

New Maxwell on Display in Omaha; 6 Models in Line

Experiments Show 25 Miles to Gallon Gasoline Consumption; Rapid Acceleration a Feature.

A good Maxwell, of greater power and power pliability, higher speed, more flexibility and even greater operating economy, is announced from Detroit by the Maxwell Motor Sales corporation.

Experiments and tests reveal that outstanding features of the new models will be a gasoline average of 25 miles to the gallon, speed of 58 miles an hour and acceleration from five to 25 miles in eight seconds.

The new cars, comprising six models, are now on display in the showrooms of Andrew Murphy & Sons, where special showings to the public will be held all this week.

Long rumored, because of the success of the Chrysler Six, the new Maxwell represents in a four-cylinder car the ideas of the same engineering and manufacturing group that developed and is producing the Chrysler.

Vibration Eliminated.

J. E. Fields, vice president in charge of sales of the Maxwell organization, in a statement issued in conjunction with the announcement, says:

"With a full sense of the seriousness of the statement—carefully weighing the meaning of every word—Maxwell-Chrysler engineers, without reservation, thoroughly believe that they can promise in this new Maxwell a performance surpassing in every essential any other four-cylinder car in the world.

To make that sweeping assurance more definite and specific they promise in speed, power, pliability of power, in swift response in absence of vibration, and even more particularly in riding steadiness and comfort, results no four-cylinder car has yet been able to attain.

These engineers have been actuated by the conviction that in addition to its inherent and natural economies the four-cylinder principle possessed possibilities of power and speed capable of being translated into ease and steadiness never fully developed. They set out to overcome what have all too readily been accepted as limitations in the four-cylinder engine and to convert these limitations into positive advantages."

Bodies Improved.

Bodies of all models, as well as the chassis, represent sweeping improvements, both in appearance and in general care are shrouded and integral with lower running boards. Balloon tires are standard on all models. The nickel radiator is higher and wider. There is a new instrument board. One-piece windshield are on all closed models. The visors on all enclosed cars are shrouded and integral with the roof, thus eliminating the irritating vibration always encountered at higher speeds with the ordinary type visor on every priced motor car.

Duco is standard finish, except for the sport touring, which retains the same gray-green paint shade as heretofore used. Open cars and the coupe are finished in genuine Spanish leather upholstery, and special leather can also be had in the Club sedan. Appearance of the closed cars, particularly, is enhanced by new body improvements, with the standard sedan an outstanding illustration.

NEW HUPMOBILE CAUSING INTEREST

Renewed speculation over the widely discussed new Hupmobile eight, first aroused last summer following the Hupp Motor Car corporation's announcement that it would add an eight-cylinder car to its long successful four-cylinder line, has now been accentuated by a further announcement as to what place the new eight is designed to fill in the automotive market.

Beyond stating the fundamental reasons for adding the eight to the present Hupmobile line, no information, such as that pertaining to its general design, size, price or date of first display, has yet been given out. "It is our serious contention," the announcement reads, "to invite comparison between the performance of the new Hupmobile eight and all other eight-cylinder cars. Hupmobile has designed and built this car because of a deep conviction that the advantages of the eight have been needlessly denied the average American family. In that respect the car is a distinct departure in eight-cylinder engineering—a widening of the usefulness of an eight which removes it from the realms of indulgence and makes it a practical, economical family motor car.

TWO ORCHESTRAS FOR AUTO SHOW

Orchestra music is an important, though unobtrusive part of the annual Omaha automobile show in the Municipal auditorium, and A. H. Waugh of the Auto Trades association set out this year to do his "musical shopping" early.

