

New Star Cars Go on Display in City Today

Improved Appearance of Models Sets Precedent in Low-Priced Field.

Cleverly scoring again with a sensational low-priced car, W. C. Durant has stolen another march on the quantity production field with an entirely new and more complete line of Star car models placed on exhibition throughout the country. Prices on the new Star models are

slightly higher than the prices of the original model "C" line. But the new line is priced so that it will more than ever demonstrate the place of the Star car in the competitive field, challenging the list of standard-built cars in its new price class.

Analysis of the features and construction of the new Star car line shows that the improved types of standard and special passenger cars and light commercial cars are more than an adaptation of the model "C" line. The bodies have been redesigned entirely, improvements have been added in the chassis, and the grade of materials used in body construction and trim is of a higher quality.

Four standard models are offered in the new Star line—roadster, coupe, touring and sedan. Two special models—a touring and a sedan are included in the new line, also a new commercial chassis and a variety of

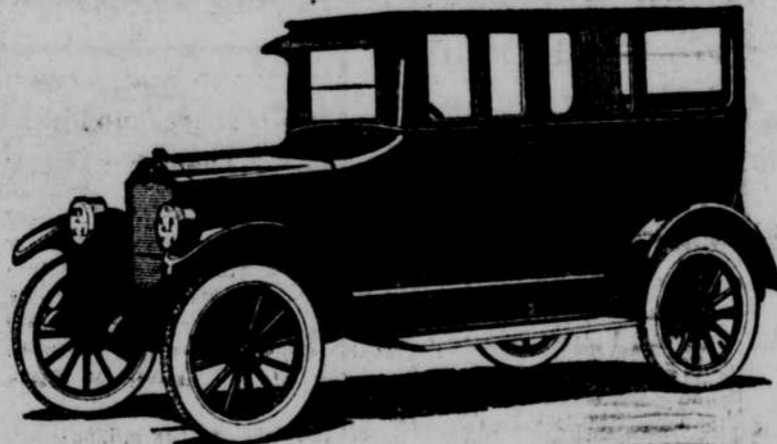
bodies, including a station wagon and a number of delivery bodies. Complete equipment, including a speedometer, is also a new Star car feature.

These new Star cars will be on display for the first time Sunday, December 2, at the show room of the Andrew Murphy & Sons company, and also in the lobby of the Hotel Mill.

Buick Popular in Park.

According to figures supplied by Superintendent Lewis of Yellowstone National park, Buick has this year retained its place as second only to Ford in the number of cars visiting the park. Ford registered 3,333 cars against Buick's total of 2,419, the latter being an increase of 32 per cent over last year.

New Star Models Are Here.



Here is one of the new Star models, now on display at The Hill hotel, by the Andrew-Murphy & Sons company. The new model embodies many improvements over the old, both in body design and mechanical construction.

Home by Day and Night Provided in Overland

Would you pack up your troubles, equipment and hunting dogs these crisp autumn days in 50 cubic feet of space, right inside of your car, and take to the bush where the drumming of the partridge hills dull care? Would you, when night comes down on a busy day, with your 12 gauge, remove both the front and rear seats of your car with the upholstery and make up a luxurious bed occupying the whole length and width of the coach—and sleep peacefully and undisturbed.

If you would do all of these things and call the outing a success, then lose no time in inspecting the new Overland closed car—the Champion model—fresh from the Willys-Overland factory.

Motor Company Head Here Sees Good Year for 1924

W. C. Durant of New York City, president of the Durant Motor company, Star Motor company and the Flint Motor company, viewing business conditions from the standpoint of an automobile manufacturer, stated yesterday that 1924 will be a prosperous period for business generally. He believes the coming year will surpass this year, notwithstanding the national election.

Mr. Durant visited W. J. Coak, president of the Omaha Flour Mills company, on Thanksgiving day and Friday. The visitor organized the General Motors company.

Police Use 4-Wheel Brakes.

Detroit uses on its police flyers Lockheed four-wheel hydraulic brakes, the same type as those now provided on all Chalmers models. The four cars on which these brakes have been used since the city adopted them nearly a year ago have been driven 25,000 miles without an accident, declares Werner H. Helmbold, superintendent of the department of municipal transportation, against an average of two bad accidents a month with the cars before these brakes were installed.

These flyers are operated from various police precinct stations to answer calls involving holdups, burglaries, shooting and other major crimes. The cars are driven through congested Detroit traffic at break-neck speed in the hope that police may reach the scene of the crime quickly enough to capture the criminals before they can make their getaway. Speeds in excess of 60 miles an hour are common.

Taxi Growth Rapid.

