

Overland Brings Out New Model; Is Balloon Tired

To Be Known as "Blue Bird," With Matched Top and Upholstery—Nickel Trim.

With public interest in balloon tires at its height Willys-Overland announces its newest model, the Overland "Blue Bird," the lowest-priced motor car with genuine balloon tires furnished as standard equipment.

The combination of a long, roomy body done in rich peacock blue, set off by black fenders and running gear, smartened by nickeled radiator, windshield stanchions and outside floor handles; with upholstery of a bluish shade to match the body, and a top of similar hue, creates an appearance of spirit and sparkle that is entirely in keeping with its choice of trade name.

A new standard in riding qualities has also been reached by the coupling of the patented triplex spring suspension with balloon tires. The wheelbase of the new car is 106 inches, giving it a spring base of 136 inches. The weight of each Overland spring is about 20 pounds. The material is chrome vanadium steel, carefully heat treated, having an elastic limit of 190,000 pounds. The springs are so designed and assembled in the chassis that all road shocks are absorbed with a minimum distortion of chassis.

HUPP IS MAKING MORE CLOSED CARS

Hupmobile closed car production for the first 110 days of 1924 was 59 per cent of the factory's entire output, including production for Canada and foreign countries, figures of the Hupp Motor Car corporation show. This compares with 28 per cent for all of 1923.

Thirty-two per cent of the entire output has been centered on the recently announced five-passenger club sedan, with the standard sedan, four-passenger coupe and two passenger coupe following in that order in point of closed car sales.

Four-Passenger Coupe, Designed for Women, Now in Chevrolet Line



To meet the requirements of women for a car for their own individual use, the Chevrolet Motor company has designed and added to its standard line a four-passenger coupe. The new car is being shown by the J. W. Smith Chevrolet company, in their showrooms at 2653 Farnam street.

With more than 14,000,000 motor cars now being operated throughout the United States, statistics recently compiled by the National Automobile Chamber of Commerce show that more than 5 per cent of this sum total of cars are owned and operated by women.

"The automobile is today an important factor in the life and activities—home, social, recreational and business—of women everywhere," said P. D. Smith, manager. "With the ever-increasing demands upon their time, they are realizing more and more that a car for their personal use is an actual day by day necessity. Utility, the ease of getting somewhere and getting back again comfortably and quickly, the convenience of bringing one's shopping and marketing packages home without de-

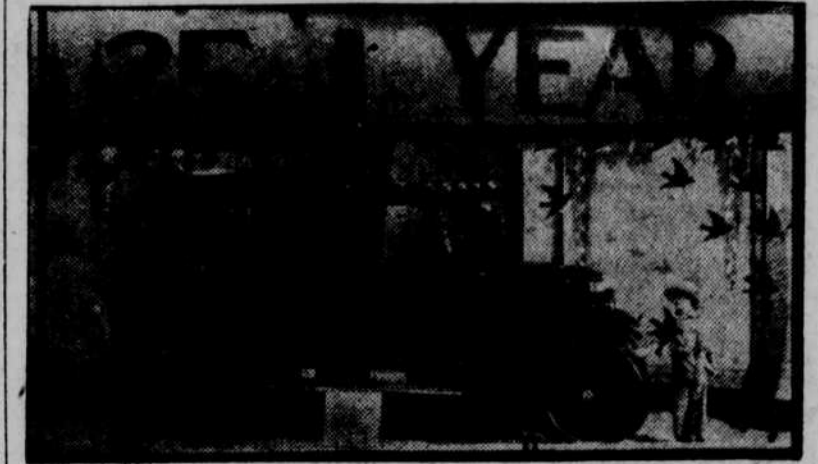
Maxwell Sturdy, Official Asserts

Smoothness and Power Result of Design and Care in Building.

The records which Maxwell cars have made in the hands of owners ever since Walter P. Chrysler became directing head of the Maxwell Motor corporation are not matters of chance, declares J. E. Fields, general sales manager.

