Announcement of the new 1924

Everything for which one can wish in comfort, convenience and utility has been provided. Equipment

is complete.
A large, roomy trunk is furnished on the big six sedan, coupe and speedheater, flower vase and interior read-

Standard equipment of the open cars also includes an inspection lamp, mounted on the instrument board, Grip handles on the body rails are a feature of the touring car.

The special six line comprises models, mounted on the standard 119inch chassis with 50-horsepower, motor; two-passenger roadster, five-passenger touring car, five-passenger coupe and five-pas-

Among many unusual features of the light six touring car are the all-steel body; one-piece, rain-proof windshield with cowl lights set in the base; quick action cowl ventilator; close-fitting curtains; large rectangular window in the rear curtains and thief-proof transmission lock.

New Red Bird Has Long Wheel Base Sprague Tire Stations

Art and Durability Combine to Make Willys - Overland Product Attractive.

A roomier body, wide deep seat cushions, a wheel base of 106 inches and a spring base of 136 inches are features in the new Overland Red Bird that set it apart from the usual so-called sport model. The Willys-Overland company has radically departed from the stereotyped design of the speedy, fleet lined touring car of the speedy, fleet, lined touring car by furnishing plenty of room for comfortable riding on all roads.

The car is painted Mandaly Maroon a color entirely uncommon and pleasing. This shade blends with the nickeled radiator with bur cap nickeled drum head lamps, nickled windshield stanchions, scuff plates and outs de door handles. Then there is a khaki top of durable texture, with red bindings and welts, while the interior of the car is exceedingly artistic and serviceable in red Spanish grain-

Among the list of complete equipment on the Overland Red Bird are nickeled bumpers front and rear, spare rim and tire carrier, dashlight, ometer, door grips, scuff plates and other extras that assure the of those Coney Island busses. owner of every necessity that stands for convenience. The tires are 30x 3 1-2 straight wall Fisk cords and each detail in connection with this new model enters into a job that will add to the glowing achievements of the Willys-Overland company.

Cadillac Enlarges **Used Car Department**

"The constant increase in our bust ness of selling re-new-ed and rebuilt used cars has made it necessary for us to take the entire third floor of our building for a used car sales room," says J. H. Hansen of the J. H. Hansen Cadillac company.

"For some time our used car de partment has been crowded for space, and it was finally decided that a separate salesroom would be devoted to cars that are renewed and in con

"Many of Omaha's prominent pe ple are patrons of our used car de-partment. They are wise buyers who realize that cars as good as new can be purchased here, less the depreciation. Many cars in our stock can hardly be distinguished from new, some having been used only a few hundred miles."

The third floor of the Hansen Cadillac building formerly was oc cupied by William F. Roessig, automobile painter, handling an exclusive trade, who has now taken quarters in the Yellow cab building.

Andrew Murphy & Sons Co. Put in New Front

The Andrew Murphy & Sons cor pany is remodeling the entire front of its building. When completed i will have one of the most attractive showrooms in the city.

The front of the showroom will be of plate glass, giving an 88-foo show window. The interior of the furnished in the most beautiful style so that the company may more effectively display its line of Durant

and Star cars. Mr. Wilson, in speaking of the re modeling, said: "While we have en joyed a very good business in th past, we have never felt that we could display the Durant and Star in a befitting manner, but when we have finished with the present work we will be able to show our cars with a much better background."

> Ford Owners install the Speedwell Oiler and Perfect Lubrication for Fords

Speedwell Oiler Co.

Peerless Head Is Color Stickler

Much Attention Made to Order Shade of New Car Is Called Collins

> Perhaps no single characteristic o object of more favorable public comment than their exceptional color of-ferings, which are optional to each purchaser, it is stated at the Peerless plant in Cleveland.

Collins blue, rich maroon and dus proof gray are optional for each of the nine models, and, in addition, the four-passenger phaeton is furnished in Dorothy blue upon request at no extra cost. Each of these colors is just as distinctively Peerless in its own way as the original lines and design of the car are distinctive. R. H. Collins, president and gen-

eral manager of the company, is of an ultra-discriminating nature when it comes to what he considers a pleasing color combination. Some of his ideas on color were narrated by other officials of the company the

Before the new Peerless was an nounced several months ago, color after color was submitted to Mr. Collins for his approval. Always he had some criticism to express regarding kit is carried i nthe left front door. the blues submitted. This one should be a little lighter, or that one darker, or another just wasn't the best blue he had ever visioned, he said.