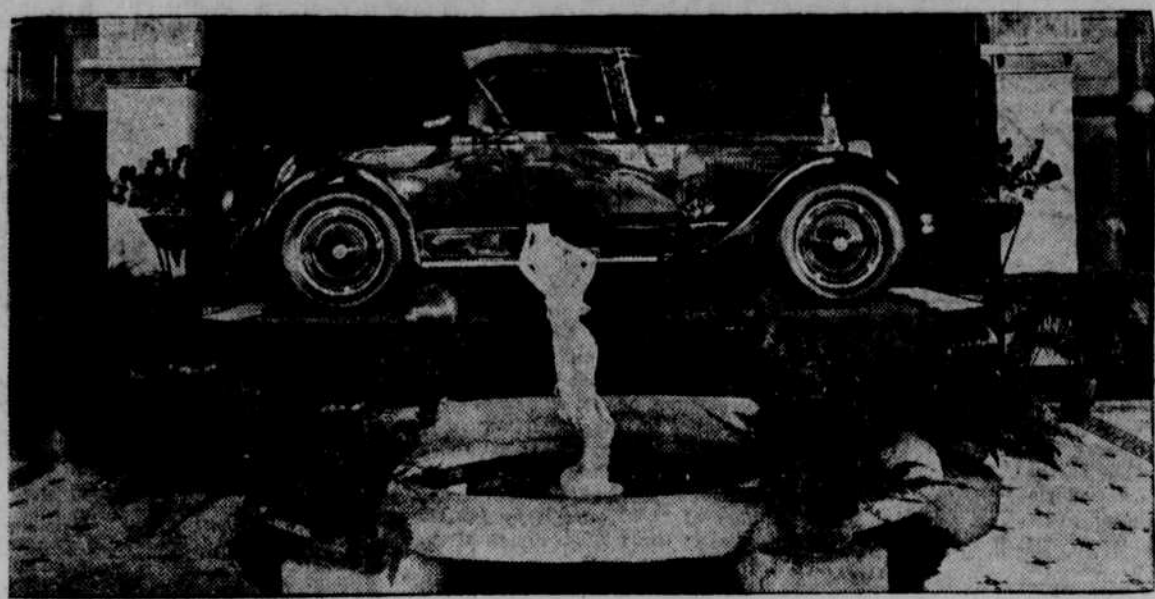
He let it be known that an orchestra was wanted for the big event, which opens on Monday, February 16. Among the orchestra directors who responded were Edwin M. Kahn and Hugo Heyn. It fell to Mr. Waugh to choose between the orchestras led by these two popular directors, and the task was a difficult one.

So, summoning some of the wisdom of the great Solomon, Mr. Waugh made his choice. He chose both orchestras to play for the auto show. Each orchestra is to play three matinee and evening during the six days of the show.

"It is a new idea, but we are convinced that it is a good one," said Mr. Waugh. "We have obtained the services of two excellent orchestras, both of which will strive to surpass the other in excellence during the show."

The sick man is an expense to his country, to his employer, to his employer and to himself. Prevention is profit.

Flint Showrooms Redecorated for Special Display



Today is Flint day, so the Omaha Flint company has rearranged and redecorated its show room, displaying several of the latest closed models along with the sport type in open cars.

They are emphasizing their latest creation—a sport roadster. This model has been placed on a platform

covered with a Turkish rug and back of the car hangs a beautiful curtain which sets off the beautiful lines of the car.

In speaking of Flint business, Mr. Smith, president and general manager of the company, said: "In all my years' experience in the automobile industry, I have never felt more enthusiastic over any car than I do

over the Flint. I say this for two reasons.

"Never have I handled a car whose performance, nicety of design and ease of handling appealed to me as much as the Flint.

"Secondly, the sales possibility of the Flint is so much greater than it points to a bigger year's business than we have ever enjoyed."

Oakland Smashes Economy Records

Touring Car Makes 297.3 Miles on Less Than 8 Gallons of Gas.

In 1923, Oakland won both the sweepstakes and class cup in the Yosemite economy run, held under the supervision of the A. A. A., and incidentally smashed all existing economy records with a gasoline mileage of 36.92.

During the last of November, a stock Oakland touring car made the run from Pittsburgh to Philadelphia, a distance of 297.3 miles on seven and eight-eighths gallons of gasoline or an average of 38.95 miles to the gallon.

Thus the previous record for high gasoline mileage was again broken by Oakland—this time by a margin of two miles more per gallon.

The run was made by the Engler-McKean Automobile, Oakland dealer of Pittsburgh, with Earl Ritts, assistant service manager doing all the driving. He left the Pittsburgh dealer with 10 gallons of gasoline. When he drove up to the front doors of the Philadelphia branch of Oakland, he still had two gallons and three pints of gasoline left in his tank.

BRAKE TESTING BILL DRAFTED

As a result of the recent automobile brake-testing campaign conducted in Omaha by Charles E. Frost and mechanics of the A-C Brake company, Police Commissioner Henry Dunn has drawn up an ordinance which he will introduce into the city council, providing that all automobile brakes must be tested at stated intervals.

A meeting was held Friday afternoon at which were present representatives of the Omaha Safety council and Motorcycle Sergeant Charles Payne at which Mr. Dunn announced preparation of the ordinance.

Reo Profits More Than \$3,000,000

Twentieth Annual Report Shows Prosperous Year for Pioneer Car Company.

In the 20th annual financial report of the Reo Motor Car company for the fiscal year ending August 31, 1924, the profit shown after provision for current federal taxes is made, amounts to \$3,412,041.32. The financial report will be read to stockholders in their annual meeting on December 16.

