

BUICK DEALERS TO VISIT THE FACTORY

Special Train to Carry Delegations From Nebraska, Iowa and South Dakota Selling Territory.

SIDE TRIPS ARE PLANNED

Monday afternoon at 3:45 a delegation of 250 Buick dealers from Nebraska, Iowa and South Dakota territory, accompanied by eighteen of the men from the home office and branches will leave for Flint, Mich. Upon their arrival in Flint, the delegation will spend two days in going through the Buick factory.

This gathering of dealers comprises part of the Nebraska Buick Automobile company organization and it is the plan of H. E. Sidles and Lee Huff to familiarize each and every dealer with the factory which is back of them.

It is asserted by members of the Buick organization that the Buick factory is one of the most complete and efficiently managed in the United States.

Special Train from Omaha.

Arrangements have been made for a special train to carry the Buick dealers from Omaha to Flint. The route will be over the Northwestern to Chicago and the Pere Marquette from Chicago to destination. The train will consist of eleven Pullmans, two diners, one compartment office and observation car, and a baggage car. The itinerary of the trip calls for stops at Denison, Carroll, Boone and Ames, Ia., and a day in Chicago.

During the stop in Chicago a fleet of sightseeing cars will be employed to take the dealers to points of interest.

The party will leave Chicago Tuesday evening for Flint and the two days of "giving the factory a critical examination."

Among those of the Nebraska Buick organization who are directly connected with the home office are: H. E. Sidles, president; Lee Huff, Omaha, branch manager; S. C. Douglas, Sioux City, branch manager; F. C. Fernch, advertising manager, and L. E. Dreisen, R. D. Herzog, J. L. Bovis and E. H. Cunningham, members of the sales organization.

Newspaper Men Go Along.

The party will carry its own photographic staff and press bureau. E. J. Williams of the Townsend studio, Lincoln, will take pictures of the delegation at points enroute S. P. La Due of The Bee and J. H. Clarke of the World-Herald will accompany the party as press representatives.

After making a complete inspection of the factory, the party will leave for Detroit, where a day will be spent in pleasure trips about that city. The program calls for a trip to Belle Isle and Windsor, Canada.

The party will leave Detroit Friday evening, homeward bound.

Tire Prices Only Fraction What They Were Ten Years Ago

Although there has been a slight advance in tire prices, the motorist may find consolation in the thought that tires now cost only about one-third as much and give about ten times as much mileage as they did a decade ago. The present advance is only a drop in the bucket—a step backward, if you will.

The tire that costs you \$20 now used to cost \$60. You can safely expect anywhere from 5,000 to 10,000 miles from it. In the old days you were lucky if you got from 500 to 1,000 miles.

The first American tire on the market was the Diamond in 1899. There were no precedents established, no experience to go by except what had been learned in making bicycle tires and garden hose. Hence the first automobile tire was a single tube affair. Punctures were a constant bugaboo, and frantic efforts were made to find a substitute for the pneumatic rubber automobile tire.

There hasn't been any substitute and from present indications there never will be, for rubber has been found to outwear steel in grinding on the road. Rubber compounds are now a certainty. The double tube tire makes the old single tube look foolish. The carrying capacity of different sizes is absolutely known. Non-skid treads have been developed and in fact every element of utility has been so thoroughly incorporated in the modern automobile tire that the makers have actually had time to make it look handsome.

Take, for instance, the final touch of color. The Diamond had a black squeegee tread with red side walls. The subdued but elegant finishings on the modern car now find their complement in the Diamond black and red tire.

Gas Saver Is Put on the Market

The Evapco gas saver, made in Detroit, and now being introduced by the factory representative, L. B. Watson, in Nebraska, who will appoint a state distributor for the company, is conceded to be an article of very high merit. It weighs about seven ounces and is installed in ten to fifteen minutes. The company guarantees a saving of 35 to 50 per cent in gasoline, with increased power and speed.

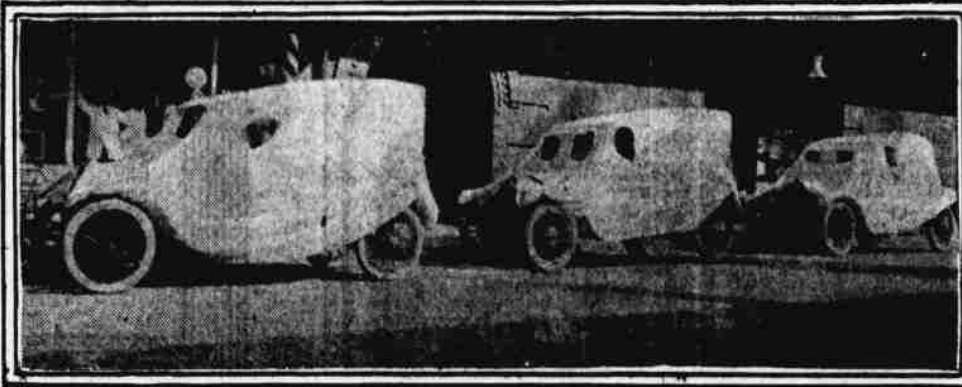
Mr. Watson says the company will build 300,000 of these savers this year and with the retail price of \$5 each and the high price of gasoline, the demand is expected to exceed the production.

