

Historic Parade for Ak-Sar-Ben Plan of Auto Men

Many First Models Will Be Run Under Own Power—War Uses Will Be Shown.

The Automobile Trades association of Omaha has entered into the spirit of the 1923 Ak-Sar-Ben fall festival and its historic features by volunteering to stage an automobile parade and exposition. The association will hold a parade in which the history of the automobile from the very first cars down to the present 1924 models will be presented.

"We have in Omaha," says Lee Huff, general manager of the Nebraska Bulck company, "a large number of the very first models of various makes of cars. Most of these cars will run under their own power, and it should be very interesting to the public to see the tremendous development."

"We will be very glad, indeed, to cooperate in an historic auto exposition," says Mr. Smith of the Chevrolet Motor company, "and we will have our St. Louis band, which will be in Omaha at that time, lead the parade, if it is desired."

A. B. Waugh, secretary of the Automobile club, will have direct charge of the organization of the show.

"Automobiles and the auto industry has played a rather important part in this country's history," says Mr. Waugh, "and I doubt if very many people realize the full importance of the industry's part in the late war."

"We will endeavor to show the public some of the most interesting developments in America's history as well as the developments in the automobile itself. It is planned to hold a parade and on its conclusion, or during the entire week, each member of the association will display at his respective show rooms all models from the earliest settler down to the beautiful specimens of the present year."

1918 Model Hupmobile Wins New York Hill Climb

Spectators who witnessed the annual Chittenango hill climb, near Syracuse, N. Y., were furnished an unusual thrill when a 1918 model Hupmobile, driven by its owner, E. C. Schwartz, ran away with the opening event against a large field of new cars, several of them piloted by professional experts.

Despite treacherous going Schwartz made the long, steep climb in two minutes and five seconds.

Advantages of Motorcycle Travel Being Realized

Victor H. Roos, local Harley-Davidson dealer, says tourists in motorcycles this year will triple those of the past.

Red-blooded Americans are beginning to see the advantages of the motorcycle offers. Thrills and sport, economical transportation and ability to go along new trails where the automobile cannot travel.

Growth of Storz Firm of Marked Distinction



Arthur C. Storz.

The growth of the business of the Storz-Western Auto Supply company since they opened at 1923 Farnam street in 1910 has been one of marked distinction.

Each year has seen a good increase in their volume. In December of 1916 they made their first move to larger quarters when they took the rooms at 1918 Farnam street. Here they continued to grow until in August of this year they moved into their new building at 408 South Eighteenth street, where they have one of the most complete accessory stores in the country. The company has expanded until now they have 24 men on the road who cover the six surrounding states.

G. Storz is the president of the company and Arthur C. Storz is secretary-treasurer and manager of the business.

Chalmers Reduces Price of All Models

Among the events of the week in automotive circles of principal interest to the trade and to motor car buyers is the announcement by Arthur E. Barker, vice president of the Chalmers Motor Car Co., to the effect that all Chalmers models have been reduced in price, the reductions ranging from \$50 to \$100.

The standard five-passenger touring, the seven-passenger touring, the sport touring, roadster and sedan coach have been lowered \$50 and the seven-passenger sedan is priced \$100 under the previous figure.

"The marked reductions, which come at a time when increases have been more or less generally expected, are the result of increased manufacturing efficiency, which has come about since the present organization took over the Chalmers plant," Mr. Barker states.

Robert Vance Joins Cadillac Organization

Robert (Bob) Vance, well known Omaha automobile man, formerly with the Oakland Motor Co. of Omaha, has taken a position with the J. H. Hansen Cadillac Co.

Pierce-Arrow Sales Will Be Stimulated

Formation of Company to Handle Time Payments to Facilitate Distribution of Trucks.

The formation by the Pierce-Arrow Motor Car company of a finance company designed to facilitate the distribution of Pierce-Arrow cars and trucks on the partial payment plan will undoubtedly largely stimulate the company's truck business. In fact, it was with this particular idea in view that officials of the company organized the Pierce-Arrow Finance company.

All of Pierce-Arrow's competitors in the truck field have been selling their products on a basis where the purchaser could arrange time payments if he so desired. Up to this time Pierce-Arrow has not been able to handle this class of business and for that reason has been at somewhat of a disadvantage.

