

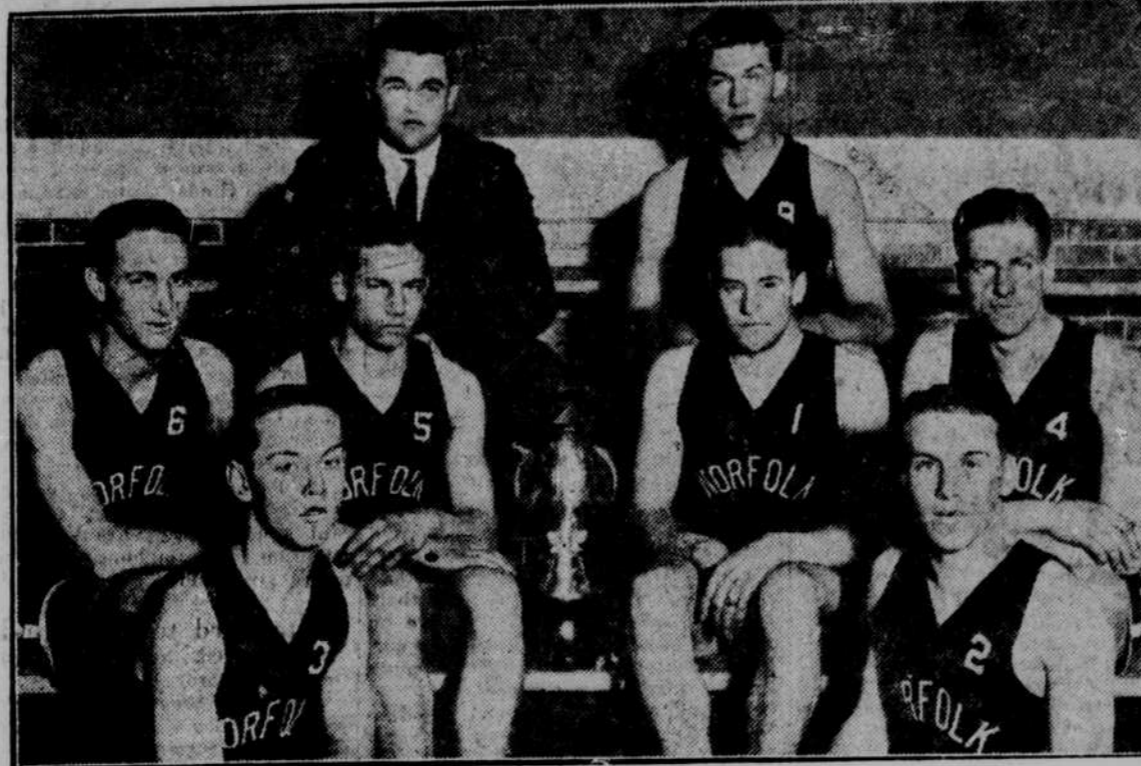
More Than \$200,000 in Prizes Chalked Up for 16 Races in South

LOUISVILLE, KY., March 1.—With a gross value of more than \$200,000, the 16 stakes of the Kentucky Jockey club to be run at Churchill Downs and Lexington this spring and summer comprise the greatest racing program ever offered horsemen for a 50-day meeting.

The feature of the Blue Grass program is the 60th renewal of the Kentucky derby. It is the golden anniversary of America's blue ribbon event and General Manager Matt Winn intends to make it the greatest sporting event of the year. There will be \$50,000 added to the Kentucky derby, and the Kentucky Jockey club will present to the owner of the winner a gold trophy costing several thousand dollars; to the jockey riding the victor, gold spurs, and the trainer, a gold split-second watch.

The stake that will attract chief attention is the Kentucky derby. It is expected that all the great 3-year-olds will be entered and owners will be eager to win the 1924 derby because with it will go a trophy that can be won only once in a lifetime.

Northeast Nebraska High Cage Champs



Here is the Norfolk High school basketball team which won the northeast Nebraska tournament at Wayne, Neb., recently. This team will be one of the strong contenders for the state championship at Lincoln.

Norfolk's record so far this year: West Point, 10; Norfolk, 11, (11) Wayne, 15; Norfolk, 18.