"The smoothness of the powerful motor of the present series car, which was introduced shortly after Mr. Chrysler became affiliated with Maxwell, is the smoothness of sturdy, rugged construction and tough, enduring materials," says Mr. Fields. "Its power flexibility is the result of calculated balance, scientific carburetion and gas distribution, and painstaking workmanship. Furthermore, these fine materials are subjected to the most searching tests and inspection. Every part of the front axle, for instance, gets 100 per cent Brill or scleroscope test. That means not the mere testing of a sample lot of parts, but of every part carried. The same is true of transmission gears and shafts, rear axle components and valve assemblies. Even piston rings are tested for hardness, perfect alignment and concentric fit."

Overland Branch Arranges Special Window Display for New Model



As the name implied, the car is painted and trimmed in shades of blue. The background and panel effect of the display are artistically arranged to harmonize with the color scheme of the car. Local color is added by the sand covered floor, strewn with rocks. The little chap that stands in front of the car is deeply interested in the balloon tire equipment. This is the seventh of a series of windows by Mr. Dalton, the sales manager, at the local Willys-Overland branch.

Women Prefer Closed Models

Summer and Winter Cars, With "Storm Curtains" Handy, They Say.

"Out of my house into the closed motor; away I whiz and arrive at the party as trim and neat as when I left the mirror. Give me the closed car every time." That is the attitude of every woman, if you agree with R. H. Davison, Hudson Essex distributor. According to the Hudson-Essex man, she thinks about as follows: "Supposing I long for a ride through the country to breathe fresh air and feel the balmy wind. Do I

need an open car? I do not. In two minutes I can put down all the windows and even open the windshield, if I prefer, and get all the breeze.

"One time I was out on just such a spin. It was an early spring day and the freshness of everything had a way of vanquishing the petty troubles and cares. Without warning, a dark cloud appeared, a few drops of rain fell and then a regular cloudburst.

"When those first few drops fell I stopped the car, began putting up windows, and was tucked safely in my closed car and continuing with my drive before that cloudburst came. "Now can't you just imagine what a fix I would have been in with an open car. Getting out all those curtains, fitting them up—undoubtedly I'd have been drenched. And in the open car it was nothing unusual for me to return from a ride with my face sunburned and my nose horribly

American Auto Firms Increase Foreign Sales

Export Trade to Take Care of Excess Production, Says Oldsmobile Sales Manager.

Foreign markets will take all excess production of automobiles manufactured in this country, if the record made so far this year by the Olds Motor works, Lansing, Mich., is a criterion. During the first four months of 1924, more Oldsmobiles were shipped to foreign markets than during any entire year in the past, and the number was approximately 400 per cent greater than during the same period in 1923.

"When the Olds Motor works and other large automobile manufacturers announced at the beginning of the year that they intended increasing their production, the usual calamity howlers began reviving the 'saturation point' specter," said Guy H. Peaseley, Oldsmobile sales manager. "At every opportunity since then they have renewed their dire predictions. They, as usual, failed to take into consideration that this country is proceeding on a basis of sound prosperity and that the entire world is slowly, but sanely, bettering its economic condition."

In line with the big increase in Oldsmobile sales, both in this country and abroad, total figures for the industry indicate that this country will export from two to three times as many cars this year as it did in 1923. During the first four months of this year the general increase in Oldsmobile business was nearly 300 per cent, while during the same period the increase in Oldsmobile exports was nearly 400 per cent.

During January, 1923, there were 69 Oldsmobiles exported, as compared to 247 in January this year, an increase of 451 per cent. In February, 1923, a total of 134 cars was shipped abroad; and for the same month this year 678 cars were exported, an in-

crease of 407 per cent. March, 1923, exports totaled 118 cars, while March this year the number was 481, or a gain of 318 per cent. The figures for April this year were 476, as compared to 103 for April, 1923, a gain of 358 per cent.

Hansen Goes to Detroit for Cars

Local Cadillac Dealer Has Difficulty in Getting Enclosed Models.

