

New Hudson and Essex Models Are Now on Display

Enclosed and Open Cars Offered at Same Price—Balloon Tires Regular Equipment.

"Equipped with balloon tires on all models, new Hudson and Essex motor cars went on display for the first time today in the salesroom of R. H. Davidson, the local distributor.

Besides the balloon tires and a generally improved appearance, the new Hudson-Essex line is distinguished by the fact that for the first time in motor history an enclosed car is offered at the same price as an open car of the identical make. This is true of the Hudson Super-Six phaeton, open, and the Hudson coach, enclosed, which are each offered at a factory list price of \$1,500.

"This means," said Mr. Davidson, "that Hudson-Essex has brought off two vitally important improvements in its line of cars. First, it is the first big producer to equip all models with genuine balloon tires as standard equipment, and second, it breaks all motor precedents by offering an open and an enclosed car at an identical price.

"We have had for several years the prophecy that open and enclosed would sell at equal prices. Hudson is first to make that ideal a fact. In the Essex line the differential between open and enclosed car is small. The phrase 'Closed car comforts at open car cost' is now an accomplished fact. Motorists will regard this as one of the most significant developments of years.

"The balloon tires, which are now standard, are desirable not only because of the wonderful riding comfort they give, but also because they add greatly to appearance. With them have come new fenders, larger and much more handsome. The performance of the balloon tires has now been under test by the public for a year or more, and there is no doubt but that the public has come to want them. They have been installed by Hudson-Essex without any increase in price.

Besides the coaches, which will make up for 85 per cent of all Hudson-Essex business, there are the standard open cars and two luxurious new Hudson sedans. These latter are are wonderfully fine and large, with generously ample seating space.

Used Car Buying Is Made Easier

Finance Companies Carefully Select Their Time Deals.

Like all other business enterprises, the finance corporations handling new and used automobile paper, had a lot to learn. Their first venture was to take all paper offered by responsible dealers on new cars. This field offered a splendid return on the money invested and was broadened to include both new and used cars, but very soon the used car paper presented a very different angle and risks became more hazardous.

Many deals went bad because of the unscrupulous methods used by the dealers in selling to their customers as well as their dealings with the finance companies. The rule today is, "The dealer must be fair to his customer, his banker or finance company and to himself." The finance companies are especially anxious to secure paper from the Omaha Co-Operative Dealers, who in turn have pledged themselves to square dealing methods, with the result that lower rates have been secured in many instances.

Square dealing methods in business protect the customer, the finance company and the dealer and the buying public should be very careful in their selections, especially when buying a used car. The emblem used by the co-operative dealers is the red seal square dealing emblem pasted on the windshield of each used car at the time of sale.

DELCO LIGHT MAN WITH CHEVROLET

R. H. Grant, vice president and general sales manager of the Chevrolet Motor company announces the appointment of J. E. Grimm, Jr., as advertising manager to fill the place left vacant by the recent resignation of G. F. Lord. Mr. Grimm was with the Delco Light company for five years, starting in the engineering department and finally becoming assistant sales manager of the south central division.

Another appointment is that of R. C. White, who also comes from the Delco Light company and will have charge of sales promotion for Chevrolet. Mr. White has been sales promotion manager of the Delco Light company for the last four years.

WILLS STATEMENT SHOWS PROFIT

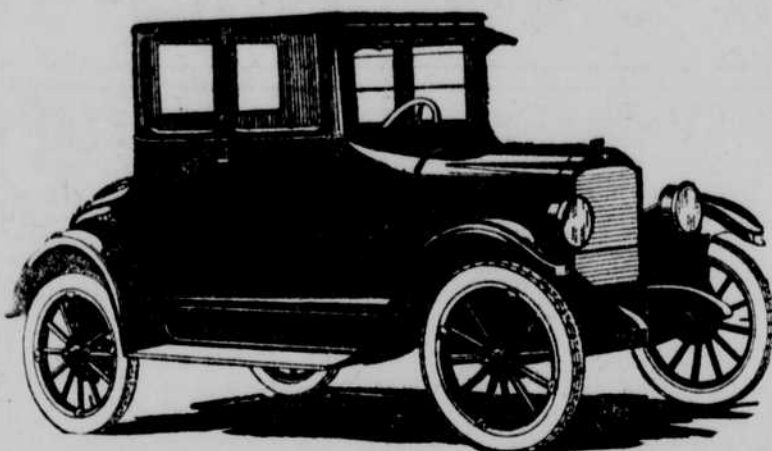
Wills Sainte Claire, Inc., of Marysville, Mich., closed the first five months of 1924 with a very satisfactory profit. The company has operated at a profit since the inception of the new models in January.

