

### Dodge Cars Are Replacing Camel in Central Asia

Fur Traders See Commercial Possibilities Developed by the Third Asiatic Expedition.

While science toys with the 25 dinosaur eggs brought back from the interior of Mongolia by the third Asiatic expedition, and wonders about their relationship to the dinosaur skeletons now and then unearthed in America, industrial leaders are giving deep and serious thought to the commercial phase of the expedition's many remarkable discoveries.

Roy Chapman Andrews, leader of the expedition, demonstrated that it was not necessary to rely on the plodding camel in order to penetrate the rich interior. His three Dodge Brothers motor cars did what the fur traders and others interested in the commercial development of Mongolia had considered impossible. The fur traders promptly bought up his three Dodge Brothers cars, proved to their satisfaction that it was in the car to do it—and not just luck—and are now operating fleets of the same sturdy American car in pursuit of the fortunes that roam aimlessly on the plains. Trips that formerly required months are now made in days. There are no roads, but that seems to make little difference when one is using Dodge Brothers cars.

The importance with which the results of the expedition are viewed by the press is reflected in the countless editorials which followed the travelers' return. Typical of the comments

### Iowa Physician Makes Startling Offer to Catarrh Sufferers

Found Treatment Which Healed His Own Catarrh and Now Offers to Send It Free to Sufferers Anywhere.

Davenport, Iowa.—Dr. W. O. Coffey, Suite 1303, St. James Hotel Bldg., this city, one of the most widely known physicians and surgeons in the central west, announces that he found a treatment which completely healed him of catarrh in the head and nose, deafness and head noises after many years of suffering. He then gave the treatment to a number of other sufferers and they state that they also were completely healed. The doctor is so proud of his achievement and so confident that his treatment will bring other sufferers the same freedom it gave him, that he is offering to send a 10 days' supply absolutely free to any reader of this paper who writes him. Dr. Coffey has specialized on eye, ear, nose and throat diseases for more than 25 years and is honored and respected by countless thousands. If you suffer from nose, head or throat catarrh, catarrhal diseases or head noises, send him your name and address today.

### Studebaker Light Six Coupe



The Studebaker light-six five-passenger coupe was one of the most attractive cars exhibited at the show. The body is small enough to be chummy, yet it is large enough to insure comfort for five full-grown people. In speaking of the show, O. N. Bonney of the O. N. Bonney Motor company said, "It has been a very gratifying week. We have had many many visitors at our display that showed a very friendly attitude to the Studebaker line on a whole. The buyer of today seems to place quality and workmanship much above the mere fact of low price and the buying public appreciates value more each year. We had a good number of retail sales during the week and we have every reason to believe that business throughout the year will be very good."

is the following from the Dallas Journal.

"How many of us grubby folk know that dinosaurs laid eggs? Who among us could estimate the value of dinosaur eggs? Geologists working in the wilds of Mongolia under the auspices of the American Museum of Natural History have discovered a whole nestful of dinosaur eggs, 25 of 'em, to be specific, and they say that the value of the egg is priceless. Their valuation will not be challenged. For these eggs are big as moons, compared to those of the industrious hen of our own time, and they are past the possibility of deterioration, since they are fossilized and are estimated to be 10,000,000 years old.

"Old King Tut, it will appear, has no sort of monopoly on relics of antiquity. This lay of the ancient dinosaur antedates the paragon's time by ages and epochs. As an exhibit from a primeval past it will stand in a class to itself. The exhibit is made even more impressive by the addition of tons of other fossil remains which were found in the Asian desert.

"That the discovery was due to the courage and determination of the man who comprised the scientific expedition need not be stated. But an interesting revelation is that it would not have been possible without the aid of that modern of moderns, the automobile. Motor cars penetrated hundreds and hundreds of miles into regions that had never scented the odor of gasoline, following with ease the trails which had been made by caravans of camels. The leader of the expedition, Mr. Roy Chapman Andrews, is quoted as having said that all of Mongolia is accessible by motor car and that a new field for commercial exploration and development has been opened.

From which it may be seen that great possibilities may be hatched from dinosaur eggs. Commerce is a follower of the flag, we have been told. But it may also be said that it follows the explorer in the name of science."

### Motor Drivers Urged to Watch Dilution of Oil

Cranks dilution, or the thinning out of the lubricating oil in the engine, is a subject that deserves the serious consideration of every automobile owner," according to E. T. Strong, general sales manager of the Buick Motor company. "This dilution is caused by the unburned fuel which, despite the many great improvements in carburetion, finds its way between pistons and cylinder walls into the lower crankcase. Present day fuels require a much greater amount of heat for proper vaporization than those of a few years ago, and in designing the carburetor unit every effort has been made to prevent incomplete vaporization.

