Bright Weather Aids Auto Dealers During October

Closed Car Types Enable Manufacturers to Do Solid Business-Getting Ready for Show.

By ROY C. HAYES,

Universal Service Automobile Editor. Detroit, Mich., Nov. 1.—Unusually fine fall weather has been the most potent factor in keeping automobile gales at a good level for this time of year. Bright, sunny days, coupled with the introduction of several new closed car types, have enabled the majority of manufacturers to do a very substantial business during Oc-

Sales are quite certain to slow up this month with the definite arrival of cold weather. This is the usua yearly occurrence at this time. Manu facturers are preparing for somewhat slower sales in the next six weeks. Production, however, will probably continue at the present clip. Auto gas to pay for themselves. makers are getting ready for the New York show, which opens January 2. As a result, work on old and new models should keep the factories

fairly well occupied until Christmas. Easily the most notable trend in body styles this year is the swing of derstood. popularity toward the coach. Eight manufacturers are producing coaches, and two more will enter the field this

Several manufacturers, notably Hudson-Essex, have found it possible to get the coach down to a very eco nomical figure. The demand for the family at a reasonable price. The ing around 1,300. New York show undoubtedly will see at least 10 choices of coaches on display. Olds announces that 80 per cent of its production in the next

hibition is the number of eight-cylin- pickup are better. There is more der cars that are scheduled to make speed. Engine operation is improved their appearance. Fifteen "eights" in every way. And the owner acare already entered, according to a tually saves the cost of the new spark Detroit manufacturer. This includes plugs in oil and gasoline alone." a brand new car to be introduced next week by a leading manufacturer. REO BUS TAKES The taxicab is making inroads on the automobile production business H, C. S. is now devoting most of its efforts to making "cabs" and comes a report from Indianapolis which says that Premier Motors has suspended passenger car production and kind to make the run across the enwill confine its activities in the fu- tire continent-was sent to Atlantic ture solely to the manufacture of City for the annual convention of the taxis. A rising demand for taxis American Electric Railway associafrom all parts of the country is re- tion, October 6 to 11. sponsible for the move, Premier offi-

cials say. One New York firm alone ordered 500 H. C. S.'s. Wills Sainte Claire has added new model, a deluxe town car, with a custom built body, and fully equip ped. The list price is \$5,500.

OAKLAND SEDANS PROVE POPULAR

new Oakland landau sedan, which sengers has far surpassed the expectations of large. factory officials, production has been introduced a few months ago.

schedule was carefully based on past the evident good condition in which selling experience and intimate know- they saw the car, ledge of the market, and was considered, at the time, to be extremely factory at Lansing after crossing the

One of the reasons ascribed by miles. A period of 57 days was taken Oakland dealers for the popularity of in making this trip, although a few this model is that it meets the re- days were taken for rest for the quirements of a very desirable class crew. of buyers already owning high An average of 175.3 miles per day priced cars, who wish a second car was maintained for all running days that reflects their tastes in beauty and a gasoline mileage of 9.4 miles of line, refinement and appointments. to the gallon was established.

CARS IN WINTER

lubricating oil, the installation of a complete new set of spark plugs is the best kind of economy if the present ones have given 8,000 or more miles of service, according to O. C. Rohde, chief engineer of the Champion Spark Plug company.

Efficient spark plugs only should be used at all times, Mr. Rohde points out. They more than pay for themselves in all seasons by improved engine performance. But he emphasizes, they are of even greater impertance in cold weather. It is in extremes of temperature that engine operation is least efficient. A world of difference exists between engine efficiency at near or below zero tem perature and warmer climates.

"New spark plugs are of vital importance in improving engine operation in cold weather," he says. "They also facilitate easier starting, which, under the best engine conditions, is difficult in winter. Thousands of tests have proved that a new set of spark plugs as cold weather begins not only makes starting easier and better engine performance certain, but actually saves enough in oil and

"Why it is real economy not to attempt to start the winter with plugs on his graduation. that have undergone 8,000 or more miles of use is easily understood when the part that spark plugs play in engine operation is definitely un-

"In the engines used in motor cars today, the charge is fired in each cylinder at every other revolution of the crankshaft. This means that the plugs must deliver the firing spark from 600 to 1,500 times per minute according to the speed of the engine "The temperature around the firing points varies, after the engine is coach followed the insistence of the thoroughly warm, from 600 to 1,800 public for a closed car for all the degrees Fahrenhelt, the average be-

"The installation of a new set spark plugs at the outset of cold weather actually will prove a revelation to automobile owners. The difference in engine operation is s Another matter that promises to be marked as to be unmistakable. Startof interest at the coming national ex- ing is much easier. Power and

PART IN REUNION

sedan bus-first motor vehicle of its

There the big Reo bus took part in a regular reunion. Among the people attending the Atlantic City convention were a number of traction officials and bus operators who had because of politics and unseasonable been passengers in the bus over vari- weather. But the political skies are ous parts of its long route. During clearing, and on these sunny, warm distance of 23 miles, but in spite of the trip, 636 people had ridden in the days it is utterly impossible for a this fact our motor remained cool periods. While these charges are Reo, and apparently all of them were man to feel down-hearted. traction company officials and bus men who came around to see how the car looked after its strenuous jour- cars as we did a year ago."

