

Two Officials of Maxwell Elected Vice Presidents

Sales Manager and Chief Engineer Promoted by Board of Directors of Allied Companies.

Announcement is made by Walter P. Chrysler, president and chairman of the Maxwell-Chrysler-Chalmers board of directors, that J. E. Fields has been elected vice president in charge of the corporations' sales, and that Fred M. Zeder has been elected vice president in charge of engineering.

The ability shown by Mr. Zeder and Mr. Fields since they assumed charge of the engineering and sales departments of the entire corporation five months ago is responsible for this promotion, says Chrysler.

To the industry, generally, the rapid promotion of the two men will be important news, though it has been freely predicted by Maxwell-Chrysler executives for some time, owing to the outstanding improvements, particularly in the Maxwell division, in sales, merchandising and engineering, which the two have sponsored and carried out.

Fields joined Maxwell 18 months ago as a sales director. He was chosen to take charge of the corporation's combined sales departments following the sudden death of Arthur E. Barker in January. For 36 years, beginning with the old Thomas-Detroit company, he has been intimately associated with the problems of motor car distribution—as dealer, territorial manager and sales manager.

Zeder's motor car engineering experience has been of similar duration. For years he has been internationally recognized by the automotive industry as one of its outstanding engineering authorities.

The advent of the Chrysler Six focused public recognition upon his ability far above that of any of his previous achievements. He and his associates—Carl Breer and O. R. Kelton, his chief assistants in the corporation's engineering organization—have, in the last few months, come to be accepted by the industry and public alike as the originators of an improved type of motor car engineering and designing which is bound to influence the entire engineering and design of motor cars, both here and abroad.

Zeder and his two chief associates allied themselves with Mr. Chrysler four years ago. They later gave up their business as general consulting engineers to the entire automotive industry at the insistent plea of Chrysler.

Need of Uniform Motor Law Urged

Drivers Must Now Learn Set of Rules for Every City, Says Cadillac President.

The need for fair and uniform legislation on the use and operation of motor vehicles throughout the United States, and an invitation for exchange of ideas on legislation between the national motor vehicle conference committee and motor vehicle associations abroad were high points in the address of H. H. Rice, president of the Cadillac Motor Car company and chairman of the legislative committee of the National Automobile Chamber of Commerce, at the World Motor Transport Congress just held in Detroit.

The congress was attended by 140 delegates from 42 foreign countries, besides many representatives of the industry in this country. Rice pointed out that up until 1904 there were practically no motor vehicle laws in the United States and that since that time laws had been passed by the legislatures of every state in the Union, covering both their taxation and operation.

In the matter of registration or license fees alone, he pointed out, there is so much lack of uniformity that the fee on a five-ton truck, for example, varies from \$40 in one state to \$300 in another. He saw the same need for uniformity in laws affecting the operation of the municipalities as relating to size, weight and speed and traffic regulation.

"At the present time," states Mr. Rice, "there is so great a diversity in these laws that a driver going from one state to another, or even from one city to another in the same state, may be confronted with an entirely different set of traffic regulations. The condition makes it necessary for the driver to familiarize himself with the rules of all the different states, and municipalities as well, if he wants the assurance that he is driving properly."

RICKENBACHER PRICES RAISED

Rickenbacher Motor company has advised its distributors that, effective at once, prices of all closed models will be raised \$60.

