

Overland Champ Gives Free Rides

Week of November 22-29
Set Aside as Demonstration Week.

November 22-29 will be champion demonstration week among Willys-Overland dealers, branches and distributors throughout the United States.

For the first time since this new car was announced, early in October all of the 5,000 dealers throughout the land have now been furnished with sample cars of this type. Factory production has been stepped up to such a point where it is demanded to be nearly adequate to the demand.

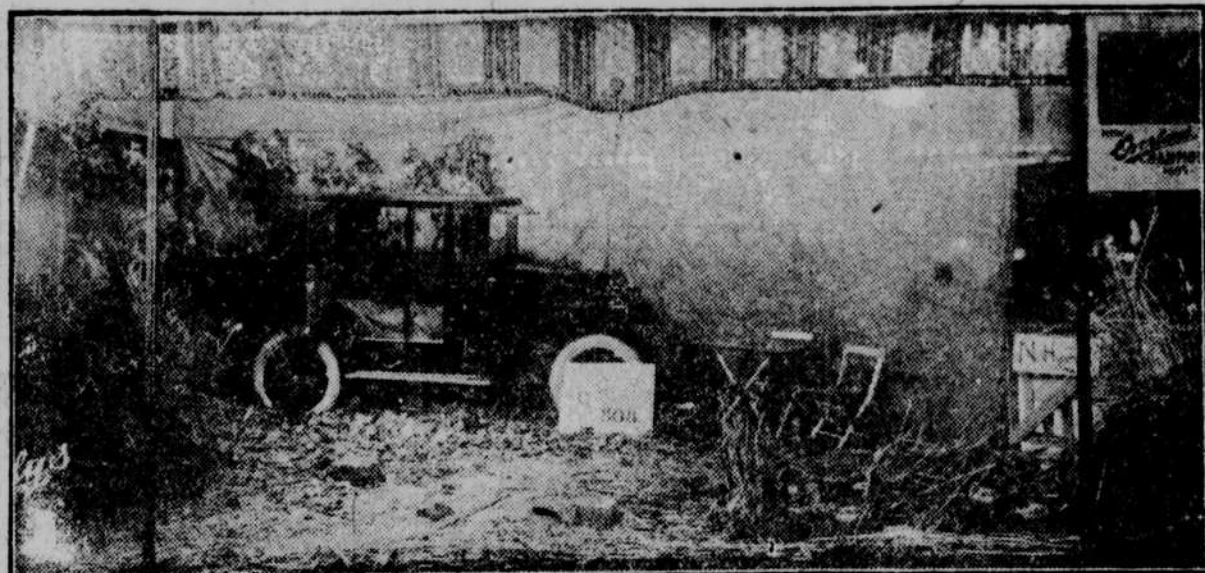
No car that Willys-Overland has ever introduced has met with the spontaneous and immediate acclaim that greeted the Champion. While radically novel and fresh, yet it proved to be the type of motor car that many have longed for and hoped for. It probably is the most divergently useful car ever brought out. Its front and rear seats can be easily and quickly adjusted to three different positions, permitting a tall driver to manipulate foot pedals without cramping of legs. By the same token a short driver can adjust the driver's seat so that he can easily reach the pedals. Rear seat can also be moved forward or back to accommodate the convenience of the passengers.

The car's most remarkable characteristic, however, is that both front and rear seats and upholstery can be entirely removed and made up into a luxurious bed right in the car, a feature that will prove invaluable to tourists and campers.

Use Lockhead Brakes.
Manufacturers of 13 different motor cars have to date adopted Lockhead hydraulic four-wheel brakes as equipment for their cars. D. O. Scott, general manager of the Hydraulic Brake company, Detroit, stated, "The majority of these manufacturers will probably announce the brakes as part of their cars between now and the opening of the New York automobile show, January 5."

Buick Car on Stage.
The highest salaried star in vaudeville drives a 2455 Buick sport touring car. She is Sophie Tucker, America's queen of jazz, who is headlining this week's Orpheum bill. Miss Tucker uses a motor car in her act. She makes her entrance and exit in her Buick sport model.

