

Rates Revised to Meet Demand for Closed Cars

Present Production Schedule to Continue Six More Weeks—Farm Market Opened.

By Universal Service.
Detroit, June 2.—Current production schedules, slightly lower than those in effect two weeks ago, will be maintained for at least six weeks according to present prospects. The small trimming of factory output which took place in the last 10 days was a voluntary action on the part of manufacturers, with an eye to preserving the present firm position of the industry.

Demand for cars, particularly sport jobs and open models, continues at levels close to those of a month ago when all marks were smashed. Plant schedules are being revised to handle the proportionate increase in demand for closed models.

With the cry for the all-season model as pressing now, when the open type is usually dominant, motor car makers are sensing the situation and preparing accordingly for fall business.

One prominent manufacturer told me recently that the open car will soon be the exclusive model, because of the greater number of closed cars in use. The unprecedented call for the all-season car, is, of course, resulting in greater production of the type, and with this condition is coming lower prices on closed cars generally.

On the other hand, with the demand for open cars decreasing, production of the type must slow up somewhat and the price rise slightly. When volume of production of open models slows somewhat, manufacturing costs per car (of the type) are sure to increase.

A particularly optimistic note, sensed during the week, was the opening up of the farm market. This is especially true in the west and in the south.

Merchandising campaigns are now shifting from the industrial to the agricultural communities, where more than 75 per cent of motor car production is normally absorbed.

Farmers are starting to buy cars in greater numbers now for the reason that good crops are assured generally.

At least six new models of various makes are expected on the market August 1. One is a new "copper-colored" car to sell for approximately \$1,000; another is an "eight-in-line"; others are of a less startling nature.

Another Free Tire Station Is Opened

Sprague Adds New Features to Bluffs Unit; South Omaha Next.

Another Sprague free tire service station was opened in Council Bluffs Saturday, according to E. H. Sprague, president of the Sprague Tire and Rubber company of Omaha. The new station is located at First avenue and Fourth street and is under the supervision of J. P. Piper.

Like the Omaha, Dallas and other stations, the Council Bluffs unit will render free tire service both at the station and on the road to motorists who have had tire trouble. Sprague has announced that he will change tires, furnish air, inspect rims anywhere, any time.

The Council Bluffs station contains several features not represented in other units, but which will be added as soon as space becomes available. The most important of these is the rim buffing machine for the free use of motorists. Every rim that comes into the station is buffed in this machine, all the rust and dirt is removed and the rim is given a fresh coat of aluminum paint. The inside of the rim is then treated with graphite to prevent inner tubes sticking and thus causing inner tube trouble.

The next station to be opened will probably be in South Omaha, as ground has already been leased and work will start within the next few days on the erection of the building.

Spain Facing Shortage of Public School Teachers

Madrid, June 2.—The Spanish nation finds extreme difficulty in obtaining elementary school teachers, of whom a further 28,000 are required in order to provide the millions of illiterate children with education.

The reason for the shortage is the small salary offered to elementary educators, who begin with only 2,000 pesetas yearly, and may with great good luck reach 2,500 after 25 years' service. There are naturally some posts in the profession which are better paid, but these are few and far between, numbering only 142. The highest paid is remunerated with 8,000 pesetas yearly.

