

Maxwell's Club Sedans Gaining Much Popularity

Baggage Can Be Easily Stored in Rear Compartment—Good Car for Salesmen.

Seldom, if ever, has a motor car in its first year of production achieved the popularity of the Maxwell club sedan. Since its introduction into the Maxwell line of models last October the percentage of club sedan production to total production has steadily risen and now represents an extremely high figure, the car having become one of the largest selling closed models in the industry.

The club sedan is of unusual construction, (because of which it makes an ideal type utility vehicle. The bridge type construction of body framing produces unusual strength without adding undue weight. It will actually withstand more hard knocks than most touring cars.

The same design that has produced good looks has likewise given practical answer to the particular business or social needs of its owners, points out H. E. Rose of the Millard-Rose Motors, Maxwell-Chrysler dealer. Its doors are extremely wide. The seating arrangement is convenient and the seats are comfortable. A tonneau passenger may easily leave the car without disturbing those in the forward compartment. The rear compartment provides generous baggage space capable of receiving large, bulky objects—even a trunk or baby carriage—because the doorway is so wide and the seats in front tip forward to clear the entrance entirely.

Using the club sedan, salesmen can travel with all their sample cases, commission merchants can carry their produce; the neighborhood tailor can deliver clothes; campers not only enjoy comfortable transportation but by a few simple changes of cushions and back seats have a snug bed and shelter for the night without hotel expense.

ADVERTISEMENT. MAKES AUTOS GO 40 MILES ON A GALLON OF GASOLINE

Sioux Falls, S. D.—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 their mileage 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 an 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 says 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., 1325 Locust St., Sioux Falls, S. D., and get their free sample offer.

Nash Puts Out New Line of Cars



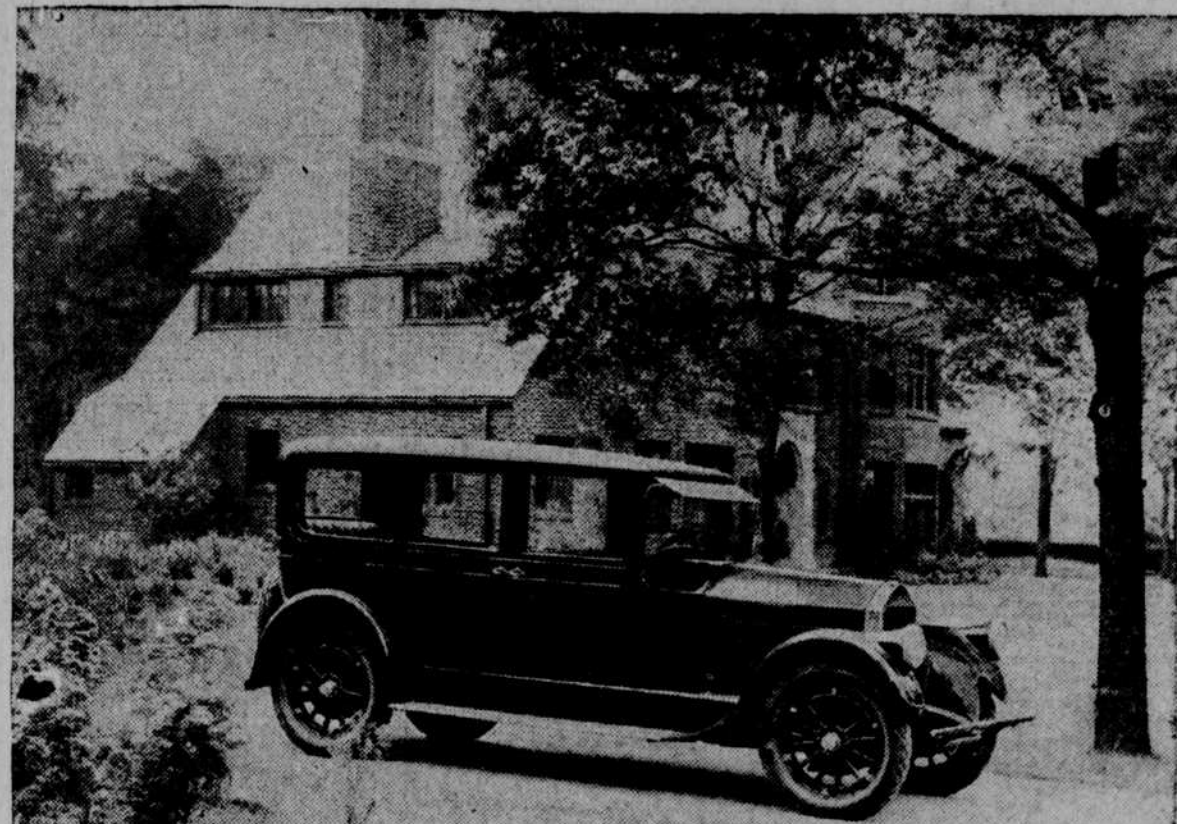
New Nash Advanced Six



New Nash Special Six Sedan

All models in the new Nash line have new body lines, are equipped with full balloon tires, 4-wheel brakes, disc wheels, and have forced-feed special Six series, the five-passenger sedan, equipped like all other models with four-wheel brakes, balloon tires and disc wheels, is priced "way down."

