

Flint Survives Endurance Test

Touring Car Minus Front Wheel and With Transmission Locked in High.

A 24-hour endurance test has been completed by a stock Flint six touring car minus the right front wheel and with the transmission locked in high gear, states H. J. Rosenberg, president of the Chicago Flint company.

"The car started on this test at Saturday afternoon when the Chicago traffic was the heaviest," says an official of the Omaha Flint company.

The car traveled north on Michigan avenue with a parade of Flint six models, then north through the "loop" and from there to call on each of the 21 other Flint dealers in Chicago.

The two drivers did not leave the car during the test. Sunday afternoon the schedule had been completed and the car returned to the Chicago Flint company, no trouble having been experienced on the entire trip.

During the night the car averaged 17 miles and hour and less during the day, due to the traffic. The Flint traveled a total distance of 346 miles during the 24 hours.

It was unnecessary to make any adjustment to any unit of the car following the test.

This is one of the severest tests which has ever been completed by any car, officials say. The fact that the car was driven on three wheels seems almost impossible, but this is made possible with a Flint six car by the "tubular backbone," which is a feature exclusive in Durant-built cars.

Locking the transmission in high gear was a sure way of giving both clutch, transmission and rear axle an exacting test, which was augmented by the slow speed at which the car traveled.

LANCASTER STEEL MAKES CHANGES

F. N. Adgate, western sales manager of Lancaster Steel Products corporation, a General Motors subsidiary, leaves Detroit May 1 to join the General Motors Export company at New York. Mr. Adgate has been since 1919 in the position he is just leaving. He will travel South America for General Motors Export company, which has offices at Buenos Ayres and at Rio de Janeiro.

W. J. Clucas, recently district manager for Lancaster Steel Products corporation at Buffalo, comes to Detroit to succeed Adgate, with the title of district manager. Mr. Clucas will be succeeded in his former territory by W. K. Jones, who will, however, make his headquarters at Cleveland.

EGYPTIAN LEARNS MECHANICS HERE

Engineering practices as applied to modern motor truck construction will be imparted to youths of Egypt by Mustapha Ibrahim, who has just completed a practical training course at the General Motors Truck company, Pontiac, Mich.

Ibrahim is a graduate of the College of Cairo, Egypt, and is under a seven-year contract with the Egyptian government during which time he will make use in his native country of the experience gained in factories in the United States.

See Want Ads Produce Results.

DEMAND FOR FINE CARS IN CONSTANT

When the Pierce-Arrow Motor car company made announcement a month ago of its plans for expansion with the introduction this summer of a moderately priced six-cylinder car, it was stated that production of the new car would in no way affect the manufacture of the present successful dual-valve model, or of Pierce-Arrow motor trucks and motor buses.

The sale trend of the present high-priced dual-valve six since the announcement is a striking vindication of the company's belief that there always will be a definite market for a finer motor car of the type presented by the dual-valve car, according to President Myron E. Forbes.

"Since we announced our program of expansion," said President Forbes, "sales of the present car have more than kept pace proportionately with motor car sales in general.

"The reason for this is plain. There always has been and there always will be in America a certain group of motor car owners who demand the utmost that money can buy in luxurious automobile comfort and performance. Pierce-Arrow has met this demand for more than 23 years and will continue to meet it."

BALLOON TIRE AIR FORCE ALTERED

With the increasing popularity of balloon tires has arisen the necessity for revised inflation pressures. And with new inflation pressures has come an added necessity for closer check on this important phase of tire life.

It is obvious that with no decrease in load per wheel on a car and with greatly lessened air pressure, it is inevitable that the motorist must not permit the air pressure to vary to any great extent.

If 10 pounds of air escapes from a high pressure tire for which the manufacturer recommended an inflation of 60 pounds, for example, there is a loss of 16.23 per cent or one-sixth of the entire amount of air. On the other hand, a loss of 10 pounds of air (an equal amount) from a balloon tire for which the recommended inflation is only 30 pounds, means a loss of 33.33 per cent or one-third of the entire quantity.