Overland Has Attractive Window Display

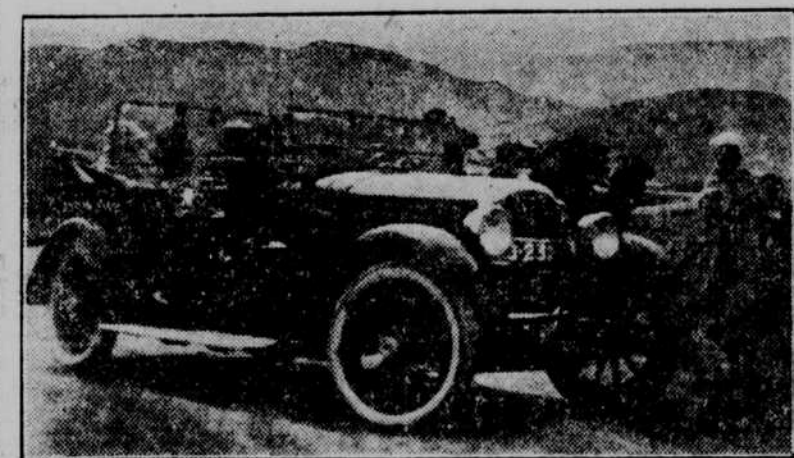


Crack! Crack! Crack! Crack! Oil crack jokes about the webfooted and bowlegged occupants of the window. Splashing about in a large pan of water, the ducks flapped their wings and wiggled their tall feathers to the tune of their own unbroken quacking. Behind them stacks of grain gave the appearance of the first Thanksgiving festival. To the side of them the floor was covered with sawdust. Presently five emerged. One lone duck continued to duck its head

under water while the others stood at attention and announced their welcome or defiance to curious onlookers. According to company officials, the ducks moved in largely to announce the introduction of a new idea in motor cars. For the new Overland sedan is causing much interest among the people of Omaha. The seats in this comfortable sedan can be adjusted in any manner and the front and back seats can be made into a bed with apparent ease.

Automotive Engineering in Europe Not Superior to U. S. The popular impression that European automotive engineering is superior to American engineering methods is not entirely justified, according to Benjamin Jerome, chief engineer of the Oakland Motor Car company, Pontiac, Mich., who has just returned from a two months tour during which he visited the leading motor car plants of Great Britain, France, Belgium, Italy and Switzerland and also the Paris and London auto shows.

Owner Has Praise for Packard That Took Him Across Sahara



From the distant burning sands of the Sahara, home of the far-famed sheik, comes the voice of a Cleveland tourist and a Packard owner to praise the performance of his Single-Six in carrying him through those far flung lands where a "good road" is any road through which a camel can pass or one that is not submerged under mountains of shifting sands.

The letter and photograph comes from Frank Muehlhauser, Cleveland business man, who, before starting on his world tour selected as his vehicle of transportation a Packard Single-Six. His letter just received by C. A. Forster, president of the Packard-Cleveland company, expresses the satisfaction of a man who has traveled far and, nearing the end of the journey, found only admiration for his motor car.

Hudson Super-Six Sedan.
The thoroughbred simplicity of design of the Hudson Super-Six sedan instantly establishes this model in a place of leadership. It is the type of car desired by owners, who prefer the best of good taste and refinement. Richness and style are reflected throughout. Long body lines together with its clean-cut design, make the sedan unusually smart in appearance. At the same time its conservatism assures you of a motor car that will be in style for years. Hudson bodies have always typified that basic pureness of design that lives on. The lines of the first super-six of years ago are attractive and in good taste today.

Double Christening in Ford Car Family Brings 2 New Names

There's been a double christening in the Ford car family. When the newest member, a smart sedan with two doors, arrived on the scene, announcement of which is just made, there came with it the question of a name.

For several days the folks just couldn't decide what to call the baby of the family until, from quite an unexpected source, there came the happy suggestion: "Let's call it Tudor."

And Tudor it was christened, a name quite in keeping with the aristocratic appearance of the new car. "How about renaming the other sedan?" some one asked and then came this reply: "We might call it the four-door Fordor. Ah, that's it! Fordor, Fordor. Simple and expressive, isn't it?"

