

Public Asked to Name Rigid Test for Oldsmobiles

Transcontinental Run on High Gear Alone Latest Achievement of Olds Motor Company.

The new Oldsmobile, although hardly more than six months old, is seeking new worlds to conquer. It seeks more methods of proving its ability.

The Olds Motor works has asked what more the Oldsmobile can do than it already has done to learn in detail what the public expects or would like an automobile to accomplish.

When the Oldsmobile six was placed on the market last October it was introduced by a record-breaking cross country run in which the entire trip from New York to Los Angeles was made in a stock touring car from which all gears except high had been removed from the transmission. The trip was staged, Olds officials say, to dramatize the advancement made in automobile construction and to prove the dependable features of cars of advanced design.

"The trip clearly demonstrated the great strides made by the industry. It proved that a car priced well below the \$1,000 class could be made not only strong and powerful, but also with such a broad range of power that every road condition encountered in a transcontinental run, including mountain trails and high deep mud, could be made in high gear.

"Stunts of a spectacular nature only, no longer excite the interest of the public," said J. R. O'Neal of Greenleaf Motors company.

"People today want to know how a car will perform under varying road conditions and how it will stand up. They do not desire to wait the necessary year or two to obtain the results of actual owners' experience.

To have a stipulated test that would clearly show the power, stamina and durability of a car at the time of its introduction on the market is impossible at present. The next best thing is to try to get the public to formulate the tests it most desires."

The transcontinental run in high gear last fall consumed 12 days actual driving time. During the run of 2,674 miles the actual gasoline consumption was 27.8 miles per gallon and only 13 ounces of oil were used.

The same car, still with first, second and reverse gears removed, later made 45 miles an hour on the Los Angeles speedway and negotiated the 452 mile run from the city to San Francisco in 10 hours and 45 minutes.

Two remarkable runs have been made by owners. L. S. Hopkins, Pasadena, Cal., made a trip from that city to Phoenix, Ariz., and returned, covering the 908 miles in 31 hours and 21 minutes. Worst possible road conditions were encountered, but the average gasoline consumption was 26.23 miles per gallon and but one quart of oil and three pints of water were used.

STEWART SHOCK ABSORBER HERE

The first shipment of a new product of the Stewart-Warner Speedometer corporation of Chicago, the Stewart-Warner shock absorber, has just reached the Stewart-Warner products service station in Omaha.

Mr. West, manager of the installation, reports that large numbers of installations of the shock absorbers are being made at the station.

The new shock absorber has a fabric strap that, by acting on a coil spring within a drum, greatly reduces the jolts and rebounds resulting from the spring action that follows contacts of the wheel of the automobile with road irregularities. Mr. West declares that 75 per cent of the frames of automobiles are arranged for the installation of shock absorbers of the Stewart-Warner design, without the need for drilling the frame.

BEST WEEK FOR DODGE BROTHERS

Dodge Bros. have again established a new record for retail deliveries. During the week ending April 5, 5,624 cars were placed in the hands of buyers by Dodge Bros. dealers. This exceeded the best previous week's deliveries by more than 100 cars. The former record was made the week of May 7, 1920.

Not only was the week of April 5 a record breaker, according to the factory's official figures, but the entire period dating from December 1, 1920, when the production of the present new types of Dodge Bros. cars began reaching large proportions, shows a tremendous gain in retail deliveries over the corresponding period of the previous year.

ECZEMA CAN BE CURED Free Proof to You

All I want is your name and address so I can send you a Free Proof. I want you to try this treatment. Show it all to your doctor. That's my only request.

Over Thirty Thousand Children claim they were cured by this treatment since I first made this offer to the public.

Local Breakfast Food Company Adds Two Reos to Fleet of Trucks



The Uncle Sam Breakfast Food company has just put into service two of a fleet of Reo Speed Wagons, which were delivered to them by the J. M. Opper Motor company. These trucks will be used to handle the delivery of city and suburban orders.

Auto Head Finds Business Sound

Nothing to Prevent Sales as Large as Last Year, Says Oakland Official.

"Business conditions are fundamentally sound." "Not a single permanent factor did we encounter that would militate against motor car sales at least as large as last year.

"The unreasonable weather of March which has probably been more nationwide than in years, is the only outstanding factor that prevented as large a sale in this month as was expected."

"We expect brisk, quick buying from now on." C. J. Nepler, general sales manager of Oakland, who returned with George H. Hannum, president of the company, gave these conclusions after a three-week trip through the large cities of the northwest and west.

