

Studebaker Puts in Complete New Line of Models

Light Six Replaced by Larger and More Powerful Car; Balloon Tires on All Styles.

The big news of the week in the automobile world is Studebaker's announcement of new models.

Because of the dominating position which this manufacturer holds, motorists throughout the city have been flocking to the Studebaker showrooms to see these newest achievements in motoring luxuries.

There are 15 entirely new Studebaker models, and each model is a complete refinement of the previous line. The designs are new—something never before seen on an American automobile. Studebaker has again pioneered in distinctive vehicle building.

Motorists are now offered by Studebaker the following new line: An entirely new type of open and closed car, a new medium weight six, a new four-passenger closed car, optional four-wheel brakes of remarkable design, genuine balloon tires—15 original and distinctive new bodies.

Closed Features.

A creation originated by Studebaker, which, it is believed, will supersede the present day open car is the new Duplex body. This new Studebaker is an open car which can be converted magically in five seconds into a waterproof, snug and dry, closed car of unsurpassing beauty. This new Duplex Studebaker body is an outstanding sensation.

This car has unusually beautiful lines, the finest Spanish leather upholstery and an unusual number of equipment features. This new Studebaker announces an entirely new Standard Six which takes the place of the former Light Six and while it follows mechanically the general design of that car it has a new and larger motor, the entire car is larger, heavier and much more beautiful and has much more room.

Of course the new Duplex body entirely supersedes the former open touring car and open roadster bodies, not only in the new Standard Six, but in the other two models, the Special Six and the Big Six.

The new duplex body on the Standard Six at the announced price of \$1,145 for the five-passenger version and \$1,295 for the three-passenger roadster marks a real opportunity for the buyer who likes an open car and also the comfort and protection of a closed car. Studebaker claims that it can satisfy both demands and at the price of the open car.

New Four-Passenger Closed Car.

Among the 15 bodies there is an entirely new four-passenger Victoria on the Special Six chassis. This is the cozy, compact, comfortable four-passenger car with the driver's seat slightly forward and for the fourth passenger there is an auxiliary seat which folds under the dash when not in use. The lines of this new four-passenger Victoria are especially original, distinctive and beautiful.

The finish is in lustrous varnish in dark blue similar to that of the Special Six and the Big Six sedans and coupes.

On each of its three chassis Studebaker provides a Berlin type of body, a five-passenger on the Standard Six and Special Six and a seven-passenger on the Big Six. This type of car separates the driver's compartment from the rear compartment with a sliding glass partition.

As customary, Studebaker has upholstered all of its closed cars in the finest mohair, which is an expensive and beautiful fabric, and the colors have been chosen to blend beautifully with the extraordinary finish of the cars.

The fittings of the closed cars include cut-glass reading and dome lamps, bell silver finished vanity sets, smoking sets, door handles and other metal parts; heavy wool carpets. All of the usual elegance found in the very finest closed cars are present in all the new Studebakers.

New Colors.

Three of the closed models in the Standard Six chassis introduce an innovation in beautiful colors. The lower panels are in light gray and the upper panels in dark gray. The separation is marked with parallel hair line red striping.

All of the Studebaker closed bodies are made by the Studebaker Corporation in its gigantic new body plant, the last of which, costing 10 million dollars, was finished in 1923. It is claimed that these modern plants with the very latest modern machinery are responsible for great savings effected in manufacture and this accounts for the obvious splendid quality of Studebaker cars at the prices offered—the prices for the closed cars range from \$1,335 for the Standard Six three-passenger coupe roadster to \$2,560 for the Big Six seven-passenger Berlin.

Balloon Tire Equipment.

Studebaker was among the very first of automobile manufacturers to introduce genuine balloon tires as regular equipment. Instead of the compromise on low pressure cord tires Studebaker has gone all the way and offered the public big genuine balloon tires on 20-inch and 21-inch wheels.

Studebaker probably is the first American manufacturer to design a car, not only mechanically, but from the standpoint of appearance for genuine balloon tires. Big wide fenders which deeply crown over the tires are the first designed by any manufacturer for balloon tires, so Studebaker claims. Body lines are low and massive and doubtless balloon tire equipment was held in mind by the designer in shaping the new Studebakers. Wood wheels in especially light natural finish, together with full nickel plated radiators, are in bright and sparkling contrast with jet black fenders and the dark blue of the bodies and they blend especially well with the light gray and jet black bodies of the Standard Six models.

