



WHAT BECOMES OF THE OLD AUTOS?

That Is the Question Which Makes the Ordinary Wonder; Always a Sale for Them.

"Did you ever wonder what becomes of the old and worn-out automobiles?" asks a writer in the current issue of American Motorist.

"Quite recently I had occasion to look into the matter," the writer continues, "and I was surprised at some of the facts which came to light."

"The quantities of used or second-hand cars annually disposed of have brought forth the 'auto wrecker' and built up his business. To him come the maim, the halt and the blind in the shape of cars ruined by collision, fire, joy-riders and long service, but he does nothing in the way of rebuilding or selling the cars which come to him. All are demolished utterly, and their various parts are scattered to the four winds of heaven, so to speak; and put to unguessed uses.

Price Varies

"Of course, the price paid for these autos varies considerably—from \$150 for a so-called collision car to \$65 up to \$125 for fine ruins and worn-outs. Engines are the principal source of revenue, and a six-cylinder bronze engine, when overhauled and repaired, will bring as high as \$250 from ranchers and others, who use them as power plants for irrigation, pumping, etc.

"Springs, axles, bearings, windshields, lamps, radiators, tops, etc., are purchased mostly by garage repairmen and auto owners for repair parts. "Really, about the only thing in an automobile that goes to waste in one of these graveyards is the woodwork of the bodies. There seems to have been found as yet no use to which it can be put, and as its unwieldy shape makes it impracticable to work up into kindling wood for sale, it is broken up and burned in any way possible to get rid of it.

"I did a little figuring on this matter and while the items listed are approximate, of course, you will note that I

Paige Convertible Sedan Model Six '55'



have not used the highest quoted prices."

Purchase of collision car.....	\$125.00
Rebuilt engine sold for.....	\$100.00
Rebuilt magneto sold for.....	\$0.00
Aluminum, 110 pounds, at 12c.....	\$13.20
Bronze, 110 pounds, at 12c.....	\$13.20
Rubber, 200 pounds, at 8c.....	\$16.00
Cast iron.....	1.00
Hair.....	2.00
Top, windshield, lamps, radiator, etc.	\$25.00
Total.....	\$310.00
Less cost of car.....	\$125.00
Demolition cost.....	25.00
Not profit.....	\$160.00

"Billy" Sunday Is Keen for Jaunts In Liberty Cars

When "Billy" Sunday conducted a revival meeting at Los Angeles recently, all the time he could spare from his arduous duties was spent with "Ma" Sunday in a Liberty Brougham.

Mr. Sunday is an enthusiastic motorist, and believes that everyone who can should own an automobile. He voices his approval in his customary picturesque way and "Ma" Sunday ably backs up his sentiments. No sooner had the Sundays arrived in Los Angeles than a score of automobiles were placed at their disposal, but the Leach-Frawley company, Liberty distributors for that territory, have the distinction of carrying off the honors.

Persistent Advertising Is the Road to Success.

Auto Camouflage Is Used Car Dealers' Art; Not an Artist

When it becomes necessary, as shortly it will, to secure the services of expert camouflage operators, remarks The Commentator in the current issue of American Motorist, I hope the government will not overlook the finest lot of camouflagers in the world. Talk about your French disguisers, who can make a 10-ton gun look like a bologna sausage and thus protect it from German destruction, they are not in it with our American disguisers. Give any dealer in second-hand cars a chance and he'll put it all over any camouflagers that ever camouflaged a camer. What these second-hand distributors don't know about making something look like something it is not, no foreigner that ever lived can teach them. There is a whole lot about this new war game we've got to be taught by those abroad, but when it comes to camouflaging, so long as we have our second-hand automobile experts with us, we won't have to get our educators in the disguising line from any place but home, sweet home.

Gus Stein is Sentenced To Thirty Days in Jail

Gus Stein, Union Pacific trucker, who precipitated a near-riot at the depot and was originally accused of disloyal utterances, was sentenced to thirty days in jail in police court on a charge of disturbing the peace.

CHALMERS UNDER NEW MANAGEMENT

Combined With Maxwell Corporation; Local Agent Predicts Brilliant Future for Big Car.