Southern Women Learning Mechanics of Automobiles

Southern women are seeing the necessity of a thorough knowledge of motor cars, according to O. A. Wilson of the Andrew Murphy Co., dealers in Durant and Star cars.

An example of this was shown at the Baton Rouge, this summer, where among a class of 40 students at the Louisiana State University Automobile school, six were women. Five of them completed the course, and so great was their benefit that next season will see the class much larger.

Tires Among Few Things Below Prewar Price

Automobile tires are among the few things today at less than prewar prices, according to R. J. Grant, local branch manager for Lee tires.

"There are probably less than half a dozen articles on the market for which this claim can be made and substantiated. But every motorist who has been using tires for the last seven years knows that he is buying his tires right now for less than he ever paid."

Maxwell Price Cut Causes Sensation Among Public

The announcement of a reduction in the prices of the Maxwell has aroused great interest among the public.

Arthur E. Barker, vice president in charge of distribution, says: "Only the fact that the demand of the motoring public for the good Maxwell in the short space of two years, has surpassed all expectations, makes these new lower prices possible."

Walter P. Hanson Joins Stutz Motor Organization

Walter P. Hanson, well known in automotive advertising and newspaper circles, has been appointed advertising manager for the Stutz Motor Car Company of America, Inc., according to an official announcement by the Stutz factory at Indianapolis.

Never use a large pan for omelet or the eggs will spread and the omelet become thin and tough. A small deep pan is ideal if you are not fortunate to own a regular omelet pan.

Firestone Tells Why U. S. Should Produce Rubber

Grip of England on Plantations Is Forcing Up Price—Government Investigators in Field.

Further argument in favor of the idea that "America should produce its own rubber" was advanced at the offices of Harvey S. Firestone, where attention was called to reports from England to the effect that the British government contemplates an import tax on automobile tires received into England from the United States.

"England already controls about 85 per cent of the world's plantation rubber, through ownership of rubber plantations by British capital, and naturally dominates the situation. Being in this position, the British colonial office some months ago enacted legislation restricting production and exportation of crude rubber from its far eastern colonies, and soon after the passage of the law the price of crude rubber advanced about 150 per cent," says the Firestone statement.

Prices Have Declined

"Rubber prices have dropped somewhat, however, from the peak reached, due to smuggling and forged documents in the supply regions, and the fact that rubber growers, who secured rise in price was arousing too strong public sentiment in America against the act, and that too high a cost at the present time might have a tendency to force a modification of the law, or even its repeal."

Yet today rubber is costing American manufacturers about 100 per cent more than the price prevailing about the time the restriction law was enacted.

"With a grip on production of crude rubber and with a contemplated program to levy an import tax on the finished product, England places American manufacturers at a great disadvantage."

New Service Station Head Drives Overland on Spragues

R. H. Carter, who has been in the automobile tire business in Tacoma, Wash., for several years, has moved to Omaha, where he has been made manager of the Sprague free tire service station located in the Sprague street, Eighteenth and Cummins streets.

Carter drove overland on a set of Sprague tires that had gone 4,120 miles before the trip was made. Nineteen hundred and seventy-eight miles were covered on the way to Omaha and during the past few weeks the mileage has been increased to 6,759 miles by actual speedometer readings. The original air was put in the tires when they were put on the car, Carter says.

Trucks Bought for War Used to Haul Mail

The United States government is converting all its wartime trucks into mail carriers, according to advices reaching the General Motors Truck company of Pontiac, Mich., and expects shortly to have thousands of new mail trucks in use.

During the war the government was buying thousands of G. M. C. trucks and sending them to France to transport troops, munitions and supplies. After the war, the War department placed these surplus trucks on sale, but many were in such good condition that the prices offered for them were not a fair valuation.

ABE MARTIN On Politics Today

High Spots in th' Moots Speech. Six-dollar straw hats an' \$5c wheat don't set well.

There's too much diversity of opinion 'mongst our "great national leaders" as 't' what th' country needs.

There's too much talk about their 'belly' so much wealth in th' country by those who hain't never lived in th' country.

Us farmers are through with th' tariff an' lightning rod agents.



