### KEROSENE AS MOTOR FUEL

T. H. Pollock Tells of Success of Kerosene Burning.

GASOLINE THAN CHEAPER

Price Runs Ten Cents Less on Each Gallon and at the Same Time Contains More Heat Than Gasoline

From the time the first automobile went into service the problem of economy of fuel has been the prevailing ket, making from ten to twenty miles surpassed in this latest model.

per gallon of gasoline water from 62 to 63 degrees, Fahrenheit, with hinged top and becomes a carrying working without use of colls.

meter in an automobile is in reality simply a converter, converting heat en parent that the fuel containing the highgreatest mechanical energy per quantity Such is Slogan of Overland Manuof fuel used if this energy can all be

The present price of kerosene or coal off in Omaha is 6% cents per gallon, and the present price of gasoline is 15% cents per gallon, wholesale, to that the kerosene, which contains more heat units than gasoline, can be purchased for less than half the cost of gasoline. Speaking of kerosene as fuel T. H.

Pollock mays: "It has been demonstrated beyond all equipped with the Ray Harroun car-

600 pleasure cars using gasoline as a sonable demand made upon it for power being 560 gallons per year, or a total of measure of motoring pleasure. about 700,000,000 per year. Add to this about 700,000,000 per year. And to this time. We design every part engines now in use, and those to be sold tering their construction with a factor the essential, vital mechanical factors this year, together with the new auto- of safety so great as to give the utmobiles that will be added to the present | most assurance of long continued satisnumber, it seems very reasonable to factory service. We build parts not think that the price of gasoline is bound merely to withstand the stresses imto soar during the year of 1914.

stendily decreased and the supply in- That is the reason for the liberal uncreased, one gallon of gasoline being re-fined to every seven gallons of kerosene, and the consumption of gasoline being ings cost more than cast iron or steel. have immense quantities of kerosene safety. stored, which cannot be disposed of. We as a fuel for both at tionary gas engines."

### **ELIMINATING TROUBLES** OF FOREIGN TOURING

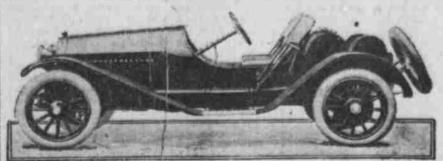
vogue. Americans planning tours through dition. will appreciate the touring service ren-dered by the B. F. Goodrich company, Akron, O., which maintains depots

"Our foreign depots will give tourists every possible means of assistance and do everything in their power to make foreign touring pleasant," says R. Beck, chief of the touring bureau, B. F. Goodrich company, Akron, O.

### HUFF PREDICTS BANNER SEASON FOR AUTOMOBILES

Manager Lee Huff of the Omaha agency of the Buick has just returned from a trip over the Nebraska and adjacent territory and announces that he is delighted with the condition throughout this territory. He states that Buick dealers are prospering as they never did before and are all looking for breaking years everywhere.

### Marion Bobcat Distinctive



Unique in many details of construction (receptable of great capacity. Some of the first steam ma- and detail is the Marion Bobcat for the this rear deck and under the deck itself valve motor, an analysis of existing conchines made three to four miles on a 1814 season. Speed roadsters bearing this is another compartment designed for the gallon of gasoline, then by gradually name have been built by the Marion carrying of a sultcase or other luggage. improving carburetor, by balancing mo- company for several years past, and es- it is so arranged that the suitcase may tor parts and higher efficiency in hear- tablished a most enviable reputation for be loaded in without removing the tire, ings, gasoline cars are now on the mar-

on a gallon of gasoline, the average Every line of construction conveys an A distinctive feature is the top operapleasure car making about twelve miles impression of speed. The body is ex- tion. The supporting iron, swinging to a tremely low, the seats are tilted and the downward position when the top is not Inventors have sought for years to per- steering wheel set far down. The hood in use, brings this down to the level of fect some means by which coal oil can merges into the cowl, giving unbroken the steering wheel so that one cause of be utilized as a fuel for automobile en- lines on top and sides, while the fenders inconvenience to the motorist when regines. Everything measured must have are extremely long and rakish. The rear versing car is obviated. Heel plates are a standard and the British thermal unit deck is original in its fittings. On it provided for both passenger and driver, is the standard for measuring heat, one are carried two huge tanks. The first of while a hand hold rail is placed on the British thermal unit being the amount these, close to the body, is for gasoline passenger's side. Lamps are done away of heat required to raise one pound of and oil, while the second is provided with by a unique dimming arrangement,

rear.