"When we arrived in Minneapolis on our return trip," Nepler explained, "we found 14 inches of snow. This condition has been pretty general throughout the country."

"Car dealers made tremendously large sales in January and February, many of them for delivery in March. The unreasonable March weather prevented delivery in March and also stopped a considerable number of sales in this month."

"No branch or distributor in the widely scattered territory complained of lack of business."

MURPHY TO GET FEWER STAR CARS

Andrew Murphy & Son were notified by the Durant Motors that effective at once their schedule on Star cars would be reduced 75 cars per month from now until August 1.

The factory advises this is necessary on account of the increased demand for Stars and the fact that the factory could not increase its production at this time. The same cut was made on all other distributors whose contracts called for more than 200 cars per month.

Bert Murphy and O. A. Wilson of the Andrew Murphy & Son company left Saturday night for the Durant factory to try and get the schedule reinstated, as a reduction of this kind will create a severe shortage of Star cars in this territory.

Overland Again Breaks Record for Production

Increase of 54 Per Cent Over First Three Months of 1921—500 New Dealers Signed.

Surpassing all previous monthly production records with a production of 24,091 cars for March, the strong position of Willys-Overland during the last few weeks is now shown to be fully warranted. The company also exceeded any previous quarter with a total of 68,481 cars for the first quarter of this year.

Willys-Overland production for the first quarter of 1921 was 44,470 cars, which in itself was a very large increase over the same period for the previous year, but this year's production is an increase of 54 per cent over the same period last year. Shipments reached their high point on March 31 when the total was 1,555 cars.

John N. Willys, president of the Willys-Overland company, who has just returned from a 10,000-mile trip, reaching from Boston to Seattle, down the Pacific coast and across the southern part of the United States, in which he has talked personally to approximately 2,000 Willys-Overland dealers, is very enthusiastic over the Willys-Overland position and prospects.

"During the last year we have almost doubled our dealer organization and the profits made by Willys-Overland dealers the last year have greatly strengthened their position at every point in the territory," he said. At every point he found dealers optimistic over Willys-Overland business, "not merely optimistic with hopes but optimistic as result of large numbers of retail orders on file which will be delivered as soon as the spring business season opens up the road."

Hupp Undertakes Difficult Trip

Now Being Driven Over route in South America Never Traveled Before.

Over a route no human being has ever before traveled, Francis K. Davison, automobile manager of Jorgo Jorge, Fluviereiro & Co, Hupmobile distributors in Sao Paulo, Brazil, left that city recently in a daring effort to travel by motor to Buenos Aires, Argentina. The trip being made to demonstrate to South Americans the capabilities of an automobile. The car used is a stock 1924 Hupmobile touring.

Though the air line distance between the two cities is less than 2,000 miles, Mr. Davison estimates he must pick his way over nearly twice that distance. He has already covered hundreds of miles through territory where there is no road, over mountain passes both high and tortuous, through dense swamps and forests of underbrush, across streams where bridges must be constructed, and through other sections impassable even to native ox carts.

In the Brazilian state of Rio Grande do Sul, Mr. Davison, according to cables to the Hupp Motor Car corporation, reports traversing jungles impassable even to many animals. To secure passage through one spot he engaged a gang of 40 men and kept them working four days building bridges. With the primitive tools and materials—all that could be gathered nearby—10 were built, three of which broke down in crossing nearly costing the intrepid driver and his two assistants their lives.

MANSFIELD JOINS CHRYSLER FIRM

With the announcement by J. E. Fields, general sales manager of the Maxwell-Chrysler companies, that John D. Mansfield, who has been associated with the management of the Dort Motor company, has affiliated himself with Maxwell-Chrysler, another one of the industry's most prominent executives, is brought into the Walter P. Chrysler organization.

Mr. Mansfield has been a leading factor in the development of the automobile industry from the very beginning, and his wide experience in sales management and in virtually every phase of motor car merchandising has given him an enviable reputation with the trade from coast to coast.

More than 500 new dealers were signed up in March. In Omaha, our branch manager had signed up one new dealer every day during the month of March. We have received more than 2,000 inquiries for our dealer franchise within the last 40 days."

RECORDS SET WITH CHAMPION PLUGS

Tommy Milton, veteran race driver, established two official world's speed records over the dry lake course at Muroc, Cal., April 4, for cars of 122 and 183-cubic inch displacement engines, according to advices to the Champion Spark Plug company of Toledo.

He averaged 141.17 miles an hour over the measured course in the smaller car, and 151.26 miles an hour with the 183-cubic. Both cars were Miller straight eight racing specials. The records have been pronounced official by A. A. observers. Champion spark plugs were used in both cars.

