

Bright Weather Aids Auto Dealers During October

Closed Car Types Enable Manufacturers to Do Solid Business—Getting Ready for Show.

By ROY C. HAYES, Universal Service Automobile Editor. Detroit, Mich., Nov. 1.—Unusually fine fall weather has been the most potent factor in keeping automobile sales at a good level for this time of year.

Sales are quite certain to slow up this month with the definite arrival of cold weather. This is the usual yearly occurrence at this time. Manufacturers are preparing for somewhat slower sales in the next six weeks.

The first reason is the low cost. Several manufacturers, notably Hudson-Essex, have found it possible to get the coach down to a very economical figure. The demand for the coach followed the insistence of the public for a closed car for all the family at a reasonable price.

Another matter that promises to be of interest at the coming national exhibition is the number of eight-cylinder cars that are scheduled to make their appearance. Fifteen "eights" are already entered, according to a Detroit manufacturer.

OAKLAND SEDANS PROVE POPULAR. Due to the heavy demand for the new Oakland landau sedan which has far surpassed the expectations of factory officials, production has been trebled on this model since it was introduced a few months ago.

SPARK PLUGS HELP CARS IN WINTER

With the approach of winter, cold motors, alcohol in radiators and thick lubricating oil, the installation of a complete new set of spark plugs is the best kind of economy if the present ones have given 8,000 or more miles of service, according to O. C. Rohde, chief engineer of the Champion Spark Plug company.

"New spark plugs are of vital importance in improving engine operation in cold weather," he says. "They also facilitate easier starting, which, under the best engine conditions, is difficult in winter. Thousands of tests have proved that a new set of spark plugs as cold weather begins not only makes starting easier and better engine performance certain, but actually saves energy in oil and gas to pay for themselves.

"Why it is real economy not to attempt to start the winter with plugs that have undergone 8,000 or more miles of use is easily understood when the part that spark plugs play in engine operation is definitely understood.

REO BUS TAKES PART IN REUNION. After completing its double coast-to-coast run, the Reo transcontinental sedan bus—first motor vehicle of its kind to make the run across the entire continent—was sent to Atlantic City for the annual convention of the American Electric Railway association, October 6 to 11.

The big Reo bus took part in a regular reunion. Among the people who attended the Atlantic City convention were a number of traction officials and bus operators who had been passengers in the bus over various parts of its long route. During the trip, 636 people had ridden in the Reo, and apparently all of them were in Atlantic City, for the number of traction company officials and busmen who came around to see how the car looked after its strenuous journey and identified themselves as passengers was almost unbelievably large.

Biese to Play \$30,000 Saxophone Studded With Diamonds Wednesday

Imagine a diamond-studded saxophone! It cost \$30,000. This jeweled instrument is the property of Paul Biese, famous orchestra leader, who will make his first Omaha appearance with his hand at the Empress Rustic gardens Wednesday night. Biese will play his expensive instrument that night.



Paul Biese.

Biese's band comes from Chicago. Biese himself is acknowledged one of the great saxophonists of the country. He plays every member of the saxophone family from the smallest soprano instrument to the largest double bass. He also is an expert clarinet player and violinist.

As director of his famous orchestra Biese has played at some of the finest hotels, theaters, cafes and dance palaces in the country.

He tips the beam somewhere between \$50 and 400 pounds. Biese was born near St. Joseph, Mich., in 1887. At the age of 5 he received his first lessons on the violin and saxophone from his father.

ton, Conway's band, Sophie Tucker, Fritz Scheff, Marie Cahill, Elizabeth Murry and many others. He is credited with being the first man to play a saxophone in a dance orchestra.

Now Biese has one of the highest-priced dance bands in the business and is a prolific phonograph record maker.

Demand for Autos Increases With Pleasant Fall Hudson-Essex Cars Are Moving From Sales Floors Rapidly, Despite Lateness of Season.

Pleasant weather has brought about a marked improvement in general business feeling and the public is buying cars at a rate comparable with the best months of the year, according to the Omaha Hudson-Essex company.

"The warm, clear weather always arouses in the breast of every man the desire to have an automobile," said Mr. W. H. Wetherell. "That has always been the foundation of the spring demand for cars. In the topsy-turvy year of 1924 we are having our spring in the fall. The last half of the year will be better than the first."

"Hudson-Essex business is more than holding its own with the average for the year. October proved a great month, and November looks even better. A few weeks ago a good many men were feeling dumpy because of politics and unseasonable weather. But the political skies are clearing, and on these sunny, warm days it is utterly impossible for a man to feel down-hearted.

