

Large Increase Shown in Stutz Sales on Coast

Decided Improvement in 1923 Auto Business Anticipated by General Sales Manager.

Nowhere in the country have results of the increased activity of the Stutz Motor Car Company of America, Inc., made themselves more apparent than on the Pacific coast. According to Fred Wilson, general sales manager, the retail and wholesale organizations in that section have increased so that the Stutz now has complete representation on the west coast and retail sales in the territory exceed any previous mark in late years.

Within a little more than 60 days, three former Stutz distributors on the Pacific coast have dropped their lines of cars in order to take on the Stutz franchise again.

"We feel that we are making progress under our new program of development," said Mr. Wilson, in speaking of the situation. "We are moving ahead in a satisfactory manner, building cars on a basis that absolutely precludes the overloading of a single distributor or dealer connection."

"Almost proved to be one of the brightest months in our history; September was very satisfactory, many points running far ahead of August; we have orders on hand to assure us of an increase in October over the two previous months."

"We anticipate a decided improvement in the automobile business in general in 1923 and are directing all of our efforts so that we will be prepared for the increased activity when it comes. With the satisfactory business that we can anticipate between now and January 1, Stutz would be in a position to proceed in a big way after the show."

Europe Has Respect for U. S. Automobiles

Europe no longer considers American-built automobiles as inferior to the products of the leading automotive men of England and France have a deep respect for the engineering ability of the Yankee car builders. Such is the changed condition overseas discovered by Albert Champion, president of the AC Spark Plug company of Flint, Mich., who recently has returned from a five-month stay abroad.

"The best informed automobile men in Europe are ready to admit the fine quality of modern American automobiles and automobile equipment," says 'AC'. "The fine service of American automotive equipment during the war undoubtedly helped to awaken this appreciation. The victory of an American car in the Grand Prix last year, also had its effect."

"Take the particular item of spark plugs. For years, the Sphinx Manufacturing company of England has believed their plugs to be as good as they could make them. But when they came to examine our American AC's they were quick to acknowledge the superiority of our plugs and as a result the AC company has taken control of the Sphinx plant to make AC plugs for England and her colonies. These plugs will be known as the AC-Sphinx. The same was true in France with regard to the company making Oleo plugs."

Majority of Admired Autos Are Used Cars, Says Dealer

"The majority of automobiles every one admires are used automobiles," said J. G. Quick, retail sales manager for the Willys-Overland company. "Those cars that you have seen on the streets and boulevards—those that you have ridden in with your friends—lots of these you would like to own yourself, but did you for one instant consider these cars as used cars?"

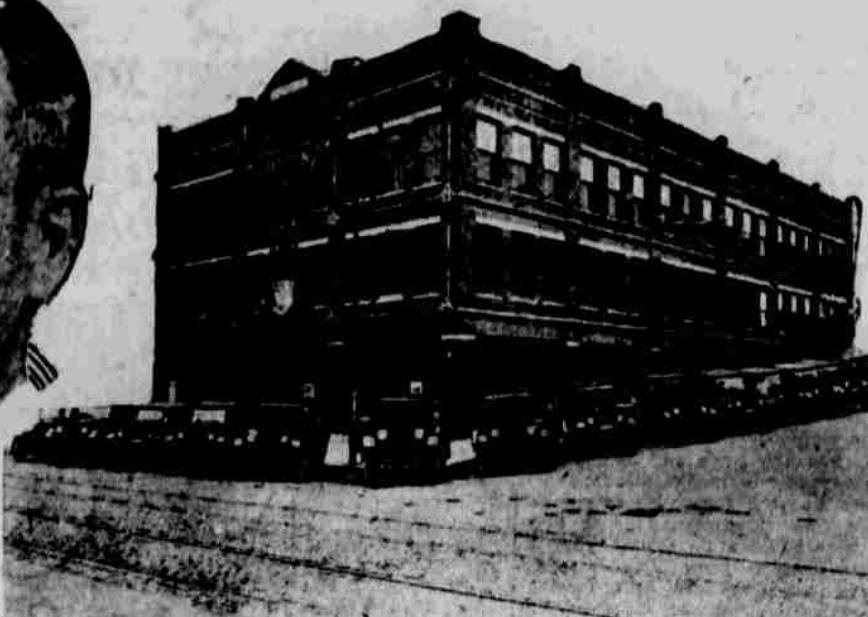
"For the past three days we have conducted a sale of used automobiles. Perhaps some of the cars we have had on display are ones which you admired only the day before, but when admiring some particular car the thought never occurred to you that that identical car would be on sale in a short time."

