

Past Six Months Best in History of Automobiles

Dealers Declare Second Half of Year Will Not Equal First But Will Continue Prosperous.

Detroit, Aug. 25.—The automobile industry closed the most prosperous and progressive six months in its brilliant history. In early January every indication pointed to a season of unbounded business and a glimpse of the balance sheets of the various manufacturers for the period now closing discloses promises fulfilled and predictions oversubscribed. In early January all those given to forecasts were most enthusiastic over trade during the first six months. Opinion seemed to be unanimous that the period would set a new mark. There were no pessimists and even the wildest optimist, underestimating his mark. But there were many dealers in predictions when the second half of the year was discussed.

Set New Marks.

"What is the outlook for the second half of the year?" this is the question that automobile men are asking. Few agree that it will surpass or even equal the unprecedented business of the last six months. A cross-section of opinions voiced by several recognized executives is that while trade during the next six months will not equal the business of the last six months it will set new marks as opposed to the corresponding period of last year.

A slight seasonal slowing up will probably take place in July and August with September showing a decided pickup. Smart fall trade is expected.

Two reasons in particular are given by manufacturers to substantiate predictions that business will continue good.

Reo Speed Wagons Are Tourist "Baggage Cars"

When the long file of cars making up the Michigan Tour association party en route to Washington, D. C., from Battle Creek, Mich., drives into its camping site tonight, and the business of making camp for the night is started, one of the noticeable features of the camp-making will be the service rendered the tourists by the two speed wagons which accompany them as official baggage cars.

All baggage and equipment for the tourists is carried by the speed wagons and since the first day of the trip, but not only do these trucks carry the equipment on the road. They distribute it in the evening when camp site is reached, and collect it in the morning when another day calls the tourists into the road again.

Uniformed drivers operate the speed wagon which are decorated appropriately for the trip. Lettering on the sides designate them as the "official baggage cars" of the tour. Each year that the association has made a trip, the cars, furnished and decorated by the Reo Motor Car company, have been the official baggage cars.

Mental Tests Applied to London School Children

London, Aug. 25.—Strange tests that some critics say might puzzle much older children are being used at various London county council schools to find out the mental development of juvenile pupils.

At 8 the child is supposed to give an intelligent answer to such a question as:

"What are you to do if you break something that belongs to somebody else?"

Satisfactory answers included "Pay for it," "Own up," "Buy another," "Say I was sorry."

Unsatisfactory answers included such as: "I should worry," "Hide it," "Mend it." The last answer was considered useful as giving some indication as to the pupil's moral disposition.

The solving of circumstantial problems is one of the tasks allotted to indicate normal developments of children of 13. One of the riddles was: "My next door neighbor has had three visitors: first, a doctor called, then a lawyer, and then a clergyman. What do you think has been happening there?"

One youngster thought that "the lawyer was employed to get the man to marry the girl" while other replies not adjudged as satisfactory attributed the circumstances variously to "A murder," "A marriage" and "A baby was born."

Soviet Recognition Certain, Says Brookhart After Tour

Moscow, Aug. 25.—"Recognition of soviet Russia is bound to come," declared Senator Brookhart of Iowa during a tour of Russia which has been adjourned as satisfactory. "These who property should recognize the counter claims due Russia for financing counter revolutions," the senator continued.

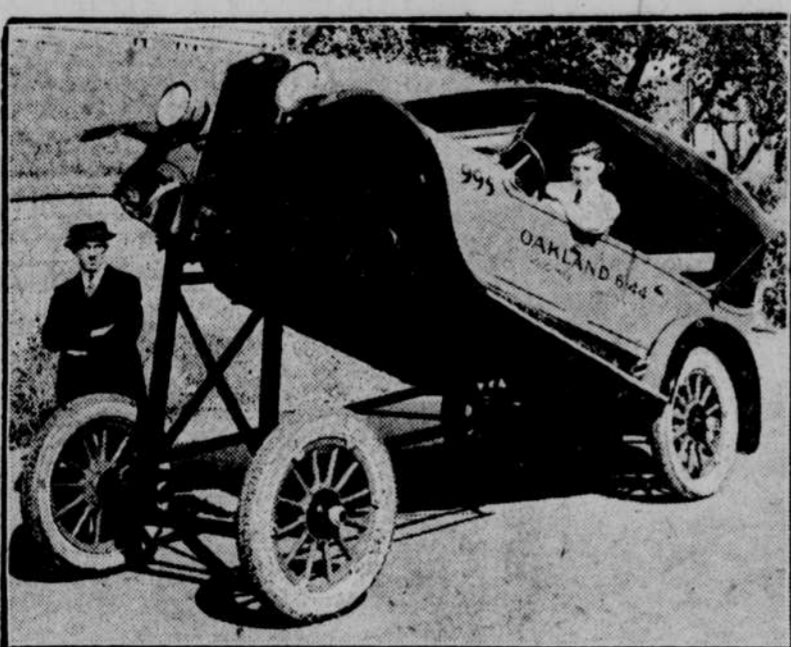
"Traveling one day in Russia I saw more than 700 miles of soil under cultivation. I can say I know the Russian peasant is planting every foot of available land. Agriculture here is almost as intensive as in France, England and Germany. The government must be treating the peasants fairly well or else they would not carry on as they are."

