

## Increased Power Marks Cleveland Models for 1924

Mechanical Improvements Incorporated in Design for Series of Cars for Coming Year.

"The universal demand of motorists since the inception of the first motor car has been power. Automobile manufacturers have expended hundreds of thousands of dollars in experimental efforts to increase power, at the same time decreasing the cost of operation and reducing size and weight of material in mechanical features of the automobile," says Guy L. Smith, local Cleveland Six distributor.

"Months the entire engineering personnel of the Cleveland Six laboratories and experimental departments has concentrated its efforts to accomplish this as the dominant feature feature in the new 1924 series.

"Increased performance and flexible driving force of additional power, at the same time retaining quietness and smoothness, has been the final achievement in the new Cleveland—substantiated by sound mechanical improvements.

### Automatic Spark Advance.

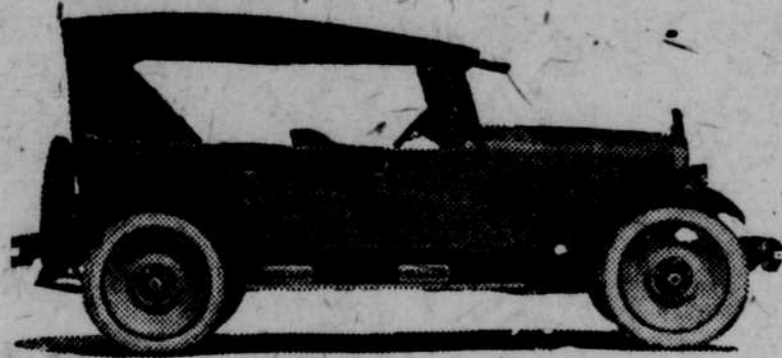
"A new automatic spark advance on the Bosch system, which makes the use of a hand-lever unnecessary, contributes largely to the rapid pick up of the motor. Automatic control of the spark eliminates the possibility of pre-ignition or better known to many as 'spark knock.' This new ignition with a new Bosch generator and starting motor affords the new Cleveland Six the simplest and most efficient electrical equipment possible to obtain.

Ideal gasoline distribution has been realized through the adoption of a new and improved type Stromberg carburetor coupled with a highly refined method of heat application to the intake manifold. Not only do these two features help increase power but make the car more economical to operate.

"Much of the efficiency of the new valve actuating mechanism can be laid to a new valve lubricating system. By automatic pressure the lubricant is forced up from the main oil line to the valve rocker arm shaft and by centrifugal force is forced out through a groove in the rocker arm to a felt oil retainer which not only promotes quietness but efficient lubrication.

Body Lines Unchanged.  
"Although the body lines of the new series Cleveland Six remain unchanged, the appearance is greatly enhanced by a new and more distinctive

## New Oakland Sport Model



1924 OAKLAND 6-54 FIVE PASS. SPORT TOURING

Seldom have the new models of any motor car embodied as many new and exclusive features as the new 1924 Oakland True Blue model.

Two years have been devoted to the design, manufacture and testing of this new model. Through the distinctive features of its predecessor have been retained, the car has been newly designed.

The following 10 outstanding features give a bird's eye view of the advanced design of the new Oakland:

Four-wheel brakes, brand new L-head 6-cylinder engine, full automatic spark control, complete new chassis, entire new line of bodies, blue, standard color on all models, disc steel wheels, standard equipment, all hand controls centralized on steering column, instruments grouped in glass-

covered panel, indirectly lighted, and tops on open models permanent and distinctive with new type door opening side curtains.  
The sedan and 4-passenger coupe are upholstered in silk velour of a laque shade with special stripe, silk window shades, dome light, foot and robe rails, floor type heater and aluminum scuff plates.  
One of the most attractive models is the business coupe. It seats three comfortably. The upper structure is of metal, covered with a special material of leather texture, with attractive bows on each side.  
All open models are upholstered in genuine leather, and the sport models in Spanish leather. The tops on the sport models are of khaki material.

### Chevrolet Reduction in Price Unexpected

The reduction in Chevrolet prices announced September 1 caused a surprise to the automobile world, in view of the common opinion that good grounds existed for expecting higher prices.

S. W. Smith, local Chevrolet distributor, states that he had no information that a reduction was coming, as he knew that for more than six months the Chevrolet company has been unable to fill half the volume of orders received.

Courteous Meriden.  
Meriden, Conn., displaces the usual command to slow down to a specified number of miles per hour by a sign which requests, "Please Drive Considerately."

## Pony Express Has Reo Car Convoy

Auto Caravan Precedes Riders Into All Principal Cities Along Route.

