

**NEW OLDS COACH  
ALL SAME PULLMAN**

Continuous Driving Possible  
When Two Experienced  
Drivers in Party

Sometimes automobile manufacturers build even better than they anticipated, and such has proven the case with the Oldsmobile 5-passenger coach. Although entirely unintentional on the part of the body designers, it has developed that the coach quickly and easily can be transformed into a perfect Pullman sleeping compartment.

The discovery of the possibilities in this direction was made by Oldsmobile dealers on the Pacific coast where a 1,000 mile drive is considered just a little jaunt. The sleeping compartment was tested out in a drive from Seattle, Wash., to San Francisco and return.



Oldsmobile Coach Transformed into Pullman

Changing the seating arrangements of the Oldsmobile coach into a bed is somewhat similar to the familiar procedure of making up the lower berth in a Pullman sleeper. The rear seat cushion

is first removed. This discloses two wood screws that hold the back upholstery in place. Removing these screws, this back section can be raised off the retaining hooks and lifted out of place. The rear seat cushion then is replaced, with the front of the cushion to the rear to give the proper slope for a pillow. The back section then is placed between the front and rear seats, the front portion resting on the foot rail which has been raised to a perpendicular position.

It is necessary to remove the bolts from the hinges of the front seat backs and replace them with bolts and wing nuts so that they can be easily removed. These bolts removed, the backs of the front seats are laid on top of the seat proper, bring up the front seat to the level of the remainder of the bed. This arrangement makes a comfortable full length bed upholstered with springs.

The first test of the arrangement was made several days ago by A. R. Tyson, president of the Oldsmobile Motor Co. of Seattle, and Norman F. Storm, automobile editor of the Seattle Post-Intelligencer. Each driving alternately while the other slept, they made the 924 mile trip to San Francisco in exactly 34 hours, elapsed time, and without at any time breaking the speed laws of the states or municipalities through which they passed. The return, over another route 926 miles long, was made in 32 1/2 hours. The run beat the best train time between the two cities and was made at a cost of seven-tenths of a cent per mile per person.

During the trip the driver's seat was not utilized as a bed, so that one man could drive while the other slept. This arrangement gave ample room for one to rest. Storm wrote a descriptive story of the drive from which the following excerpts were taken:

"While the writer drove, Tyson acted as Pullman porter and in a few minutes had transformed the rear seat cushions and the right front folding seat into a wonderful bed. A sleeping bag and robes were brought out and Tyson went to bed to be called out of his sleep at 10 p. m. He then took the wheel and invited me to try

**"PRICE REDUCTIONS INDICATE  
HIGHER INTELLIGENCE IN IN-  
DUSTRY," SAYS RICKENBACKER**

When at the very beginning of what promises to be the greatest era of prosperity in its history, the automobile industry generally, reduced prices on its product, the unthinking jumped to the conclusion that conditions must be bad in the industry.

"Such a policy is so unusual in other industries that the natural conclusion, based on past experience was that there must be a slump in demand for motor cars—else why should one maker after another announce reductions in price?"

"Now the fact is, the automobile industry is the most intelligent of all industries," says Captain Rickenbacker.

"It was because of intelligent leadership and direction, that this industry has become the largest in the world, marketing a finished product.

"Twenty years ago no one outside the automobile industry—and only a few in it—could foresee a demand for even 10,000 cars per year.

"As recently as five years ago, no outsider could see where a possible demand could develop for 2,000,000 cars per annum.

"Yet, nearly 4,000,000 were sold last year. And we called it a poor year.

"That this demand was developed, is due to just cause—placing the price of the product within the reach of more—and always—people.

"In other words, passing on to the buyer the benefits and sharing with him the profits of improved and increased efficiency.

"Coincident with this, of course was the fact that the automobile industry, itself, created vast wealth and distributed it around among executives and workmen in all other industries.

"In its own operation, the automobile industry draws directly from fully one hundred others, and indirectly from all—beginning with lumber, ranch and mine. And the scale of wages which has been developed by this industry has extended to those others.

"Time was when the high wages paid in the automobile industry, was considered a menace to and resented by others. Some shortsighted manufacturers and false economists still hold that opinion.

"They overlook the important fact that those high wages reduce cost of production—because happier, better fed, better housed workers produce vastly more—especially when aided by highly specialized automatic machinery which the worker is willing to operate to its full capacity, provided he shares, in the way of increased pay, in the results of increased production.

"This process creates vast wealth and purchasing power—a purchasing power unknown in any other country and unknown in this country prior to the advent of the automobile.