## ergy into mechanical energy that is util- safety first and always Buyers Consider

facture, Says President.

EVERY PART CAN BE TRUSTED

Steering Mechanism, Wheels, Axles and Other Parts Designed and Made with View Toward

today is that of safety," asserts Presicarburetor requiring no adjustment what- it has always been the policy of the so closely allied to the present modern ever on account of change in tempera- Overland company to provide safety atture, or climatic conditions, and no an- ways and everywhere. This is a necesnoving carbon deposit on the cylinders sary precaution, for unless the owner the building and selling of the automo has full confidence that his car will ac-There are in the United States 1,300,- quit itself satisfactorily under every rea- the buyer have undergone the same radi-

"Overland cars are safe first, last and soar during the year of 1914.

The consumption of kerosene has ordinary demands of emergency as well. many times that of kerosens. The re- but we insist on their use, because they sult is evident that the oil companies give greater return in the way of

"Thousands of owners throughout the stored, which cannot be disposed of. See that world have learned that they can trust the company and the yearly increase scarcely know of a city or hamlet that world have learned that they can trust sales in every part of the country." does not have its own artificial lighting Overland cars absolutely, because steersystem, either electric or gas. Even the ing mechanism, wheels, axies and other farmers are having their light plants installed, doing away with the use of kero- are designed and made in our own plant. SUPPLY CO. HAS OFFICE HERE sene, therefore it would seem a natural and according to the specifications which thing that kerosene must be used as a provide our requirement of surplus safety, substitute for the higher priced gasoline Overland brakes are much larger and can ever realize how vitally important Ohio automobiles in Nebraska and westthe brakes are until they have occasion ern Iowa. While this car is new in mos to use them in an emergency. For that of the territory, several of them have and powerful enough to stop a much Right now when European touring is in heavier car than ours, under any con-

### FORMER OMAHA MAN IN RUBBER BUSINESS

the Pennsylvania Rubber company, who being built to do this work for \$35, and has been visiting the Omaha trade for the Farmer had over 100 inquiries for the several days, reports that work on the address of the firm making the tractor. new factory at Jeannette, Pa., is progress- Out of these inquiries Mr. Bullock states ing rapidly. Mr. Lewis is an old resident they have entirely sold their March allotof Omaha, as it was here that he began ment and part of April. his business career in 1891 as an employs

in a sporting goods and gun store, "With the completion of our new six-stery factory," said Mr. Lewis, "we will They will also handle the products plants in the country. The new wible amount of daylight. With the exception of a few twenty-one and a half | Omaha store, inch steel columns, the whole structure is record of solid glass, steel, reinforced concrete and grey brick around the outside.

lee Tires

Miles and Miles and Miles of Smiles

is the slogan of the tire dealer everywhere. You talk it day and night. Does the tire you sell give

LEE Puncture-Proof Pneumatic

Unless it is the Lee-it can't be a puncture proof pneumatic. That combination is achieved only by the unique steel-disc-in-rubber cushion construction. Without this feature exclusive to Lee Tires-

Do you know of any other tire that has averaged 6 026 miles per tire on 140 tires without a single

"Puncture-Proof or Your Money Back"

THE ONLY COMPLETE TIRE LINE

Lee Regular Tires meet every demand for better service. Every one is made by the correct, wrapped-tread single-cure process that most factories can use on only a fraction of their product. Lee Puncture-Proof Pneumatic Tires bring and hold the trade of the man who is determined to avoid

nuctures, delays and expense. Have averaged 6026 miles per tire on 140 tires for one user. Write

for our puncture-proof or money-back" guarantee.