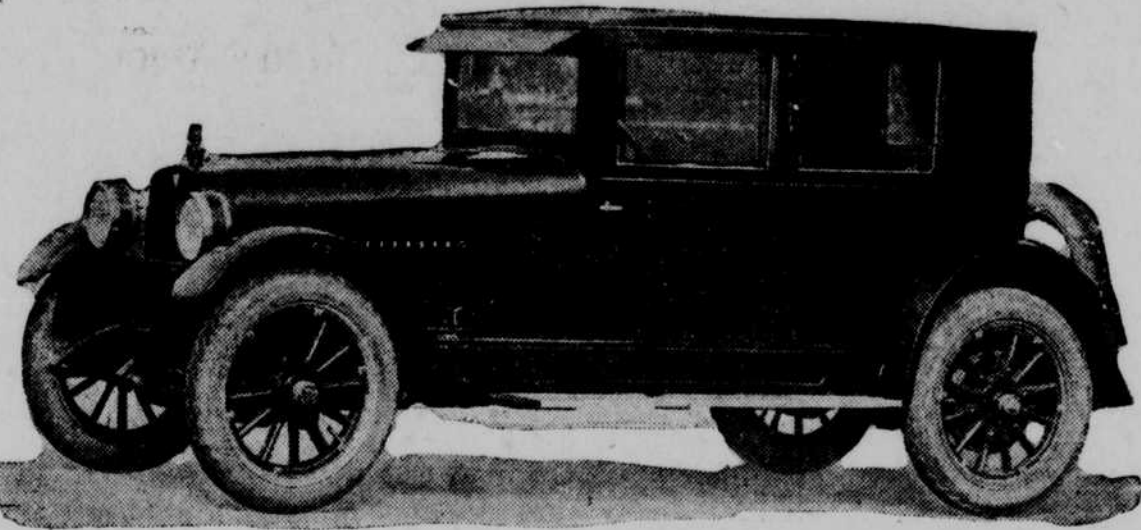
"This is necessary because of increased cost of production," says Capt. Eddie Rickenbacher, vice president of the company.

"This, in turn, is due largely to the incorporation of several new and expensive features, such as the fuel and oil rectifier, adjustable wrist-pin bushings, multiple-disc clutch and others.

"Cost of labor and materials also have increased. Prices of open models will not be raised, but the present at least, though, due to rapidly decreasing volume of open models, costs are constantly rising, and selling price must inevitably increase to keep pace with that factor."

The democrats and insurgents never could forgive themselves if they permitted taxes to be reduced by a republican majority.—Cleveland Times.

Public Sells Itself on Coach, Says Hudson Dealer



R. H. Davison of the Omaha Hudson Essex company, in speaking of the new Hudson coach, said: "The public has sold itself on the coach. We actually have done very little to urge motorists to adopt this type of car. But it fits the needs of the average motor car owner so perfectly that its sale in a very large volume has come about naturally."

"In the winter it sold because a closed car has obviously many advantages in that season over the open type. In the long rainy season of our 1924 spring, the coach was wanted because it gave perfect protection and comfort at a moderate cost."

"And now that we are coming to warm weather, motorists are going to want the coach because it will protect them from dust and wind, and because the occupants can regulate the temperature and ventilation just exactly as they want it. The closed car is warmer in winter and cooler in the summer."

39 Dealers, 100 Salesmen Awarded Chevrolet Prizes

Winners in Heart of Winter Months, Beat Sales Records of Preceding Summer.

Thirty-nine dealers and 100 retail salesmen throughout the United States are announced as winners in the \$20,000 national midwinter prize contest conducted by the Chevrolet Motor company. The checking of the sales records of all those competing has been completed, and within a few days each of the winners will be notified officially by the company as to his standing in the contest.

Under the rules of the contest, these dealers and salesmen, in the heart of the winter months, with snow and cold and bad roads and buying apathy to comfort them, beat their preceding summer's sales records. Free trips to Detroit, gold watches, and chests of table silver will be awarded to ones who succeeded in doing it.

19 Win Grand Prize.

Nineteen dealers, each representing a different sales zone, won the grand prize—a return trip, in June, all expenses paid, to the Chevrolet headquarters and parts plants in Detroit and the big assembly plant at Flint, Mich., including various sight-seeing tours in and around Detroit and a day's visit, by steamer, to Put-in-Bay, Lake Erie, the scene of Perry's famous naval victory. The topnotcher in this division is John L. Handel & Co., Chillicothe, Tex., who scored an increase of 1166 per cent over his summer sales record.

