

Reo Bus Completes Double Journey Across America

Cross-Country Sedan Will Be Exhibited During Convention of Railway Association at Atlantic City.

With a mileage of 9,388 miles registered on its speedometer, the Reo transcontinental bus arrived in Lansing the afternoon of September 19, having covered the distance between the Atlantic and Pacific twice since leaving the Reo factory on July 14.

The Reo sedan bus proceeded from Lansing to New York for the official start of its coast-to-coast run. After an enthusiastic send-off, participants in New York city officials and automobile men, the car took up its journey to San Francisco, going by way of Albany, Syracuse, Rochester, Buffalo, Erie, Cleveland, Toledo and South Bend to Chicago.

At Chicago the bus took the Yellowstone trail, following this northern highway through Yellowstone National park and coming to the Pacific at Seattle. From there the bus turned toward San Francisco, arriving at noon on August 25, exactly on schedule. A warm welcome was extended by San Francisco officials and automobile men to the crew of the trail blazing Reo.

Los Angeles was the next stop, and after a few days there the Reo again faced toward Lansing, Phoenix, Dallas, Fort Worth, Oklahoma City, Wichita, Kansas City, St. Louis and Indianapolis were the principal cities in which the sedan bus stopped on its return trip.

After a short time at the Reo factory the transcontinental bus will go to Atlantic City, where it will be exhibited during the annual convention of the American Electric Railway Association the week of October 6.

Three men have been with the bus since it left Lansing in July. Dave Fassett and C. E. Griffith of the engineering division of the company have acted as regular and relief driver, respectively. J. C. Brandimore of the sales department accompanied the bus as a special representative of the company.

Omaha to Have Air Meet Entry

Roos Leaves to Oversee Outfitting of Plane; Hartney to Pilot Ship.

Victor H. Roos left Omaha Saturday evening to supervise the fitting of the famous Omaha-made air sedan for the international air races to be held at Dayton, O.

Omaha's plane, which already has won 14 first prizes at various races, will be flown by the famous Col. H. E. Hartney, who flew at the Pulitzer races held at Omaha some time ago. Colonel Hartney was commander of five air squadrons in France.

Mr. Roos will attend the International Air congress at Dayton as a delegate from the Omaha chapter of the National Aeronautical Association of the United States. The other Omaha delegates to this convention are Gould Dietz, Victor Fitz and A. H. Peters. Mrs. Lawrence Churchill is alternate delegate.

NEW FLINT MODEL SOME SMALLER

Following the announcement of the Flint Six '25' winter enclosure, the Flint Motor company has released the news that the '24', slightly smaller companion model, now also available with the Rex winter enclosure, fitted at the factory to a new permanent top.

As in the '25' enclosure, the outer covering is durable and weatherproof, the frame sturdy and the interior of attractive light fabric. Windows fit snugly and are easily slid back for ventilation or held firmly in place by fasteners.

The man who formerly drove a low-priced sedan, but is willing to dispense with the luxury of sedan fittings and upholstery without sacrificing anything necessary to comfort and convenience, can now for the same or lower cost, purchase a superior six-cylinder car fitted with a winter enclosure.

