

AUTOMOBILES

PLANS MADE FOR PACKARD TESTS

Engineer J. G. Vincent Denies His Company Will Participate in Speedway Contests.

EXTENSIVE RESEARCH WORK

Each year brings a new crop of rumors which seek to connect Packard with speedway contests. Such reports have met with a prompt denial because the Packard company has not even considered going into contests as a sport or spectacle, said J. G. Vincent, vice president of engineering, Packard Motor Car company.

The development of our new type twin-six engine, with its peculiar fitness for sustained speed, has furnished substantial reasons for demonstrations under racing conditions. That is why many recent rumors have been based on circumstances which gave them an appearance of truth.

We are maintaining our own experimental garages at several tracks, and we believe the speedways have rendered a distinct service to the art in providing facilities for such research work. Nowhere except on a speedway is it possible to subject a car to the rigorous test of continuous running at a speed approximately 100 miles an hour.

I wish to emphasize, however, that the purpose of these tests is to collect information relating directly to the design of our standard product. In fact, these efforts to establish principles of design permitting sustained high speed without sacrificing smoothness were directly responsible for the development of the twin-six engine.

It was merely a coincidence that we perfected our twin-six engine at about or shortly before the time that this type of motor was becoming recognized abroad as the most efficient power plant for aircraft. It is well known that our engine is the product of original research and invention. We can establish the fact that our factory was all tooled up for the manufacture of this model at the time we purchased the original Sunbeam twelve. This car was torn down and thoroughly examined in our experimental shop, but the examination served only to reassure us as to the worth of our own design.

Develop Aircraft Motors. Recently we became informed of the remarkable strides being made by the European powers in developing twin-six engines for aircraft. Realizing that the United States might be placed at a great disadvantage by not keeping abreast of the world's progress in this important branch of the art, we decided to develop aircraft motors in addition to our established product.

We have designed two separate and distinct twin-six motors for aircraft, one of maximum capacity for load carriers, and a much smaller engine for scout work and private use. As it happens, this smaller engine has a total piston displacement of about 30 cubic inches. For convenience in proving out its durability, I am placing some of these motors in racing type chassis with the intention of driving them at high speed for long periods of time.

We have every reason to believe that our small-bore twelve-cylinder aircraft engines will develop more power and will run longer at high speed than any other type of equal piston displacement. When the various points of superiority have been firmly established, the way will be open to many interesting developments.

WELL KNOWN AUTO MEN WHO JOIN FOSSHIER FORCES.



JOE C. GERSPACHER.



GEORGE L. DINGMAN.

Joe C. Gerspacher and George L. Dingman, two automobile men, exceedingly well known in the Omaha territory, have recently gone over to the Foshier Motor company.

Gerspacher has purchased an interest in the Foshier Motor company and will assume the office of vice president and general manager, in charge of the "Dart" sales. Dingman will have charge of the "Pathfinder" end of the business.

Gerspacher is one of the younger automobile men in the territory and his advancement has been very rapid. Two years ago Gerspacher started in the mechanical end of the Omaha Studebaker branch, and within a year from then advanced himself to assistant manager of the branch. During the last few months Gerspacher has been handling the sale of Dart in the South Platte territory for the Foshier Motor company. Gerspacher is a strong Dart booster.

Dingman is very well known and popular in the Omaha territory and until recently was associated with the Stewart-Towner people, who handled the Chalmers and Pierce Arrow. Dingman has been associated with the higher priced car game and has a wide acquaintance among the buyers of cars in the class with the Pathfinder.

GAS UP; AUTOS GO DOWN

John N. Willys, President of Overland Company, Says Owners Get Value Received.

CAR COST IS IMPORTANT

That the cost of gasoline is one of the less important items to the prospective purchaser of an automobile whose aim is economy is the opinion of one of the most prominent manufacturers of automobiles. He bases his argument on the declaration that the modern car of today is so complete in its equipment and so reduced in its price that these features entirely offset any increase in gasoline cost which has developed or may develop.

"The automobile buyer would raise his mind materially about gasoline prices by taking into consideration other features involved in the purchase of the modern car," said John N. Willys, president of the Willys-Kellogg company. "Here, automobile owner is getting more value for his money in the automobile market today than ever before."

"Just think of the decrease in price of a completely equipped car during the last two years. For \$616, the price of our Model 7, you can now buy a car which would have been cheap at \$1,000 or \$1,200 a short time ago. Here we have an automobile, the accessories of which alone would cost quite a sum of money, on the market at a price so amazingly low that the saving in first purchase price would almost cover the entire cost of gasoline the first few years' driving."