The Lee Zig Zag Tread—on either regular or puncture-proof tires—has proved itself "master of

MAKE YOUR HEADQUARTERS WITH US DURING THE SHOW,

The right tire for every autoist. And the right proposition for wide-awake dealers, You know that the Lee line is

you service on every count? Not unless you sell the

Do you know of any other tire that is so guaranteed?

No other line so meets every demand of every autoist.

## Every Essential and Not Features

"Do automobile purchasers buy intrinsic value or features" asks J. H. De- features. Jong, the head of Apperson Jack Rabbit Auto Co., agents for the Apperson "Jack Rabbit "

"The automobile must be listed among the seven modern wonders. Those who "The one important elementary consid- have been with it since its initial year eration in the manufacture of motor cars can truly appreciate the almost miracu- ficient. lous growth and development of the automobile and the industry at large. The buretor, using the cheapest grade of dent Willys of the Overland. "Unlike the advancement has gone by leaps and kerosene or 'coal oil,' will average from attitude of the railroads, which have reeighteen to twenty miles per gallon, the cently adopted the slogan safety first, nize a vehicle of a decade ago as being

"Along the same line can be considered pleasure cars using gasoline as a sonable demand made upon it for power cal changes, and today the question is the average consumption per car and endurance, he cannot enjoy the full with the automobile manufacturer has the automobile purchasing public reached a point where features, novel equipments, secondary importance?

"I believe that I voice the opinion of the Apperson brothers that despite the extensive publicity campaigns setting forth features on cars, the majority of purchasers of automobiles buy mechanical perfection and excellence in preference to equipment of the superficial and

"This opinion is found on the persons. experience of the Apperson brothers for the last twenty years in the automobile field. The proof lies in the growth of the company and the yearly increase of

The Bullock Machine and Supply comin a pany has leased store room at 2526 Farcar of the Overland's weight. No one nam street and is going to distribute the reason Overland brakes are large enough been in use in Omaha and are considered among the really good cars.

They have the state agency for the Bull Tractor, that sells for \$335, and pulls two fourteen-inch plows. Mr. Bullock president of the company, says they have purchased 750 of them, and his judgment

is that they have not bought enough. The Twentieth Century Farmer had a Seneca G. Lewis, general manager of little news item last fall about a tractor

At the Illinois and Minnesota state fairs the Bull tractor had crowds around

They will also handle the Sanford auto have one of the most modern rubber truck. E. A. Bullock has been jobbing machinery at Norfolk, Neb., for twenty building is designed to give the greatest years, and while continuing the Norfolk business will devote his time to the

> Mr. Bullock has a wide business acquaintance, not only in Omaha, but in both Iowa and Nebranka.

### KNIGHT ONCE CALLED CRANK

Inventor of Silent Motor Strove Unsuccessfully for Many Years.

MOTOR WITHSTOOD Vhen Finally Given Opportunities

to Demonstrate Efficiency of Motor Knight Showed His Mechanical Genius.

That the future holds a most encouragne outlook for the Knight type of sleeve ditions fully justified.

But seven short years ako Charles Y. Knight, then considered a freak inventor, was endeavoring to have some American company experiment and test his motor. He continually met with refusals enough to dishearten any man lacking the determination which he possesses. In spite of the fact that the most brilliant engineers of this country believed that his motor was "impossible." he continued to solicit tests and experiments, for he knew he had a superior design.