As a consequence, experiment after arrived which satisfied him.

"This is exactly what I want." he said one moring, when experts were of seeing how tires are made. beginning to wonder whether he would ever be satisfied. "What do you call it?'

A smile appeared on the faces of the men in the room and then one of them said: "Why, we will call it Collins Blue, That's the only name we know of for it."

"All right," he answered, returning the smile. "Call it Collin's Blue. I'm mighty proud of it.

to Handle Gasoline

The Sprague Tire and Rubber company, operating a chain of free tire ervice stations in various parts of the country, will add gasoline and oils to their line, according to an announcement made at the Omaha office this week by E. H. Sprague, information. president. The new line will be known as Sprague Wonder Oil and Gasoline and will be distributed through Sprague service stations di-

Two carloads of gasoline were received in Omaha this week from southern refineries and a car of oils and several additional cars of gas are

The new gas will not turn yellow or amber with age, it is said, thus proving that all foreign substances have been removed and making it more suitable to the use of high power engines

Heard on Sidewalk

ar? I think it is nice to take your have the least need for it." friends out.

He: Gosh, if I were going to take

CITY DEALERS

Folsom Auto Co.,

5915 Military Avenue

Omaha-Made **Tire Week Gets** Endorsements Investigation of Truck Indus-

Displays Planned for Store Windows and Open House Will Be Observed En-

ruck production for the second quartire Week. The Chamber of Commerce and the Lions club were the first organizaveek movement, the Lions club officially endorsing it Friday noon at a pany of Alma, Mich. special directors' meeting presided

over by J. Dean Ringer, president. The Chamber of Commerce di rectors have held no regular meet assistant commissioner, a large dele gation of members will visit the Omaha tire and rubber plants during the week set aside by the mayor's proclamation.

throughout the business district for distributing facilities, under the direcspecial window displays and numer- tion of O. W. Hayes, president, and ous features are being planned by officials of the three plants. A friendly rivalry has sprung up between the Nebraska Tire and Rubber company, the Overland Tire and Rubber company and the Sprague Tire and Rubber company as to which will have the most novel display during the week and which will furnish the most

and best entertainment. Open house will be observed at each of the three factories and thou-sands of Omaha and Nebraska peo-four and one-half tons, are regularly experiment was made by Peerless sands of Omaha and Nebraska peo-color experts. Finally an effect was ple who have never seen automobile tires manufactured are expected to take advantage of this opportunity

The mayor's proclamation this week started a great deal of comment among business houses and already many Omaha cars are replacing east ern tires with Omaha-made goods.

Memorize License. Warns Omaha Dealer

"Do you know the license number of your motor car?" asks Guy L. Smith, local Cleveland Six distributor. "If you do," he continues, "you are one of the few who really make it their business to memorize their negligence or home treatment car number. Taken as an average, about seven out of 10 when asked the number of their automobile are obliged to rummage through their pockets and oftentimes go as far as to look at their car to furnish the

"This condition should be rectified. Now, if you use a motor car constantly, or even occasionally, it is worth studying. You would not forget the number of your house or Sales Manager Confers telephone. Then why should you slight your motor car?

"Thousands of motor cars are being stolen each year. Statistics show that this number is increasing. Who knows but what your car may be one easier to trace a car when all the umbers of that car have been furnished than it is by description only. If you do not know the numerals on Opper of the J. M. Opper Motor com motor and serial numbers, learn them I am going to buy a roadster. | today. This information may come She: Why don't you buy a touring in mighty handy when you think you

Police in Buenos Aires, South Amer-Some of them are linguists Bee Want Ads Produce Results. in five different tongues.

