

EIGHT INCREASES IN POPULARITY

Many Manufacturers Have Followed Lead of Cadillac and King in Multiple Field.

FLEXIBILITY MAKES APPEAL

Why the eight-cylinder motor car? The increasing question was on the lips of the motor world only a year ago. Today two of the largest automobile manufacturers—the Cadillac and the King—are taxing their capacity in big production for eight-cylinder cars. The Cadillac Motor Car company is the largest producer of eight-cylinder motor cars in the world today, while the King Motor Car company is the largest manufacturer of a popular priced eight-cylinder motor car.

Who successfully have these two manufacturers been with their eight-cylinder motor cars that the number of automobile buyers to introduce eight-cylinder motors during the last year has been greatly increased. This number again added to by the appearance of the new eight at the New York automobile show. Today nearly two score of automobile manufacturers are numbered among those having an eight-cylinder product or just announcing one and there are reports of many others joining into this class of automobile manufacturers.

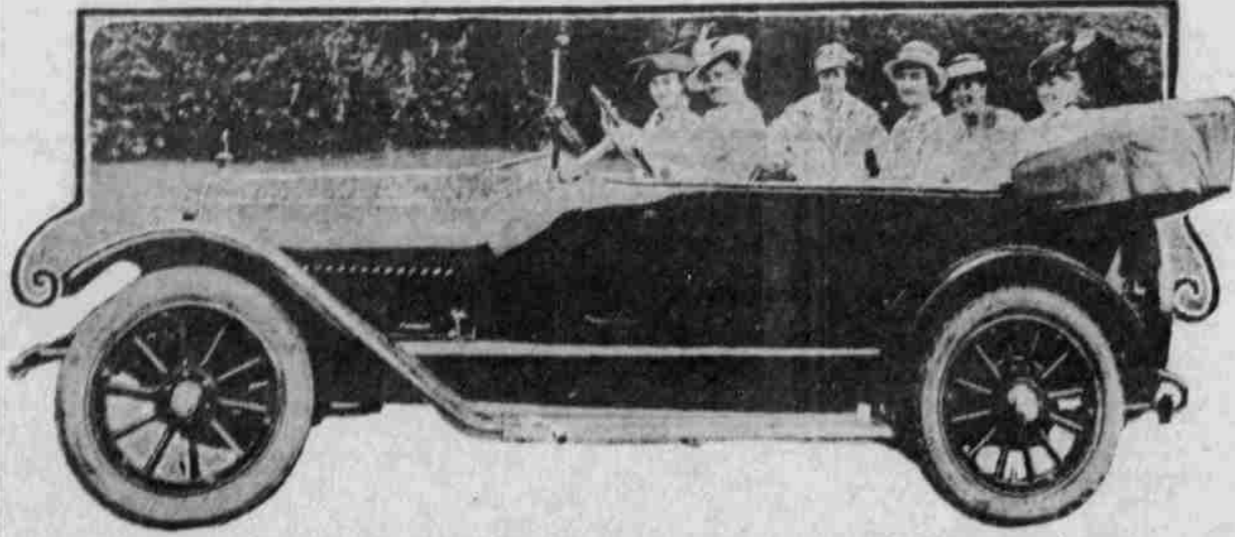
Various reasons are given for the success of the eight-cylinder motor car. There is no disputing the fact that it is an ideal and economical motor to manufacture. The flexibility of the multiple cylinder motor is something that has instantly appealed to the motor car enthusiast as soon as he drives or rides behind the motor. The attempts made to deride the eight-cylinder as being expensive of operation were dispelled when a number of these cars went into operation.

Public Demands Power.

With the American public demanding power, flexibility, dependability, stability and durability, the eight-cylinder came in at the opportune time. While the eight-cylinder motor has shown nothing phenomenal in the way of speed, the race pilots of national reputation who have investigated, claim that this is only a matter of gear ratio and a few detail changes. The American public today is demanding more power in an automobile than speed. The manufacturer is bowing to this demand.

There is no denying the fact that the automobile manufacturers have had less trouble in producing an eight-cylinder product without what automobile engineers determine "bugs" than with any other type of motor. The six cylinder motor advanced the public a further step, giving them more power, flexibility and motor touch, but the introduction of the

Women Drivers Are More Careful Than the Men



Woman, you are charged with carelessness, lack of nerve and general incompetency in driving an automobile. Guilty or not guilty?