Pierce-Arrow Puts Out New Sedan



Here is the new Pierce-Arrow series 80 seven-passenger sedan. The designers have followed closely the graceful lines of its larger companion, the famous Dual-Valve Six.

The new car is powered by a six-cylinder engine which is said to be the most efficient mechanism ever produced by Pierce-Arrow engineers. The new car is produced in seven body styles. The standard chassis

has a 130-inch wheel base. Balloon tires and Pierce-Arrow four-wheel safety brakes are standard equipment. The price of the touring model is \$2,895 at Buffalo, N. Y.

Veteran Driver to Pilot Reo Bus

Dave Fassett Will Have Charge of Cross-Country Run.

Old timers in the automobile industry are doing a good deal of reminiscing these days, the occasion being the first trans-continental motor bus trip which is now being made by a new

Reo Sedan type cross-country bus which is being piloted from coast to coast by Dave Fassett, veteran Reo driver, who bears the distinction of having driven in the first double trans-continental auto tour away back in 1905-06.

"It is interesting to compare the present day conditions with those which were encountered by the drivers in those early days and the accounts of the journey made by the famous Reo 'Mountaineer' seem more like those of the journeys of the old 'Forty-niners,'" says R. C. Rueschaw, sales manager of the Reo Motor Car company.

"The fact that Fassett is now driving the new Reo bus from New York

to the western coast carries particular significance and that long period which has elapsed since Fassett's first and most famous trip down to the present time has been a period of astounding development and equally astounding experiences by this indomitable motorist," says Rueschaw.

"It will be of particular interest to compare the trip of the Reo bus with its luxurious equipment and complete appointments with that early voyage made by Fassett which started from Herald Square on August 19, 1905.

"Surely, the present trip will lack many of the hazardous experiences and daring feats which were manfully borne in those early days but it is of no less interest for all that."

Brisk Fall Auto Trade Predicted

President of Oakland Company Points to Improved Farm Situation.

A brisk fall business is looked for by George H. Hannum, president and general manager of the Oakland Motor Car company, Pontiac, Mich.

The presidential nomination and political party issues are pretty well settled, he states, so that any uncertainty in business caused by presidential elections may be eliminated from consideration.

"With 13,500,000 passenger cars in service, the replacement market alone amounts to 2,000,000 cars this year, which is sufficient to kill the old bugaboo regarding the saturation point," Mr. Hannum points out.

"The agricultural situation is very much improved and there is prospect of the farmer getting back into the market, something which we have been expecting for a long time.

"Rates on loans are exceptionally low and there seems to be plenty of money available for legitimate enterprises. You will also note that the stock market has been a rising one lately.

"A number of companies has announced their new models or are about to announce them, which will clarify the situation by removing the reason for many motorists deferring the purchase of a car.

"In addition, there is a marked tendency towards higher prices for motor cars, which is always a favorable factor for the retail trade."

Continental Motors Hikes Production by 33 Per Cent

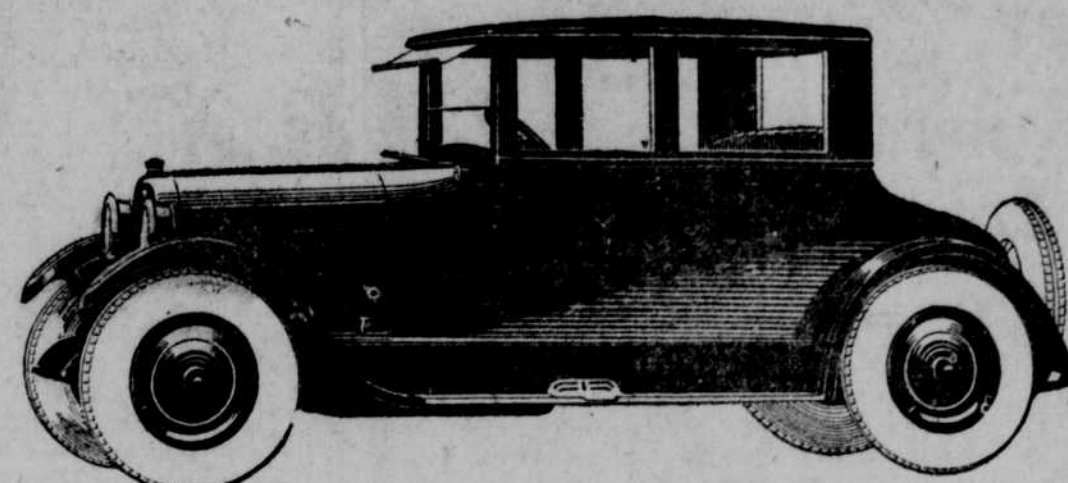
An increase in the manufacturing schedule for August of 33 1/3 per cent over the July schedule is announced by W. R. Angell, vice president of the Continental Motors corporation. "A general stiffening up in business is noticed," said Mr. Angell today. "Our August production will be approximately a third more than July."

