

CAR OF FUTURE IS TOPIC OF DEBATES

Ultimate Type of Body, Power Plant and Features Causes Discussion

What type of automobile will be the ultimate car—the car of the future? Will it be heavy or light, long or short; what kind of power plant will it have and what other mechanical features will it embrace?

The public itself will decide this question: the motor car industry for some time past has had its "ear to the ground" in an effort to determine owner sentiment for the public after all is the "boss" of the automobile industry. The automobile manufacturer today is aware that the family council is the deciding factor which passes with impartial judgment on the product after it has left the hands of engineers and designers and that with 19,616,063 cars now in the hands of owners in America, the average buyer knows pretty definitely what should be expected of the motor car builder.

Among the leaders of the industry who see a growing demand for a car of short wheel base, is C. W. Nash, president of the Nash and Ajax Motors companies. Mr. Nash has backed his judgment by the purchase and equipment of a large automobile factory where since last spring he has produced over twelve thousand Ajax cars of the type in which he believes there is the greatest growing interest.

"The time has long since past when a motor car builder may arbitrarily determine just the kind of a car he would personally like to build and then go ahead with production," said Mr. Nash. "The public today is virtually the 'boss' for the simple reason that the buyer knows just what he wants and is quick to reject that which it does not want.

"It is my opinion, based upon very careful observation, that the car of the future is destined to be rather short in length—with a wheelbase of say, 108 or 110 inches; it will be powered with a six-cylinder motor, equipped with a seven-bearing crankshaft, will have four-wheel brakes and all similar mechanical features usually identified with automobiles of larger size and higher price.

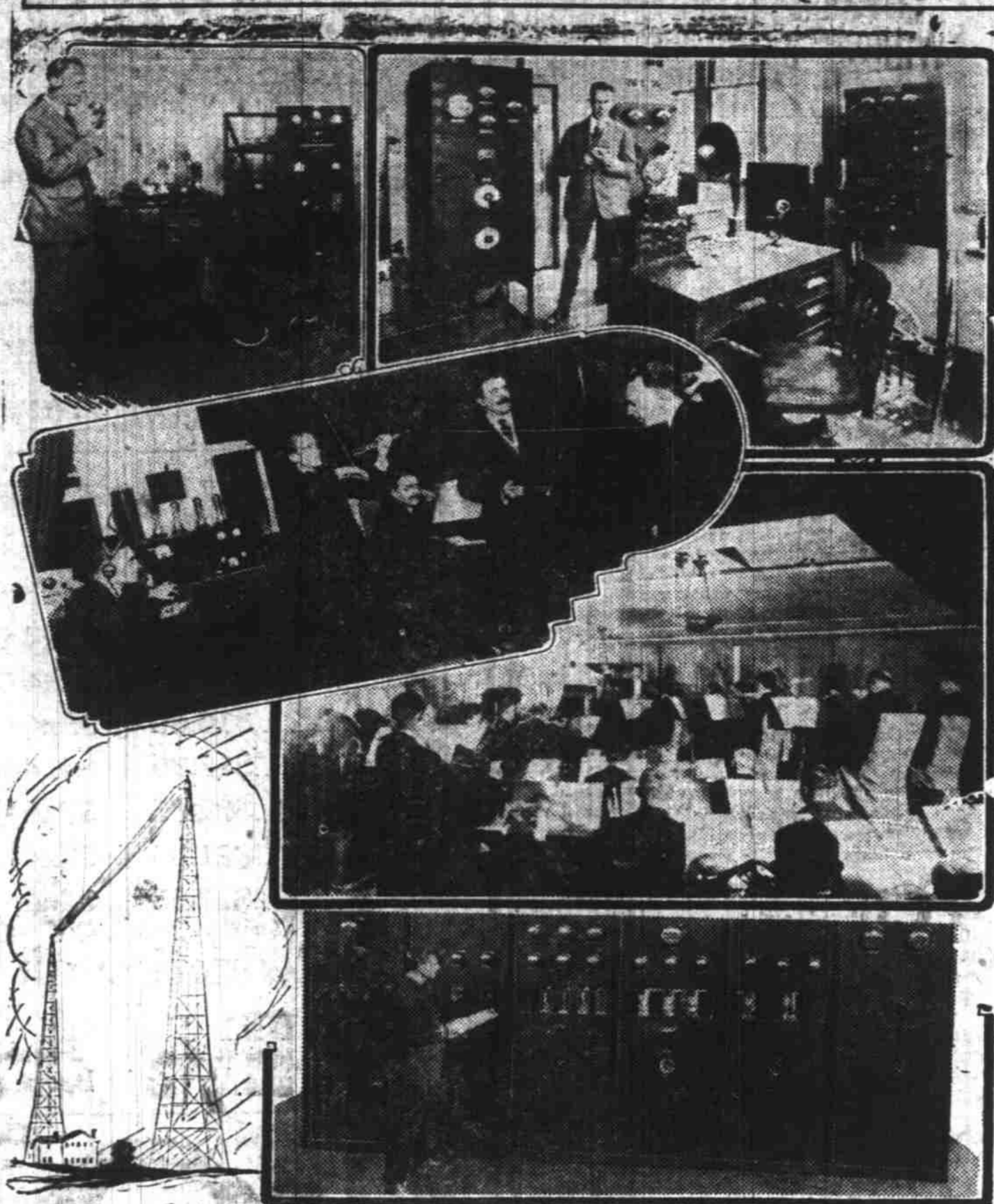
"Now I do not wish to be understood as implying that all cars of the future will be of that general type and design. Tastes differ and conditions which largely govern tastes, also differ. There will be large cars, long cars, and cars of many types, but I maintain that these very conditions, to which I have just referred, have already had a marked influence on public preference.