Although the new Studebaker are regularly equipped with bigger and better two-wheel brakes than ever and with an entirely new emergency brake which operates on the propeller shaft, there is optional equipment offered in four-wheel brakes.

Changes Made in Studebaker Agency



F. D. Phillips.



F. E. Kennedy.

One of the outstanding changes in the local automobile field was announced this week by the appointment of the Frank D. Phillips Motor company as Studebaker distributors in the Omaha territory.

Mr. Phillips, who heads the organization, has been affiliated with the automotive industry for many years, and with the Studebaker Corporation of America for the last few years and has been located in Omaha as a Studebaker branch manager. His business connections have fitted him well to head an organization handling a popular line of cars like Studebaker. The policy established in the local office by the factory will be carried out by the Phillips organization.

The branch will be managed by F. E. Kennedy, who has served many years with Studebaker. Mr. Hall, who has been here in the capacity of retail sales manager, will return to the home office as eastern division sales manager.

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Our Public Servants

The Man on the Rear Platform.

If he is a pessimistic grouch—and he usually is not—it is your fault. Just think of all the diverse kinds of human animals he has to deal with every day, yourself among the number, and then ask yourself if he doesn't measure up pretty well.

If he doesn't know where John Smith lives he is a dumbbell, and the street car conductor who doesn't know when the Union Pacific or Burlington train leaves for Squeedunk or Hickville ain't got no business on the back platform, now.

"Gimme me a transfer on um-eh-blah, east."

"Transfer where?" he asks.

"I said east on Farnam street, you muttonhead. Can't you understand plain English?"

What would you do in the circumstances?

Well, that's just what the man on the back platform does not do. He merely punches the transfer and hands it to you, like the gentleman he is.

His duties are very simple. All he

has to do is to make change a couple of thousand times a day, work the handle of that jigger a million or so times, punch a thousand or more transfers, open and close the doors, signal the motorman, answer a lot of questions, many of them foolish, and keep a fairly intricate record with all the mistakes taken out of his pay envelope.

If he sometimes exhibits a lack of faith in his fellows, just remember that there are people who think it perfectly honest to beat a street car company out of a fare, and it takes a lot of children 15 or 16 years to be come old enough to pay fare, according to parental figuring.

In the rush hours of the evening, when everybody is in a hurry to get home, and men and women crowd and mill like stampeded cattle—talking to you now—it is not strange that the man on the back platform now and then talks to you as you are acting. No wonder he gets a bit peeved now and then. The wonder is that he don't turn loose and talk to you as cowboys are wont to talk to their refractory cattle.

Honestly now, haven't you found that the man on the back platform is usually averaging up with his male passengers in gentlemanly conduct? It isn't the easiest job in the world dealing with humanity in the mass, especially tired and hungry humanity.

by Victor J. Dixon, of Hon. Dixon said that he had suffered spinal disorders for years. He entered the shrine of St. Joseph's Oratory to worship during the benediction. One hour later he emerged completely cured, he says.

It is reported that the shawl collar on coats and frocks is not at all favored by the younger set.

Packard Blazes Major Highway Across Canada

Parallels Work Undertaken on Lincoln Highway 11 Years Ago; Coast-to-Coast Road.

Eleven years ago this month a Packard car was laboriously picking a connecting trail across the American west. In it were men imbued with the vision of a great transcontinental highway.

As they found their route by compass from desert mining camp to isolated ranch across country never surveyed, through the passes and across the deserts, they visualized the flood of traffic which would follow. They knew they were the vanguards of thousands of tourists to whom connecting roads across the west would mean access to the great open spaces and playgrounds of America and unimpeded, safe and sure communication with the Pacific coast.

Those men were locating what has been developed, even as their vision pictured, into the Lincoln highway of today. Along the path that Packard picked the traffic of a continent has followed.