Joe Moots, Who Denies that His Resemblance to a Former Pop'lar Idol Has Anything to Do With His Enterin' Politics.

stage an' announced himself as bein' in th' race for sheriff. He dwelt at length on all th' puzzlin' an' intricate problems that confront th' farmer, he delved int' state affairs, he exploited his views an' convictions as regards th' affairs of th' nation, but it was not 'till he got fairly int' th' European wreckage that he amazed his hearers by th' easy an' graceful manner with which he handled th' elements that are playin' so large a part in th' unstabilization of th' universe.

He discussed unecological distribution, wheat rust, commercial fertilizers, cement fence posts, th' exploitation of women an' children on th' farm, co-operative marketin', and peace in th' Pacific, includin' seal conservation.

We'll allus be agin' th' open saloon with its bologna, music, women an' lottery tickets, but we'll allus be fer a social good time without fear of arrest.

Give th' farmer a stabilized bushel o' cow peas.

I want t' see a car in ever' home. Bricklayers allus did build a house 100 soon.

We demand th' return o' th' \$1 excursion.

We're opposed t' rum sleuths trampin' down our crops.

Too many robbers handle a lamb chop after it leaves th' farm.

We want things straightened out in this country in such a way that when a farmer gets his neck shaved he won't be called "a d-d profiteer."

(Copyright, 1923.)


Prosperous Japs See Own Funeral Ceremony

Tokio, Sept. 1.—Orthodox Buddhists and Shintoists of Kochi, Shikoku prefecture, had the shock of their religious careers recently when they viewed a funeral procession—fireworks, walking geisha and a long string of mourners, and in the center of the procession, smiling and discussing petty affairs with their friends, the couple who were to enjoy their own funeral sermon.

"It has long been our cherished desire to attend our own funeral services," said the wealthy 70-year-old

keeper of a fashionable restaurant, in telling his friends of the plans for the funeral. Thus it was that several days later a long cortege of mourners left the most beautiful temple of the place, followed by dancing geisha and finally the smiling, bowing principals at the funeral. Both the restaurant owner and his wife were dressed in white to indicate their demise.

Following the funeral services the aged caterer and his wife invited the "mourning" party to the restaurant, where the funeral was officially ended by a gay dinner party, not unlike the one-time funeral celebrations of Ireland. The aged couple declare that now they have been properly disposed of they have acquired a new spell of life.