People want to ride on rubber. They are willing to pay a little extra for this privilege. Definite indications of this tendency are apparent in every section of the country as shown by the remarkable increase in the taxi-cab business. During the last six months the Yellow Cab company of Chicago has been forced to increase its fleet from 1,700 to 2,500 cabs and at the present rate of business will operate approximately 100,000,000 miles this year.

Nine Buicks in One Family.

Nine Buick automobiles owned in one family would seem to indicate that the Buick is a pretty serviceable car—more especially since these nine cars make a total of 22 Buicks purchased by this same family since 1910.

Cleveland Adds Model.

"With the addition of a new special coupe model, the Cleveland line for 1924 now comprises 19 models," states Guy L. Smith, local Cleveland distributor. This newest model gives motor car buyers an unusual opportunity to exercise their individual tastes as to colors. The model features eight optional color choices.

Stutz Opens Branch

One of the most impressive and successful automobile openings on the Pacific coast in recent years was that held last week by the Stutz Motors company of California, Stutz distributors at San Francisco.

"These cars are driven through congested Detroit traffic at break-neck speed in the hope that police may reach the scene of the crime quickly enough to capture the criminals before they can make their getaway. Speeds in excess of 60 miles an hour are common."

Although this is no metropolis, the youth of the town have city ways. They insist on taking young flappers for joy rides without first being properly introduced.

In Keokuk proper introduction is a social prerequisite.

Hence several male vamps, termed "curbstone morons" by the police, are languishing in jail to pay for their social errors.

Still on Wheels Is Confiscated Colerain, O., Dec. 1.—A huge moonshine still, mounted on a five-wheeled chassis, was confiscated by Sheriff Dunpheas and two deputies before daylight near here recently on a public highway. The driver, a foreigner, was arrested.

The 18-gallon still was bolted to the chassis beside the tank, which held about 400 gallons of mash. An acetylene tank on the side of the truck provided fuel for heating the mash.

New Radio Stunt.

Yorkville, O., Dec. 1.—It is nothing new for a radio to pick up and broadcast a world series. F. C. Shroder, local agent for the Wheeling & Lake Erie railroad, however, performed a new stunt with his radio. He obtained the play-by-play account of the games for patrons awaiting trains in the station here by working it the other way round. He hid his radio in Martin Ferry hooked up with a phone. The news came through clearly.

Lincoln Models on Display in Rome Hotel Ballroom

Nine models of Lincoln automobiles, the last words in the company's engineering, are on display at the Rome hotel. Eight of the cars were parked in the hotel ballroom, but space ran out then and the ninth stands majestically among the tables in the adjacent dining room.

The Ford Motor company is responsible for the cablings. It is for the benefit of out-of-town dealers and prospective customers who are, or will be, in Omaha.

Enclosed Lincoln Cars.

While exceptional performance and rugged character are generally recognized features of Lincoln motor cars, the enclosed body types, designed to satisfy the most exacting tastes and to provide the utmost in motoring comfort and luxury, have their greatest charm in the extreme niceties of detail. Individual preference is given wide play in the five standard enclosed types and the six custom-built bodies, with selections ranging from the smart two-passenger coupe to the aristocratic limousine, the exclusive town car or the imposing cabriolet. And tastes are further satisfied by the available in the choice of the finish colors and upholstery.

Oakland Finish Tested.

An unusual experiment to prove the exceptional durability of the satin wax body finish on the new 1924 Oakland open models was recently carried out by the distributor of this company in San Francisco. The chemical contents of a powerful fire extinguisher were shot against the side of an Oakland touring car, and allowed to dry in the sun before the surface was polished. The experiment proved that the strength of the sulphuric acid contained in the fire extinguishing chemical had no effect whatsoever. Mercuric acid also was put on the paint, but likewise failed to mar it.

Many Moons in 1924.

A production schedule of 25,000 Moon automobiles for 1924 was announced by Stewart McDonald, president of the Moon Motor Car company, at the banquet which concluded the convention of Moon distributors in St. Louis.

The distributors' convention is an annual event and was attended by nearly 100 Moon distributors from all parts of the United States and included the entire Moon sales organization.

Cadillac Production Big.

October, the second largest October and the third largest month of Cadillac history, is the analysis made by C. H. Clise, production manager of the Cadillac Motor Car Company. "October production in our factory has been exceeded only in April of this year and in October, 1919," states Mr. Clise.

Marmon Convention Planned.

Word has just been received by the Hayward Motors company that the Nordyke & Marmon company will hold a dealers' and distributors' convention December 10, 11 and 12 at Indianapolis. Sales problems for 1924 will be the principal topic of discussion.

New Haynes Sales Manager.

S. E. Burke, former general sales manager of Williams & Hastings, Inc., Haynes distributor at Detroit, has been appointed general sales and advertising manager for the Haynes Automobile company.