This, it is asserted, is a nationally advertised product which opens a fertile field for some Nebraska hustler.

QUEEN OF DENMARK WILL RIDE IN KING "EIGHT" SEDAN

Detroit, Mich., June 17.—The queen will drive a King. But in this case it will be an eight-cylinder King automobile, and the owner will be Queen Alexandra of Denmark. The King Motor Car company, through their Denmark distributor, P. Mathiesen, has just received an order for one of their standard five-passenger eight-cylinder King sedans for the use of her royal highness.

Using Curiosity to Help Advertise



Not the Klu Klux Klan. This curious costume was worn by three Briscoe cars in a recent tour of Florida. Curiosity composes a big percentage of the makeup of the average person and on this the St. Augustine distributor of the Briscoe depended. The result was as anticipated. Everyone wanted to see what was underneath the strange covering.

Winners of Motor Derby at Chicago Praise Cord Tires

Chicago, June 17.—The terrific duel at the Chicago Motor derby between those two Italian automobile pilots—De Palma and Resta—brought to mind comparisons between tires of today and yesterday.

The advances made in tire-making were responsible for those two foreign speed monsters going through space for 300 miles at the dizzy pace of 100 miles an hour without the least particle of tire trouble. Neither Resta nor De Palma was required to stop because of tire trouble.

It is true Resta took his customary precaution at an opportune moment to change the right rear tire, but he did not have to do it. He knew that particular tire had received more than its fair share of the thrust of a 2,000-pound mass against an obstruction in the line of travel, and he responded to the "safety first" idea that had been drummed into him.

"What do these two think of the Goodrich Silvertown Cord Tires with which their cars were shod?" That question was put directly to De Palma the day after the race. His answer was characteristic of the man; it was the best answer he could have given, the best endorsement that could have been bestowed upon the name Goodrich and its brand of Silvertown cord tires. "Well, I have to buy them."

Resta used them, too; he bought them, too; his endorsement, too, was as short and concise as that of his native brother: "I could find nothing so good." The first nine cars to finish in that great 300-mile race were shod with Goodrich Silvertown cord tires.

Allen Increases Plant to Assure Good Delivery

Carl Changstrom of the Standard Motor Car company is in receipt of a letter from the Allen Motor company, manufacturers of the Allen car, that ground has been broken for an addition to the motor and transmission plant in Bucyrus, O. The addition to be erected will double the size of their present plant and will assure making prompt shipments to all Allen dealers.

The question of delivery is asserted to be an important one to the buyer, since the unusual prosperity of the country and the accompanying demand for moderate-priced cars has caused many disappointments this spring.

However, the Allen manufacturers with the steadily increased facilities, fully anticipate being able to keep up with the increasing demand for the \$795 model.

Eddie O'Donnell Buys Mitchell for His Personal Use

Eddie O'Donnell, who has come to the front so rapidly in the last few months as one of the premier drivers of the country, after winning over \$15,000 as first money in four consecutive races in Lower California, has just placed his order for a second Mitchell.

After winning the last sweepstake race over the famous road course in southern California, he dropped in on the Los Angeles Mitchell dealer and made arrangements for the delivery of a second Mitchell in New York this month during the Sheephead Bay races.

Mrs. O'Donnell remains in California with the first Mitchell car for her permanent use, and as a worthy representative of her now famous husband, she will burn up the roads of southern California while Eddie wins further fame and fortune on the eastern circuit.

"The Mitchell for my own personal use every time," is the way Eddie expresses it. "No car at any price, no car of any power gives me the pure pleasure of driving that my Mitchell does. It is a source of never ending delight to sit back of the wheel and forget the heavy swirling pounding of the oval track and when they build a car that rides better, that is as easy to control, as flexible and as near perfect as my Mitchell baby, they will make me believe the millennium in automobile building has come."

Coast to Coast On the High Gear

Word was received yesterday by W. E. Foshier, local representative of the Pathfinder automobile, to the effect that one of the factory representatives has left San Diego, Cal., en route to New York City, with but two years in operation, namely, high and reverse.