"We have had on sale many fine cars, and, judging from the way the public has responded to our sale, many people have been convinced of the value of our renewed bargains."

Delivers 13 Hudson-Essex Cars on 13th



The illustration shows the exterior of the Hudson and Essex sales room with the 13 dealers and the 13 cars they drove home. Inset, Guy L. Smith.



Driveaways of Cars Increased

Many More Factory Deliveries Made by Driveaways as Result of Freight Situation.

"On account of the serious freight congestion on many railroads, a great volume of motor cars is being driven across country from factory to dealer," reports O'Brien-Davis-Coad Auto Co., Dodge brothers dealers here.

"With the inadequate supply of freight cars, the only means of meeting the continued influx of orders for Dodge Brothers cars has been to increase the number of driveaways from the factory in Detroit. Every day the reception room at the factory offices is jammed with men, and a few women, too, waiting for their allotment of cars to be driven to far and near points."

"Several hundred cars are driven away from the factory every day. Sometimes as many as 200 cars in one day reach purchasers and cover 30,000 feet of floor space. This is Dodge Brothers contribution to the relief of the excessive strain on the freight car supply. Cars are driven not only to states adjoining Michigan, but to a great number of points on the Atlantic seaboard and as far west as Kansas and Iowa."

"Complete co-operation between factory, dealer and purchaser is the general rule. Each realizes the need for some solution of the present rail situation, and is willing to his part."

"Thirteen is our mascot, never our jinx," says Guy L. Smith, distributor for Hudson and Essex cars. "This brings dates back to the old days when I drove Hudson cars in endurance runs, and always drove car No. 13. On the 13th something always happens. Something must happen."

"In our sales organization we make special efforts to make deliveries on the 13th of each month and Tuesday of this week we decided to make 13 deliveries on Friday. The idea went over in a big way. By Friday evening we delivered cars to these 13 dealers:

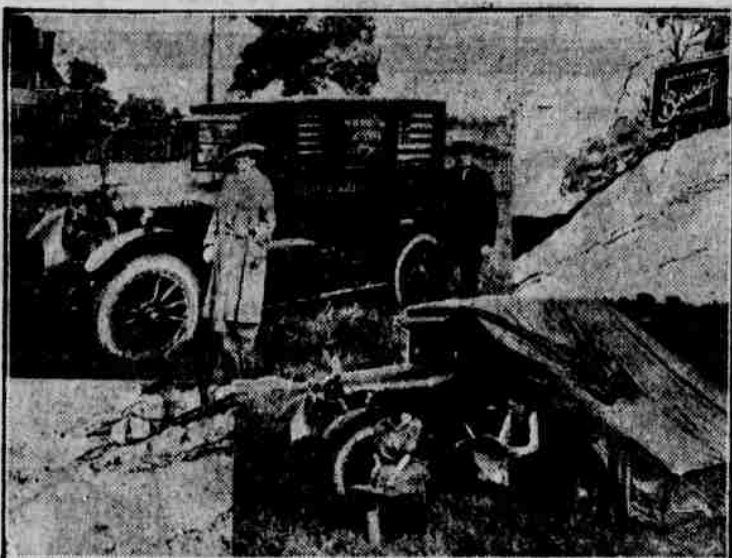
- J. L. Chapman, Kearney, Neb.
- L. F. Dommann, Columbus, Neb.
- D. M. Miller, Glenwood, Ia.
- Scott & Linnay, Missouri Valley, Ia.
- Prow & Leffler, Clarinda, Ia.
- Shannon Auto company, Sidney, Ia.
- R. E. South, Nebraska City, Neb.
- Hilgenbotham, Norfolk, Neb.
- B. G. Schaffer, Washington, Neb.
- Broderick, Brock, Harlan, Ia.
- Owens Army Service company, Red Oak, Ia.
- Ribbert & Reimera, Denison, Ia.
- Fred Babel, Grand Island, Neb.

