

### Fuel to Figure in Future Races on Speedways

Petroleum Derivative Assures Smooth Combustion in Engines, Tests of New Product Show.

Indianapolis, June 9.—Important developments in the new field of fuel chemistry are forecast to be the projected plan of Carl G. Fisher, president of the Indianapolis Motor speedway, to revise the racing rules for the annual Indianapolis 500-mile race so as to place a premium upon fuel economy as well as upon engine speed and power.

The sensational performance of the new 122-cubic inch engines in this year's contest, practically duplicating the best efforts of the larger engines of previous years, is held to demonstrate that material improvement in engine design, excepting still further reduction in size, is no longer possible.

Additional gains must come, it is held, from the scientific treatment of engine fuel, calculated to secure greater efficiency from the fuel itself, rather than from the mechanical agencies through which it is converted into power.

**Even Combustion Best.**  
The limiting factor of increased fuel efficiency has been the uneven, haphazard combustion of the various elements entering into fuel composition. Some explode so suddenly, giving rise to a high pressure gas wave that results in the phenomenon known as pinking or knocking. Others burn too slowly, so that they are only partially consumed.

With the various fuel elements so unified through some efficient agency as to insure their well timed, harmonious combustion, not only would an immediate increase in mileage result, but also the use of higher compression engines would be made possible, bringing about still greater gains.

At least one successful solution to this problem has already been announced, in the form of Lubac, a scientific petroleum derivative refined by the Lubac corporation, Chicago.

**Lubac Assures Smoothness.**  
Extensive tests conducted by Armour's Institute, Chicago, show that when added to gasoline, benzol, or a mixture of the two, Lubac assures smooth, complete combustion, eliminating detonation.

Participants in the recent Indianapolis 500-mile race who used Lubac, including the Mercedes and Bugatti entries, proclaim it a tremendous aid to increased fuel efficiency. Because of the results obtained, its universal employment in future racing contests seems assured.

Preparations are now being concluded to place this new product on the market, with the assistance of motor car manufacturers and automobile, accessory and fuel distributors interested in improving motor car performance as well as conserving the nation's rapidly diminishing fuel supply.

### Motor Car Dealers Stressing Service

That motor car dealers' service managers should be educated today along the line of good merchandising maintenance practices to the end that car owners will be better satisfied with both the service itself and the cost of service was the gist of an address made by R. A. Armstrong, service manager of the Oakland Motor Car company, at the recent service managers' convention of the National Automobile Chamber of Commerce in Detroit.

"We have been educating our dealers on the most economical manner of merchandising maintenance on cars," stated Mr. Armstrong, "because we feel that the stress today should be placed on this end of service maintenance."

"Today throughout the country, at our main distributing points, dealers' service managers and mechanics are meeting our factory service representatives who conduct schools covering the product from a mechanical standpoint and good business methods."

### Hayward Motor Firm to Handle Franklin

Franklin motor cars will be handled in this territory by the Hayward Motor company, it was announced yesterday.

Both sales and service departments are ready to give expert service of Franklin owners and prospective owners.

The service department is in charge of Frank Werschay. With him are associated Roy Nachueber and William Pratt, who have been connected with Franklin service for six or eight years.

"For many years I have taken a great interest in the development of the air cooled car, and have watched the Franklin since it came out in 1904," Mr. Hayward said.

"The company has not changed from the original principle on which it started, but has put the entire energy of its plant into developing not only its motor but also the complete car."

### Sprague Tire Service Station Opened in Bluffs

Another Sprague free tire service station was opened in Council Bluffs Saturday, according to E. H. Sprague, president of the Sprague Tire & 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 tire trouble.

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 new features is the rim buffing machine for the free use of motorists. Every rim that comes into the station is buffed in this new machine, all the rust and dirt is removed and the rim is given a fresh coat of aluminum paint.

The next station to be opened probably will be in South Omaha.

