

### Good Roads All Way to Pacific Coast From Here

Prospective Trans-Continental Tourists Given Valuable Facts for Trips by Automobile Club.

This spring and summer motorists in all large cities are preparing for automobile trips to various parts of the United States. Nebraskaans who expect to visit southern California will find an ideal route in the Lincoln Highway, which is now posted from Omaha to Los Angeles by the Automobile club of southern California.

Or he can diverge at Cheyenne, taking the national parks highway through to Trinidad, and from there to the national Old Trails route through New Mexico, Arizona, and southern California to Los Angeles.

Either of these routes will give a perfect treasure-trove of wonderful scenery. The Automobile club of southern California will forward strip maps of either route.

More than 110,000 highway signs erected and maintained by the Automobile club of southern California are an indication of the extent of cross-country motoring in the United States.

Banner Year Predicted. The year 1924 is to be a banner year for trans-continental motor travel, and better road conditions along the main arteries of travel is one of the basic reasons for the substantial increase in the volume of traffic.

There are a few vital things to attend to in Trans-Continental touring, especially as regards camping out. Carry spare tires and accessories, warm clothing, extra gasoline and oil, a stout tent, with canvas fly to use in case of rain, one set skid chains, one good horn for use on mountain curves, one set of tools, one jack, good cutting pliers, two extra cans, four extra inner tubes, tube patches, three spare plugs, one two-gallon water bag or canteen, one flashlight, one axe, one shovel (small), radiator hose connections, lamp bulbs, one motorometer, one tow rope or short cable.

Take sleeping-bags, sun goggles for desert driving, some simple medical remedies, and something for chapped lips and hands; a small stock of canned goods, coffee, tea, condensed milk, sugar, salt, pepper, a side of bacon, soda crackers, sweet biscuit, oranges and matches; the simplest possible cooking outfit and tin plates, cups, saucers.

Wear chuki clothing and caps, not hats; take fishing tackle and a camera along; if bringing firearms, take rigid precautions with them always.

Never ford a stream until testing the nature of the bottom, and the depth. Go in under low gear and drive slowly. Pitch camp on high ground near good water, and don't wait until dark to do it. Never drink alkali water, and boil any water that

### Packard Straight Eight Run 167 Hours in Second Speed



In order to test the motor oiling system and counter shaft bearing bearings in the transmission the Packard straight-eight was run for 167 hours at full throttle with the transmission locked in second gear. From the starting of this test the front end of the car was blocked up 21.5 inches off the ground.

The rear wheels were placed on rollers equipped with brakes so that the load could be made equivalent to pulling a grade of approximately 14 per cent, the equivalent of the angle at which the car had been blocked.

seems at all suspicious. Build small fires and extinguish them carefully before going to bed, and when breaking camp. The entire expense of a trip should not be more than \$5 a day per passenger.

Free Camping Grounds. Be sure and take your home state certificate of registration or you will find it hard to obtain a visitor's license or even a regular license in California. The state authorities, before granting tourists permits to drive, demand proof of ownership.

Most of the cities provide camping facilities without charge. In some instances, where the cities are compelled to stand the overhead of maintaining and operating camp grounds, a small fee, usually about 25 cents to 50 cents per day, is charged.

Transcontinental motoring is proving to be the great national educator, aside from its recreational advantages. It is here to stay.

### NASH EARNINGS SHOW INCREASE

At a meeting of the directors of the Nash Motors company held recently, president C. W. Nash reported the net income for the three months ending February 29, 1924, after deducting expenses of manufacturing, including depreciation, selling and administrative expenses and local, state and federal taxes, amounted to \$1,618,475.62 as compared with \$1,573,241.78 for the same period a year ago.

The value of sales for the three months this year shows an increase of 13.12 per cent over last year.

Commenting on the business outlook, President Nash said: "Every indication points to a normal spring business for the Nash Motors company. Orders for April indicate this month will about equal April of last year and we believe our business for the first half of 1924 will be very satisfactory inasmuch as we can see nothing at the present time which would indicate anything to the contrary."

### Studebaker Has Museum Full of Famous Vehicles

Lafayette's Carriage and Those of Lincoln and Grant Among Many on Display.

The president of a great university has just been through the Studebaker plants recently.