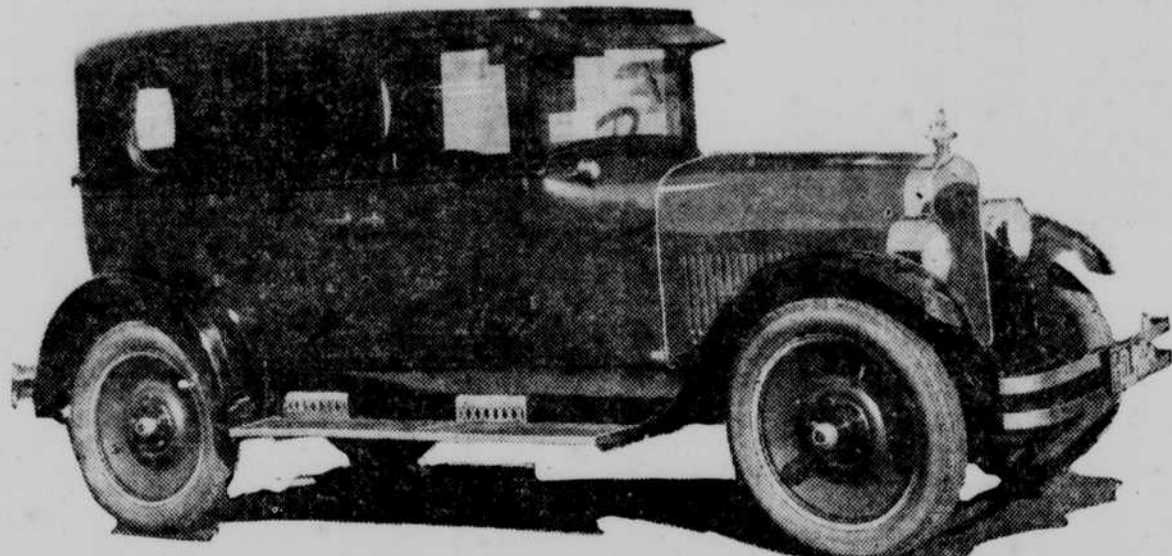
NEW HUDSON IS NOW ON DISPLAY

The Omaha Hudson Essex company announces this week the new five-passenger Hudson sedan. This new arrival consists of a custom built Biddle & Smart body, mounted on the standard Hudson chassis, with balloon tire equipment.

The car is finished in a valentine blue, with black fenders and splash guards. This color scheme, coupled with the conservative gray upholstery, makes this car stand out as one of the handsomest cars you will see on the streets this year.

The "choke" is a much abused device. Cars that smoke indicate a negligent driver. A choke is rarely necessary for more than a few seconds, even in the coldest weather. Have the carburetor adjusted. Driving with the choke out collects carbon and "shoots" oil. Carbon destroys engines. Keep the choke in and the carbon out. Use the carbon preventive in your gas, choke or no smoke.

Oakland Adds Landau Sedan Model to List

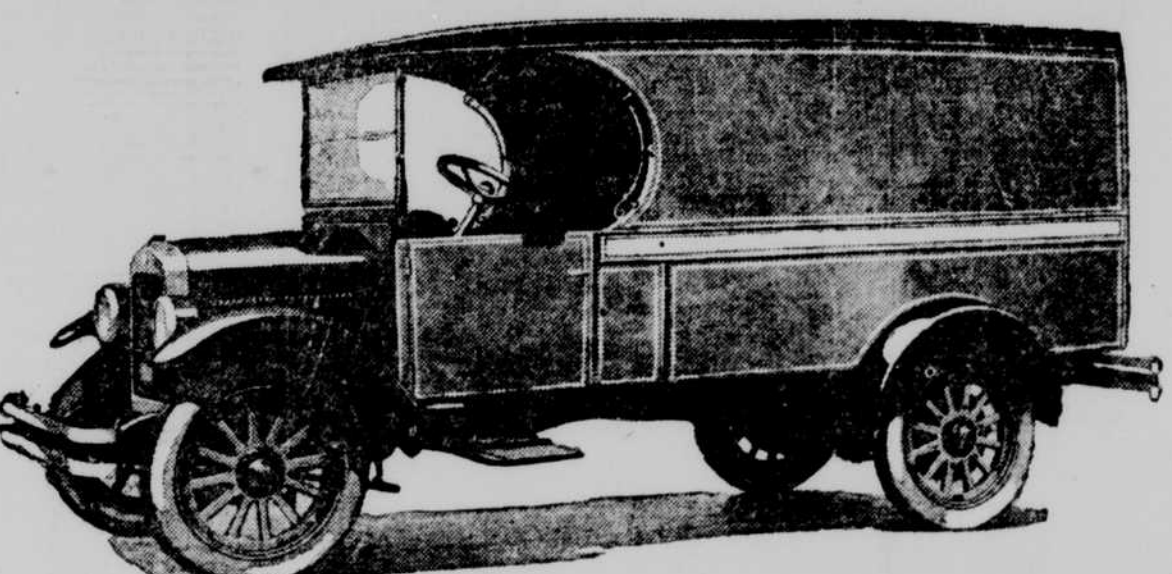


A new addition to the Oakland line—the Landau sedan—is announced by the Oakland Motor Car company. The new car combines the individual appearance of the Landau type with the practical serviceability of the sedan. It is finished in Buckingham gray with red striping, special plush upholstery to match, nickel trimmings and black fenders. Double bar bumpers in front, fender guards at the rear, nicked head and fender lamps and aluminum running board apron shields are touches of brightness in keeping with the richness of finish and completeness of every refined detail of appointment.

