

NEW STUDEBAKER MODELS FINISH SPEEDWAY TEST

Latest Product of Detroit Factory Put Through Unique Test on Famous Chicago Track.

Cross-country runs, no-stop records and reliability tours have all come in their place in the testing of automobiles. It remained, however, for Studebaker engineers to put on one of the most remarkable endurance runs ever conceived to test out new models.

In the early part of last December, F. M. Zeder, chief engineer of the Studebaker Corporation, chartered the Chicago Speedway, scene of many a thrilling brush between the world's foremost speed kings, for the inauguration of a new kind of automobile test of his own conception. He anticipated the rigor of the December weather with its zero temperature—yet though he did not reckon on the coming of the worst blizzard known to the middle west in half a century.

With everything in readiness at the Speedway, Zeder left Detroit for Chicago with experimental models of the three new Series 19 Studebaker cars and a picked crew of drivers, mechanics and pitmen. With the three cars on the track, one car of each new model, Mr. Zeder instructed the drivers and relief-drivers to keep the cars running regardless of everything until their speedometers registered a full 30,000 miles. This admonition, although it meant days of nerve-racking grind, was cheerfully received by testers. They had helped to build these experimental cars—they drove them on their first road test—and they had unwavering faith in their ability to finish the mighty test with colors flying.

Little Wear Shown.

"After these experimental models had completed their ninety-day 30,000 mile test on the Speedway, and were driven over the roads to our Detroit factories, we tore them down completely for a thorough inspection," says Mr. Zeder, in commenting upon the unequalled success of the test. "We expected to find considerable depreciation—but to even our own astonishment, an examination of the parts of the disassembled cars actually revealed less wear than would ordinarily be found in cars that had been driven but two or three years. And, it must be remembered, this 30,000-mile test on the Chicago Speedway, where the cars were run day in and day out at an average speed of forty-five miles an hour, is equal to anywhere from five to eight years' service in the owner's hands.

"Plowing through drifts of snow that had all but obliterated the great two-mile oval that forms the Chicago Speedway, and enduring weather that kept the mercury hovering around 17 and 20 below zero for days, the drivers of these test cars gamely stuck to their task of running up a mileage of 30,000 miles. The great blizzard that struck Chicago early in January, crippling every transportation facility and burying the city beneath a heavy blanket of

AUTO TRUCK EXPERT COMES TO OMAHA



C. F. MORPEW.

The Card Adams Motor company has recently secured the services of C. F. Morpew, formerly with the Denby factory, as manager of its truck interests. Mr. Morpew has been in the truck business for a number of years and as factory representative of the Denby Motor Truck company was responsible for many of the sales between the Great Lakes and the Gulf of Mexico.

snow, stopped our cars temporarily—but not for long. After two days of hustling, drivers and mechanics dug their cars out of the drifts and resumed the grind, keeping to a daily schedule of approximately 500 miles.

Over Poor Roads.

"Before putting the new Studebaker cars on the Chicago Speedway, and long before preparing to turn out the new models in quantity production, the experimental cars were driven and pounded over the worst mountain roads of Pennsylvania, New York, the New England States, Northern Michigan and Canada. These road tests consumed almost 10,000 miles of grinding, gruelling work. We tried to break them—but we couldn't do it. Every symptom and move was noted by members of our engineering staff and every necessary change to give them added strength and rigidity, or greater stiffness of springs, was thus determined under the most extreme conditions.

"I believe and the performance of our cars bears me out in my assertion, that any automobile which will stand the rigors of such a winter as we have just passed through and run right along for ninety-days, averaging 500 miles each day, and do it for 30,000 miles, must be made of the right sort of stuff for average ownership."

To Straighten Front Axle.

A method of straightening a front axle that has been bent in a vertical plane is to take two lengths of 4x4-inch joist, long enough to reach from the upper side of the axle, just outside of each spring plate, to a cross timber of the ceiling or roof of the garage. Then if the jack is placed beneath the axle at the bend, enough pressure may be applied by means of it to force the axle back into shape.

NEW COLE "EIGHT" RESEMBLES AIR CRAFT IN DESIGN

"The name Aero-Eight which has been applied to the new Cole models for the first time at the shows this year, was not a happenstance," asserts L. H. Brown, Cole distributor. "There is a very good reason for it. There is a scientific basis back of it."

"In modeling the lines of the new Cole Aero-Eight the designers of the car made a careful study of the work being done on the new and advanced aircraft which government engineers are now producing for service in France.

"Fundamentally they found that by employing sharp corners instead of the usual round surfaces wind resistance was reduced to a minimum.

"Further they found that particular attention was paid to providing the airplanes with large radiators in order to increase their cooling efficiency to a maximum.

"There's many a hard pull in the air against the wind in making quick ascents and in running against the currents. The aviator who has a motor that is not properly cooled is in a bad way.

"The same applies to the car that sets out to pull through the deep sand or up a long, steep hill.

"The aviator does not sit high in the fuselage of his plane. He sits down low—back of the cowl, not over it. There is a psychological reason for that. He does not feel as if he were constantly about to fall out of the plane. He has greater confidence; he is more comfortable. He has a sense of consciousness of the

power at his command. The motor looms up big and powerful ahead of him.

