

HUDSON SPRINGS A REAL SURPRISE

Wildest Rumor of the New Super-Six is True as Compared with the Truth.

CAR IS HERE FOR THE SHOW

The new seven-passenger Hudson super-six shown at the Omaha motor show has started the motor world. This is not merely a new model with minor refinements. It is an absolute upheaval of all present impressions and beliefs regarding motors and particularly six-cylinder motors. Even the rumor of the new Hudson car has for months kept motorists on edge. But the wildest rumor was tame compared to the truth. Its builders claim that the Super-Six begins a revolution and there seems every reason to anticipate that their belief is well founded. The heart of the new Hudson Super-Six lies in the motor, in which is comprehended a new invention of Hudson engineers. The motor is patented and the name Super-Six is registered, so that the full benefit of the discovery belongs solely to the Hudson company and to owners of Hudson cars.

Same Size as Before.

The motor is no larger than last year's motor, 34 1/2 inches, but the power has been increased 50 per cent. The best power heretofore effectively produced by a six-cylinder motor of this capacity was about forty-five horsepower. The new Hudson Super-Six effectively uses seventy-six horsepower. Yet the new motor is strictly conventional in every feature. It is simply an advance on the present type of standard motor, with the addition of the new discovery of the Hudson engineers. This utilizes more of the developed power. The motor develops about eight-horsepower as in old type sizes, but owing to its absolute smoothness and lack of vibration less than eight horsepower is consumed within the motor itself, leaving the immense margin of seventy-six horsepower to be utilized in driving the car.

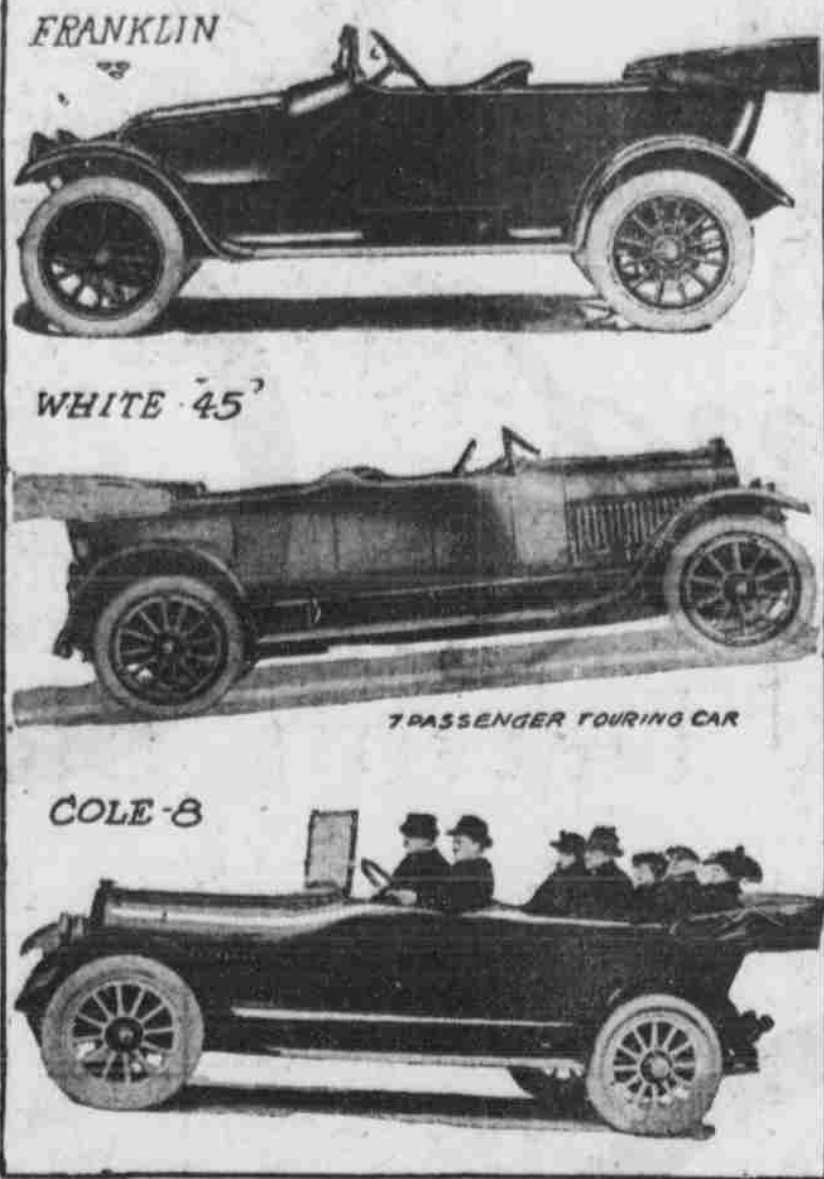
The Super-Six in an official test on the Sheepshead Bay Speedway under the rules and supervision of the American Automobile association has broken all stock car records up to 100 miles. This was a real "stock" car. No change was made in compression, in pistons, in valves, camshaft, oiling system, timing or in any other respect. The car was not only standard in all details, but it had a full seven-passenger body and equipment.

