

## New Hudson-Essex Sales Company

H. Davisson and W. H. Wetherell Head Distributing Concern Here.

The formation of a new automobile distributing concern to handle Hudson and Essex motor cars in the Omaha trading territory is announced today.

Operations of the new company will begin as soon as a satisfactory location can be secured. The new concern will be known as the Omaha Hudson Essex company.

The principals in the new company, as an expression of their confidence in Omaha as an automobile buying market, announced that they have contracted to distribute in 1924 a substantially larger number of Hudson and Essex cars than ever before have come into the territory which they will take over.

In the new concern, the principal figures will be two men who have worked for years within Hudson-Essex distributor organization. They are R. H. Davisson and W. H. Wetherell—both men whose successful records in selling and servicing Hudson and Essex automobiles furnish proof in plenty of the place which they will win with motorists in the Omaha territory. Each has spent a decade or more in the automobile business.

Particularly with the new Essex we expect a capacity business next year," said a statement from the firm. "The new Essex, a six built by Hudson under Hudson patents, combines all the famous reliability, liveliness and economy of the previous Essex with a wonderful flow of smooth six-cylinder power.

"Its new and larger coach, which is the only six-cylinder five-passenger enclosed car listed at less than \$1,000, should prove one of the most popular cars which Omaha has ever known. The others in the line are likewise cars of wonderful value.

The Omaha territory looks to us like one of the very best in the whole country. Every section has its troubles now and then, but Omaha has an inexhaustible supply of natural resources behind it which assure its permanent and growing prosperity.

"Our assurance to Omaha motorists is that we shall furnish a standard of service to our Hudson-Essex owners which will assure them a full return from their investment.

"Our new firm starts with the so-called 'flat-rate' system of charging for service. That is, we shall charge for service work only the moderate sums which the factory recommends to us, and we shall give this price in advance of the work done. Owners will appreciate the promptness and courtesy which will characterize our service work. We shall be only too glad to make the acquaintance of all Hudson and Essex owners in the city.

### Sleeping Car Buses.

Sleeping car buses, accommodating 25 passengers, are to be run between points in Virginia, Maryland and Pennsylvania. These buses will be operated by the Towns Bus Line company of Harrisburg, Pa., in all-night service. The seats in the bus are so constructed that they can be transformed into berths similar to those on Pullman railroad cars.

## New Essex Model Shown in Windows

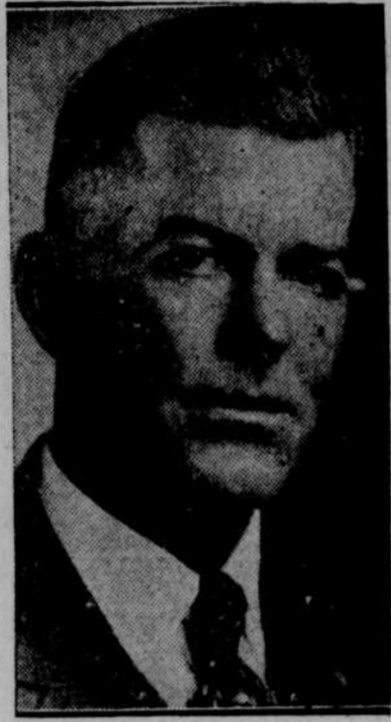


The Killy Motor Car Co. is using its windows to good advantage to let it be known that the Hudson Motor Co. has announced the new Essex model. The new model will be on display in the show rooms in just a few days. All is being put in order so that the public will be able to inspect the new car in every detail. "The car is of the six cylinder type with many new features both in mechanical construction and in body design."

## Omaha Hudson-Essex Distributors



W. H. Wetherell.



R. H. Davisson.

## After World's Slow Speed Record

Twenty-seven miles in 24 hours of continuous running is the record this strictly stock Reo six cylinder touring car established unofficially at the Los Angeles speedway, under the close observation of experienced timers, checkers and newspaper men.

With a view to encouraging interest in slow races with the possibility of staging one under the official sanction of the American Automobile Association contest board, the Reo Motor Car company of California made the test described. At the conclusion of the 24-hour run the car was driven around the speedway at 55 miles an hour without adjustment of any kind.

During the test the motor ran smoothly and quietly, without indications of boiling or any tendency to overheat.

The timers and checkers are said to have had a strenuous time keeping accurate account of the Reo slow run because some of the mile and a quarter laps required 85 minutes to complete. They tried many stunts to show how slowly the car was moving. Jack Angert, one of the drivers, played "wheelbarrow" with his feet supported by the front cross member while Martin Pendleton, one of the timers, was able to walk on his hands beside the car and make better time than it did.

At the conclusion of the 24-hour run the car was driven around the speedway at 55 miles an hour without adjustment of any kind.

## DODGE BROTHERS MOTOR CAR

Value so pronounced that you are justified in looking upon the purchase of a Dodge Brothers Motor Car as the soundest possible investment in transportation.

Not a dollar is added to the purchase price to support a free service policy; nor to cover the costliness of numerous body or chassis types; nor to pay interest on borrowed money; nor to maintain a multiple organization of middlemen.