NEW LABORATORY TO BE INSTALLED

One of the most completely equipped laboratories in the west is being installed this week in the new Monarch Manufacturing company building at Council Bluffs.

greases has become so competitive that careful analysis is necessary," according to Harry Searle, Jr., general manager of the Monamobile oil plant. The new laboratories will contain everything known to science in the analysis work of oils and greases. Viscosity testing machine designed to heat motor oil to temperatures comparing with cylinder walls of auto-

mobiles running at high speed are part of the equipment. Motor oil may look good in a bottle but many prove to be nothing more than a light liquid when subject to intense heat, according to Monamobile officials. These viscosity testing machines will prove the ability of Monamobile oil to stand under high temperature.



Balloon Tires Increase Inbuilt Comfort Qualities

REO promotes Coupe comfort by balloon tires, gently flexible springs and liberal body roominess for four occupants,—

REO
The Reo Line
Coupe . . . \$1875
Sedan . . . 1985
Brougham . . 2235

T-6 Special
Touring Reo - 1595
With Balloon Tires
Standard
Touring Reo - 1335

All mounted on the distinctive Reo double-framed chassis, and powered with the famous Reo 50 h. p. 6-cylinder engine. All prices f. o. b. Lansing, plus tax.

Driving ease, by the simple dual foot control, steering smoothness, easy-to-reach instruments and short turning radius.

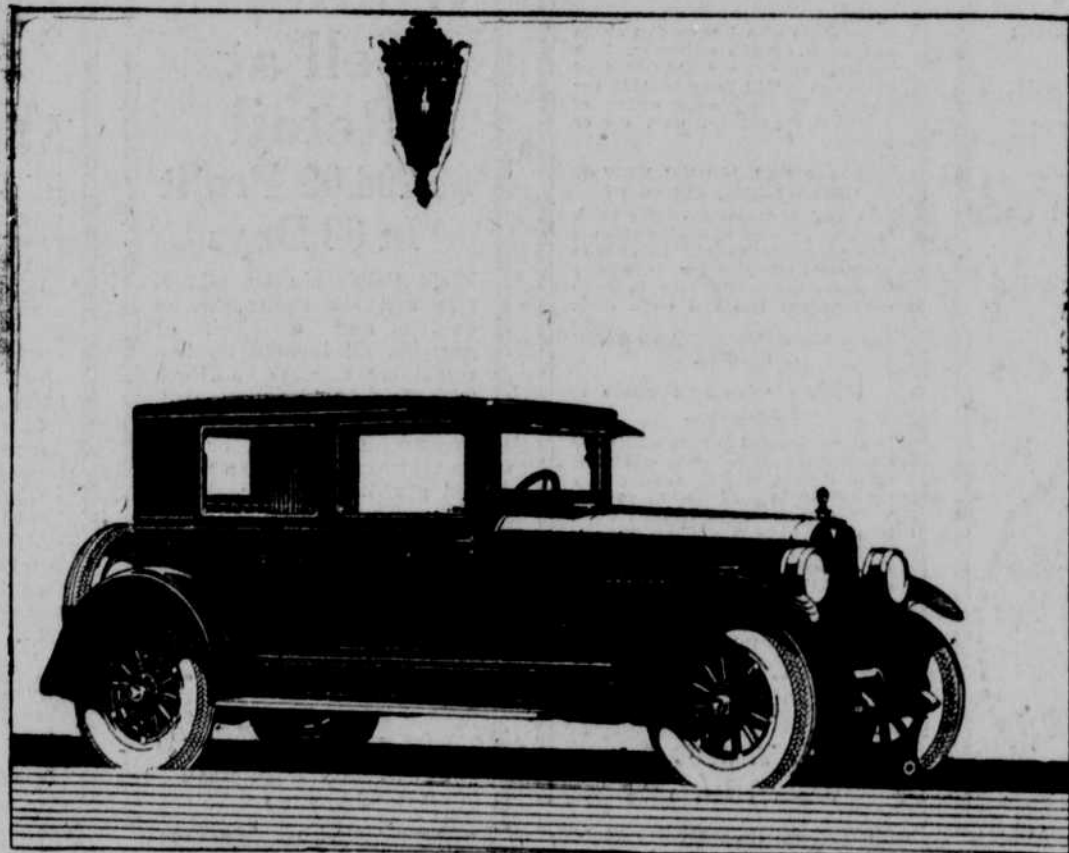
Safety, by oversized brakes (both pedal operated), balanced distribution of weight and remarkable engine flexibility.