It has been the claim of the Pathfinder representatives that the twelve-cylinder Pathfinder would make the run from coast to coast on high gear. W. E. Foshier asserts there is no doubt about their making the trip. They are traveling over the Lincoln highway.

POWELL COMPANY STAGES ITS BIGGEST SALE CAMPAIGN

The Powell Supply company is staging the biggest sales campaign it has ever undertaken this month. Every man connected with the organization is up on his toes hoisting sales and seeing that proper service is rendered.

Clarke G. Powell made personal trips through the territory the last couple of weeks, strengthening his standing with the dealers. He lined up a \$10,000 contract in Lincoln.

Chalmers Adds New Assistant Sales Manager

B. J. MacMullen, well known as an automobile sales executive, has recently joined the Chalmers Motor company as assistant sales manager, according to an announcement made by Paul Smith, vice president of the Chalmers selling division.

"Mr. MacMullen's long and varied experience in marketing motor cars will prove a valuable addition to the Chalmers sales staff," said Mr. Smith. "Starting with the White company in 1907, Mr. MacMullen was connected with that company's New York branch for several years. He joined the Willys-Overland company in 1910 as a factory and special representative and has remained with that concern for the last six years. Since 1914 he has been general manager of the Pacific coast zone, with headquarters at San Francisco. He is widely acquainted with dealers in all sections of the country, and will specialize in increasing Chalmers dealer efficiency."

Under present arrangements Sales Manager Frank B. Willis will have three assistants, including F. H. Smith, W. J. Drumpelmann and B. J. MacMullen.

HUDSON SUPER-SIX WINS AT SPOKANE

Stock Car Victor in Notable Contest on One of City's Steepest Hills.

GUY SMITH TELLS OF THE FEAT

"The Hudson super-six won the feature event at the Spokane meet, which was a part of the auto show," said Guy L. Smith, Hudson distributor for Omaha.

"The big motor car event of the day was the hill-climbing contest, which was easily captured by an absolutely stock super-six, beating a number of nonstock cars which were stripped of body fenders and running boards and used a canvas hood. The hill course was 2,139 feet, with an average grade of 7.55 per cent. The time of the super-six was 36 4-5 seconds. A stripped car was second in 38 1-5 seconds. The super-six's time was the best ever made up this particular hill—Spokane's test hill—in a contest, on high gear.

"The trophy for the winner of this event was the Spokesman-Review silver cup. The meet was sanctioned by the American Automobile association under class C, for nonstock cars and the association's representative, Frank W. Gilbert, was at the finish line.

FOR AUTOMOBILES

Every practical motorist gets the VERY BEST Cylinder Oil made

PANHARD OIL

He realizes he can not get his motor out of business just as surely by using poor oil as he can by playfully driving full tilt against a street car. For the man who has his mind set on reducing his repair bills and lengthening the life of his car Panhard Oil solves his problem. Built in bulk at low cost.


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FOR MOTOR BOATS

HYATT SUPREMACY



a result of

HYATT Performance in Motor Cars



Big steps are hard to climb—but if you halve the rise, you more than halve the effort—and climb faster

And down the long flight you lessen the jar as you lessen the fall at each step.

By dividing the big task into smaller tasks, you make an easy matter of an otherwise difficult undertaking.

By dividing the Packard's six cylinders into twelve smaller ones, we have not only minimized vibration—but we have added power, speed, smoothness, quietness.

We have multiplied the units—and thereby we have simplified the problem of safe, comfortable, speedy locomotion.

Just as the stair-maker has learned not to build his steps too high—or too low—so experi-

ence led us to the Twin Six as the most efficient division of the motor's power.

All twins—two sets of powerful little cylinders rooted in a V—imparting continuous power—and giving new sensation and satisfaction to motor travel.

Established! The sweeping success of the Twin Six has been the marked automobile development of the year.

There is more pleasure and safety in the Packard now than ever before—your pleasure, your safety. Prices, \$2750—\$3150, upward—f. o. b. Detroit. Orr Motor Sales Company, 40th and Farnam Streets.

Ask the man who owns one



Quality

Marathon Tires are built to meet the demand for Quality—not the competition of price.

They appeal to that growing class of motorists who realize the economy of paying just a little more in order to get something a great deal better.

Made in all types and sizes, in either the Regular Fabric Body or the Elastic Whip-Cord. Both styles are definitely guaranteed 5,000 miles. The Regular Fabric tire is equipped with a Snow-White Tread, and the Elastic Whip-Cord with the automatic Black Tread.

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