"Stand for five minutes on any congested thoroughfare and the traffic condition that meets your eyes will convince you that public trend of thought is receptive to a practical solution of the traffic problem. In fact, the public has a right to demand the cooperation of the automobile industry.

"Parking a car in congested districts has become a matter of serious concern. Turning a car with long wheelbase, on crowded city streets, is to many a nerve racking experience and so the public is looking to the manufacturer for relief, at least in some measure. These conditions of traffic congestion are found not only in the larger cities throughout the country, but they exist today in the thousands of smaller cities and towns as well.

"Drive down Main street on a Saturday night in almost any town in the country of 5,000 population or over and observe the

HISTORICAL BROADCASTING STATION EQUIPMENT



Great strides have been made in the art of broadcasting since Powel Crosley, Jr. first sent a message into the air through his little transmitting station located in his home on College Hill, Cincinnati. That was in 1921 and his equipment was a small amateur outfit, licensed to send on call letter 8CR. Phonograph music and voice was transmitted. From that small beginning, the Crosley stations have gradually increased their power and popularity, until today WLW, as the station is now known in the call letter list, has the honor of being the first remotely-controlled super-power broadcasting station in the world.

The fifth anniversary of the broadcasting activities of Mr. Crosley, who is a member of the Hoover Radio Committee, will be celebrated Wednesday, January 27th, with a program lasting 23 hours, beginning at seven-thirty in the morning. The

other hour of the day will be observed as "silent" for the International Radio Week broadcasting. Four of the broadcasting stations are pictured above. The original one was dismantled without photographs having been taken. The oblong picture in the center depicts the station and studio of 1921-22, with its 100-watt output. The announcer was also the operator, and the broadcasting equipment was located in the studio. An old-fashioned phonograph horn with a telephone mouthpiece was used to pick-up the music. Immediately above, and to the left, Powel Crosley, Jr., is shown speaking into the ordinary type of telephone transmitter, of the assembled 500-watt apparatus of 1923. To the right is the standard 500-watt transmitting equipment used in 1924. The next picture is that of the Cincinnati Sym-

phony Orchestra in the ensemble studio of the new WLW super-power broadcasting station, 3401 Colerain avenue, Cincinnati. Immediately below it is the bank of panels of the first remotely-controlled super-power broadcasting station, located at Harrison, Ohio, about 25 miles from the studio pictured above it. This latter station has an output of 5,000 watts and has been heard in many countries throughout the world. Through Mr. Crosley's recent acquisition of the assets of the American Radio & Research Corporation, Medford Hillside, Massachusetts, he secured the pioneer broadcasting station in America, WARC, which was first operated in 1915 by Amrad. An earlier purchase of the Precision Equipment Company, included the old 8XB station, Cincinnati, which first sent programs into the air in 1918.

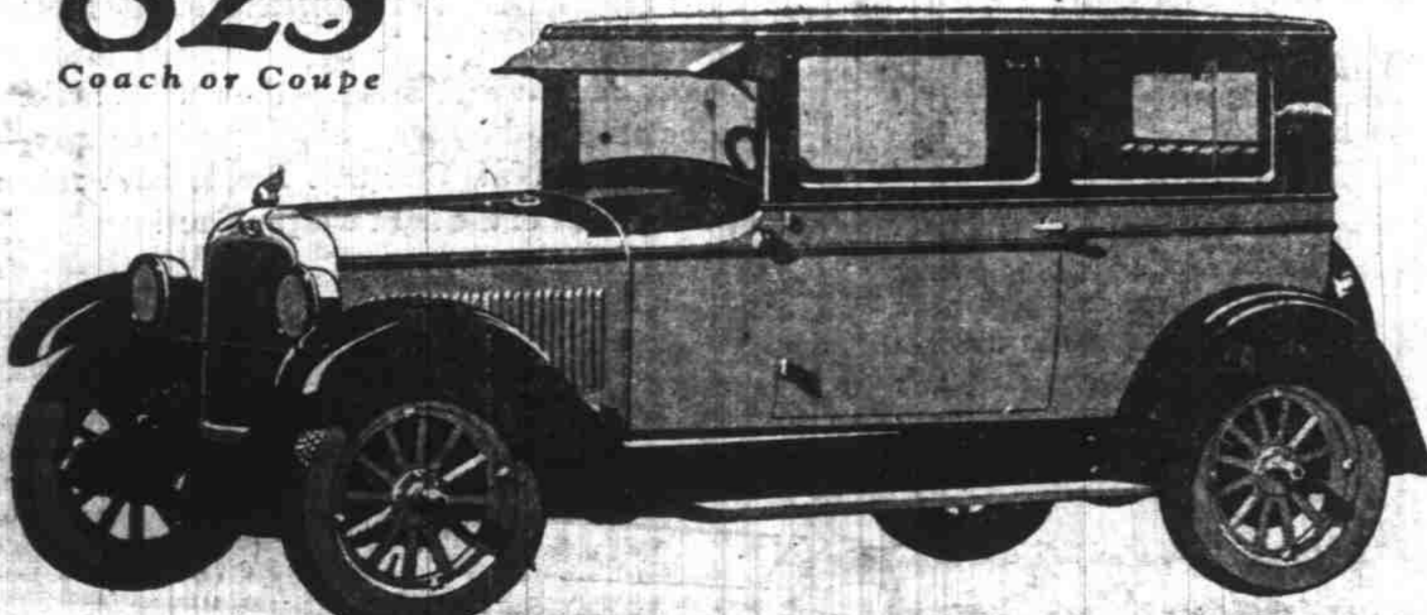
congestion and the confusion with respect to adequate facilities. Even the country highways, within a radius of twenty-five miles of most any large city, present a tangled mass of traffic on any Saturday afternoon or Sunday during the summer season.

