

**NIGHT TRIP IN A CADILLAC**

San Diego Man Pilots Car Up-Perilous Mountain Trail Despite Fitch Darkness.

**FIRST TRIP MADE AFTER DARK**

To save the life of a young man stricken with mountain pneumonia on Glacier Point in the Yosemite, J. A. McCadden of San Diego, Cal., drove his Cadillac Eight in the night over the dangerous mountain trail from Curry's camp to Glacier Point. Mrs. McCadden accompanied him. The midnight drive was made safely, and the sick man was taken down the mountain next day to a military camp. No motor car had ever before traversed the road after dark.

The altitude of Glacier Point is 7,300 feet, and the famous Balancing Rock rests on one of its pinnacles. D. H. Douglas of San Francisco climbed the peak and immediately became dangerously ill of mountain pneumonia. A telephone message was sent to Curry's Camp, and Mr. McCadden and his wife volunteered to make the trip to the point.

In spite of the fact that darkness had fallen, the start was made at once over a road that presents many perils for the stage coaches that travel it in day time. The road overhangs a steep wall which rises from the floor of the valley, having a gradient of 25 per cent in many places. In the twenty-eight miles there is a rise of 2,000 feet, and in numerous spots the trail was slippery from the melting snows in the mountains.

**DOES NOT CAUSE BLOWOUTS EXPANSION OF AIR IN TIRES**

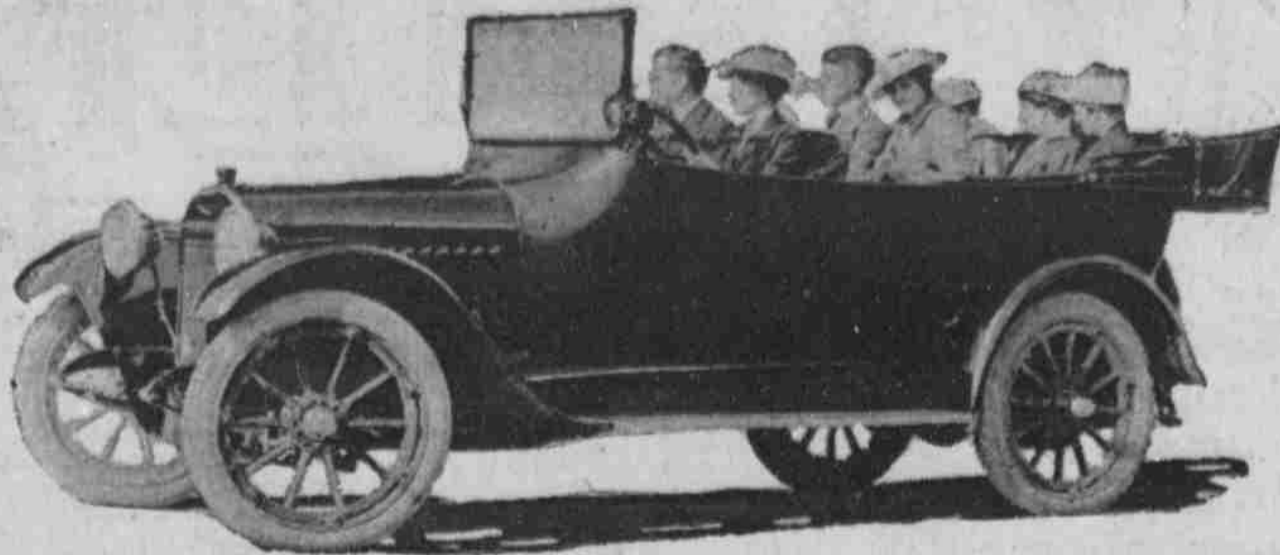
"One often hears the argument that heat causes expansion of the air in a tire sufficient to produce a blow-out," says P. W. Litchfield, factory manager for the Goodyear Tire and Rubber Company. "Many motorists thus excuse their habit of running tires under-inflated."

"Even experienced garage men advise that tires be run at fifteen to twenty pounds lower pressure in hot weather. We have to admit, of course, that heat does expand air and raises the pressure in a tire, but in its practical effect the rise in temperature is insufficient to cause even the slightest danger."

**CLARENCE EARL GOES WITH WILLYS-OVERLAND COMPANY**

Clarence A. Earl, one of the foremost figures in the New England manufacturing field, is to become a vice president and director of the Willys-Overland company, Toledo, O. The arrangement is another of the steps taken by President John N. Willys to give the company the benefit of an official personnel that represents the highest type of executive and managerial ability that is to be obtained.

**New Chalmers Six for Seven People**



**Apperson Brothers Lay Stress Upon Responsibility**

"The ultimate worth of a motor car is due in no small measure to the care with which the workman does his work is the belief of Elmer Apperson, president of Apperson Brothers' Automobile company.

"Good workmanship," said Mr. Apperson, "is simply a matter of—first, training, second, responsibility. We, at the Apperson plants, lay a great deal of stress upon the latter and we believe that our men will work with us if our trust in them is simply brought home to them."

