KEROSENE AS MOTOR FUEL

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

CHEAPER THAN GASOLINE

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 factor. Some of the first steam machines made three to four miles on a gallon of gasoline, then by gradually improving carburetor, by balancing motor parts and higher efficiency in bearings, gasoline cars are now on the market, making from ten to twenty miles on a gallon of gasoline, the average pleasure car making about twelve miles per gallon of gasoline.

Inventors have sought for years to perfect some means by which coal oil can be utilized as a fuel for automobile engines. Everything measured must have a standard and the British thermal unit is the standard for measuring heat, one British thermal unit being the amount of heat required to raise one pound of water from 62 to 63 degrees, Fahrenheit.

A motor in an automobile is in reality simply a converter, converting heat energy into mechanical energy that is utilized in moving the car. It is very apparent that the fuel containing the highest number of heat units will give the greatest mechanical energy per quantity of fuel used if this energy can all be utilized.

The present price of kerosene or coal oil in Omaha is 6¾ cents per gallon, and the present price of gasoline is 13½ 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 says:

"It has been demonstrated beyond all question that the Henderson car, equipped with the Ray Harroun carburetor, using the cheapest grade of kerosene or 'coal oil,' will average from eighteen to twenty miles per gallon, the carburetor requiring no adjustment whatever on account of change in temperature, or climatic conditions, and no annoying carbon deposit on the cylinders or spark plugs.

"There are in the United States 1,200,000 pleasure cars using gasoline as a fuel, the average consumption per car being 580 gallons per year, or a total of about 700,000,000 per year. Add to this the number of stationary gasoline engines now in use, and those to be sold this year, together with the new automobiles that will be added to the present number, it seems very reasonable to think that the price of gasoline is bound to soar during the year of 1914.

"The consumption of kerosene has steadily decreased and the supply increased, one gallon of gasoline being refined to every seven gallons of kerosene, and the consumption of gasoline being many times that of kerosene. The result is evident that the oil companies have immense quantities of kerosene stored, which cannot be disposed of. We scarcely know of a city or hamlet that does not have its own artificial lighting system, either electric or gas. Even the farmers are having their light plants installed, doing away with the use of kerosene, therefore it would seem a natural thing that kerosene must be used as a substitute for the higher priced gasoline as a fuel for both automobiles and stationary gas engines."

ELIMINATING TROUBLES OF FOREIGN TOURING

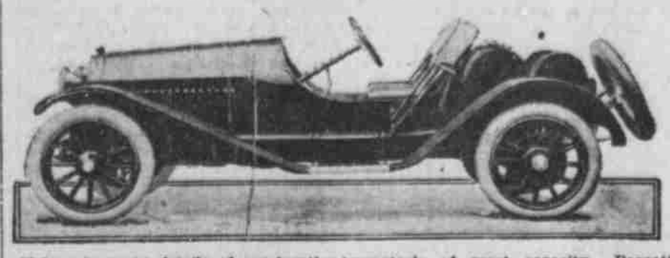
Right now when European touring is in vogue, Americans planning tours through the Chateaux district or along the Loire will appreciate the touring service rendered by the B. F. Goodrich company, Akron, O., which maintains depots throughout Europe.

"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 record breaking years everywhere.

Marion Bobcat Distinctive



Unique in many details of construction and detail is the Marion Bobcat for the 1914 season. Speed roadsters bearing this name have been built by the Marion company for several years past, and established a most enviable reputation for themselves, but all previous efforts are surpassed in this latest model.

Every line of construction conveys an impression of speed. The body is extremely low, the seats are tilted and the steering wheel set far down. The hood merges into the cowl, giving unbroken lines on top and sides, while the fenders are extremely long and rakish. The rear deck is original in its fittings. On it are carried two huge tanks. The first of these, close to the body, is for gasoline and oil, while the second is provided with hinged top and becomes a carrying receptacle of great capacity. Beneath this rear deck and under the deck itself is another compartment designed for the carrying of a suitcase or other luggage. It is so arranged that the suitcase may be loaded in without removing the tire, which is mounted at a rakish tilt on the rear.

A distinctive feature is the top operation. The supporting iron, swinging to a downward position when the top is not in use, brings this down to the level of the steering wheel so that one cause of inconvenience to the motorist when reversing car is obviated. Heel plates are provided for both passenger and driver, while a hand hold rail is placed on the passenger's side. Lamps are done away with by a unique dimming arrangement, working without use of coils.

SAFETY FIRST AND ALWAYS

Such is Slogan of Overland Manufacture, Says President.

EVERY PART CAN BE TRUSTED

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

"The one important elementary consideration in the manufacture of motor cars today is that of safety," asserts President Willys of the Overland. "Unlike the attitude of the railroads, which have recently adopted the slogan safety first, it has always been the policy of the Overland company to provide safety always and everywhere. This is a necessary precaution, for unless the owner has full confidence that his car will acquit itself satisfactorily under every reasonable demand made upon it for power and endurance, he cannot enjoy the full measure of motoring pleasure.

"Overland cars are safe first, last and all the time. We design every part entering their construction with a factor of safety so great as to give the utmost assurance of long continued satisfactory service. We build parts not merely to withstand the stresses imposed by ordinary use, but the extraordinary demands of emergency as well. That is the reason for the liberal use of expensive drop-forging throughout the Overland. We are aware that drop-forgings cost more than cast iron or steel, but we insist on their use, because they give greater return in the way of safety.

