

Auto Replaces Railroad Train for Inspection

Essex Coach Makes 1,349-Mile Trip at Average Speed of 38 Miles an Hour.

A remarkable performance was made recently by a standard 1922 Essex coach, which, mounted on flanged railroad wheels, made a flying round trip of inspection from Los Angeles, Cal., to Phoenix, Ariz., 1,349.2 miles, over the Santa Fe railroad tracks in 35 hours and 10 minutes, actual running time, at an average speed of 38.4 miles an hour.

The coach came through the trip in perfect shape and experienced no difficulty during any part of the long test, say railroad officers, who rode in the coach. It conquered at high speed the grades through the numerous mountains encountered. Railroad men are of the opinion that the Essex test may mean that automobiles of a revised design will replace railroad trains in certain trips.

Low Gas Consumption. Though the flanged wheels made the coach heavier than the standard model, its consumption of oil and gasoline was unusually low.

The Essex maintained a regular schedule throughout the trip. East-bound, it left Los Angeles at 6:55 a. m. and arrived in Phoenix at 11:30 p. m. the same day. This direct run of 491.5 miles was made in 12 hours and 12 minutes actual running time, at an average speed of more than 40 miles an hour. On straightaways speeds of 50 to 55 miles were maintained, and on one lengthy stretch an average of 64 miles was made.

Seek Better Method. The return trip was made by a longer route, but notwithstanding steep grades and much time lost on sidings, the 857 miles was completed in 22 hours and 58 minutes. A mechanic and two railroad officials accompanied the Essex driver. One man drove the entire distance east-bound.

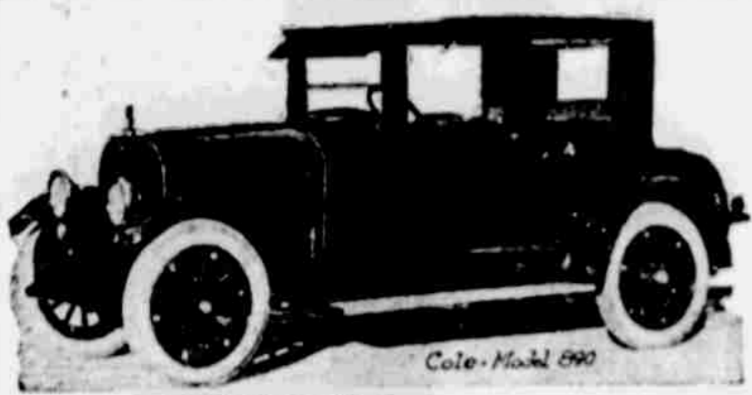
Santa Fe officials and other railroad men throughout the country for some time have been seeking a more satisfactory method of getting over their divisions for making inspections and on other trips. They require a flexible means of rapid transportation that is safe, reliable and more economical than present methods. Costs of operating a special train are too high, they say, and regular scheduled trains sometimes are not available for hours after the party could otherwise start.

Citizens' Public Safety Organization in Detroit

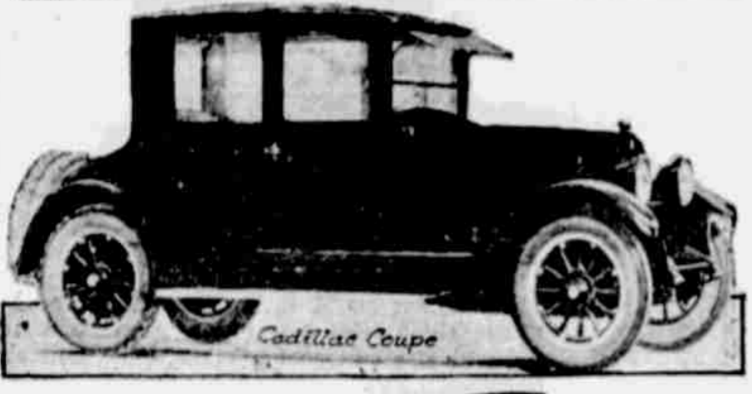
For the control and prevention of accidents in Detroit, Mich., the police department has a citizens' public safety organization of 27,000 persons, comprised of every useful agency that goes to make up an average city.

This organization includes the police department, which has charge of all public safety campaigns, the board of education, the Detroit Automobile club, the Recreation commission, the safety council, the fire department and upward of 200 activities and organizations.

