

Hupp Dealers in Campaign to Educate Buyer

Importance of High-Grade Parts Toward Economy and Proper Performance Being Shown.

Hupmobile distributors and dealers are conducting an educational campaign among motorists the country over on the parts that enter a complete motor car.

They are demonstrating how important the highest grade parts are in contributing to proper performance, economy of operation, length of life, freedom from repair and the other essentials that go to make up lasting satisfaction.

"They are demonstrating how it is impossible for a motor car to give satisfactory performance over long periods except when the best materials are used in dozens of vital points.

NEW RECORD SET BY RICKENBACKER

Rickenbacker Motor company hit the high-water mark last week with the production and shipping of 92 cars in one day.

Production of this car is now averaging 80 cars per day and the company expects to reach its peak of 100 cars a day about the middle of April. This is the limit set by the executives, as that which represents the healthiest growth, through the popularity of the product would justify a much larger volume.

"We produced 5,000 cars in our first year, doubled that in our second, and this season we will exceed last year's output by 110 to 115 per cent," says Capt. E. V. Rickenbacker, vice president and director of sales.

Balloon Tires, Given Severe Tests, Prove Satisfactory, Says Engineer



"Balloon tire pioneering and development in this country is due in a great measure to J. E. Hale, tire engineer, and a great deal of his early work was done on a Reo car," says H. T. Thomas, vice president and chief engineer of the Reo Motor Car company.

"The low pressure or balloon tire has been tested under every conceivable condition and after many thousands of miles of driving it has been proven that the average mileage obtained from these tires is in almost every case higher than the mileage obtained from high pressure tires.

"There are many features in connection with balloon tires which make them especially desirable and have led to their adoption by Reo. They are now available on all Reo 1924 passenger car models."

Willys Gets in Rail Business

Toledo & Western, Extending 81 Miles, Bought by Auto Company.

Willys-Overland interests, acting jointly with the Wabash railroad, have completed a deal that gives them ownership of the Toledo & Western railroad, as well as several hundred acres of industrial sites in West Toledo.

The joint interests have formed a new company, incorporated under the name of the Toledo & Western Railway company. Besides operation of the railroad the company will direct the development of practically 300 acres of land adjacent to the Terminal Belt line on Toledo's northwest-outskirts.

Value of the railroad property and the land taken over is estimated at \$2,000,000. An additional \$1,000,000 will be expended before the program of modernizing the railroad and creating terminal facilities in West Toledo is completed.

Among the earliest improvements will be the construction of a supplementary line in West Toledo extending to a point near the Willys-Overland factory.

Mark Twain pointed out that man is the only animal that blushes.

Owners Advised to Make Spring Repairs at Once

Will Save Time and Money, Says Oakland Service Manager—Gives Suggestions.

With production for the past six months breaking all previous records, there has not been a nearly equal increase in the service demands for the new "True Blue" Oakland automobile, according to R. A. Armstrong, service manager of the Oakland Motor Car company.

"Service requirements for the 1924 Oakland have been less than for any other new model car in my experience," said Armstrong.

"During the next month will be the critical time for car servicing," Armstrong said, "as this period marks the transition from winter to summer driving. Owners of any make of car can save themselves money and trouble by giving their car a thorough overhauling at this time.

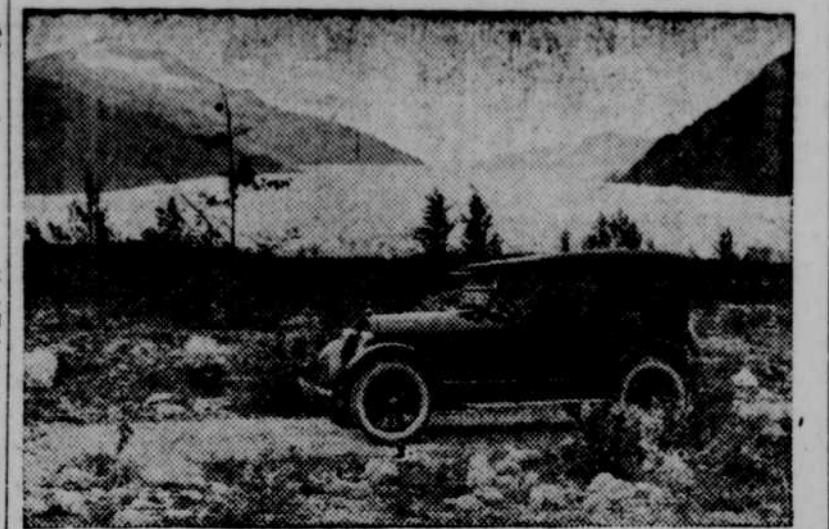
"The radiator should be drained and the circulating system flushed out to remove all alcohol solution and sediment. At this time it is advisable to inspect the radiator hose connections as alcohol solution used during the winter deteriorates the rubber. If leaks are found new connections should be installed.

"The crank case should be thoroughly drained and flushed with a light quality motor oil. New lubricating oil should be used to refill the oil system, and if the car requires a lighter oil for summer driving, this should be used. Inspect the oil in the transmission and rear axle, adding more if necessary. Fill all dope cups or use dope "gun" on all oil connections, such as shackle bolts, universal joints, etc.

