

Studebaker Wins Two "Firsts" in Remarkable Run

Gruelling Race Across Texas, New Mexico and Arizona Takes 12 Days—Winners Establish Records.

Two first prizes, one for economy and the other for endurance, were won by standard stock Studebaker cars in the economy and endurance run staged by the El Paso Herald. The Studebaker Light-Six, competing against four other well-known makes of cars, covered the 1882-mile route across Texas, New Mexico and Arizona, which included paved roads, desert wastes and rough mountain trails, in the prescribed 12 days, using but 25 gallons of gasoline and six quarts of oil.

Won Handsome Trophies.

The Special Six carried away the honors for endurance against a field of other well known cars. The only two points scored against it were those assessed because the driver, who was unfamiliar with all the rules, purposely shut off his motor in a traffic jam. Otherwise, it had a clean score.

First prize for economy, won by the Light-Six, was a large, handsome plaque, while the endurance trophy was a beautiful silver loving cup. Both trophies were suitably inscribed.

Violations Penalized.

The entire course was covered by officials, press representatives and "checkers." All drivers were required to check their cars in and out at predetermined "control points," each morning, noon and night. Strict A. A. A. rules governed the contest and penalties were assessed for all violations.

These two new records follow close on the heels of numerous road victories for stock Studebaker cars in Florida, California, Pennsylvania, South Africa, the Syrian desert and Australia.

GOVERNMENT BUYS REO SPEEDWAGON

The J. M. Opper Motor company have just delivered to the Pine Ridge Indian Agency three Reo Speedwagons to be used on the Indian reservation.

These trucks will be used in transportation of supplies from the main shipping points to all points on the reservation.

Hagen Buys Chrysler.

Walter Hagen, British open champion for the second time by virtue of his recent victory at Hoylake, and the only American born player ever to win this highest golfing title, is the owner of a Chrysler Six roadster which offers a handy compartment to carry golf bags.

Gerspacher Partner in Pierce Firm Here



Joe C. Gerspacher.



Fred C. Hill.

Fred C. Hill owing to increased Pierce Arrow business which will result with the introduction of the new moderately priced Pierce Arrow car to be placed on the market, has formed a partnership with Joe C. Gerspacher.

Hill has sold Pierce Arrow cars in the Nebraska and Iowa territory for the past 10 years.

Gerspacher is well known as a motor car distributor in this territory for the last 12 years.

COACHES HAVE BALLOON TIRES

"Naturally, when balloon tires had established their superiority, Hudson-Essex would adopt them. They are now standard equipment," says R. H. Davison.

"With the coach, Hudson-Essex furnishes closed car comforts at open car cost. That advantage is exclusive. No other car shares it. It has made the coach the largest selling six-cylinder closed car in the world. The trend to closed cars will be even more emphasized in the months to come. Buyers of today have in mind the few months in which open cars can be comfortably used. Therefore, they insist on the all-year utility of these closed cars.

"It is the coach type, I think, more than all other influences that is responsible for the swing of buying to closed cars. And more than 90 per cent of Hudson-Essex production is devoted to closed cars."

Clutch Misused, Asserts Dealer

Autoists, Coasting Down Hills, Disregard Gear Shifts.

"One of the most common abuses given motor cars today, and one of which the offending drivers are least aware, is the habit of 'riding' the clutch," says O. A. Wilson, of the Andrew Murphy company, local Star and Durant dealer.

"This habit of using the clutch pedal for a foot rest is a common one, yet it frequently is the cause of faulty clutch action. This is true of practically all cars. When the pressure on the clutch pedal is just enough to cause slight but constant spillage, heat is generated which eventually will burn the clutch plate.

"Another common abuse is to coast down hill, leaving the gears meshed in high, but holding the clutch out until the bottom of the hill is reached, then letting in the clutch while still going at a high speed. The strain this puts on the whole transmission system is terrific. In coasting, either the gears should be shifted to neutral or the engine should be speeded up to the speed of the car before the clutch is re-engaged.

"The New Star car has a single plate disc clutch of the dry type, enclosed in the flywheel. The Star clutch is so constructed that it takes hold gradually thus avoiding 'grabbing' that plays so much havoc with the whole performance of a car and is so annoying to a driver. A good clutch is a source of joy in driving, and should not be imposed upon by using the clutch pedal for a foot rest."

DEALERS OPEN NEW OAKLAND CLUB

Believing that business conditions are really determined by an attitude of mind and that conditions are either good or bad, just in the proportion the public thinks they are, the Chicago branch of the Oakland Motor Car company has organized a "True Blue Optimist" club among its dealers.

