

### Stutz Offering New Designs of Enclosed Cars

Construction Gives Owner Same Operating Efficiency When Driving Open Model.

Enclosed car design and construction of a type that enables the owner to enjoy the same operating efficiency from his winter equipment as when driving an open car is offered in the line of Stutz models for the current season.

The usual limitations placed on winter motoring are lifted, it is said, and the owner may now anticipate the same wide service and utility from his car in winter as in summer.

The notable performance of the Stutz is in no way restricted. The type of construction used in the enclosed as well as the California type models assures an ability to withstand the hardest use with none of the customary depreciation.

The full-aluminum construction of the Stutz coupe eliminates any appreciable addition of weight and yet provides the greatest strength. Speed, acceleration and power are ample for all occasions.

The California tops are not simply added to the lower bodies. They are permanent and shapely—retaining the same durable sturdiness as that of a conventional enclosed sedan. The Stutz models with California tops are trim and smart, possessing the dignity of enclosed conveyances while preserving the freedom and adaptability of open cars.

A special five-passenger sport car of exclusive design also is offered, being built on individual order.

With the addition of a splendid selection of enclosed models and a wide assortment of California type cars, the Stutz now offers the most comprehensive line of cars it has ever produced.

### Used Car Sale Is Started by Hansen Cadillac Firm

Yesterday morning the J. H. Hansen Cadillac company opened its annual re-newed and used car sale. Cars of many makes and models, some of them almost new, and others rebuilt, repainted, re-topped and re-tired, and looking and running as good as new, are offered at remarkably low prices.

"The public has learned to know and wait for our used car sales," said Mr. Hansen. "Every car is guaranteed to be satisfactory to the purchaser or we will take the machine back and allow the full purchase price to apply on any used car in our stock. Our sales for Saturday far exceeded those of the first day on any of our previous sales, which we believe is due to the fact that the public has learned to have full confidence in doing business with our organization."

"It is surprising to see the kind of cars that are traded in on new Cadillacs."

### Lincoln Airplane Engineer Buys Durant Car for Self



Mr. Timm, designing engineer for the Lincoln Aircraft company of Nebraska, recently purchased the Durant shown in this picture.

### National Radio Show Being Held This Week

The national radio and electrical exposition will be held in Music hall at Cincinnati, O., the week of October 7 to 14. Approximately 1,800 electrical dealers and contractors from all over the United States and Canada are expected to attend.

The program will be very elaborate. Edison and other foremost authorities on electricity will give educational addresses daily, which will be broadcast by radio.

Cleveland Six distributor, Ralph W. Jones, has just received advice from exhibition headquarters that all messages broadcast from Cincinnati will be sent out under the caption: "Cincinnati Radio and Electrical Exposition."

Further states that a Cleveland Six, equipped with radio receiving apparatus, is to be placed in Pointe square, the public square of Cincinnati, and will be known, during the week of the exposition, as the official receiving station for all messages sent out from Music hall.

### Cross-Eyed Film Comedian Booster for Studebaker

Ben Turpin, who entertained hundreds last week at the World theater, is a great booster for Studebaker cars. Ben's fondness for special stunts is well known to all movie fans and to keep these stunts interesting he must drive an automobile which will respond to any of his whims when the occasion demands. He may wish to make his car jump a ditch or climb a flight of stairs—any of his automobile tricks are easily accomplished in his Studebaker, says Ben, who owns three Studebakers.

### Oldsmobile Price Lowest Since 1904

Four-Cylinder Touring First to Sell Below \$1,000 in 18 Years.

Announcement has been made of price reductions on all models of Oldsmobile fours and eights.

Charles Tucker, local Oldsmobile dealer, points out that not since 1904—18 years ago—has an Oldsmobile sold below \$1,000.

"The model 43-A four-cylinder touring car at \$975 is the first Oldsmobile to sell for less than \$1,000 since the advent of the curved dash one-cylinder model made in 1904," said Mr. Tucker. "At no time since 1904 has it been possible for the public to buy Oldsmobiles at such remarkably low prices."