J. H. Hansen has gone to the Cadillac factory in an endeavor to secure shipments of the various body styles he has been experiencing difficulty in securing. An acute shortage has become evident on all enclosed Cadillacs and at the present time his entire stock of closed cars, with the exception of an Imperial sedan and Imperial suburban, is entirely depleted.

Delivery date on closed Cadillacs of any body style, with the exception of the two mentioned above, is very indefinite.

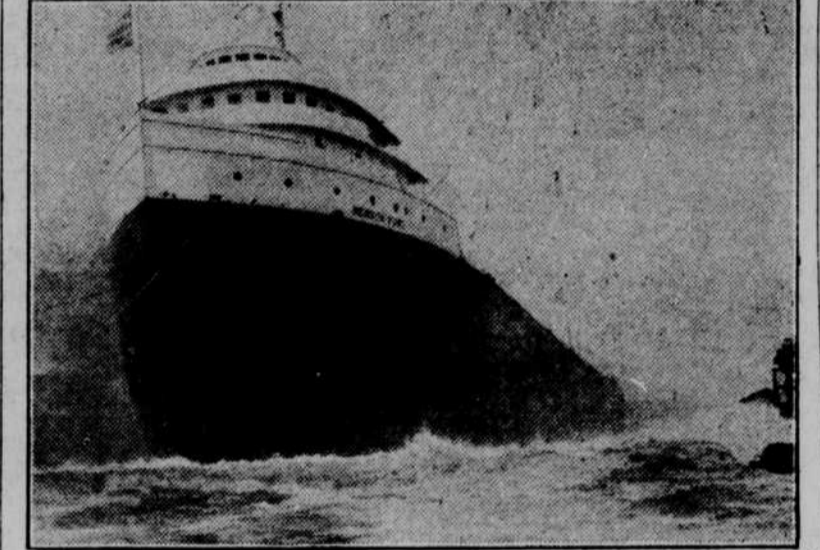
Mr. Hansen expects to be able to secure shipments on a few enclosed body types and those already having orders on file will be shown preference when getting delivery.

NEW STAR SEDAN NOW ON MARKET

Andrew Murphy & Son, distributors of Durant and Star cars announce the arrival of the new Star car sedan. It comes in two colors, either blue or maroon and is equipped with a nickel radiator. The cost of the new sedan is only \$10 higher than the old job. The upholstery is silk and wool mixture which is durable and will not fade from sunlight.

AUTO INSURANCE
L. J. Goodall
HAMILTON & CO.
303-4 Neville Block
JA cksn 0687

Second Great Lakes Freighter for Ford Company Launched at Detroit



In the heart of the Ford industries another step taken to link these great manufacturing plants more closely and securely with the sources of raw materials, when the Ford Motor company's second steel freighter, "The Benson Ford," was launched at the shipyards of the Great Lakes Engineering works. The ship, is named after Henry Ford's grandson, Benson, second son of Edsel B. Ford. The new vessel will go into service about July 15, joining the Henry Ford II, which was launched about two months ago, and will carry iron ore from the Ford mines in northern Michigan to the great blast furnaces at the River Rouge plant of the company here. On trips from Detroit the boats will carry Ford coal to the upper peninsula of Michigan. The Benson Ford, which will be one of the largest lake freighters, is of standard type lake bulk freight steamer design, 612 feet over all, with a 42-foot beam and a cargo carrying capacity of 13,000 tons. It will carry a crew of approximately 40 men.