"The louvers at the side of the hood are not bowed out on the speedier planes. They are indented. This affords a more direct passage for the air and creates more active suction to dispose of the superfluous exhaust gases accumulating about the motor.

"All of these features were embodied in the design of the Cole Aero-Eight models.

"As a result not only did the Cole designers create in them one of the most popular types of cars that has been shown this year from an artistic standpoint, but their achievement had great scientific value."

MAXWELL TRUCK ENABLES FIRM TO LAND ORDER

"Discovering that shipping by motor truck is not only cheaper but considerably quicker than via railway freight, the produce merchants, Racklind & Farber of Chicago and Indianapolis, have inaugurated a regular motor freight line between the two cities, asserts Walter Johnson of the Mid-City Motor and Supply company.

"Racklind & Farber have big store-rooms in Chicago and Indianapolis. Their freight shipments in the past have been large ones.

"Speed in shipping produce is a necessity. Slow moving freight trains have often caused the commission merchants a heavy financial loss.

"Several weeks ago the firm was unable to secure a through car for a load of goods a Chicago hotel was

requiring. A truck owned by the firm was loaded with 2,000 pounds of perishable freight in Indianapolis. The run to Chicago, 186 miles, was made in 13 hours.

"The truck arrived at the hotel, without the double loading and un-

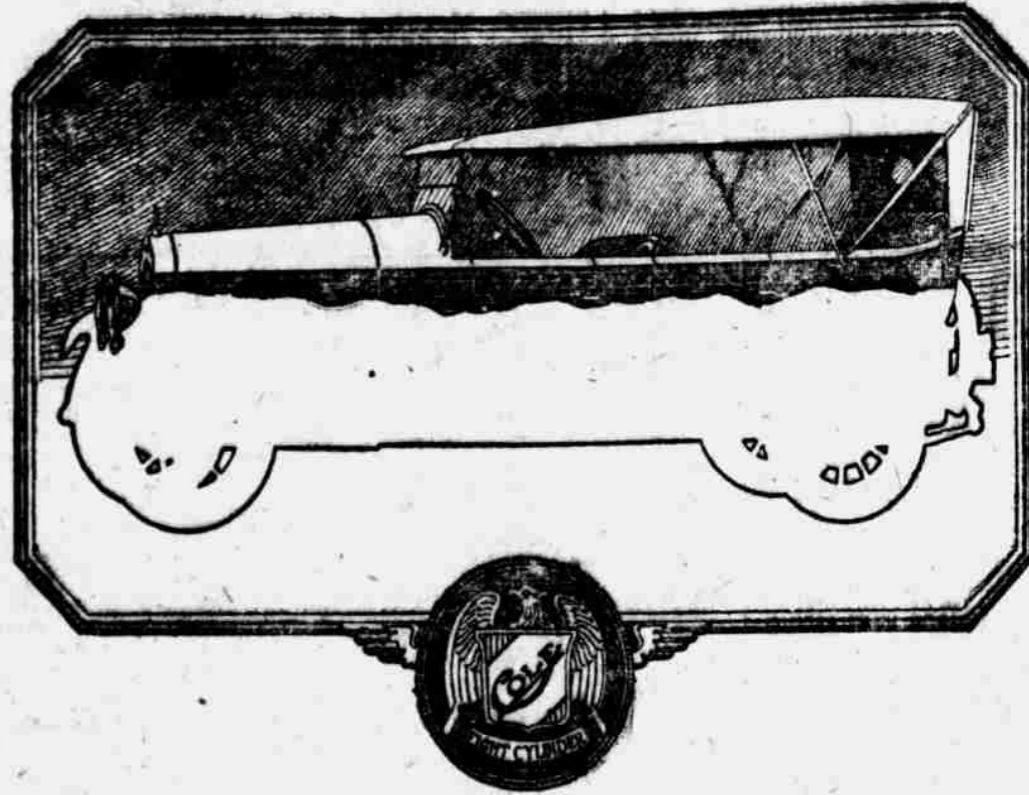
loading required when shipment is by rail. The roads were covered with snow and ice for the entire length of the trip. The truck, which was a Maxwell, made the journey without a bit of mechanical trouble.

"The Maxwell truck performed so

well and is so extremely economical that we are going to make the inter-city freight deliveries three times a week," stated Racklind after a recent arrival in Chicago.

See want adds produce results.

The Cole Aero-EIGHT



Consider Cole's contribution to the science of automobile designing.

Note the features which the Aero-Eight has introduced this year.

The Aerotype body is a Cole achievement. It changes completely the standards of automobile design.

Character radiates from every line and angle of it—character that is individually and unmistakably Cole.

And in its appointments the Aero-Eight so far surpasses the traditional that comparisons with any other car you hold in high esteem will of necessity cast the balance in favor of the Cole.