Twenty dealers, one to a zone, won second prize—the choice of a \$150 17-jeweled solid gold watch engraved with the record of the winner's achievement, or a 140-piece silver service.

Similar prizes will be awarded to the 21 successful contestants winning first position in the retail salesmen's division. The high man here is Vance Kearns, connected with Carpenter Motor company at Durham, N. C. Kearns' sales showed an average monthly increase of \$5,180.

Choice of Watch or Silver.

Second, third, fourth and fifth position among the retail salesmen was won by 21, 21, 19 and 18 contestants, respectively. Each of these 79 lucky ones will be given the choice of a \$50 17-jeweled solid gold watch, suitably engraved, or a 29-piece silver service.

In the dealers' class, two of the winners showed an increase over their summer sales record of more than 1,000 per cent; two made over 400 per cent increase; five over 200 per cent, and seven more than 100 per cent. The retail salesmen's class showed many winners averaging a monthly increase, for the midwinter months of \$5,000 or more.

Blue Bird Wins Camp Curry Run

Two Overlands Victors in Eighth Annual Economy Test.

What is probably the most auspicious debut ever scored by a new Willys-Overland model is the win by the Overland Blue Bird in the eighth annual 400-mile Los Angeles-to-Camp Curry Yosemite economy run, May 17 and 18.

In addition, this car won the trophy in its own class, an Overland Model 91 won its class cup and a Willys Knight touring captured the second sweepstakes prize, a truly remarkable score in a grueling test conducted by the Automobile club of southern California.

Using only 13 3/4 gallons of gasoline, no additional oil and only 14 pints of water, the Blue Bird, piloted by Joe Bozzani, of the Bozzani Motor Car company, Los Angeles city dealer, won the sweepstakes cup with an average of 29.36 miles to the gallon, completely outperforming the rest of the field.

This is the third time that an Overland has won the sweepstakes honors. What made the victory all the more remarkable was the total weight of the winning Overland, its poundage of 3,520 being exceeded by only eight cars in the test, thus demonstrating its ability to carry weight as well as to operate economically. The Blue Bird's ton mileage per gallon scored for the sweepstakes honor position was 49.61.

Besides winning the sweepstakes trophy, the Blue Bird also captured the honors in its own class, 2-A, for cars selling at more than \$651 at the factory, in which it scored a ton mileage of 61.67.

Economy Run Is Won by Oakland

Makes Third Straight Win for Car—Takes Gasoline Consumption Prize.

For the third consecutive year the Oakland Six was a prize winner in the Los Angeles-Camp Curry economy run—the classic event of its kind on the Pacific coast.

A. L. Peterson, at the wheel of a "True Blue" Oakland sedan, staged the big surprise of the run by trimming his teammate, Harry Neville, Neville was a two-time winner of the sweepstakes trophy, taking both the sweepstakes and class cups with an Oakland car in 1922 and 1923. In both this event and the San Diego-El Centro run.

Peterson won two cups—the cup in class 3-A with a gasoline consumption record of 22 gallons, averaging 18.18 miles to the gallon and a ton mileage score of 3,418, and the cup for the best enclosed car record.

This year's run established an entirely new set of records because the course was different and the conditions of the contest were greatly changed.

With the elimination of all coasting and turning off of the ignition system, even on down grades, this year's contest was more severe than any individual owner would experience. The run virtually amounted to a nonstop motor event.

The route this year was longer than previous events by 40 miles and there were fewer miles of paved roads. Due to the intense heat under which the run was staged, the event was not only a test of gasoline economy, but even more so of lubricating and cooling efficiency.

BALLOON TIRES ON STAR SPORT

Motorists will read with interest the announcement of Star Motors, Inc., that a new model has been added with balloon tires and four-wheel brakes. It is a new Star car special model, priced at \$745, f. o. b. Lansing, Mich. The price includes five balloon tires as standard equipment.