Coupe-Sedan

No Need to Be An Acrobat

No contortions are needed in getting in and out

of the Willys-Knight Coupe-Sedan-there are

no folding seats to climb over or squeeze

between. All five passengers enter and leave

easily, comfortably, through doors both front and

ter Willye-Enight models: S-pass. Touring \$1235; 3-pass. Roadster 135; 7-pass. Touring \$1435; 5-pass. Country Club \$1635; 5-pass. Iam \$1795; 7-pass. Sedan \$1995; all prices f. o. b. Toledo. We

WILLYS-OVERLAND, INC.

2562 Farnam St. Phone HA rney 0353

rear. Why pay as much for less convenience?

-The Sunday Bee: Omaha, July 29, 1923-**Bent Rim Cause** Predicts Gain of Many Blowouts, try Indicates Increase,

ter of 1923, as compared with the first quarter, will be revealed with the publication of official N. A. C. C. figures, according to the Charles H. Fuller company of Chicago, newly appointed advertising and sales counsel for the Republic Motor Truck com-An exhaustive investigation of the truck industry, covering not only truck manufacturers but truck buyers throughout the United States, Indi-

cates steadily increasing sales for the balance of the year, officials of the Fuller company state. Basing its plans on the Fuller survey, the Republic company is entering upon a broad expansion of its As a solid foundation for this activity

than any other exclusive truck manufacturer. Production facilities of the Republic company enable it to manu-

the Republic company boasts of 70 .-

Sales Counsel

Says Republic Firm.

substantial increase in motor

Warning Against Home

manufactured.

Remedies for Batteries H. B. Noyes, president of the local Service station, the Auto clares: "If folks could realize the cost of the batteries that are thrown into the graveyard before their timethat are buried alive—they would be

more careful with their own. "Many times batteries are brought o my attention that are only a few onths old-yet so far beyond repair that they must be 'buried.' And just a little care during their lives would have prevented it.

"This generally is caused some suspected allment.

"If folks want to take care of their wn batteries, they should first visit the service station of some reliable manufacturer and learn how battery

"When they do this there will be fewer batteries 'buried alive' in storage battery graveyard."

With Local Reo Dealer last week with the J. M. Opper Motor company, local Reo distrib

Mr. Triphagen is making a tour of the country visiting the various Re distributors. According to J. M. your license plates as well as the pany, Mr. Triphagen said that there Car company was organized 19 year ago. He also says that the Reo factory is behind in filling their or

other like period since the Rec my friends, I would have to buy one ica, wear tags on their uniforms indiders for cars and that it will be sev cating how many languages they eral months before they will be abl to catch up with their unfilled or

Say Tire Experts

Autoists Are Warned to Have Their Wheels Inspected and Trued Every Two Weeks.

Bent rims are a direct cause of rim why their tires should "blow" when they are driving along slowly. The fact is that the overstrained carcass has reached the limit of its endurance and gives out as the result of

ine the wheels on their cars, would be surprised to notice that their rime are bent along the edges. These bent rim flanges are ordinarily little

switch of a street car track 000 trucks already in service, more hole in the road, there is a tendency to flatten the rim, especially if the port, however, is essential to the life public company enable it to manu-of the tire. If it is bent so that it facture more than 3,000 trucks of all does not fit the tire and causes the sizes per month. In addition to a side walls to bulge, the motorist may rapid transit model, four sizes, rang- know that trouble is to be expected

may avoid much tire trouble. And half of the pleasure of motoring is freedom from trouble. A good rule to follow is to have rims and tires Miller tire experts. When rim trouble Electric and Radio corporation, de is found, it may usually be overcome by careful tapping with a small hammer.

In order to guard against such condition, it is wise to keep out of car tracks and holes where the depression allows the weight of the car to rest upon the rims. It is also advisable to avoid quick, slanting joits of the wheels against curbs. Esefally is it important to cross inersections of street car tracks care

Ford Production Sets New Record: 40,803 Cars in Week Production of the Ford Motor comany continues to move up to new records. During the week ending plants turned out 40,803 cars and trucks, The Ford News announces. The new record is 428 better than the pervious high mark which was 40,375 for the week ending Tuesday.