FIRESTONE MAN AT CONFERENCE

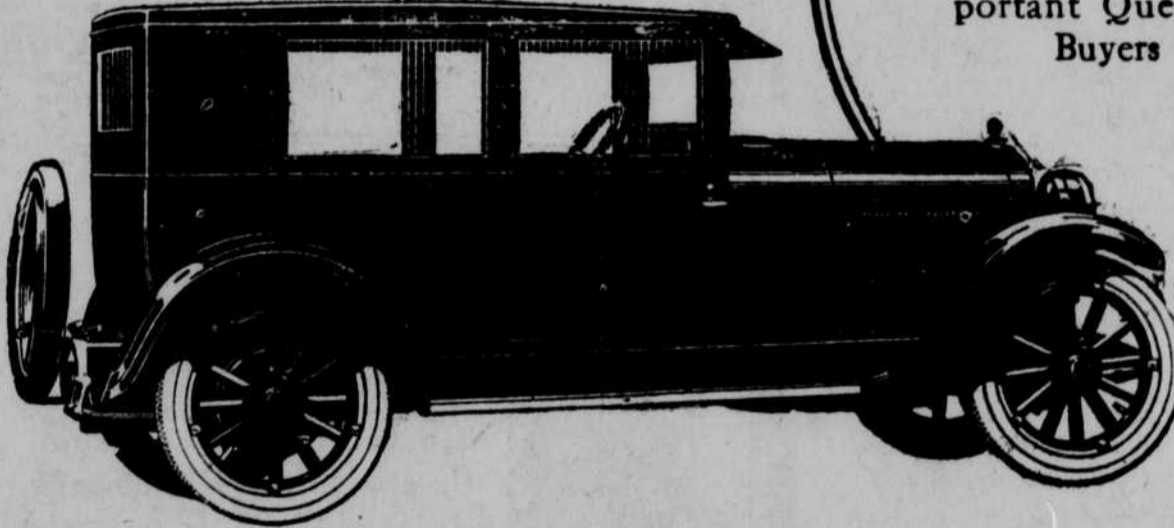
J. L. Bain, manager, local Firestone branch, announces a general sales conference being held in Akron, O., during the week of May 12. At this conference, every Firestone sales representative including those from foreign branches, will attend. This convention is the first general conference held by the company since 1922, and is one of the largest sales conferences held in the United States.

Bain is leaving with his Omaha sales organization 22 strong, tonight in a special car over the Milwaukee.

SLOAN AND MOTT TO VISIT OMAHA

Lee Huff of the Nebraska Bulck Auto company, has been advised that Mr. Sloan, president of the General Motors company, and Mr. Mott, vice president, will visit Omaha with their staff, in their special car on May 14. Their trip will cover the western part of the United States for the purpose of getting acquainted with some of the field organizations and to observe conditions generally at first hand.

ESSEX Six COACH \$975
HUDSON Super-Six COACH \$1550
Freight and Tax Extra
Sales Exceed 3000 Weekly



Since Closed Car Comforts Cost No More Why Buy an Open Car?

THE issue with motor car buyers this year is closed car comforts at open car cost. The Coach exclusively provides such advantages without forfeit of chassis quality. It is a Hudson-Essex invention. No other type is like it.

More than 140,000 Coaches are in service. Sales exceed 3,000 each week. The Coach is the largest selling 6-cylinder closed car in the world. That proves the success of value.

It is the Closed Car for Everyone

Everyone prefers a closed car. The Coach alone is the quality car within reach of all. It changed the trend from open to closed cars. Now all can enjoy finest chassis quality with all-year utility, comfort, and closed car distinction.

In two and a half years the Coach has proved a staunchness and reliability

never before associated with a closed car. In every service it satisfies the pride of ownership.

The Same Quality in Both Hudson and Essex

Hudson and Essex are creations of the same engineers. They are built under the same patents. There is no difference in quality of material or workmanship.

The price you want to pay will decide you for Hudson or for Essex. The closed car advantages of the Coach and its price surely leave no other consideration.

