

Dealers Bravely Defy Dangers to Blaze High Trail

Intrepid Drivers Battle Snowstorms, Tunnel Gases Over Railroad Right-of-Way in Overland Car.

In an effort to demonstrate that a motor highway is possible between Seattle and Wenatchee, Washington, C. C. Collins and Bailey Hilton of Willys-Overland organizations in that region recently made a trip through the Stevens pass in an Overland touring car, being the first motorists ever to accomplish this most hazardous undertaking. The trip was made in the interests of the new highway to be between these points which is to be completed some time in 1925, making possible a much shorter route from Seattle to the central districts of Washington.

It was a feat that few men would attempt and still fewer would accomplish. The motorists were required to follow the Great Northern right of way over the Cascades, bumping along over the ties behind a freight train, steering by guess in the tunnels, choked with gas from the oil-burning locomotives and feeling their way gingerly over the trestles that span the raging mountain streams. These bridges, many of them without a semblance of a guard rail, were negotiated without an accident and the car was pushed through to eastern Washington, the first to ever negotiate the pass under its own power.

Follow Freight Train.
Over the summit of the Cascades, they forced their way through storms and drifts, parking down the snow ahead of them and plowing along a few feet at a time. It was believed that at Alpine a logging engine would be necessary to drag their car from the roadway to the Great Northern tracks. Consequently, a log chain was attached to the front axle at Alpine and the Overland made a dash at the steep incline leading to the tracks.

The chain was found unnecessary and the car made the grade to the right of way.
A freight train, pulled by three oil-burning locomotives, had just passed and Collins and Hilton began following it toward Cascade tunnel. By keeping within a few feet of the engine, they were able to escape some of the smoke from the engines, but in the tunnels they were very nearly suffocated.

Through Blinding Snowstorm.
At Tye the party left the railroad, not without a sigh of satisfaction. Their troubles were not at an end, however. They were required to drive over the "hump," under which the Cascade tunnel of the Great Northern passes. High in the mountains, in blinding storms, they forged their way through, trusting to their Overland, not being disappointed in their trust.

The two men covered a distance of 122 miles and in spite of the difficulties encountered, negotiated the trip in less than the time required to drive from Seattle to Wenatchee by any other route.

AJAX READY FOR MARKET SHORTLY

Reports from the Ajax Motors company at Racine, Wis., a subsidiary of the Nash Motors company, indicate that plans for active production are rapidly reaching maturity. While it is evidently the determined policy of Ajax officials to guard jealously the descriptive details of the new car until the very day of its public presentation, the following statement by C. W. Nash, president of the Nash Motors company and of the subsidiary organization, definitely establishes the position of the new Ajax will assume in the industry and the reason for its introduction.

"While it is still too early to disclose the details of the new Ajax, I wish to go on record as saying that it is being designed and built to fill a very clear-cut and distinct place in the industry. It will bring to its field and its price level an element of utility, a degree of style and refinement, and a thoroughness as to detail that abundantly will justify its introduction. In fact, its mechanical construction embodies features of genuinely advanced character for its price field."

CHAMPIONS WIN IN RACING EVENTS

When Tommy Milton flashed under the wire a winner in the 250-mile race at the Culver City (Cal.) board track March 1, in the world's record time of 126.59 miles an hour, he opened the 1925 racing season with another victory for Champion spark plugs. Simultaneously, Masetti, driving a little two-litre Bugatti, Champion equipped, won the first big 1925 race abroad—the Grand Prix de Rome—by a four-lap margin.

The twin victory made it the 15th consecutive Champion win in major speed contests the world over since October, 1923, when the Champion Spark Plug company decided to re-enter automobile racing contests. It was also the sixth new world's speedway record since that time by cars using those spark plugs.