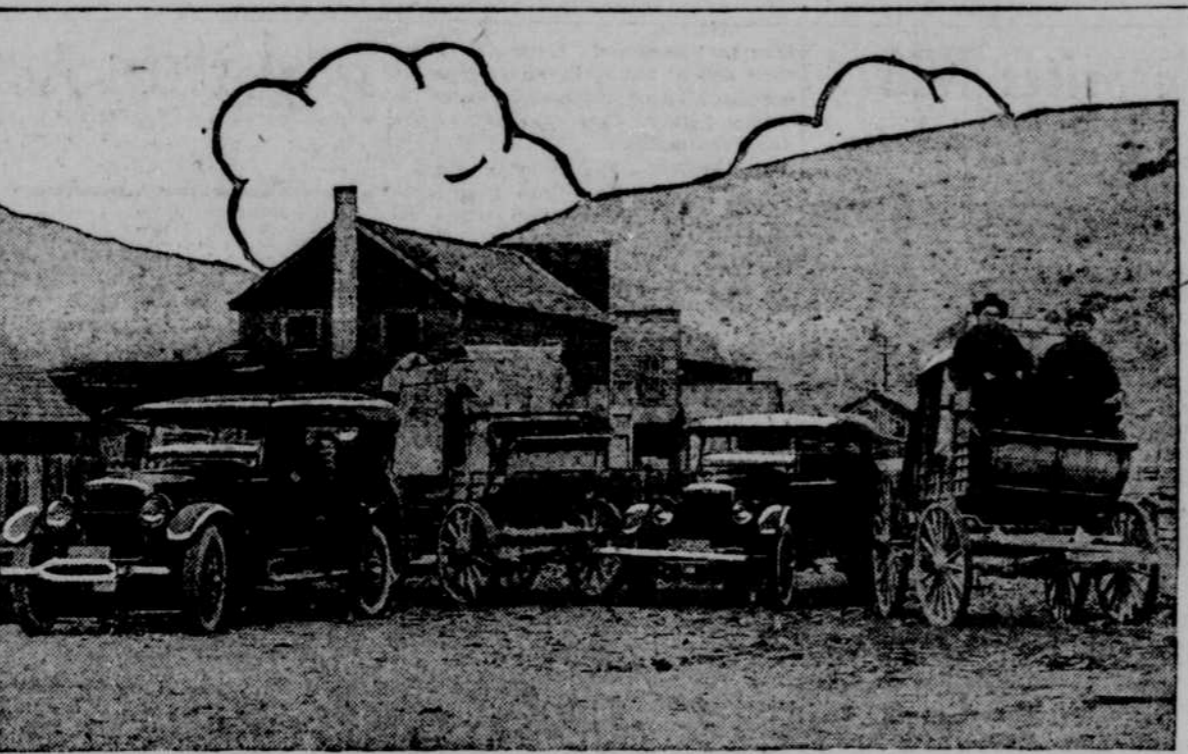
Former Soldier Trains Hens to Do "Squads Right"

Central Square, N. Y., June 2.—Charles Caulkins, former soldier, has a flock of eight hens which he has perfected in the intricacies of the infantry drill regulations.

By cunningly dropping corn along the route he wanted the chickens to follow in executing a squad movement, Caulkins now has them so well trained that they will answer his command of "Squads, right!" or "Squads, left!" and even right or left oblique, with the precision of trained doughboys.

They come to attention promptly and snappily, and can stand "at ease" without a cackle.

Symbol of Frontier Passes Into History



The old-time stagecoaches, used for 7 cars over the historic Cariboo Trail in British Columbia, were recently replaced by Studebaker cars.

The last symbol of frontier life passes into history. Progress discards the picturesque old stagecoach for the modern motor car. A famous Indian route in British Columbia—the Cariboo Trail—first used by white men in the 60s, is now traveled tri-weekly by Studebaker Six-Six touring cars.

Carrying passengers, baggage and express, these cars start from Ashcroft—a point about 200 miles north-east of Vancouver—and run straight north to Quesnel. This is the route

of the Cariboo Trail, which winds over steep, towering mountains in the range of the Canadian Rockies. It is a difficult road at best, and has always been almost impassable in bad weather. The distance from Ashcroft to Quesnel is 220 miles.

The trip by stagecoach was long and drudgerous and required three and one-half days, whereas the distance is now covered by motor car in a single day at a cost to the passenger of only 25 per cent of the fare charged by the stagecoach.

Studebaker special sizes are also used as motor stages between Ashcroft, Williams Lake and Cedar Creek, B. C. It was at the latter point that a gold strike was made last year. The run to Cedar Creek is 150 miles east from Ashcroft, over a very treacherous road—hardly a road at all. Regardless of the very difficult travel conditions—sharp inclines, dangerous descents from the mountains—these cars have proved dependable and faithful to their task.

Apperson Six Has Good Sale

Movement of Cars in Excess of High Production Schedule.

N. H. Van Sicklen, president and general manager of Apperson Brothers Automobile company of Kokomo, reports that sales on the new Apperson Six are far in excess of the high production schedule which was decided upon by the factory the first of the year.

