

Non-Stop Record in Florida Set by Studebaker

Light Six, Already Driven 75,000 Miles, Travels 3,101 More in Seven Days and Nights.

A remarkable seven-day, 148-hour, non-stop run of 3,101 miles, just completed here by a Studebaker Light-Six touring car, is causing considerable comment among motorists in this vicinity.

Eighteen drivers handled the car during the run. Taking out the time required for changing drivers, the Light-Six actually covered the 3,101 miles in 147 hours at an average speed of 21 miles an hour.

Running continuously day in and day out, climbing hills and plowing through bad roads, and forced to idle down in congested traffic, the car's radiator thrusted for only one additional tea-cup of water.

The original owner, Monroe Lazarus of the Tampa Daily Times, drove the Studebaker for 15 months on a daily express schedule over his newspaper route, for 63,000 miles.

After 48,000 miles on this gruelling road work, the Studebaker was taken in by the Peninsular Motors Corporation, Tampa, who ran it 7,000 miles, making a total of 75,000 miles the car had been run. Then, without tuning up, the traded-in Studebaker was started off on the record-breaking run.

No adjustments were necessary during the test. The motor and car were in excellent running condition at the termination of the non-stop flight.

J. H. WARREN BUYS "BIG H" GARAGE

Last Sunday's paper stated James H. Warren had purchased the Creighton garage. This was an error. Mr. Warren wishes to announce the purchase of the Big H garage at 1120-22-24-26 North Nineteenth street, with a capacity of 300 cars.

Increase in Sales Reported by Chevrolet Company Branches Here



The increase of Chevrolet sales over last year is one of the most promising indications of a good spring and summer business that has been observed in local automobile circles. The management of J. W. Smith Chevrolet company boasts an "organization built to serve you" and it is finding it necessary to put on additional salesmen in order to take care of the increased business.

Club Sedan Is Leader of Line

Maxwell Factories Turning Out 150 Cars of This Model Daily.

Within six months from the date of its announcement, the success of the Maxwell club sedan has made it the largest selling Maxwell model ever produced. Day after day the company's plants in Detroit, Dayton, Newcaste, Ind., and Windsor, Ont., are turning out approximately 150 cars of this type alone.

Club Sedan Is Leader of Line

cause of the 30-inch doors, front seat passengers need not move while those using the rear seat enter or leave the car. The body inside is surprisingly roomy, ample for five full grown persons. A six-footer sitting in the rear seat actually can stretch his legs out full length and be at ease.

Detroiters Buy Many Essex Cars

Largest Selling Six-Cylinder Automobile in City, Says Local Distributor.

"Nearly a quarter million workers are engaged every day in making motor cars in Detroit. That is why it is so significant that Hudson-Exess, since the bringing out of the Essex Six, has become the largest selling line of six-cylinder cars in that city," said R. H. Davidson, Hudson-Exess distributor in Omaha.

"For the first three months of 1924, in fact, the new Essex and the Super-Six have been bought by more Detroiters," he continued, "than any other makes except the two lowest price fours. These figures are from official registrations.

"That is important to use here in Omaha because it represents the verdict of experts—men who build cars and know what goes in them.

"In our city we know the ins and outs of the products we manufacture and handle. Crop conditions, the price of wheat, corn, cattle and hogs are important topics of conversation. Similarly, in Detroit everyone knows almost immediately whether this or that car is a success or whether it has failed to fulfill the expectations held out for it.

"The men and women who have driven the new Essex far enough to discover its full abilities are the best advertisers we have. No car which the Hudson-Exess organization ever produced met with the welcome which has been accorded this Essex Six. We are facing a spring shortage.

DELCO MARKETING FORD IGNITION

The Dayton Engineering Laboratories company, manufacturers of Delco starting, lighting and ignition equipment, have announced the production of special Delco ignition equipment for Fords.

The Delco distributor for Fords is of the standard Delco type and quality and has an automatic spark advance. It can be quickly and easily installed in place of the Ford timer. In addition the Delco distributor is provided with a hand advance that can be used in unusual driving conditions to supplement the work of the automatic advance.