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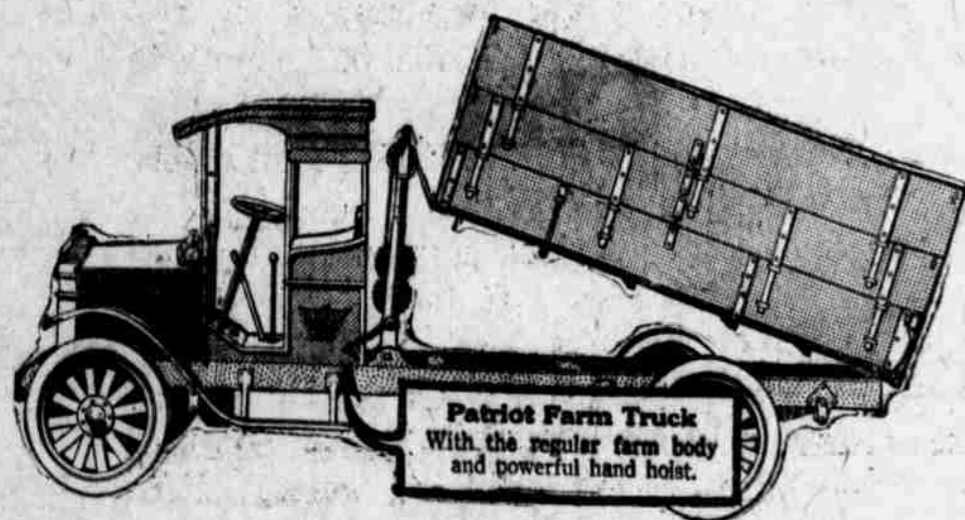
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There is a real need for Motor Trucks on the farm—

- To speed up transportation—
- To bring markets nearer—
- To master bad roads—
- To save high-priced horses—

But—the farmers have not bought them to any great extent.

Why?

The reason is that there has never before been a real Farm Motor Truck on the market.

Those that have been sold have been built for the paved streets of the cities—not the soft roads and fields of the country. Or—

They have been mere cheap unit affairs—to combine with wornout, low-priced, low-powered cars—forming a makeshift truck that never was expected to deliver real farm service.

But now—the farmer has a real truck—built in this western country, by experienced truck and body makers, in a new, complete and modern factory, and built for farm service.

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Patriot Trucks are built at Lincoln, Nebraska—right in the center of the enormous farm market of the United States—and afford quicker delivery and less freight costs to the farmer.

We welcome inquiries from substantial farmers, from responsible dealers and from all others interested in the commercial development of this branch of the motor truck industry.

HEBB MOTORS COMPANY

Manufacturers of Patriot Farm Trucks

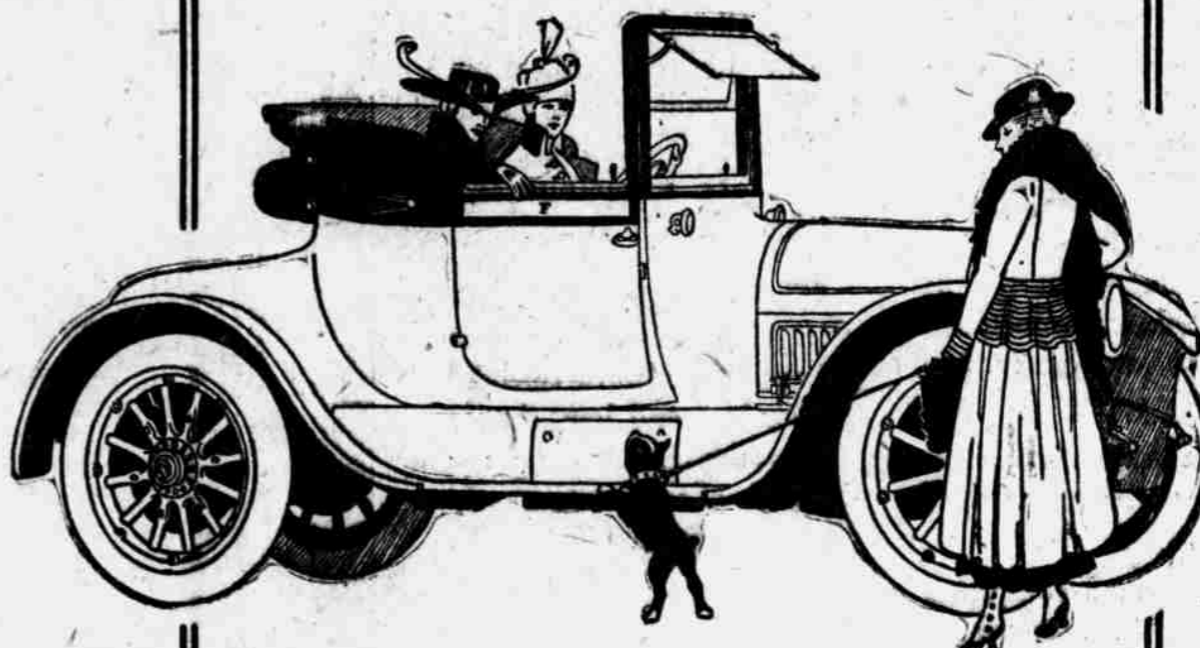
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