

Pierce-Arrow to Make Initial Bow to General Public

New Six-Cylinder Car of Moderate Proportions—to Continue Production of Larger Dual-Valve Motors.

The new, moderately priced Pierce-Arrow car, news of which has been awaited eagerly in motoring circles for several months, has been announced formally by the Pierce-Arrow Motor Car company. The car is on display in principal cities of the United States.

The new model resembles the company's larger car, including the famous Pierce-Arrow fender headlamps.

It is by no means a small car, for the wheelbase is 130 inches. The price of the seven-passenger touring car at Buffalo is \$2,895. The car fulfills the promise of President Myron E. Forbes that the Pierce-Arrow company would produce an automobile comparable in design, materials and workmanship with the larger dual valve car, but more moderate in size and consequently more moderate in price.

The new car will be known as Pierce-Arrow Series 80. The larger dual valve car, which the company will continue to produce to meet the permanent demand for a car of utmost luxury and refinement, will retain its present designation, Series 33. Production of a complete line of motor buses will likewise be continued.

The new series 80 features the latest Pierce-Arrow development in six-cylinder engines—a principle that Pierce-Arrow engineers have specialized in since the early days of automobiles. It is said to be the most flexible and most efficient engine yet designed.

The bore is 3 1/2 inches and the stroke, five. Although the formula rating for an engine of these dimensions is 29.4 horsepower, the series 80 power plant actually generates more than 70 horsepower.

Ballon tires have been engineered into the design. So have Pierce-Arrow four-wheel safety brakes. These brakes are identical in design with the type used on the larger Pierce-Arrow car. They are based on a patented, mechanical principle which has been in successful use in Europe for nearly 14 years, and were adopted by Pierce-Arrow after four years of experimentation during which all types of four-wheel brakes were tested.

Series 80 is offered in a complete line of seven body types—the four passenger touring car, the seven-passenger touring car, the runabout, the five-passenger sedan, the seven-passenger coupe, the enclosed drive limousine for seven passengers. Color options are offered.

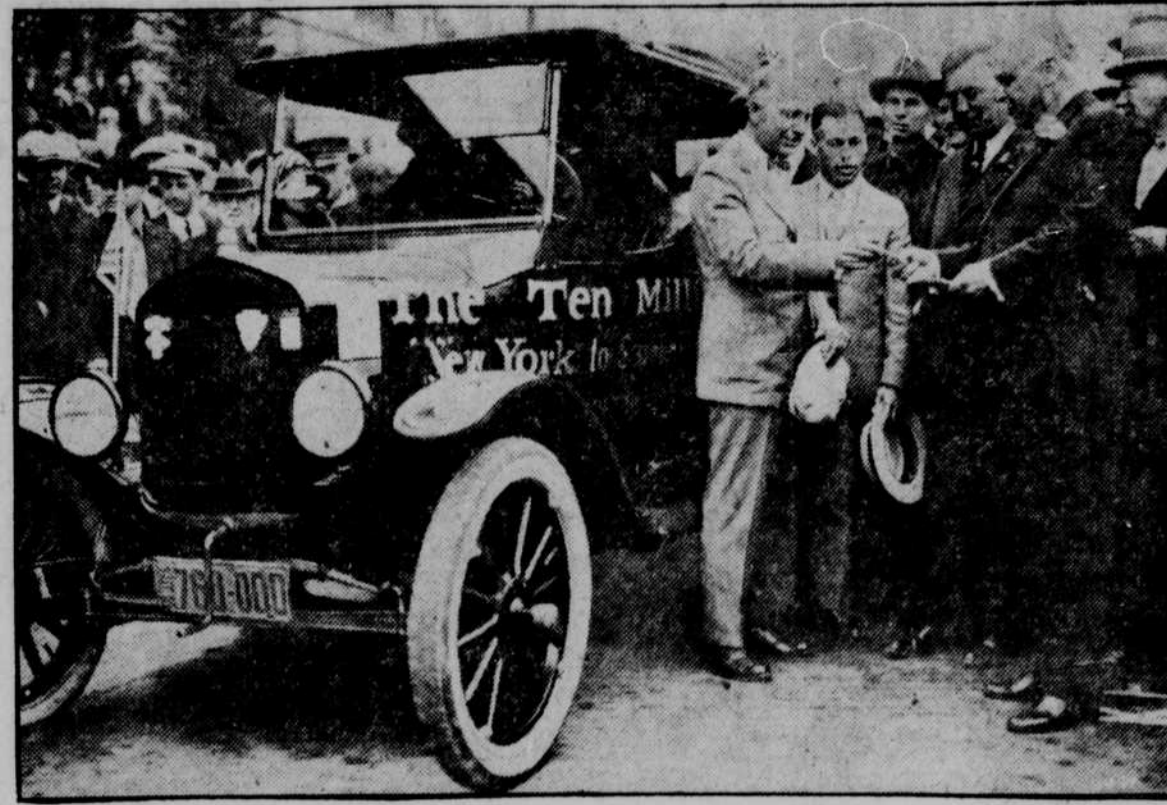
Super Service Station Planned

New Plant to Cater to All Types of Work Required.