"Right now, at the beginning of the year 1925 you see all other industries raising the price of their commodities.

"Charge all the traffic will bear" is the axiom and it is applied the minute prosperity makes its appearance.

"When prices go above a certain well defined line, which marks the limit of actual value, buying slows down.

"The inevitable result is, to stop prosperity.

"For example, we read in the papers the head lines: "Steel Industry Enjoy a Big Demand," and we who are experienced, know before we look, that the second paragraph will state that the "Steel industry proposes to raise its prices!"

"I use the 'steel industry' only as an example of all the others, with the one exception of this intelligent industry which manufactures and sells motor cars.

"Inevitably, prosperity will be stopped in its tracks by this method of collecting a super-tax from it as it passes.

"In the automobile industry, the rule is to invite prosperity by offering greater values from time to time to increase demand and volume. The greater volume makes this lower price possible and insures increased demand.

"In this way we create a 'beneficent circle.'

"The old method creates a 'vicious circle'—increased prices, reduced demand—higher cost of production—less volume, and finally cessation of buying—business slump.

"End of brief era of prosperity.

the bed which I found to be excellent. In a few minutes I was sleeping soundly and did not awaken until called two hours later for my turn at the wheel.

"Our trip proved to our satisfaction that the Oldsmobile coach can be transformed into a sleeping compartment without interfering with the driver's seat, and with two experienced drivers, a party can travel almost continuously for an indefinite period without discomfort to the occupants.

"That this can be done comfortably was demonstrated by this pair of travelers who arrived back home at 8:30 in the morning, and at 8:30 were at their respective desks prepared for a day or regular work.

"There is no gainsaying the fact that not all manufacturers made their reductions through high intelligence but some, at least, because of a pressure of competition.

"For in this industry are some shortsighted men. But fortunately for the industry it has leaders who are so intelligent, so far-sighted, and so powerful that those who would adopt a policy of short weight and long charge are forced to follow more enlightened leadership.

"Manufacturing economies which result from greater volume can only be accomplished by first creating a greater demand.

"Remember that—the demand must be created—must be visible first.

"Until then, volume production cannot even be considered.

"So a lower price is the first factor in the scheme of progression.

"That price does create this demand has been so conclusively proven there is no longer room for doubt!

"As an extreme example, just recall the incident of a few years ago when Ford reduced the price of all his cars—one model month by only \$5.00.

"Wiseacres laughed;—'What will \$5 do, by way of increasing volume,' they asked.

"Answer is, a million or so, who are buying their cars on \$5 a week payments, will realize their ambition to own an automobile one week sooner.

"That \$5 price-cut reduced a year to fifty-one weeks!

"Similarly, and to an even greater extent, the reduction of \$200 on its standard models announced by Rickenbacker Motor company, January 1, and similar reductions by other concerns meant that a couple of millions of other buyers will at least a year sooner be able to realize their ambition to own a better car than was formerly within their reach.

"If all other industries should adopt as sound a policy as this, we would not have alternate periods of prosperity and slump.

"There is always demand for everything that is made.

"We eat three meals per day; we wear clothing all the time—summer as well as winter; we need houses to live in and we want always better houses and better furniture.

"So there is only one reason for alternate 'periods of depression' and of prosperity; that is due to lack of intelligence on the part of business executives who consider themselves super-intelligent and yet who stop prosperity by putting insurmountable obstacles in its way.

"The usual method for doing this is to skimp quality and increase price just as soon as prosperity puts in an appearance.

"The automobile industry has revolutionized many business practices and rendered obsolete many old axioms.

"It is now showing the way to permanent prosperity minus the several fluctuations which in the past have followed one upon another.

"In setting this example of giving even better values and better service in good times this industry is taking the reverse way of insuring against disaster."

**AMERICAN MAGNATES  
PURSUE INVASION OF  
BRITISH FILM FIELD**

LONDON, March 28.—The moaning and wringing of hands over the state of the British moving picture film business waxed louder day by day. Perhaps the public cares, but it shows no inclination to cease crowding into the hundreds of British theaters where American films are run off almost exclusively, year in and year out.

The British film makers cast many an envious eye at Hollywood and they lift their voices, fervently hoping to catch the ears of the government and the people, and protest that even England's own dominions and colonies are being Americanized by the public propaganda contained in the celluloid products of the studios of California and New York. Let their arguments fall on deaf ears, trade, the very life blood of the empire, is brought into play. It would seem that trade has broken itself of the habit of following flags; these days it follows the film. There is a very active campaign on to have the Baldwin government slip a heavy tax on foreign films, and keep the victorious movie magnates of this country until their business grows up and becomes steady on its feet. The government has so far kept silent upon its intentions, if any, as regards the movies.