"Thousands of owners throughout the world have learned that they can trust Overland cars absolutely, because steering mechanism, wheels, axles and other parts on which safety primarily depends, are designed and made in our own plant, and according to the specifications which provide our requirement of surplus safety. Overland brakes are much larger and more powerful than ordinarily used in a car of the Overland's weight. No one can ever realize how vitally important the brakes are until they have occasion to use them in an emergency. For that reason Overland brakes are large enough and powerful enough to stop a much heavier car than ours, under any condition."

FORMER OMAHA MAN IN RUBBER BUSINESS

Seneca G. Lewis, general manager of the Pennsylvania Rubber company, who has been visiting the Omaha trade for several days, reports that work on the new factory at Jeannette, Pa., is progressing rapidly. Mr. Lewis is an old resident of Omaha, as it was here that he began his business career in 1891 as an employe in a sporting goods and gun store.

"With the completion of our new six-story factory," said Mr. Lewis, "we will have one of the most modern rubber products plants in the country. The new building is designed to give the greatest possible amount of daylight. With the exception of a few twenty-one and a half inch steel columns, the whole structure is of solid glass, steel, reinforced concrete and grey brick around the outside.

Buyers Consider Every Essential and Not Features

"Do automobile purchasers buy intrinsic value or features?" asks J. H. DeJong, 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 have been with it since its initial year can truly appreciate the almost miraculous growth and development of the automobile and the industry at large. The advancement has gone by leaps and bounds until today one would not recognize a vehicle of a decade ago as being so closely allied to the present modern vehicle.

"Along the same line can be considered the building and selling of the automobile. The plans and schemes to attract the buyer have undergone the same radical changes, and today the question is with the automobile manufacturer has the automobile purchasing public reached a point where features, novel equipments, etc., are given primary consideration and the essential, vital mechanical factors 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 untried type.

"This opinion is found on the personal 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 sales in every part of the country."

BULLOCK MACHINE AND SUPPLY CO. HAS OFFICE HERE

The Bullock Machine and Supply company has leased store room at 2526 Farnam street and is going to distribute the Ohio automobiles in Nebraska and western Iowa. While this car is new in most of the territory, several of them have 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 $325, and pulls two fourteen-inch plows. Mr. Bullock, president of the company, says they have purchased 70 of them, and his judgment is that they have not bought enough.

The Twentieth Century Farmer had a little news item last fall about a tractor being built to do this work for $325, and the Farmer had over 100 inquiries for the address of the firm making the tractor. Out of these inquiries Mr. Bullock states they have entirely sold their March allotment and part of April.

At the Illinois and Minnesota state fairs the Bull tractor had crowds around it all day and every day.

They will also handle the Sanford auto truck. E. A. Bullock has been jobbing machinery at Norfolk, Neb., for twenty years, and while continuing the Norfolk business will devote his time to the Omaha store.

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

KNIGHT ONCE CALLED CRANK

Inventor of Silent Motor Strove Unsuccessfully for Many Years.

MOTOR WITHSTOOD TESTS

When Finally Given Opportunities to Demonstrate Efficiency of Motor Knight Showed His Mechanical Genius.

That the future holds a most encouraging outlook for the Knight type of sleeve valve motor, an analysis of existing conditions fully justified.

But seven short years ago 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 Royal Automobile club of England to deliver a lecture on his motor, which he did, and there was met with fierce opposition. His clever way in furnishing rebuttal to their objections convinced one engineer that perhaps it would be worth while to at least grant his request and test it out.

Gottlieb Daimler was the first man to produce a practical internal combustion motor, and it was the company which bears 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 features.

In March, 1909, an official test was made by the Royal Automobile club, brought about by the desire of the Daimler (the only company then using the Knight type of motor), to prove to the world that Mr. Knight's motor was efficient. It successfully completed the test and fulfilled all the rigid requirements.

The result was that the nonpoppet valve type motor burst upon Europe like a bomb, but in every engineer's office were blue prints of experiments of motors to be "just as good" as Mr. Knight's. Today, however, after several years of 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 motor must undergo, it is not surprising that any radical change meets with question. 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

Two venturesome youngsters who held jobs with the Packard Motor Car company of Philadelphia enlisted as soldiers of fortune and caught a tramp steamer for South America. Now they are running a little stand on a Buenos Aires side street, where they try to keep a varied assortment of South American cars in running condition.

To these young men, news of a Packard 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 a 1912 Packard 'six' about 200 miles south of that city. I guess you know what that means—trucking gasoline and oil on muleback; long waits for parts; everything dead against owning a car. But this chap would have one and wouldn't have anything but a Packard."

NEW FADS FOR MOTORISTS.

Fur foot muffs have had a rush as holiday gifts and are comfortable for long trips, though many prefer the various heaters arranged to hold the heat several hours and that can be reheated at a convenient stopping place.

The new jackets having the sleeves, cordings and buttons of suede, and the shoulder pad of the same, with the body of loosely woven tweed, are popular with women who shoot. Leather hats go with them and soft flannel shirts are worn under them.

Key to the Situation—Bee Advertising.