Today another Packard is pioneering a through route across the Dominion of Canada. A Packard Six, in the hands of Lincoln Highway officials, co-operating with the Canadian Highway association, is on its way westward from Winnipeg in an endeavor to locate a feasible, through, connecting all-Canadian route across the vast empire between Lake Superior and Georgia Strait.

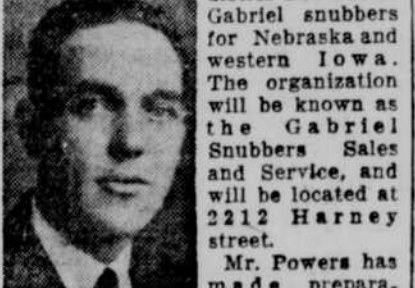
Engaged now in a work which parallels that undertaken by the Lincoln Highway association in the country 11 years ago, the Canadian Highway association is endeavoring to locate a route north of the international border through Manitoba, Saskatchewan, Alberta and British Columbia, through the Canadian Rockies south of Calgary and Banff, which will mean as much, in its ultimate development, to the Canadian northwest as the Lincoln highway has meant to the American west.

In the past all motor travel into that beautiful region of southern Alberta about Lake Louise has been barred from British Columbia and the Canadian coast north of Puget sound by the impregnable ramparts of the Rockies through which the Canadian Pacific railroad has bored its world-famed tunnels. Now, as a step toward the ultimate development of a route for motor travel north of Spokane, the Packard Six, official Lincoln highway car, will attempt to pick the trail.

TAKES DISTRIBUTION OF GABRIEL SNUBBERS

William J. Powers, owner of the Vesta Battery company of Omaha, has secured the distribution of Gabriel snubbers for the Packard Six, official Lincoln highway car, and western Iowa. The organization will be known as the Gabriel Snubbers Sales and Service, and will be located at 2212 Harney street.

Mr. Powers has made preparations to handle the service and install the snubbers in the quickest and most efficient manner, he says.



W. J. Powers.

Tire Company Has New Economy Plan



A new plan for manufacturing and selling automobile tires is forecast by the recently organized Mainard Rubber company.

This plan is the combined work of experienced tire manufacturers and expert tire merchandising and advertising men.

The product is represented by several brands of tires. All are of standard qualification, and all enjoy large patronage in local fields.

The plan promises enormous savings in cost to the consumer.

George E. Mainard, for many years associated with the American Tobacco company and one of the best known merchandising and advertising men in the country, is president. Mainard is going to do a needed public job—in a line of manufacturing which affects the pocketbook of nearly everyone.

FLINT CAR TO MAKE DEBUT IN IRELAND

Announcement has just been made by Wm. E. Holler, vice president and general manager of the Flint Motor company, that the Flint Six line of cars will be merchandised and serviced in Ireland by the Clanwilliam Motors, Ltd., of Dublin.

This company of which James A. Campbell is managing director has had a most remarkable growth, and since acquiring several months ago the old established business of Messrs. Harry Ferguson, Ltd., is recognized as being the largest distributor of motor cars in Ireland.

Following a conference with Wm. E. Holler at the Flint Motor company at which time he thoroughly inspected the Flint plant and the quality materials and skilled workmanship which go into the car, Mr. Campbell

stated that arrangements had been completed whereby Clanwilliam, Ltd., would represent the Flint Motor company in Ireland.

"For some time," said Campbell, "we have merchandised the Durant car in Ireland, and we find that our people are very quick to realize the merits of this motor. Since observing so many Flint cars in England and in numerous continental cities, and after having thoroughly inspected the design and construction of the Flint car, we predict a splendid reception in our country for this latest Durant achievement."

341 Carloads of Grain Shipped From Liberty Beatrice, Sept. 13.—During the last month 341 carloads of grain were shipped from the little town of Liberty, southeast of here. Local grain men look on this shipment as a record for a town the size of Liberty.

Hudson Building Most Closed Cars

Local Representative Has Learned Reason for Low Price.

R. H. Davison of the Omaha Hudson-Essex company, has returned from a trip to the factory, and reports the Hudson company, first manufacturer to specialize on building enclosed cars, now is the largest builder of six-cylinder enclosed cars.

Production on Hudson-Essex coaches was started two years ago and today Hudson is building more than 95 per cent enclosed cars.