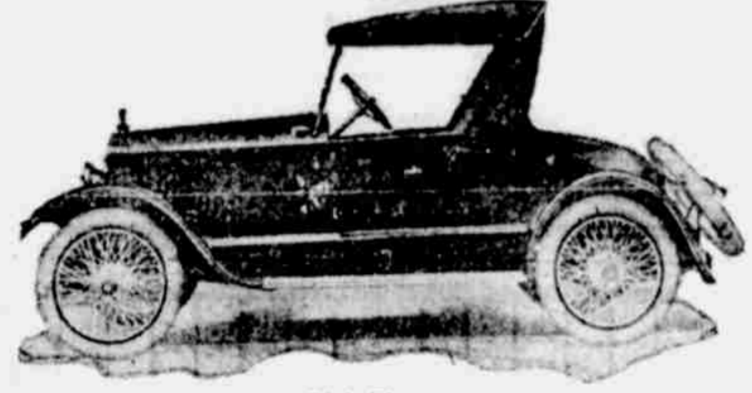
Auto Makers Confident These Cars Will Please



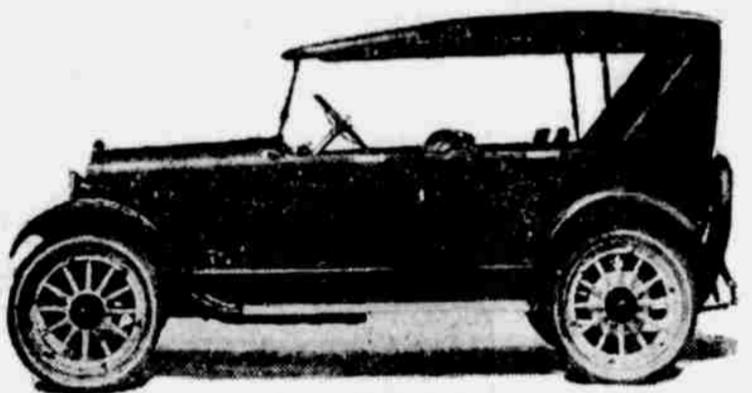
Cole Model 890



Cadillac Coupe



Dixie Flyer



Reo Touring



Hudson Sedan

Dual Valve Makes Big Haulage Feat

Negotiates 7 Per Cent Grade in Omaha With Excavating Machine.

"While the dual-valve engine which is standard in all models of the Pierce-Arrow truck is conceded to be the most powerful truck engine built, few actually realize how tremendous its power is," said Fred C. Hill, president of the Fred C. Hill Motor company, Twenty-first and Leavenworth streets.

An unusual haulage feat in Omaha recently tested the ability of the dual-valve type of truck, says Mr. Hill. J. J. Hanighen frequently calls upon F. L. Busche, haulage contractor of Omaha, to move an excavating machine which weighs 40 tons. Formerly the combined pull of three heavy-duty trucks was required to tow the machine. On the most recent occasion, however, Mr. Busche decided to test the power of one his new five-ton dual-valve Pierce-Arrows.

Working alone, the dual-valve unit towed the 40-ton apparatus five miles and even climbed the 7 per cent grade at Thirtieth and Harney streets without assistance. In the middle of the ascent the truck and its tow were stopped for the purpose of making photographs. In starting again the excess power of the dual-valve engine slipped the driving wheels a half turn on the dry asphalt before they gained sufficient traction to overcome the inertia of the dead load.

A duplicate of this truck will be shown at the Omaha Automobile show.

2,500 Reckless Motorists Reported in Los Angeles

Auto vigilantes, working under the direction of the Automobile Club of Southern California, have reported 2,500 reckless motorists in Los Angeles.

New Lexington Thorobred



Of all the 10 Lexington models at this week's automobile show, the New Thorobred is making the greatest appeal to lovers of the sport type of car.

The great difference in the New Thorobred, as compared to the former car, is in its power plant. The New Thorobred is equipped with the Ansted engine, which has earned, in less than two years of service, the distinction of being without an equal in the automobile field.

And at \$2,100, the New Thorobred is the lowest priced Lexington model, powered with the Ansted engine, ever offered.

Light weight, which has been the goal of manufacturers for years, has been attained to a remarkable degree, without sacrifice of any of the riding qualities or comforts of the larger car. This has been made possible through the use of a lighter, stronger, unified frame.

The New Thorobred includes other features which cannot be found on any other car, such as the Moore multiple exhaust system, in combination with the Lexi-gasifier, a vaporizing device, two-way head lamps, semi-automatic in operation; the cable service brake, and the "one-finger" emergency brake.

Four colors are optional on the New Thorobred. They are heaver brown, Pike's Peak gray, prairie blue, and Lexington maroon.

The body of the New Thorobred varies slightly in dimensions and in seating arrangements from the former Thorobred model. The sides are slightly higher, and the seating arrangement adds additional comfort, accommodating five adult passengers.