Every dealer, joining this club must agree that "neither he nor anyone else in his organization will talk about hard times, nor listen to such talk from other people, but on the other hand, will talk prosperity and good times to a number of people every day, and will go out after business with the feeling that, taking everything into consideration, the country is in good shape." To fur-

MAKES AUTOS GO 40 MILES ON A GALLON OF GASOLINE

Sioux Falls, S. Dak.—The Western Specialty Company of this city announces the perfection of an amazing device which is enabling car owners all over the country to more than double the miles from each gallon of gasoline used, and at the same time remove every particle of carbon from their motors. When the device is attached, automobiles have made over 40 miles on a gallon of gasoline—increasing their power and pep tremendously and eliminating all spark plug difficulties.

This inexpensive little device is entirely automatic and self-regulating and can be easily attached by anyone in a few minutes without tapping or drilling.

The management of the company states that in order to introduce this startling new invention they are willing to send a sample at their own risk to one car owner in each town who can show it to neighbors and handle the big volume of business which will be built up wherever it is shown.

Just send your name and address to the Western Specialty Co., 1381 Locust St., Sioux Falls, S. Dak., and get their free sample offer.

Busses Run Well in Hilly Country

Ten Thousandth Machine Sold Recently; Prominent Business Men and Race Drivers Owners of Roadster.

The tremendous international demand that the Chrysler Six has created has resulted in an output of this automobile which has shattered all records ever made by a motor car in its first six months of production, it is announced in Detroit.

The 10,000th Chrysler Six rolled off the final assembly line of the Chrysler Motor corporation's Detroit plant before the middle of June.

The record achieved by the organization headed by Walter P. Chrysler in producing 10,000 motor cars in less than six months following a car's first announcement is a record unapproached by the automobile industry. It is believed in Detroit that no industrial enterprise ever created has shown, within a similar period, a demand for a new product resulting in sales of more than \$15,000,000 worth of merchandise.

Chrysler production recently has ADVERTISEMENT.

Ford Runs 57 Miles On Gallon of Gasoline

A new automatic and self-regulating device has been invented by John A. Stransky, 2760 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.

Another feature of these modern busses is their comfortable riding qualities. There is no lunge and stable. They are no sideways or careening. Passengers declare, in fact, that they are more comfortable than a heavy limousine.

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Delegates Visit Cadillac Plant

Autoists Making Tour of Country Inspect Huge Motor Department.

Fifty delegates and their friends of the Pan-American Highway commission now touring the United States for the purpose of a first-hand study of modern road construction were visitors at the factory of the Cadillac Motor Car company, during their visit in Detroit. The delegates represent 20 South and Central American countries and the Antilles, and are making a tour of automobile plants in connection with their study of local and national highways.

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Again We Ask You to Trust Your Own Thoughts of Packard. Packard's supremacy has never been questioned since 1904. Size up the picture now: Body lines copied; high radiator copied; four wheel brakes; and now several new eight-in-line motors to be launched. There is only one answer—Packard is Still Supreme. Richardson Motor Car Company. 3016 Harney St. Ha. 0010

Cadillac factory, the delegates were transported to the General Motors building, where they were guests during luncheon of the General Motors corporation, and received words of greeting from H. H. Rice, vice president of the General Motors corporation and president of the Cadillac Motor Car company, and from Benjamin G. Koether, director of the sales section of the General Motors corporation.

Among the visitors were representatives from Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, San Salvador, Santo Domingo, Uruguay and Venezuela.

SERVICE We operate the largest motor car and motor truck service station in the middle west. DURANT and STAR Automobiles. White Republic Mason Trucks. Here 54 Years. Andrew Murphy & Son 14th and Jackson

Walter P. Chrysler Asks: Do You Know the Good Maxwell of Today?

When I say with all the emphasis at my command that the good Maxwell is the most wonderful four-cylinder car in America today, I am thinking and speaking in specific terms.

In the next breath, I want to say that the man who has not gone carefully over the good Maxwell in the last four months or less, and has not driven it himself, is actually not in position to judge.

The thing we all strive for in a car is results—not the exceptional occasional results, but the average of a large number of cars on the road every day in the service of their owners.

When you first ride in the good Maxwell you will comment on the wonderfully smooth, vibrationless operation of the engine. Actually, the difference is so pronounced that you might, as others have done, even doubt that there are only four cylinders under the hood.

That is due to the exclusive Maxwell method of mounting the front end of the motor on a floating platform spring.

It means that any slight trace of vibration set up by the engine is shut off from the remainder of the car.

