

Detroit to Have Motor Congress

Delegates From All Over World to Confer on Auto Problems Next May.

"How fitting it is that the greatest of all gatherings of automobile men is to be held in the state of Michigan, where was written the history of the motor car's greatest development," says O. A. Willson of Andrew Murphy & Son, local dealer in Durant and Star cars.

"Delegates from 114 countries are to confer at Detroit, in May, 1924, for the purpose of a better understanding of the economic problems underlying motor transportation in every part of the world."

"The National Automobile Chamber of Commerce of the United States is sponsoring the congress and has extended invitations to foreign government officials, automotive associations, dealers representing automotive manufacturers abroad and editors of trade papers."

"The Automobile Chambers of Commerce numbers among its active members many of the world's most prominent automotive experts and executives, who are making a careful study of problems pertaining to taxation, highway, insurance, distribution, servicing, operation and financing of automobiles."

"At the congress they will apply their findings to specific conditions in the various countries. Foreign delegates will review the situation in their countries and state the problems that confront them."

"Urgent transportation problems are pressing in many countries and the National Automobile Chamber of Commerce states its belief that this practical exchange of ideas and experience will create a better understanding of the part contributed by the motor vehicle to the economic development of the countries in which its use has become general."

A regular passenger airplane service has been established between London and Prague.

Reo Speed Wagons Carry Students to School



It remained for the village of Holcomb, in Finney county, Kansas, to show the whole state what could be accomplished by the modern school consolidation plan when the taxpayers took active pride in their community.

This town, barely more than a hamlet, has what is said to be the largest and finest consolidated grade and high school in all Kansas. It serves a school district area of 126 square miles, with an enrollment this year of 600 pupils.

Now Holcomb is claiming the attention of western educators because of its eminently efficient school system.

New High-Powered Reo Sixes Typify Steady Development

"Considerations of refinements in the new line of high-powered Reo sixes just announced for 1924, freshens interest in the traditional progressive conservatism of the Reo Motor Car company," remarked L. U. Stout of the J. M. Opper Motor company. "Refinements have been found possible, of course, as better materials and manufacturing processes have been evolved. Reo has never hesitated to make improvements which were thoroughly tried and proved in advance."

"But Reo engineers have been guided more closely by engineering principles and their anxiety to develop automobiles of extreme dependability and long life, than they have by momentary fads among a few prospective owners."

Sales Manager Resigns
Effective August 1, 1923, B. E. Stinson, zone sales manager of Minneapolis branch of Chevrolet Motor Co., resigned on account of ill health. He was succeeded by L. B. Barnes.

Rickenbacker Firm Declares Dividend

At a meeting of the board of directors of the Rickenbacker Motor company, main office, Detroit, September 19, a 2 per cent dividend was declared, payable October 15 on all stock of record as of September 30. This is the third quarterly dividend declared by this company this year. Capt. E. V. Rickenbacker, vice president and director of sales, states that the output in sales for August exceeded that of any previous month in the company's history, and prospects are that the last six months of the year will exceed those of the first half.

Demand Growing for Closed Cars

Indications Point to New Era for These Models, Says Olds Co.

With the passing of the ninth month of the present year indications point to the fact that the greatest era of closed car buying is at hand, according to G. H. Peasley, general sales manager of the Olds Motors Works of Lansing, Mich.

At this time travelers of that company, now in various sections of the country, report to Mr. Peasley that the demand for closed cars is exceeding all expectations, especially for closed models in the lower priced line.

Mr. Peasley says that the Olds Motor Works, along with nearly every other major manufacturer, has broken all records during the first nine months of the present year; and he believes that the last three months will show capacity sales in all lines, but that the closed car will be even more in demand than in 1922.

A remarkable indication of the tendency of automobile buying is seen in reports from the south, which has always been a fertile market for the open car. Here, he says, even in Alabama, Louisiana and other southern states the demand for the closed car has taken a tremendous increase.

Oakland Shows 4-Wheel Brakes to Be Efficient

First Models of 1924 Line Sent to All Points of Compass to Demonstrate.

Based on enthusiastic endorsements received from police and public safety officials in the cities and towns which have already been visited by the Oakland True Blue Travelers, Oakland four-wheel brakes are destined to be recognized as one of the greatest safety features ever incorporated in a motor car.

