

### Willys-Overland Reduces Cost of New Coupe-Sedan Popular 4-Passenger Closed Car Now Listed at \$585, Practically Open Car Price.

Willys-Overland, in an official statement from its Toledo headquarters announces that the price of the Overland coupe-sedan is now \$585, f. o. b. Toledo, making it the world's lowest-priced closed car with doors front and rear.

This move is made possible, continues the announcement, by the tremendous demand which has increased closed car production to unprecedented peaks, making available greater economies because of quantity production, which are to be shared by the motor car buying public. In particular is this true of the Overland coupe-sedan.

"The latest price announcement by Willys-Overland marks a new era in the history of closed cars," is the opinion of Mr. Elmer H. Firth, branch manager here. "It places closed car comfort, convenience and protection against all kinds of bad weather, at practically the price of an Overland open car."

"The Overland coupe-sedan is by no means a novelty or an experiment. At the time of its introduction a year ago it struck a new note, but the popularity which has since greeted its peculiar and distinctive advantages, has firmly entrenched it as one of motordom's most successful models."

"Salesmen, merchants and farmers have found its removable rear seat and upholstery, giving 50 cubic feet of carrying space for trunks, boxes, groceries and samples of special value in their respective callings. Thousands of motorists have also utilized its advantage of easy convertibility into a comfortable Pullman-type bed, during the past summer on their vacation tours."

"The popularity of the closed car has increased by leaps and bounds during the last 10 months. It is safe to assume that most persons driving open cars have in mind a closed car for their use some day. To many of these the new price of the Overland coupe-sedan will be their first opportunity to own a low-priced, completely-equipped closed car, capable of seating more than two people, and with doors front and rear."

### CONTINENTAL SALES INCREASE

Motor shipments from the Detroit plant of the Continental Motors corporation for the first 10 months of 1924 show an increase of 21 per cent over the same period last year, according to a statement by W. R. Angell, vice president of the company. "So far this year our Detroit plant has shown a very gratifying increase over last year," said Mr. Angell. "We have shipped 47,954 motors from Detroit since January 1st, as against 39,743 last year. Shipments from our Muskegon plant amount to 93,124, and our schedules for November show corresponding increases."

### Sales Follow Car Price Cut

#### Hudson-Essex Company Report Unprecedented Business Since Coach Reduction.

The public's response to reductions on Hudson and Essex coaches has resulted in an unprecedented volume of business, according to the Omaha Hudson-Essex company.

Since announcement of the price cut this concern has had the largest and most consistent business it has ever known at this season of the year. October business closed with such a rally that the month became one of the outstanding ones of the year.

"The cars and the price tell the story," declared Davidson. "For three years now Hudson-Essex have maintained a consistent lead in offering hitherto unheard-of values in closed cars. These latest prices, applied to the finest Hudson and Essex cars ever built, are the climax of these years."

"The reduced prices actually necessitate a new viewpoint on automobile values and prices. I venture to say that if any motorist will ask 10 men at random the price of a Hudson coach a very small proportion of them would name a list figure as low as \$1,395. The average man looks upon the price of a Hudson car as several hundred dollars higher than that. And so it would be except for the extraordinary volume of business which 1924 has given Hudson-Essex."

### FLINT IMPROVES CLOSED CAR BODY

Continuing the same popular series of Flint Six "55" enclosed cars, a number of improvements have been made in the coupe body, the chassis remaining unchanged. The length of the body has been increased five and one-half inches, and seating arrangement made more comfortable and roomy by addition of five inches to the width of the body as well, and the rear deck has been molded to a graceful curved slope.

An especially interesting feature of the interior, which seats four passengers comfortably, is the collapsible seat. Unlike most, this seat is heavily upholstered and has a strong high back, an exact reproduction of the driver's seat, seating the passenger fully as comfortably as the stationary seats. When not in use it folds under the dash, quite out of the way.

There are two windows and one door on each side, the window space being especially clear of obstruction to vision. The one-piece adjustable windshield is another improvement. Windows are raised and lowered by means of the instantaneous automatic window lift, an exclusive Flint feature among cars in or near the Flint price level.

### Republican Elected.

Loup City, Neb., Nov. 7.—Dr. A. S. Main, republican, was elected representative from Sherman county over Howard Lang, democrat. Andrew G. Johnson was elected county assessor on the democratic ticket. E. A. Smith, county judge, and F. M. Henry, clerk of the district court, were re-elected without opposition.

### USED CARS WORST DEALER PROBLEM

"Handling of used cars in connection with new automobile business has been one of the biggest problems with which the dealer has had to contend," says R. E. Davis of the O'Brien-Davis Auto company. "The automobile buying public is, however, slowly acquiring a more intelligent understanding of the principles involved."