Dodge Brothers finance themselves. They sell directly through a single organization of dealers to you. They do not believe in charging in advance for service you may never need. They have developed remarkable economies, and a time-seasoned product, by concentrating on standard types.

These facts are reflected, not only in the price of the Car, but in the quality of workmanship and materials that enter into its construction.

O'BRIEN-DAVIS AUTO CO.

25TH AND HARNEY STS. TEL. HARNEY 6123  
Sales and Service Branches at Council Bluffs, Ia. Des Moines, Ia.

## Trucks Travel Many Thousands of Miles

As a matter of fact miles-old rather than years, is a better measure of the aggregate of a truck's service. The prospective truck buyer of today considers not only how long a good motor truck should last but what is more important, how far a good truck should run. Naturally due to differences in the needs of business, it is possible for one truck to travel six or eight or ten times as far as another in the same time—although both operate efficiently.

Once it was considered extraordinary for a motor truck to do 100,000 miles of work. This figure is now considered only ordinary performance for a good truck. For instance, The White Company in its annual tabulation of letters from owners testifying that they operate White trucks which have exceeded 100,000 miles, announces that 2,362 Whites of all models are known to have traveled 100,000 miles or more. In the list there are 1,451 Whites that have gone between 100,000 and 150,000 miles each; 423 that have traveled between 150,000 and 200,000 miles; 344 are somewhere on the 200,000 to 300,000-mile lap while 144 Whites have forged ahead of the 300,000-mile mark.

## London to Have 4,000 Buses.

More than 4,000 motor buses will be operated on the streets of London soon, as 3,500 buses are now running, and more are being added at the rate of 50 a week. During the first eight months of 1923 London buses carried 724,500,000 persons. This was an increase of 125,000,000, or 21 per cent over the fares paid during the corresponding period last year. One hundred and fifty-five routes are operated by the bus company, 34 of which do not make expenses, but are run at a loss for the convenience of Londoners.

## Peerless to Show Collins-Built Six

The new six cylinder companion car to the Peerless Eight, the car that the Peerless Motor Car company has been testing more than two years, will be shown to the public for the first time at the New York automobile show, starting January 5. Final touches on the models which will be shown in New York are now being given at the Peerless plant in Cleveland, where the car will be produced in conjunction with the present Peerless. It will be one of the two or three brand new makes to be shown for the first time.

The new car is the product of R. H. Collins, president of Peerless, and his associates. Mr. Collins for more than a decade past has been one of the outstanding figures of the entire industry. Peerless secured rights to the plans, specifications and other data on the car when Mr. Collins and his associates assumed the management of that company more than two years ago.

## Would Label Nation's Rivers.

"What river is that?" is a question which comes to the mind of the motor tourist frequently on his journeys, but rarely does he find an answer without making a special stop to inquire. It is the aim of the League of American Pen Women to make the nation's rivers better known to the public. Mrs. Grace Goldert, president of this association, is requesting the various state highway commissions to place markers at road-sides which cross famous streams, informing the public as to the name of the body of water at hand.

## American Motors Abroad.

Of 998 motor vehicles registered on the Island of Martinique, 928 are of American manufacture, 57 French and 15 from a variety of other countries.

Executives Are Promoted. Cadillac Motor Car company, Detroit, has appointed William W. Lewis, former central district manager, as advertising manager, succeeding Verne E. Burnett, who is now secretary of the General Motors Institutional advertising committee.

# WATCH FOR THE NEW ESSEX

Greatest values from coast to coast. Come in, we are cleaning house to make room for the new Hudson-Essex line.

New 1924 Stephens sport model and touring cars.

Forty standard overhauled, refinished, guaranteed used cars must be sold before Xmas Eve.

Studebaker sedan, Buick tourings, Dodge roadster, Essex tourings, Franklin touring and chummy roadster, Paige sport, Haynes, Mitchell, Oldsmobile, Dort, Lexington, Hummobile touring and Ford coupes and others from \$200.00 to \$850.00. All must go to make room.

This is your one opportunity.

## Killy Motor Co.

AT. 7461 2060-62 64 Farnam St.

# H U D S O N

## Announcing the Appointment of

# The Omaha Hudson-Essex Co.

Temporary Headquarters Fontenelle Hotel

Distributors for the Hudson and Essex Cars in Omaha, Central Nebraska and Southwestern Iowa

There is particular importance to Hudson and Essex owners in the appointment of the Omaha Hudson-Essex Co., to represent these cars in the expansion of sales and service necessary to this territory.

R. H. Davisson and W. H. Wetherell have been associated with the Hudson Motor Car company organization for many years, and were particularly selected with special reference to the importance of Omaha in the present and future merchandising program of the company.

Their records give full assurance that Hudson and Essex cars will receive the high standard of representation which has won such recognition everywhere.

Mr. Davisson, and Mr. Wetherell, will be assisted by an organization chosen for its knowledge and capacity in carrying out Hudson's chief policy—satisfied ownership.

We feel confident that Hudson and Essex owners will be quick to recognize the benefits of the progressive program of the new organization.

## HUDSON MOTOR CAR CO.

DETROIT, MICH.

December 15th, 1923

Associate Dealer, Killy Motor Co. 2064 Farnam Street

# E S S E X