The True Blue Travelers are the first models of the 1924 Oakland line to come out of the factories at Pontiac, Mich., and so confident were the factory officials of the performance of the new models, on which experimental work has been conducted for two years, that the first cars were dispatched to all points of the compass to demonstrate the performance under every road and climatic condition.

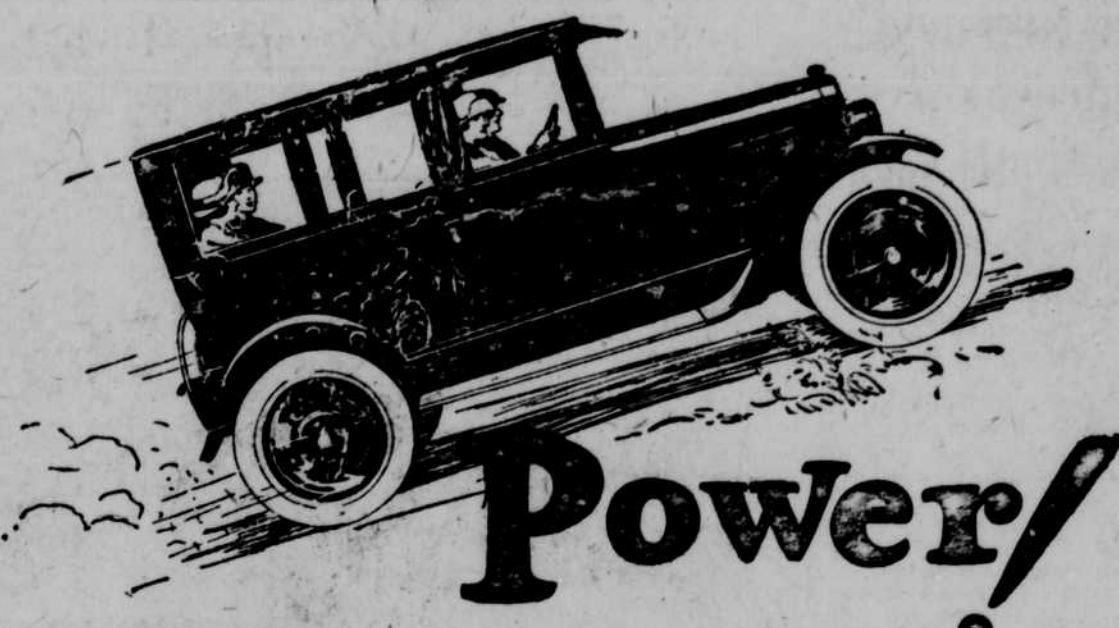
One of the main reasons for dispatching the cars was to demonstrate the safety feature of the four-wheel brakes, and in order to do this thoroughly, it is planned to offer a demonstration to police department officials in the more than 1,000 cities and towns through which these cars pass.

As it is well known that the amount of braking power is governed by the friction resistance of the tires against the road, by distributing the braking effort over all four wheels, Oakland obtains not only more positive braking, but smoother deceleration. There is consequently less wear on brake bands and tires and less strain on the chassis mechanism.

It is impossible to lock the front wheels on a dry pavement. The four-wheel brake mechanism on the front wheels has been so arranged that in turning, the outer front wheel brake is automatically released, which insures perfect control of steering at all times.

Beauty Contest Entrant Wears Rubber Costume

Among the many costumes which Miss Thelma Boyd took to Atlantic City, as "Miss Akron, Ohio," was one which is typical of the world's rubber center—her bathing costume. In addition to the regular suit, she was equipped with a full length rubber cape with flowing ribbons and white binding, two bathing caps made entirely of rubber in fancy designs, rubber bathing slippers, rubber belt with shoulder strap and rubber garters decorated with fancy flowers also made of rubber.



More Power Step on it! Feel the surge of the new Overland Sedan—quicker, greater than ever! Now equipped with the bigger Overland-built engine. Astonishing economy; wonderful power!

Feel the marvelous riding ease of the Triplex springs (Patented) with 130-inch springbase. Go over bumps and car tracks as in a big car. Notice the deep, broad comfort of the fine upholstery. Get an Overland Sedan. You'll be glad!

Willys-Overland, Inc.