"The unfortunate and surprising thing is that so often the new car buyer shops around to get the highest possible allowance for his used car, instead of concentrating on the value to be received in the new car—the only thing which should interest him."

"The proper price for a used car is just what it will bring in the open market, less proper deductions for reconditioning, selling, and overhead expense. Any allowance made in excess of this amount is a false value and will result in a loss to the dealer."

"We frankly tell our customers the margin for profit on our used cars is provided for absorbing any used car losses. There is only one price on our Dodge Brothers cars and all purchasers in an old car in trade or pay the full cash price."

### SNUBBER FITS TIRE PRESSURE

With the coming of balloon and low pressure tires, the builders of Gabriel snubbers were confronted with several new problems, as the action of the low pressure balloon tire is different from the high pressure tire. It necessitated the building of a snubber that would compensate the difference in tire actions.

William J. Power, manager of the Gabriel Snubber Sales and Service company, in speaking of this "con- dition," said: "Gabriel's experience of 16 years, when turned to the new tire problem incident to balloon and low pressure tires, found the answer in two exclusive Gabriel features."

"First is the free play necessary to permit balloon and low pressure tires and car springs to function properly. Second is increasing the brake action which controls and stops galloping, rolling, and pitching."

### DRIVERS' SCHOOL IS OPEN TO ALL

Employers of chauffeurs and truck drivers are urged to enroll their employees in the drivers' school held under the auspices of the Omaha Safety Council beginning Monday night at 8 at the city hall.

The course of six lessons is free and the instruction will be valuable to anyone who drives. The attendance is not limited to commercial vehicle drivers, but is directed towards them as the lessons apply particularly to the mechanical parts of motor vehicles and the hazards of the streets.

### Ice House Burns at Wymore; Loss Estimated at \$11,000

Wymore, Neb., Nov. 8.—Fire early Friday morning destroyed the large frame ice storage houses of the Taylor-Helmik firm of Wymore. The houses covered over two acres of ground space and were located on the Blue river and the Union Pacific railway tracks. It is thought that the fire was started by a spark from a passing train.

### Speed Wagon Wins Spurs in Caravan

#### Travels Across Country as Part of Campaign Feature.

Members of the republican national committee are agreed that the automobile has been used for campaigning in the recent pre-election drive with the utmost success. In their opinion the Coolidge-Dawes caravan, of which a Reo Speed Wagon was the outstanding unit, was the big single feature of the campaign.

This caravan, which started from the birthplace of President Coolidge on September 9, crossed the continent to San Francisco and then turned north, concluding its journey at Bellingham, Ore., on the eve of balloting in national election.

Seventeen states were crossed by the touring cars and the Speed Wagon, which never trailed in the flying pilgrimage. More than 300 meetings were held by the party and it is estimated that more than 100,000 automobiles and more than 1,000,000 people joined the campaigners at various points and rode with them over parts of their route.

At many places the itinerary of the caravan took the cars off the beaten paths of cross-continent travel, and at other times adverse weather conditions threw almost insurmountable obstacles in their way. Through all of this, the heavily loaded Speed Wagon traveled right along with the passenger cars, never lagging and coming to the end of each day's journey well along toward the front of the procession.

The adoption of the Sorenson amendment to the state constitution would provide a safe refuge for political blatherskites who would be shot on the wing if their real sentiments were known.

### CHEVROLET HOLDS 13TH ANNIVERSARY

The Chevrolet Motor company this last week celebrated its 13th anniversary. The company was founded November 3, 1911.

From that date to November 3, this year, the company has produced nearly 1,250,000 vehicles, with one exception, the greatest production record in the motor car industry in this period. It is in the last three years, however, that Chevrolet has had such phenomenal growth. More than 1,000,000 Chevrolets have been produced since January 1, 1922, to November 3, 1924—a 34 months' period.

It was on November 3, 1911, that the Chevrolet Motor company of Michigan was organized, with Louis Chevrolet, William H. Little and Edwin R. Campbell as incorporators. The plant at that time was located in Detroit but was moved to Flint in August, 1913.

### BOYCE-ITE CUTS DOWN GAS POISON

Boyce-ite gasoline decreases the formation of deadly carbon monoxide 50 per cent, according to a statement issued today by Harrison Boyce, automotive engineer and manufacturer. Heretofore the carbon monoxide problem has been a serious menace and has taken its toll of lives just as the deadly ethyl or so-called "looney" gas has done. Boyce-ite, on the other hand, which is nonpoisonous, aids materially in decreasing the gaseous poisons involved in the operation of gasoline motors.

"In my laboratory in New Jersey," said Boyce, "I have a staff of 18 expert chemists constantly at work. First, we perfected Boyce-ite gasoline, the carbonless fuel; next we perfected a means of giving it a distinctive blue-green color without the use of dyes. Now Boyce-ite gasoline cuts down the deadly poisons generated by ordinary gasoline."

