

MOTOR TRAVEL IS INCREASING FAST

High Monthly Production Record Is Established, Report Declares

Reaching a new high monthly production total, the automobile industry in April manufactured 420,373 cars and trucks.

The figure for April, which is estimated from factory shipment reports, submitted to the directors of the National Automobile chamber of commerce meeting at Detroit today, is an increase of 16 per cent over March and is 14 per cent higher than April a year ago.

The largest month previously on record was May 1923, when the total was 404,450. The biggest single month in 1924 was March, in which 393,270 vehicles were made. These previous totals include Canadian output. When Canadian figures have been received for April, it is probable that the grand total for the past month will exceed 435,000.

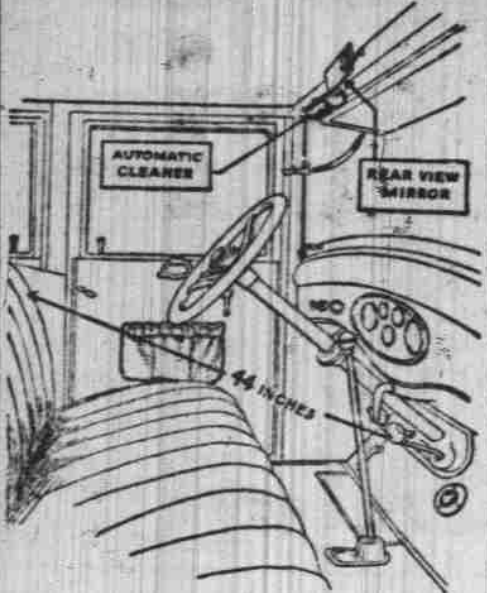
Demand for Motor Travel

"There is and will be a constantly growing need for motor travel," said Charles Clifton, president of the national automobile chamber of commerce, commenting on the figures.

"The reason why automobile demand is at a peak when general conditions are about average is that the public must have transportation. Cities are spreading outward. Suburbs are growing enormously. Farming conditions are improved. All these factors create a need for rapid short haul transportation.

"Low prices of automobile products, (29 per cent below pre-war) constitute an added reason why the public can afford to buy automobiles. At no time in his-

ROOMINESS AND VISION



Cramped driving quarters spoil all the joy of using an automobile. A difference of between 40 and 44 inches between the back of the driver's seat and the pedals means the difference between comfort and discomfort.

Full vision for the driver, provided on Studebaker cars, for instance, with an automatic windshield cleaner and a rear view mirror, keeps the driver fully apprised of his task of driving.

It ends accidents and provides safety—something to be considered seriously in these days of congested traffic.

Story have motor vehicles been available to the public at such reasonable prices.

"A general stimulus to business may be expected to result from this activity in the motor trade. The automobile industry, directly and indirectly, employs more than three million workers, and is one of the chief purchasers of materials in the country."

CHRYSLER SIX IS GAINING IN FAVOR

Popular American Motor Commands Attention in Foreign Auto World

The Chrysler Six has caused as much comment in European motor circles as it has on this side of the water. The following is an article which appeared in "The Motor" (London, England.)

"The six-cylinder Chrysler with its saloon body, made by the Fisher Corporation, is the most luxurious car. I took one out for a short run the other day and was very impressed. In the first place you have a powerful six-cylinder engine, which it is claimed will maintain, with enclosed body and full load, a speed of 70 m.p.h.

There was no opportunity for testing it at this speed, but I did ascertain that a speed of 48 m.p.h. can be reached on second, and to accelerate the car from 35 m.p.h. to 55 m.p.h. was a matter of a few seconds, with only a very light depression of the accelerator pedal. So smoothly does it run and so excellent is the suspension that 50 m.p.h. feels like 30 m.p.h., for it glides along without fuss or noise. The hydraulic four wheel brakes fitted are a suitable counterpart to a high speed potentiality. I found them smooth in action and very powerful.

"Very few people realize the harm that is done by drawing into the engine, mixed with the air, particles of road grit, which not only act as an abrasive, causing wear of the cylinders, but also form a quite substantial proportion of the carbon deposit in the cylinder heads. With the air cleaner, as fitted to the Chrysler, impurities are thrown out by a rapid rotated fan in the chamber from which the air is drawn, which means, of course, very much longer life of the engine.