"The increasing number of Wills Sainte Claire cars seen on the streets," said Mr. Wills, "is indicative of the public appreciation of the new models.

"We are closing the plant for two weeks, beginning June 23, for the purpose of taking our annual inventory profit. The company has operations in the different departments in the rearrangement and installation of new machinery."

Police Cars Patrol City Streets to Quell Rioters
Delphi, Ind., July 12.—Police in armored cars patrolled the streets of this city today, following fighting between Hindus and Mussulmans, in which seven persons were killed. All the shops are closed.

New Model Star on Display



Andrew Murphy & Son, distributor for the Star cars, are now showing a new 1925 Star coupe. Deliveries on this car will start about July 15, it is announced. The car has a number of novel features in body construction, according to the distributors.

Fleet of Reo Pay-Enter Busses Solving Akron Passenger Problem

A few months ago the city of Akron, O., was existing without adequate passenger transportation. A renewal of the franchise of the Northern Ohio Traction company was being withheld by city officials, and the only form of public carriers in operation was a disorganized lot of nondescript "jitneys."

Then it was decided to renew the franchise of the street railway company with the understanding that this company was to augment the service rendered by its trolley cars with bus feeders leading into the existing lines of street car tracks. Accordingly the Northern Ohio

Traction company provided itself with a number of busses and now six Reo pay-enter busses are aiding the company in giving passenger transportation to Akron.

These busses are of the pay-enter model recently announced by Reo. They are powered with six-cylinder engines built entirely in the Reo shops and are equipped with every convenience known to the modern street car and bus. Efficient lighting and heating systems, buzzers, comfortable seats for 21 passengers and adequate ventilation are among the things which differentiate the Reo pay-enter bus from the ordinary gasoline propelled public carrier.

Ford 1924 Sales Are Past Million

Record Exceeds Last Year in Each Month so Far.

Sales reports from the 34 American branches of the Ford Motor company show more than 1,000,000 Ford cars and trucks were sold at retail during the first six months of 1924. The actual figure is 1,036,978, which exceeds the total retail sales for the same period in 1923 by 133,995.

A comparison between Ford sales in 1924 and 1923 not only indicates a remarkable increase in the country's buying power, but also shows that this growth continues month by month. In every instance the monthly sales in 1924 have shown a substantial increase over the corresponding month in 1923. In June they reached 170,747, which was approximately 10,000 ahead of June sales in the preceding year.

HIGHWAY COMPANY ISSUES ROAD BOOK

The headquarters of the Lincoln Highway association here announces the publication of the fifth edition of the complete official road guide of the Lincoln highway. The volume, comprising 536 pages of data of the sort essential to transcontinental motorists, is being sold at cost by the organization, which is incorporated for nonprofit.

The book contains complete running directions on the Lincoln highway between New York and San Francisco, intermediate mileages and road conditions, data in regard to the scenic and historic points of interest along the line, accommodations, supplies, location of free campsites, directions as to the most important branch roads to the national parks and other points of interest, information as to equipment required for the transcontinental journey, the time necessary and the cost of the trip. The book sells for \$1.50.

New Pierce-Arrow to Be Introduced

Moderate Priced Motor Car Will Make Initial Appearance August 1.

The date of the introduction of the new moderately priced Pierce-Arrow car has been definitely set, according to an announcement made this week by President Myron E. Forbes of the Pierce-Arrow Motor Car company. The new Pierce-Arrow will make its bow to the public during the first week of August, and will be on display throughout the country at that time.

Since the news became known several months ago that the makers of the Pierce-Arrow car were preparing to offer the public a more moderately priced automobile, the company's distributors and dealers have been besieged with requests for details.

Other than that the car would be comparable in quality with the larger Pierce-Arrow model and that it would introduce a further refinement of the six-cylinder principle, the company has not divulged any information.

"We can promise you that when Pierce-Arrow engineers design a car, and Pierce-Arrow workmen build it, the result is bound to be interesting," said President Forbes.

"When August 1 arrives, our announcement will answer all questions about price, wheelbase, performance, appearance, four-wheel brakes, balloon tires and other details about which our distributing organization has been asked daily for many months."

The new car will not replace the present larger and higher-priced dual-valve six, which now is enjoying its greatest demand in the history of the company. The company likewise will continue production of its complete line of trucks and busses.

Van Camp Will Be With New Motor Concern



J. W. Van Camp, one of the best known automobile salesmen in the middle west, has become associated with the Hill-Gerspacher Motor company in the distribution of Pierce-Arrow motor cars.