### Coach Fighting for Supremacy in Auto World

#### 25,000th Chrysler Six Shipped October 29—Manufacturers Lowering Prices of Open and Closed Cars.

By ROY C. HAYES, Universal Service Automobile Editor.

Detroit, Mich., Nov. 8.—If the present attitude of automobile manufacturers and the motoring public counts for anything, the battle for the motoring sales supremacy next year will be waged between the touring car and the coach.

Compared with the touring car, the coach is relatively a newcomer. However, the widespread popularity which this closed model has achieved in less than two years has brought it to the fore with no uncertain éclat. The coming battle promises to be an even affair in more ways than one. The majority of those factories now making coaches have reduced the differential between open and closed cars to a minimum. Hudson-Essex has gone a step further, selling its coaches for less than its open models.

### Three New Coaches.

At least three manufacturers will introduce coaches before the first of the year. Two of these are among the largest producers of sixes. The smaller company, now making sixes and eights, will bring out its coach on a six-cylinder chassis next week.

Although production is slowing up slightly, sales are mounting at very satisfactory levels. Good weather and attractive new closed cars offered by many manufacturers are helping dealers do a thoroughly good business. Nash and Chrysler continue to lead.

as the star performers. October was the best month in the long and active history of the Nash Motors Co. "November shows not the slightest hint of slackening in the demand," E. H. McCarty, general sales manager, says.

### Chrysler Sets Record.

Chrysler comes to that with a new achievement in the announcement that the corporation built and shipped its 25,000th Chrysler six on October 29. The feat of making 25,000 cars in the first 10 months of its production has been unequaled in the history of automobile making. Incidentally, Chrysler's October production was the greatest in its history. J. E. Fields, general sales manager, said Saturday.

Chevrolet last week celebrated its 13th anniversary. In that span of years Chevrolet has made 1,744,870 Chevrolet cars and light delivery trucks. Louis Chevrolet, now of Indianapolis; William H. Little and Edwin R. Campbell were the incorporators on November 3, 1911.

Chrysler has adopted Fisher bodies for all of its closed cars. It is expected that a slight increase in price will be made as a result.

### Report Shows Red Cross Service Cost Is Low

Hartington, Neb., Nov. 8.—A report of the Cedar County Red Cross chapter shows that in maintaining a nursing service for the last three years the cost has been only 5 cents on every \$1,000 worth of taxable property.

Bee Want Ads are the best business boosters.

**ELECTION IS OVER**

The majority knew what was best

**Buy Your Cadillac Now**

Nine Unfilled Orders Now On File

**J. H. HANSEN CADILLAC CO.**

Farnam at Twenty-sixth St., Omaha

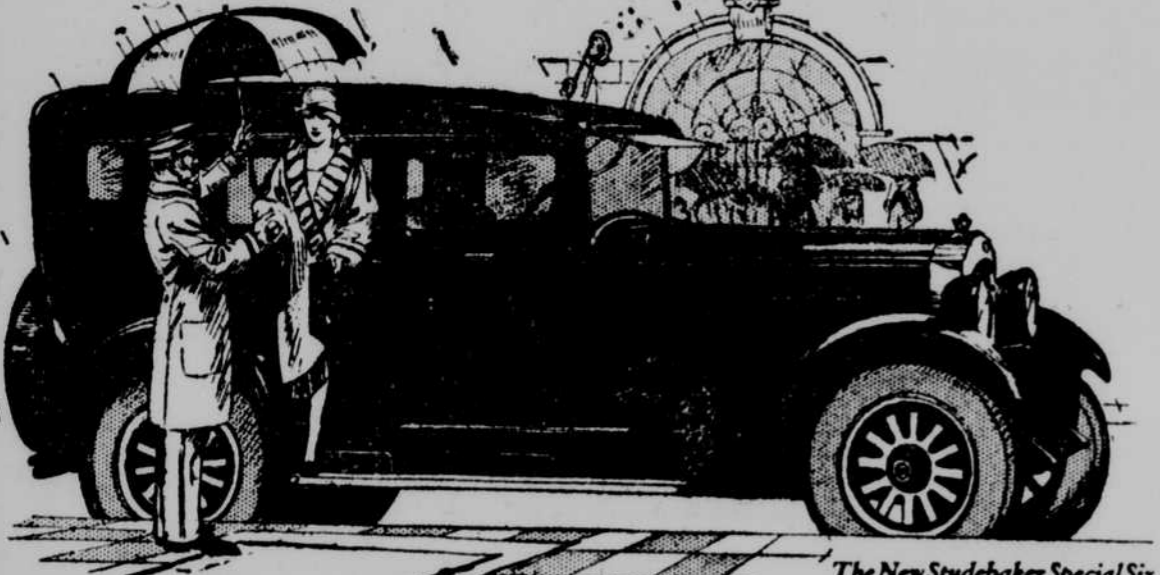
**World's Lowest Priced**

*Four Passenger*  
*[Doors front and rear]*

**Closed Car**

**\$585**

f. o. b. Toledo



The New Studebaker Special Six Duplex-Phaeton

**Open car when you want it**  
—an enclosed car in 30 seconds

WITH the new-type Studebaker Duplex you may take your choice—ride in an open car if you like—enjoy the cool, fresh air and healthful sunshine.