### Wills Sainte Claire Fan Trouble Proof

Wills Sainte Claire salesmen in all parts of the country have been asked what owners' experiences have been with the Wills Sainte Claire fan. These salesmen report that all customers and prospects make uniformly the same answer: "It's so thoroughly practical, with no belts or chains to break—no plates to freeze together and get out of order."

In the past the fan has been one of the prolific sources of trouble. Any performance below par has meant a heated motor and subsequent motor trouble.

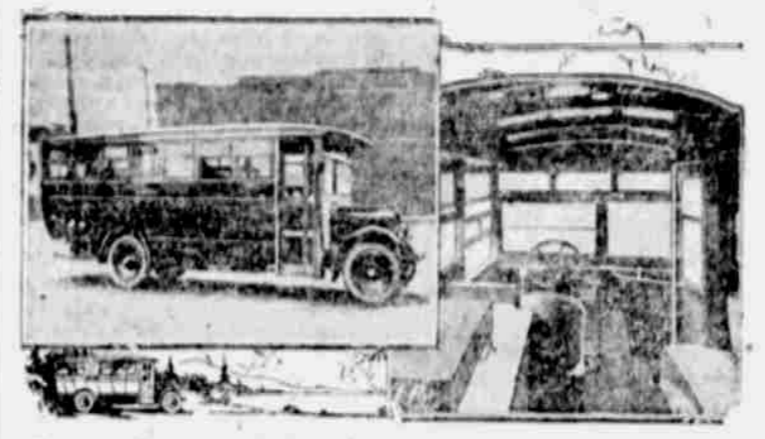
In designing the Wills Sainte Claire, Mr. Wills determined to prevent this.

He completely enclosed the fan propelling mechanism in a dust-proof, air-tight housing. The fan is driven by a shaft geared to the intermediate gear—while all former types have been either belt, chain or plate driven. Any belt was bound to break sooner or later, because it was wet and dry by turns and soon rusted. Chains rusted and clogged with dirt. Plates became coated with dust and froze together. With the gear driven fan, such troubles are not possible.

### New Factory Manager for Anderson Motor Company

J. G. Murphy has been made factory manager of the Anderson Motor company at Rock Hill, S. C.

### Body for Reo Speed Wagon Has All Comforts of Home



"Touring a la-caravan is becoming more popular every day," says J. M. Opper of the Jones Opper company, "and it is no uncommon thing to see a veritable 'home on wheels' roll into town most any time."

There have been many camping bodies mounted on various chassis, but one of the most remarkable examples of ingenuity in anticipating the needs in connection with a special body for touring purposes is contained in the description of a new Tourmore

### Rickshas Open New Field for Auto Tires

It may not be long before the rickshas of Japan are transformed into a form of motor vehicle if the design of an American automotive engineer continues to take hold of Nippon's fancy in the fashion it has started out, according to Firestone export men.

The new motor vehicle is called the Jitsuvo, perhaps a Japanese corruption for jitsu, and it is remarkably small and simple to operate. So much so that a child can handle the machine with ease.

There is no steering wheel, but similarly with the American electric is guided by a handle held in the left hand. The clutch, brake and gear shift levers are eliminated, the entire control being accomplished by one lever on the right.

The wheelbase of the Jitsuvo is but 12 inches and the tread 28 inches. Thus no garages are necessary, for the machine can be kept in the ordinary ricksha house or even in a doorway.

### Colonial Press Has 3,000 Square Feet in New Plant

Fifteen years ago E. J. Stuchoda started in the printing business in Omaha in a 12x12 room with two job presses. Today he is president of the Colonial Press and the possessor of a 3,000 sq. ft. plant.

### Demand for Closed Cars on Increase

Mounting Percentage of Enclosed Types Reported by Makers.

Production schedules prepared by the motor car manufacturers for the coming year reflect accurately the constantly increasing desire of the public for closed car comfort.

The strength of the closed car demand is illustrated by the fact that Dodge Brothers, Detroit manufacturers, are planning to devote approximately 25 per cent of their large production for the latter half of 1922 to construction of closed cars. The importance of this figure is emphasized by comparison with last year's closed car percentage, which was approximately 13 per cent.