"From the way in which the new Apperson Six was received at the national shows and the dealers' shows throughout the country, we had every reason to believe that this new car was going to be a very popular one, but we did not figure that its success would be so pronounced that the factory would be unable to supply the demand.

"Make Immediate Deliveries." "Dealers in every section report that they are making immediate deliveries of the cars we are shipping and that they have orders on their books for all the cars they can get in the next month or so.

"Production has practically doubled in the last month and we are now making plans for an even greater increase in anticipation of the demand for the five-passenger six-cylinder sedan, which is now in production.

"Production on the Apperson Eight also has been on the up-grade since the first of the year. Figures show more than a 50 per cent increase in sales for the month of May over those of April.

Bull Slays Pet Dog Which Gave Life to Save Master

Moultrie, Ga., June 2.—John Carlton, 20, with his faithful bulldog, went into a field to drive a huge bull into another pasture when the animal became enraged and threw its 2,000 pounds of weight against him, hurling him to the ground with a ghastly hole torn in his side. The beast then backed away and started on another plunge for the helpless youth when the bulldog leaped for the animal's throat.

The wounded boy crawled to a fence and managed to pull himself to safety while the bull's attention was directed toward the dog. Then he looked back to see his mute friend hurled high in the air to fall near the bull, where a long horn was driven through the dog's body.

Man Has Tough Head.

Reno, Nev., June 2.—As T. W. Forbes leaned over to crank his truck which had stalled in the middle of the highway near here, another car crashed into the rear of the machine and drove his head through the radiator. Three university students in the fast-moving auto were injured, one seriously. Forbes was unhurt.

Tires With 500 Nail Poles Leak No Air

Mr. P. F. Millburn of Chicago has invented a new puncture-proof inner tube which, in actual test, was punctured 50 times without the loss of any air. It creates your mileage from 16,000 to 12,000 miles without removing the wonderful tube from the wheel, and the beauty of it all is that this puncture-proof tube costs no more than the ordinary tube, and gives the same pleasure. You can write Mr. P. F. Millburn, 120 West Forty-seventh street, Chicago, as he wants them introduced everywhere. Wonderful opportunity for agents. If interested write him today.

APPERSON \$1335

The Six is now here. Winter and summer top. Must be seen to be appreciated.

Apperson Sales Co. 1918 Harney St., Omaha, Neb.

London Offers Travel Aid for American Visitors

London, June 2.—American visitors to England may obtain information of a general nature, or expert guidance on special subjects, from the headquarters of the English-Speaking union at No. 1 Charing Cross, overlooking Trafalgar Square, according to Alfred E. Johns, the executive secretary. Such service to visitors will be rendered either upon their arrival or in advance of the trip.

"The scope of the union's service is comprehensive," said Mr. Johns. "We can give information on where to stay, both in London and the country, and a list is kept of hotels and boarding houses from which suitable addresses are given. Country tours are planned and traveling guides are recommended.

Iowan Invents Abstract of Title for Automobiles

John M. Bennett of Atlantic, Ia., has patented an automobile abstract of title which is described as "a floating abstract of title to the sale or resale of automobiles" and is said to "make automobile titles practically impossible."

The National Auto Abstract and Title company has been organized to exploit the Bennett system. Capital of the company is \$250,000 and it has offices in Lincoln, Neb., Detroit, Mich., and Washington, D. C.

Motors Are Real Boon to Farmers

Bring Schools and Markets Closer to Country, Capper Says.

Arthur Capper, United States senator and farm periodical publisher, sees better education and improved living conditions for the farmer through use of the motor car and motor truck.

"If you were a farmer," the senator says, "your ingenuity would devise a 'consolidated school plan' comprising a fine big school house with many rooms, a motor truck to gather the children for miles around, and a comfortable home to house several teachers.

"And that is exactly what is happening to rural education. It is happening slowly, but it is happening surely.

"Nowadays distance is measured by minutes rather than by miles. Closer and closer come the farms to the cities. Larger and larger grow the rural trading centers as gasoline propels the farm family further and faster. Gasoline begets good roads. Good roads widen the social and business radius. They broaden the mental horizon."