Holt County Republicans Criticize Governor Bryan

O'Neill, Neb., April 26.—Resolutions deploring the deaths of President Harding and former President Woodrow Wilson were adopted by both republican and democratic county conventions of Holt county in session here. The resolutions of both conventions deplored malfeasance in office.

The democratic resolutions complimented the administration of Governor Charles Bryan, while the republican resolutions criticized him for not cooperating in tax reduction with the republican legislature and also criticized his road program and his opposition to livestock health protective measures.

The administration of President Coolidge was heartily endorsed by the republican convention and condemned by the democrats.

Legion Men at Red Oak Launch Community Club

Clarinda, Ia., April 26.—Red Oak is to have a community club, sponsored by the American Legion. At the invitation of the legion a delegation from the Clarinda Community club went to Red Oak Tuesday night, to assist in organizing the club. Two hundred Red Oak men attended the dinner. Dan Turner of Corning told how Corning had successfully operated a community club.

Traffic Control Signals Urged

Cities Not Using Available Means of Relieving Congestion, Says Auto Official.

"In these days when city planning engineers describe the triple diked streets for traffic relief in the city of the future, the man who has enough money to buy an automobile wonders whether congestion isn't so great that he had better put his money into something else," says Walter F. Chrysler, chairman of the board of directors of the Chrysler and Maxwell Motor corporations.

"The truth is that our cities haven't begun to use immediately available means of relieving traffic congestion. The synchronization of traffic is just one instance. Imagine what would happen on Fifth avenue, New York, or Michigan boulevard, Chicago, if an attempt were to be made to have each traffic officer at each street crossing direct the movement of cars regardless of how traffic was moving a block away. In less than it takes to tell it there would be absolute confusion.

"Atlantic City points the way to smaller cities. There, traffic on certain much-used streets is controlled by overhead lights which are suspended from the middle of crossings. These lights are controlled by a central operating board automatically and do not require the presence of officers at each corner. When the lights were first installed there was a tendency on the part of some drivers to ignore them, but a few arrests and heavy fines soon discouraged this.

"New York has greatly simplified its traffic problems by the use of one-way streets. Other cities should profit by the same example.

"Traffic problems aren't nearly so serious as some people like to think they are. All that is required is a bit of enterprise and imagination and many of these so-called problems will disappear."

NASH MOTORS BREAK RECORD

Business of the Nash Motors Company, so far this year has equaled the record for the same period in 1923.

And as indicating that the "spring rush" is now on in earnest, factory shipments for the first 12 days in April substantially equaled shipments for the same period in 1923.

All plants of the Nash Motors company, in Kenosha and Milwaukee, were in full production throughout March, and when the month had closed the company still had a large number of unfilled orders.

"Demand for Nash cars since the first of the year," says E. H. McCarty, general sales manager of the Nash Motors company, "has been such that we are counting on an unusually heavy April and May. For some weeks past Nash cars have been moving from the hands of the retail dealer and stock to dealers hands in practically every section of the country as fast as for this period of the year."

MANSFIELD HEADS CANADIAN BRANCH

John A. Mansfield, who recently became associated with the Maxwell-Chrysler organization, has been elected president and general manager of the Maxwell-Chrysler Motor Co. of Canada.

Mansfield's election to this post is a forerunner of more vigorous efforts of Maxwell-Chrysler in the Canadian market than have been expended in the past.

Maxwell-Chrysler operates a large factory in Windsor, Ontario, for the manufacture of cars for Canadian and export sale. Mansfield will establish headquarters at the Windsor factory immediately.

NEW SEDAN TYPE BUS ADDED TO REO

A new cross-country bus of the sedan type is the latest addition to the Reo line. The body, which is mounted on a six-cylinder chassis, is especially designed for use in passenger transportation, incorporates a combination of strength and beauty and is particularly suited for cross-country service.

Every thought has been given to passenger comfort, as essential to the patronage of interurban bus service, and at the same time every advantage possible has been taken to utilize the space for the pay load. Tests show that 15 passengers can be seated comfortably in the body, which is divided into three distinct compartments—driver's and baggage passengers' and smokers.

