

# THOUSAND-MILE RUN BY STUDEBAKER CAR

### Lands in Tree Top After Skidding on Road, but Gets Out and Moves Along on Home Trip.

#### FINISHES INSIDE TIME LIMIT

The Studebaker Four entered by the E. R. Wilson Automobile company in the 1,000-mile run, which finished last night, had an interesting, not to say exciting finish. About noon Thursday, after the car had covered 893 miles, in going around a turn in the Dodge road, after the heavy rains of the night before, the loose dirt gave away and the car was precipitated into a ravine thirty feet deep, landing in a creek with the wheels pointing skyward. It took four hours of strenuous work to get the car back on the road, and all appearances seemed to indicate that this particular Studebaker car would not again be running inside of a month. However, no one was injured, and after getting the car back into the road it finished the 1,000 miles on its own power, well within the time limit set.

The final records of cars in the Omaha territory are as follows:

#### Record of the Cars.

E. R. Wilson Automobile company, four-cylinder car, 1,000 miles in 24 hours 16 minutes—last two days in heavy mud roads. Average, fourteen miles to the gallon of gasoline.

Wertz Auto company, Lincoln, Neb., six-cylinder car, 1,013 miles in 42 1/2 hours, eleven miles to the gallon of gasoline, 600 miles to the gallon of oil. This car made 83 miles the first day and finished the last two days in mud, the last 100 miles being made on intermediate gear.

C. C. Morgan, Colorado Springs, Colo., six-cylinder car, 1,024 miles; average, fifteen miles to the gallon of gasoline; finished well within the allotted time. The 1,000-mile mark of this car was reached on Pike's peak in the middle of heavy snowdrifts and at an elevation of 13,900 feet.

Auto Sales corporation, Denver, six-cylinder car, 1,000 miles in 41 hours 30 minutes; average, thirteen miles to the gallon of gasoline, 50 miles to the gallon of oil. Encountered bad weather third day. Did not carry nor use tools of any kind on entire trip.

All of the cars report a perfect record mechanically, the only possible exception being the accident to the E. R. Wilson car, which broke lamps, bent fenders, etc., in its fall. The fact that throughout the entire territory heavy rains occurred the last two days of this run made the proposition far more interesting and a much greater test than if the weather had continued good. All of these cars started Monday morning at 5 o'clock. The rules called for making 1,000 miles, starting each day at 8 a. m., Monday to Thursday inclusive.

Manager Keller of the local Studebaker branch is elated over the runs made by all cars entered and considers this run the greatest possible proof of the durability and reliability of Studebaker Fours and Sixes.

## Quad Truck Goes Through the Mud When Horses Quit

The first motor truck to compete successfully with animal traction on its own ground is the Jeffery Quad, the truck with the positive non-slipping drive to each road wheel. This fact was recently commented upon by "The Automobile Engineer," England's leading motor car authority, which described the Quad as the world's most successful motor truck.

Confirmation of this statement is constantly coming to hand. For instance, there is a Jeffery Quad, belonging to Jay E. Jones, of Wisconsin, Wis., which runs even when the big horse teams so common in the west are unable to travel. Quoting from a recent letter from Mr. Jones:

"The Quad, with a full load each way, makes regular trips between Wisconsin and McDermitt, a distance of eighty-five miles, and travels over a road on which no other truck has been able to give satisfaction."

## Auto Dealers to Stay Out of Show

No there may be no misunderstanding with the public regarding the fact that certain makes of automobiles will not be in evidence at the Auditorium during the automobile show in February, it is desirable to have it known that these dealers and distributors are not antagonistic to the Automobile show. For business reasons they are not entering their cars, the principal reason being that new models are quite generally put on the market in June and July of each year, and the date of the Automobile show, being in February, is so long after the announcement of the new models. These automobile men believe that it is better business policy to not exhibit at the show until such time as the new cars can be shown within a very short time of their first appearance. Those who have signified their intention of not exhibiting are: Carter Car Nebraska company, C. J. Corckhill, E. R. Wilson Automobile company, Nebraska Buick Auto company, J. R. Jensen, W. L. Hoffman Auto company, Frynor Auto company, L. E. Doty, Studebaker Corporation of America, W. T. Wilson and C. O. Wilson.

## Oldsmobile Holds Sales Convention

In keeping with the usual custom of the Olds-Motor works, the heads of the branches, district traveling men, and salesmen who act as district representatives of the company in different parts of the country, were brought in from their territories last week and spent five days at the factory going over sales matters and studying the product.