HUDSON-ESSEX DEMAND HEAVY

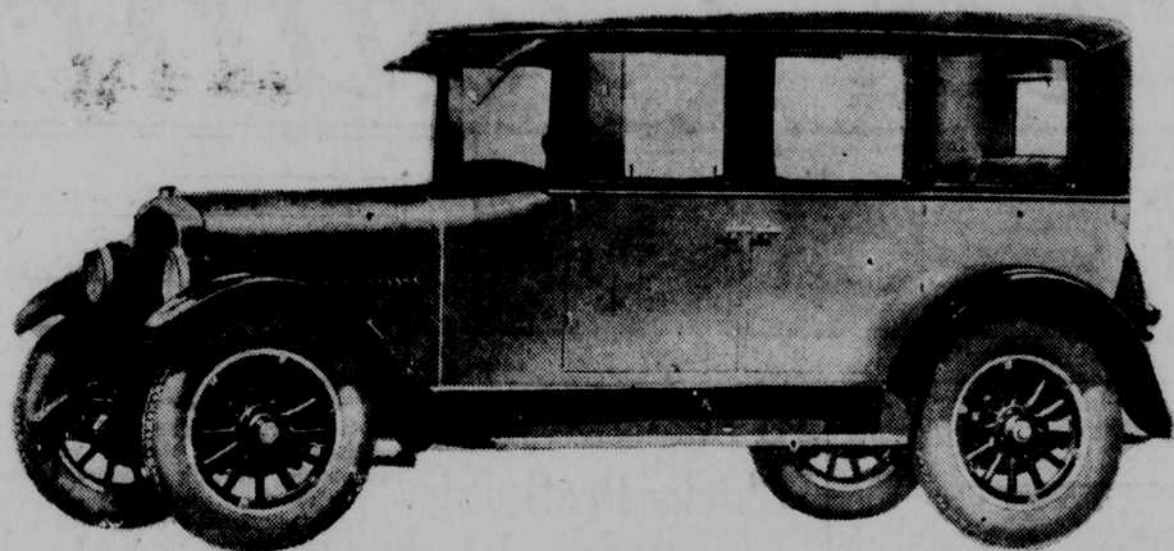
Hudson-Essex has built more than 200,000 coaches—and is rapidly on its way to the quarter millionth.

And today, at a time when the motor trade is only fairly active, the plant is running night and day.

The motoring public had been waiting for years for this type of closed car when Hudson-Essex engineers designed and built it. As a result Hudson-Essex has built nearly 200,000 more coaches than anyone else and has made its name almost synonymous with the coach. But after all the real originator of the coach was the motorist who long had wanted a closed car, not too heavy or elaborate or expensive.

It may be well in passing to observe that the typhoid oyster developed its infection from some careless man.

Oakland Reveals New Closed Car at Low Price



In line with the steadily growing trend of the automotive industry toward lower priced cars, the Oakland Motor Car company this week announces its latest achievement—the new four-door, five-passenger special sedan. This new model is one of the lowest-priced sedans in its field, selling at \$1,375, f. o. b. factory.

It has a Fisher body with one-piece "V" windshield and automatic windshield cleaner, and is finished in sagebrush green Duco on body, hood and wheels, with orange striping; fenders and gear are in black.

The interior of the car is roomy and luxuriously comfortable, with all the accessories and refinements that have come to be associated with Fisher closed body craftsmanship. Rear view mirror, foot rest, robe rail, heater, invisible door checks, lock on right-hand door, dome light and permanent wire are standard equipment.

The car has, in addition, the many distinctive features of the Oakland line, such as four-wheel brakes, balloon tires, driving controls on steering wheel, full automatic spark control and indirectly lighted unit instrument panel.

Wheels are of the artillery type, with 30x4.95 balloon cords. The interior is upholstered in selected fabric of superior quality.

ANIBAL APPOINTED OAKLAND ENGINEER

A. R. Glancy, president and general manager of the Oakland Motor Car company, announces the appointment of B. H. Anibal as chief engineer, succeeding Benjamin Jerome, resigned.

Anibal has been associated with various motor car units of the General Motors corporation for 12 years, starting in 1909 in the engineering department of the Olds Motor works, where he assisted in the designing of the famous Oldsmobile Limited.

For the 10-year period from 1911 to 1921, he was intimately connected with every engineering development of the Cadillac Motor Car company, including the introduction of the first eight-cylinder car in this country. He also assisted in designing the 1912 four-cylinder Cadillac, which first introduced electric starting and lighting in the industry. His various positions at Cadillac included designer, assistant designing engineer, engineer in charge of motor design, assistant chief engineer and chief engineer.

Resigning from Cadillac in 1921, Mr. Anibal accepted the position of chief engineer of the Peerless Motor Car company, where he remained until a year ago, when he became consulting engineer for the Studebaker corporation.