"To this end we have posted conspicuously in every department of our plants the following creed: Remember, men, you have the future of this company in your hands. The work you do—each operation, each task, each item—reflects on this factory and its future. And so, if you will do each task given you the best way you know how to do it, you will take genuine pleasure in your work, bring personal satisfaction to yourself and credit to this company. Do each thing as if you were doing it for yourself."

"Our men are all skilled artisans, for the most part trained in our plants. Many of them have been with me for years. We have always made quality the first consideration in building Apperson cars and we believe we can maintain our high standards only by taking our men into our confidence and making them realize our dependence upon their responsibility."

Mr. Apperson, it is asserted, is in a position to know whereof he speaks, for there is not a machine in his factories with which he is not perfectly familiar and capable of operating. Supplementing the placards in the shop the men are receiving weekly signed communications from Elmer Apperson, designed to further the spirit of co-operation between factory and workmen.

**Good for Sick Headache.** Constipation causes sick headache and Dr. King's New Life Pills will cure it. Take a dose tonight. See All druggists.—Advertisement.

**Auto User is His Own Engineer in This Advanced Age**

"Just as the basic problem of the automobile is the elimination of vibration, the problem of the sales manager has become the elimination of sales resistance," says W. C. Teasdale, president of the Pathfinder company.

"People have studied the motor car, with their feet on the pedals and the wheel in their hands. They know first-hand more about motor cars than the engineers themselves knew ten years ago. It is absolute folly to make people buy a motor car these days simply because some engineer says it is correct. In America John Smith, Bill Perkins and Sam Stevens are their own engineers these days—up to a certain point. Public opinion makes and breaks motor builders as surely as it makes and breaks merchants, politicians and public service corporations."

"There was a time when the user took what the dealer said was good for him. But no intelligent man can drive a car for a season without acquiring ideas of his own about it. And the composite ideas users acquire eventually constitute public opinion."

"What is to be the cylinder construction on the stylized car of tomorrow?" "Everybody is asking this question now."

"The answer is not with the engineers—it is with the public."

"The public likes sixes better than the fours—that is not questioned."

"Sixes are smoother. People like to drive them better."

**Stream Lines of Dodge Car First Modeled in Clay**

Comment on the beautiful lines of the new Dodge Brothers' roadster has brought forth the information that this latest model of the big Detroit concern, was first modeled in clay, after which patterns were made for the regulation steel bodies.

In order to obtain the true-stream line design, Dodge Brothers' engineers adopted the architect and sculptor's device of first making a model. Every harsh line was carefully eliminated in the clay model and when the company officials finally placed their O. K. on the clay body, the rest was easy.

Beyond its mere exterior, Dodge Brothers' new roadster model is designed for purposes of utility. Useless wooden frame work was discarded in the construction of the car in favor of an all-steel body. Lightness, combined with great strength has thus been obtained, as well as far greater baggage carrying capacity.

Enough baggage for two for a trans-continental tour can be easily carried in the roomy compartment at the rear of the car. This compartment, of course, is proving equally useful to the city salesmen who are compelled to carry samples on their daily rounds. The absence of the tonneau affords room for a relaxed position for the two passengers, and the seat is of comfortable width for two people. The complete car weighs just 2,100 pounds.

A "For Sale" ad will turn second-hand furniture into cash.

**DODGE BROTHERS ROADSTER**

A roadster designed to be all that a roadster should be.

A car capable of carrying two people in continuous comfort.

You can see, better than we can tell, how beautiful it is.

Modeled in clay, when it was first conceived, it was re-modeled, again and again, till the last harsh line was eliminated.

The body is built of steel, with the usual useless framework entirely eliminated.