Riding ease and handling ease such as you find in the good Maxwell are precisely

what you expect in cars two or three times as heavy; but hardly in a car of Maxwell weight, and rarely, if ever before, in a four-cylinder car.

The average life of a set of tires on the good Maxwell is 18,000 miles.

That is the average, mind you, of all kinds of use by all kinds of drivers. Many a Maxwell owner goes far beyond that figure.

That, I might say from 20 years spent in building some 2,000,000 motor cars, means balance in the car, lightness of foot if you please, engineering skill in the nth degree.

Take gasoline mileage. The general average of good Maxwell owners is 24 miles per gallon.

Again balance and lightfootedness come in; but the high mileage speaks further volumes for easy-rolling, for full and free delivery of engine power to the road wheels.

Chrysler engineers have gone far in the good Maxwell—farther than you can have any conception, unless you have kept yourself thoroughly familiar with modern motor car design.

They have gone so far that the man who buys a car without full information about today's good Maxwell—without driving it himself—may well have cause for regret.

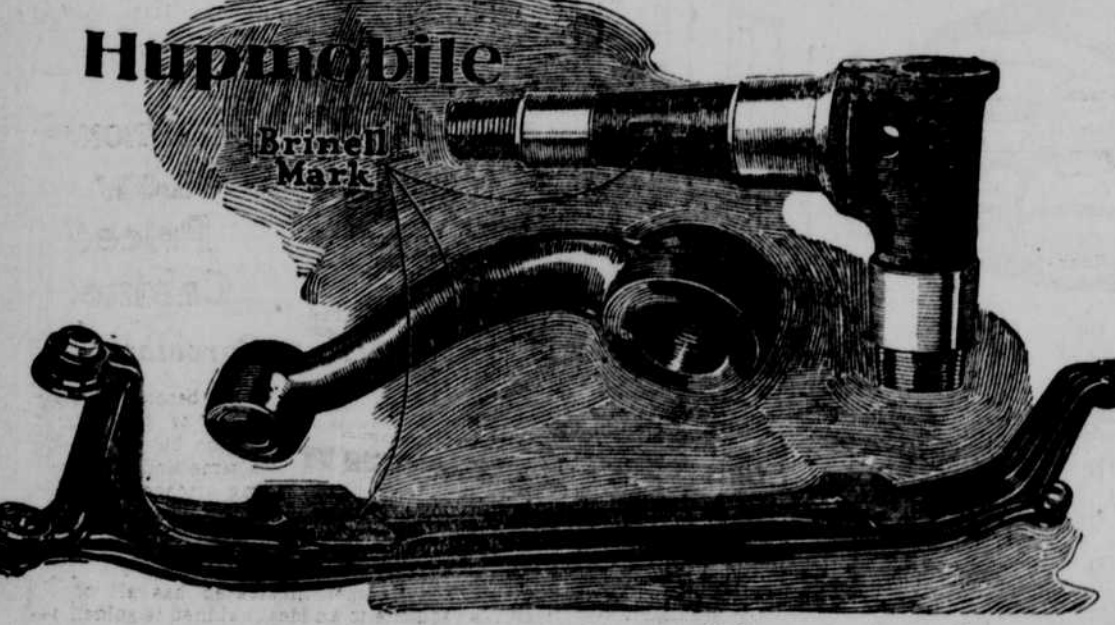
Touring	\$ 895	Club Coupe	\$1025
Sport Touring	1055	Club Sedan	1095
Roadster	885	Sedan	1325

Allegation F.O.R. Detroit subject to current government tax. We are pleased to extend the convenience of time-payments. Ask about Maxwell's attractive plan.

The Good MAXWELL

MILLARD-ROSE MOTORS Farnam at 28th Street.

W. S. Peterson, South Omaha. Jewell Automobile Co., 111 Broadway, Council Bluffs, Ia.



Invisible Values

Now You Can SEE What Makes The Hupmobile So Much Better

Those "invisible costs," that have so much to do with the proverbially solid and substantial qualities of every Hupmobile, are now made visible for you.

Step into our salesroom and ask to see the Parts Display.

There are tickets on these parts that tell you in black type what they are for, how they are made and what they are made of.

The same ticket, in red type, tells you a similar story about similar parts in other cars not so carefully and thoroughly made.

If these other cars could match the Hupmobile in excellence and reliability of performance, in durability and economy of upkeep—well, you might then be justified in laying your money down on the "red."

But wisdom says black is the safe and sane color when it comes to investing hard-earned money in an automobile.

It takes quality to produce quality results. See the Hupmobile Parts Display at our salesroom.

Stewart Motor Co. 2523 Farnam St.