The equipment is being distributed through United Motors Service, Delco's official, national service representative.

NEW OFFICERS IN ENAMEL COMPANY

Baked enamel has long been recognized as being far superior to varnish as an automobile finish, retaining its beauty long after the painted surfaces have checked and cracked. Until recently it has been impossible to bake anything but black enamel, forcing manufacturers to use varnish for color work.

Under new management, the Dehco Auto Enameling Company, Inc., will continue to give the same quality which has been enjoyed by hundreds of customers. The following men are officers of the new company: J. C. McVittie, president; J. C. Carroll, vice president; Gale C. Lawler, secretary and treasurer; J. W. Kilbane, foreman, formerly with Andrew Murphy & Son.

STAR AND DURANT DEALERS EXPAND

Andrew Murphy & Son are making rapid strides in building up a Star and Durant dealers' organization in Nebraska and Iowa. They now have dealers in nearly all points of importance in the territory.

This is a great convenience to owners of Star and Durant cars, as it makes it convenient to receive service almost anywhere.

Murphy & Son state they will have Star and Durant dealers in every county in Nebraska and Iowa before June 1.

Reo Model Has Balloon Tires

"T-6 Special" Replaces Phaeton Touring—Optional Colors Offered Purchaser.

A completely equipped model having balloon tires as standard equipment made its bow this week when the "T-Six Special" touring Reo was announced by the Reo Motor Car company. This model, which replaces the phaeton Reo, is the first of the popular line of passenger cars on which balloon tires have been made standard. Reo has been offering balloon tires as optional or selective equipment at additional cost on all closed cars for several months.

Mechanically the T-Six special touring, as its name indicates, has for its power unit the time-tried and refined T-Six engine on which the Reo Motor Car company has standardized for its passenger line and its taxicab. The chassis, too, is the standard mounting for both the open and closed Reos, including such features as the double-frame seating for the engine, dual foot control and oversized brakes.

Two options are offered with the new model. It may be finished either in the standard Reo blue or in the color known as Reo deep gray. Its upholstery may be either a gray Spanish leather or the standard black leather.

The lines of the model, suggesting alertness and energy, were designed to express outwardly the mechanical characteristics and ability of the Reo. The low-hanging effect not only adds to the car's road-holding tendency but also expresses this characteristic of the model. A certain sturdiness which means reserve power to fill every need is indicated by the close-

coupled low outlines of the body. Fleetness is expressed by the harmony that exists in the complete assembly.

Many of the extra appointments which add comfort to the lot of motorist are included as standard equipment with the T-Six special touring. On the nickeled radiator is mounted a winged radiator cap topped with a motometer. Drum-type headlights with nickeled balls are used on the model, as are stop plates and side-wing windshields. In addition to the regular equipment on the dash, a cigar lighter and an electric clock are included.

DORT BUSINESS COUPE POPULAR

The new Dort three-door business coupe, introduced to the public but a few weeks ago, has already become one of the most popular and fastest selling cars of this type.

It is primarily a car for salesmen, physicians, realtors, solicitors, professional men, farmers and merchants; yet it is a family car as well.

The three-door business coupe is mounted on the same chassis as other Dort's and is powered by the same six-cylinder motor in which every moving part is "bathed in oil." It has the same body and same seating arrangement as the regular Dort coupe. There is ample room for five passengers. The extra seat may be folded, and the back and seat cushions of the rear seat may be removed, giving unusual carrying space for the farmer's produce or salesman's sample case. In addition to the other advantages, it is upholstered in genuine heavy leather and toned a deep black—features of proven practicality. There is also a rear trunk for small parcels.

Another feature which will appeal strongly to car buyers is balloon tires. Dort is now furnishing balloon tires on this model at a slight increase in cost.