"Another point to be given serious consideration is the fact that the small, light car consumes so much less gasoline in its daily use than the cost per mile for running is even less than if gas were lower and consumption greater. But with touring cars of this description available at such a low figure, do you wonder that we smile a little when someone says he hesitates to buy just because gasoline has gone up in price? The increased cost of gasoline is more than offset by the decreased price of the car and its upkeep."

Pathfinder Man Predicts Big Year for Auto Touring

The advocates of the slogan, "See America First," will not have to push their favorite doctrine as much this year as in the past, according to W. E. Stalnaker, vice president and director of sales of the Pathfinder company. More motor trips will be taken this summer than ever before because of the war. The class of people who usually go to Europe will have to stay at home. These people are usually motor car owners and last summer a great number visited the Panama-Pacific exposition. This summer there is no such attractive event and motorists will be forced to seek the various beauty spots and resorts of a less spectacular nature.

Good roads should be advocated by every one. There is nothing more discouraging to an ambitious motorist than to jump and jar along the average country road. After such an experience only a motorist can know the ecstatic joy of meeting with good roads.

It gives you a new life. It sends a thrill of downright happiness through our being. There ahead of you is a road stretching out and narrowing in distance like a ribbon, rippling a little and making twists and turns to add spice to an otherwise monotonous life.

And the only way motoring can be im-

proved, in the minds of most people, is to improve the roads. There is a vast room for betterment, even the most conservative will admit. Some sections of the country are far better than others. The people are more wide awake. The good roads movement is essentially a national affair and if some political party would adopt this propaganda and place it on its platform, it would mean success and a lot of votes. At least I know one which might be changed.

See Want Ads Produce Results.

THIS IS OLD MAN MILEAGE. OUR STAR SALESMAN



It is the personification of the quality and workmanship that goes into REPUBLIC STAGGARD TREAD TIRES. Consumers Auto Supply Co., 1921 Farnam St., Omaha, Phone Douglas 5230.

Matchless Feats

Are Being Performed For Thousands by the



\$1375 at Detroit

Hudson Super-Six

THOUSANDS of people every day are riding in the Super-Six. They are watching performance such as no other car can render.

They are enjoying such smoothness, such luxury of motion, as they never before have known. If you doubt the Super-Six supremacy come and take a ride.

80% MORE EFFICIENT

The Super-Six is a light-weight motor, same size as the Hudson Six-40. But a new invention—a patented principle—gives to that motor 80 per cent more efficiency.

The Super-Six yields 76 horsepower, where like-sized motors heretofore yielded 42. That fact is beyond any question.

And it all comes about through ending vibration. Wear and friction in the motor is reduced almost to nil.

A Super-Six stock car was driven 7000 miles, over mountains and deserts, at top speed. But not a part or bearing showed discoverable wear. The motor's endurance has

been nearly doubled by the Super-Six invention.

NO RIVAL HAS IT

The Super-Six is a Hudson invention, controlled by Hudson patents. So rivals, of course, don't concede its importance.

But no stock motor has ever matched the Super-Six performance. No like-size motor ever yielded such power.

Such smoothness—such bird-like motion—has never before been attained.

Convince yourself of these facts. You can do it in 30 minutes. To buy a car without this knowledge is bound to cause regrets.

If you do this now, you can get a Super-Six by the time the roadside is ready. That is as soon as you'll want it.

Then you will have the greatest car that's built, and a car that looks its supremacy.

7-Passenger Phaeton, \$1,375 at Detroit. Five Other Body Styles. HUDSON MOTOR CAR CO. Detroit, Michigan

All Other Cars Outrived

At Sheepshead Bay, under A. A. supervision, a 7-passenger Super-Six stock car excelled all former stock cars in these tests:

100 miles in 80 min., 21.4 sec., averaging 74.67 miles per hour, with driver and passenger.

75.89 miles in one hour with driver and passenger.

