

Gray Goose Is Emblem of New Wills St. Claire

First Automobile of Mo-Lyb-Den-Um Construction to Reach Market; Marysville Model Town.

Motorists who have not yet had an opportunity to get a close-up view of C. Harold Wills' first independent contribution to the automobile industry need only to look for the gray goose whom they visit the automobile show. Wherever they see the emblem picturing the swift flight of this wild fowl so favored of sportsmen they will find the Wills Sainte Claire car, now making its maiden appearance at motor car exhibition.

The Wills Sainte Claire car is a realization of the long-cherished ideal of its designer and maker, C. Harold Wills, who for many years was identified with the company that is the largest producer of automobiles in the world.

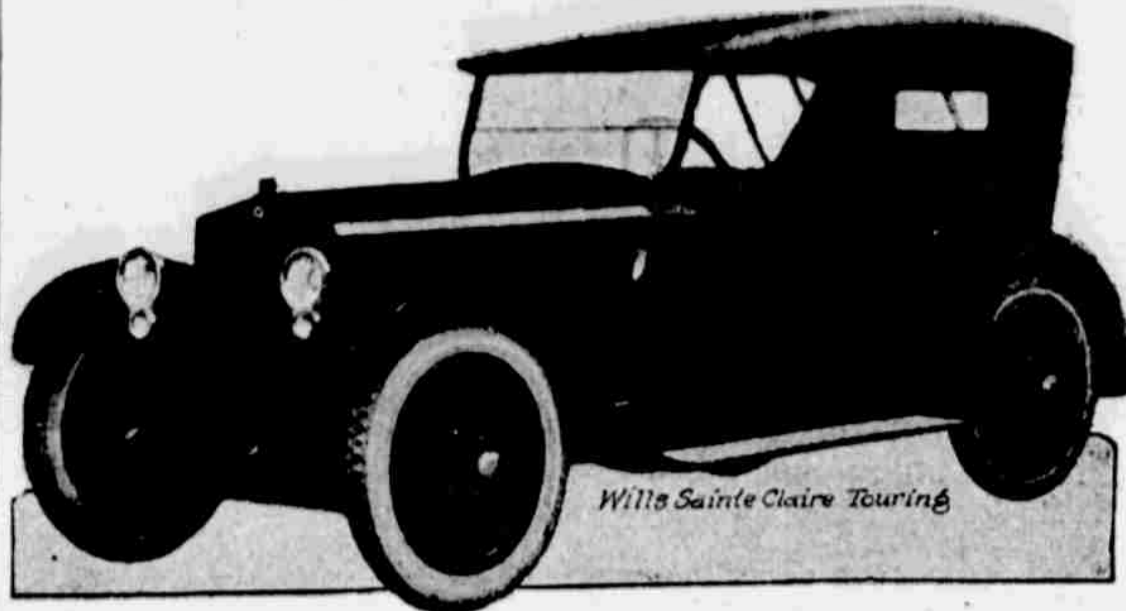
Internationally Known.
Internationally known as an automotive designer, metallurgist and inventor of time and motor machines and practices, Mr. Wills' determination to head his own company for the manufacture of his own product aroused widespread interest. His idea of laying out and building a model industrial center for contented workers at Marysville, Mich., on the St. Clair river was an innovation that immediately characterized his project as a most unusual undertaking.

Marysville is now about two years old and the Wills Sainte Claire cars are about one year old. The five-passenger touring car was the first to reach the public and this was quickly followed by a roadster, a coupe and a sedan. A limousine and a town car complete the line. The standard color of the touring car is a rich dark Huron blue; for the roadster the colors are Lady Mary maroon, Newport blue and Liberty green, and for the enclosed jobs the choice of colors is Wills Sainte Claire blue, Princess Mary Lake or Brewster green. The roadster has a rumble seat accommodating two passengers. When not in use it folds under the rear deck. All models have steel disc wheels of special Wills design and cord tires, with an extra wheel and tire as standard equipment.

Mo-lyb-den-um Steel.
All Wills Sainte Claire cars are built on a standard chassis powered with an eight-cylinder engine of the twin-four type, V-shaped and set at an angle of 60 degrees in order to eliminate the usual period of vibrations. The power plant is of overhead valve and camshaft construction.

It is the first automobile of Mo-lyb-den-um construction to reach the market. C. Harold Wills developed Mo-lyb-den-um steel, a new alloy, which enables him to secure strength and durability to the degree desired and yet to keep the weight of the car low.