"The result of crankcase dilution is excessive wear on pistons and rings, cylinder walls and engine bearings due to the fact that the lubricating qualities of the crankcase oil have been impaired.

"The car owner can avoid excessive dilution in the operation of his car by observing the following suggestions: 'Avoid holding air regulator handle on 'choke' position longer than necessary. It should be turned to 'cold' position as soon as driving conditions permit.

"Do not idle engine or drive at extremely slow speeds for long periods of time.

"Drain the crankcase at regular intervals, the frequency depending on the season and the conditions under which the car is operated. A complete change is recommended every 500 miles, although under certain driving conditions in cold weather a more frequent change may be advisable.

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### Careful Attention Urged to Get Big Tire Mileage

Two casings, one of which had rolled up a mileage of 21,000 and the other 20,000 miles, were recently removed from the driving wheels of a Cadillac sedan owned by A. G. Zeller, president of the Michigan State Automobile school, Detroit.

"These casings were in such good condition that I had them retreaded and am using them now for spares," said Mr. Zeller, who attributed their long life as much to careful driving as to the quality.

"Careless application of brakes and too great an eagerness to accelerate from nothing to 80 miles an hour in a few seconds contribute greatly to tire strain and excessive wear of tires. Improper inflation is another thing that quickly ruins even the best of casings.

"Own a pressure gauge and use it. Take the trouble to remove tires and tubes for inspection now and then; keep the rims clean; watch the tube protecting flap to make sure it is properly in position and not wrinkled. Look the casings over for signs of damage and make little repairs where necessary."

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### Studebaker Wins Yosemite Race

Thrusting triumphantly through snow and mud roads, a Studebaker for the fourth year in succession won the hotly contested race to be the first touring car to enter the Yosemite valley and drive in at the ranger's checking station.

The annual pilgrimage over the snow-tortured roads of the Sierras is one to appear first in the valley is one of the most grueling grinds known to motorists, and is therefore a highly coveted honor for Studebaker. No car has ever won the race four times before.

The winning passenger car was a stock Studebaker big six, dispatched from the show rooms of the Chester N. Weaver company, San Francisco. The car was piloted through the "thick going" of the Wagon road by H. M. Gregory. He was welcomed at the park by Chief Ranger E. S. Townsend.

The chief ranger issued the first touring car permit of the 1924 season to this Studebaker. The snow was heavier and the road conditions more difficult than in any previous year, according to Pilot Gregory. Another Studebaker, a light six touring car, driven by William J. Silva of Modesto, Cal., came in second.

The Mitchell Motor Car company of Racine, Wis., is preparing to carry on an extensive program of future operations. L. H. Bridgman, recently elected president, states that formal announcement of the entire plans of the new organization will be made within a very short time.

Two Balloon-Tire Classes. Balloon tires are to be classified under two names—true balloons and semi-balloons. True balloons are made in four sizes only and require a change of wheels on the car before they can be applied. Semi-balloons can be applied to wheels already on the car.

Ferryboat to Ply River. Chester, Conn., Feb. 23.—Gasoline still will be the motive power when motor vehicles cross the Connecticut river here to penetrate the wilderness of eastern Connecticut. The old

steam ferryboat that has been crossing the mile-wide stretch of river for generations will be supplanted April 1 by a Lake Champlain type ferry made up of a gasoline launch that propels a pair of barges. When only humans are to be ferried over the river the launch can be detached for the voyage.

### Stewart Warner Report Big Sales

Many Visitors at Auto Show Booth to See New Line.

Guy E. West, manager of the Stewart-Warner Products service station, reports a large number of visitors during auto show week. A satisfactory business is also reported. Many dealer visitors expressed a keen interest in the Stewart shock absorbers and the electric windshield cleaner, both recent additions to the Stewart line. The large business secured during show week on these two items shows confidence in these products.

Great interest was manifest in the new model Stewart speedometer with lubrication dials and charts, recently announced for use on Ford cars, and the demand for this product which has shown a continued increase far beyond expectations.

Columbus Council Revokes Sinclair Oil Firm Permit. Columbus, Neb., Feb. 23.—The city council revoked conditional grant to the Sinclair Oil company and laid foundation for prosecution for erecting a filling station in Columbus without a building permit. A permit was granted the company by the council with the assurance that it would erect a \$5,000 station, work to begin within 30 days. The permit was canceled by the council for the reason that the company failed to comply with the conditions with reference to plans and specifications. The company has nearly completed a station not according to the plans and terms as agreed upon.