A Re-new-ed Cadillac From "A Safe Place to Buy" Another 59 Victoria. Just returned from our painter's, beautifully refinished. A Coach Maker's blue, Re-new-ed and re-tired. This comfortable enclosed body is Cadillac's most popular model—aristocratic in appearance and can be purchased for as little as a new car of inferior quality and on exceptionally advantageous terms. SEE US TODAY. J. H. Hansen Cadillac Co. HA 0710 Farnam St. at 26th



Will Your Family Be Happy This Spring?

Suppose you have definitely decided to buy a Chevrolet this Spring. That does not necessarily mean you are going to get it.

Anyone posted on conditions in the automobile business will tell you that thousands of families are going to be unable to get cars this Spring. That has been true almost every spring for the last ten years, but the shortage in April, May and June, this year, is going to be more serious than ever before.

The only way to be sure of a Chevrolet this Spring is to order it NOW. If you do not want to pay for it in full

at this time, any Chevrolet dealer will arrange terms to suit your convenience, so you can pay as you ride.

You will be surprised to learn how easy it is to pay for a Chevrolet and to get possession and use of it.

Will Chevrolet Advance Prices? Ten makes of automobiles have already advanced in price. In spite of increased costs of materials, the Chevrolet price is still the same. How long—we cannot guarantee. To make sure of your Chevrolet at present low prices BUY NOW!

Call on Any of These Chevrolet Dealers

- OMAHA: I. W. Smith Chevrolet Co., 2659 Farnam St.; Deey Motor Co., 3815 N. 24th St.; Julien Chevrolet Co., 1715 Cuming St.; Sargent Chevrolet Co., 1437 S. 13th St.; Military Garage, 6115 Military Ave.; J. H. Lawrence Chevrolet Co., 4526 S. 24th St. ASHLAND: Clayton Auto Co. AUBURN: Coulter & Gritz. BLAIR: The Aronson Garage. GREENWOOD: Anderson Auto Co. GRETNA: Auto Service Garage. NEBRASKA CITY: Williams &ampamp Chappell. PAPHILLION: H. P. Beerline. RALSTON: Ralston Service Garage. RICHFIELD: Otto Hibbeler. SPRINGFIELD: Elwell & Sons Co. SYRACUSE: Fritz Nicklas. TALMAGE: Badberg & Rotter. TEKAMAH: B. O. McDonald. VALLEY: L. W. Burgert. WEEPING WATER: Schnell & Mattelmann.

STUDEBAKER LIGHT-SIX TOURING CAR \$1045. Mark This Example of what Studebaker alone can do. STUDEBAKER is the world's largest maker of quality cars. Our assets are \$60,000,000. We have \$30,000,000 in model plants. Our sales have almost tripled in three years, because of our matchless values. Last year, 145,167 people paid \$201,000,000 for Studebaker cars. Come and learn why. How It Excels. Steels are identical with the steels in the costliest car we make. More Timken bearings than in any competitive car within \$1,500 of its price. Genuine leather cushions, 10 inches deep. Curled hair filling. All-steel body. One-piece windshield—rainproof. Attractive cowl lights. Quick-action cowl ventilator. Non-skid cord tires. Transmission and ignition locks. Perfect motor balance. The supreme car of its class. Send coupon for book about it. LIGHT-SIX: 5- Passenger 112-in. W. B. 40 H. P. TOURING \$1045, ROADSTER (3-Pass.) 1025, COUPE-ROADSTER (2-Pass.) 1195, COUPE (5-Pass.) 1485. SPECIAL-SIX: 5- Passenger 119-in. W. B. 50 H. P. TOURING \$1425, ROADSTER (2-Pass.) 1400, COUPE (5-Pass.) 1895, SEDAN 1985. BIG-SIX: 7- Passenger 126-in. W. B. 60 H. P. TOURING \$1750, SPEEDSTER (5-Pass.) 1835, COUPE (5-Pass.) 2495, SEDAN 2685. O. N. BONNEY MOTOR CO. HA rney 0676 2550 Farnam Street. The World's Largest Producer of Quality Automobiles. MAIL FOR BOOK: Studebaker, South Bend, Indiana. Please mail me your book, "Why You Cannot Judge Value by Price."