"Test engine to see if it overheats. Should it do so, it may be caused by improper timing, carburetor adjustments, water circulation, water pump or fan belt not functioning properly. If a rich gasoline mixture has been used during the winter be sure that the carburetor adjustment is changed. "Check and adjust tappets; clean spark plugs; if an excess of carbon is found have cylinders cleaned and valves ground. Inspect wiring and see that all connections are clean and make good contact. See that battery is filled with distilled water to the proper level.

"The work as outlined will be amply repaid in a freedom from road breakdowns and expensive repairs during the spring and summer."

Buick Shows Economy in Gasoline and Oil in Land of Midnight Sun



Here is a Buick car touring the distant north. It is the property of J. W. Livers of Juneau, Alaska. In the distance is the wonderful Mendenhall glacier, about 15 miles from Juneau on the Glacier highway.

Buick is taking a leading part in pioneering civilization into the wilds of this rich and picturesque country. The car, nevertheless, kept to the passable roads sufficiently to roll up

10,000 miles, finishing triumphantly with an average gasoline consumption of 18.8 miles to the gallon and an oil consumption of a gallon to each 569.6 miles. To tire punctures were suffered, and the steering column and axle housing repaired during the run.

NEW COMPANY TO SELL USED CARS

James H. Warren, an old resident of Omaha, who has been in the automobile business for 12 years, has taken over the Crighton garage, Seventh and Davenport, and will make it into one of Omaha's large used car stores.

Mr. Warren has been associated with George F. Reams, Cadillac company; E. R. Wilson, Studebaker company, and the Omaha Motor Sales company. At present he is a trustee for the bankrupt Truck and Tractor corporation, whose truck sale is still in progress. The new company will be called the Warren Motor Sales company.

Beacon Light on Body Plant Roof

Studebaker Installs Guide to Mail Pilots Atop New Building.

A revolving searchlight of 4,000,000 candle power has been installed on top of the water tank on the mammoth new closed body building of the Studebaker corporation at South Bend, Ind., as a beacon light to guide government and other aviators and motorists, who are traveling in the vicinity of South Bend.

The light is approximately 200 feet from the ground and is visible for a distance of 40 miles.

The new closed body building, upon which the beacon light has been installed, is 800 feet long and 100 feet wide, six stories high and is of reinforced concrete, faced with brick.

If placed on end alongside the Woolworth building, the new Studebaker unit would tower eight feet higher toward the clouds.

Conditions in Nebraska Improved, Says Car Dealer

Bert Murphy, vice president of Andrew Murphy & Son, has just returned from a trip through the territory controlled by his company on Star and Durant cars and says he is very much pleased to find conditions greatly improved over 30 days ago.

Mr. Murphy says, "I never expected to find such wonderful prospects for car sales this spring and must say that conditions over the 400-mile drive I made in Nebraska are really all one could hope for and there is no doubt in my mind but car sales this spring will far exceed the spring of 1923."

DODGE BROTHERS BREAK RECORDS

Since December 1 Dodge Brothers dealers have broken all previous records for delivery of cars to customers. Materially increased factory capacity and an unusual demand for the new line of cars has made this performance possible.

In December, January and February retail deliveries to customers were 25 per cent in excess of any similar quarter in the history of the business. Following this, retail deliveries for the first two weeks in March have been over 4,000 each week, which is the first time this figure has been reached so early in the year. Each week's deliveries established a new high record.

Factory production in December, January and February totaled 54,521, 25 per cent greater than the same months of last year, which was Dodge Brothers' peak for these months.

Ford Runs 57 Miles On Gallon of Gasoline

A new automatic and self-regulating device has been invented by John A. Stransky, 2389 Fourth St., Pukwana, South Dakota, with which automobiles have made from 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.

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Give Us a Hearing

Find out what the world's largest quality car producer has to offer before deciding on any fine car

WE seek the favor of a comparison—ask that you look at a Studebaker before buying a rival car. We'll rest our case on what you find.

We are producers of quality cars on a quantity basis.

We use the finest materials that money can buy. Our labor is the cream of the industry. We work in \$50,000,000 plants—75% built since the war—which house the finest precision machinery the world affords.

By producing in great quantity, we cut manufacturing costs. It costs us less to build a quality car, and what we save goes to you. Under ordinary manufacturing conditions Studebakers could not be sold within 25% more to twice their price.

All any maker can put into his car are fine materials and fine workmanship. And these are put in every Studebaker. Studebaker makes the broad statement that no finer car can be built, no matter what you pay. Remember this when weighing any car against a Studebaker.

All Studebaker models are equipped with Timken bearings. There are few cars in America, regardless of price, which equal ours on this point. In our Light-Six, for instance, we put more Timken bearings than are used in any competitive car, within \$1,500 of its price.

We are one of the very few builders, either in Europe or America, using crankshafts machined on all surfaces. It costs us \$600,000 a year to give you this. But it results in that

smoothness of operation, that lack of vibration which characterizes only the most expensive cars.