Newman Grove, 8; Norfolk, 17. Alden, 6; Norfolk, 17. Madison, 11; Norfolk, 16. Fremont, 16; Norfolk, 20. Pierce, 7; Norfolk, 22. University Place, 7; Norfolk, 13. Wayne, 12; Norfolk, 24. Randolph, 7; Norfolk, 24. Scribner, 18; Norfolk, 30.

CYRIL WALKER TELLS:

A Pebble That Cost Me a Title
When Teacher Made Good
The Best Shot I Ever Made

WHILE skill is the deciding factor in the winning of championships, it cannot be denied that luck also plays a part. Some break of the game entirely beyond the control of the contestant confers upon him the joy of victory or the gloom of defeat.

If it be the latter, the player has all the years of his life in which to ponder sadly upon what might have been. Perhaps the catastrophe arrived at a time when he had been performing in his very best style. Perhaps the very play that produced it was executed perfectly. If so, his sorrow is the more acute.

On a number of occasions I have lost a championship by the narrowest of margins just because, on one hole out of 72, Dame Fortune turned her back on me. In the first winter championship tournament ever held at San Antonio, Tex., this happened.

Years ago Jack Burke took the Minnesota open from me by a single stroke, after we had made the unusual record of doing the 72 holes respectively in 282 and 283.

Twice the Metropolitan Open has slipped from me by the tip of my fingers. And, last winter at Pinehurst, Walter Hagen beat me for the North and South Open title

through "the luck of the game" on a short hole, when an unplayable lie brought me six strokes instead of par three.

But the toughest break I ever experienced was in the Metropolitan Open of 1921, played at Siwanoy. It came at a time when I was at the peak of my game. For three rounds I had been leading the field and on the first 12 holes of the last round I had been keeping up the pace.

When I reached the 13th tee I was ahead of Bob McDonald of Chicago by one stroke. But if ever number 13 was unlucky to anyone it was to me then.

The hole is a 210-yard one. The green is elevated, has a double hump in it, and is trapped on all sides. When I prepared to shoot the wind was blowing across the fairway from right to left. I chose a spoon and hit a high ball.

I have never made a better shot in my life. As I watched the ball in its flight straight toward the cup, I figured on a score of three, which would give me another stroke on McDonald. Bob was just a hole ahead of me and word had come back that he had taken a four on the 13th. A two-stroke lead meant a good deal with only five more holes to go.

But at this point disaster overtook me. As I said before, the green had two humps, or undulations, in it. The first was toward the front of the green. Just beyond it was the cup. Next came the second hump, and at the rear, a nasty trap. My ball, dropping on the first elevation, should have stopped after a short roll, giving me a sure three, with a chance for a two. Instead it hit a small pebble, or hard spot, bounded 15 feet into the air and plumped into the trap.

Two minutes later, Tommy McNamara, who was following me, made a tee-shot to within a few inches of where my ball fell. No two strokes could have been more alike. But whereas mine found the trap, Tommy's gave him a hole in one!

But my hard luck was not ended with my tee shot. Landing in the trap, my ball found the only heel-print in it. This was right in the corner of the hazard, where some spectator, resting for a moment on the grassy edge, had jammed his foot a good 10 inches into the sand. I holed out in seven, four strokes more than I should have had. That was just the margin by which McDonald beat me.

My poor fortune unnerved me. And, on hearing of it, Bob was correspondingly encouraged.

The ball was sunk in 12 inches of water, a seemingly unsolvable lie looking at it. It almost reached the conclusion to throw it out and accept the penalty. But I was desperate. Pete was on the green in two with a certain four in sight. Something unusual had to be done, or, with but five holes to go, I would be distanced.

It was necessary to stand in water well up toward my knees to get at the ball. When I cut loose with my niblick I took almost enough of that hazard's contents out of it to turn it dry. But I laid the ball on the green, four yards from the pin, and followed this up by holing out a three.

This put me even with O'Hara, but eventually he won out.

Believe Lou Gehrig Another Babe Ruth

New York, March 1.—Many baseball enthusiasts in Newark, N. J., believe that Lou Gehrig, the Columbia university player, who has signed a contract with the New York Yankees, will eventually become a rival to Babe Ruth. Gehrig is not a whale of a star in that position, but that he is going to be a sensational batter is a foregone conclusion.