ESSEX REPORTS DOUBLED SALES

Essex business throughout the country has been 100 per cent greater than in 1920, states W. H. Wetherell, of the Omaha Hudson Essex company, distributor for the Omaha territory.

Having just returned from a solo trip through central Nebraska, Mr. Wetherell declares that he believes this season will represent a decided improvement in the demand for motor cars in this vicinity.

Road conditions are now excellent and prospective buyers everywhere are getting their automobiles into condition for the coming season, and in a large percentage of cases, making the selection of new cars," he said. Despite any talk of slack times over volume of business is going ahead on a scale of unprecedented improvement.

"Now that spring is here, and with it the customary rush for cars, we feel conservative in saying that buyers had better place their orders now if they want to be sure of delivery of an Essex car."

FACTORY MADE CAR BEST, REO ASSERTS

"There are two counts on which the buyer of a strictly manufactured car such as Reo profits," says E. C. Nygaard of the J. M. Opper Motor company, Reo representative in this city. "The first of these is an actual saving in the purchase price, and the second is quality which can be obtained only in a manufactured car, the parts of which are designed and built to function together harmoniously."

"It is obvious that a car whose parts are made by a number of independent manufacturers must be an expensive buy. Each separate company playing a part in the assembly of such a car must have its profit and must also pay sales, advertising, and managerial costs. In the case of a company which completely manufactures its product much of this overhead is done away with and there is only one profit."

"A high degree of quality is obtained through the elimination of misfit parts. It is readily noted in assembled automobiles that models of widely varying weights will use rear axles of one capacity, and engines varying greatly in power will be hooked up to similar transmission units."

The difficulty of turning immigrants into good Americans is to find the model to work by.—Chicago Journal.

Solid Trainload of Studebakers

61 Freight Cars Containing 207 Autos Shipped to Hartford, Conn.

South Bend, Ind., April 19.—A solid trainload of cars was forwarded to day from the Studebaker factories with Hartford, Conn., as their destination.

This is one of the biggest single shipments of automobiles made this year. Leaving South Bend, this train consisted of 61 freight cars of light and special models. It was routed by way of Detroit to pick up 12 more carloads of big sizes.

Altogether, the train contains 201 Studebakers, valued at approximately \$300,000. This large shipment to the east indicates the imminent, heavy demand for Studebaker cars.

The Studebaker factories at both South Bend and Detroit are running at capacity.

The special Delco Ignition equal most for Ford cars just announced by the Dayton Engineering Laboratories company will be distributed through the United Motors service, a special national service representative of Delco.

The 19 branches of United Motors in the United States and Canada now have adequate stocks on hand available for motorists and dealers.

Use Want Ads Produce Results

United Motors to Handle Delco-Ford Ignition

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The 19 branches of United Motors in the United States and Canada now have adequate stocks on hand available for motorists and dealers.

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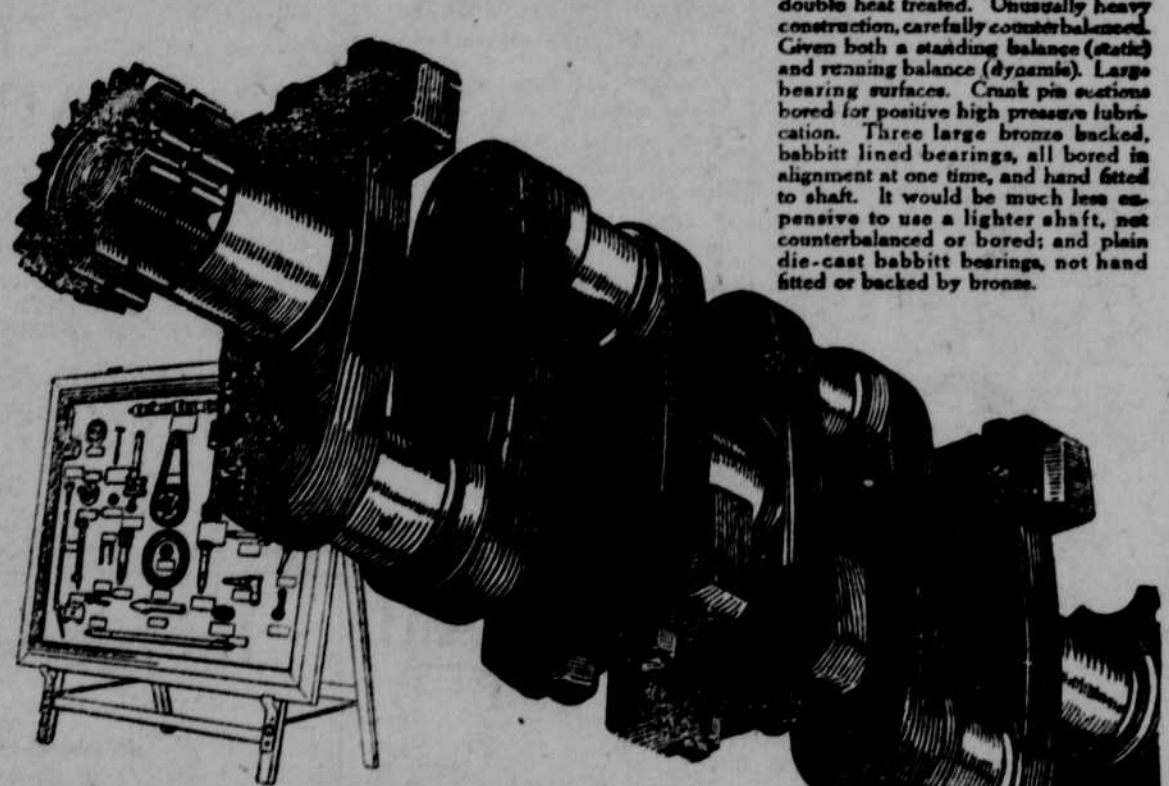
Speed? Yes! 30% above normal in overdrive—thereby reducing motor speed and excessive vibration—eliminates 90% of the band wear, by using transmission instead of the bands.