The latest in motor service is soon to be opened by Paul W. Jacobus at Eighteenth street and St. Mary avenue. This modern motor service station is to be known as the Super Service station.

Jacobus is well known to Omaha auto owners, having conducted garages and tire shops here for several years. The Super Service station will be equipped to take care of any type of service required by car owners.

Ten-Millionth Ford Reaches San Francisco



The 10,000,000th Ford car reaches San Francisco after the most colorful and historic ocean-to-ocean journey ever undertaken by automobile.

The picture shows the driver, Frank Kulick, handing the letter to Mayor Ralph De Palma, who was entrusted to him for delivery by Mayor Hyman of New York. The journey was made over the Lincoln highway.

Ten Millionth Ford Completes Coast-to-Coast Journey

Frank Kulick, Former Race Driver, Pilots Car Into San Francisco; Mayor Greets Cross-Country Crew.

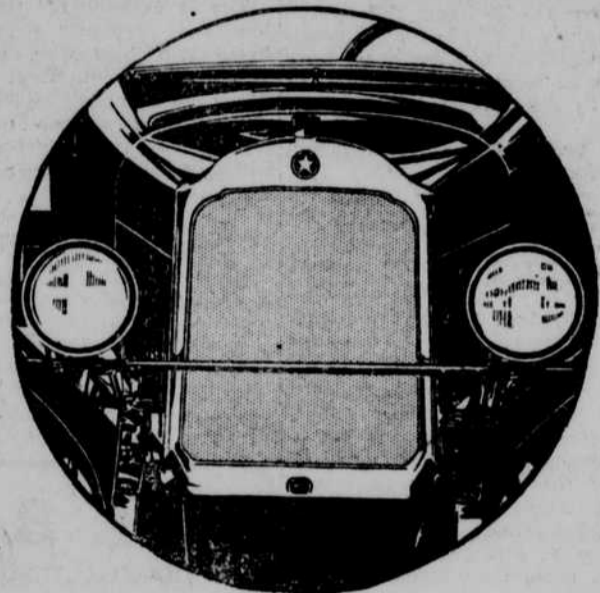
Ford car No. 10,000,000 completed its transcontinental tourney July 29th at one o'clock when it arrived at the western terminal of the Lincoln highway, according to a telegram just received by the Ford Motor company from Frank Kulick, former racing driver, who piloted the car across the continent.

The arrival in San Francisco was auspicious. The car accompanied by a large number of motor cars, bequeathed with California's choicest flowers was driven to the city hall where Mayor James Rolph received a letter from Mayor John Hyman of New York, in the presence of an enthusiastic crowd. It was then driven to the end of the Lincoln highway where a final greeting was extended by James H. Houlihan, official representative of the Lincoln Highway association on the west coast.

This marked the completion of one of the most memorable demonstrations in automotive history. The 10,000,000th Ford was started westward across the nation's greatest

highway on June 16, not to prove performance but to commemorate an achievement, and throughout the journey demonstrations, bands and parades marked the progress for nearly every mile of the entire distance. Greetings were extended by officials of every state through which the car passed and all along the route sentiment was freely expressed that to Henry Ford belongs the greatest credit for having brought the benefits of the automobile within the reach of the largest number of people in all walks of life.

Burdened with the responsibility of upholding Ford tradition which has come to mean reliable transportation at the lowest possible cost, Ford Car No. 10,000,000, one of approximately 7,200 standard cars produced in a single day, performed in characteristic Ford fashion. The entire distance of a little less than 4,000 miles was covered with but one minor adjustment and with absolutely no mechanical difficulty of any nature. Although many hundreds of miles of road particularly through the western states and across the Rocky mountain range of dirt and gravel formation it is noteworthy that this, the lowest priced car built, averaged approximately 110 miles a day for the entire six weeks and was on schedule to the minute in every town visited. The transcontinental trip of the 10,000,000th car has formally ended but interest remains so keen that the car is now being routed up the Pacific coast to Portland and Seattle from which point it will be shipped by boat back to San Francisco and then driven overland to Los Angeles and probably back across the country to Detroit over a southern route.