Belgium will have a team entered in the six-day bicycle race in Madison Square Garden, March 3 to 8.

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Don't Pay \$1,000 or More for a car, without knowing what the leader offers in the fine-car field

WE made a canvass of many who bought rivals of Studebakers. We said, "Tell us why you liked your car the better." The majority said, "We did not even look at the Studebaker." Most of them bought new models of the car they owned before.

Yet Studebaker is a leader in the fine-car field today. Studebaker builds more quality cars than any other plant in the world. Studebaker is the sensation of modern Motordom. Its amazing growth signifies a new situation in this field. Last year, 145,167 fine-car buyers paid \$201,000,000 for Studebaker cars. Nearly three times as many as in 1920. Is it fair to yourself—or fair to us—not to learn the reasons for this trend?

Facts to consider
Studebaker assets are \$90,000,000—all staked on satisfying, better than others, buyers of high-grade cars.

Over 23,000 men have their future at stake on giving you maximum values. \$50,000,000 in modern plants and equipment, of which \$32,000,000 has been added during the past five years.

\$10,000,000 in body plants to give you superlative beauty. To give that final touch for which Studebakers have been famous for decades. 125 experts who devote their whole time to studying betterments. Who make 500,000 tests per year to maintain our supremacy.

Consider Studebaker history. For 72 years this concern has stood for high principles and policies. For two generations, against all the world, it held first place in horse-drawn vehicles.

Now for years its name and fame have been committed to like attainments in fine motor cars.

If you only knew
There is no room here for details and comparisons. You will find them all in Studebaker showrooms. But let us cite some significant facts.

That lack of vibration, so conspicuous in Studebakers, costs us \$600,000 yearly in extra machining of crank shafts.

That matchless strength in vital parts comes from the costliest steels. For some we add 15% to the quoted price to get exactness in them.

That Chase Mohair, used in our closed cars, is made from the soft fleece of Angora goats. Cotton or ordinary wool, or a combination of both, could reduce our price \$100 to \$150 per car, but it would sacrifice Studebaker quality.

Note the bumpers, the steel trunk, the extra cord tires, the motometer, the courtesy light on some models. Figure what they would cost as extras.

The infinite care
We use 35 formulas for steel, each

worked out to exactness for supreme service in its place.

We employ 1,200 inspectors to make 30,000 inspections of the material and workmanship in each Studebaker car—before it leaves the factory.

Consider how Studebaker has always led in the building of high-grade cars. We were first to use cord tires as standard equipment. We were the first quantity manufacturers to build bodies of the highest grade.

If you want beauty, fine upholstery, rich finish and equipment, consider that Studebaker has had more experience in fine coach building than any other motor car maker.

Our place no accident
The pedestal place which Studebaker holds in the fine-car field is not the result of accident. It comes from principles as old as this business—the ceaseless and determined ambition to excel.

Learn the result of these efforts. Compare detail by detail, part by part, with any car you wish. When you foot the advantages, you will find that they number scores.

These are facts you should know. They are inducing 150,000 per year to choose Studebaker cars.

Some sell with every requirement in size and power and luxury. But the chassis are all alike, save in size. The same steels, the same standards throughout. Every important Studebaker part represents the best we know.

People have learned these facts—hundreds of thousands of them. The demand for Studebakers has almost trebled in three years. It has become overwhelming, even for our facilities. Investigate the reasons. You will find them by the scores. Then, if you choose a rival car, we shall have nothing more to say.

LIGHT-SIX	
5-Pass. 112" W.B. 40 H.P.	
Touring	\$1045.00
Roadster (3-Pass.)	1025.00
Coupe-Roadster (2-Pass.)	1195.00
Coupe (5-Pass.)	1395.00
Sedan	1485.00