Booklet Traces Development of Coach Making

Contrasts Modern Auto With Unsprung, Horse-Drawn Vehicles of Past Ages.

A booklet entitled "Coach Work—Old and New," just issued by the Cadillac Motor Car company, is exciting interest.

The coach book reveals the history of carriage craftsmanship and tells an interesting story of the most recent developments in the design of bodies for high-grade motor cars. The text sketches the evolution of wheeled vehicles.

Used No Springs.
Fair ladies who today ride in all the comfort that can be provided by research into the science of spring suspension will learn in this book that their predecessors rode with the greatest pride in vehicles which, entirely devoid of springs, gave them no protection from the sledge hammer blows of road shocks.

The cover design has a medieval motif, and the subject, which is in color, is a street scene drawn by Edward Penfield, showing an ancient coach with knights and ladies passing half timbered houses. The whole is a faithful portrayal of a village scene of the middle ages. The picture is backed by a panel of wood, elaborately carved in scroll pattern, the work of Harvey Dunn.

Sketch Illustrated.
The book is illustrated throughout with pen and ink sketches, and the eighteenth century typography is in keeping with illustrations, text and the entire purpose of the publication.

Opposite the first page is a chronology of carriage history. In the text are revealed the faults and virtues of early carriage construction. The first "springs" were merely leather straps suspending the body.

Same Sparkplug Used on Ford and Rolls-Royce

The fact that Champion X has been the standard spark plug for Ford cars and trucks for more than 10 years, and for Fordson tractors since the day they were introduced, is a distinct tribute to the dependability of Champion spark plugs," says F. B. Caswell, director of sales of the Champion Spark Plug company of Toledo.

"This preference for Champion on the part of the Ford company is definitely due to the fact that in hundreds of tests conducted by Ford engineers, Champion X has always demonstrated that it is a better spark plug.

"It is significant that Champion is regular equipment on both Locomobile and Rolls-Royce, the highest priced cars made in this country, and that more than 70 per cent of the makes of cars selling for \$2,000 and up are Champion equipped."

Kentucky Triples Number of Automobiles in 5 Years

Kentucky has increased its registration of cars and trucks more than three fold in five years. In 1917 the total was 47,420 and in 1922 it reached a new record for the state of 154,921.

DODGE BROTHERS TOURING CAR

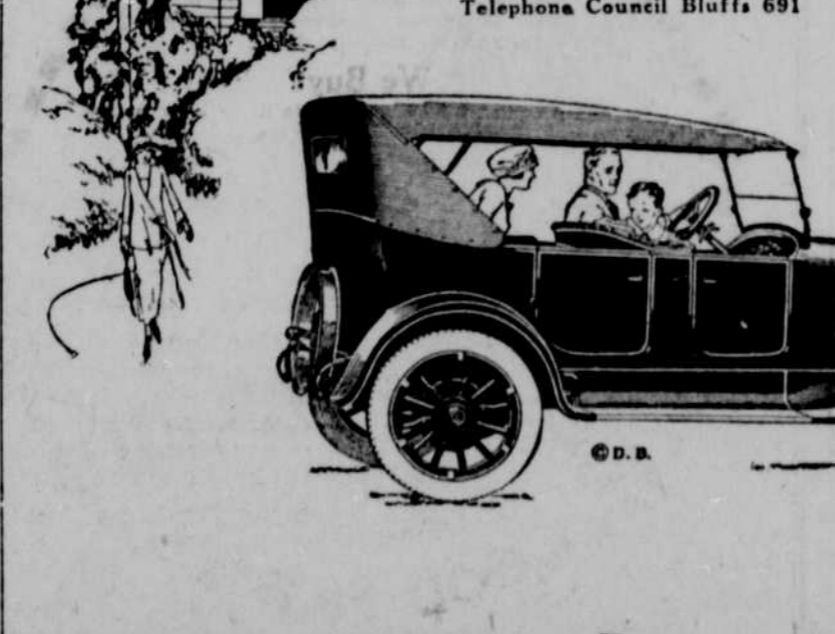
If there is one word which will sum up the average owner's impression of Dodge Brothers Touring Car, that word is **dependable**.

If there is a word to express the quality which Dodge Brothers have striven, above all else, to build into the Touring Car, it is—again—**dependable**.