2562 Farnam Street Phone HARney 0353

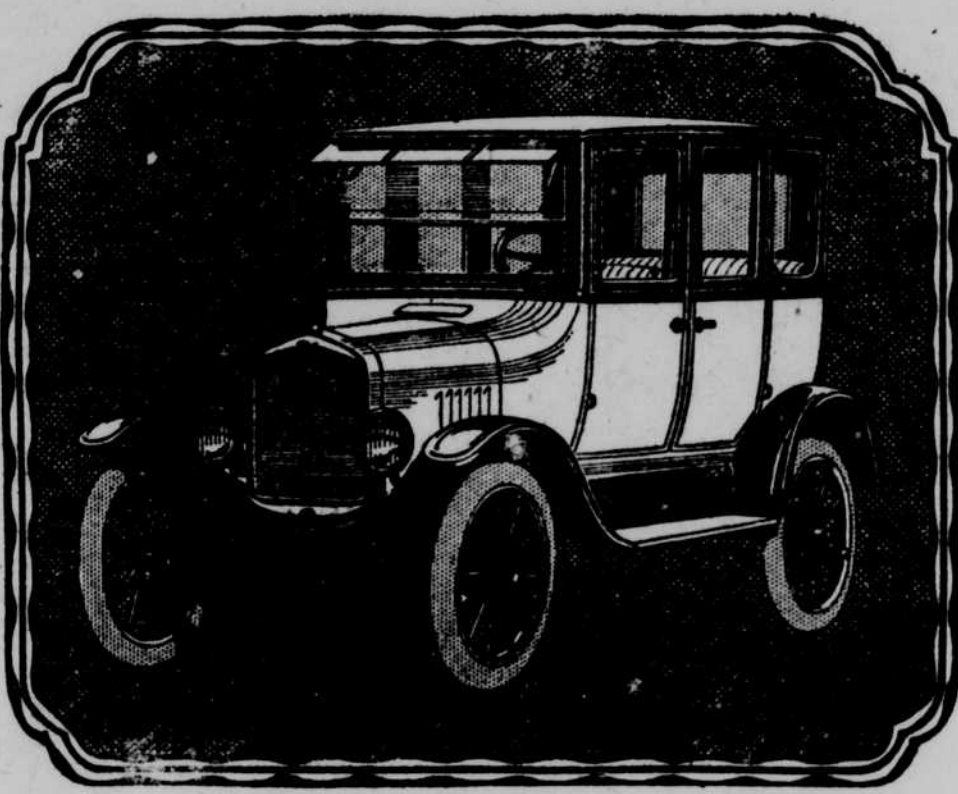
Factory Branch—Open Evenings

CITY DEALERS
Folsom Auto Co. 5915 Military Avenue
Opocensky Brothers 5134 S. 24th Street
Co. Bluffs Overland Co. Council Bluffs

The New **Overland** Sedan \$795 F.O.B. Toledo

Touring \$495, Roadster \$495, Red Bird \$695, Coupe \$750; f. o. b. Toledo. We reserve the right to change prices and specifications without notice.

Ford
THE UNIVERSAL CAR



New Sedan

Changes featured in the new Ford Sedan make it a better looking, roomier car.

A higher radiator with a trim apron at its base lends dignity befitting a closed car. The higher hood and enlarged cowl curving gracefully to the dash give a stylish sweep to its body lines, and afford additional leg room for occupants of the front seat.

All body fittings—window regulators, door grips, door latch levers, door lock, dome light—are finished in nickel. The upholstery carries a fine dark line on a soft brown background that does not easily show dust or dirt. Silk window curtains to harmonize for the three rear windows enhance the style of the car and add to the comfort of its passengers. See the other new Ford body styles at your nearest dealer's showroom.