Then in 30 seconds—without even leaving your seat—it can be changed to a deeply cushioned, richly appointed, fully protected enclosed car. It's no fuss or bother at all—simply lower the roller enclosures—it's so easy a child can do it.

No more hurried efforts to put up curtains in the wind and rain.

No more hunting for the right one while the storm beats in.

No more exposure through holes torn in

them while trying to obtain for the emergency the protection given by a closed car.

For in the Duplex the side enclosures are instantly accessible—yet rolled up safely out of the way when not in use.

If this two-fold utility were the only feature of the new Studebaker cars they would still be a sensational value—but there are many others.

New body lines—new beauty—more powerful engines—new ease of gear shifting—genuine balloon tires—and the easiest steering car you ever drove.

In justice to yourself—see this car today.



QA four-passenger closed car with doors front and rear—Only \$55 above the Overland touring car price! Q And a very unusual closed car it is, at that—with benefits, conveniences and useful features never before built into an automobile. Q AND THE PRICE IS ONLY \$585!

Are you tall? Are you short? Front and rear seats adjust forward and backward to accommodate people who are unusually tall or unusually short. Q Removable rear seat and upholstery provide 50 cubic feet of clear square carrying space for anything and everything—a convenience mighty useful to salesmen, merchants and farmers in their work, and to housewives for marketing and shopping. Q Seats make up into a full-length bed inside the car for camping trips. Q Deep, comfortable cushions done in Spanish long-grain upholstery—washable. Q An all-year-round car, cozy in winter and cool in summer. Q A large trunk with lock at the rear only \$10 extra. Q A closed car that will stand up and deliver fine performance until it doesn't owe you a penny. Q AND THE PRICE IS ONLY \$585!

A four-passenger closed car at this price is phenomenal—And all the more phenomenal when you realize what this Overland Coupe-Sedan possesses. Q Bigger power. The big Overland engine is more than a match for any hill. Q Triple Springs (Patented), which pull instead of push the wheels over bumps. An easy-riding springbase 30 inches longer than that of any other car under \$700. Q Sturdy, reliable axles. The rear axle shaft is extra large and forged of tough Mo-lyb-den-um steel. Q The heat-treated front axle has an elastic limit of 75,000 to 90,000 pounds. Q Complete Equipment. The Overland Coupe-Sedan has sliding gear transmission, foot accelerator, speedometer and disc type clutch. No extras to buy. Extremely easy payments for your convenience! Q AND THE PRICE IS ONLY \$585

See this Overland Coupe-Sedan at the Closed Car Show now being held in our showrooms! Now you can own a closed car at practically the cost of a touring car!

# OVERLAND Coupe - Sedan

STANDARD SIX 113 in. W. B. 50 H. P.	SPECIAL SIX 120 in. W. B. 65 H. P.	BIG SIX 127 in. W. B. 75 H. P.
5-Pass. Duplex-Phaeton \$1145	5-Pass. Duplex-Phaeton \$1495	7-Pass. Duplex-Phaeton \$1875
3-Pass. Duplex-Roadster 1125	3-Pass. Duplex-Roadster 1450	5-Pass. Coupe . . . . . 2650
5-Pass. Coupe-Roadster . . . 1495	4-Pass. Victoria . . . . . 2050	7-Pass. Sedan . . . . . 2785
5-Pass. Sedan . . . . . 1595	5-Pass. Sedan . . . . . 2150	5-Pass. Berlin . . . . . 2260
4-wheel brakes, 4 disc wheels, \$60 extra	4-wheel brakes, 5 disc wheels, \$75 extra	4-wheel brakes, 5 disc wheels, \$75 extra

(All prices f. o. b. factories, and subject to change without notice.)

**FRANK D. PHILLIPS MOTOR CO.**  
Studebaker Distributors  
2550 Farnam Street Tel. AT 3044

**STUDEBAKER DUPLEX**

THIS IS A STUDEBAKER YEAR

**WILLYS-OVERLAND, Inc.**  
2562 Farnam St. HA rney 0353 Factory Branch Open Evenings  
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Wickland Motor Co., 2915 Sherman Ave., Folsom Auto Company, 5915 Military Ave.

Pocensky Brothers, 5139 S. 24th St. Underwood Garage, 5011 Underwood Ave.

Council Bluffs Overland Co., 602 E. Broadway Jewell Automobile Co., 111 W. Broadway