Because of specializing on the coach bodies, substantial and important economies in every phase of the Hudson-Essex manufacture has resulted, and the public is offered Hudson and Essex coaches at an unchallenged price.

Large production, of course, is the only way possible to manufacture automobiles in such a way that the public may obtain full value received.

Davison saw the 100,000th Essex coach leave the assembling line, this number having been reached in the last eight months.

STAR COMPANY NOW IN THIRD YEAR

Two years ago this month the first delivery of a Star car was started by

Durant Motors, according to Andrew Murphy & Son, local distributors of Star automobiles. Since then, more than 250,000 Stars have been built and sold in the United States. In the two years the Star jumped from the bottom of the list to the fourth largest builder of cars in the world, and Mr. Murphy says, we have delivered more than 3,000 of these cars in Nebraska and western Iowa in the past two years.

MOTOR CAR HEATER FINALLY INVENTED

Walter A. Kysor, who developed the Acme Motor truck, and was for eight years president and general manager of the company, has invented a motor car heater which ventilates as it heats and eliminates the disagreeable fumes which have accompanied car heating in the past.

He has organized the Kysor Heater company at Allegan, Mich., to manufacture it.

In his new motor car heater, Kysor has solved an engineering problem which has baffled automobile manufacturers since winter driving became the mode. He has adopted the principle of heating fresh air by circulation through a combined heater and muffler unit and forcing it into the automobile through a small register in the floor. This compels a constant change of air in the car, with perfect ventilation. The old air is forced out through joints of the doors and windows and cracks in the floor. The ventilation is so effective that several men can smoke in a closed car without the air becoming stuffy.

ANNOUNCEMENT!

We take extreme pleasure in announcing that we have secured the distribution for Nebraska and Southwestern Iowa for

Gabriel Snubbers

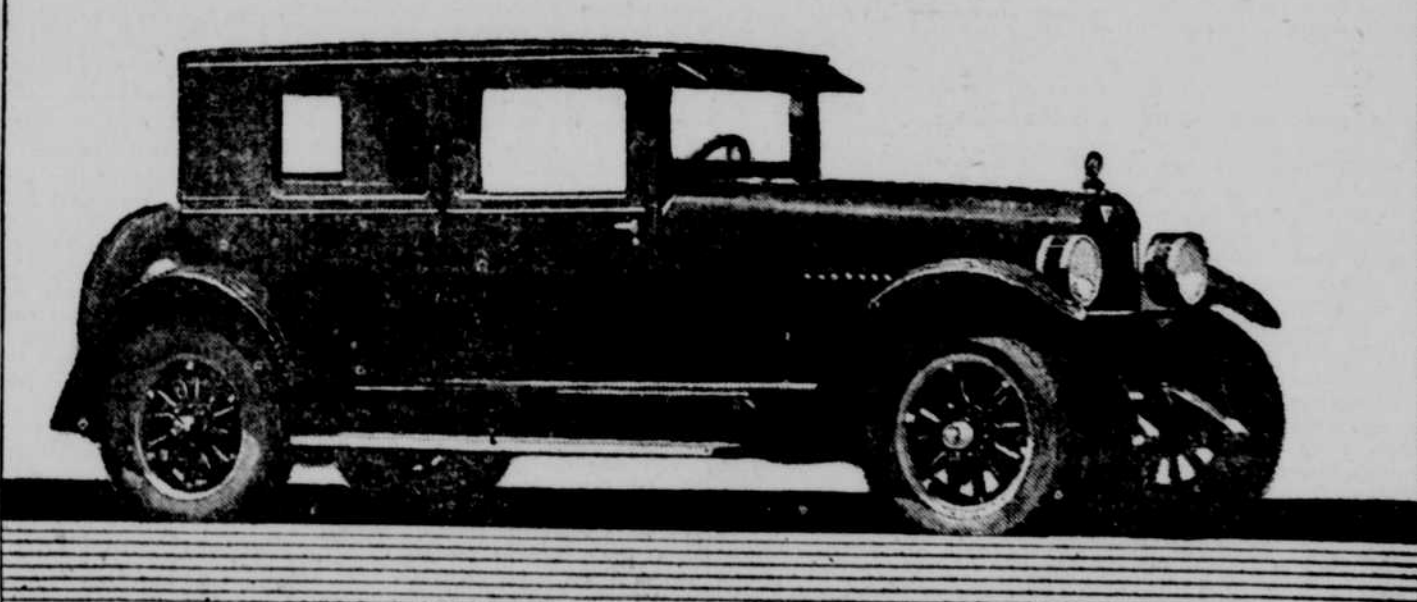
We will be pleased to have you call and have your snubbers inspected and adjusted