"I will answer for the prisoner. Not guilty!" says Miss Susanna Corroff, of Chicago, who is the owner of a Haynes "Light Six." Miss Corroff is widely known as an advocate of better health for women, and excellently qualified to conduct the defense of the women drivers in the United States.

The court is the American Automobile association, with national headquarters in

Washington. The court declares it is open-minded and unprejudiced on the question. E. L. Ferguson, touring expert of the association, who has met probably more women drivers than any other man in the country, says: "Driving an automobile is not a question of sex, but of temperament. The time is coming when a rigid examination into the personal fitness of drivers, temperamentally, will be made before license will be issued, but it is not a question of sex."

"A woman realizes the responsibility of handling a car. She is more watchful

and more careful as to little details than men," asserts Miss Corroff, who, to prove her assertion, drives her own Haynes "Light Six" every day. The advantages and disadvantages in a woman's driving her car are many. It certainly develops mental concentration, and women who are not doing heavy mental work cannot find better exercise for quick perception, concentration of thought and mental balance.

"Driving an automobile develops a woman's self-possession, self-control and self-confidence. It cultivates mental and physical poise."

"A woman realizes the responsibility of handling a car. She is more watchful

negotiated a few days ago south of Daytona in the vicinity of Titusville. These sections referred to were unimproved roads through the sand. On account of the drought, the sand had dried out to a great depth, and it was all a car could do to pull through on low.

"After about a two-mile pull on low at nearly full throttle, with a Florida sun beating down, I stopped on a firm piece of ground to allow my motor to cool. Was surprised to find that I could lay my hand on the radiator without discomfort."

"Drove all winter about Florida, including the trip from Jacksonville to Miami and return, making about 4,000 miles in

When an Ithaca, N. Y., owner of a Studebaker car observed some photographs of another Studebaker, which competed on the road between Daytona and St. Augustine, Fla., in the recent 100,000-mile reliability runs all over the country, the owner in question immediately wrote in to the factory, telling all about his car and what it did under far worse conditions. And here, in part, is what he wrote:

"This road (between Daytona and St. Augustine) was a speedway track compared with some of the stretches that I

Drives Two Miles On Low Gear in a Studebaker Car

all, and have not made an adjustment or removed a spark plug, and have been free from tire trouble."

Hyatt Managers To Meet at Annual Convention in East

The managers of the service branches of the Hyatt Roller Bearing company will gather at the general sales offices at Detroit, May 15-20, for their first annual convention. The business sessions will be devoted to talks by officers of the company and to conferences on engineering, sales and advertising matters. The cities that will be represented at this conference are: Atlanta, Chicago, San Francisco, Los Angeles, Seattle, Boston, New York, Minneapolis and Detroit.

"We are more interested than we can tell you in this convention and in the good we expect it to accomplish," said A. K. Helmer, service supervisor. "It is important that we know the problems these men meet in various parts of the country, and it also is important that they know and appreciate what the engineering, sales and advertising departments are doing. In short, it will be a 'get-together' meeting that will prove of benefit all around."

"The expectation is to make these conferences annual affairs."

A special entertainment program is being arranged for the hours when the managers will not be in business session.

New Record Made With A. C. Plugs

This is a spring of new stock car records. Almost every day some old record is shattered.

Now comes a wire to the Chapman Ignition company of Flint, Mich., stating that a Buick small six made the trip from Los Angeles to San Francisco, a distance of 45 miles, in the remarkable time of 10 hours and 47 minutes. The car carried its regular equipment of A. C. spark plugs, and the driver reports that the A. C.'s never missed a shot. This in spite of the fact that they were under a tremendous strain for nearly eleven hours.