Meanwhile dollar-laden magnates of the movie business from Broadway, one after another, and whizz around the British Isles, building up defenses against competition from other sources and bolstering their British business. Some of them have even gone so far as to begin building or buying large theaters and clubs, in the precincts of Piccadilly Circus.

**Announcing the NEW  
OVERLAND**

with **SIX** Cylinders

**\$985**



**The Engineering Surprise of the Year.  
Arresting Beauty - Startling  
Power - a Six Without a  
Rival Near the Price!**

Another Sensation at  
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World's Lowest  
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Four Doors - Four Cylinders  
All Steel Body

The fine new Overland with Six Cylinders had its preliminary showing at the National Automobile Shows—and there in comparison with all motor cars won immediate recognition as the greatest six-cylinder closed car value of 1925.

It is way ahead of all other cars of its class in beauty... Away ahead in power, pick-up and getaway... a car beautifully designed... wonderfully balanced... staunchly built... Don't fail to see it. Small down payment; long, easy terms.

STANDARD SEDAN \$985; DE LUXE SEDAN \$1150 f. o. b. Toledo

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COACH**

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Every coach convenience is provided: unfettered vision on all sides, an intimate yet roomy interior, easy handling in traffic, protection for children against open rear doors, modish hardware and finish, balloon tires and smart whipcord upholstery.

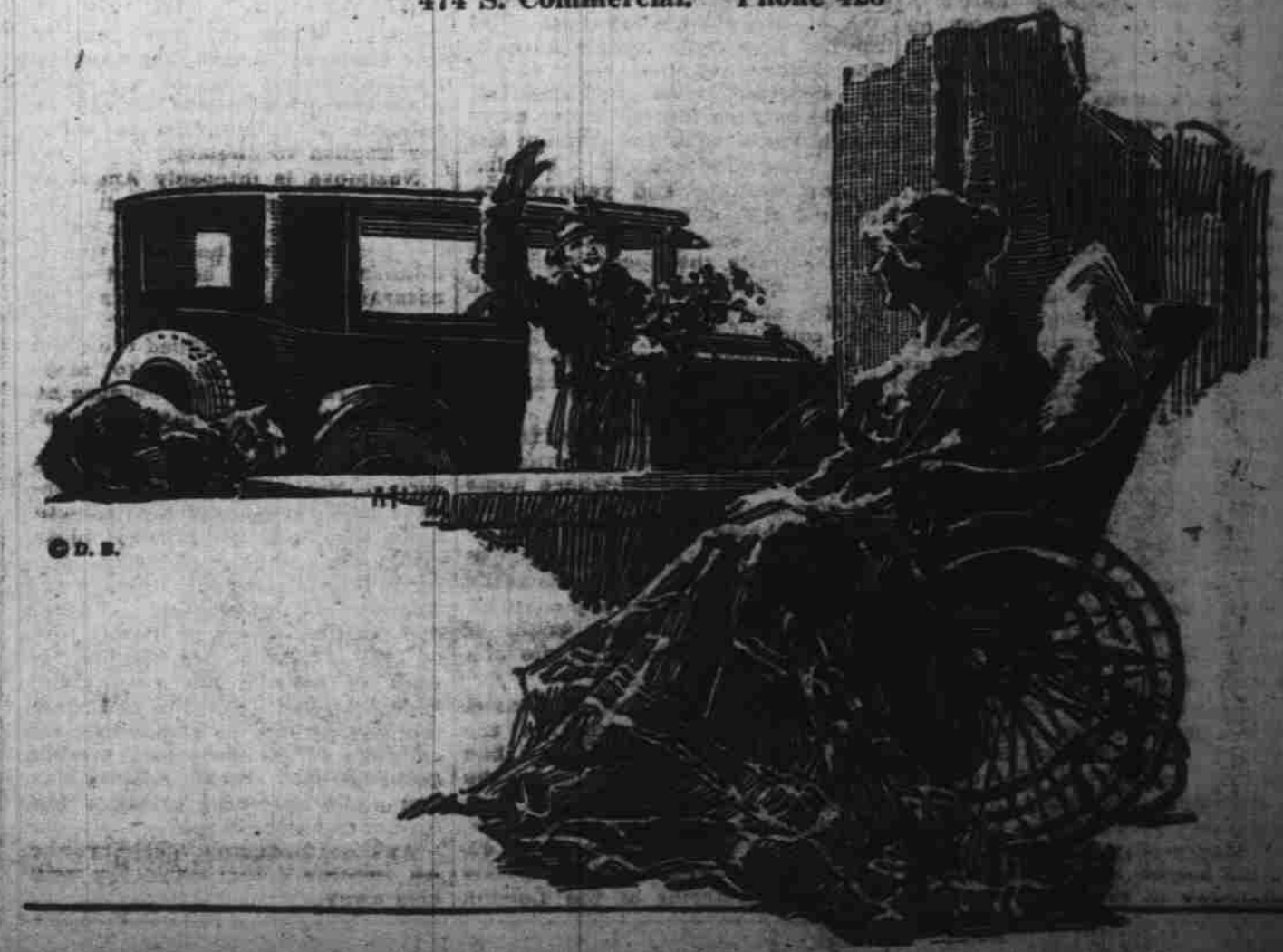
Built on Dodge Brothers sturdy chassis, the Coach will deliver years of dependable service at a very moderate annual cost.