14 COMPLETE BUICK COURSE

It is impossible for you men to realize the value of this training which you have received, and what it would have been worth to us older men 23 years ago," said H. H. Bassett, president of the Buick Motor company, to a graduating class from the Flint Institute of Technology.

Bassett's remark, accompanying the presentation of diplomas.

There were 14 men in the class, each fitted by training to return to the 13 states which they represented, knowing just how Buick cars should be sold and serviced.

The Flint Institute of Technology is endowed by the Buick Motor company, its faculty including Buick executives as well as instructors who devote their entire time to the school.



One man bought a used car with repairs built in—the other bought junk....



Qualifications of a Member

- He shall be a reputable business man of good standing in the community.
- He shall reflect personal integrity in every transaction.
- He and his employees shall be courteous to customers and deal fairly with them.
- He must handle merchandise of merit.
- He must advertise truthfully. He is building his business for permanency.
- He believes in the Golden Rule and agrees to follow it in his business.
- He must be a member of the Omaha Automobile Trade Association.

A TRAGEDY!

No, this is not a comedy—but rather a tragedy. Undoubtedly this picture reminds you of countless instances you have seen in the past. It is hard to take a ride on a Sunday afternoon without running across a situation similar to this. The sight has become so common that seldom does a passing motorist stop and offer help. Possibly, if we did, we might see the tragic rather than the comic side of the picture. Perhaps years of savings are represented in the car that should have been sold to the junk man rather than to some trusting citizen. -The "dope" that was used to quiet the motor or the rear axle long enough to deliver the car can no longer disguise its true condition. Possibly the differential has given out, after years of service. In any event, it means the tow-

wagon and a large repair bill and he had not figured on that. He may be unable to pay, both the repair bill and his forthcoming note. He must either lose the use of the car—his entire investment—or both.

TO THE JUNK PILE!

Help the members of this bureau send such cars where they belong—to the junk yard. Buy your used car only from reputable dealers and protect yourself against such possible misfortune. An automobile, like anything mechanical, reaches the period when it has outlived its usefulness—it should then be sent to the "Automobile Grave Yard." That is where we send them. Don't encourage the sale of "junk" and take the unnecessary chance of losing your savings.

Safeguard Your Investment

When Buying a Used Automobile

By dealing with reputable houses. Only cars sold by members of this bureau carry the above emblem. It is your protection against such a tragedy. Read carefully the qualifications of a member. In addition, every dealer named below further pledges himself to deal honestly with buyers of used cars, to make no misrepresentations of value and to stand back of the title of his car.

Look for the Above Emblem on Your Used Car. Only Members of This Bureau Use It. It Is an Emblem of Honest Business Practices and Square Dealing

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|----------------------------|-----------------------|------------------------|------------------------|----------------------------|
| Bonney Motor Co., O. N. | Jones, Ralph W., Inc. | Millard-Rose Motors | Omaha Flint Co. | Richardson Motor Car Co. |
| Dietz & Townsend Motor Co. | Killy Motor Co. | Murphy & Son, Andrew | Omaha Hudson-Essex Co. | Smith-Chevrolet Co., J. W. |
| Hannan-Van Brunt, Inc. | McCaffrey Motor Co. | Oakland Motor Car Co. | Opper Motor Co., J. M. | Stewart Motor Co. |
| Hansen-Cadillac Co., J. H. | Marmon-Hayward, Inc. | O'Brien-Davis Auto Co. | Peltons | Willys-Overland, Inc. |

Members of Used Car Bureau

OMAHA AUTOMOBILE TRADE ASSOCIATION

ELECTION RETURNS

may inform us of many changes in political offices, some for better and some for worse.

BUT--

the quality and performance of Durant and Star Cars will remain as in years past.

More than 200,000 owners of Durant and Star Cars are each day voicing their approval of the Durant and Star performance.

More than 200 service stations on Durant and Star now in Nebraska and Iowa.

Andrew Murphy & Son
14th and Jackson Streets Here 54 Years