This story of the achievement of the Super-Six seems almost unbelievable, yet it is certified by a representative of the American Automobile association, and by the technical editor of Motor, who were official observers. Many tests of various kinds were made. With two passengers in the car and with windshield and top in place the Super-Six made a record of 100 miles in eighty minutes 21.4 seconds, or an average speed of 74.7 miles per hour.

On a two-mile lap one complete circuit of the track, its record was 75.75 miles per hour. This was done not once, but several times. Many times in succession it made records of a lap in one minute 33.4 seconds to one minute 33.5 seconds, varying by the fraction of a second. The clock-like regularity was perfectly amazing to all observers.

With five passengers in the car and with windshield and top up it exceeded seventy-three miles per hour and averaged over seventy miles in sixty minutes actual running. The local representative is Guy L. Smith.

Air-Cooled Vie with the Water-Cooled at Show



Influence of Auto Show Far Reaching

"The influence of the annual national automobile shows is farther reaching than is commonly believed or even admitted throughout the industry," stated Charles Cole, manager of the Nebraska Haynes Auto Sales company, distributors in this territory for the Haynes, America's first car, in answer to the inquiry of why the automobile and accessory manufacturers go to the enormous expense of supporting the various automobile shows. "The individual dealer is affected as much as is the single designer and manufacturer. In a general way the shows form a veritable clearing house for designers. They have a very decided tendency to dictate the designs for the coming season, and they are accepted as authoritative even as are the creations of the Parisian designers of gowns. The comparison of the various models on exhibit means much to the far-sighted engineer. It takes but little study to grasp the full importance of the prevailing undercurrent. The tendency of the

industry is toward standardization of parts insofar as actual measurements are concerned. Even with such standardization, there is ample room for individual designing as is evidenced in the outward appearance of motors and bodies."

HIPPLE WITH MITCHELL AS MERCHANDISING COUNSEL

Otis C. Hipple, general sales manager of the Mitchell-Lewis motor company, announces to the trade that George W. Hipple, recently vice president and general manager of the Carl H. Page Motors company, with headquarters in New York, where he was a dominant factor in the phenomenal success scored by that organization in placing the Mitchell product as one of the foremost contenders in the New York metropolitan automobile market, has been secured by the Mitchell-Lewis Motor company, to act as general merchandising counsel.

Together with Carl H. Page, Mr. Hipple organized a retail sales force that placed within the short period of six months over \$1,000,000 worth of Mitchell cars on the streets of New York and the surrounding territory.

COLE IN THE MOVIE FIELD

Managing Director of Film Company Declares Cole Eight is Car for Tough Work.

GETS ADVICE OF ENGINEER

Many tests have been designed for the motor car of today to prove its worth, but none more trying, more difficult or more thrilling can be imagined than the use of a car in the motion picture field. It is in work of this nature that the Cole Eight has made a name for itself in productions of the Kalem Film company of Glendale, Cal., during the last two months.

Moving picture actors and actresses have difficult roles in many of the performances, as do the cars they use, but the man who directs the efforts of the performers over the countless acres of the great outdoor theater on the Pacific coast, has the hardest task, and the car he drives in his daily routine must be just as capable of overcoming all obstacles as the film producer himself.

For the last two months James W. Horne, managing director for the Kalem Film company, has been driving a Cole Eight each day traveling "cross-lots" to direct the efforts of those who are making moving picture history.

Knowing just what kind of power and sturdy construction was needed in a motor car to fulfill the duties he would impose on it, Mr. Horne started out just three months ago, to find an automobile which would conform to his specifications. Accompanied by an expert mechanical engineer he attended the auto show in Los Angeles. After looking over all the cars on display he selected four cars to be given closest investigation and consideration. Of the four cars the Cole Eight was the lowest in sales prices, but this point was not taken into consideration.

Examines All Four.

Mr. Horne's expert made a thorough examination of these four cars, comparing all specifications. This resulted in the elimination of two cars, the Cole Eight being one of the two still left in the running. Mr. Horne and his engineer then requested a strenuous demonstration. During this demonstration ease of control, acceleration, motor power and fuel consumption were carefully noted. Some hills had to be made at extremely slow speed in high gear, while others had to be rushed. Throttling down in high gear on level roads and pulling through deep sand were among the numerous other tests.