Features of the convention were talks by the officials, as well as by several of the prominent makers of parts and accessories who supply materials for the Olds car, among whom were W. H. Mooney, installation engineer of the Dayton engineering laboratories, manufacturers of the Delco starting and ignition apparatus, and William Farr, who acted as spokesman for the Johnson carburetor, a part of the equipment of the new eight-cylinder Olds.

The sales manager of the company, J. Y. Hall, made the statement that meetings of this kind held periodically are one of the methods the company has for instructing and educating its men and making them better qualified for the peculiarly difficult work an automobile salesman has to do.

## NEW MANAGER KELLY-SPRINGFIELD OMAHA COMPANY.



Joe E. Stone  
 Heard At the Omaha Automobile Club

The club, at the Wednesday meeting of the board of directors, ordered five \$5 rewards paid to police officers for arrest and conviction of persons throwing glass on the city streets. Officers C. A. Jensen, O. V. Thistrup, H. S. Askwith, P. T. Hagerman and Ollie Ferand, and Sergeant Madsen and Dr. Tammsen will share in the reward money.

#### North and South Highway.

Secretary Charles Powell left last evening for New Orleans to attend the road congress, called by the Chamber of Commerce, which will determine upon the route of the overland North-and-south highway. To be on the route is so much desired by other cities in the middle west that large delegations will attend, and the contest for a place on the highway will be keen. With Omaha on both the Lincoln highway and the Jefferson highway (the new north-and-south highway) automobile traffic through the city and the state would become a veritable stream of tourist parties. Mr. Powell, as delegate from the Omaha Automobile club, will work with the Commercial club representatives, Randall K. Brown and Robert Manley, in a supreme effort to have Omaha placed on this route.

#### Road Signs Placed.

The club's sign car recently placed 16 direction and danger signs on highways around Omaha in two days. The sign car will stay on the job for a couple of weeks and locate about 400 more signs. The club's sign work has been warmly commended by the members and we feel that this part of the benefits is one of the most important we can confer.

#### A Deceptive Corner.

Eighteenth and Harney, at night, is a rather deceptive corner to the automobile driver coming north up the Eighteenth street hill. As motorists are aware, the center parking on Eighteenth, between Farnam and Harney, was changed to the curb parking on account of coal wagons being backed up there most of the day. Now when a motorist comes up Eighteenth street at night, and seeing the lights of the autos parked at the curb on his right, he is delved into thinking the machines are center parked, with the result that quite a few drivers have narrowly escaped running into the curb under the impression that they are driving on the right-hand side of the street.

#### Club's Annual Meeting.

The annual meeting is very close at hand and we hope for a live turnout of club members. With our nearly 1,000 members we will have to look around for a hall big enough.

#### Near-Side Stop Echo.

H. E. Fredrickson, one of the best known Omaha motorists, dropped into the club room last week for "a look around" and was highly appreciative of the good work done by the club this year. "I cannot understand why any motorist in Omaha hesitates in joining the Omaha Automobile club," remarked Mr. Fredrickson. "A live organization, such as the Omaha club has proved itself, is worthy of liberal support." Mr. Fredrickson said the automobiles in Central America, where he spent last year hunting, are very few and awful far between, and the roads absolutely rotten. "Omaha has placed itself in the old fogey class," said Mr. Fredrickson, "by reverting back to the far side stop for street cars. I've traveled a good deal and every city that is a city has the near side stop."

## Truck Makes Fall From High Bridge; Damage is Little

One day last week a two and one-half Kissel-Kar truck bearing a capacity load of 1,600 five-pound boxes crashed through a bridge at Strong, Mo., and dropped "on all fours" twenty feet below. It was raised to the road and driven home on its own power.

The truck was owned by F. E. Merrill of Turner, Mo., who in reporting the occurrence says: "The front wheels were in the river, one of them at least eight inches higher than the other, proving that there must have been a tremendous strain when the machine struck. The rear wheels were four or five feet up the bank. Yet the only damage done was a broken radiator and a slight sag to the main frame spring. The truck steered all right and the engine ran free. We think this is nothing so 't of marvelous."

## PATHFINDER CAR PRIME FAVORITE

### Automobile Becomes as Docile in Hands of Woman as When Driven by Sterner Sex.

#### EVOLUTION IN THE AUTOMOBILE.

"Woman's suffrage has come to stay in the motor car business," states W. E. Foshier of the Foshier-Egan company, distributors for the Pathfinder company, Indianapolis, Ind., manufacturers of the Pathfinder six and twin-six cars.