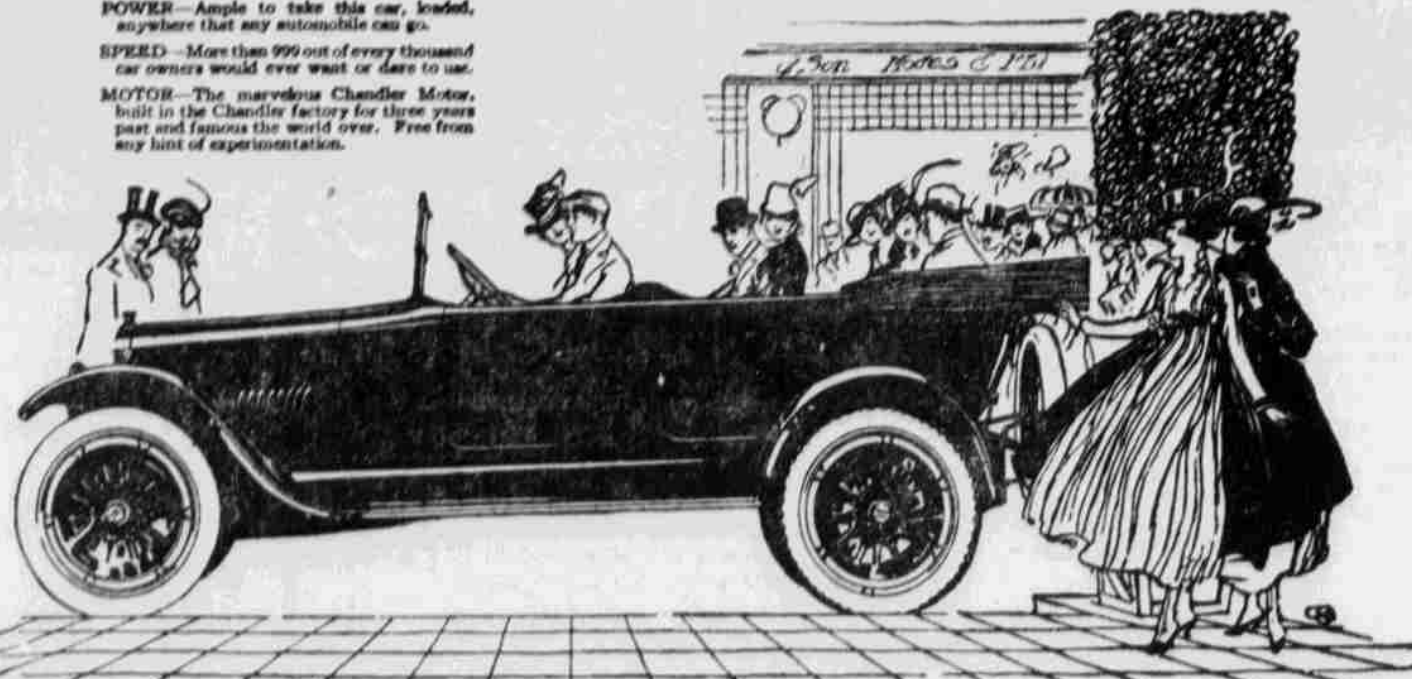
Standing start to 60 miles an hour in 18.2 sec. During these tests the car was driven 1350 miles at top capacity, at speed exceeding 70 miles per hour, without discoverable wear on any part.

GUY L. SMITH

2563-67 Farnam Street, Omaha "Service First" Phone Douglas 1970

CHANDLER SIX \$1295

POWER—Ample to take this car, loaded, anywhere that any automobile can go.
SPEED—More than 999 out of every thousand car owners would ever want or dare to use.
MOTOR—The marvelous Chandler Motor, built in the Chandler factory for three years past and famous the world over. Free from any hint of experimentation.



Some Old Names Are Branded On New Theories This Year

CHANDLER isn't the oldest name in the automobile industry—but there isn't a better name in the industry.

Some old names are branded on new theories this year.

The Chandler name is branded on a car that has made good for three years.

The Chandler motor of today, except for minor refinements, is the motor that upset the whole industry three years ago, (to the everlasting advantage of the car purchaser), and launched the vogue of light weight sixes selling for less than \$2000.

Twenty thousand owners have named it, "the Marvelous Motor".

Twenty thousand new owners will this year put their seal of approval on that name. For the Chandler is mechanically right. In it there is not a single hint of experimentation; not a suggestion of untried theory.

And Chandler bodies are the most beautiful of the year. There is no reason why we should tell you this is true, if it were not true. Come and see them.

Come see the big seven-passenger touring car; featured by the handsome walnut panel tonneau cow!—featured by grace in every line. Come see the new four-passenger roadster—the sensation of the year everywhere.

Come see these things, come prove these things, for yourself.

Home Office, 1620 O St., Lincoln, Neb. Phone R 4701. Omaha Warehouse, 808 S. 16th St.

Seven-Passenger Touring Car - \$1295
Four-Passenger Roadster - \$1295

DEALERS—Some good territory open for live dealers on a living proposition. OMAHA retail connection not yet closed.

CARD-ADAMS MOTOR CO.

Distributors for Nebraska, Western Iowa and South Dakota

Chandler Motor Car Co., Cleveland, Ohio



THE OWNER of a Cadillac "Eight" does not envy the owner of any other car.

Because the Cadillac "Eight" affords delightful travel luxury which no other car approaches.

The nearest approach to floating through space is experienced when riding in the Eight-Cylinder Cadillac.

It neither rides nor drives like any other car.

Cadillac Company of Omaha

GEO. F. REIM, President
2060-64 Farnam St. Phone Douglas 4225