Here's the New Wills Sainte Claire



Wills Sainte Claire Touring

New Closed Car Plant Finished by Dodge Bros.

Facilities for Sedan and Coupe Production Provided—Improved Type Received With Enthusiasm.

A definite expectation of an unusually heavy demand for the sedan and coupe throughout the year is indicated by Dodge Brothers' recent completion of an immense new closed body plant. The production capacity is said to have been practically doubled and dealers are being assured that the factory will do its utmost to keep pace with the usual rush of spring and summer orders.

Despite the most strenuous efforts, such as a greatly enlarged working force and long night shifts, it was impossible to catch up with the demand for several months after the improved type of sedan and coupe made their appearance last fall. From this enthusiastic reception of the improved cars it was evident that much greater facilities would be required, with the natural result that the new closed body plant was hurried to completion in ample time to meet the combined emergency brought about in the spring and a sharp price reduction.

Black and Cream.
With the straight sweeping body lines, disc wheels and custom windows in the improved sedan, Dodge Brothers seem to have considered the motorist's every desire in design and in comfort features. Cleanly chiseled body lines, which flow squarely backward from the cowl, strike the observer with their simple beauty. The windows are square cut in design and further enhance the straight,

graceful silhouette of the body. Considerably lower, the whole ensemble in its outward appearance immediately impresses one with its dignity and harmony of design.

The disc wheels are done in black enamel with cream stripe and hide from view the springs and other underneath parts. The disc wheels may be removed and are easily cleaned. The brilliant luster of the sedan's exterior finish is familiar to all owners of Dodge Brothers motor cars.

Soft Fawn Gray.
In the interior appointments, the sedan leaves little to be desired. Delicately striped mohair velvet is used in upholstering the wide, commodious rear seat. In front is a deep, wide, solid seat with rounded sides, also trimmed in the striped material. The four doors, which permit easy entrance and exit from any part of the sedan, are upholstered with plain mohair-velvet in a soft fawn gray. Combined with the heavily nicked handles by which the windows are easily raised or lowered, this adds a richness of tone which can hardly be adequately described.

The windows in the doors and body are garnished with natural black walnut and are of polished plate glass. The body of the car is equipped with Yale locks, affording additional protection against theft and insuring the safekeeping of bundles and other articles when shopping. Handy side pockets, arm rests and windshield cleaner are other conveniences of the improved Dodge Brothers sedan.

Other notable refinements are weather trips inside the doors, as an extra protection in unpleasant weather, anti-rattlers on the windows and a body heater connected with the exhaust.

The Source of Noises.
Loud squeaks in the car sometimes come from the rubbing of the body where it rests on the chassis. Loosen the body bolts, apply oil to all parts where the body touches the frame, tighten the bolts and the noises will be eliminated.

Round Trip Cost, Nashville to N. Y., \$55.10 for Four

Stephens Salient Six Makes Remarkable Run—No Stops for Repairs En Route.

Comparison of cross country travel by train and by motor car is a subject that always draws a crowd of listeners and brings many a warm discussion.

One record that attracts attention is that made by a Stephens salient six in a run from Nashville to New York City and return last summer with newspaper representatives acting as official observers.

When one thinks of the old get-out-and-get-under days of the motor car, it is refreshing to consider the development of the motor car as it is found today.

This run from Nashville to New York and return, during which the car crossed two mountain ranges, was made in high gear from start to finish except in the crossing at Laurel ridge, the highest point on the entire run.

The remarkable part of the trip is that, including tolls and ferry charges, the total cost for the driver and passengers was only \$55.10, which would hardly pay the one-way fare by railroad for a single passenger.

The Stephens used exactly 133 gallons of fuel, two gallons of engine oil and five quarts of water, a remarkable tribute to the mechanical perfection of the Stephens overhead-valve motor.

There was no stop for repairs or adjustments on the entire trip. The fuel average of this trip was 20.1 miles to each gallon of gasoline used.

New Line of Nash Autos Attracts Much Attention

Display at Show Includes Wide Range of Four and Six-Cylinder Models.

Interest at the Automobile show this year centers about the exhibit of the Nash Motors company, where is shown a new line of cars in six and four-cylinder models—prices on all of which have just been reduced. The display includes cars of various types, open and closed, there being a wide range of models, from a four-cylinder two-passenger roadster to a six-cylinder seven-passenger sedan.

Wheel base of all models is of generous length, thus, in the terms of the trade, providing "lots of car." Nash six-cylinder cars are built on 121 and 127-inch wheel base, respectively, and the four-cylinder cars are on 112-inch wheel base.