"The oil refiner is a means of cleaning the oil of its impurities and maintaining its viscosity. The oil, in the course of its circulation passes to a small tank on the engine dashboard, and this contains a cartridge, renewable every three months or so, which separates the deleterious matter. I am told that after running one of these cars for 10,000 miles a sample of the oil was taken from the sump, analysed and found to be free from impurities, while still retaining its viscosity. After the first 500 miles, when the oil in any engine should be replaced with fresh lubricant, as it may contain particles of sand released from the castings, it is only necessary to change the oil once in 10,000 miles.

"Another feature that struck

me about this car was the finger-light steering. I demonstrated how it could be driven from one side of the road to the other by merely placing one finger on the rim of the steering wheel."

Hudson Give Reduction in Super-Six Cars Here

The sensational reduction in the price of the Hudson Super-Six cars, bringing them to the lowest point in their ten year's history, is simply a logical step, in the Hudson program of giving greatest values, according to Fred M. Powell, Hudson-Essex dealer.

"The unexpectedness of the Hudson announcement gave it the force of a bombshell," he said. "The whole trade knew that Hudson was not only at its highest point of activity, but that its business was on an ever-increasing volume.

"In the midst of such a situation comes a startling price cut. The price of the Hudson coach is today actually less than one half of the price of the Hudson open car just a few years ago. Yet the quality has not merely been maintained in the Hudson, but the whole car has been, and now is, on a program of improvement in its every detail. The story of how the cut is possible and why Hudson determined to give it is long—one—and we doubt if the public is half as much interested in these inside why's and wherefore's as they are in the fact that they now can get a Hudson on the most favorable terms it has ever known.

NEW ROAD NOW OPENED

National Highway Extends From Great Lakes to Gulf

Another new national highway has been opened, spanning the United States from the Great Lakes to the Gulf—the Magnolia Route.

Direct, and in an almost straight line, this new great motor route will offer an opportunity for motor car time schedules only a little slower than the fast Dixie trains out of Chicago, and will run through some of the fairest part of the nation.

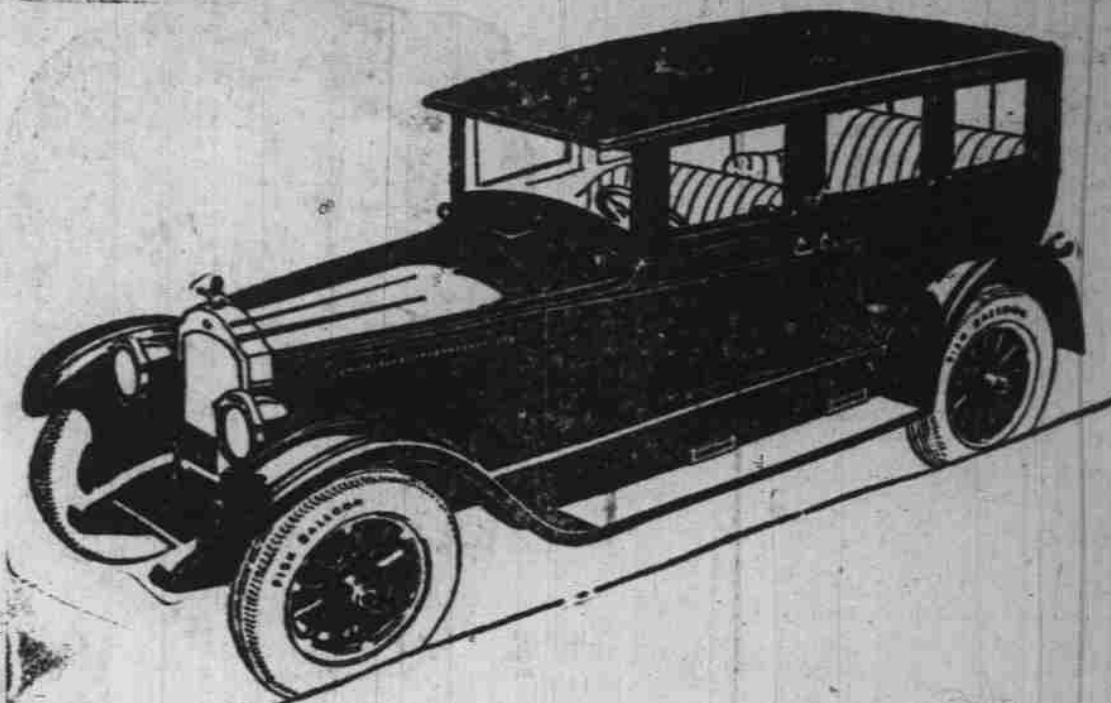
Forty hours was consumed in a non-stop run by which Arthur W. Lang, a Gulfport, Miss., business man interested in "Seeing America First," officially opened the route, carrying with him, between his home town and Chicago, Col. William B. Foster, promoter of the route, and Donald de Metz relief driver, in a Studebaker special six car.