### Autoists Battling With Mud to Set New Detroit-Coast Record



Left to right: J. S. Wambold of Omaha, Al Nagell and "Happy Mack" McLaughlin, who are piloting a car to the coast, and E. L. Hurst of Omaha.

Undaunted by miles of quagmire which once were roads, "Happy Mack" McLaughlin, salesman for the L. G. Hanson company of Chicago, Studebaker dealers, and Al Nagell, relief driver, passed through Omaha Thursday on their way from Detroit to Los Angeles.

Mr. McLaughlin is trying to lower his record of 92 hours driving time between the two points, set last year, and is at present several hours ahead of schedule.

He made Chicago from Detroit in 8 hours and 52 minutes and made Omaha from Chicago in 17 hours and 30 minutes, through inches of mud. In addition to being a jovial auto salesman, Mr. McLaughlin is a former professional ball player, having played with clubs in South Bend, Toledo and Cleveland.

Mr. Nagell won the open city golf championship in Rochester, N. Y., in 1920, by turning in a 74 both mornings and afternoon in the final round against Walter Beamish, his opponent, who took 78 and 77. Nagell is a member of the Genesee Golf club at Rochester.

Two of his brothers are professional golfers. The men are traveling in a Studebaker Big Six and report that in spite of bad conditions, they have experienced no trouble thus far.

### Visitors at Olds Works.

Among the visitors at the Olds Motor Works, in Lansing, Mich., last week were C. H. Larson, New York distributor; Louis Engel, Jr., Buffalo distributor; A. L. A. Spiller, Minneapolis distributor; H. M. Nadeau of Pittsburg; J. Tallmadge of Boston; W. J. Clemens, manager of the Detroit branch.

London has 45 theaters and 38 music halls.

### New Road Guide for Tourists Out

Automobile Club of America Publishes Informative Book for Vacationists.

Motorists who are planning vacation tours during the summer months will be pleased to know that the 1923 Associated Tours Guide, the official roadbook compiled and published by the Automobile Club of America, is now ready for distribution.

By following the carefully selected itineraries and clearly defined road maps with which the Guide's 104 pages are filled, summer vacationists are enabled to tour by motor through the most charming sections of the eastern United States and Canada to seaside, mountain and country resorts. All tours in the Guide are compiled with a view to scenic charm; the roads mapped are the best stretches of hard highway that the country affords.

For transcontinental motor tourists there is a double page Atlantic to Pacific road map, showing the several routes across the United States, accompanied by complete itineraries for this increasingly popular trip. For those visiting the New England country there is a map of the recently adopted road marking system.

A feature of the Associated Tours Guide that motorists particularly appreciate is that the itineraries are arranged to allow for logical stopping places at the end of each day's run at towns where accommodations may be readily secured. Synopsis of state motor laws, ferry schedules and lists of good hotels and garages also go to increase the Guide's usefulness to the automobilist.

### Killy Motor Company to Handle Stephens



W. L. Killy. The Killy Motor company has arranged to distribute Stephens cars in the Omaha territory.

Mr. Killy has just returned from the Stephens factory, where he has been inspecting the manufacture of the product. "In the years that I have been in the automobile business I don't think I have seen a car so carefully built in every part as the Stephens," he said. "The cars are produced in two distinct models with seven body types."

**Former Owners Buying.**  
A remarkable high average of sales to former owners is now being experienced by the General Motors Truck company of Pontiac, Mich. During the last month sales to former owners averaged 39.6 per cent, according to an announcement by the sales department.

# GATES TIRES

*"The Tire with The Wider and Thicker Tread"*

**This May Surprise You—**

It surprises many to learn that the twentieth unit of our factory—just put into operation—is alone larger than any other independent tire factory in the west.

Probably no other tire has built a business of this magnitude within just the past 6 years.

Of course there's a reason for such unusual growth. It's the extra miles delivered by the tire with the wider and thicker rubber tread—the Gates Super-Tread Tire.