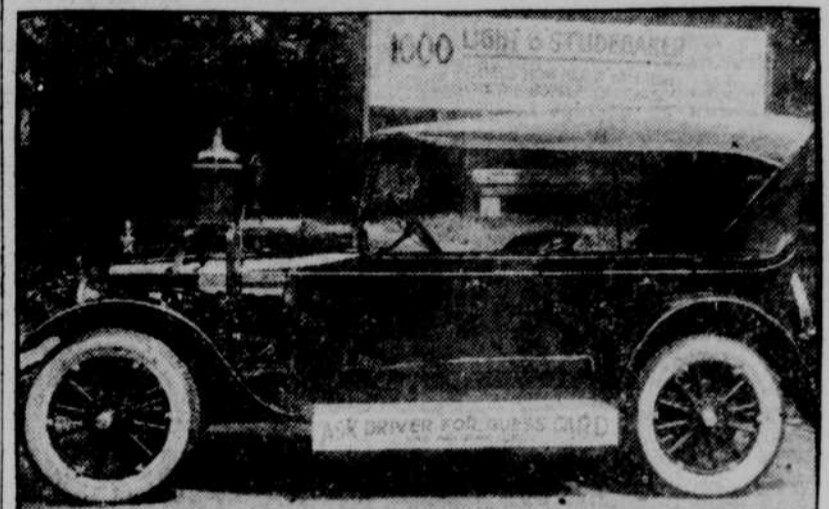


The lowest price, high grade, standard built car in the world. Built by Durant Motors, the third largest builders of cars in the world.

Star Car

Andrew Murphy & Son
14th and Jackson Sts.

Studebaker to Make Test Run



It has been run around the streets the last week, allowing everyone an opportunity to estimate the number of miles it will travel. The actual test will be on Monday. The bottle will be filled and sealed and the motor inspected to see that no gas can be introduced into the carburetor from any outside source. The speedometer will then be checked and the car started. It will again be inspected after it has consumed all the gas in the bottle and the mileage checked. To the ones who estimated closest prizes will be given.

Chrysler Climbs California Peak

Ralph De Palma, Auto Racer, Pilots Car Up Mt. Wilson.

Mount Wilson, a California peak not far from Los Angeles and known to Pacific coast motorists as a hard and dangerous pull for any motor car—recently surrendered before a strictly stock Chrysler Six touring car piloted by Ralph De Palma, world-famous racing driver, in the record time of 25 minutes, 48.55 seconds. The ascent was made over the Mount Wilson toll road, a narrow, winding trail with a rise of more than 4,600 feet in the nine and a half miles of roadway from toll gate to toll gate. The run was particularly remarkable in view of the fact that the car was not stripped, but carried all fenders and was minus only the top half of the windshield. Even the muffler was not removed, and no cut-out was used.

De Palma's only complaint at the finish of the run was over the fact that he had more power at his disposal than the rough condition of the road permitted him to use. With the exception of three short stretches where he dropped into low, second gear was used all the way up the mountain. At one point a speed of 41 miles an hour was attained. The toll-road management restricts cars to a seven-mile-an-hour pace in regular daily travel.

The Chrysler's record run was checked by four Los Angeles newspapermen, and was timed and handled in exactly the same fashion as have the previous record runs in the past. De Palma was started from a toll-house at the foot by one of the newspapermen, while the other three at the summit listened to the starting word over the telephone as the signal to click three synchronized stop watches. The time as shown by the three watches varied less than a second and the average of the three was taken as the time.

Oakland Dealers Get Sealed Orders

Secret Instructions Mailed to Local Manager From Factory.

Like the naval squadrons dispatched in time of war under sealed orders, to be opened hundreds of miles out at sea, the whole army of Oakland dealers scattered over the length and breadth of the land will maneuver under sealed orders from the factory at Pontiac, Mich., during the week of August 17.

"What the instructions will be we do not know," says A. M. Colegrove, local branch manager. "Six numbered orders will be mailed to us just previous to this week, with instructions to open one each day, in numerical order, and to follow the instructions for that particular day."

"The seal of each order will be broken each day in our showroom and then displayed in the window. When the seal is broken we will proceed to carry out the instructions contained therein."