Man Trades in 13 Fords for One Hupp Eight

Dick Stewart of the Stewart Motor Car company claims the world record on the trade-ins. He took in 13 used Ford trucks on one Straight Eight.

In speaking of the transaction Mr. Stewart said: "It was one of those unusual deals where it was possible to handle the 13 trucks with very little difficulty. We were able to place all of them with a Ford dealer without any greater trouble than it would be to sell one ordinary used car."

"This is the only reason that made it possible to complete the transaction at all. However, it is the unusual things that you are able to do that help you to increase your outlet, and reduce sales resistance."

According to recent statistics, each year about 90 per cent of us have from one to three "colds," lasting from three to five days. If you employ 100 or 1,000 people your annual loss, chargeable to "colds," will represent a neat figure.

CLIMBING ABILITY SHOWN BY FLINT

A demonstration of hard pulling in high gear that would have been thought impossible a few years ago was staged for Seattle (Wash.) newspaper men last Thursday, by Tom Frost, salesmanager of the Seattle Automobile company, driving a Flint six.

The machine used was the same car which made the "sealed hood" run from Seattle to Flint and return, a few months ago.

Frost, accompanied by three newspaper men, drove the car to East Union street, where the hilly half-mile stretch makes the steepest grade in the city. Throttling down to two and one-half miles an hour, Frost drove half way up the steep grade without accelerating his speed. The car made the haul without faltering, each report of the motor being plain and distinct, so slowly was it firing—and still in high gear!

Responding to pressure on the gas pedal the car picked up speed rapidly until at the top of the incline it was going 25 miles per hour. And then in order to demonstrate that this was nothing unusual, Mr. Frost repeated the climb, starting in high at one mile an hour and topping the crest of the hill at 35.

Studebaker Six Will Appear on Market This Week

Body of Machine Built Low to the Ground; Interior of Car Littered With Added Features.

Replete with smart appearance and distinctive features not common to cars of its class, and with a quality of chassis and body construction that arrests immediate attention, the new Studebaker Standard Six four-door brougham comes to the market this week as the newest of the new body types which this company has created.

Its body is low to the ground. Its appearance is distinctive. And within its four-door body are seats of full width and a roominess which gives that comfort and ease of riding which all motor car buyers seek.

Bodies are built with full metal panels, except for leather-covered back and rear quarters. The ornamental top bows and oval rear quarter and back windows give it a personality that stands out.

Easy Steering Wheel.
The entire ignition is waterproof; even the sparkplugs are protected against rain or a careless car washer. Electric wiring is carried in metal-covered conduits. The single-plate clutch gives ease of operation and gear shifting is silent and smooth.

Off the steering wheel has gone the spark advance control; the engine automatically times its firing to its own speed and the driver has one less thing to watch and one less source of trouble from forgetfulness.

The entire lighting control has been mounted on the steering wheel, at finger tips, so one's eyes need not be taken from the road in passing other cars at night; there is no need to grope on the instrument board, down under the wheel, for the light switch.

The foot accelerator is of the ball type, to which pressure can be applied at any point of its circumference; the foot, thus left flat on the weather-proof aluminum footboard, escapes driving fatigue. The cowl ventilator is operated by slight pressure of the foot.

Other Conveniences.
For the driver, additional conveniences include an automatic windshield cleaner and rear-view mirror, sun visor above a one-piece fully ventilated windshield giving uninterrupted vision.

The lower section of the body is lacquer finished in deep-toned Studebaker blue. Rear-quarter windows are oval, smartly inclined to the front.

Tucker Named Sales Manager

Will Assume New Duties at Peerless Motor Company.

Appointment of Charles A. Tucker as sales manager of the Peerless Motor Car company, succeeding E. B. Wilson, resigned, was announced last week by Edward Ver Linden, president and general manager of the company.

Tucker's promotion to this important post followed several months of special work which took him to all sections of the country in the interest of Peerless business. It is the culmination of an extensive experience in all phases of merchandising, particularly during the last 10 years, when his efforts have been devoted solely to the automobile industry.

He began to sell goods at the age of 13, when he went to work in the general merchandise store at Marshall, O., the town nearest the farm where he was born. When he was still a young man, he went on the road as a traveling salesman for the Brown Shoe company of St. Louis. He covered the states of Kansas, Nebraska and Colorado for 15 years.