Reo Sales Manager to Be Here for Auto Show

According to J. M. Opper, manager of the Jones-Opper company, R. C. Reuschaw, sales manager of the Reo Motor Car company, will be in Omaha Wednesday and Thursday of this week.

Mr. Reuschaw has been sales manager of the Reo company for 17 years and he is probably the only man in the motor car industry today who has been sales manager for one particular automobile concern for this period of years.

Mr. Reuschaw became connected with the Reo Motor Car company when it was originated in 1905 and has had a great deal to do with the progress attained by the company. Mr. Reuschaw intends to obtain information regarding conditions of this territory and also will give a talk to Reo dealers.

\$3,990 in Real Money

The most popular automobile in Austria is a light six-cylinder 27-horsepower car, the selling price of which is estimated at 14,000,000 crowns.

105 Auto Factories Scattered throughout 32 states in the union there are 105 factories manufacturing passenger automobiles and 140 factories producing motor trucks.

In 1900 Equipment for automobiles in 1900, considered "extra" in those days, included mud guards, best quality of oil lamps, seat cushions and one spare tire.

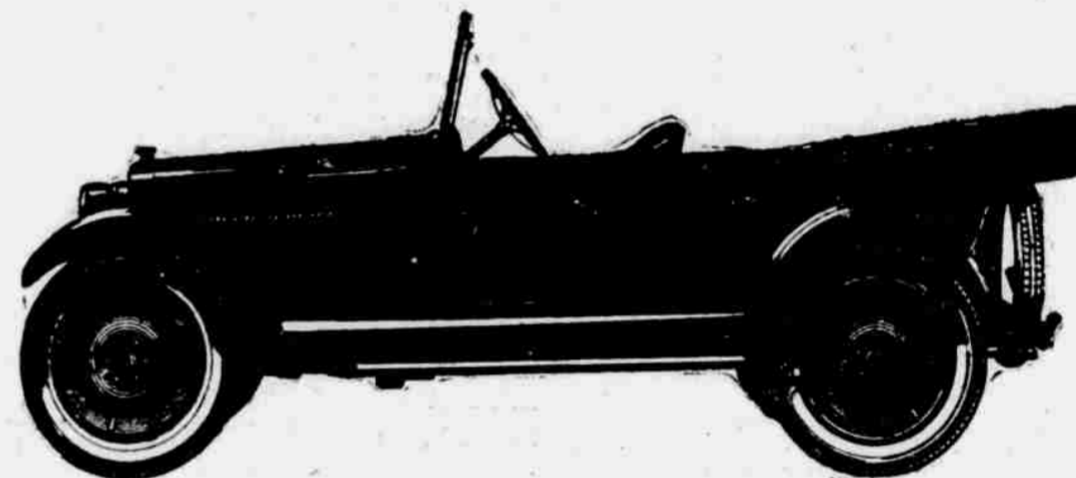
Genuine Parts

- Continental Motor
- Timken Commercial Axle
- Borg & Beck Clutch
- Hartford Universal Joints and Drives

We are the authorized factory representatives for the above specialized units and can furnish you with parts from our Omaha stock. Mail orders given prompt attention.

Omaha Motor Parts Depot

2574 Harney St. Phone Doug. 7464



Rickenbacker

A CAR WORTHY OF ITS NAME



For months an eager and rather impatient nation has been waiting for the announcement of Capt. E. V. Rickenbacker's new motor car creation.

Ever since the news was first flashed broadcast that the great American Ace of Aces was to give to the world a better automobile we have been literally besieged by inquiries from every country under the sun.

After all who should be better qualified to give to the world the latest and greatest achievement in fine motor cars?

Who knows motors better than Captain Rickenbacker?

Associated with Capt. Rickenbacker are some of the industry's leading figures—Everitt, Flanders, Hood, Cunningham, Tichenor, Evans, Drumpelmann, Miller—all men who individually have held first line positions in the industry!

So you have an exceptional combination of experienced men in back of this great enterprise.

Now let us tell you about the car!

To begin with, we deliberately took three solid years to develop this job. We took our time. No guess or rush

work was permitted. After three years of constant engineering we know. Over a quarter of a million dollars was invested in the first chassis alone before we pronounced it O. K. It was driven over 80,000 miles! Did you ever hear of a car being so thoroughly acid-tested before it was placed on the market? Certainly not. Neither did we—and we've been in the motor car business since it was born.

The Rickenbacker is a Six—and it's the sweetest riding motor you ever sat behind.

One ride will convince you of that!

For sheer motor performance this new Six is destined to establish new standards.

For soft, smooth-as-silk, noiseless, flexible operation this car will astonish the veterans of the industry.