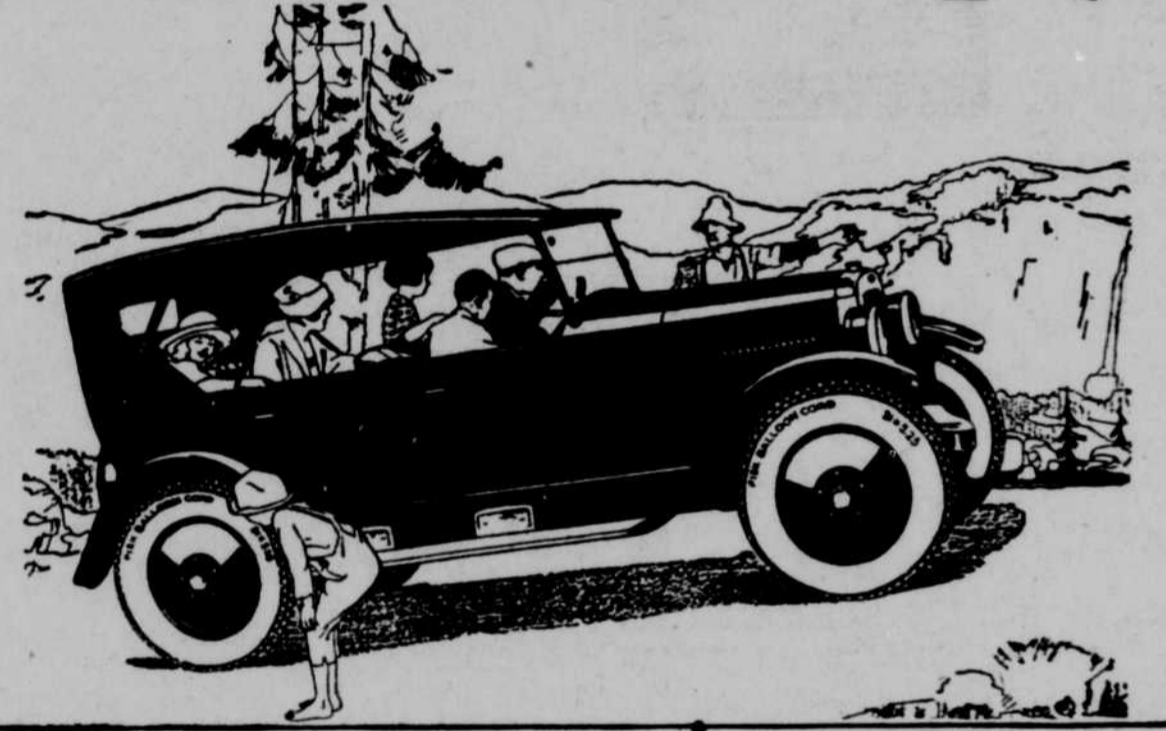
Some Territory open for Responsible Dealers.
OMAHA-HUDSON-ESSEX
Harney at 26th Street. Tel. AT-lantic 5065
KILLY MOTOR CO., Associate Dealer

Which?—

at the Same Price—the Half-Utility of the Open Car, or the All-Year Comforts and Service of the Coach? It is the One Important Question Before Buyers Today.

Guaranteed Upkeep Including Labor and Parts for 1 Year \$25

Announcing An Artistic Triumph!



Lowest Priced Car with Balloon Tires Standard

ONCE more Overland opens all eyes with something much finer, greater, more desirable—the big new Overland Blue Bird—a beauty prize at a remarkably low price!

A longer wheelbase—a bigger, roomier body done in rich Peacock Blue, with harmonious Spanish long-grain upholstery. Nickeled radiator, outside door handles, natural finish wood wheels—and genuine Fisk balloon cord tires. Disc wheels (5) optional at \$25 extra.

Distinguished performance lives up to the Blue Bird's distinctive beauty. The robust power of the big Overland engine laughs at the hills. Patented Triplex Springs and buoyant balloon tires just seem to float you through space! Come in—see the Blue Bird—take a ride—you'll say it's as wonderful on the road as it is to the eye.

Big New
Overland \$725
BLUE BIRD
WILLYS-OVERLAND, Inc.

2562 Farnam St. HARNEY 0353
CITY DEALERS
Wickland Motor Co., 2915 Sherman Ave.
Folsom Auto Company, 5915 Military Ave.
COUNCIL BLUFFS DEALERS
Council Bluffs Overland Co., 602 E. Broadway
Opocensky Brothers, 5139 S. 24th St.
Underwood Garage, 8011 Underwood Ave.
Jewell Automobile Co., 111 W. Broadway