"I am here to study the co-operative movement. This is the only thing in Europe that has survived the war and it is necessary to the American farmer. Before I return to the United States I shall see the co-operative movement in operation wherever it exists in Europe."

Ford Runs 57 Miles on Gallon of Gasoline

A new automatic and self-regulating device has been invented by John A. Stransky, 361 Fourth St., Pukwana, S. D., with which automobiles have made 40 to 57 miles on a gallon of gasoline. It removes all carbon and prevents spark plug trouble and overheating. It can be installed by anyone in five minutes. Mr. Stransky wants agents and is willing to send a sample at his own risk. Write him today.

Car Runs With Chassis at 32 Degrees



The above illustration shows Frank D. Gulnac, retail sales manager for the Oakland Motor Car company, with a stock five-passenger touring car. The chassis is elevated to an angle of 32 degrees and is propelled under its own power. The motor operates with only one quart of oil passing through its lubricating system.

Commenting on this feature, Mr. Gulnac said:

"Never in my experience of six years with Oakland cars have I had one complaint with our oil system. It is unique, simple and performs perfectly under most conditions. Our purpose in making this demonstration is to prove to the public that the qualities in our car we have always boasted of are true."

"Then came the automobile, requiring, for utmost comfort, smoother road surface than had previously been necessary. Bumps that a slow moving vehicle negotiated with comfort, were disturbing to occupants of motor cars, traveling at speeds of from 20 to 40 miles per hour."

"Highway engineers turned to tarred surface, asphalt and concrete for a solution of the problem. The motorist which made such satisfactory sidewalks were as useful for road paving. Cobblestones are disappearing, replaced by smooth brick pavement, asphalt, tar or concrete. The nation's main intercity highways are paved."

Saving of Eight Cents on Chalmers Cost Insignificant

Walter P. Chrysler, chairman of the board of directors of the Maxwell Motor corporation, recently discovered a method by which he believed 8 cents could be eliminated from the cost of producing each Chalmers car through greater efficiency of a certain manufacturing device at a particular stage of Chalmers building.

So engrossed did he become in the thought, and so important did he deem it, that he pushed every other business consideration aside until he visited the Chalmers plant and actually worked out his idea right on the factory progressive assembly line, in conjunction with his own employees.

The saving of that 8 cents by the active head of one of the industry's largest concerns does not in itself mean a large saving, even considering quantity production. But the point is that it is merely another Chrysler forward step, and that it was done by the man who has been responsible, more than any other one person, for the lower costs of manufacture accomplished in the new Chalmers models.

Rickenbacker Car Rises to High Sales Position

From 53d place to 19th position nationally, and from the foot of the class to sixth from the top in sales of closed cars in Detroit, is the record made by Rickenbacker Motor company in less than two years, says Capt. E. Y. Rickenbacker, vice president of the concern.

"In our own home town, Detroit, which community is at the same time the hardest or the easiest in which to sell a motor car, depending on whether the product meets with approval, we stood 12th last month in sales of all models, and sixth in closed models—and when I say sixth place I am including Ford, Chevrolet, and all other lower priced cars."

Peerless Head Remains; Experiment Plans Made

Prevailed upon to remain as president of the Peerless Truck and Motor corporation and president and general manager of the Peerless Motor Car company, R. H. Collins declared yesterday that the entire group of his associates will continue with the corporation and that the expansion plans already laid out are ready to be carried into effect.