This earnings, while it shows a decrease from the profits of the previous fiscal year, is considered exceptionally good in the light of general business conditions. When it is known that the company's working capital was increased half a million, and its surplus in excess of a million, the sixth year of the veteran motor car company stands out as a prosperous one.

The statement, included with the consolidated balance sheet in the report to stockholders and signed by R. E. Olds, chairman of the board, and R. H. Scott, president and general manager, speaks of the expansion program for the fiscal year.

This was confined to the purchase of the property of the Duplex Truck company and the conversion of this property into a bus manufacturing unit. This enabled Reo to swing into a regular production schedule on both "pay-enter" and sedan type buses.

Reo export business increased 100 per cent during the year, the statement advises stockholders. This growth together with the outlook for further increase in export sales is most encouraging, the directors feel.

Survey to Be Made for New Kimball Rural Mail Route

Kimball, Dec. 13.—Postmaster Eastman and the Lions club of Kimball working together to have a rural mail route established out of Kimball, north, have received word from the department, that a special inspector would soon go over the proposed route.

NEW GLASSMOBILE ENCLOSURE READY

A new application of an old idea is found in the glassmobile enclosures for open cars.

It is a glass window for open cars that is different. An entire set of enclosures may be put on the car or taken off in just a few minutes, without getting out of the car.

The enclosures are built very thin so that they may be carried in a container right in the car, available for instant use at any time; yet in building them very thin, they have given up none of the desirable strength that one should have in this type of enclosure.

They are so designed that by shifting the front pair slightly the car can be ventilated thoroughly, and their construction is such that they cannot rattle, and they do not impair the driver's vision.

Glassmobiles are distributed in the western territory by the William F. Habig company.

1922 Oldsmobile—7-Pass. Sedan

Original Cost, \$2810 Mileage 7,600

New Paint and Tires Mechanically Perfect

A NICE FAMILY CAR AT A VERY LOW PRICE

Terms—if—Desired

Richardson Motor Car Co.

AT 3250 3016 Harney

If shipping your automobile to Los Angeles or Florida

Phone JA. 1504

For Rates

Terminal Warehouse Company

Stampede to Coach Boosting Hudson Lincoln Quality Maintained With Precise Process

Popularity of Model Tribute to Originator, Says Dealer Here.

The stampede to coaches is greatly stimulating Hudson-Essex business, according to R. H. Davison, Hudson-Essex distributor, whose organization is just closing a record-breaking year of business with 75 per cent of its volume in enclosed cars.

The recent reductions in the prices of Hudson and Essex coaches to positions actually below open car cost, plus the ability of his organization to deliver coaches promptly, have been vital factors, he said, in maintaining a consistently strong sales volume in the late fall season.

"The remarkable rise in popularity of the coach," he declared, "is an undeniable proof of the leadership of the Hudson-Essex organization. Concerns which once scoffed at the coach are now straining every nerve to build one. The man in the street sees in this the sincerest of all compliments to Hudson-Essex. When he thinks of a coach he thinks of Hudson-Essex. He remembers that Hudson-Essex has had the experience of building 150,000 of them.

"Hudson-Essex coaches came out just three years ago. The first Essex coach cost \$600 more than the present one, and the Hudson coach \$450 more than the present one. Gradually the coach prices diminished as volume increased, until now we have the unprecedented condition of both these enclosed cars selling at prices less than the open ones on the same chassis. Hudson-Essex alone has accomplished that."

Lincoln Quality Maintained With Precise Process

Highly-Developed Tests and Painstaking Inspection Produces High-Class Results in Product.

"The Lincoln plant has attained a leadership in the field of fine workmanship and the application of science to design," R. N. Hanson, assistant manager of the Omaha branch said in telling of his recent trip to Detroit and his visit there to the Lincoln Motor company, a division of the Ford Motor company.

"A study of the methods employed in the Lincoln plant shows the application of the highest present-day development of the mechanical arts and reveals devices and tests which produce results close to perfection," he continued.

Careful Process.

"It would be too much to ask the average car owner to follow through all the inspections which go into the fabrication of the Lincoln car, for the precise, careful, painstaking process in which scientific knowledge and precision methods are applied to manufacturing would be apt to bore his patience."

"The inspection tolerances observed in Lincoln manufacture are the most remarkable in the industry. There are several thousand operations in which deviation from standard is not permitted to exceed one one-thousandth of an inch.