### Cadillac Attracts Much Attention at Auto Shows

Seasoned observers at the automobile show this year noted important changes in attitude on the part of visitors. A greater interest than before in fine workmanship, careful design and comfort was apparent from the questions asked. The visitors also showed greater general knowledge of important points of motor car design; and interest in fundamental changes had been stimulated, without doubt, by the radical improvements which have been made during the last few months. That Cadillac will enjoy one of its best years, beyond doubt, is the belief of J. H. Hansen, local representative of that car. Mr. Hansen states that not only was great interest manifested in the Cadillac car at the local show but this has been the case at all shows previously held throughout the country, where interest in the newness of design, late appliances, and known quality were evidenced.

### CADILLAC SALES

The results in Cadillac booth at the Auto Show were gratifying. Eight Cadillacs were sold and delivered and orders for five cars for future delivery received.

Cadillac known quality again scores because careful buyers are investigating Cadillac's new models at new low prices.

J. H. HANSEN  
Cadillac Co.  
OMAHA

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Last year 350,000 buyers waited for delivery.

Insure yourself against delay this spring by placing your order for a Ford Car now.

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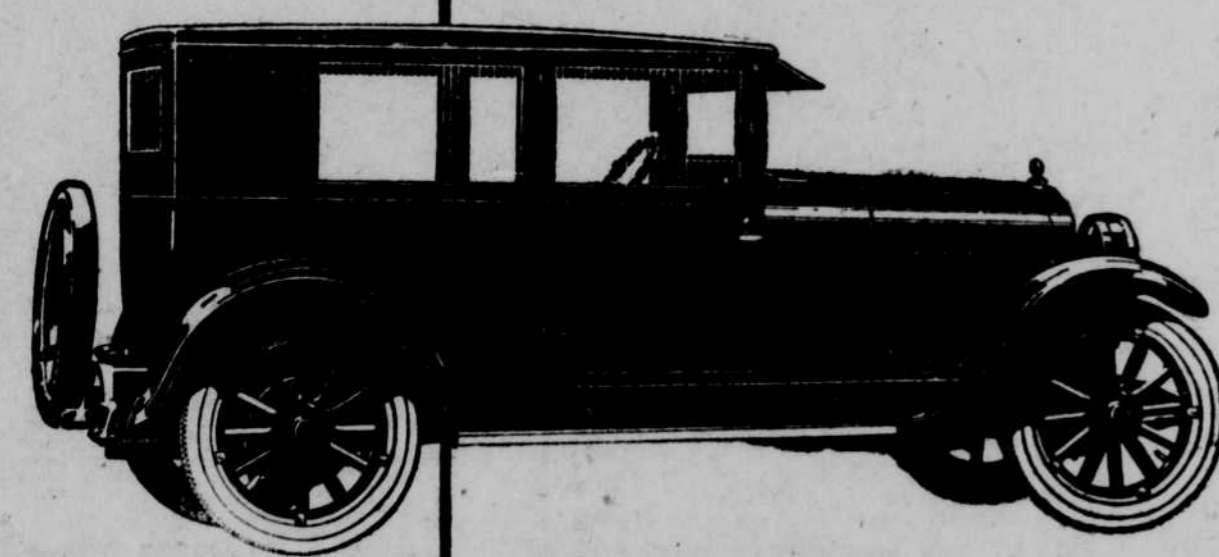
## \$295

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Starter and Detachable Rims \$85 extra

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A SIX—Built by Hudson



The Coach  
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Touring Model - \$850  
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**We Ask This Simple Test**

It is an easy way to tell if the new Essex Coach gives greater value than was ever provided at this price.

Take a ride. It has answered the question for thousands. Priced \$170 lower, the new Essex Coach provides a larger, handsomer body, with even greater passenger comfort than the former Coach.

And its 6-cylinder motor, built by Hudson, gives the smoothness of performance for which the Super-Six is famous.

*Has Qualities of Both Hudson and the former Essex*

Steering is as easy as guiding a bicycle. Its motor flexibility makes gear shifting almost unnecessary, except in starting. Note how comfortably and safely it holds even the roughest roads at all speeds.

Gasoline, oil and tire mileage are exceptional. A further satisfaction is the low cost at which all replacement parts are sold.

A ride will give you a conviction of goodness and quality, such as you never expected in a car of its price.

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