Mr. Van Camp has been engaged in marketing high grade automobiles in Omaha territory for the past seven years, and is well acquainted with the needs of the motorist who would travel luxuriously.

"I believe that in the new Pierce Series 80, soon to be announced, the public will find its answer to the demand for a really high grade six-cylinder car, of lighter weight and modest price," said Van Camp.

years is not confined to metropolitan centers as is sometimes supposed, but because of its flexibility has reached out to hundreds of less densely settled communities where additional transportation facilities are needed.

Farmers' Summer Buying Increases Motor Business

Automobile Said to Have Become a Definite Factor in Rural Communities—Olds Prepares Data.

July, August and September being the biggest buying months for the farmer, automobile manufacturers are laying their plans accordingly. Guy H. Peasley, sales manager of the Olds Motor works, recently mailed to every dealer and distributor a page of data pertaining to the farmer, which was compiled by the National Automobile Chamber of Commerce.

This data shows the percentage of buying the farmer does by months in all commodities and the percentage of automobiles purchased on farms, in towns and villages and in the cities.

"In the third quarter farmers will do 25.9 per cent of their buying, or more than they have any time before this year," Mr. Peasley's letter says.

"The automobile has become a very definite factor in farm life, a necessity, bringing to farmers many benefits. Replacements have not been up to standard in the farm market for several years and after the good farm year of 1923 and the promising prospects for 1924 many farmers will replace their cars."

Of the automobiles owned in the United States, 55 per cent are registered from the rural communities. In the 12 cities in the country of over 500,000 population 9 per cent of the total number of automobiles are owned; in 136 cities of from 50,000 to 500,000 population 16 per cent of the total are registered; in 1,329 cities of 5,000 to 50,000 population 26 per cent of the total are registered; in

5,029 towns of from 1,000 to 5,000 there are 22 per cent, and in 50,148 towns of under 1,000 population and on the farms there are 33 per cent of the cars.

To refute the idea so prevalent in northern states that the farm crops in the southwest are all "shot," L. G. Dodge, assistant sales manager of the

Olds Motor works, who returned from that section a week ago, says a close check of the wheat crop prospects made on June 15 shows that the yield in Kansas, Missouri, Nebraska, Oklahoma and Texas will be in the neighborhood of 236,000,000 bushels, considerably larger than in 1923.

YEARS AND BUMPS CANNOT HARM DUCO AUTO FINISH

A finish that will last as long as your car does has now been perfected by Duco chemists. Every motorist will be interested in Duco, the finish that resists all the elements, and whose lustre actually improves with age.

Duco Finish is made on an entirely new principle. It is so adhesive that it is difficult to mar. Bumps and scratches hardly affect it. Running the engine boiling hot will not blister this marvelous finish. After the actual use, rubbing with a dry cloth actually improves the appearance of the finish. You can run a car finished with Duco through any kind of muck, leave it out all night in any kind of weather, allow grease or caustics to get on it, without damage.

We are refinishing cars with Duco, doing the job in less than half the time required for an old-fashioned job. Come to our shop and let us do it. Let us prove to you that Duco actually surpasses the claims made for it. You won't be satisfied until you get Duco on your car.

Pfeiffer Top and Body Corp.
2525 Leavenworth St.
Established 1888 Phone AT-0701
The Only Authorized Duco Finishing Shop in Nebraska

Now With Full Size

BALLOON TIRES

The World's Largest Selling 6-cylinder Closed Car

The COACH

HUDSON Super-Six
\$1500

ESSEX Six
\$1000

Freight and Tax Extra

The issue with motor car buyers this year is "Closed Car Comforts at Open Car Cost". The Coach exclusively provides such advantages. That is why it is the largest selling 6-cylinder car in the world.

Why Buy An Open Car?

OMAHA HUDSON-ESSEX CO.
Harney at 26th Street. Tel. AT lantic 5065

The Touring Car
\$295
F. O. B. Detroit
Demountable Rims and Starter \$65 extra

NOW Is The Time!

You who have been promising yourself a Ford car, saying it was "only a question of time"—should buy NOW!

The time was never so favorable, because a Ford will get you out-of-doors more hours every day this summer. The quality never quite so good (even by Ford standards) and the price is the lowest in the world for such values.

Ford Motor Company
Detroit, Michigan

Runabout \$265 Coupe \$525 Tudor Sedan \$590 Fordor Sedan \$685
All prices f. o. b. Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER

Ford

THE UNIVERSAL CAR

You can buy any model by making a small down-payment and arranging easy terms for the balance. Or you can buy on the Ford Weekly Purchase Plan. The Ford dealer in your neighborhood will gladly explain both plans in detail.