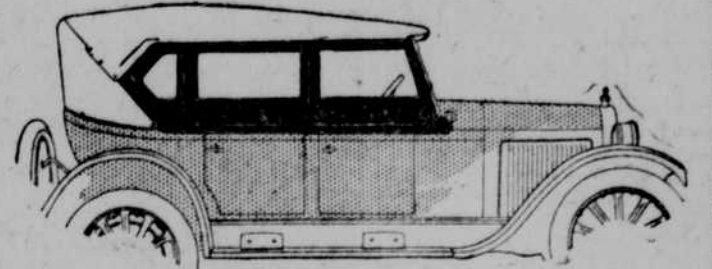
"There are many cases where the

tolerance of one-half of one-thousandth of an inch is observed. In numerous other cases and on certain portions of the cam shaft and crankshaft, for instance, Lincoln tolerances are held to one-quarter of one one-thousandth of an inch. There are still other cases in which the tolerance is held even lower, as in the case of selected hardened steel balls for bearings, where the limit is set at one-tenth of one-thousandth of an inch.

Many Inspections.

"The crankshaft, for instance, is subjected to 66 and the camshaft to 30 different inspections after being completely machined. The cylinder block is ground within a tolerance of one-thousandths of an inch in diameter and one-quarter of one-thousandth for parallelism and it is given 30 different inspections before it is finished. There are numerous other examples of how Lincoln quality is maintained, for it must be remembered that Lincoln standards call for individual inspection rather than group inspection. Manufacturers who supply the company with horns, rear vision mirrors, clocks, speedometers and similar equipment, state that the Lincoln inspectors are the most exacting they have to meet. The eight-day automobile clocks, for example, although of excellent make, are nevertheless subjected to two eight-day tests before acceptance.

Handsome and Stays that Way



GLASSMOBILE design permits a thinner construction than is obtainable any other way. Built entirely of double strength glass, rust-proof steel and top fabric, there is nothing about it to get out of order.

This type of construction, together with harmonious design and careful workmanship, has produced a glass window that improves the appearance of any open car.

Handsome appearance is only one of the many advantages of Glassmobile. Scientifically ventilated, durable, snug-fitting, always with the car, on or off in four minutes without tools, Glassmobile is the ideal all-year glass window for open cars. Just as useful in the summer as in the winter.

It combines closed car comfort and convenience with open car economies at a fraction of sedan cost and improves the open car's appearance while doubling its utility.

Built for More than Fifty Models of Cars Including Buick, Cadillac, Chevrolet, Dodge, Flint, Gray, Hupmobile, Jewett, Ford, Franklin, Nash, Oldsmobile, Overland, Packard, Rickenbacker, Star, Willys-Knight and others.

See Your Auto Dealer or Trimmer or write

WM. F. HABIG CO.

Western Distributors

AT. 9582 1616-18 Cuming St.



Will there be a new Cadillac in your driveway this Xmas?

Years of joy and satisfaction for the entire family

J. H. Hansen Cadillac Co.

AT. 2570 Farnam St. at 26th Ave.

You Should Drive a Six-Cylinder Car

For Better Transportation Service and Satisfaction

Buy a FLINT SIX

We will make it possible right now by buying your present four-cylinder car at list price up to the amount of \$750, 1924 models only, up to and including Dec. 24th.

Thousands of Flint cars on the street is the only advertisement we need.

Every Flint owner means two more Flint Sixes.