He also said that plans to build and market the Collins Six, in addition to the present line of Peerless eight-cylinder models, were being carried forward. No definite information as to when the car will be ready to market or at what price it will be built is available at the company's offices in Cleveland. Rumors there are that it will be built to sell in the medium price field.

New Buick Four-Wheel Brake Proves Efficient

The Buick people say there is nothing experimental about the Buick four-wheel brakes. They are merely an extension to all wheels of the successful external brakes formerly employed by Buick on the rear wheels.

The change required, of course, a new and heavier front axle and front wheels, but no other chassis revision of consequence. Final approval of these brakes was made only after a year's study of design in Europe. Demonstrations prove that these brakes, operated by a light pressure on the foot pedal, will stop the car at least twice as quickly as formerly, and reduce to a minimum the possibility of skidding.

The American Relief Administration has withdrawn from Russia with a record of having saved more lives than were lost in the world war.

America's great humanitarian adventure in that country cost nearly \$22,000,000, and the federal government, in addition to medical supplies, spent \$20,000,000 for corn and seed grain.

Improved Roads Not Modern Discovery

"Improving the highways is not a new idea," says O. A. Wilson of Andrew-Murphy company, local dealers in Durant and Star cars. "Highway engineering dates back to the earliest days of history, when first it became necessary to insure the transportation of supplies for tribal armies."

"Julius Caesar was among the foremost builders." Many countries noted Romans interested themselves in this work.

"A considerable impetus was given to good road building by John L. McAdam of Scotland. He utilized crushed stone top dressing on a concrete roadbed. It is named macadam, for its inventor, but with a slight difference in the spelling of the name."

"Then came the automobile, requiring, for utmost comfort, smoother road surface than had previously been necessary. Bumps that a slow moving vehicle negotiated with comfort, were disturbing to occupants of motor cars, traveling at speeds of from 20 to 40 miles per hour."

Patience and Paint Go in Stephens Car

"Automobile body finishes today must meet very exacting requirements," says H. J. Leonard, vice president in charge of Stephens production at Freeport, Ill. "They must endure rapid changes of heat and cold, shed water and oil and be sufficiently hard to resist wear under the continuous attack of wind-driven grit and splashing mud. To produce attractive finishes that will stand up under such conditions requires patience, much floor space, experienced skill, and a thorough working knowledge of the use of paints and varnishes."

"In finishing Stephens bodies, we apply 17 coats of primer, paint and varnish. The first rough coat is laid on after a vigorous sand blast treatment of the surfaces to remove grease and all other foreign matter. Successive coats follow only after each preceding coat has thoroughly dried out."

Drying is accomplished in darkened rooms; forced drying has proved unsatisfactory and the slow, natural drying process requires, altogether, three weeks' time. Each coat of paint or varnish is carefully brushed on by hand in well-lighted rooms and rubbed down by hand before the next coat is applied."

Car Travels 6,700 Miles Without New Air in Tires

Sixty-seven hundred miles on the same air without a puncture is the record made by H. H. Carter, manager of the Sprague Free Tire station at Eighteenth and Cuming streets, on a set of Sprague tires.

The tires were put on a Dodge touring car in Tacoma, Wash., and besides several thousand miles run both in Tacoma and Omaha, the cross-country trip was made without a change of air or without the trouble of any kind.

Cord Tires Replacing Fabric Casings Now

Better cord automobile tires, as the result of constant improvements, are gradually sounding the death knell of the fabric tire.

The first pneumatic automobile casings were developed to such a point that they gave what was then considered good service. In many cases they ran up mileages as high as 3,500 and 4,000. That was considered good. Today the purchaser of a fabric tire is dissatisfied unless he gets more than 4,000 miles.

According to Miller tire men, the small car owner may now buy a standard first quality 30x3 1/2 cord at a price that gives an average of 20 per cent more miles than a fabric.

New Hupmobile Praised by Many Motor Experts

Motor car experts who have tested out the new Hupmobile are high in their praise of its improved appearance and performing qualities, as revealed by a day spent in seeing the car manufactured and giving it a thorough demonstration from behind the wheel.

H. A. Tarantinos, managing editor of Motor, said this, in part, in discussing the car in that publication:

"National reputation for goodness is founded on goodness and this has been a Hupmobile quality for many years. A day at the plant inspecting the new four-cylinder chassis and a reasonably long demonstration were sufficiently convincing to enable me to say unhesitatingly that Hupmobile is the most remarkable car in its class."

Champion Spark Plugs for less!

