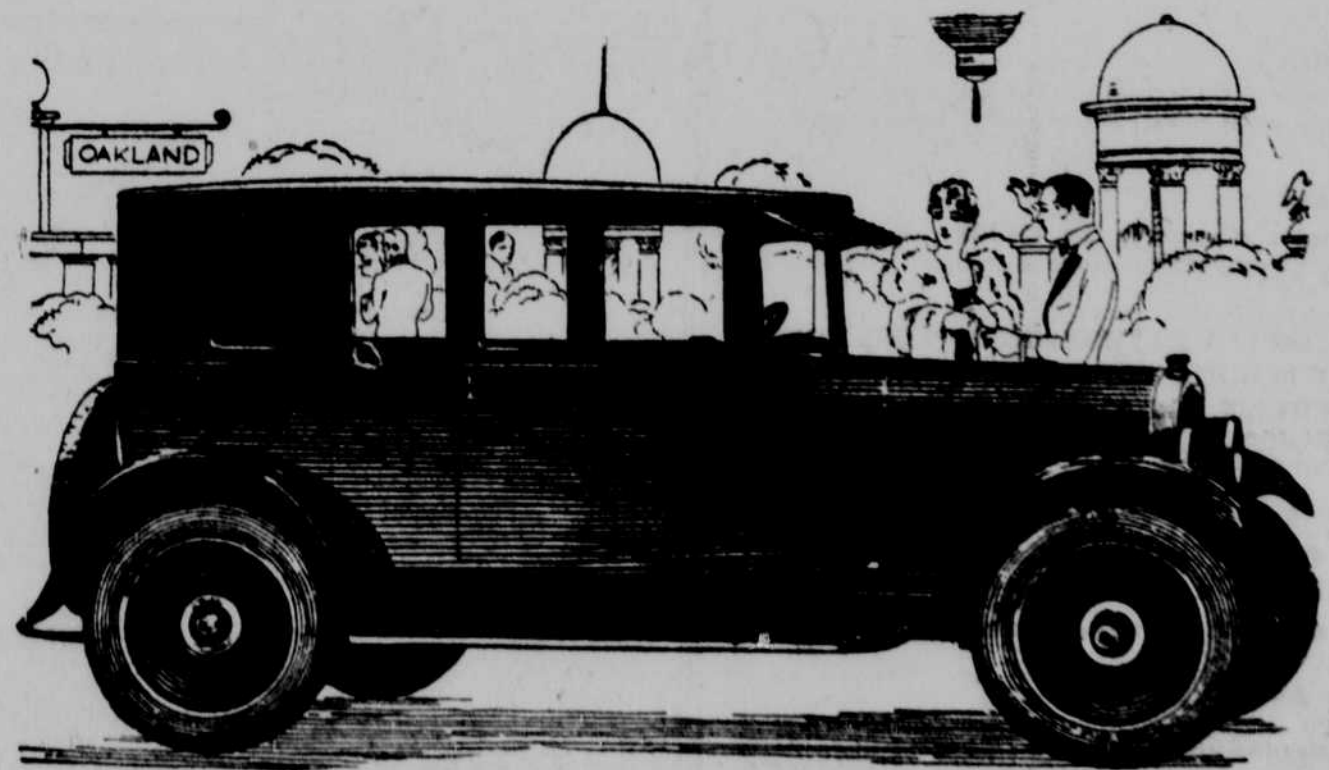
Retail Store and Service Station for Omaha and Vicinity

In accordance with new National policies, the Oakland Motor Car Company has discontinued operating large wholesale and retail Factory Branches.

In Omaha, this Company has established a new retail store for the convenience of their patrons, which will be conducted in line with the best of merchandising policies that will be in keeping with the manner in which this Company has been doing business in the past.

In connection with this store, adequate service facilities will also be available.

OAKLAND MOTOR CAR COMPANY, Pontiac, Michigan.



PRODUCT OF GENERAL MOTORS

BUILDERS OF HIGH GRADE MOTOR CARS

The admiring approval that everyone bestows upon the Flint Six is proof of its superiority.

The Flint Six is made in Two Chasses—complete selection of open and closed bodies.

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FLINT SIX