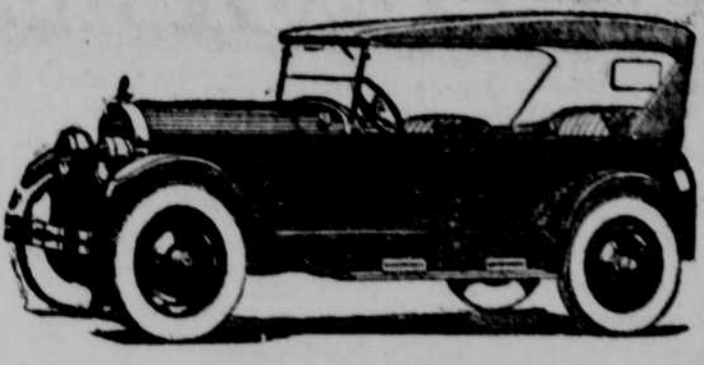
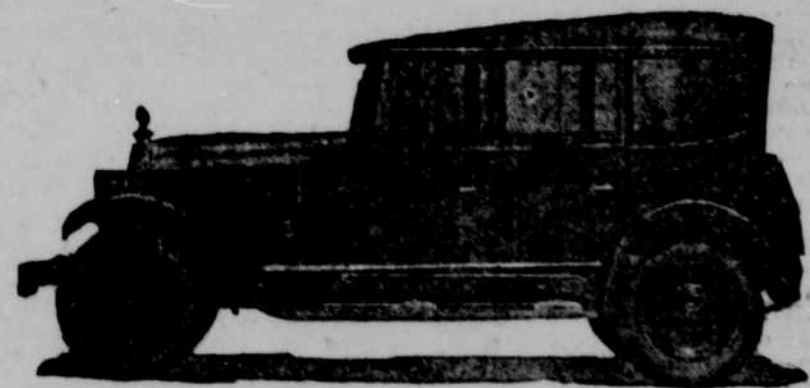
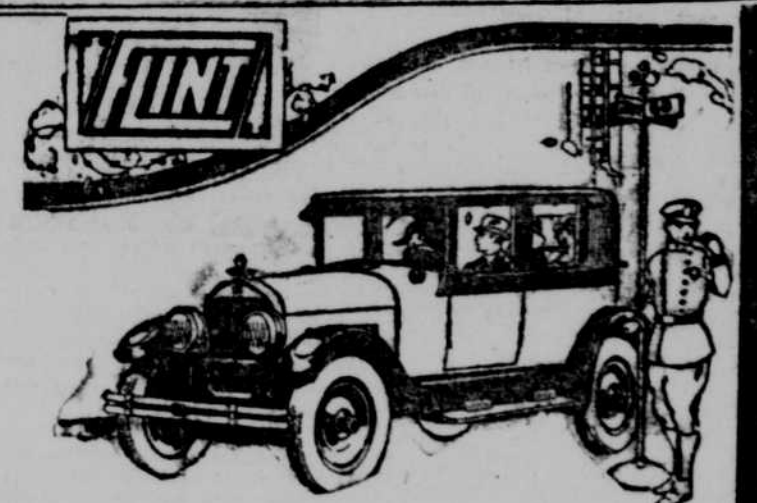
This is an opportunity for the holiday shopper to set himself right with the entire family.

Omaha Flint Company

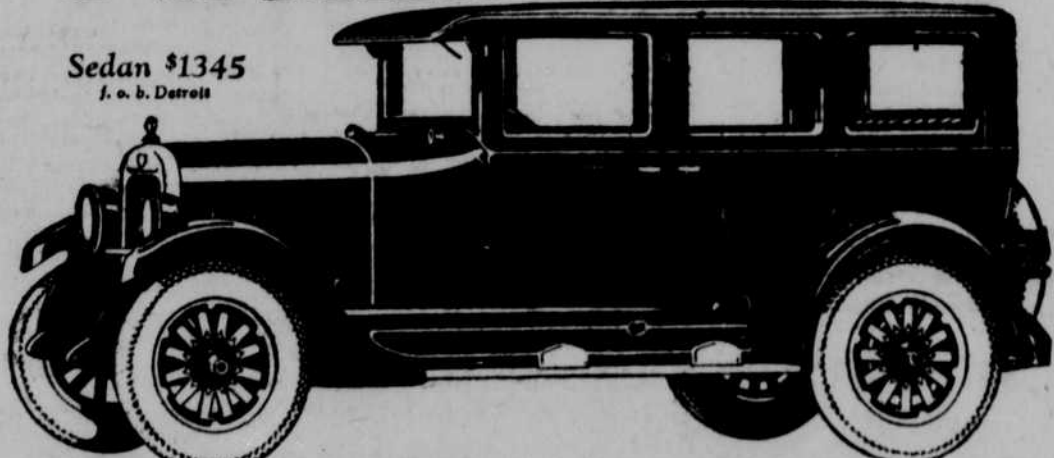
Guy L. Smith Pres. and Gen. Mgr.

Farnam at 26th

AT. 1944



25 Miles to the Gallon 58 Miles per Hour 5 to 25 Miles in 8 Seconds



Touring Car, upholstered in genuine Spanish leather, \$1095. Club Coupe, upholstered in genuine Spanish leather, \$1025. Club Sedan, upholstered in fine cloth of beautiful pattern, \$1095. Extra for genuine Spanish leather, \$115. Sedan, upholstered in genuine mohair plush, \$1225. All prices I. o. b. Detroit, Tax Extra.

With one long sure stride the good Maxwell now makes the greatest four-cylinder advance that the industry has recorded in the past five years.

For Chrysler engineers achieve, in Maxwell, heights of speed, acceleration and gas mileage which place it as far ahead of present four development as Chrysler has gone among the sixes.

Balloon tires, natural wood wheels, stop-light, transmission lock, Duco finish standard on all Maxwell models. Shrouded visor, integral with roof, and heater standard on all closed models.

Andrew Murphy & Son, Inc.

14th and Jackson Here 55 Years

The New Good MAXWELL