These cars can be obtained through the Ford Weekly Purchase Plan

See Any Authorized Omaha or Council Bluffs Dealer

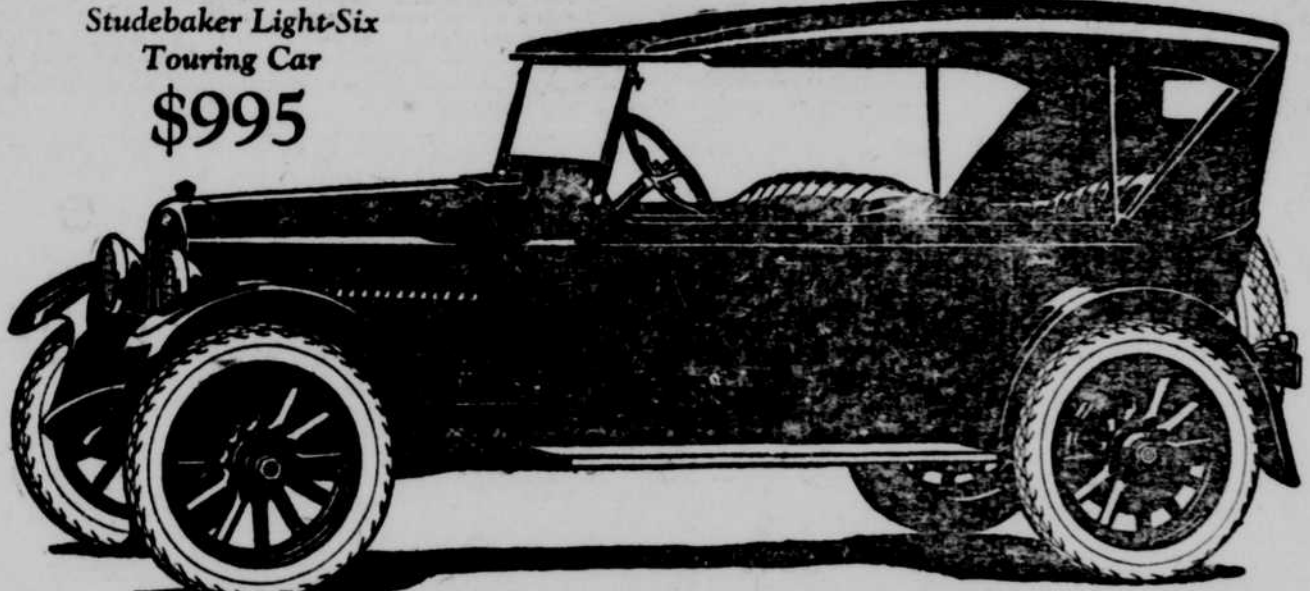
- IN OMAHA
Hannan-Odell-Van Brunt, Inc. C. E. Paulson Motor Co.
McCaffrey Motor Co. Sample-Hart Motor Co.
Galbreath Motor Co. Universal Motor Co.
Adkins Motor Co.
IN COUNCIL BLUFFS
Bowers Motor Co. Hughes-Farmer Motor Co.

Ford

CARS · TRUCKS · TRACTORS

INTEGRITY SERVICE

1924 Model Studebaker Light-Six Touring Car \$995



The Price of This Car Is Misleading

Some buyers take it for granted that cars which sell at about the same prices are equal in value. This is distinctly not the case. To buy on this basis would be an injustice to yourself.

You can pay several hundred dollars more than the Light-Six price and get a car that represents no greater, if as great, intrinsic value as the Studebaker Light-Six.

Or you can pay about the same price as the Light-Six, or less, and get a car that is high-priced when compared with the Light-Six because it does not represent as much for the money invested.

And in the Light-Six you enjoy all the advantages of smooth, flexible, dependable, six-cylinder

performance. You get a beautiful, substantial, well-built, roomy and comfortable car.

The practical absence of vibration in the Light-Six is a notable achievement. It is due largely to the fact that the Light-Six crankshaft and connecting rods are machined on all surfaces. This is an exclusive Studebaker practice on cars within hundreds of dollars of the Light-Six price.

Stop in and see the 1924 Model Light-Six.

Test it for yourself—drive it and make your comparisons. Driving is believing.

After seventy-one years of service the name Studebaker enjoys confidence and respect more than ever.

STUDEBAKER

1924 MODELS AND PRICES—f. o. b. factory		
LIGHT-SIX 2-Pass., 117" W. B., 40 H. P.	SPECIAL-SIX 3-Pass., 130" W. B., 50 H. P.	BIG-SIX 7-Pass., 127" W. B., 60 H. P.
Touring \$995	Touring \$1350	Touring \$1750
Roadster (3-Pass.) \$975	Roadster (3-Pass.) \$1325	Roadster (3-Pass.) \$1635
Coupe (3-Pass.) \$1125	Coupe (3-Pass.) \$1575	Coupe (3-Pass.) \$2150
Sedan \$1150	Sedan \$1600	Sedan \$2150

Terms to Meet Your Convenience



O. N. BONNEY MOTOR CO.
2550 Farnam Street

THIS IS A STUDEBAKER YEAR