Attracted to the automobile business, he secured the Olds distributing franchise for Nebraska and Iowa and opened his principal store in Omaha. He was so successful in building up a dealer organization and steadily increasing the volume of business that he was soon given the additional territory of Oklahoma and West Texas.

So outstanding were his accomplishments in this big territory that he was called to the factory at Lansing, Mich., and was tendered the office of

general sales manager of the Olds Motor works. In the much larger field which this position opened to him, he added greatly to his achievements as a merchandiser.
He remained there until Mr. Ver Linden resigned as president and general manager of Olds Motor works, when he also resigned and returned to Omaha to resume his activities as Olds distributor. In 1924, he sold out his business and took his family for a long vacation. At the end of his trip, he affiliated himself with the Peerless Motor Car company. During the last several months he has traveled over practically the entire country, with the exception of the Pacific coast.

CADILLAC MAN SEES PROSPERITY
Last Wednesday and Thursday the pleasure of enjoying a visit from J. H. Hansen Cadillac company had Howard A. Coffin, assistant to President H. H. Rice of the Cadillac Motor Car company. Coffin says: "From points visited thus far I find that all indications point to a prosperous year for the automobile industry."
"The optimism expressed at all points surely shows that the west is coming out of the sick spell. It is my belief that Omaha is due for a fine year in all lines of business."

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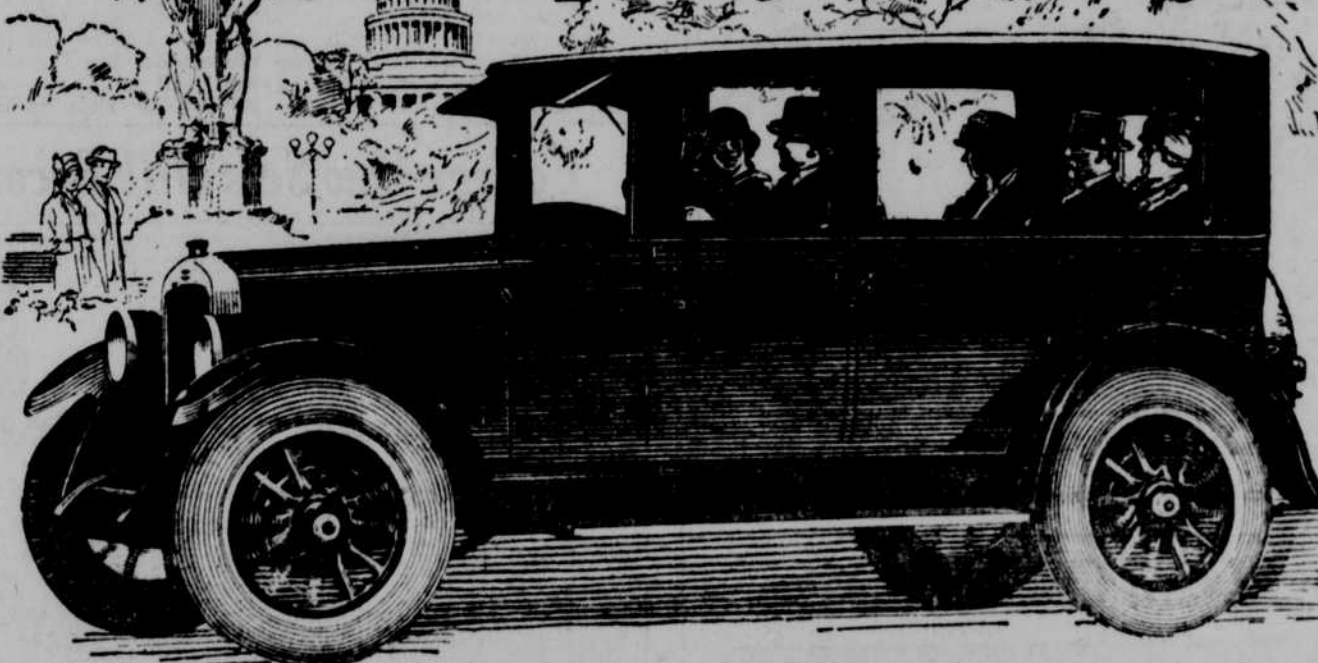
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