The new Fisher one-piece ventilating windshield is a feature affording open vision and snug protection, yet sliding upward when needed to give a full sweep of fresh air across the entire width of the driving compartment. The car is equipped with balloon tires, has Oakland Duceo finish, mechanical four-wheel brakes, all controls centralized on the steering column, automatic spark control and a dependable smooth, dependable Oakland six-cylinder L-head engine. Improved back and cushion springs, snubbers on front springs and an improved permanent visor are included in the equipment.

Fender guards instead of full bumpers on the rear are standard equipment as well as gasoline gauge on the instrument board. Silk roller shades, dome light, walnut steering wheel, shirred plush mohair pocket on front doors, floor-type heater, robe rack, foot rest, patent window lifts, tumbler door locks and invisible door checks compose some of the interior appointments that make the car complete in those refinements that add elegance to utility. Like all of the Oakland six line, it has five disc steel wheels as standard equipment, and is fitted with four 31 x1.55 balloon tires.

New Federal-Knight Speed Truck Loudly Praised



The wonderful development of the motor truck industry has brought about many conveniences and economies in the transportation of merchandise.

Motor vehicles are now used on short hauls by 157 railroads. This is an increase of about 300 per cent in one year, according to figures published by the National Automobile Chamber of Commerce.

The Postoffice department at Washington, D. C., employs 4,424 motor trucks, and one large manufacturing concern now has a fleet of more than 12,000 trucks of various sizes.

In an interview with M. L. Pulcher, president of the Federal Motor Truck company of Detroit, he stated his belief that "the potential truck market offers a field of great opportunity. Every man in business today is looking for the most economical transportation possible, and the motor truck is the answer to this problem."

"As the motor truck industry con-

tinues to develop, new uses for trucks will be discovered," Pulcher said. "New types of bodies will be developed which will enable every merchant in every line of business to extend the limits of his delivery system and increase his profits, while lowering his delivery costs and reducing his prices to the consumer."

"In support of this belief, Federal has spent hundreds of thousands of dollars in anticipating the needs of truck users. The latest addition to the very complete Federal line of motor trucks is the new Federal-Knight, which has been enthusiastically received and loudly praised by users in every conceivable vocation from farmer to manufacturer."

"This new Federal is everywhere regarded as the greatest achievement in the Federal career of every year in building motor trucks exclusively. It is a lightweight, speedy delivery truck of from 1,500 to 2,000 pounds capacity, which exactly meets the

needs of the 90 per cent market which exists today for trucks of a capacity of one ton and under. It is powered by the world-famous Willys-Knight motor, the only motor in the world that actually improves with use, growing quieter, smoother and more powerful mile after mile and season after season.

"The design of this motor is such that it will stand greater strains and take more punishment over a longer period of service than any other type of motor built. It is most economical in gasoline and oil consumption, and amazingly free from any necessity of engine repair or adjustment."

"From the moment of transportation problem is different, the determination of the right size and capacity truck to use is a vital matter, and, to aid truck users in finding a proper solution to their hauling and delivery problems, we maintain at the Federal plant, in Detroit, a staff of experienced engineers who are always ready to give truck users the benefit of their experience, without obligation."

"The wholesaler organization will keep in close touch with the leaders and cooperate with them in furthering the progress of Star business. Star cars are being made in four plants, located at Elizabeth, N. J., Toronto, Canada, Lansing, Mich., and Oakland, Cal.

STAR SALES MAKE BIG INCREASE

Star Motors report an increase in sales throughout the country, and also reports further progress in the development of its dealer organization.

One of the recent announcements made by Colin Campbell, vice president of Durant Motors, that the company had inaugurated a national advertising campaign, brought in an increasing number of inquiries from dealers everywhere.