New Process of Auto Enameling in Use in Omaha

Delco Company Invites Public to Visit Plant and Inspect Work Being Done.

The Delco Auto Enameling company, 723 South Twenty-seventh street, invites the public to visit its plant and inspect the work. This company makes enamel of automobiles, using the "Delco process," which is a combination of moisture extraction and baking.

Any car can be enamelled successfully. The enamel is applied to the wood work as well as to the metal. All old paint is removed from the body of every car and the surface smoothed down, and the enamel applied as ordinary paint. The car is then baked about three hours, which thoroughly dries the enamel, and leaves the car ready to be rubbed down and another coat applied.

One of the most satisfactory features of this process is the short time necessary to complete a car. It only requires about one-fourth the time necessary to complete any other first-class paint job.

The shop work is in charge of H. P. Shephard, who is not only an experienced car painter, but has been using this process most successfully in St. Joseph, Mo.

tion of the public than any preceding of four-passenger coupes alone now approximates 35 per cent of their total output, which is more than double its usual ration.

CADILLAC

Your enjoyment and satisfaction of the utmost comfort in motoring can be obtained only from Cadillac.

A large volume of business on the new V-63 is bringing to our Used Car Department unbelievable bargains in practically new Cadillac cars of the earlier models.

TYPE 61 TOURING CAR—Chauffeur driven about 5,000 miles—A sweeter running car cannot be found. THE HANSEN PLAN makes your purchase of this car easy.

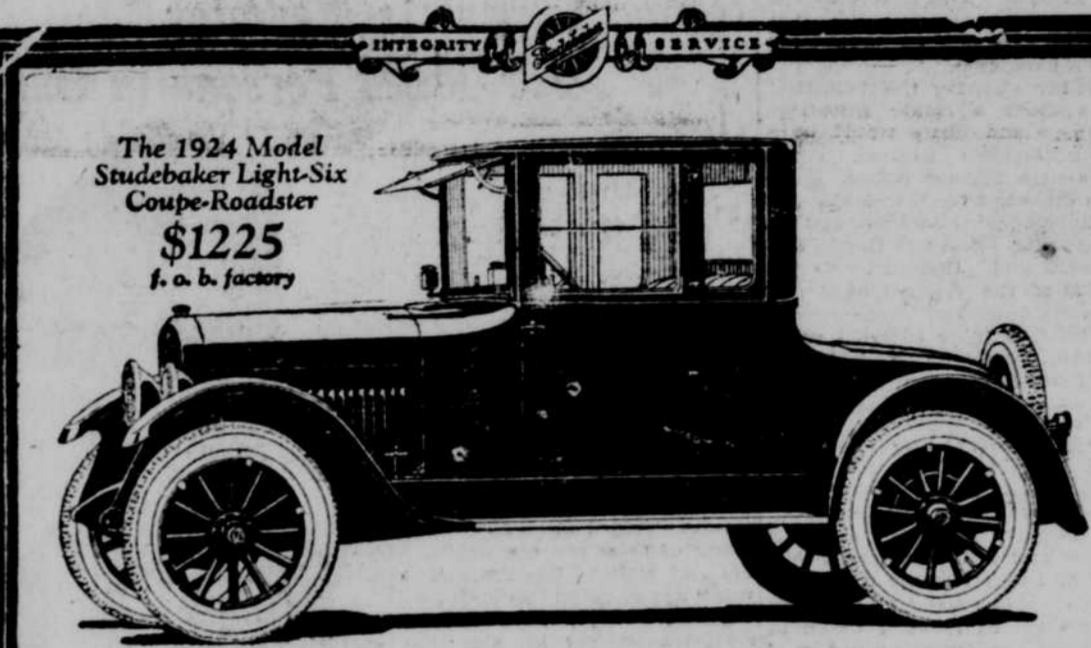
TYPE 59 VICTORIA—Beautifully refined of a rich coach-maker's blue—Re-new-ed of course and ready for your most critical inspection.

THE HANSEN PLAN under which our used cars are sold offers you security and gives you the benefit of a better automobile for perhaps a little less than you expected to pay.