FLINT CAR MAKES LONG RECORD TRIP

From Seattle, Wash., to Flint, Mich., a journey of 2,774 miles with the hood of the car sealed, is the accomplishment of four Seattle men.

Lions Organize at Genoa. Albion, Nov. 1.—A delegation of Albion Lions visited Genoa one day this week and assisted in the organization of a Lions club there. There are about 30 charter members.

Autos Must Impart Virtuous Service, Asserts Dealer

Performance Alone Not Sufficient to Win Owner's Satisfaction—Dodge Company Has New System.

Good performance alone does not imply that the owner is completely satisfied with his motor car, according to O'Brien-Davis company, local Dodge Brothers dealer.

"It takes good service, in addition to the good performance, to win his complete and enthusiastic endorsement," he said.

"Dodge Brothers gave years of study to the development of a service plan that could be applied with equal fairness and efficiency to their entire organization of dealers," said Mr. Davis. "When this plan was finally evolved, it meant more years of intensive educational work in getting it established and in operation in the thousands of dealerships. Today they have arrived at the point where it can be truthfully said that any Dodge Brothers owner, anywhere, can learn in advance just what it will cost him for any work that his car may require. Guesswork and unpleasant surprises in service bills have been eliminated.

"The plan through which this service station was realized is known as the flat rate service system. Others have advocated it but in no case has it been so universally adopted.

As a rule, mechanics are also paid by the job. They are allowed so much time for the operation and must do the work in a satisfactory manner or do it over without pay. This reduces waste of time and increases efficiency. The natural result to the owner is better work in shorter time and at lower cost.

Mr. Davis added that Dodge Brothers have never countenanced so-called free service. "It is now obvious to most people that free service must be paid for somehow by someone," he said.

OAKLAND SECURES NEW SALESMAN

C. W. Matheson, vice president and director of sales of the Oakland Motor Car company, announces that William M. Chamberlain has joined the Oakland sales organization to take charge of sales development work which will feature co-operation with the dealer organization in respect to merchandising problems.

Mr. Chamberlain has had extensive experience in this field, having been engaged in advertising and sales development work for practically his entire business career. In 1907 he organized the Chamberlain company, one of the earliest advertising agencies in Detroit, which business he later sold to Brooks, Smith & French, Inc. During the late war he served as a major on general staff duty with the United States army in France. For the two years immediately following the war he was manager of the Chicago branch of the Irving Bank and Columbia Trust company.

In 1921 Mr. Chamberlain was associated with President W. R. Wilson in the reorganization of the Maxwell Motor Car company, serving as assistant to A. E. Barker, who was then vice president in charge of sales. Later on he became director of districts and education for this company.

More recently he has acted as general sales manager for the Haynes Automobile company, which position he resigned to take up his present duties. The appointment of Mr. Chamberlain is in line with Oakland's policy to build up a prosperous and permanent dealer organization, and a special effort will be made to establish personal contact with as many dealers as possible, study their individual problems and co-operate in working out a satisfactory solution.

At no charge that may save you many a dollar later.

Advertisement for Gabriel Snubbers tires. Includes an illustration of a tire with the text 'GABRIEL SNUBBERS' and 'Full Riding Comfort'. The text describes the tire's benefits, such as being 'the only spring control device officially patented and copyrighted', and its ability to provide a 'safe, smooth, and comfortable ride'.

ANNOUNCEMENT. The Stewart-Warner Speedometer Corp. of Chicago announces the appointment of Mr. L. W. Peterson as manager of the Stewart-Warner Products Service Station of Omaha. The text highlights Mr. Peterson's extensive experience and the comprehensive services offered at the station, including tire service, electrical work, and general automotive repairs.

Advertisement for Andrew Murphy & Son. Features a large graphic with the text 'Here 55 Years' and 'USED CAR SALE!'. The text emphasizes their long history and offers various car models at reduced prices, such as 'Ford Sedan, '20, fine condition, only \$235.00'.

Advertisement for OAKLAND MOTOR CAR CO. Reinforcing the expanded and strengthened Oakland organization are the vast resources of General Motors—all dedicated to building a truly fine product, winning and holding the good will of all who buy it. The ad lists several car models and their prices, including the 'Roadster \$1095' and 'Sedan \$1645'.

Advertisement for SPEED WAGON. Master of Highway Transport. The ad features an illustration of a vintage touring car and describes it as a 'reliable, comfortable, and economical' vehicle. It highlights the car's features, such as 'Standard equipment includes four-wheel brakes, disc steel wheels, balloon tires, permanent top, Fisher Bodies, one-piece ventilating windshield on closed types, Duco finish, centralized controls, indirectly-lighted unit instrument panel, automatic spark control'.