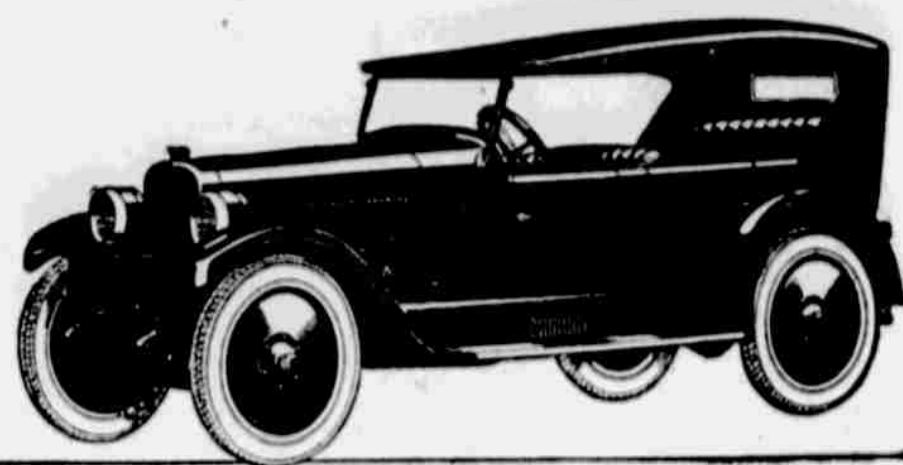
Two outstanding features of the cars in the new Nash line are their electrical equipment, their new and handsome bodies and their new spring suspension.

Adoption of Delco electrical system means thoroughly reliable ignition, as well as certain and easy starting. The new Nash springs are revolutionary in contrast to former spring construction. This spring consists of long thin leaves with a rebound plate, the arc of which is opposite that of the leaves. In going over the bumps or rough roads the rebound plate, acting as a snubber, checks the recoil, the shock is absorbed and the car rides smoothly, holding the road under perfect control. This results in a very considerable saving on gasoline, oil, tire wear, and car life.

Bodies on all models have been refined; tops have been lowered, windshields pitched at a lower angle and the six-cylinder cars have been fitted with parking lamps, silvered outside door handles and on these models there has been added to the dash equipment an accurate gasoline gauge.

As a finishing touch to the new Nash six and four-cylinder lines, the Nash perfected valve-in-head motor has been refined to the highest degree, giving remarkable power, flexibility and ease of control.

Abuse of Battery.
The use of non-distilled water in a battery is about as sensible as testing the battery with a screw driver—and about as frequently done.



New Series Chalmers Six \$1295

In this New Series Chalmers Six, the new Chalmers organization has accomplished two important things.

It has shown, first, that it was possible to bring the six, as a type, to a much higher state of perfection.

Second, it has embodied in this car a new measure of value, as indicated by its price of \$1295.



All Models Equipped With Disc Steel Wheels and Cord Tires Exhibited at the Automobile Show

Mid-City Motor & Supply Co.

2216-18 Farnam St. Omaha Phone Atlantic 2468

The CHALMERS SIX

Mexico Plans Big Auto Show

Cleveland Man Assists Arrangements for Week of April 16 to 23.

Mexico City, March 11.—(Special)—Extensive arrangements are being made for the national automobile show which is to be held here April 16 to 23.

Fred H. Caley, secretary of the Automobile club of Cleveland, O., and for several years manager of the annual automobile show held in that city, has arrived to assist in the details for the show here.

It promises to be the biggest event of its kind ever held in a Latin-American country. One of the looked for results of the show is that it will do much to stabilize the automobile business of Mexico.

At present it is conducted without regard to any standard of business ethics, it is asserted.

Flivvers Run on Moonshine Down in Arkansas Mountains

Mountain Home, Ark., March 11.—(Special)—One of the popular "rattlers" will run on the stuff, don't ever doubt it, and if you run out of gas and can't find a kerosene tank handy sit down by a tree and howl like a dog, or give three knocks on the smokehouse door, and you'll get it.

Bill Kelsey, who was making an overland tour through the Ozarks, drew into this place with an odor coming from his exhaust pipe that made a lot of people thirsty. He ran out of gas in the mountains and had to fill his tank with moonshine. Attention was attracted to the flivver on account of its actions. It had a musical note in its cough and was doing the Highland fling. After it had been filled with gas it had to be coaxed before it would run.