## Stephens Six "Sport Foursome"

The new "Foursome" has many distinctive features. Fawn and gray contrasted with black fenders and apple green wheels give it an appealing charm found only in the most carefully designed motor cars.

## \$1550

**THE STUDEBAKER LIGHT-SIX SEDAN**

### Where Quality Counts Above Everything Else

Quality is more important in an enclosed car than in most any other product in daily use. Regardless of price, it is not economy to buy a makeshift job in which the quality is skimmed and cheapened at every turn. Paint, imitation leather and fibre board too often cover serious structural defects and cotton-and-wool trimming cloths are short lived. The chances are that the buyer will more than pay the difference later—in higher upkeep cost, frequent repairs and excessive depreciation.

The price of the Light-Six Sedan is the lowest at which it is possible to obtain a substantial, high grade hardwood and steel body, upholstered in mohair, in combination with a chassis of proved dependability and performance.

Studebaker's rich heritage in the art of body construction dates back to the very inception of the vehicle industry in this country. Today

Studebaker's South Bend plants build more high quality closed bodies than those of any other automobile manufacturer and consequently overhead costs are reduced and the price to the customer is low.

The in-built quality of the Light-Six Sedan is evident the moment one gets behind the wheel, and is appreciated far more after twenty-five or thirty thousand miles of service. The second-hand market further reveals the high intrinsic value that is traditional with Studebaker cars.

The Light-Six Sedan, with its sturdy four-door body, its improved L-head motor, and the excellence of its chassis, combines distinction of appearance with a reliability of performance, a degree of comfort and economy of operation unknown in any other car at anywhere near its price.

After 71 years of service the name Studebaker enjoys confidence and respect more than ever.

**Power in surplus measure to satisfy the most exacting owner**

Four wide-opening doors. Eight-day clock. Quick-action cowl ventilator. Attractive coach lamps. Heater. Mohair velvet plush upholstery. Glass-proof visor and windshield cleaner. Dome light. Thief-proof transmission lock.

MODELS AND PRICES—f. o. b. factories		
LIGHT-SIX	SPECIAL-SIX	BIG-SIX
8-Pass., 112" W. B., 40 H. P.	5-Pass., 119" W. B., 50 H. P.	7-Pass., 128" W. B., 60 H. P.
Touring..... \$ 975	Touring..... \$1275	Touring..... \$1750
Roadster (3-Pass.)..... 975	Roadster (2-Pass.)..... 1250	Speedster (5-Pass.)..... 1835
Coupe-Roadster (2-Pass.)..... 1125	Coupe (2-Pass.)..... 1975	Coupe (5-Pass.)..... 2350
Sedan..... 1550	Sedan..... 2050	Sedan..... 2750

Terms to Meet Your Convenience

# STUDEBAKER

**O. N. BONNEY MOTOR CO.**  
2550-4 Farnam Street HA rney 0676

**THIS IS A STUDEBAKER YEAR**

## The Easy Way to Own a Ford

# Ford

### ONE-TON TRUCK

Here is a chance for you to get started toward greater profits—or to build up a business of your own—and it costs only \$5.00 to make the start.

Everywhere, Ford One-ton Trucks and Light Delivery Cars are saving more than this every week for their users. So, as soon as your truck starts running it will quickly take care of the purchase price and add new profits as well.

It will widen the area in which you can do business, enlarge the number of customers you can serve and keep your delivery costs down to the lowest point.

Start now toward the ownership of a Ford Truck or Light Delivery Car—use the

## Ford Weekly Purchase Plan

**\$5.00** enrolls you under the terms of this Plan. We deposit this money in a local bank at interest. Each week you add a little more—this also draws interest. And in a short time the truck is yours to use.

For Particulars See Any Authorized Omaha and Council Bluffs Ford Dealer

*The following Banks are acting as depositories for payments made in connection with the Ford Weekly Purchase Plan:*

**IN OMAHA**  
Live Stock National Bank Bank of Benson  
Merchants National Bank First National Bank

**IN COUNCIL BLUFFS**  
City National Bank First National Bank