While two relay teams of horses and riders are racing their way across the western half of the continent in the Pony Express revival, celebrations are being held in practically all of the cities and towns through which the original Pony Express rode 62 years ago and in many cities where they never existed.

The race which started from St. Joseph, Mo., on the morning of August 31, closed a pageant in that city which had lasted for six days.

From the start until the close of the race in San Francisco where the appearance of the riders will be the signal for the official opening of a three-day celebration, the riders dashed through celebrating throngs whenever they ride through a city of any size.

The various celebrations are taking many forms, practically all of them having a historical basis, however. In Denver, a pageant of industrial progress is reported as being educational as well as entertaining.

Approximately 10,000 people attended the celebration in St. Joseph before the two teams started on their long run.

In San Francisco, tall sombreroes have been on the streets for a couple of weeks, the "ten-gallon" hats having been selected as the official emblem of the Pony Express celebration in that city.

The high point in each celebration after St. Joseph was left behind was to be reached when the horses and riders followed closely by the Speed Wagon convoy, came into the city.

The Phaeton Reo and the Reo touring car, pathfinder and judges' car respectively, are preceding the race proper into each large city by several hours.

### New Spark Plugs Received Through Test in Russia

The new type of double ribbed core Champion spark plugs received a thorough test in Russia recently when a Fordson tractor, equipped with them, made what is believed to be a world's speed and distance record for tractors. It completed a run entirely under its own power from Rostov-on-Don to Moscow, 750 miles, in 10 days, under almost impassible road conditions, according to a cablegram received by the Champion Spark Plug company of Toledo.

Immediately following the run the tractor and plugs were placed on display at the first Russian agricultural exhibit in Moscow, as examples of American manufacturing ingenuity.

## New Hupmobile Model Has Resulted From 15-Year Study

The new Hupmobile model recently announced is the result of 15 years of concentration by Hupp engineers on the 4-cylinder principle in quality manufacture.

The newest Hupmobile is only the sixth model Hupp has built in 15 years of its history. Officials of the corporation do not consider it advisable to make annual changes in their models, a practice that many other manufacturers have adopted in recent years. Instead, they have made improvements on the models then being produced just as quickly as better engineering methods were discovered, and offered complete new cars only when extensive betterments were devised.

## Nash Sold More Cars in August Than During July

"There is nothing on the business horizon that bespeaks anything but continued prosperity for the rest of this year, and every indication points to even better business for 1924," said C. W. Nash in a talk to dealers representing the Nash Motors company at Milwaukee this week.

"I cannot account for the fact that people have been buying as many cars in August, usually a low month, as they did in June and July. According to all traditions of the automobile industry there should have been a marked falling off in August purchases. But our company sold more cars in August than in July and, according to all indications, we will sell more in September than in August."

## Lexington Specials Again Win Pike's Peak Contest

Two Lexington specials won first and second places in their class at the fifth annual Pike's Peak hill climbing contest, Labor day.

This is the third time out of as many entries the Lexington has covered itself with glory in America's greatest road classic.

The winning "Minute Men," driven by Ot Loesche and Jack Knight finished only a few seconds apart, repeating their sensational performance of 1920 and 1921.

## Rickenbacker to Explain Brakes

Distributors to Devote Entire Day Sunday to Giving Demonstrations.

To prove the pudding by giving everyone a taste, the Rickenbacker Motor company has declared Sunday, September 9, National Demonstration day for four-wheel brakes.

"In accordance with the announcement, all Rickenbacker distributors will devote the entire day to demonstrations," says Capt. E. V. Rickenbacker, vice president and director of sales of the concern which bears his name.

"We will undertake to do with four-wheel brakes anything that any sane person believes an ideal braking system should do," he said.

"Nor will we confine the demonstration to prospective customers. Rival dealers, salesmen and service men will be just as welcome and will be treated with equal courtesy.

"A lot of foolish things are being said about four-wheel brakes by persons who do not know. We feel certain that these people are sincere, but lack personal knowledge of this greatest improvement made in a motor car since the advent of the self-starter. Therefore we stand ready to 'show' them on any point and in any kind of demonstration they may suggest."

## Haynes/Company Has New Advertising Manager

Ross H. Garrigus has been appointed advertising manager for the Haynes Automobile company, Kokomo, Ind., according to an announcement by Gilbert U. Radoye, director of sales and advertising for the Haynes company.

Mr. Garrigus has been assistant advertising manager for almost a year and has been in charge of all publicity and the publishing of Haynes Successful Selling, the Haynes company's national trade magazine.

Grated pineapple thickened with corn starch is a nice change for the filling in an extra pie shell.

## Cadillac Company Has New Discovery to Announce

Inquiries resulting from current rumors that the Cadillac Motor Car company is in possession of a new engineering principle in automotive engine design are substantiated by a high official of the Cadillac organization, who states that an important announcement will be made by the company within a few days.