Then, with all the results of these trials in favor of the Cole Eight, Mr. Horne requested the names of other Cole Eight owners in and near Los Angeles. These names were furnished and on interrogation the reports which these owners gave were of such a character that, taken in conjunction with the mechanical investigation, Mr. Horne purchased the Cole Eight.

DESCRIBES ADVANTAGES OF "BAREFOOT" RUBBER TIRES

"The new 'Barefoot' rubber, used in Goodrich Black Tread tires and other Goodrich products," says W. S. Rutherford, local branch manager for the H. F. Goodrich Rubber company, "was first called 'Hyper-Rubber,' which it is of

course. But, one of its most valuable characteristics, for tire (and shoe) purposes, is its clinging quality—its tenacious grip on smooth and slippery surfaces.

"Through that it gives its maximum traction with a minimum of friction. When you put on the brakes to stop the car, or throw in the clutch to start the car, the tires made of this Goodrich rubber alloy instead of grinding against the

ground for traction, cling to it, as your bare foot would cling to a slippery floor. That's why we've finally christened it, and trade-marked it, as 'Barefoot' rubber.

"Weigh a Goodrich 'Barefoot' tire of any size against the corresponding size of other makes of tire, and you'll find it many pounds lighter, though many miles stronger."

Inter-State

See This Unusual Show Display

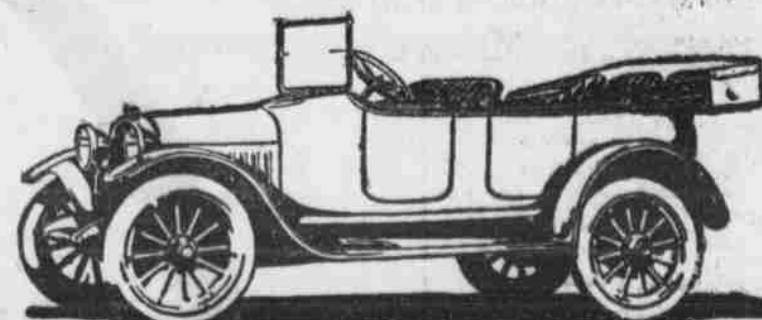
HUNDREDS of owners prove beyond a doubt the value of Inter-State power, comfort and beauty. No claims, no promises, no experiments—just honest, convincing value testimony.

It gives you your first opportunity to see and judge a car—not through the eyes of those who made it—but through the experience of those who use it.

Dealers and owners both will find here an idea far above any wonderful change in design and construction. If you want to know about *proved value and actual assets* for either the man who buys or sells cars—see us.

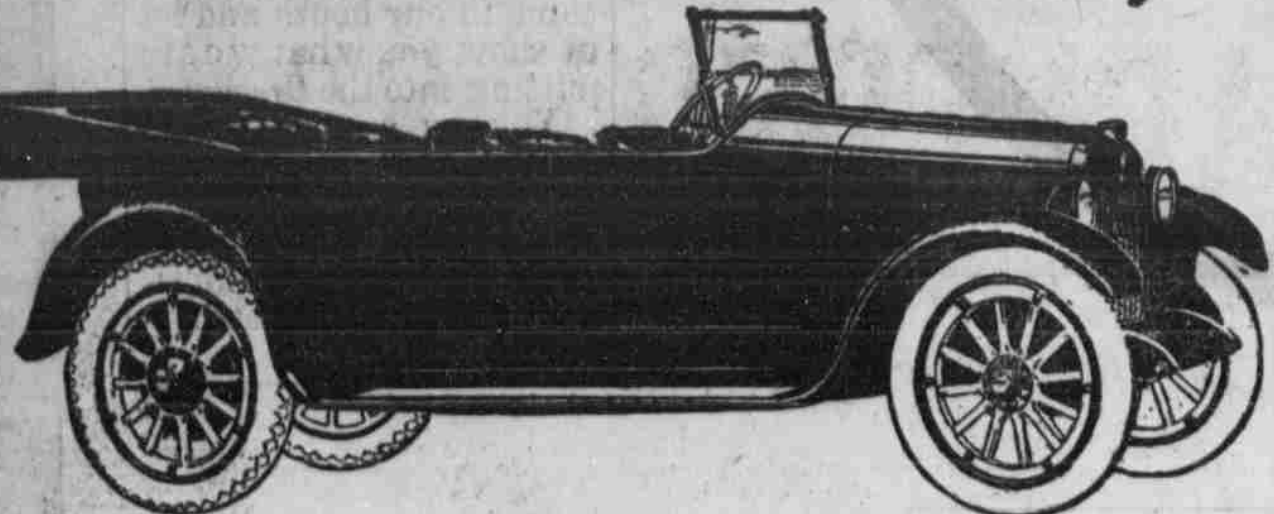
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YOU DON'T HAVE TO BUY OUR CONTRACTS.