"There is a vast difference, however, between woman's suffrage in politics and on automobile row. In politics all women ask for is equal rights with men. On motor row, when it comes to buying, there is not a man alive who can hope to win one-half the influence of the average woman. Woman rules when it comes to selecting the car. This was not so true before the days of the electric starter and the other improvements which have made the motor car more docile in the hands of the gentler sex. Now, that there is no particular trick to drive a gasoline car women have come to almost generally demand them and this means that they have a way of saying a great deal when the subject of a new car is up for discussion within the family circle.

"People, it seems to me, have come to regard the electric starter as the one thing which has made it possible for a woman to operate a car with practically no inconvenience. I should say that the electric starter is one-half of the reason why women are dominating the continuous cavalcade of motor cars which move up and down the streets of our cities and across every country road.

#### Difficulties Are Eliminated.

"There were two things which used to make it hard for a woman to operate a car. One was the difficulty of starting the motor. The other was the difficulty of shifting gears and the danger arising from choking the motor.

"When the six-cylinder car came along women began to drive with greater ease and less traffic anxiety. Six cylinders did not choke so readily as four cylinders. A great deal of gear shifting.

"A new influence recently has been arguing in favor of feminine operation of motor cars, namely, the advent of the multiple cylinder motor.

"Do you realize that the coming of the valve-in-head cylinder motor spells the death knell of gear shifting?

"It has been shown beyond a shadow of doubt that one can drive a twelve-cylinder motor car practically all day without touching the shifting lever.

"The Pathfinder company recently made some very exhaustive experiments with 'Pathfinder the Great,' our new twelve. We took the car with its full quota of seven passengers over the worst hills in Brown county, Indiana. The initial trip consumed the greater part of the day. During that day we encountered mud almost knee deep; we took hills that last year would have called for the lowest gears on the average good car. We even came to a dead stop on one particularly bad hill just about half way up, and then accelerated from this standing start on 'high.' At the top we were showing better than thirty miles an hour.

#### In Crowded Streets.

"Pathfinder the Great" has gone through the crowded Chicago loop at the 8 o'clock hour and the gears were never once shifted out of high. Everywhere one of these cars has been seen, and have been pulled off successfully.

"Coupled with absolute dependability of the present electric starter the gasoline car has become quite as much a woman's as the most obedient electric, and it is a great deal safer, because it can accelerate out of danger's way a great deal more nimbly.

"The Pathfinder company of Indianapolis will during the early spring months send a 'Pathfinder the Great' stock car from New York to San Francisco in high gear. The car will be stripped of all its gears except high and reverse."

## Business Forces the Erection of the New Buildings

"The increase in our business has so far exceeded our expectations that the construction of three and not one building, has become imperative this fall," said A. P. Sloan, general manager of the Hyatt Roller Bearing company. "Business everywhere is going forward and we made up our minds we would not be behind in our preparations for it. Work on these buildings is being pushed as rapidly as possible. We hope to have them in commission before many days.

"The three new buildings will increase the facilities of the Hyatt factories by a third. When the structures are completed the company will have a total of over 600,000 square feet devoted exclusively to the manufacture of roller bearings. This makes it by far the largest plant of its kind in the world.

"Two of the new buildings will be twin structures—each 300 feet long, fifty feet wide and eight stories high. The third building will be ninety feet wide 110 feet long and six stories high. The twin buildings will be used for press work, assembly of roller bearing parts and shipping. The other structure is especially designed for the heat treating processes which are so important in the manufacture of bearings.

"The most novel feature of the construction is the perfected ventilation of heat treating buildings as the men may work at all times with the greatest comfort and efficiency. A central duct which increases in size from the first to the top floor changes all the air on each floor every minute.

An Appropriate Name.

One of the best roads from St. Joseph to Excelsior Springs, Mo., is called the Sulpho-Saline route. Anyone ever visiting the Springs will appreciate the advertisement.