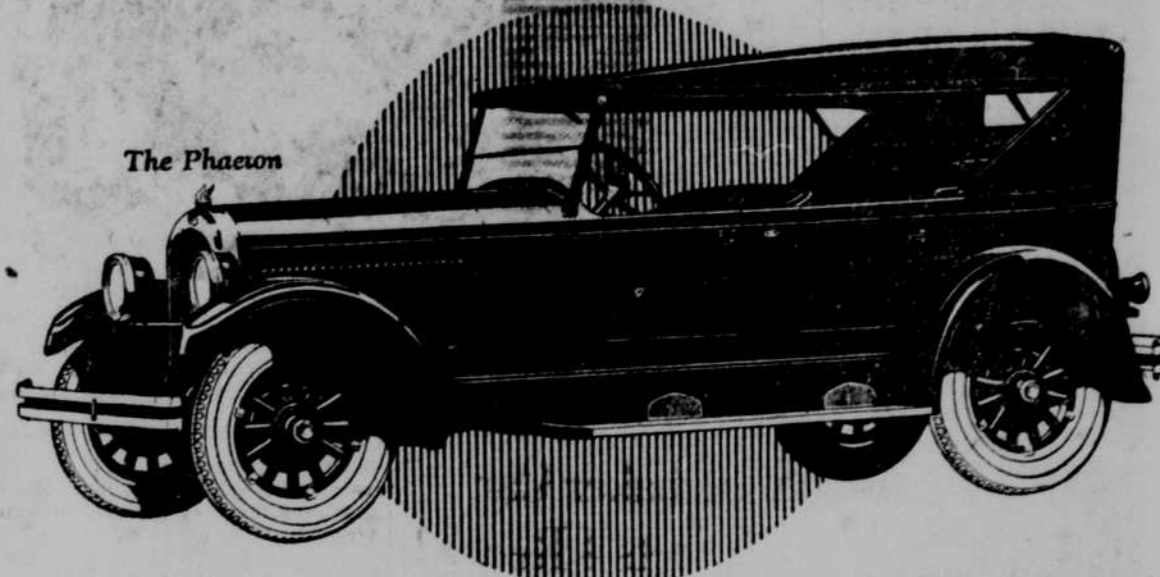
SPECIAL-SIX	
5-Pass. 119" W.B. 50 H.P.	
Touring	\$1425.00
Roadster (2-Pass.)	1400.00
Coupe (5-Pass.)	1895.00
Sedan	1985.00

BIG-SIX	
7-Pass. 126" W.B. 60 H.P.	
Touring	\$1750.00
Speedster (5-Pass.)	1835.00
Coupe (5-Pass.)	2495.00
Sedan	2685.00

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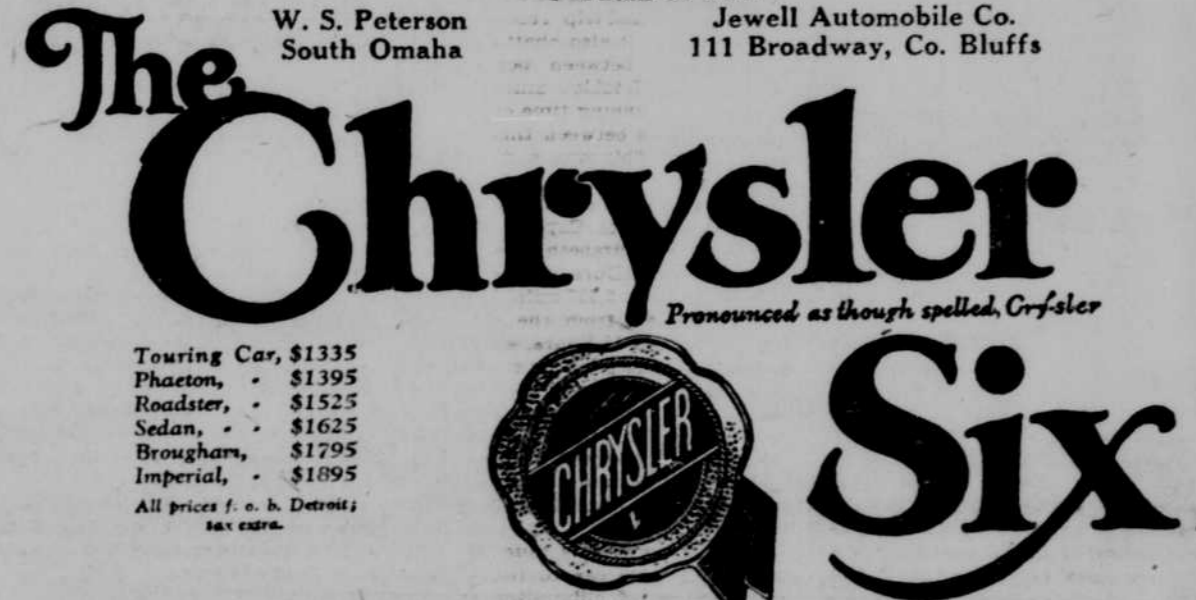
Chrysler Six Magic Is Boiled Down Experience