\$850

"Tomorrow's Car Today"



Now comes the new Case "40." Born and bred in the midst of Case ideals, it looms forth as a car that is bound to carry the Case standard even higher and higher.

While quite different—while lower in price—the new Case "40" does not plunge into eccentricities—it is designed for the substantial sort of man who is not swayed by passing innovations—the man who is cautious and wants a tried, riskless car.

"Friends of the Forty"

Everywhere are men who know the former Case "40"—men who found it well worth \$2,500. These men will welcome this announcement—for now they can recommend the new Case "40" with its obvious improvements to their friends. Owners will tell of its serviceability—of its modest upkeep and how it resists depreciation. The splendid service of the former Case "40" can be expected of our new 40.

Inherited Merit

Our new "40" still has the basic engine that bestowed upon Case the title of "The Car with the Famous engine." Yet there are many new features—many natural evolutions. So, more than ever, men may still place their absolute faith in this famous engine. Full power is there—likewise genuine simplicity, flexibility and economy.

As you go up and down the scale of prices, you can count on this car and the name behind it, as guaranteeing all that is sane and practical, a factor not to be overlooked in these days of innovations. For the car is deliberately built on a high

For seventy-four years Case executives and workmen have been building according to the Case standard—never leaving that straightaway path called Quality, which has brought such world-wide reputation. The Case Cars are built entirely by Case trained workmen in the Case plants.

Our new Forty is a composite car—embodying all that is best in American and foreign motor practice, and welded together by Case experience.

Surprises Await You

A peep at the new car discloses many new and exclusive features. To go over its superlatives is to be filled with wonder and admiration. See how the Cantilever springs are mounted on a ball-like seat on the rear axle—thus removing all side sway and pitching. Case wiring features, together with low center of gravity, gives a road-hugging car that smooths out ugly stretches.

mileage basis. We can justly call it the 100,000-mile car.

An Ovation is Certain

At \$1,990—over a thousand dollars less than our other 40—we offer this new Case "40"—knowing that men who compare values closely and who look for long-lived cars will say, "Here is a car I must know better." And we say—"The more you know of it the better." To secure early deliveries we advise immediate inspection, comparison and decision. We shall be glad to send you a book describing the new Case "40." Or ask us to show you this Car of Tomorrow—today.

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A Marvelous Riding Quality In an 1100-Pound Lighter Car

We have on exhibit, and ready to demonstrate, a car that undoubtedly marks an epoch in motoring.

—A Luxury Six of 136-inch wheelbase, seven-passenger capacity and 74 (brake test) horsepower, that weighs 1100 pounds less than any other car of comparable size.

—A car that rides and handles easier and holds the road better than the heaviest car on the market; in fact, a car that is comfortable, quiet, steady, and smooth in action at speeds at which other cars protest.

There's a new experience for you in driving the new Marmon 34—in feeling this car answer to your control. You are conscious of a nimble, sure-footed fleetness that suggests a difference in spring suspension, stability and balance. And that difference is there.

For in the new Marmon is offered a new type of construction that has accomplished some brand new results in motoring.

The extensive use of aluminum (more than in any other car) plus the simplification of parts has reduced the weight. A peculiar unification in design, which makes

body and chassis practically integral, brings the floor board to within 24 1/2 inches of the ground and thus lowers the center of gravity. An unique compound cantilever rear spring absolutely eliminates all side-sway motion, and probably counteracts as much of the skidding tendency as ever will be counteracted in any automobile.

These are motor car advantages and abilities that every man who intends to purchase an automobile should examine. As we drive you about the city or country—or you do the driving, as you prefer—we will explain many other Marmon superiorities.

The distinctly characteristic road-performance of the Marmon 34, however, will be sufficient to convince you that the car represents a marked advantage in automobile construction.

Prices, 7-Passenger Touring Car, \$2750, 5-Passenger Touring Car and 3 and 4-passenger "Club Roadster" \$2700, f. o. b. Indianapolis.

Telephone us and we will gladly arrange a demonstration to suit your convenience.

See Marmon Exhibit in Basement of Auditorium at Omaha Auto Show.

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