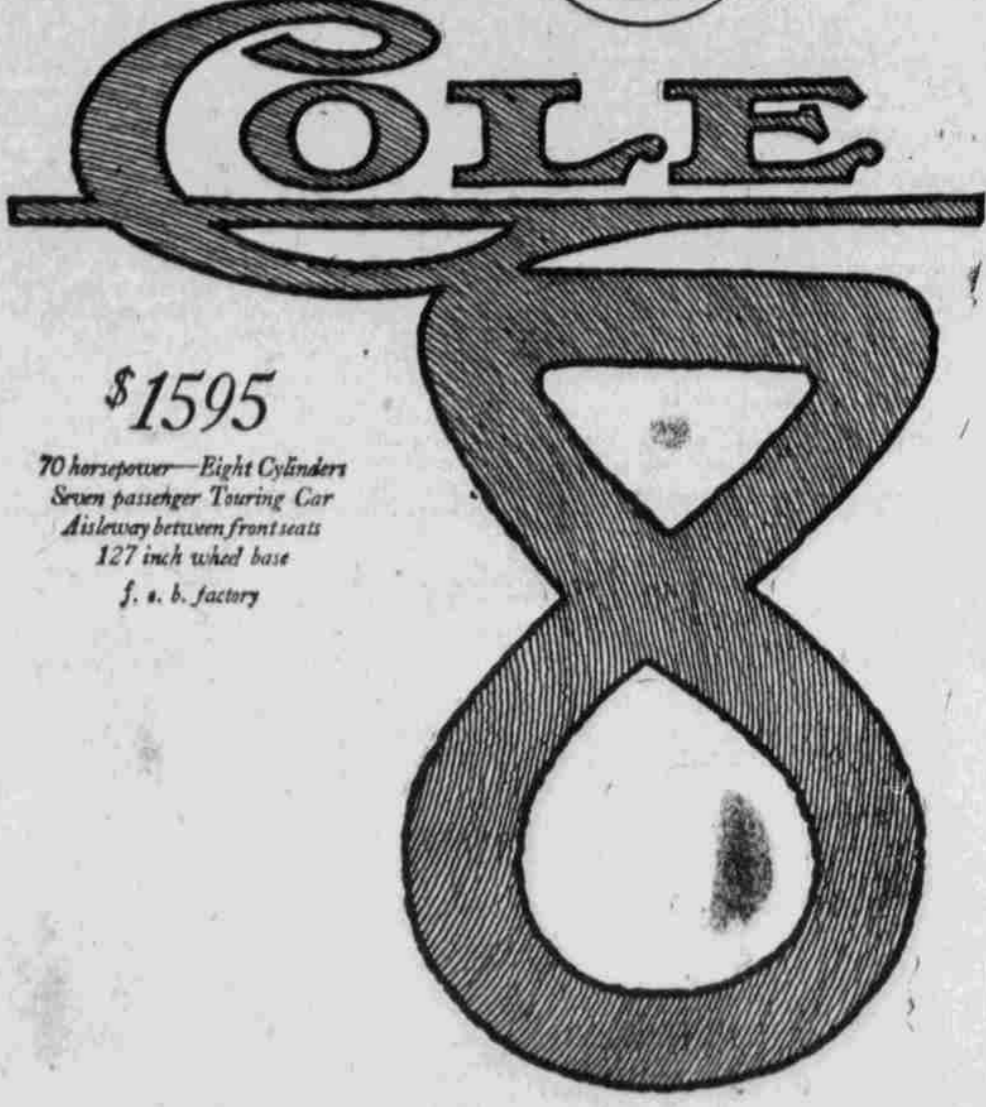
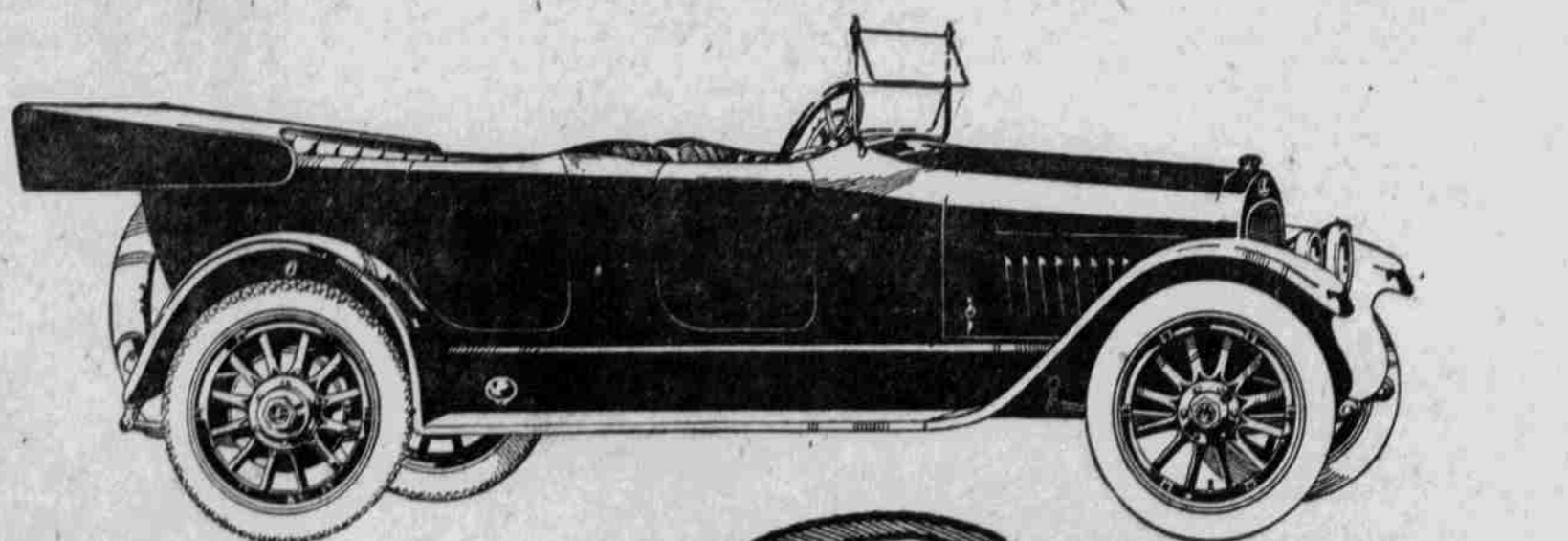