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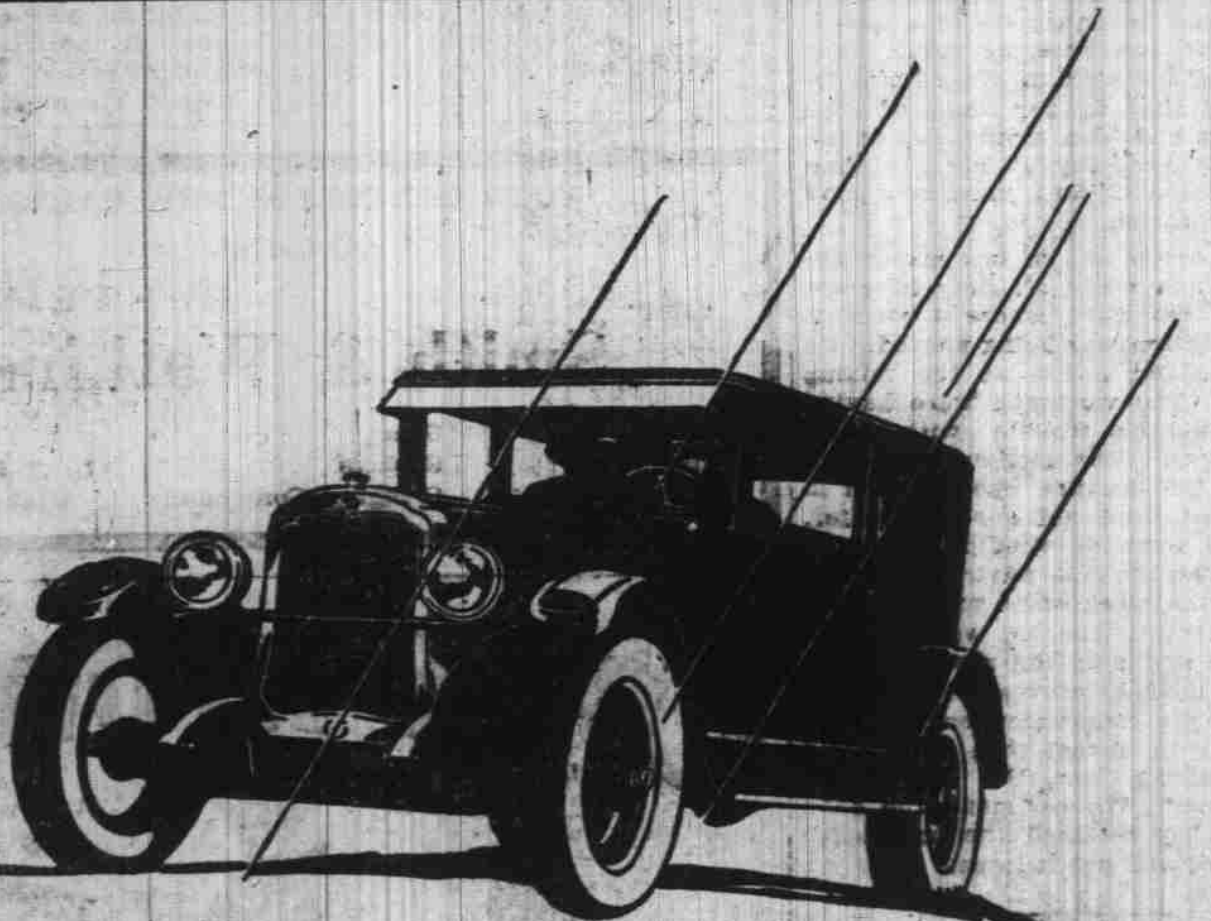
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