He was particularly interested in the historic vehicles assembled in the Studebaker national museum, which is the nucleus of thousands of motor pictures each year.

"And what is that?" he suddenly asked. "Over there—that quaint, exquisitely built carriage?"

"That," he was told, "is the carriage presented by the United States government to General Lafayette, during his triumphal visit to this country in 1824."

The triumphal carriage of Lafayette, with its tonneau set high in the air, is the oldest exhibit in the museum of the Studebaker corporation, whose traditions and history parallel the progress of transportation in America.

Wagon Built in 1830. But contrasted with that century-old carriage, in the Studebaker museum is another graphic exhibit of early American development. It is the "Canaanota wagon," built in 1830 by John Studebaker, father of the five brothers who established Studebaker. This ox-powered prairie schooner was used in 1835 by a family which emigrated from York county, Pennsylvania, to Belmont county, Ohio.

There is tragedy, too, interwoven in the histories of many vehicles in the museum. You may see President Lincoln's carriage—the one in which he rode on the night he was assassinated. Now it stands—mute reminder of a martyred immortal.

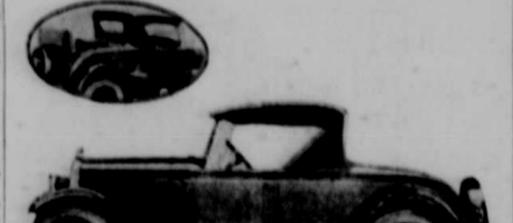
There are the carriages of Presidents Grant and Harrison—built lower to the ground, more rugged and having a touch of modernity. And moving along the silent aisles you see sudden reminders of the 20th century—early Studebaker motor cars.

\$25,000 Chassis Shown. You see, too, the dazzling Studebaker gold chassis and gold car, a \$25,000 machine that has been exhibited around the world. And an aluminum wagon of box rosewood, prize winner at the World's Columbian exposition in '33.

Then—suddenly—you come upon field wagons, tractors and war-camp outfitted carts which we made for the allies and America during the great war. The history of America is all here! From La Fayette—fighting at Yorktown—to Pershing, plowing his way through the Meuse Argonne.

According to Thomas A. Jagger, Jr., volcanologist in charge of the Hawaiian Volcano Observatory, the recent earthquake in Japan was due to a drop of four feet in the surface of the earth which may have resulted from activity of the volcano on the island of Oshima.

### First Chrysler Roadster Here; Made to Carry Four Comfortably



The first Chrysler roadster to be received by the Millard-Ross company has just been put on display at their show room. It is painted in two-tone gray with Spanish leather to match. It is very complete in the detail of equipment. Additional passenger capacity is obtained by opening the back deck, which contains two very comfortable auxiliary seats, which readily convert it into a four-passenger car.

A secret process has been discovered in Germany to electroplate aluminum objects with other metals. Objects are now manufactured from aluminum and are as handsome in appearance as those of brass, copper, silver, nickel and gold, while only one of the same time much lighter in weight.

### Balloon Tires Adopted on Reo

Another Instance of Pioneering Developments, Says J. M. Opper.

"In the 20th year of its existence the Reo Motor Car company is voicing its approval of genuine balloon tires by making them standard equipment on its latest model, the T-6 special touring, and selective on all of its closed passenger models," says J. M. Opper of the J. M. Opper Motor company.

"Thus the company again draws attention to its record in pioneering developments which at the time of announcement have seemed radical because they were not in general use.

"Reo has been testing balloon tires for many months, in its laboratories, on its test cars, and in conjunction with tire manufacturers. Data and facilities Reo accumulated when it pioneered pneumatic tires for trucks in 1915 have been used in many of the tests.

"Back of many automobile features so commonly used now as to be taken for granted, lies the story of pioneer faith and seasoned judgment of the men who have guided Reo through 20 years.

"Contributing consistently toward the permanent betterment of its own product and all others in general, Reo has enhanced its reputation for progressive engineering. In the same measure it has built up an experimental department and engineering organization virtually without parallel in the industry.

"Among the more common improvements which Reo pioneered in the sense of either creating, developing or popularizing in the face of contradicting practices, the following are interesting examples: The two-piece radiator, left-hand drive, the dry disc dual clutch, foot control, the center

### Overland Puts End to Career of Bad Coyote

Used by South Dakota Hunter in Chase After Sheep Killer—Bounties Net \$750.