This model is furnished in a choice of colors and has a nicked radiator. Thus far only the five-passenger special touring has been shown with four-wheel brake and balloon tire equipment.

Shown in New York the latter part of April, the new car gained instant popularity, and Star dealers everywhere have welcomed the addition to the new Star line, which is comprised of nine models—the standard touring, roadster, coupe and sedan; the special touring and sedan, the sport touring, roadster and the new model here announced.

S.S.S. keeps away Pimples

You will be compelled to admit that the results of S.S.S. are really amazing!

Did you ever know how big cities make the hydrant water fit for you to drink? That's what S. S. S. does to the blood in your own blood.



Increase your Red-Blood-Cells. That's the sure way! S. S. S. builds Blood-Cells; this means strength! Pimples. It makes it fit to circulate. S. S. S. is acknowledged to be one of the most powerful, rapid and effective blood-cleansers known. You don't have to use some new fad treatment that is mere guesswork; you don't have to smear things on your face in a vain effort to get rid of eruptions. Eruptions come from blood impurities and a lack of rich blood-cells. S. S. S. builds new blood-cells. This is why S. S. S. routes out of your system the impurities which cause boils, pimples, blackheads, acne, blotches, eczema, tetter, rash. That's why S. S. S. has done such wonderful work in freeing thousands from the scourge of rheumatism. S. S. S. is also a remarkable flesh-builder. That's why underweight people can quickly build up their lost flesh, get back their normal weight, plump cheeks, bright eyes, and "pop." S. S. S. is sold at all good drug stores. The large size is more economical.

S.S.S. makes you feel like yourself again!

Buick Builds Car on Platform at Public Exhibits

Units for Construction Secured From Local Dealers in Cities Visited by Special Truck.

Approximately 35 of the leading cities of the United States are to witness one of the most novel demonstration ever conducted by an automobile factory, through the enterprise of the Buick Motor company, Flint, Mich. Recently a General Motors truck, with an especially built body for the job in hand and fitted at each side with hinged platforms which, when let down, furnishes an adequate stage for the proceedings, arrived with three Buick workmen and a lecturer at Saginaw, Mich., the initial stop of a coast-to-coast tour of approximately 3,000 miles.

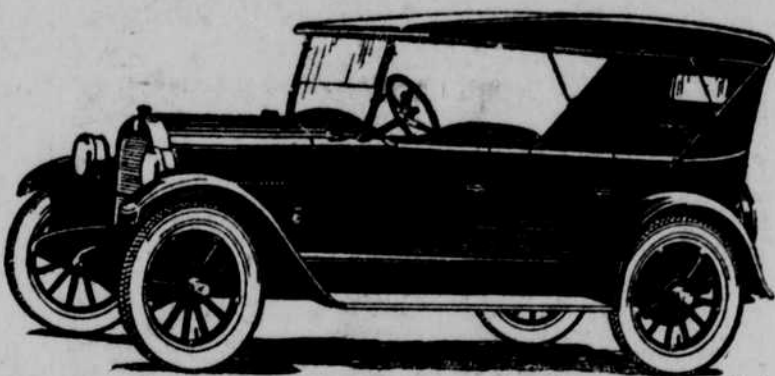
A Buick car was built openly before the public on the platform fitted to the truck entirely from units obtained from the stock of the local Buick distributing house. The idea is not only to exploit the simplicity and sturdiness of the Buick chassis, but also the interchangeability of parts that can be obtained from Buick representatives in all parts of the United States.

The caravan proceeded from Saginaw to Battle Creek, Mich., where a similar demonstration was staged, thence to Detroit, from which city it proceeded to the Atlantic coast. It will return later to the south, visiting the states intervening between New England and the Gulf of Mexico. On the return trip it will proceed as far north as Minneapolis and then to the Pacific coast.