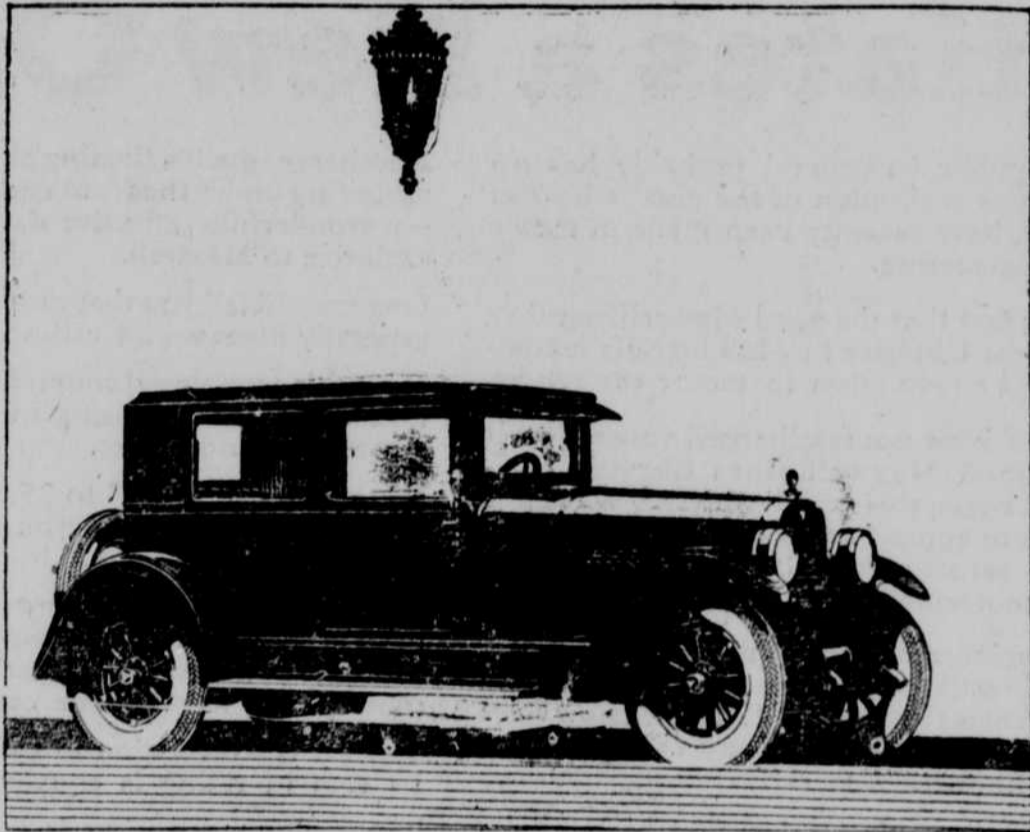
CLOSED CARS ARE MORE IN DEMAND

It is unusual for closed cars to sell so heavy in July, but, according to report of sales by Andrew Murphy & Sons, 45 per cent of Star car sales for July were coupes and sedans. During June the Durant motors put a new Star coupe and sedan on the market that took so well that it caused a midseason rush on closed cars. Both the coupe and sedan have some distinctive lines, such as usually found only on higher priced cars.

SLIGHT ADVANCE IN CADILLACS

Additional upward revision of motor car prices, slightly lower production schedules and rigid maintenance of quality are outstanding tendencies for the last half of 1924. In the opinion of Lynn McNaughton, vice president and general sales manager of the Cadillac Motor Car company. During the last 12 months, with the maintenance of low price levels, the industry has produced many radical improvements.

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:

Marmon-Hayward, Inc., 2416 Farnam St.

Killy Motor Co., 2064 Farnam St.

SEALED ORDER DEMONSTRATION -all this week!

See why the Oakland Six is a year in advance of its field

THIS week, from Bar Harbor to San Diego, the True Blue Oakland will operate under Sealed Orders—sealed at the Oakland factory.

Invisible orders to give new visibility to Oakland's True Blue character! Eye-facts to demonstrate Oakland's year-ahead ability to meet ordinary needs in an extraordinary way—and to meet emergencies as though they were normal.

Six Sealed Orders are in our window. Every day one seal will be broken—and the True Blue Oakland duty for the day revealed to you—and to us. Watch our windows and the newspapers!

We do not know what the Oakland tests are to be—but we do know what they will reveal:

- a powerful, athletic engine under Oakland's shapely hood;
- a body finish that defies time, elements and abuse;
- a stouthearted gameness of the kind that wins championships and keeps automobiles out of repair shops after hard days on the road. Oakland is built for hard days!
- a car with a traffic sense—quick—safe—with four-wheel brakes tried and proved for more than a year;
- a car as modern as next year in driving comforts and utilities.

ONE year ago, the combined resources and engineering skill of Oakland and General Motors created a brand new kind of motor car quality and performance—at a very low price.

The True Blue Oakland set the pace for motor car advancement. Features that Oakland owners have enjoyed exclusively—through twelve pages of the calendar—are featured on other cars for the first time this year.

But the capacity of the True Blue Oakland to deliver a distinctly better kind of service has been tried out on every road in America.

With unanimous owner approval! And refinements and improvements have been added from time to time to keep the True Blue Oakland still a year in advance of its field.

Oakland Sealed Order Week offers you a tremendous opportunity to learn a great deal about the motor cars of today—and of the future!

You will be prepared to judge motor car construction and performance as you never judged it before.

Drop in any day and see Oakland deliver according to Sealed Orders!

Oakland Motor Car Co.

20th and Harney Streets

IT'S TRUE BLUE THROUGH AND THROUGH