Hunting big game with gun and camera with Overlands, an undertaker by Martin Johnson, noted explorer, now in the wilds of Africa, has his miniature counterpart in the United States, according to reports filtering into Willys-Overland headquarters from Sturgis, S. D., where Dea Baldwin staged one of the most spectacular hunts known in this section, with the aid of his Overland touring car.

Dea Baldwin might be termed a professional coyote hunter, employing for this purpose a pack of hounds and an Overland car which he drives over all parts of this territory. He carries his dogs in the car until the coyote is sighted and in this way unlashes them when they are fresh for the hunt and within 200 yards of the quarry.

His most recent exploit was the capture of a coyote that had killed more than 100 sheep during the winter months. Three times before had this animal been chased, but on each occasion had managed to make a complete getaway. But on this particular chase he was taken after a pursuit of four miles. The pursuit terminated

in a corner of Mexico. In the resulting corner chase of the hounds were finally triumphed by the hounds and only one of the dogs was left to take care of the carcass.

### TAXI AGENCIES WANT CHEVROLETS

Joe D. Lewis of Omaha, with 10 years of taxi experience, has made a wide investigation and found several companies using Chevrolet Buicks for taxi cabs.

With many favorable reports received, Lewis decided to use Chevrolets and called on "Yellow" Hanson, salesman for the Yellow Chevrolet company, for a demonstration. He then placed an order for four Chevrolet superior sedans for immediate delivery.

King George and Queen Elizabeth of Greece are planning a visit to the United States, personally to thank the people for the aid rendered Greece through the near East relief commission. They will spend some weeks in California, where the king will study fruit growing methods. The California climate is said to be very similar to that of Greece.

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The Hotel Stats is ever alert to grasp any suggestion offered that can possibly add to the enjoyment and service of its guests. The management is ever mindful that this hotel must be run from the guests' viewpoint, to be successful—and because of this, we are a success.

Every room is an outside room with private bath and filtered circulating ice water. And yet with these moderate rates—\$2.00 to \$3.50 per day.

—A post card reserves your room—ready for you on arrival.

\$50 Guaranteed Upkeep

## A Fountain of Youth

Beauty linked with power that stays young—that's the Willys-Knight! The quiet Willys-Knight sleeve-valve engine improves with use—a fountain of long-lasting thrills and satisfactions. In all of ten years we have never known a Willys-Knight engine to wear out!

Touring \$1195, Coupe-Sedan Standard \$1450, 5-pass. Standard Sedan, now \$1695, f. o. b. Toledo.

# WILLYS-KNIGHT

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Folsom Auto Co., 8915 Military Ave. Underwood Garage, Jewell Automobile Co., 5011 Underwood Ave. 111 W. Broadway

# Oakland

is the only Light-Six with 4-Wheel Brakes

Standard Equipment on All 1924 Models at no extra cost

You wouldn't knowingly buy a car that wasn't up-to-the-minute, any more than you would pay good money for a house lacking essential modern features.

By the same reasoning your new car should certainly have four-wheel brakes—a proved safety essential in a truly modern automobile. The owners of hundreds of thousands of cars thus equipped would never go back to any less effective braking system.

The True Blue Oakland is the only light-six on which you get four-wheel brakes as standard equipment. These brakes—sound, simple, easily adjusted—give a new and satisfying assurance of safety under every possible driving condition.

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Oakland also is the only light-six with permanent top, special Duco finish, controls on steering wheel, special glass enclosures and many other exclusive features.

If ever there was a car which sells itself, it is this year's True Blue Oakland Six. Don't choose your next car until you see it. If you haven't examined it—ridden in it—you haven't any idea how much ability and goodness you can purchase at its low price.

## OAKLAND MOTOR CAR CO.

20th and Harney Streets GOODWIN-OAKLAND CO. 123-5 South Main, Council Bluffs

True Blue Touring Car

Standard L. \$995 Special Sedan. 1095 Sport Touring. 1095 Business Coupe 1195 Coupe for Four. 1195

Sedan. \$1445 Glass Enclosures for Touring Cars \$60—for Roadsters \$40. All Prices f. o. b. Pontiac

# Oakland

PRODUCT OF GENERAL MOTORS