Champion is a better spark plug and yet the Blue Box Line is but 75 cents and Champion X 60 cents. These low prices are made possible by the tremendous Champion production of more than 40,000,000 this year.

Champions are regular equipment on cars from Ford to Rolls-Royce. The owners of the finest cars pay but 75 cents for their spark plugs. There is no reason why any car owner should pay more.

The genuine Champion has the core with the Double-Rib. Dealers everywhere sell them. A type and size for every engine.

Champion Spark Plug Company, Toledo, Ohio
Champion Spark Plug Co. of Canada, Ltd., Windsor, Ont.

60c

Better Spark Plugs for less!

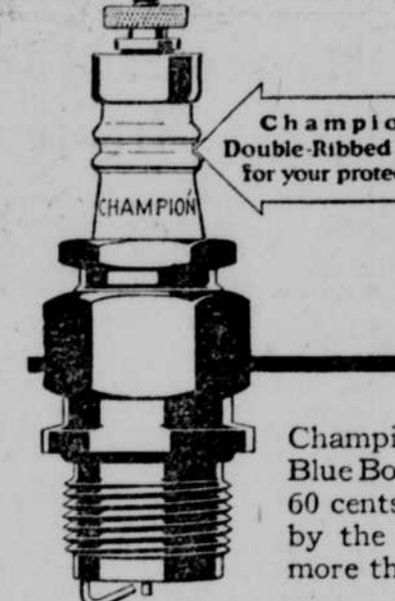
CHAMPION
Dependable for Every Engine

New Transmission Lock Is on Reo Cars

A transmission lock which provides protection against theft, and which also eliminates one of the dangers associated with the operation of a car in cities is a real friend of the motorist.

Such a lock is now being used on all Reo passenger models, according to announcements received by J. M. Opper Motor company, Omaha Reo distributors. The new locking device will be coming through on the cars received from the plant from now on and will continue to be regular equipment on all models. It is understood.

The lock has been given a class A rating by the underwriters' laboratories, where it has been tested, says E. F. Nygaard. This means that the owners of cars equipped with the device secure the maximum discount in premium for insurance against theft.



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Oakland Distributors Inspect New Body Plant

Pontiac, Mich., Aug. 11.—Distributors and branch managers of the Oakland Motor Car company from all sections of the country assembled at the factory recently to go through the \$2,000,000 plant of the Fisher Body corporation where all bodies of the Oakland will be made.

This new body plant has been built within three-quarters of a mile of all sections of the country assembled at the factory recently to go through the \$2,000,000 plant of the Fisher Body corporation where all bodies of the Oakland will be made.

The distributor and branch managers were likewise through the Oakland factories where hundreds of thousands of dollars worth of machinery and equipment have recently been installed.

All were entertained at a banquet at the Bloomfield Hills Country club. Talks were made by George H. Hanum, president and general manager, and C. J. Nephew, general sales manager.