Storage Battery Company Builds Kansas City Branch

The Electric Storage Battery company has built its first Ekide branch factory in Kansas City in recognition of the growth of its business in this section. This new factory will be of brick and stone and cover 30,000 feet of floor space. This factory is in addition to the \$1,000,000 factory at Philadelphia, the \$3,000,000 factory, just eight miles from Philadelphia, and the 17 branch assembly plants located in all parts of the U. S.

According to D. T. Swain, representative in Nebraska, the new factory branch will not only assemble Ekide batteries for motor cars, but will assemble batteries for electric cars, radio, mine machinery, industrial trucks and other battery needs.

Around the World in a Buick



Mr. and Mrs. R. J. Jeffries of Columbiana, O., are on their way around the world in their four-cylinder, five-passenger Buick sedan. They are now touring the Rhine valley in Europe. They left Columbiana early in June, motored to New York and sailed on the 17th for Europe. Landing in Lisbon, Portugal, they motored through Portugal, Spain and France and their itinerary called for them to visit the Passion Play at Oberammergau in Bavaria. They plan to spend several weeks on the battle fields of France and return to Paris. In December they will go to England, Scotland, and Ireland. Early in 1923 they will visit Belgium, Netherlands, Denmark, Germany, Sweden, Norway, Czechoslovakia, Austria, Italy, Greece, Turkey, Palestine, Egypt, Arabia and thence to England.

In 1924 the party will go through Indo-China, the Philippines, China, Korea, Japan and Hawaii, from where they expect to sail June 15 for the United States and tour across country to their home in Ohio.

Good Driving Is "Nice Steering"

Booklet Gives Latest Road Rules and Hints to Motorists.

"Nice Steering," an instructive and interesting booklet by R. C. MacKenzie of Timken Roller Bearing company, gives the latest road rules and many valuable hints to automobile drivers.

Mr. MacKenzie believes that good driving is mostly "Nice Steering" and gives the following facts by which all will know a "Nice Steerer."

His keeping to the right of the road, particularly on curves and over the crests of hills. His extensive and intelligent use of arm signals. His comfortable expression.

His avoidance of all obstacles, however small, without endangering the occupants of his car or any other car. His ease of handling. His strict obedience of every traffic regulation. His deft driving.

His courteousness in hugging the right of the road when you blow your request to let by. His protection of his motorist's use of second and first speeds. His alternate use of foot and hand brakes on long grades or in emergencies.

His never coasting (he always retains absolute control.) His thoroughness of pedestrians. His respect for railway crossing; he stops, looks and shifts gears before he is actually on the tracks.

His skillful steering. His properly adjusted steering apparatus. His "Nice Steering."

Nash Firm Announces New Sport Model Car

The new Nash sport model, just introduced, is pronounced a distinct achievement in finished excellence, performance and equipment.

Shipments began October 1. The price is \$1,645. F. O. B. Kenosha. The uniquely inboard body is swung low, set off by bumper front and rear, six disc wheels, two spares with extra cord tires and tire covers mounted at the front on either side. In the rear is a trunk with water proof cover, trunk rack, windshield wipers, nickel plated windshield posts, spot light, nickel plated barrel head lamps, nickel plated cowl lamps, nickel

plated combination stop and tail lamp, radiator shell, cowl ventilator, motorometer, locking type monogram radiator cap, silk mohair top and windshield wiper.

The running boards are equipped with special covering and aluminum step plates with metal filled rubber

pads. The guard bars at the back of the body are nickel-plated. The upholstery is Spanish leather.

Bacteria are the smallest of all living things. In some cases they do not measure over 1-50,000 inch in diameter.

Paris Cafes Get Radio Music From Eiffel Tower

Paris, Oct. 14.—Radio has penetrated even the Paris cafe. Concerts sent from the Eiffel tower may be heard nowadays at many of the larger cafes at "aperitif time."

The New Brougham



With all their traditional beauty and sturdiness, no Oldsmobile closed cars have ever achieved the success of the new Brougham. Hundreds of people who inspected this luxurious new motor car during the past week found that it sets a new standard in closed car values. Drop in and inspect the new Brougham—see for yourself Oldsmobile's answer to the demand for—a new closed car at a new low price.