The performance of the Chrysler Six is so remarkable that it verifies the boldest claims that could be made. This fact has caused wonderment as to the means employed in securing results so sensational from an engine only 3-inch bore by 4 3/4-inch stroke.

There is neither magic nor mystery in the Walter P. Chrysler creation. The Chrysler Six represents the boiled down experience of all that has gone before. A ride in it will quickly disclose to you the deficiencies of older practices which must now be regarded as totally inadequate.

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 - Roadster, \$1525
 - Sedan, \$1625
 - Brougham, \$1795
 - Imperial, \$1895
- All prices f. o. b. Detroit, tax extra.

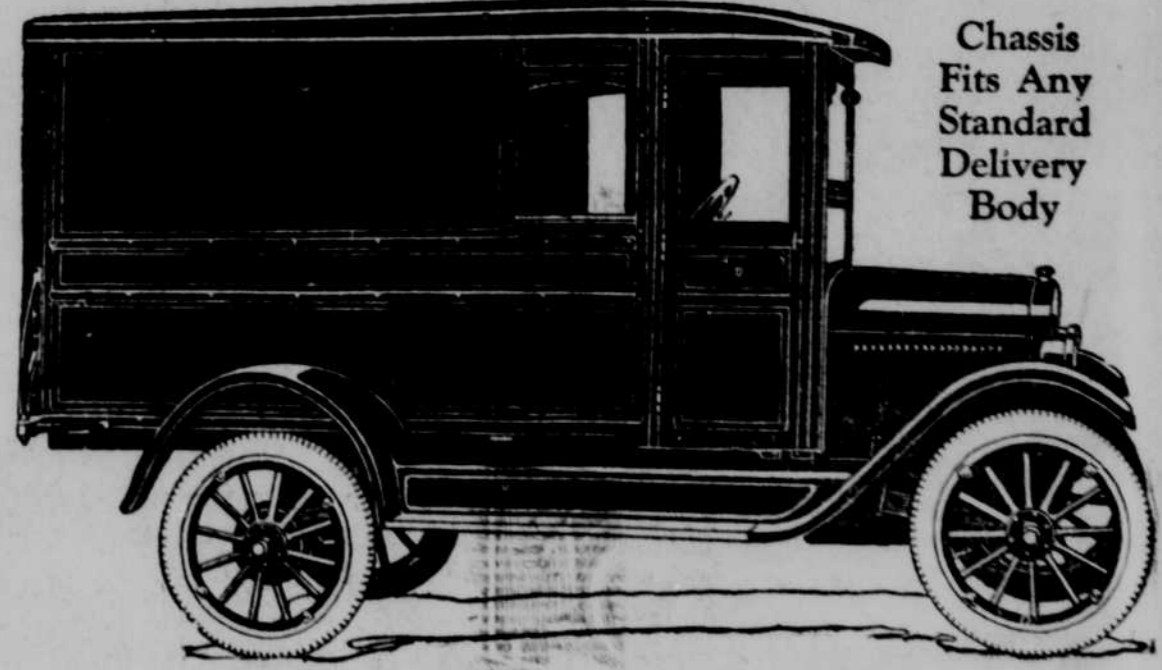
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| Julien Chevrolet Co. | GREYNA | TALMAGE |
| J. H. Lawrence Chevrolet Co. | Auto Service Garage | Badberg & Rotter |
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| Clayton Auto Co. | Ralston Service Garage | Schnell & Matzelmann |

The Best Shot I Ever Made.
The 13th hole may have been unlucky for me in the 1921 Metropolitan Open at Siwanoy, but it was just the reverse that same year in the New Jersey Open at the Knickerbocker Country club, Tenafly, N. J.