Indeed, it is not too much to say that the word **dependable** has come to be definitely associated, the nation over, with Dodge Brothers Touring Car—and the other vehicles bearing their name.

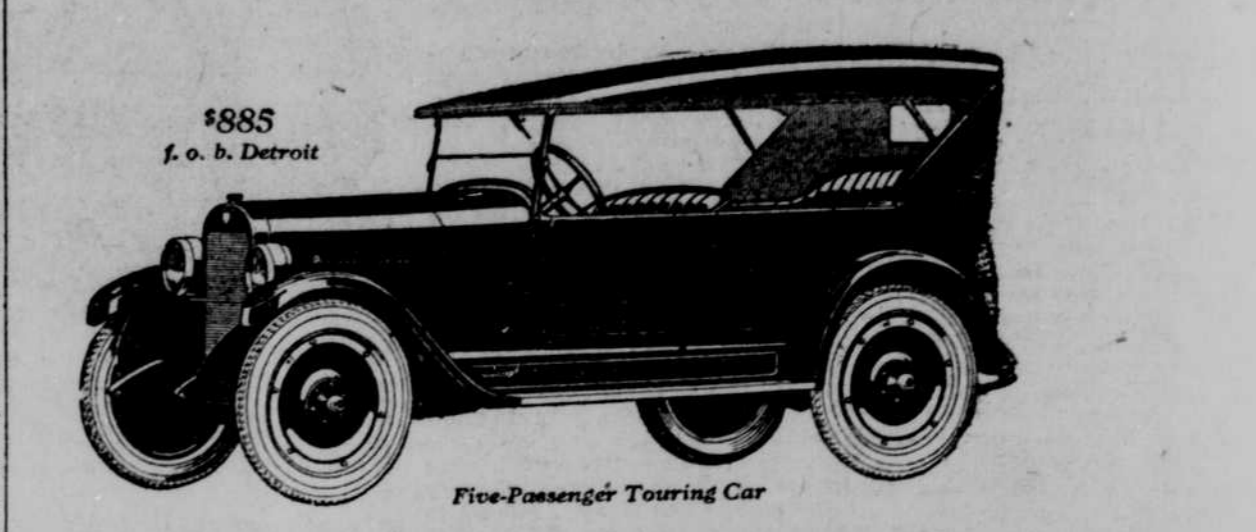
Nor have Dodge Brothers built this enviable reputation through advertising. They have built motor cars, so dependable in fact that the word has presented itself automatically to the public mind.

The price is \$880 f. o. b. Detroit—\$985 delivered
O'BRIEN-DAVIS-COAD AUTO CO.
28th and Harney Streets
Telephone HA rney 0123
Council Bluffs Salesroom—33-35 Fourth Street
Telephons Council Bluffs 691



Biggest Franklin May. Syracuse, N. Y., June 2.—All previous Franklin shipping records for May, 1920, the previous high mark for that month.