FREE OF CHARGE GABRIEL SNUBBERS

Sales and Service 2212 Harney Street

William J. Powers, General Manager

The Outstanding Value of Motordom Admitted by All—Sales Prove It



At Exactly Open Car Cost \$1500

The HUDSON Coach again Makes History

This Hudson Coach is the first closed car ever to sell at exactly open car cost. And Hudson, alone, can build it. As the largest producer of 6-cylinder closed cars in the world, Hudson exclusively holds the advantages to create this car and this price. And now genuine balloon tires are standard equipment.

It is the easiest steering, most comfortable and steadiest riding Hudson ever built. No car is smoother in action. None, regardless of price, excels it in reliability or brilliancy of performance.

OMAHA HUDSON-ESSEX CO.

Harney at 26th St. Tel. AT lantic 5065

Associate Dealers: Marmon-Hayward, Inc., 2416 Farnam St. Killy Motor Co., 2064 Farnam St.

INSURANCE MEN OFF FOR CANADA

H. B. Gengnagel, manager, and 18 agents of the Omaha branch of the Travelers' Insurance company left Thursday evening for Quebec, where they will attend the 60th annual convention of the company. The agents making the trip are those who have been in the production of new business.

Those who will attend the convention are Mr. and Mrs. Tom S. Kelly, Mr. and Mrs. R. P. Hamilton, Jr., Mr. and Mrs. R. M. Hibben, Mr. and Mrs. T. J. Bruner, Frank L. Sveska, Anton J. Tusa, Gus A. Dvorak of Omaha, Mr. and Mrs. O. L. Morse of Lincoln, Mr. and Mrs. C. J. Bachoritch of Fairbury, Mr. and Mrs. Claude Shaw of Superior, Mr. and Mrs. R. H. Mohrman of Geneva, Charles D. Holman of Nebraska City, Charles G. Meul-ton of West Point, Mr. and Mrs. Cass Martin of Fremont, G. L. Carver of Kearney, Mr. and Mrs. C. L. McGranaghan of Falls City, James G. Miller of Crete and H. J. Kemper of North Platte.

FARMERS TO USE GUNS ON TOURISTS

Sterling, Conn., Sept. 13.—"Pee when you see the whites of their eyes" was the order given at Funder Hill years ago—and repeated here when farmers stormed the local justice of the peace asking how to protect their growing crops from the ravages of motor parties that this summer have been sweeping the countryside.

"Load up your shotguns and pepper 'em!" said the justice. "Lie low and fire when you see the whites of their eyes!"

As an alternative the natives were advised to shoot at the tires of motor cars, which often are parked beside a cornfield, while a party of tourists are busy stripping all the corn they can carry. A detail of state police is expected to be sent to protect the farmers.

EX-SULTAN'S SON TO RUN FACTORY

Budapest, Sept. 13.—Prince Abdul Kahir, son of Turkey's former sultan, is the latest person of royal blood to venture into the world of business.

He is at present living in a tiny four-room flat in the city and has entered into negotiations for the acquisition of a machine building factory, which he intends to run himself, having been taught the trade of a mechanical engineer during his father's regime as sultan.

SHRINE CURES SPINE INJURY

Ogdensburg, N. Y., Sept. 12.—An amazing story of the cure of an ailment with which he has been afflicted for years, during his worship at St. Joseph's Oratory, on the mountain side of Montreal, was told here



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 - General Blacksmithing
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- (Roller and Ball; all sizes; for cars or trucks)

Andrew Murphy & Son, Inc.

14th and Jackson Sts. Here 54 Years

Star and Durant Cars
White - Republic - Mason Trucks