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Hupmobile



Crankshaft: Drop-forged steel, double heat treated. Unusually heavy construction, carefully counterbalanced. Given both a standing balance (static) and running balance (dynamic). Large bearing surfaces. Crank pin sections bored for positive high pressure lubrication. Three large bronze backed, babbitt lined bearings, all bored in alignment at one time, and hand fitted to shaft. It would be much less expensive to use a lighter shaft, not counterbalanced or bored, and plain die-cast babbitt bearings, not hand fitted or backed by brons.

Quality-Proof That Shows Exactly How Finely The Hupmobile Is Manufactured

The inside of a motor car is what determines the worth of your investment. Because that is so, the Hupmobile presents in a new way quality-proof to the buyer before he pays his money.

Quality-proof pertains to Hupmobile parts. It is made up of the parts which you can't see in the completed car. It is on display in our salesrooms all the time.

It establishes, in the surest, most positive way in the world, that Hupmobile quality is unique and superior for a car of its class.

It shows you clearly that parts cannot be more finely made, or of finer materials, no matter what the cost.

It shows you these things, even though you may not be an expert in motor car manufacture. Come and see Hupmobile quality with your own eyes before you sign an order for any car.

Some evidence

The extra values which this car typifies have made Studebaker the largest builder of quality cars.

They have made these cars a sensation. Sales have almost trebled in three years. Last year 145,167 people paid \$201,000,000 for Studebaker cars.

The multiplying demand has forced an investment of \$50,000,000 in model plants and equipment. Of this, \$38,000,000 has been spent in the past five years, so the plants are up-to-date.

The engineering department which designs and superintends this Light-Six costs \$500,000 per year.

The machines which build it are modern and exact. 517 operations on this car are exact to 1/1000th of an inch. 122 operations are exact to one-half 1/1000th of an inch.

1,200 inspectors are employed to submit each car in the making to 32,000 inspections.

Infinite care The steels are selected from 35 formulas, each one proved best by

The Truth About this Light-Six—plus proof on proof

years of test for its purpose. On some we pay the makers 15% premium to get them exactly right.

The cranks shafts are machined on all surfaces, as was done in the Liberty Airplane Motors. This to give perfect motor balance, at an extra cost to us of \$600,000 yearly.

It has more Timken bearings than any other competitive car within \$1,500 of its price.

What it saves you We build 150,000 cars yearly. All such major costs as engineering, dies, overhead, etc., are divided by 150,000.

We build in model plants, with modern machinery, which have immensely reduced the manufacturing costs. A car like this, built under ordinary conditions, would cost you from \$200 to \$400 more.

Learn for your own sake, what that means to you. Send for the book Mail us the coupon below. We will send you free our new book that will inform you on five simple things which reveal the value of a car. For instance: It will enable you to look at any car and tell whether it's been cheapened to meet a price or offers true quality.

It will tell you why some cars rattle at 20,000 miles and others don't. It shows one single point in a closed car which measures whether you're getting top or medium quality. The book is free—clip the coupon below.

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