The total speedometer distance is 1,065 miles, and the new route is sponsored by chambers of commerce in all cities along its way.

Indiana and Illinois already have completed with concrete their sections of the new trans-American route. Mississippi will spend \$800,000 building its section this year, 425 miles of unbroken concrete.

If a man is on the ropes he can often swing a pretty bid deal.

WILLYS OVERLAND FINE MOTOR CARS



Announcing
The New
WILLYS KNIGHT SIX

For those who want the finest... brilliantly conceived, beautifully designed, wonderfully engineered and regally luxurious... the new Willys-Knight Six abundantly fulfills the wishes of thousands of people who have said, "When Willys-Knight builds a Six, I want one." It is a very different Six with a patented engine... the world's only type of six-cylinder engine that grows more powerful and quieter with use... "The smoothest thing on wheels."

Willys-Knight Six-Cylinder Models: Touring \$1845; Roadster \$1845; Coupe-Sedan \$2145; Brougham \$2295; 4-Pass. Coupe \$2345; Sedan \$2495. Willys-Knight Four-Cylinder Models: Touring \$1295; Coupe \$1495; Coupe-Sedan \$1495; Sedan \$1575; Brougham \$1695. All prices f. o. b. Toledo.

VICK BROTHERS
Trade Street at High

Motor Car Manufacturer Takes Holiday



Photo by Fairchild, Riverside, Cal.

Here we find C. W. Nash, automobile manufacturer, in the role of chef, frying a mess of trout out beyond Redlands, Cal. After the fish had been caught, nobody in the party had the courage to tackle the job as cook, so Mr. Nash himself, who has had much experience in the woods, donned an apron and manipulated the frying pans and skillets after the fashion of a veteran. The fishing expedition was held just before Mr. Nash returned from California.

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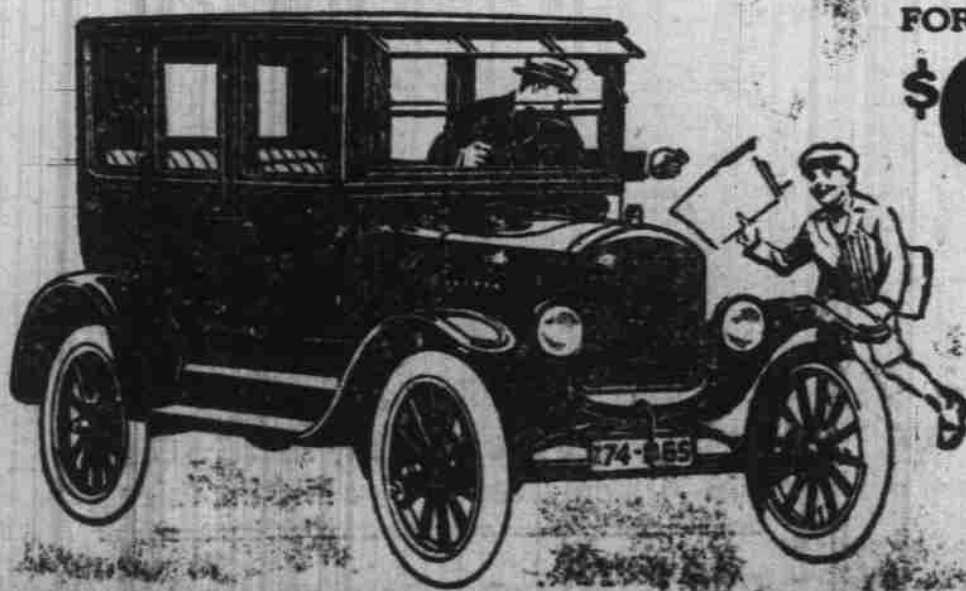
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Body finished in black enamel with satin-black top. 50 H. P. engine. Roomy luggage compartment under rear deck. Deep package box behind driver's seat. Full-size balloon tires. Safety lighting.

The new Studebaker Standard Six Duplex Roadster is a high-grade, low-priced car especially adapted to personal transportation.

Duplex! That means it combines both open and closed car advantages. The airiness of an open car when the sun is shining! The protection of an enclosed car for rainy, stormy weather! You make the change in 30 seconds—without leaving your seat—by simply lowering the roller side enclosures.

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