Fortunately he was called upon by the rebuttal to their objections convinced one engineer that perhaps it would be worth test it out. Gottlieb Daimler was the first man to

motor, and it was the company which hears his name who accepted the opportunity of improving upon the poppet valve type. It withstood the gruelling tests of that company and proved to them its many

made by the Royal Automobile club, world that Mr. Knight's motor was ef-It successfully completed the thing but a Packard." test and fulfilled all the rigid require-

The result was that the nonpoppet valve type motor burst upon Europe like a holiday gifts and are comfortable for

bomb, but in every engineer's office were | long trips, though many prefer the vari-, shoulder pad of the same, with the bod due prints of experiments of motors to our heaters arranged to hold the heat of loosely woven tweed are popular with Today, however, after several years of at a convenient stopping place opportunity for perfection and development, the double sleeve Knight design still stands alone as the only nonpoppet to have been adopted and successfully

exploited and popularized by any manufacturer of any standing in the world. It has no doubt faced the most severe opposition of any mechanical device ever invented. Realizing the trying conditions which the present day type of motor-car tor must undergo, it is not surprising that any radical change meets with ques-The recent test of the Moline-Knight motor at the laboratories of the Automobile Club of America, where it broke all records for power endurance and economy, leaves no room for doubt in the minds of the automobile world of Knight motor efficiency.

### Packard Looks Like Home Down in Climes of South Hemisphere

Royal Automobile club of England to de- John with the Packard Motor Car comliver a lecture on his motor, which he pany of Philadelphia enlisted as soldiers did, and there was met with flerce op- of fortune and caught a tramp steamer position. His clever way in furnishing for South America. Now they are running a little stand on a Buenos Aires side street, where they try to keep a while to at least grant his request and varied assortment of South American cars in running condition.

To these young men, news of a Packard produce a practical internal combustion brings just about the same feeling as would a chunk of currency from father. The Packard company is indebted to J. A. Drake for the latest bulletin from the region of Patagonia.

"You will be interested to know." he writes, "that a friend of mine just up from Punta Arenas, reports having seen In March, 1909, an official test was a 1912 Packard 'six' about 200 miles south of that city. I guess you know what that brought about by the desire of the Daim. means-trucking gasoline and oil on muleler (the only company then using the back; long waits for parts; everything Knight type of motor), to prove to the dead against owning a car. But this chap would have one and wouldn't have any-

> NEW FADS FOR MOTORISTS. Fur foot muffs have had a rush as

The new jackets having the sleeves. ordings and buttons of suede, and the

just as good" as Mr. Knight's. several hours and that can be reheated women who shoot. Leather hats go with them and soft flannel shirts are worn under them.

Key to the Situation-Bee Advertising.

# INDIAN

Any motorcycle at any price which you wish to compare with the new INDIAN will be honored by the comparison.

## ONE YEAR AHEAD In Motorcycle Construction

Progressiveness has given the INDIAN the lead in the motor-

THE INDIAN BUILDERS were the first to equip a motorcycle with the two-speed device. Others manufacturers scoffed and belittled it. This year will see practically all motorcycles equipped with two-speeds. The INDIAN builders have had five years' experience with two-speed devices. There are over 15,000 INDIAN machines on the road equipped with two-speed gears, giving perfect satisfaction. The INDIAN builders know from actual experience what others have to learn.

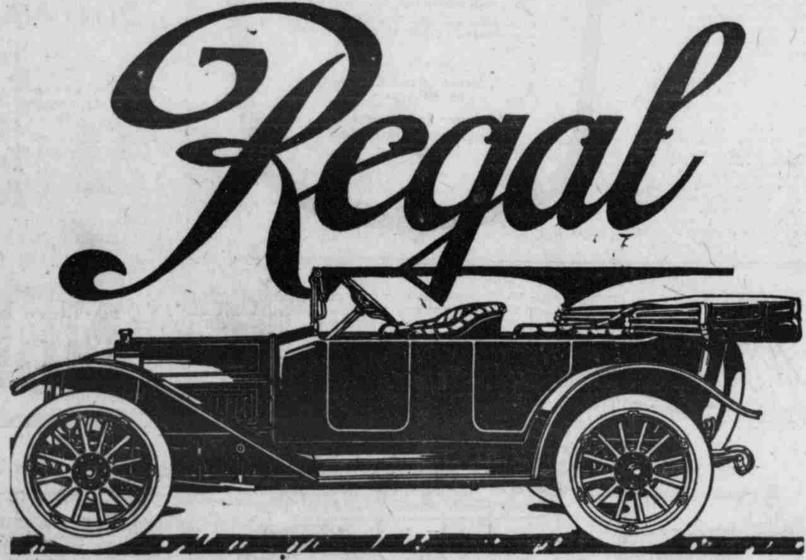
The 1914 INDIAN represents the highest developments ever attained in motorcycles—Electric Starters, Generators, Two-Speeds, Long Foot Boards, Multiple Disc Clutch, Low Saddle Position, Cradle Spring Fork and Frame, and an Engine never equaled for ease of operation, power, speed and durability, at a price never