The year 1923 was a banner one, with the exception of pouring oil into the crankcase every 500 miles, through a hole in the hood, and the addition of water and gas the car results addition of water and gas the car results and the factory's maximum reasonable charge is never surpassed. Due to the heavy demand for the new and identified themselves as paswas almost unbelievably

trebled on this model since it was transcontinental bus were fairly has all the comfort, power, reliability astounded at the facts presented con- and everyday utility that can be Flint Six plant the Seattle party left This increase is remarkable in cerning its trail-blazing run. They view of the fact that the original could hardly dovetail these facts with

When the bus returned to the Reo continent twice, it had traveled 9,306

SPARK PLUGS HELP Biese to Play \$30,000 Saxophone Studded With Diamonds Wednesday Virtuous Service,

Now Biese has one of the highest

Hulson-Essex sales record.

"I am looking for even better

LONG RECORD TRIP

complishment of four Seattle men.

"It was not our intention to es-

Mr. Reese upon the arrival of the

that it took us 2% hours to travel a

After a thoroug inspection of the

for New York from where they will

Lions Organize at Genoa.

Albion, Nov. 1 .- A delegation of

Albion Lions visited Genoa one day

Upon the ar-

tablish a record for speed,"

ophone! It cost \$30,000. This bejeweled instrument is the property of Paul will make his first Omaha appearance with his band at the Empress Rustic gardens Wednesday night. Blese will play his expensive instrument that

Biese's band comes from Chicago. Biese himself is acknowledged one of the great saxophonists of the country. He plays every member of the saxophone family from the smallest soprano instrument to the largest double bass. He also is an expert clarinet player and violinist.

As director of his famous orchestra Biese has played at some of the finest hotels, theaters, cafes and dance palaces in the country. His size is one of his attractions.

He tips the beam somewhere between 350 and 400 pounds. Biese was born near St. Joseph, Mich. in 1887. At the age of 5 he received his first lessons on the violin and saxophone from his father. At ton, Conway's band, Sophie Tucker, 9 Biese won a free scholarship offer- Fritzi Scheff, Marie Cahill, Elizabeth ed by the Chicago Musical college Murry and many others. He is cred-

and in 1912 won a diamond medal up. ited with being the first man to play Before organizing his own orchestra Biese was associated with Blatch- priced dance bands in the business ford Kavanaugh, the famous boy so and is a prolific phonograph record prano; The Marine band of Washing maker.

Demand for Autos Increases With Pleasant Fall

Hudson-Essex Cars Are Moving From Sales Floors Rapidly, Despite Lateness of Season.

Pleasant weather has brought about a marked improvement in gen-Pleasant weather has brought eral business feeling and the public is buying cars at a rate comparable with the best months of the year, according to the Omaha Hudson-Essex

desire to have an automobile," said Mr. W. H. Wetherell. "That has always been the foundation of ing car had the secretary of the the spring demand for cars. In the Seattle Automobile club, in the prestopsy-turvy year of 1924 we are having our spring in the fall. The last half of the year will be better than

"Hudson-Essex business is more than holding its own with the average for the year. October proved a Flint. great month, and November looks ter than 30 miles an hour, our exact even better. A few weeks ago a running time being 91 hours. Leavgood many men were feeling dumpy ing Bozeman, Mont., we encountered

"The reason can be found in the ceived no attention. widespread popularity of the Essex rival at the Flint factory we were six coach. With balloon tires, this amazed to find that not even a bolt Men who had never seen the Reo first enclosed car ever to list at \$945 needed tightening." asked.

"The Essex recently has been mak- return to Seattle, with the hood of ing some road-run records that would the car still sealed. stand comparison with the largest and highest priced cars. We do not present the Essex as a stunt motor car, but it is showing a reliability stamina and ability to get there and this week and assisted in the organ- one," he said. come back which is mighty satis ization of a Lions club there. There factory. The Essex sales are on the are about 30 charter members. snowball principle; wherever we sell one Essex a little group of the

Autos Must Impart

Performance Alone Not Sufficient to Win Owner's Satisfaction-Dodge Company Has New System.