We pay 15% more for many alloys to insure better than "commercial run" used in many cars at twice the price of Studebaker.

We subject Studebaker cars to 30,000 inspections. That requires 1,200 men. All told over 70,000 machine and hand operations are performed in the manufacture of a Studebaker car.

In so many operations, though

Compare Studebaker with Cars at Twice Its Price

The chief difference between Studebaker and many cars selling at twice its price is this:

Studebaker produces distinguished quality cars in quantity for those who want value, as against producing cars of equal quality, in small quantity, for those who want "exclusiveness." The quality is the same.

Studebaker is the world's largest producer of quality cars. Studebaker cars are manufactured efficiently and more economically. That's why prices are so low.

See a Studebaker and compare. There is no finer car.

each one is small, there is great opportunity for economies and savings.

World's finest coachmaking.

We build Studebaker bodies in the internationally famous Studebaker body building plants—for 72 years known all over the world as builders of the superlative in fine vehicles.

No other body maker has the experience of Studebaker. No other the Studebaker traditions to inspire him.

Simple arithmetic

Why Studebaker can offer a quality car at present Studebaker prices is simple arithmetic.

We've cut manufacturing costs and that reflects itself in Studebaker prices. Remember, selling prices of all cars are based on manufacturers' costs, not on quality of material, not on workmanship.

That's why prices vary so. Why two cars may be of identical quality and show a price difference of from \$400 to \$1,200 and more. Why "Price Class" is a myth.

The engineering cost on Studebakers, for instance, is but \$3.33 a car. If we produced only 20,000 cars on an "exclusive" basis, instead of 150,000, this would be increased to \$25 per car or more.

Our die cost for bodies is under \$2 per car. In small production it would go to \$20 minimum.

If we "assembled" our cars, we would have to pay a profit to 75 to 100 makers of major parts.

If our plants were not so modern, our machinery the ultimate in efficiency, we would have to add materially to our prices.

Find out what Studebaker has to offer. Compare with cars costing twice as much. And you will own a Studebaker.

In 1919 the public paid \$80,000,000 for Studebakers; in 1920, \$100,000,000. In 1921, \$120,000,000. In 1922 over \$155,000,000. In 1923, \$201,000,000.

Every year the world turns more and more to Studebaker.

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

(All prices f. o. b. factory. Terms to meet your convenience.)

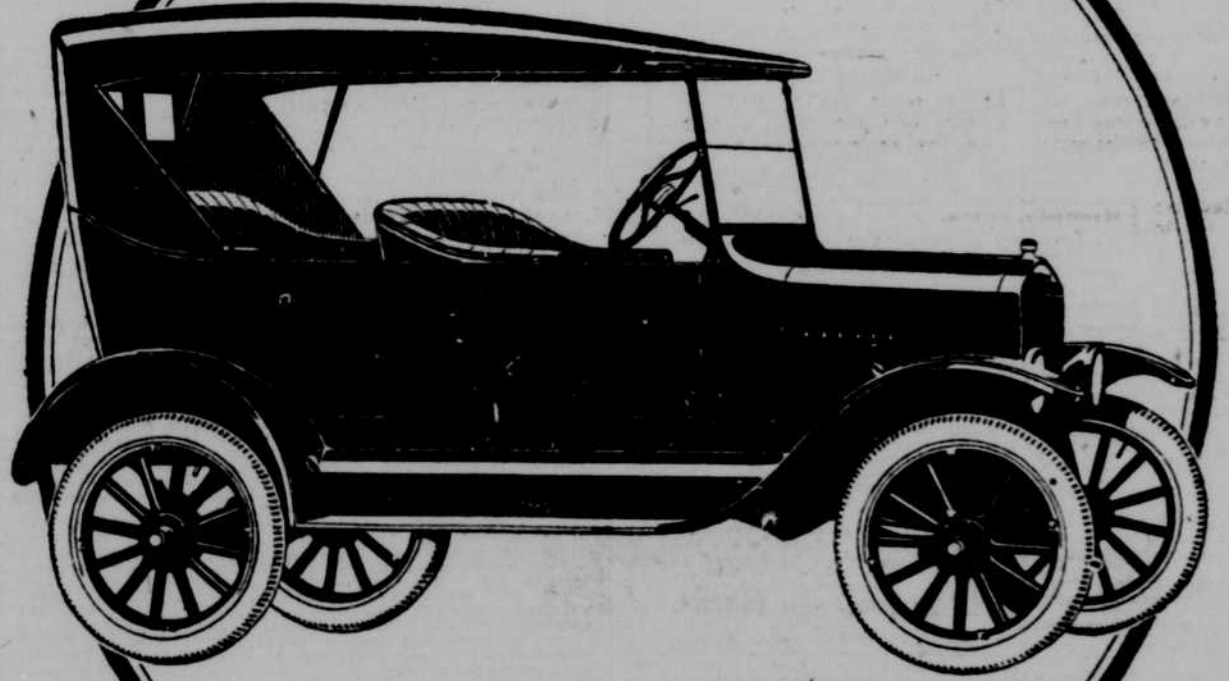
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