One Way to Take Teeth From Danger of Auto Skidding

When the car begins to skid the only thing the operator can do is to turn the steering wheel the direction of the skidding, with little or no pressure on the brake. This will correct the skid before damage is done, provided the speed is not too great.

Another way to prevent skidding is to leave the clutch engaged and the engine pulling slightly when the brake is applied. The slight pull of the engine when the brake is applied prevents the jacking of the rear wheels and in that way prevents skidding in a large measure.

Vanity Cases Becoming Standard Auto Equipment

Dainty little vanity cases, made of rare imported wood inlaid with designs and fitted with an alluring collection of toilet articles, are becoming standard equipment in many enclosed cars. In the more pretentious cars two cases frequently are found, the second companion piece of the first, providing smoking accessories.

Cole Aero-EIGHT MODEL 890

TWENTY-FOUR EIGHTY-FIVE for a Cole Model Eight-Ninety Aero-EIGHT—forty-two added improvements—a dependable, proved and powerful eight cylinder motor equal to any road condition, economical to a remarkable degree (12 to 15 miles on a gallon of gasoline)—brakes that have established world's records for safety and efficiency—twenty thousand miles or better on a set of tires—a car famed for its beauty.

\$2485

at Indianapolis



These are only some of the reasons why your next car should be a Cole.

Then, too, the recognized strength and unquestioned financial stability of the Cole factory should have considerable weight with you.

Also the quality of the Cole representation should appeal to you—it means good service at a fair price, and the right kind of service is almost as important to you as the car itself.

BY ALL MEANS SEE THIS CAR AT THE SHOW.

Traynor Automobile Co.
2200 Farnam St. OMAHA Phone Doug. 5268

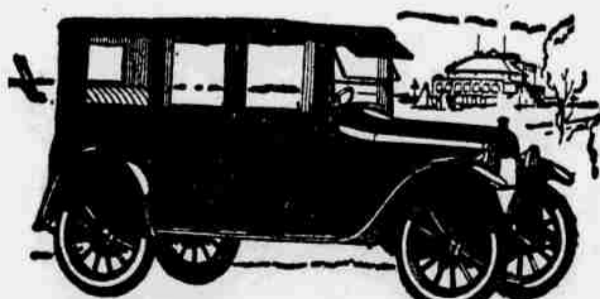
COLE MOTOR CAR COMPANY
INDIANAPOLIS, U. S. A.

Hupmobile All Prices at Rock-Bottom

The new, low Hupmobile prices, including the most recent reductions on the Sedan and on the Coupe, make these fine cars the outstanding values of all motordom today. See them at the Automobile Show, and take advantage of the price-savings which they present.

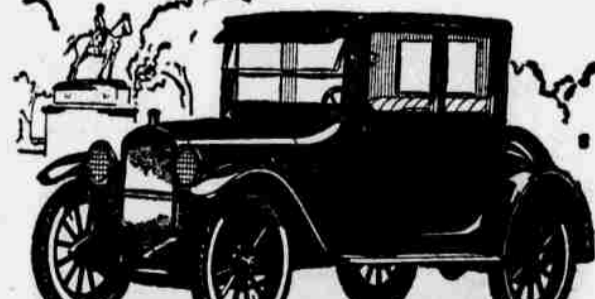
STEWART MOTOR CO.

2523 Farnam St. OMAHA Phone Doug. 8433



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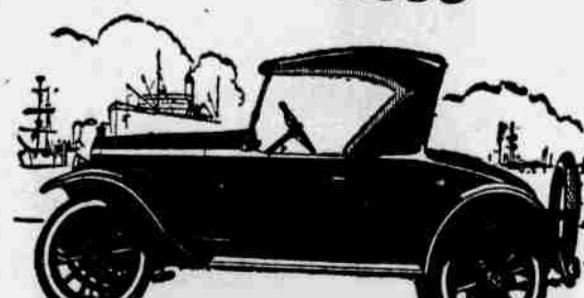
F. O. B. Detroit, Revenue Tax additional



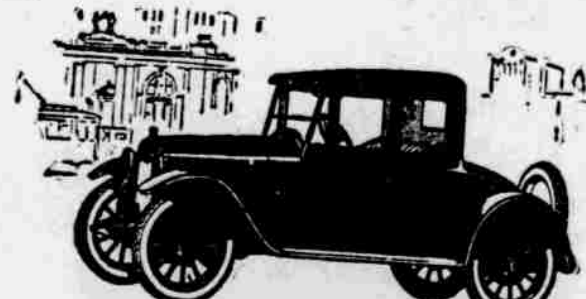
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