## "Six of Sixteen" is Popular in Omaha

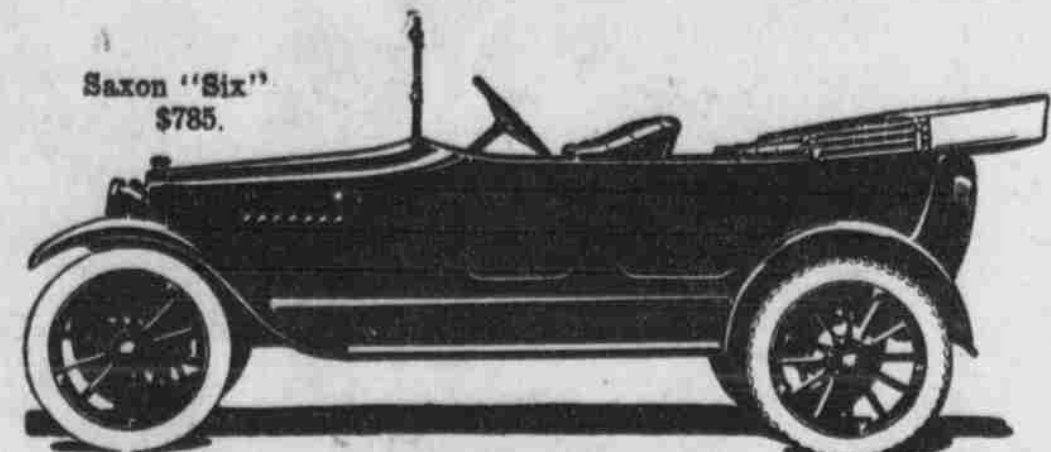
"The 'six of sixteen' Mitchell leads all cars at the price in popularity," says J. T. Stewart. "The new sixteen-six Mitch-

ells keep gaining in popularity, and now, after but little over sixty days since the factory began delivering them, close to 100 have been sold in Omaha territory.

"The performance of this car on country roads is a constant delight to the owner, and it is simply amazing that in a car selling at but \$1,250, such an abundance of power, such excellent riding qualities, and such a sturdy, safe construction can be obtained."

Recent deliveries of the six of sixteen Mitchell are to the following purchasers: H. Fricke, Jr., Madison, Neb.; Max L. Smith, Omaha, Neb.; W. C. Van Cott, Omaha, Neb.; F. Schuttler, Mondamin, Ia.; Charles Post, Underwood, Ia.; John Murphy, Coia, Ia.; J. Boyd McCreezy, Glenwood, Ia.; John Sexton, Underwood, Ia.; Victor E. Holm, Wahoo, Neb.; Walters Land company, Wahoo, Neb.; J. Fry, Audubon, Ia.; Fred Sundberg, Audubon, Ia.; Mrs. Joseph Michener, Council Bluffs, Ia.; W. L. Jones, Coon Rapids, Ia.

# New Series Saxon Cars



Saxon "Six" \$785.

## New Features of Saxon "Six"

- Two unit electric starting and lighting
- Timken axles—Timken bearing throughout the chassis
- Silent helical bevel gears
- Linoleum covered running boards and floor boards
- Roomier rear seat
- Improved body finish
- Garnish strip around top of body
- and 17 other detail improvements



## New Features of Roadster

- Three speed transmission
- Timken axles
- New body—handsomer, roomier
- Improved high speed motor
- Signal lamps at side
- Ventilating windshield
- Improved cantilever springs of vanadium steel.
- Adjustable pedals
- and 15 further refinements.

These are the added features that place the New Series Saxon "Six" even farther ahead as the biggest touring car value ever produced.

The New Series Saxon "Six" embodies the four big new ideas of motor car design: high speed motor, of wonderful power and flexibility; light weight, due to modern design and finest materials; yacht line body, the latest automobile fashion; increased comfort for all five passengers.

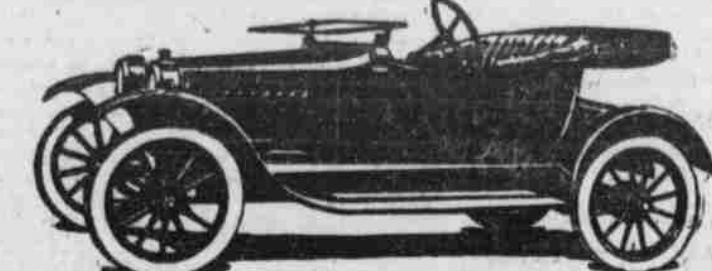
The two unit electric starting and lighting system is reliable, efficient and wonderfully quiet. The Timken axles with full Timken bearing equipment, front and rear, are of the same specifications as those used in the highest priced cars. No automobile at any price has better axles than the New Series Saxons. Helical bevel gears are noiseless and frictionless.

The body improvements all help to make the "Six" even more satisfying to the critical buyer. The garnish strip around the top of the body and the linoleum covered running boards are dressy and trim. The improved finish assures long lasting luster. The widened rear seat makes the "Six" roomier and more comfortable than any car in its price class.

Other features of the New Series Saxon "Six" include: six-cylinder high speed motor, 30-35 h. p.; sliding gear transmission; demountable rims; vanadium steel cantilever springs; 112-in. wheelbase; 32x3 1/2-in. tires, non-skid in rear; one-man top. Why not take your demonstration today?