Good performance alone does not mply that the owner is completely ng to O'Brien-Davis company, local

o the good performance, to win his omplete and enthusiastic endorse-

one of the fundamental issues in the was manager of the Chicago branch volume production and sale of auto- of the Irving Bank and Columbia

This month, for example, Dodge fixed charge for every service operafor the consistency of this year's such general prominence to the sub- of districts and education for this

ject of service. "Dodge Brothers gave years of ness ahead. This has been a wonderreflected in better commercial and organization of dealers," said Mr. duties. The appointment of Mr I scarcely ever speak to a man now evolved, it meant more years of intenwho isn't morally sure that we are sive educational work in getting it permanent dealer organization, and a on the threshold of a marked expan- established and in operation in the special effort will be made to established sion of business-wherever that business offers what the people want. have arrived at the point where it dealers as possible, study their in The year's record shows that Hudson- can be truthfully said that any Dodge dividual problems and co-operate in Essex certainly meets that last re- Brothers owner, anywhere, can learn working out a satisfactory solution in advance just what it will cost him for any work that his car may re-Guesswork and unpleasant

"The plan through which this enviable position was realized is known From Seattle, Wash., to Flint, as the flat rate service system. Others have advocated it but in no case has usually guaranteed by their respec-

the hood of the car sealed, is the ac-"I believe that this system has done Arron Reese, S. W. Bushnell, Allan fore to solidify and heighten the en-Lacy, and J. B. Hughes prior to their thuslasm of Dodge Brothers motor leaving Seattle in their Flint Six tourcar owners.

Mr. Davis explained that the fla rate system was not put into effect ence of witnesses, officially seal the ceivable service job. On the basis of were established and mechanics are party at the Flint Motor company at now required to complete every jo within the allotted time.

roads where the gumbo was so deep and the car performed perfectly. "The year 1923 was a banner one, With the exception of pouring oil cost in each community, the differ

> owner is better work in shorter time and at lower cost

Mr. Davis added that Dodge Brothers have never countenanced so called free service. "It is now obvious to most people that free service must be paid for somehow by som "The usual way is to add enough

to the selling price of the car to cover the free service item. The injustice A medallion of kingfisher feathers of that, however, is that you may owner's friends immediately become is both Chinese and chic worn sur never require more than a few dollars converted to it. That fact accounts spended from a long black silk cord. worth of service, while some other

Dodge Brothers owners pay only for what they themselves get—not for what someone else may need." Asserts Dealer OAKLAND SECURES

NEW SALESMAN C. W. Matheson, vice president and director of sales of the Oakland Motor Car company, announces that William M. Chamberlin has joined the Oakland sales organization to take charge of sales development work which will feature co-operation

spect to merchandising problems. Mr. Chamberlain has had exten sive experience in this field, having been engaged in advertising and sales development work for prac "It takes good service, in addition tically his entire business career, In 1907 he organized the Chamberlain company, one of the earliest advertising agencies in Detroit, which busi He pointed out the fact that Dodge ness he later sold to Brooks, Smith Brothers, while constantly improving & French, Inc. During the late war he served as a major on general ducing the necessity for service, are at the same time giving the service army in France. For the two years question more and more attention as immediately following the war he

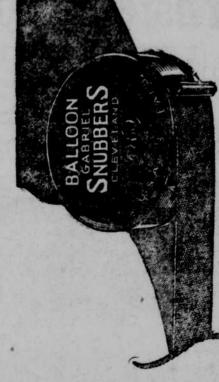
with the dealer organization in re

Trust company. In 1921 Mr. Chamberlin was asso Brothers are advertising to the world, clated with President W. R. Wilson Know in Advance-Dodge in the reorganization of the Maxwel Brothers dealers everywhere have a Motor Car company, serving as as sistant to A. E. Barker, who was tion." It is perhaps the first time then vice president in charge of that a large manufacturer has given sales. Later on he became director company.

More recently he has acted as genstudy to the development of a service eral sales manager for the Haynes plan that could be applied with equal Automobile company, which position fairness and efficiency to their entire he resigned to take up his present "When this plan was finally Chamberlin is in line with Oakland's policy to build up a prosperous and thousands of dealerships. Today they lish personal contact with as many

is to drive it around to the authorized surprises in service bills have been service stations which cover various parts such as tires, rims, ignition apparatus, horns, starting devices, batteries, speedometers. These are

buyer needs 10 or 20 times that tive manufacturers and service sta- at no charge that may save amount and yet you both pay equally. tions may make initial adjustments many a dollar later.



trol device officially, by patent and copyright, entitled to the name Snubber. To make certain that you have genuine Cabriel Snubbers installed on your car, go to the authorized Gabriel Snubber Sales and Service Stations which are maintained in 2200 cities and towns. Motor car dealers who are desirous of assuring their customers of greatest satisfaction



Gabriel's experience of 16 years when turned to the new-tire problems incident to balloon and lowpressure tires found the answer in two exclusive Gabriel features. The first of these is free

play-necessary to permit balloon and low-pressure tires and the car springs to function properly. The second is the increas-

ing Gabriel braking action which controls and stops galloping, rolling and pitching.