Mechanical goodness, by a high-powered six-cylinder engine, low-hung chassis and the double-framed cradling of power units.

REO MOTOR CAR COMPANY, Lansing, Michigan

J. M. Opper Motor Co.
REO DISTRIBUTORS
2558 Farnam Street

The Improved COACH on the HUDSON Super-Six



For the First Time in History

Closed Car Comforts at EXACTLY Open Car Cost

Full Size, GENUINE BALLOON Tires

The Easiest Steering and Riding Hudson Ever Built

\$1500
Freight and Tax Extra

This Hudson Coach makes history. It is the first closed car ever to sell at exactly open car cost.

And Hudson, alone, can build it. As the largest producer of 6-cylinder closed cars in the world, Hudson exclusively holds the advantages to create this car and this price.

Greatest of All Hudson Achievements

And now full size balloon tires are standard equipment. Do not confuse with "semi-balloon" types. Hudson's are genuine full size balloon tires—33" x 6.20". Compare the difference.

Hudson has not simply "added balloon tires." Both running and steering gear have been especially designed to compensate for the radical differences balloon tires bring.

The result is the easiest steering,

most comfortable and steady riding Hudson ever built. And braking efficiency is almost doubled.

More than ever, "Closed Car Comforts at Open Car Cost" is the uppermost buying issue. Note how fast the Coach is displacing open cars. As the wanted type the Coach maintains the highest resale value against the waning desirability of the open car.

So Why Buy An Open Car?

OMAHA HUDSON-ESSEX CO.
Harney at 26th St. Tel. AT lantic 5065

Associate Dealers: Killy Motor Co., Farnam St.

Walter P. Chrysler Says:

Maxwell Now Excels Previous Four-Cylinder Possibilities

Before you have driven the good Maxwell 30 minutes, you will be revising all your previous ideas of four-cylinder possibilities.

For Maxwell—thanks to the rapid progress of the last year and the Chrysler Six engineering staff—now goes far beyond four-cylinder limitations as you have known them.

It goes so far beyond them that we have no hesitancy in saying that it is the best four-cylinder car in America today, at anything near its price.

There are specific results to back up our belief, and we invite you to experience them for yourself at the first opportunity.

If you have always thought that there must be vibration with a four, you will be delightfully surprised in the good Maxwell.

For here vibration is gone, so far as riding and driving comfort are concerned—a result of Maxwell's floating spring suspension of the motor which you will concede to be revolutionary.

You'll step on the throttle and feel the speed shoot from 5 to 25 miles an hour in a flat 8 seconds, with an ease and smoothness entirely new in your four-cylinder experience.

You'll ride the bumps as though you were in a car twice as heavy as Maxwell. You will steer and handle the car with delightful new ease.

Most people want such results in their cars today; and many still think they must pay much more than the Maxwell price to get them.

That might have been true up to a few months ago; but Maxwell's new developments have reversed the case entirely.

On the side of economy, Maxwell stands equally to the fore.

Engine bearings, for example, are built to run for the life of the car without need for replacement; owners average 24 miles per gallon; valves and carbon require attention only at long intervals.

These are but a few of the things that lead us to call Maxwell the best four in America at anywhere near our price.

For the Maxwell of today is more than the good Maxwell—it has been developed to a plane of unprecedented superiority among four-cylinder cars.

Touring Car, \$895; Sport Touring, \$1055; Roadster, \$885; Club Coupe, \$1025; Club Sedan, \$1095; Sedan, \$1325. All prices f. o. b. 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
President and Chairman of the Board
Maxwell Motor Sales Corporation, Detroit, Mich.

MILLARD-ROSE MOTORS

W. S. PETERSON, South Omaha.

Farnam at 28th
JEWELL AUTOMOBILE CO., 111 Broadway, Council Bluffs