Cadillac Head Finds Factories Are Rushed

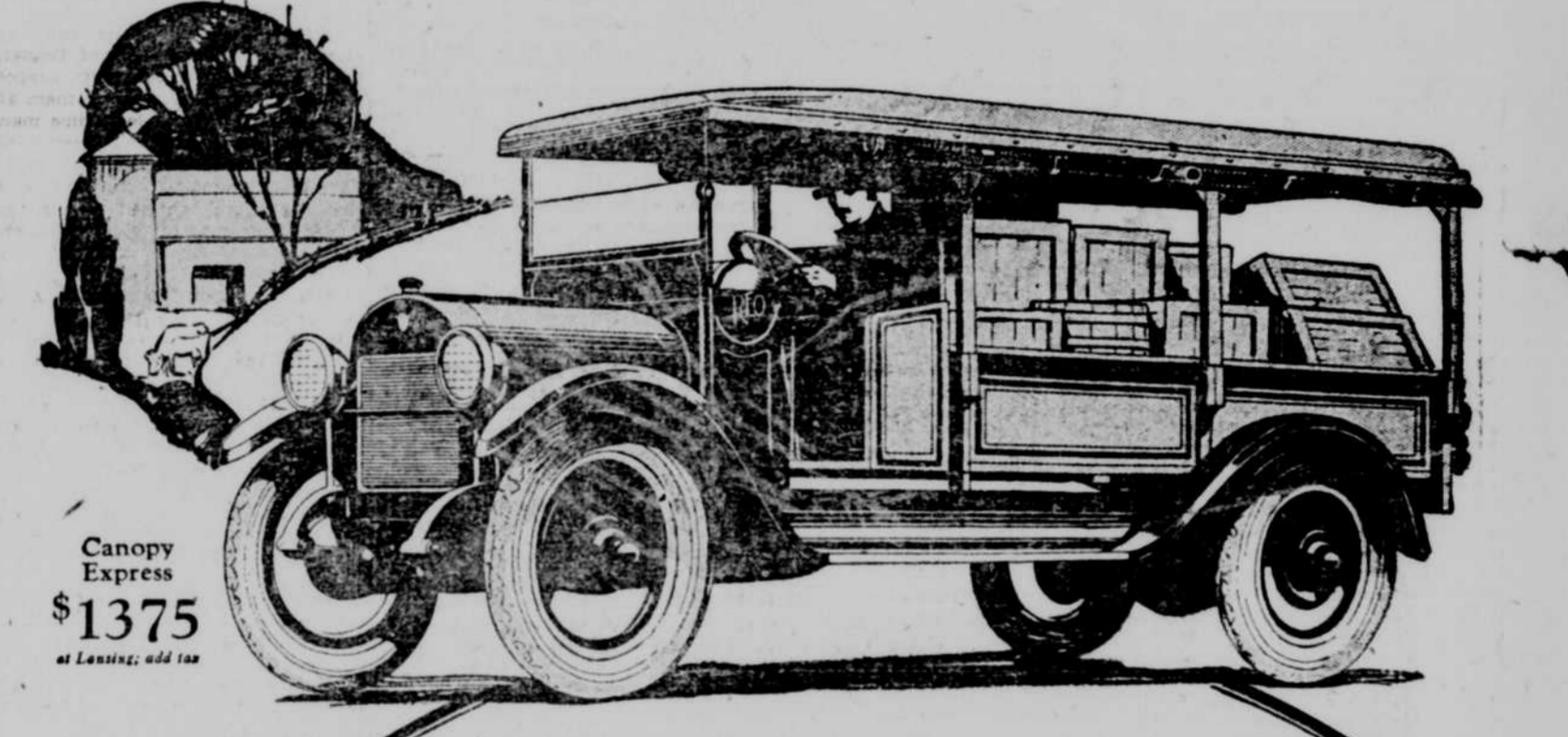
Upon his return from a trip to the factory last week, J. H. Hansen, of the Hansen Cadillac Motor company, commented on the fact that for the past six months of this year business has increased nearly double over last year.

He mentioned that the Ford, Buick and Cadillac factories are working record hours making outputs and that other factories such as the Hupmobile and Dodge likewise are building more cars than ever before. The saturation point in the motor car business will never be reached, in his opinion, until this country quits making good motor cars better or until good folks of this country no longer desire to own good or better things.

Italy has the lowest cancer rate in the world, according to statistics made public by Professor Lutario, director general of public health.

O'BRIEN DAVIS AUTO COMPANY

28TH AND HARNEY STS. TELEPHONE HARNEY 0123
Council Bluffs Salesroom, 33 Fourth St.; Tel. Council Bluffs 691



SPEED WAGON

Canopy Express \$1375

Read What a Speed Wagon User Said---

J. M. Opper Motor Company, Omaha, Neb. Gentlemen:

On December 4, 1922, I purchased from your company a Reo Speed Wagon, Serial No. 79658.

At this time I have driven this speed wagon 24,000 miles, hauling freight and cattle, etc., between Omaha and Wahoo and Lincoln and Wahoo.

In checking up the actual repairs put on this truck I was surprised to learn that I have spent only \$2.25 for repairs for this mileage of 24,000 miles and I thought that you would be glad to know about it.

I am more than pleased with my Reo Speed Wagon and consider myself fortunate for having chosen the REO Speed Wagon instead of one of the other trucks that I was figuring on.

My loads vary in weight from 2,000 to 3,500 pounds and I have received uniformly good mileage from my tires; and was surprised to learn the number of miles I could drive on a gallon of gasoline, as well as the number of miles I could drive on a quart of oil.

With such a record as outlined above, I cannot help but be a real booster and assure you that I will go out of my way to boost your truck.

Yours very truly, H. D. MARSHALL.

J. M. OPPER MOTOR CO.
2558 Farnam St. REO DISTRIBUTORS Omaha, Neb.
REO MOTOR CAR COMPANY, Lansing, Michigan