That the Chalmers Motor Car company was never so financially sound and settled and is at this moment already on the highway to a new and greater era of successful production are the high-lights of a statement just released by E. V. Abbott, vice president of the Western Motor Car company, Chalmers dealer for this territory.

Mr. Abbott's remarks were inspired by the \$200,000 challenge just issued

in the form of a national advertisement by the Maxwell management, now controlling Chalmers production, and further confirmed in a personal communication from T. J. Toner, Chalmers sales director.

Five-Year Lease.

Mr. Abbott enumerated some of the outstanding features of the Chalmers-Maxwell combine. The Maxwell Motor company, Inc., Walter E. Flanders, president, has taken a five-year lease on the plant and equipment of the Chalmers Motor company, and the deal having been already consummated, Chalmers production is going forward uninterrupted under the direct control of the new administration.

During this five-year tenure it is the intention of the Maxwell officials not only to retain all the characteristic qualities of the Chalmers car, but to leave undisturbed all established policies, particularly as concerns the organization of Chalmers dealers and distributors, considered one of the model developments of the automobile industry.

Reim is Dropped From Directorate Of Auto Association

At a meeting of the Omaha Automobile Trade association held Tuesday E. R. Wilson of Studebaker-Wilson, Inc., was elected a director of the association in place of George F. Reim. All other directors were re-elected.

The present board of directors consists of C. G. Powell of the Powell Supply company, J. T. Stewart of the J. T. Stewart Motor company, Guy L. Smith of the Guy L. Smith company, E. R. Wilson of Studebaker-Wilson, Inc., and Lee Haff of the Nebraska Buick Auto company.

E. R. Wilson is a very active member of the association and has been one of the leaders in numerous movements for the benefit of the association. Wilson and Guy L. Smith re-

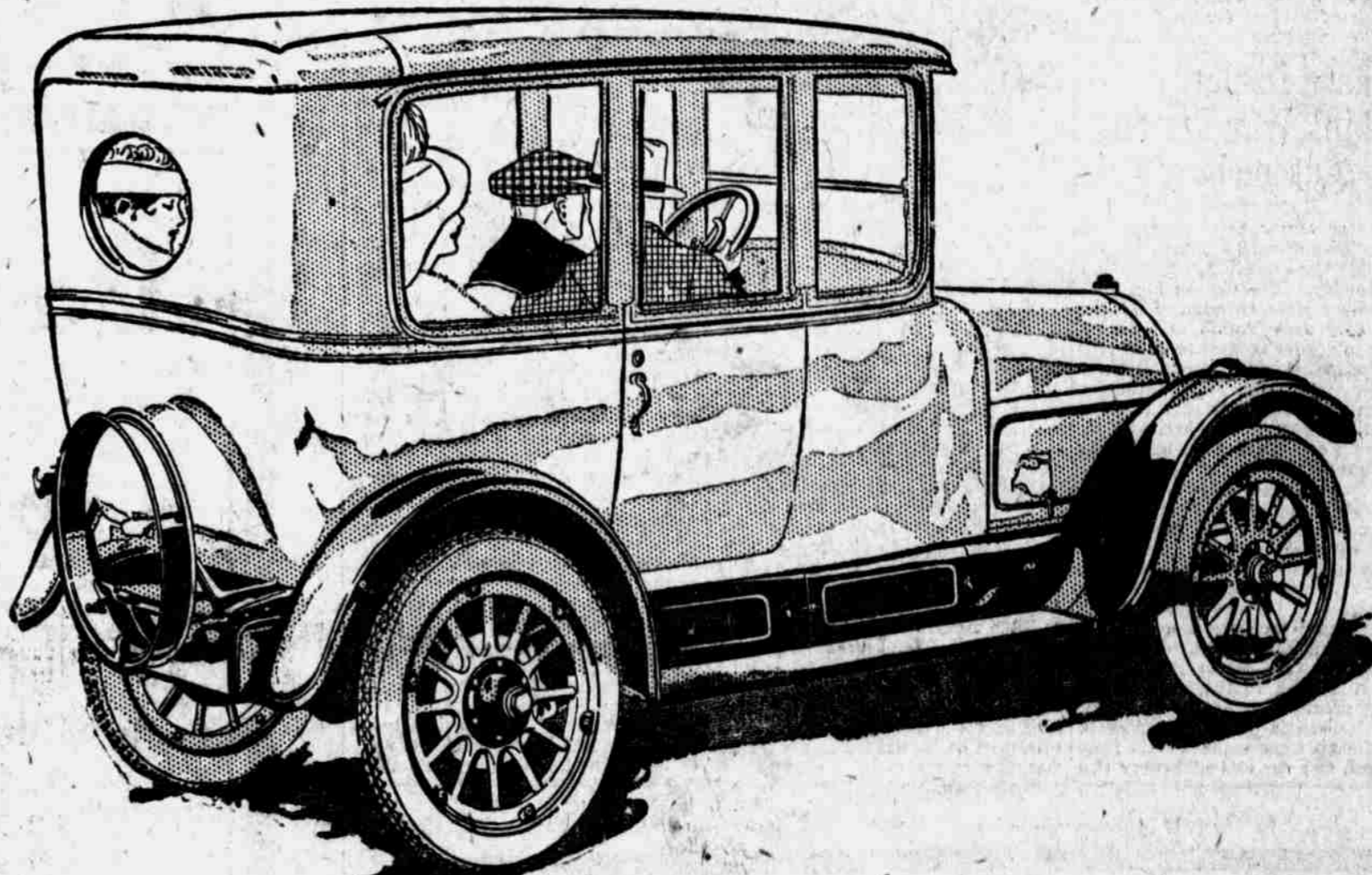
cently devoted a great deal of their time to selling Liberty loan bonds among the various dealers and their employees. They sold about \$150,000 worth of bonds, which amount does not include many subscriptions of the individual dealers through their bank connections.