"Too many of the cars on the road take up too much room.

They are far too long and unwieldy for quick handling in heavy traffic. "Thus, in my opinion, the shorter car, of fine quality and performance, exactly meets that trend of thought which is now occupying the public mind. Long cars, of course, have their advantages; they probably always will

be with us for cross-country touring, but the wide adoption of automobile transportation, with its attendant traffic congestion, has brought the motor car industry face to face with a problem that it seems to me, is up to the industry to help solve. And the smaller sized car offers a wide measure of relief.

\$825
Coach or Coupe



Big In Every Sense

Designed specifically to dominate the field of low priced sixes, the new Pontiac Six introduces into that field an element of bigness that is entirely new.

It is a big car in every sense of the word—big in the size of its powerful six-cylinder engine; big in the roominess of its well proportioned Fisher Body; big

in the restful comfort it provides at top speeds over country roads; big in the stamina, long life and durability resulting from its quality construction—

—and biggest of all in the starting value it offers—a value that is unmatched, because only General Motors could achieve such quality at so low a price.

Oakland Six, companion to the Pontiac Six—\$975 to \$1295. All prices at factory.

VICK BROS.
HIGH STREET AT TRADE

PONTIAC SIX

CHIEF OF THE SIXES

DUCO SERVICE WILL BE OFFERED PUBLIC

6500 Chevrolet Dealers Throughout Country Are to Handle Paint Line

Arrangements whereby the 6500 Chevrolet dealers throughout the country will be enabled to give complete Duco service to the motoring public are now being worked out in detail with E. I. Du Pont de Nemours & Company, according to J. P. Little, manager of the parts and service division of the Chevrolet Motor Company.

Heretofore Duco service has been available only through the distributors and refinishing stations of the du Pont organization. Under the new plan each Chevrolet dealer will be equipped to do all classes of Duco work, from minor touch-up operations to a complete refinishing job.

Complete Duco equipment has been installed in all of the 20 Chevrolet service schools in the United States for the purpose of demonstrating to every Chevrolet dealer the importance of properly equipping his shop to service Duco.

During the last few months every Chevrolet service promotion and used car representative, together with all Chevrolet parts managers and service school in-

Waters Flood Maryland Town, Stalling Cars



Heavy rains in Washington, D. C., are causing serious floods in suburbs of the city. This scene, snapped at Bladensburg, Md., just outside the capital, is typical of the surrounding country. Hundreds of cars were stalled at Bladensburg alone.

structors, have been given complete training courses at the Chevrolet factories in the use of Duco equipment.

With installation of equipment, dealers will be able to re-finish

their used cars for ready re-sale, to give quick service on Duco finish to patrons and to build up good will by their ability to maintain the appearance of customers' cars.

Say It With a Classified Ad

a Record Breaking Year ... and a still Greater Year to Come

With sales in excess of 250,000 cars, Dodge Brothers, Inc. have just completed the greatest year in their history.

Had it been possible to produce cars in sufficient numbers, their increase over 1924 would have been even more substantial.

This year the production problem has been mastered. A \$10,000,000 expansion program stands completed—and the enormous output of 1925 will be nearly doubled!

Production on this stupendous scale makes possible the astounding low prices announced January 7th.

It makes them possible even though the car is better today than ever before. These are but a few of the vital refinements—

- Rich and attractive new colors.
- Absolute smoothness of engine operation.
- A new snap and elasticity of operation throughout.
- Smart and stylish new body lines.
- Complete vision from every angle of the sturdy all-steel body.

Dodge Brothers Motor Car has always been an exceptional product. With these refinements, at these new prices, it is without question the greatest value Dodge Brothers have ever offered.

Touring Car	- - -	\$ 967
Roadster	- - -	962
Coupe	- - -	1019
Sedan	- - -	1083

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