The union of these two qualities in the new Gabriel Balloon-Type Snubbers is Gabriel's greatest contribution to easier motoring.

Gabriel Balloon Type

Best for All Tires Carrying Low Air Pressure GABRIEL SNUBBER SALES AND SERVICE 2212 Harney St.

WM. J. POWERS, Gen. Mgr.

ANNOUNCEMENT

The Stewart-Warner Speedometer Corp. of Chicago announces the appointment of Mr. L. W. Peterson as manager of the

Stewart-Warner Products Service Station of Omaha devoted exclusively to the sale and servicing of Stewart Custombilt Accessories.

Mr. Peterson's personal attention will be given to the needs of all buyers of Stewart Products. His experience, acquired through eight years affiliation with our factory, will be available to the general automotive trade and public. He brings right into your territory a complete stock of Stewart Custombilt Accessories, together with a corp of factory-trained mechanics, competent to render expert Same-Day service on all Stewart equipment.

Stewart-Warner Speedometer Corporation Chicago, U. S. A.

Here

On November first we have been continuously in business in Omaha for 55 years.

To celebrate the occasion, we are starting on that day our greatest

USED CAR SALE!

Every car priced to move now.

Look These Over

Terms Several others from \$50 Terms up to \$1,000.

Andrew Murphy @ Son 14th and Jackson Streets

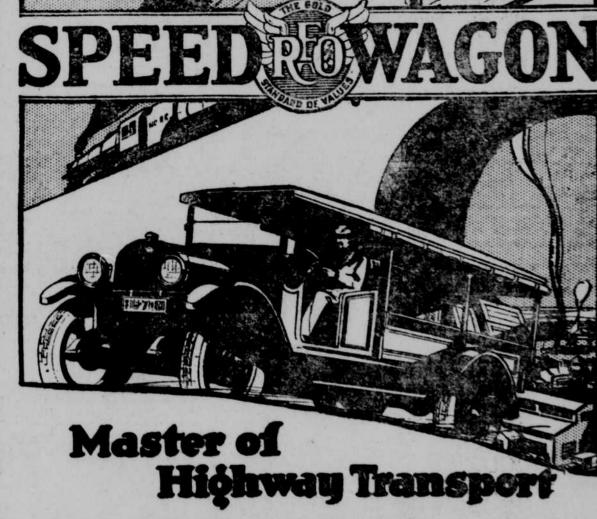
Open Evenings

Reinforcing the expanded and strengthened Oakland organization are the vast resources of General Motors-all dedicated to building a truly fine product, winning and holding the good will of all who buy it.

Q Standard equipment includes four-wheel brakes, disc steel wheels, balloon tires, permanent top, Fisher Bodies, one-piece ventilating windshield on closed types, Duco finish, centralized controls, indirectly-lighted unit instrument panel, automatic spark control. Q Glass enclosures for open cars at small added cost.

Roadster \$1095; Touring \$1095; Special Roadster \$1195; Special Touring \$1195; Landau Coupe \$1295; Coupe for Four \$1495; Sedan \$1545; Landau Sedan \$1645. Prices at Factory

OAKLAND MOTOR CAR CO. 20th and Harney Streets



BACK of the Speed Wagon are the tremendous resources of the Reo institution.

For more than twenty years Reo has been a leader in the automotive industry. Progressive carefulness has marked its policies. At no time has it been reorganized or refinanced. Few concerns in the industry are as financially sound.

The Speed Wagon has been manufactured continuously since 1914. Changes in its design have been so gradual that no Speed Wagon has ever been rendered obsolete.

That the permanence of Reo and the Speed Wagon is absolute, is a sharp appeal to good buying judgment.

Capacity, 500 to 2500 pounds. Twelve standard bodies. Chassis, \$1185 at Lansing. More than 100,000 serving in every haulage field. Designed and manufactured in the big Reo shops, not assembled.

J. M. OPPER MOTOR CO.

AT. 3425

2558 Farnam St.

REO MOTOR CAR COMPANY LANSING, MICHIGA