In automotive circles, the rumors about important developments by the Cadillac organization have gained strength in view of recent utterances by Charles F. Kettering, president of the General Motors Research laboratories at Dayton, O.

Mr. Kettering's declaration regarding future developments in the industry, made at the recent annual conference of Cadillac distributors, factory officials and district managers in Detroit have been widely quoted throughout the country.

Rumors regarding Cadillac developments are considered especially significant by students of motor car progress because of the interesting engineering and manufacturing history of the company.

## Prestolite Batteries Are Reduced in Price

Following the lead already set by tire companies and by the Standard Oil company, the Prestolite Battery company of Indianapolis, through Mr. S. P. De Lano, vice president, announces a substantial reduction in all automobile batteries.

Millions of dollars, it is estimated, will be saved to buyers of batteries for the reason that this reduction comes at the height of the buying season of this industry, and this timely aid, at the beginning of the heaviest buying season, together with the reduction in tires and gasoline prices, will make it possible for thousands of people to whom the matter of the upkeep of automobiles was important, to buy a good car now and operate it at a much lower cost than was possible for even a low-priced car during war times.

# Cadillac Demonstrating Cars

Four Type Sixty-one Cadillac cars which have been used by us as demonstrators for sale at a low price. Have all had the very best of care and are now in excellent shape. Come! Drive them and appreciate their goodness.

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### New Prices--All Models

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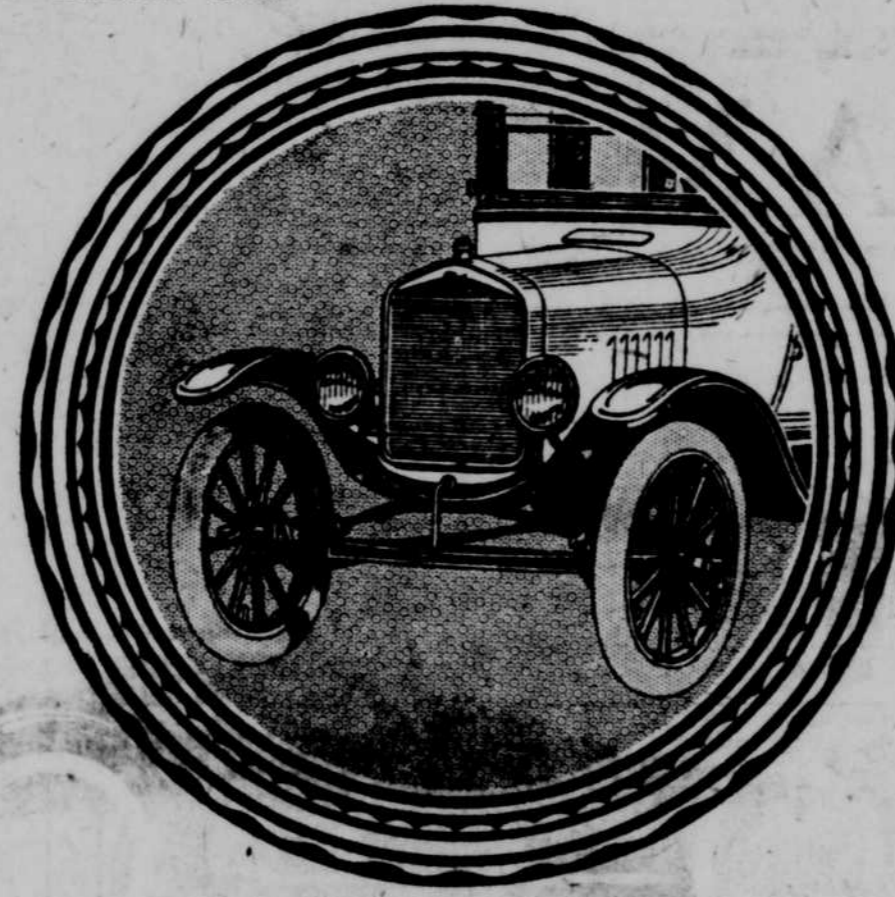
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# Ford

THE UNIVERSAL CAR



## Announcement

The new Ford cars are now ready for your inspection, introducing changes that improve the appearance of the various body types and increase their comfort and utility.

They offer you not only economical and dependable transportation, but also a more attractive style and a greater share of motoring convenience—a combination that makes the outstanding value of Ford cars more impressive than ever.

You can see these new Ford cars on display in your nearest Ford Dealer's showroom.

These cars can be purchased through the Ford Weekly Purchase Plan.

See any Authorized Omaha or Council Bluffs Dealer.

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