The production schedule shows that the closed car of today is distinctly not a "luxury" car. It is in great demand because it will stand up under hard driving and pounding on bad roads just as sturdily as the open car

found at the same time offer closed car protection and comfort. The steel body construction which Dodge Brothers recently introduced in their business coupe and business sedan provides strength and resistance to strain which is possible only where the construction throughout is of steel. And prices of closed cars can by no means be thought of as prohibitive, as they might have been years ago. The price of Dodge Brothers all-steel closed cars, for example, now exceed the prices of the open cars by narrow margins of \$100 to \$200.

In the northern and eastern states, where from five to seven months of the year are too cold for comfortable driving in an open car, the popularity of the closed car is growing by leaps and bounds. Even in the south, the buying public appreciates the instant protection against rain or inclement weather which this type affords.

### Engaged Couples Spend Night Upon Stormy Sea

Manila, Oct. 7.—If you meet a dog fond of olives, phone the police, is the headline on the story of a lost dog in Manila. The dog belongs to an American, who gives the information that it is fond of fried chicken, southern style, and stuffed olives.

## The Great American Bonfire

In 1921—\$500,000,000 worth of property was destroyed in the United States, by fire—15,000 lives were lost.

Right here in Omaha, a fire which occurred Friday night, destroyed a factory, cost \$225,000 and ruined a number of homes.

Fire Insurance is your only sure means of protection.

The cost is so small that you cannot afford to be without it.

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Insurance Surety Bonds Investment Securities

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# ESSEX

## Has a New Price Advantage

The new Essex prices must appeal to all buyers.

They get more for their money today than ever before. Actual price comparisons make the advantage unmistakably plain.

Call to mind those cars you may consider in the Essex quality class. Then look at the prices. Are any within hundreds of dollars of the Essex price?

In reaching a standard by which to understand Essex values you must consider such price contrasts as well as facts bearing on performance and reliability. Such examination will convince you of the overwhelming advantage Essex holds.

(Effective September 22nd)

Touring \$1045  
Cabriolet 1145  
Coach - 1245

Freight and Tax Extra

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## LIGHT-SIX SEDAN \$1550

### Studebaker

## Let Us Show You the Difference!

Vibration is destructive. It shortens the life of a car. It takes the pleasure out of riding because it causes rattles, squeaks and other irritating noises.

Lack of vibration and the quiet, smooth-running motor find quick approval from everyone who rides in the Light-Six Sedan.

And every driver is similarly enthusiastic over the way it throbbles down to a walking gait in high gear—and the quick response that follows the touch of the accelerator.

Aside from its mechanical excellence, the Light-Six Sedan is notable for its sterling coach work. The substantial body, like the chassis, is built complete in Studebaker plants. Materials and workmanship are of highest grade.

Long, semi-elliptic springs and deep, restful, nine-inch cushions afford genuine comfort. Upholstery is of a rich, mohair velvet plush—good-looking and durable.

Today's price is the lowest at which the Light-Six Sedan has ever been sold. It has no competitor in the amount of value you get for your money.

The name Studebaker on your car is the best protection you can have!

Exhaust heater. Eight-day clock. Theft-proof transmission lock. Coal ventilator. Side coach lamps. Rain visor and windshield cleanser. Inside locks on three doors and outside lock on right-hand front door. Silk roller-curtains. Four doors that swing wide open. Dome light. Mohair velvet plush upholstery.

MODELS AND PRICES—f. o. b. factories		
LIGHT-SIX 5-Passenger, 117" W. B., 50 H. P.	SPECIAL-SIX 5-Passenger, 127" W. B., 50 H. P.	BIG-SIX 7-Passenger, 126" W. B., 60 H. P.
Touring \$ 975	Touring \$1275	Touring \$1650
Roadster (2-Pass.) 925	Roadster (2-Pass.) 1250	Roadster (2-Pass.) 1750
Coupe-Roadster (2-Pass.) 1025	Roadster (4-Pass.) 1375	Coupe (4-Pass.) 2275
Sedan 1150	Coupe (4-Pass.) 1875	Sedan 2475
	Sedan 2050	Sedan (Special) 2650

Coat Ties Standard Equipment

## THE O. N. BONNEY MOTOR CO.

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THIS IS A STUDEBAKER YEAR