So we have two Ford cars with brand new names, the Tudor and the Fordor.

Moore Motor Sales Show Big Increase in Past Year

Neil E. McDarby, assistant sales manager of the Moore Motor Car company, St. Louis, just returned from a trip to New York, where he represented the Moore company in the drawing for space and position at the annual automobile shows to be held in New York and Chicago in January.

Drawings for exhibit space and choice of location at these shows are based on gross sales of the exhibiting automobile manufacturers. Moore has advanced nine places, or positions, since the previous annual show held last January. Its advance in position in the industry is the result of the large increase in sales of Moore cars this year, its sales being nearly 75 per cent ahead of sales for the same period last year.

First Reo Speed Wagon Is Traded for New One

After more than eight years of continuous service the first Reo speed wagon ever produced has been traded in on a new one by the original owners, W. H. Lerner & Sons, dairymen of Boston. When the exchange was made, the body of the original speed wagon was remounted on the new chassis, for there were few signs of wear. First in the field of commercial vehicles which departed from the class of lumbering trucks, this speed wagon has been closely watched ever since it left the plant of the Reo Car company.

Test of Tire Quality.

"You can't tell a man by the clothes he wears." Neither is it possible to determine the quality of an automobile tire simply by its attractiveness. It would be the simplest thing in the world to amalgamate a quantity of scraps into what would appear to be a very good automobile tire. The cost per mile is what actually counts, say Miller tire men, and is obtained by adding to the initial cost, the cost of repairs and delays and dividing that sum by the total mileage obtained from the casing.

Payments Made Promptly.

The man who buys a motor car on the partial payment plan, and there are some 2,000,000 American owners, who acquired cars in this way during the last 12 months, rarely fails to make his payments promptly. At any event they pay within 30 days or less, according to Arthur J. Morris, head of the Industrial Finance corporation of New York and South Bend, Ind., which acts as

banker to Studebaker dealers in their deferred payment sales.

Jordan Victoria Popular.
Twelve hundred orders for the new Jordan Victoria have been received by the factory from dealers, who are feeling a strong demand for an enclosed car of the personal type which gets away from conventional coupe design.

Improve your mind, read Instruction Classes on the Classified page.

Cadillac Sales Increase.

Final reports for the first six weeks after the announcement of the new Cadillac V-63 show an increase in sales of 44.8 per cent over the corresponding period in the sale of the preceding type. Production for the same period is also running 42 per cent higher than with the type 61, according to Lynn McNaughton, Cadillac vice president and general sales manager.

Study the Chalmers

If you are considering the finer sixes it naturally follows that you will want to make a careful study of the Chalmers.

Good business judgment compels it because recent engineering advances have made the improved

Chalmers Six so brilliant and so dependable in performance.

Give Chalmers a complete examination and a thorough test. Then, in the light of the price, decide whether it is possible to make a wiser investment in the entire field of sixes.

CHALMERS SIX PRICES

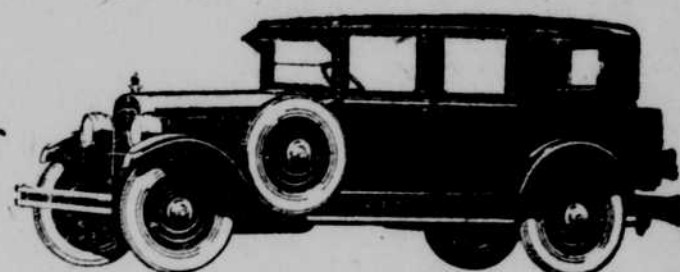
5-Passenger Touring	\$1185	Sedan-Coach	\$1585
7-Passenger Touring	1295	7-Passenger Sedan	2095
Sport Touring	1335		

Prices f. o. b. Detroit. Revenue tax to be added.