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CHEVROLET

Price Reduction

Effective September 1, Chevrolet Motor Co. Announces the Following Prices—

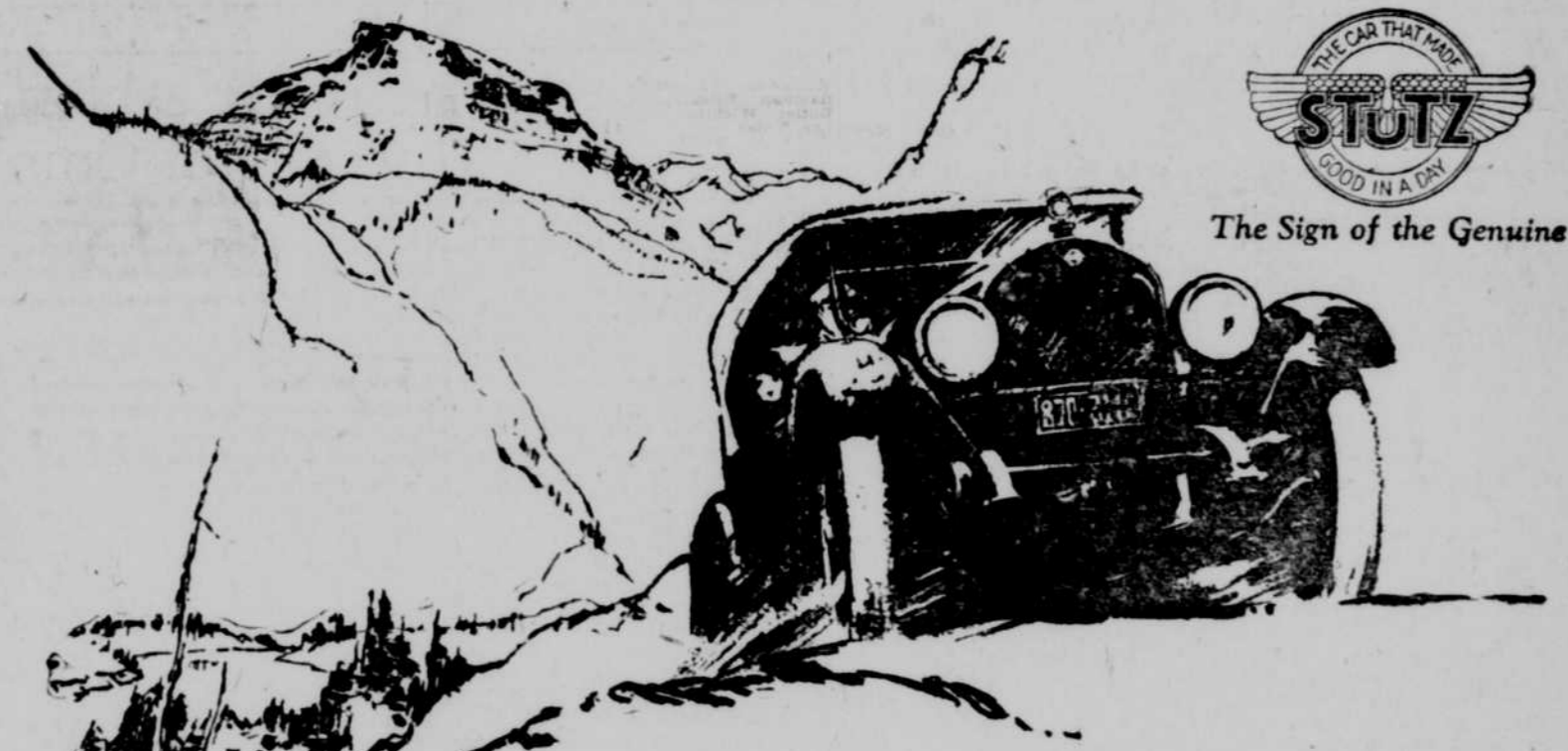
Superior Roadster	\$490
Superior Touring	\$495
Superior Utility Coupe	\$640
Superior Sedan	\$795
Superior Commercial Chassis	\$395
Superior Light Delivery	\$495
Utility Express Truck Chassis	\$550

All Prices F. O. B. Flint, Michigan

QUALITY CARS at QUANTITY PRICES

These very low prices are made possible through large volume production and are in conformity with our fixed policy of providing the utmost per dollar value in economical transportation.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation



For Every Climb in Every Clime

There are "one speed" cars. Their owners fear to travel above or below a certain point because of unpleasant noise, vibration or labor.

The Stutz Six is capturing legions of these who are determined to be rid of the old limitations. Never has a car exhibited so capacious a range of smooth operation.

Up mountainsides it holds its pace relentlessly because peak power output is not limited to certain favorable conditions. From lowest speeds to highest, or in heaviest going, you cannot get that "gone" feeling of disappearing power with a Stutz Six. Always you feel the rush of its resistless might.

On sweltering days it runs cool; in the hot dust it hushes as some cars do only in damp air. In altitude it cleaves its way with unimpaired ability.

All regions, many countries, now have enthusiastically stamped approval upon matchless Stutz Six performance. And it looks the part it plays; pert as it is eager; refined as it is able; unimaginably economical—the capable, prudent aristocrat of the class which it dominates. You fall short of knowing all of motoring pleasure until you know the Stutz Six.

OWNERS KNOW

"The Stutz Six Sedan delivered to me has from day to day become more and more a pet. It rides like a rocking chair both in the front and rear seats. The motor is amazingly flexible for one which has such a wealth of power."

H. W. SCHAEFER
H. W. Schaefer Co.
25 Broadway, New York

"Words cannot express my satisfaction with my Stutz Six. Am more than pleased with it. Only sorry I could not have had one long ago. Nobody can explain what a Stutz Six is. They have to drive one to find out. It is a wonder."

C. J. GILLIES
183 E. Boulevard, Morgan Park
Duluth, Minn.

"Have owned a number of cars the past 18 years, but have never owned one or ridden in one that surpassed the Stutz Six for all-around motor car ability."

FRANK E. WATKINS
252 Stark St., Portland, Ore.

STUTZ SIX

Touring Car \$1995 Roadster \$1995 5-pass. Sedan \$2550
All Prices F. O. B. Factory

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2056-8 Farnam St. Phone AT lantic 7408

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