See this most wonderful line at the Auto Show, or at our

SIXTEENTH AND CHICAGO STREETS.

## Omaha Bicycle

THE BIG MOTORCYCLE STORE



## Quality Cars at Economy Prices

HE New Series of Regal Cars is the realization of your ideal in a moderate priced car. Never before has there been offered such inherent motor car quality, such detailed perfection, so many desirable features, at such remarkably low prices.

Thousands are waiting for just such cars. They do not want to pay much more than a thousand dollars, but they do want a finished car-an automobile that is absolutely efficient and strikingly beautiful because no details have been overlooked.

That accurately describes Regal Cars selling around one thousand dollars.

We did not think we could better our famous mechanical construction that means safety, economy and efficiency to the buyer. But by certain engineering advancements we have developed these values to an even higher degree.

The standard equipment of these new cars includes an efficient and positive electric starter and lighter. The demanded left-hand drive and center control have been adopted.

We have left nothing to be desired. Your every wish is fulfilled in the New Series Cars. A study of them will convince you that there is completeness, a perfection that is not found in any other car at the price. You will be fascinated by the beauty of body design-lines low and sweeping-the styles found elsewhere only in very high

### Electric Starter and Lighter— Left-Hand Drive - Center Control

- The New Series consists of three Underslung cars -Model "T," a five-passenger touring car; Model "N," a roadster; Model "NC," a coupe-and Model "C," an overhung car. Regal Underslung cars have won the endorsement of the world. They are found in every civilized country. By placing the frame below the axles we attain a striking beauty of low, sweeping, rakish lines. It enables us to use springs that save your tires and give greater mileage. It allows for a straight line drive that saves power and cuts down gasoline bills. It is an assurance against the perils of "turning turtle" and skidding. Our Model "C" is a big, luxurious, powerful ear-unrivaled in its class. Again we have maintained the low lines by attaching the springs below the axles. This also gives the straight line drive. We have attained a remarkable degree of riding ease and comfort. Every car is spacious and roomy. Read the specifications carefully.

## T. G. Northwall Co.

914 Jones St., Omaha, Neb. Western Distributors.

### The Best and Latest Features

Read these remarkable advancements and you'll make a Regal your choice.

Rushmore electric starter and lighter. Electric headlights with dimming attachment. Left-hand drive and center control. Cowl dash. Special attachable curtains. Concealed hinges. Rain-vision and ventuating windshield. Demountable rims. Tire irons. Luxu-

rious upholstery, etc. These are the very features you want. They are part of the standard equipment of cars famous for efficiency, dependability, long life, power, beauty and comfort.

### Ride in a Regal Today

We want a Regal to convince you of the value offered at the price. We want you to note its responsiveness to your control, its excellent braking system, its powerful motor, its easy riding qualities and its attractiveness of de-

Come and see us today and we will take you riding in a Regal. If possible, we will call for you. Get in touch with us at once. Investigate our cars immediately. We can assure you of speedy delivery. Literature will be furnished on request,

### T. H. Pollock Auto Co. 1910 Farnam St., Omaha, Neb.

Local Agente

"THE PIONEER **AUTO SUPPLY** HOUSE OF THE GENTRAL WEST" SUPPLY COMPANY

OFFICE and SALESROOM 219-21-23 M. 11th