The wholesaler organization will keep in close touch with the leaders and cooperate with them in furthering the progress of Star business. Star cars are being made in four plants, located at Elizabeth, N. J., Toronto, Canada, Lansing, Mich., and Oakland, Cal.

ANY WOMAN, any man, can now have a well-developed face and form. The whole, simple secret of a well-developed form is in the number of blood-cells in your body. You can now forget all the theoretical talk about diet, exercise, fat treatments, food-fats and fat-foods. Nothing is of any use, after all, except blood-cells! Thin, run-down men and women, with bony necks, sunken cheeks, bony shoulders—all these are suffering from one thing—too few blood-cells. Science has proved that S.S.S. helps to make the rich red-blood-cells, which you need. Your blood is starving for these new blood-cells! Give your blood the blood-cells it needs—take S.S.S., the great scientific blood-cell maker. S.S.S. has done marvels, too, in making beautiful complexions, clearing the skin, making lips rosy red, the cheeks full and plump—because it rid the blood of impurities which cause pimples, blackheads, acne, blotches, eczema, tetter, rash and rheumatism, too. As the medicinal ingredients of S.S.S. are purely vegetable, it may be taken with perfect safety. This is why S.S.S., since 1826, has meant to thousands of underweight men and women a plus in their strength. Start taking S.S.S. today and your great problem, that of your personal appearance, can be solved.

S. S. S. is sold at all good drug stores in two sizes. The larger size is more economical.

Nash Subsidiary Is Big Project

New Industrial Plan One of Most Important in Years.

No industrial move in recent years has been enveloped in so much mystery as has surrounded the recent formation of the Ajax Motors company, a subsidiary organization entirely owned by the Nash Motors company and with C. W. Nash as president.

This company is housed in the former Mitchell Motors plant at Racine, Wis., which was finally secured by Nash after spirited bidding on the part of other manufacturers. The notable career of Nash and the excellent character of the car, which his enterprise naturally has inspired widespread comment as to his plans for this new company.

"This subsidiary organization, the Ajax Motors company, will not build merely a motor, but a complete automobile," states Nash. "At the present time I am not in a position to divulge the exact character of the car, but I can say that it will be a complete surprise when announced owing to the nature of the engineering and the mechanical developments now being carried to completion by our staff of engineers."

"Our plans for this new car are in accordance with our policy for adding substantially to the requirements of the Nash Motors company and putting it in even more commanding position among the world's greatest producers of passenger cars. Few people realize just how exceptional our record of advancement has been until they review the history of the automobile industry."

"The first figures worthy of credence show that in 1899 there were 3,700 passenger cars produced by all makers and their total value in dollars and cents was \$4,750,000. This is less than a normal month's production for the Nash Motors company today. By 1910 the annual production for the industry had risen to 181,000 and the dollars and cents value to \$213,000,000. At this point the records show 302 manufacturers in business. By January, 1911, there were 314 companies engaged in manufacturing cars and the production for that year rose to nearly 200,000 units with a value of \$240,770,000."

"Because every man's transportation problem is different, the determination of the right size and capacity truck to use is a vital matter, and, to aid truck users in finding a proper solution to their hauling and delivery problems, we maintain at the Federal plant, in Detroit, a staff of experienced engineers who are always ready to give truck users the benefit of their experience, without obligation."

there were about 220 other makers and the production for the year was nearly 1,500,000 cars, of which we contributed of course a very few.

"By January of 1917 we were gaining headway rapidly and the name Nash and the reputation of the car for excellence was making itself felt."

Surprise Awaits Motor Fanciers

New Car to Be Introduced to Public on October 4.

An agreeable surprise awaits the motor car buyer who has been looking for the last word in motor car design and construction when on next Saturday a new car, exquisite in design and color combination, will be introduced to the public at the show room of a long-established motor car dealer located at Twenty-sixth and Farnam streets.

Elaborate preparations have been made to make the surprise as pleasing as possible, as it is expected this car will receive the warmest reception ever accorded a motor car in this city.

The showing of this new car is part of a national showing.

LINCOLN PETIT SALON OCTOBER 6

Announcement is made that a petit salon will be held at Hotel Fontenelle for four days beginning Monday, October 6. Arrangements for the salon are being made by the Ford Motor company, and it will be devoted to an exclusive showing of the Lincoln cars, including both standard and custom-built body types.