At each of the points where a demonstration is arranged, a complete chassis will be built, and driven away on its own power. This is literally carrying the Buick factory to the consumer.

The building of the car is explained in an address by Patrick Keating of the Buick factory service

Murphys Show New Durant Touring



The new Durant touring makes a very attractive appearance—it has nickel radiator, nickel headlights and nickel cowl lights. The motor shows a number of improvements pointing toward economy of operation. Disc wheels are regular equipment.

department. Keating follows verbally the operations as they are performed by the workmen, and gives the specifications of the various units.

NUMBER OF OLDS DEALERS GROWS

In the past six months the Olds Motor works, Lansing, Mich., has increased the number of Oldsmobile dealers 65 per cent, has reduced dealer turnover to a negligible amount and bettered the personnel of its selling force, Leon Dodge, assistant sales manager of the factory reports.

"In a recent interview, Alfred P. Sloan, Jr., president of the General Motors corporation, indicated a trend toward higher automobile prices, and declared the increased cost of distribution was one of the chief reasons why this would be necessary," said Dodge.

"The Olds Motor works anticipated this condition and for months has been working toward the formation of an efficient and therefore economical, dealer organization. It is our theory that the factory is only as strong as are its dealers, and for that reason we have laid particular stress on appointing only dealers who are substantial business men." The large increase in the number

Automobile Makes 27 Miles on air

An automobile goes 27 miles on air by using an automatic device which was installed in less than five minutes. The automobile was only making 30 miles on a gallon of gasoline, but after this remarkable invention was installed, it made better than 57. The inventor, Mr. J. A. Stansky, 1068 Eleventh street, Pukwana, S. D., wants agents and is willing to send a sample at his own risk. Write him today.



THE NEW STANDARD Touring Car

Now Ready for Delivery

Altem Greasing System Now Regular Equipment.

Touring \$620 at Omaha



Here 54 Years

Andrew Murphy & Son

14th and Jackson Sts. BEE WANT ADS BRING RESULTS



Revolutionary Results Told By Walter P. Chrysler

Revolutionary riding and driving results have come rapidly during the past year in the development of both the Chrysler and the Maxwell.

They are the fruit of an experience which bridges 20 years and the manufacture of some 2,000,000 cars.

During recent months, with participation of the Chrysler engineering staff, this experience has culminated sharply in refinements of the most important character, which set the good Maxwell above and beyond four-cylinder cars as you have always known them.

Take for instance the good Maxwell's new practice of mounting the front end of the motor on a floating platform spring, instead of bolting it rigidly into the frame in the ordinary way.

It seems a simple thing to do, but there is a world of difference in the riding and driving results.

Gone is every noticeable trace of vibration from the body of the car—but mere words can never tell the splendid effect of this new development.

The great crying demand of the motoring public today is for removal of vibration and consequently greater ease of riding and driving.

And the good Maxwell now answers that demand in a way no four-cylinder car has ever done before.

Here you have at an impressively moderate price, a sturdy car which will carry you all day long with unprecedented ease—which rides with all the solid comfort of twice its weight—which steers with a new ease—and leaves mind and body untired at the end of the day.

And that is only one result of late Maxwell improvements.

Owners are now averaging 18,000 miles and more to a set of tires; better than 22 miles per gallon; grinding valves, setting up tappets and removing carbon only at long intervals; main bearings rarely if ever replaced.

The good Maxwell of today registers the premier advancement among four-cylinder cars. It has been the subject of continuous and consistent improvement.

Its makeup includes at all vital points the same pure alloy steels found in the costliest cars.

Without question, you want to get for your money the latest and the best that you can find.

Our assurance—my personal assurance, without reservation—is that the good Maxwell is the car to satisfy you on all counts; and that it will satisfy you if you give it the chance.

W. P. Chrysler
President and Chairman of the Board
MAXWELL MOTOR SALES CORPORATION

The Good MAXWELL