Douglas to Get \$152,168 As State and Federal Aid

State Engineer Johnson advises the Omaha Auto Club that approximately \$152,168.07 is Douglas county's five-year share of the federal and state aid road-building fund.

While this fund is sufficient for only a few miles of permanent road-building, its value as an incentive and stimulus is far-reaching and will bring to successful issue many country road propositions.

The state engineer's tentative map shows the Lincoln highway and the Washington highway through Douglas county as the roads approved for federal and state aid.



A Double-Barreled Opportunity!



Closed Cars

Immediate Delivery

A closed car when you need it without suffering delays

Substantial Saving

These cars were built when material prices were lower—you profit

NOW is the time of year for closed cars. And here they are!

Above is a Double-Barrel reason for ordering your four or six cylinder Overland Sedan or Coupe, at once.

But a bigger reason—is because of the cars themselves.

They are beauties!

Better still, they are most practical and serviceable.

They are built for hard use—continuous use!

Ample protection and comfort are combined with remarkable sureness of performance.

You can depend upon them to render the desired results at all times—in all weather—for all occasions and on all roads.

They have the powerful thirty-five horsepower four cylinder Overland motor or the 35-40 horsepower six cylinder motor, as you prefer.

Let your Willys-Overland dealer show you.

Model Eighty-Five Four Sedan \$1485 Coupe \$1285
Prices are f. o. b. Toledo—Tax Free

WILLYS-OVERLAND, Inc., Omaha Branch

SALESROOMS
2047-49 Farnam St., Phone Doug. 3292

WHOLESALE DEPARTMENT
20th & Harney Sts., Phone Doug. 3290.

Model Eighty-Five Light Six Sedan \$1620 Coupe \$1420
Prices subject to change without notice



An Object Lesson

The plates are the first parts of your battery to be affected by abuse or negligence.

Starving and lack of water hardens them, overheating buckles them. In either case, the battery is ultimately made inefficient, or even useless—ruined.

Of course any battery will wear out in time, but 90% of all battery troubles might have been avoided by regular care, or prompt attention when the first symptoms of trouble appeared.

Keep in touch with us and you'll be dollars ahead—the good money you're spending on avoidable repairs, the price of a new battery even—for regular care means longer battery life.

Nebraska Storage Battery Co.

2203 Farnam St. Omaha, Neb. Tel. Doug. 5102
Authorized Willard Service Station.

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