Selection of the Fontenelle palm room as the place for the salon insures a beautiful setting for the cars, and this will be enhanced by a number of features distinctive to the salon itself and adding much to its general attractiveness.

Petit salons held in a number of the eastern cities attracted unusual attention, and the one to be held in Omaha promises to appeal just as successfully to automobile lovers, judging from the interest already manifest.

It is considered better practice not to release the clutch on down grades. Not only do you get better and safer braking power with clutch engaged, but you prevent injury to the clutch mechanism. It is better not to drive with clutch depressed unless absolutely necessary.

Price Reduced on Dodge Specials

Causes Surprise as Advances Seem to Be in Order.

In view of the upward trend in automobile prices, considerable surprise was occasioned by Dodge Brothers recent announcement of a reduction in prices of their special type cars.

Dodge Brothers were able to do the unexpected, according to the factory announcement, on account of the increased volume of their purchases of special equipment for the special type cars.

Dodge Brothers special types consist of the standard cars equipped with accessories which produce the utmost in comfort and convenience and appearance of the car. Among these are steel disc wheels, five balloon type tires, nickel-trimmed radiator, nickel plated bumpers, automa-

tic windshield wiper, rear view mirror, scuff plates, cowl lights and motor-ter with lock. A special body strip is also provided.

Manufacturing and buying these accessories in quantity, Dodge Brothers are naturally able to install them at prices considerably below what the owner would have to pay at retail. Their convenience and appearance has elicited the greatest admiration everywhere and those who know the volume that has been attained can readily understand how Dodge Brothers were able to make a reduction when others were announcing advances.

Four Dodge Brothers cars are affected by the reduction—the special Touring car, special Roadster, special "A" Sedan, and special 4-passenger Coupe. The "B" Sedan and the Business Coupe have also been added to the line of special types.

As the reduction was made possible by economies effected in the purchase of equipment used exclusively on the special type cars, the standard cars are in no way affected, according to Mr. Davis, local dealer. The prices of all standard types remain unchanged.

A notable addition to the already standard line of the world's greatest motor car will be announced on October 4th.

It's the greatest and most pleasing motor car surprise of 1924.

The latest creation in design, color combinations and body types.

ON FARNAM STREET AT 26TH AVENUE

\$100 In Gold

If you can estimate the number of miles that will be covered by the



7 DAYS--7 NIGHTS ENDURANCE CAR



OVERLAND 7 DAY AND 7 NIGHTS NON-STOP MOTOR ENDURANCE RUN \$100.00 IN GOLD

The motor will be started at 12 o'clock noon, Monday, September 29th, by Mayor Dahlman, and will run continuously till noon on Monday, October 6th. Overland will pay \$100.00 in gold to the person who can estimate closest to the number of miles actually traveled by the Overland in the endurance run.

USE THIS COUPON Name Address My estimate on the miles traveled by the Overland Endurance Car is miles.

HERE ARE THE SIZES: Bore 3 1/2 Ins. Stroke 4 Ins. Piston Disp. 220 Ins. Gear Ratio 4 1/2 to 1 Size Wheels 33x3 1/2 Remember—The car does not run at all times, but the motor runs day and night.

OMAHA AND COUNCIL BLUFFS WILLYS-OVERLAND MERCHANTS

COUNCIL BLUFFS OVERLAND CO. 602 E. Broadway

WICKLAND MOTOR CO. 2915 Sherman Ave. FOLSOM AUTO COMPANY 5915 Military Ave.

UNDERWOOD GARAGE 5011 Underwood Ave. WILLYS-OVERLAND, Inc. 2862 Farnam St.

SEE THE ENDURANCE CAR ON THE STREETS



Children Cry for Fletcher's CASTORIA

MOTHER:—Fletcher's Castoria is especially prepared to relieve infants in arms and children all ages of

Constipation Wind Colic To Sweeten Stomach Flatulency Diarrhea Regulate Bowels Aids in the assimilation of Food, promoting Cheerfulness, Rest, and Natural Sleep without Opium

To avoid imitations, always look for the signature of Dr. J. C. Fletcher. Proven directions on each package. Physicians everywhere recommend it.