PETERSON-MILLARD COMPANY

28th and Farnam

Harney 5066



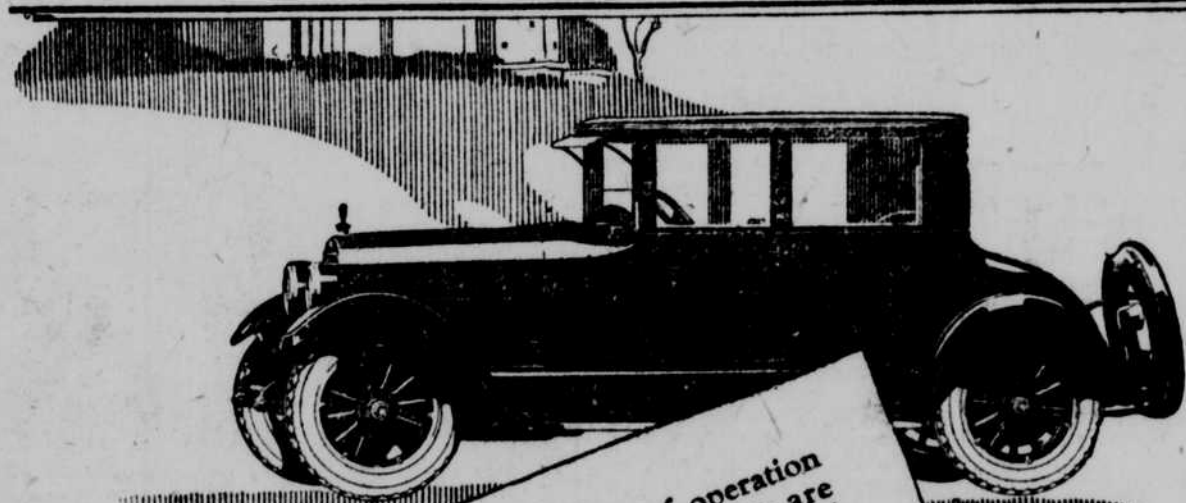
The Improved CHALMERS SIX

Seven-Passenger Sedan \$2095

Even at this new low price you will find nothing lacking, nothing more to be desired in this custom-type seven-passenger enclosed car. Equipment includes floor exhaust heater, bumpers front and rear, nicked radiator, and cowl and head lamps; dome and rear quarter lights; satin nickel hardware, motometer, trunk and rack, rear view mirror, windshield wiper and visor, soft roof construction, extra wheel



NO AMERICAN MOTOR CAR, REGARDLESS OF PRICE, EXCELS THE NEW PEERLESS EIGHT IN PERFORMANCE, DEPENDABILITY, BEAUTY AND COMFORT



As far as economy of operation and general dependability are concerned, I have never owned a car so thoroughly satisfactory as the new Peerless. To my opinion, it is the most beautiful car put out at this time, particularly the Sedan.

It has tremendous power, and in point of quick get-away and freedom from vibration, I have never ridden in its equal. So far we have had absolutely no expense, although the car is constantly on the go.

The new Peerless is a remarkably fine car.

A. G. SINDER
Indianapolis, Ind.

New Prices
\$2690 to \$4090, f. o. b. Cleveland, dependent on the style of body you select. The Peerless line of bodies includes touring cars, coupes, sedans and limousines.

The finest thing of all about the New Peerless Eight is that it lives up to all that we say of it. Otherwise, owners would not be writing us the kind of letters they do write; their enthusiasm would not be roused to top pitch and kept there by the behavior of their car.

It will take but a little of your time to satisfy yourself about the superior qualities of the New Peerless. And we would like to say in advance that the more you know of fine cars the more readily you will agree that no American car, at any price, excels the New Peerless in performance, dependability, beauty and comfort.

GUY L. SMITH

AT lantic 1944

"Service First"

Omaha, Neb.

Peerless

HUDSON

SEDAN \$1895

Freight and Tax Extra

On the Finest Super-Six Chassis Ever Built

Heretofore a moderate-priced closed car has meant an inferior chassis. Now at a saving of hundreds of dollars you buy in HUDSON a car of positive reliability, chassis excellence and finest performance.

These are the lowest prices of all time on the Hudson Super-Six. They make both the Sedan and the Coach the most outstanding values in the world.

HUDSON

COACH \$1375

Freight and Tax Extra

KILLY MOTOR CAR CO.

AT lantic 7461

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