You can start it on high (just as easily as on low) and away she whirls with the speed of a high powered aeroplane.

Take her right down to two miles an hour. Slip her up to 25—30—35—40 45—50—55—60—65 miles per hour! At 65 miles per hour she rides as smoothly as at 25!

Mind you there are fundamental reasons for all this. New engineering

principles. Look this car over at the Show and be shown.

Another thing! What is the element that causes a car to wear? Friction! And friction comes from vibration. Up to date every car built has some bad period of vibration. Some at 25 miles per hour—others at 30—others at 35, etc. But not with the Rickenbacker. This car has no period of vibration. Get that, please. No period of vibration. Of no other car can this statement be made—regardless of price. If there is any engineer in America who disputes this statement, let him step right up and be shown.

This is just one of the many new engineering principles found on the Rickenbacker.

You'll be surprised and amazed at many of the other new Rickenbacker features. In fact practically everything about this car will make you open your eyes a little wider.

Come to the Show and look it over. See the smart long low touring car, sedans, and coupes—all beauties.

Be sure and see this remarkable new car at the Show.

\$1485

Touring Phaeton

\$1885

Coupe

Price F. O. B. factory plus war tax

\$1985

Sedan

PATTON MOTOR CO.

J. H. Patton, Jr., Pres. and Gen. Mgr.

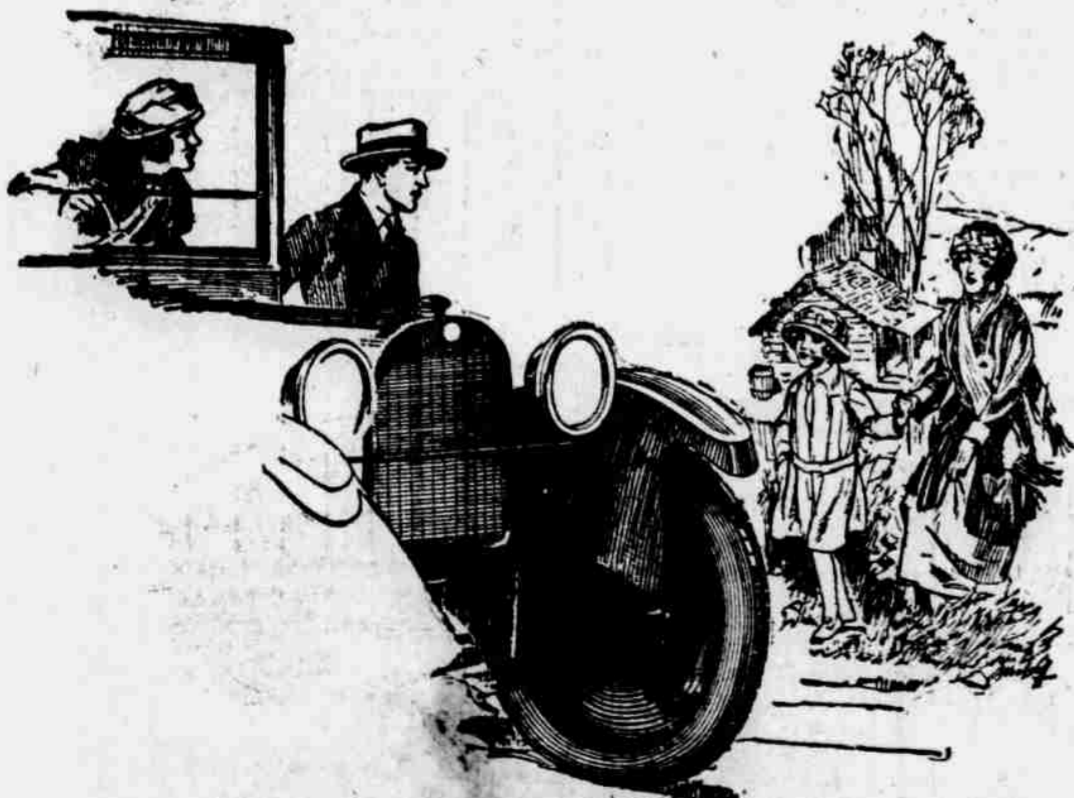
2559 Farnam St., Omaha

Phone DO uglas 5583

Rickenbacker Motor Company, Detroit, Michigan

The tire mileage is unusually high

DODGE BROTHERS
Sedan



Sedan, \$1595 Coupe, \$1410 Touring Car, \$995 Roadster, \$950
Panel Business Car, \$1085 Screen Business Car, \$970
Delivered Omaha

O'BRIEN-DAVIS-COAK AUTO CO.

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