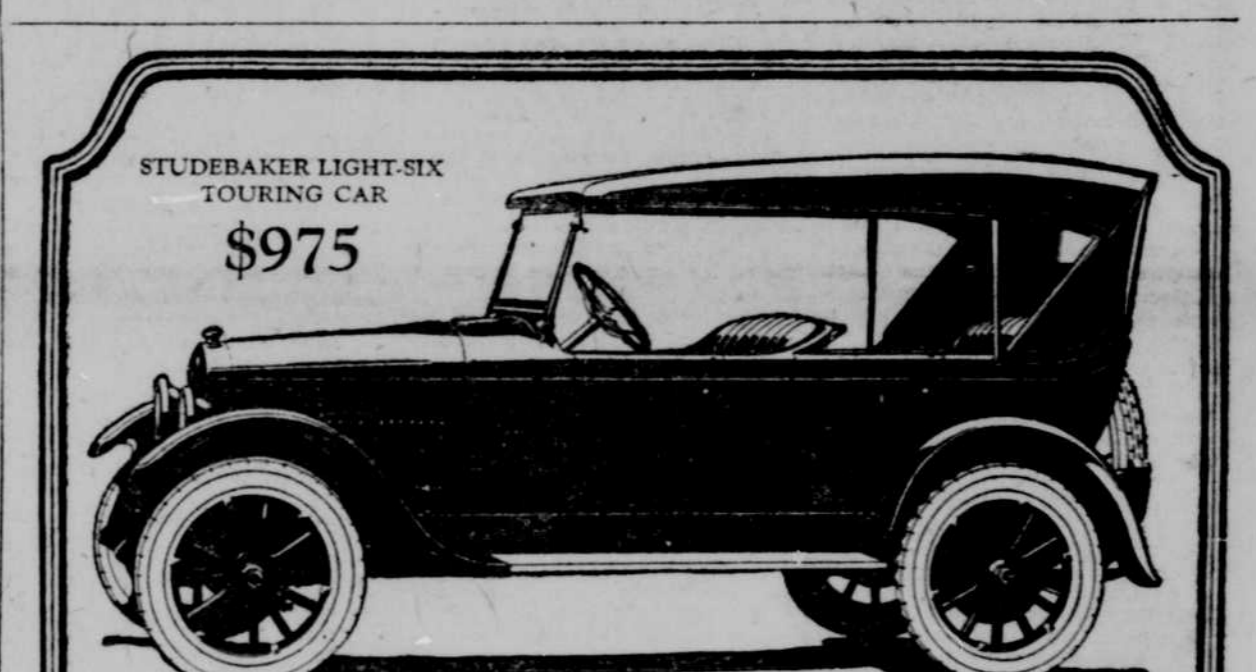
Nothing we could say regarding the good Maxwell would match the enthusiastic praise accorded it by owners everywhere.



Nothing we could say regarding the good Maxwell would match the enthusiastic praise accorded it by owners everywhere. No car in the history of motordom has made such striking progress in public confidence as has the good Maxwell in the past two years.

Peterson-Millard Company
28th and Farnam HARNEY 5066

The Good MAXWELL



More Cars Shake Themselves to Pieces Than Ever Wear Out

Charge that up to vibration, the most annoying bugaboo to engineers since the introduction of the automobile.

Vibration causes cars to grow old prematurely by racking their chassis, destroying the "metal life" of vital parts, loosening up their bodies and causing squeaks and rattles. Frequent, costly repairs are the result.

The Studebaker Light-Six is freer from vibration than any car of its approximate size or weight yet produced.

This has been accomplished largely by a complete machining of the crankshaft and connecting rods on all surfaces—a practice used by Studebaker exclusively on cars at this price and found only on a very few other cars whose selling prices are from three to ten times as high as the Light-Six.

There are 61 precision operations in the manufacture of the crankshaft alone, 40 of which range in accuracy from one-quarter thousandth to one thousandth of an inch.

The Light-Six motor embodies the most advanced design known to automobile construction. It represents an achievement in quality and quantity manufacture.

And no chassis at any price is built to more exacting standards of materials and workmanship. Aside from its mechanical excellence and its consequent long life, the Light-Six is handsome in design, extremely comfortable, sturdy, and we believe the most economical car to buy and operate ever offered at \$975 or anywhere near this figure. It is powerful, flexible, speedy, easy to handle and convenient to park.

For 71 years the name Studebaker has stood for unfailing integrity, quality and value.

Power to satisfy the most exacting owner

MODELS AND PRICES—f. o. b. factories					
LIGHT-SIX		SPECIAL-SIX		BIG-SIX	
5-Pass., 112" W. B., 40 H. P.	7-Pass., 119" W. B., 50 H. P.	5-Pass., 119" W. B., 50 H. P.	7-Pass., 126" W. B., 60 H. P.	5-Pass., 126" W. B., 60 H. P.	7-Pass., 126" W. B., 60 H. P.
Touring	\$975	Touring	\$1175	Touring	\$1750
Roadster (3-Pass.)	975	Roadster (2-Pass.)	1250	Roadster (3-Pass.)	1835
Coupe (3-Pass.)	1225	Coupe (3-Pass.)	1375	Coupe (3-Pass.)	2550
Sedan	1550	Sedan	2050	Sedan	2750

STUDEBAKER
O. N. BONNEY MOTOR CO.
2550-4 Farnam Street HARNEY 0676
THIS IS A STUDEBAKER YEAR