A Road Car of Wonderful Flexibility and Consistency of Performance at a Remarkable Price

The Pullman Five Passenger has a wheel base of 114 inches—the largest car on the market at the price. Fifty-inch, full cantilever rear springs make riding easy over the roughest roads. Not a racer—a husky puller and wonderful hill-climber equipped with a dependable 32 H. P. motor.

Two, Three and Five Passenger Models
SPECIFICATIONS—114-inch wheel base; 32 H. P. four-cylinder motor; Datsun non-skid tires on all four wheels; cantilever rear springs; independent electric starting and lighting systems; Dixie high-tension magnet; benzobomb radiator; full floating rear axle. C-H Magnetic Gear Shift, \$110 extra.

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70 horsepower—Eight Cylinders
Seven passenger Touring Car
Aisleway between front seats
127 inch wheel base
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Efficiency—Up-To-Date

That which was highly efficient yesterday is very inefficient today.

Don't stick to old standards. It's useless and costly. The world moves and improves.

The Cole Eight represents the highest type of present day motor car efficiency.

For sheer speed; for power plus; for gas economy; for gear-shifting

elimination; for soft action; for the absence of all vibration; for lightning quick pick-up, the Cole Eight has established a brand new set of standards.

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The Cole Eight stands out as America's foremost motor car for all around efficiency.

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Maxwell

Touring Car \$655



Roadster \$635

The Low Cost of Driving

Even at the present high prices of gasoline and tires, Maxwell owners are paying less for their comfort or luxury than their neighbors did a year ago.

It's odd that the Maxwell—one of the easiest cars to buy—should also be the easiest to maintain. Maxwell economy is more than a claim—it's a proven fact.

Think of driving 44 days and nights at an average of 500 miles a day—22,000 miles—without once stopping the engine, with no repairs or readjustments, and with a trip record of 22 miles to the gallon of gasoline.

That's exactly what a Maxwell stock car did when it established the World's Non-Stop Mileage Record last January.

Why not begin driving your own Maxwell right away? With our

Pay-As-You-Ride Plan

there's no excuse for waiting. We'll be glad to explain the plan to you.

Phone us or come in, but do it today. Unless there is an improvement in the freight car situation we are going to have trouble getting cars. Moreover, eleven other cars have been advanced in price and the Maxwell factory refuses to guarantee that we will not have to do likewise. This is the "word to the wise."

C. W. Francis Auto Co.

Omaha, Neb.

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