"Four" Roadster \$395  
 With detachable Coupe top 455

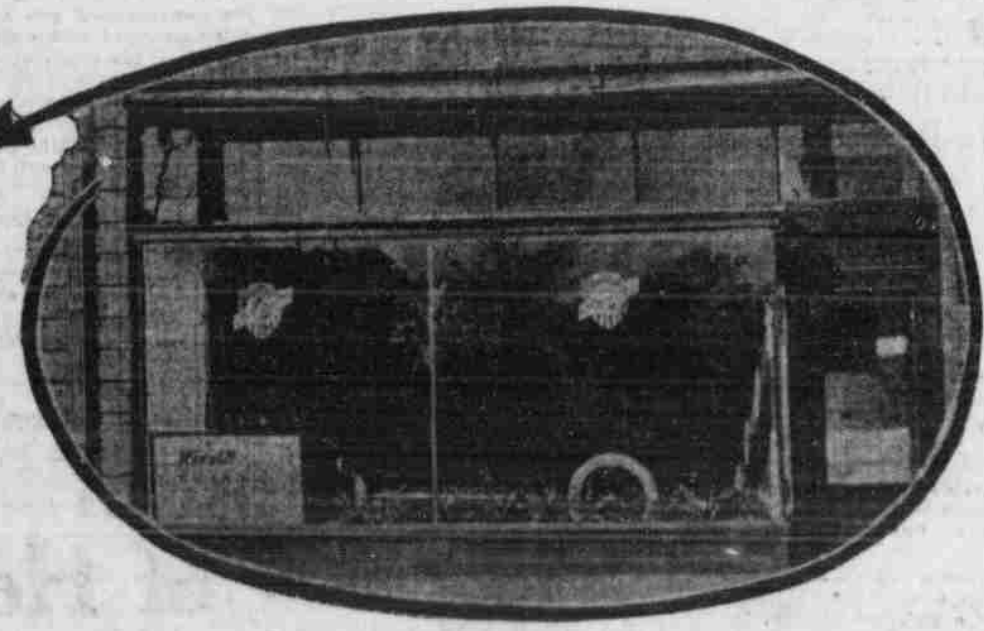
Delivery Car \$395  
 "Six" Roadster 785



Saxon Roadster, \$895.  
 "Six" Touring Car \$785  
 With detachable Limousine top 935

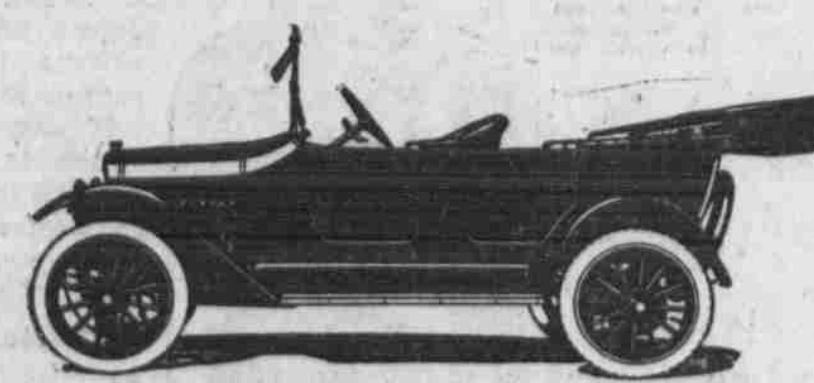
# Noyes-Killy Motor Co., Distributors

2066 Farnam Street We Have an Attractive Dealer's Proposition. Phone Douglas 3646



## The "Big Three"

- 1—The Maxwell. The world's most popular car—at a popular price.
- 2—The Busiest Spot in Omaha. The Omaha salesroom of the Maxwell.
- 3—C. W. Francis—Known to all as the author of the slogan—



"BUY A MAXWELL—PAY AS YOU RIDE"

According to the Francis plan you can buy one of these famous sturdy, powerful family cars on payment of a special sum and pay the balance as you ride—on easy monthly payments. Hundreds of good Omahans have already taken advantage of this convenient method of car owning. There's no reason why you should not.

The Maxwell is not only easy to buy—according to the Francis plan, but it is economical to operate, the up-keep cost being fully 50 per cent less than on any other car selling at this price.

Price \$655 Electric Starter and Lighted  
**C. W. FRANCIS AUTO CO.**  
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**Willard**

**The Big Noise**

This idea of free battery inspection is making an awful hit with motor car owners. Better drive around and learn its advantages.

Nebraska Storage Battery Co.,  
 2208 Farnam St. Tel. Doug. 5102

Free inspection of any battery at any time