J. H. Hansen Cadillac Co.

HA rney 0710 Farnam Street at 26th

"A Safe Place to Buy"



The 1924 Model Studebaker Light-Six Coupe-Roadster \$1225 f. o. b. factory

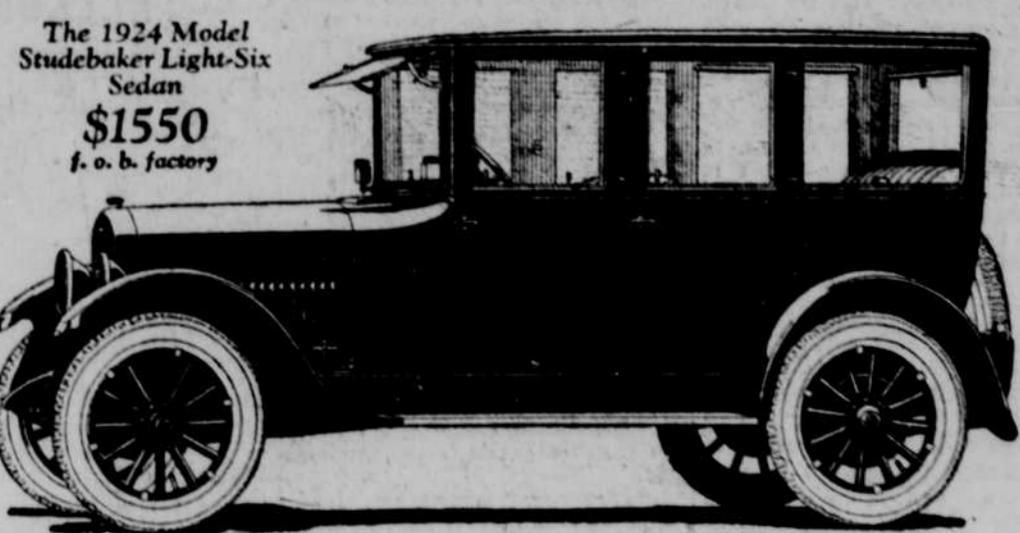
In the Studebaker Light-Six closed cars, excellence of body construction is combined with a famous chassis.

Studebaker never skimps on materials or cheapens quality to meet a price. Studebaker has been building quality vehicles for 71 years.

Studebaker's great volume of production and unexcelled manufacturing facilities make it possible to offer these cars, of noteworthy quality and exceptional performance, at very moderate prices.

The name Studebaker on an automobile insures long and satisfactory service.

Terms to Meet Your Convenience



The 1924 Model Studebaker Light-Six Sedan \$1550 f. o. b. factory

O. N. BONNEY MOTOR CO.

HA rney 0676 2550 Farnam Street

THIS IS A STUDEBAKER YEAR

MARMON

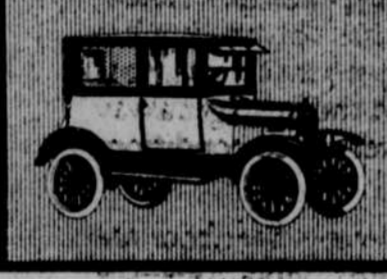


The FINEST MARMON ever produced, at a new low price has focused the desire for this car more sharply than ever. Phaeton, now \$2785, f. o. b. factory.

HAYWARD MOTORS
2416 Farnam St.
AT lantic 1422 Omaha, Neb.



Tudor SEDAN \$590 Fully Equipped



The Lowest Priced Sedan

In the Tudor Sedan a wholly new Ford body type is offered American motorists. It is distinguished by a compact, roomy body, two wide doors opening forward, and folding right front seat. It is a car you can get into easily, drive handily, and park quickly. Long-panel windows affording an open view in every

direction, make for safer driving and greater motoring enjoyment. Upholstery is both attractive and serviceable. At \$590, this is the lowest priced Sedan ever placed on the American market. Combining all the familiar Ford qualities with the utility of its distinctive body type, it is a car of broad appeal and compelling value.

This car can be obtained through the Ford Weekly Purchase Plan.

See Any Authorized General Motors or Council Bluffs Ford Dealer



CARS · TRUCKS · TRACTORS

ADVERTISMENT
COLDS

"Pape's Cold Compound" Breaks a Cold Right Up

Take two tablets every three hours until three doses are taken. The first dose should be given at bed time. The second and third doses completely break up the cold. Pleasant and safe to take. Contains no quinine or opiates. Millions use "Pape's Cold Compound." Price, thirty-five cents. Druggists guarantee it.

ADVERTISMENT
RUB RHEUMATIC, ACHING JOINTS AND STOMACH PAIN

St. Jacobs Oil stops any pain, and rheumatism is pain only. Not one case in fifty requires internal treatment. Stop drugging! Rub soothing, penetrating St. Jacobs Oil right into your sore, stiff, aching joints, and relief comes instantly. St. Jacobs Oil is a harmless rheumatism liniment, which never disappoints, and cannot burn the skin.

Limber up! Quit complaining! Get a small trial bottle of old, honest, St. Jacobs Oil at any drug store, and in just a moment you'll be free from rheumatic pain, soreness and stiffness. Don't suffer! Relief awaits you. St. Jacobs Oil is just as good for sciatica, neuralgia, lumbago, backache, sprains.