Motor Car Making Big Neighborhood

east, west, north and south in times it take something more than America. The motor car is bringing that, the sections together and making "V the orange crop with growers in Cali-fornia and Florida. Men from cities der to keep the men right up on Rickenbacker distributor on his own

recognized etandard for Ford Care and

Trucks and Fordson Trac-tors costs but

60c

of these hundreds of thousands of until some other department let its brake has created a tremend people getting acquainted with each foot slip. other's problems and point of view:

housands of miles apart are getting their toes, we put up a little job on ground, not once but several times acquainted at country clubs and on them. A notice was posted, stating in a year, golf links. "The motor car has brought the ment that was the least tidy would be and of the breaking of the wire counties were in the time of our fathers and grandfathers. The oceans Olds Motor works,' and the boys enbacker. times motorists can not understand are closer together now than adjacent were served with the information that In a wire to President B. F. Everitt, why their tires should "blow" when state capitals were then. With all the sign would stay where it was put the captain states that the four-wheel

American unity and understanding is pointed for the purpose made a tour

Company Tries in Vain to Put Up "Untidy" Placard

"It takes constant suprevision to "Soon," says W. L. Killy of the Killy Motor company, "there will be of the Olds Motor works," and some-

"We have always prided ourselves at Lansing on having every corner of the plant as clean as it was hu-

grace badge. The bign was never placed, and I don't think that it ever

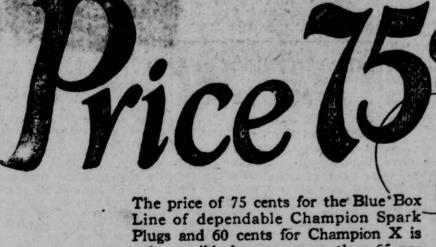
Rickenbacker Visits

Los Angeles Distributors Detroit, Mich., July 29 .- Capt. E. V. Rickenbacker arrived in Los Angeles, Cal., Thursday, on his fourth

big swing around the United States since last December, when he re turned from Europe. He makes it a point to meet every

"I believe that is the only way

sales director can keep informed as



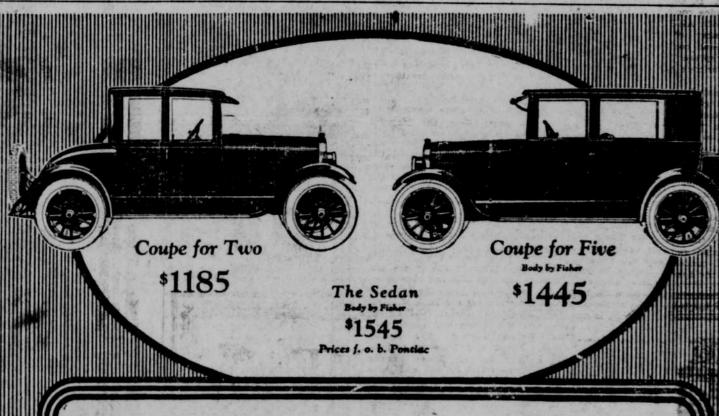
only possible because more than 65 per cent of all spark plugs made are Champion.

Installing Champions by the full set will save you in first cost and in oil and gas. They will give new power and pick-up to your engine. It will perform better in every way.

> Champion is a better spark plug be-cause of its wonderful new core-iden-tified by the Double-Rib. A type and eize for every engine. Sold everywhere.

Champion Spark Plug Co., Toledo, Ohio





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Because of the moderate and convenient terms of Oakland's Special Payment Plan, many families-who had at first intended purchasing open cars -are finding it quite easy to acquire one of the desirable Oakland closed cars without straining the family budget.

All families hope eventually to own a real closed car. The greater comfort, security, and

all-weather utility of a coupe or sedan give a pride of ownership equalled only by the owning of one's home.

Why postpone the purchase of your eventual car? Ask us today to explain how easily you can acquire any one of three luxurious, smoothrunning, six-cylinder closed models at a price and on terms easily within your reach.

Oakland Bldg., 20th and Harney Sts. Mholesale-Retail—Factory Branch Service, which means a permanent interest in every Oakland and its owner.

Oakland

CITY DEALERS Grand Motors Co. 2915-21 Sherman Ave. Council Bluffs Overland Co.

Opocensky Brothers 5134 S. 24th Street Factory Branch-Open Evenings