Price \$1375 f. o. b. Lansing

NEBRASKA Oldsmobile COMPANY

SIoux CITY OMAHA DES MOINES

OLD SMOBILE



How Essex Views the Closed Car Question

Until Essex brought out the Coach, a closed car on a first rate chassis could not be had at a moderate price.

Buyers took it by the thousands. Nothing like it was ever experienced in closed car sales. And in consequence other makers added closed cars to their lines.

But their bid for a share of the trade is not based upon the principle which gives the Essex its distinction.

Mark how different it is

Elaborate fittings intended to lend an air of luxury are not featured in the Essex. It is sold strictly on its merits as a complete and superb motor car mechanically. It established itself as one of the leading four cylinder motor cars of the world in performance, endurance, reliability and economy.

and freedom from even the slightest service attention.

It is upon such a chassis that the Coach is mounted. The same idea of utility guided its creation. It has sturdiness and character. It gives the utility of the costliest cars. It stays tight and secure.

One stock car under official observation travelled 3,637 miles in fifty hours. Four stock cars each lowered all previous time records between San Francisco and New York.

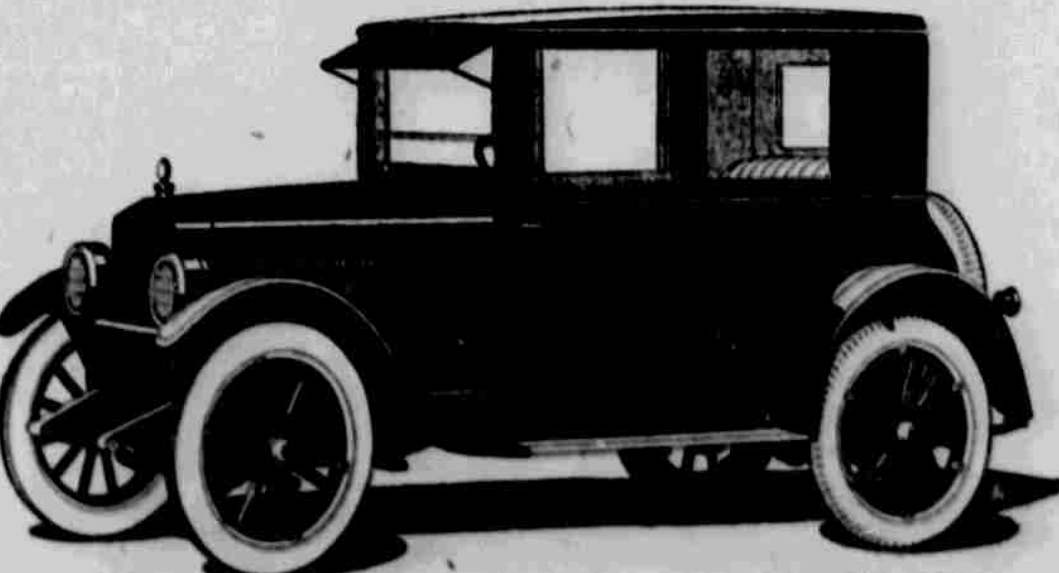
Windows and doors remain tight fitting. There are no inside rumberling noises. Seats are comfortably arranged. Luggage and tools are carried in locker at rear. Observe how proudly owners speak of the Essex Coach.

Essex cars that have travelled 50,000 miles are still giving satisfactory service. Owners will tell you one after another their next car will be an Essex.

Yet such a delightful closed body does not place the Essex Coach price beyond the reach of those who can afford a good open car.

You will hear from them the most astounding reports of reliability, low operating cost

GUY L. SMITH "SERVICE FIRST" 2563-57 Farnam Street OMAHA, U. S. A. Phone DO uglas 1970



Touring Car - \$1045 Cabriolet - 1145 Freight and Tax Extra

ESSEX COACH \$1245

WILLYS-OVERLAND BIG RENEW-ED CAR SALE STILL ON MANY EXCELLENT BARGAINS LEFT

MUST BE SEEN TO BE APPRECIATED

WILLYS-OVERLAND, Inc. 2562 FARNAM OPEN EVENINGS OPEN SUNDAY