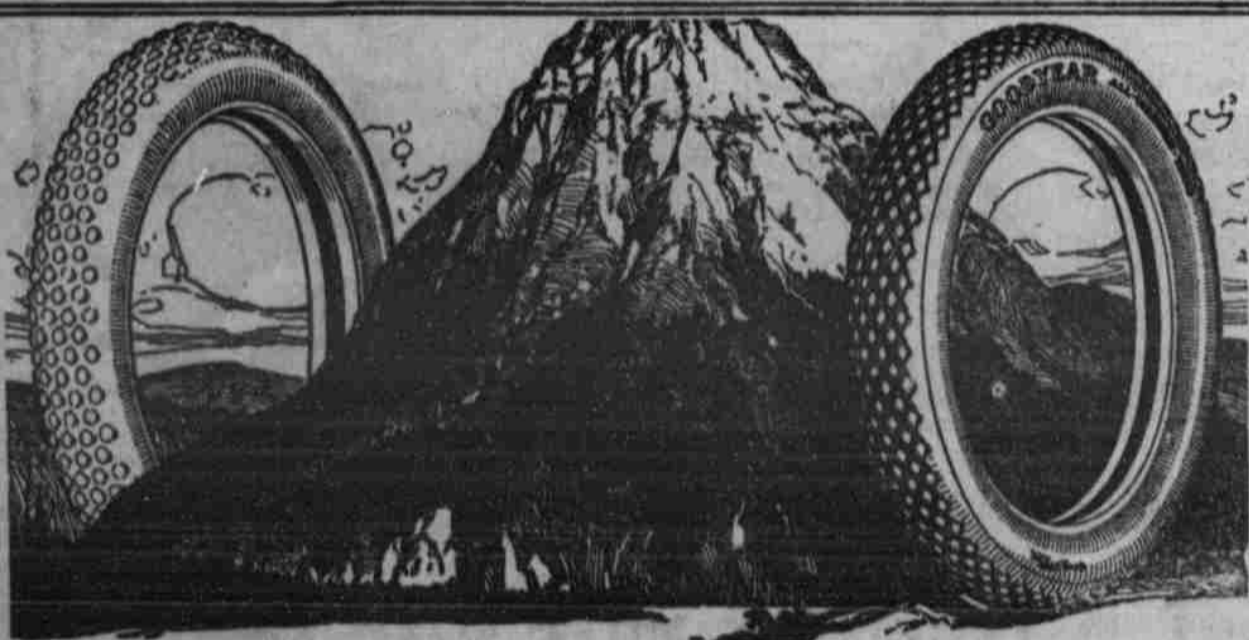
As a result there is extraordinary storage space at the rear—more than sufficient for all the luggage two might take on a long tour.

A light car, with all the advantage which that lightness adds to the powerful motor—but a stout, staunch, strong car, and a steady one as well.

**DODGE BROTHERS, DETROIT**

The price of the car complete is \$785 f.o.b. Detroit

**Murphy-O'Brien Auto Co.**  
Farnam at Nineteenth Street,  
OMAHA, NEBRASKA  
Dug. Bowie, Mgr.



**Fairly Good Tires vs. Extra Good Tires**  
**A Mountain Lies Between Them**

These are the facts which we want to impress on you.

Any "fairly good" tire lacks at least five features found in Goodyears only. Either we control these features, or we alone are willing to pay their extra cost.

You can't see that they are lacking, but you ought to know it. For they combat, in the best ways known, these six major troubles:

- Rim-Cutting
- Loose Treads
- Punctures
- Blowouts
- Insecurity
- Skidding

**Cost \$1,635,000**

These features, plus other extras not commonly employed, cost us this year \$1,635,000.

This year's improvements alone, in added rubber and added size, will cost us \$500,000.

In addition to all these, it costs us \$1,000,000 on this year's output to make our All-Weather tread double-thick. That is, over the cost of a regular tread made rough, like the usual anti-skid.

We pay that price over

"fairly good" tires to make Goodyears extra good.

**The Cost to You**

The yearly difference in upkeep should average from \$50 to \$100 per car. It differs with tire sizes. And mishap and misuse will affect it. But the average saving mounts into millions of dollars to the users of Goodyear tires.

That's why we pay the price.

Yet note how Goodyear prices have come down and down. This year's reduction will save Goodyear users some \$5,000,000. And our three reductions in two years total 45 per cent.

Those are the reasons why Goodyears rule Tiredom. They have outsold any other tire for years. They are gaining new users this year faster than ever before in our history.

They are going to win you. They deserve to. And they are bound to hold you as a Goodyear user so long as you run a car. Let them show you their supremacy.



**Apperson Six**  
**The American Beauty Car**

The new Apperson Light Six is destined to be the predominant Six of the year. It has created new standards of motor car beauty—it has set a new measure of mechanical excellence—it is, in its completeness, a new criterion of value for the money.

*Five-Passenger Six, \$1,485*      *Seven-Passenger Six, \$1,550*  
*Four-Passenger Roadster, \$1,550*

THE Apperson six-cylinder car towers above other sixes because it is deserving of its high station. It is separated from the common variety just as the American Beauty Rose is separated from the garden rose.

Apperson Six has not only quality, but distinction and individuality, and is offered with a feeling that the car will meet with the unqualified indorsement of those who appreciate the highest type of six-cylinder construction.

The Apperson Six will not appeal to the prospective purchaser who believes that he is able to purchase a car for less money and still secure the mechanical dependability and beauty found in this car.

The Apperson is a quality automobile. It was not built to meet a price. It was built almost in its entirety in the Apperson

shops. And what shops in America are known for a higher order of efficiency, accuracy and mechanical knowledge?

The Six chassis has been further developed and is offered for 1916 with several distinctive improvements. The motor, which gave universal satisfaction, has been improved with some minor changes, making it a perfect motor unit. The gasoline tank is placed at the rear and a vacuum feed system is used; the body is new and is made with deep, back-fitting seats and is luxuriously upholstered. This car is especially suitable for those desiring a smart "thoroughly seasoned" six-cylinder car; for it is high grade throughout and is offered at a price which is in keeping with the quality incorporated.

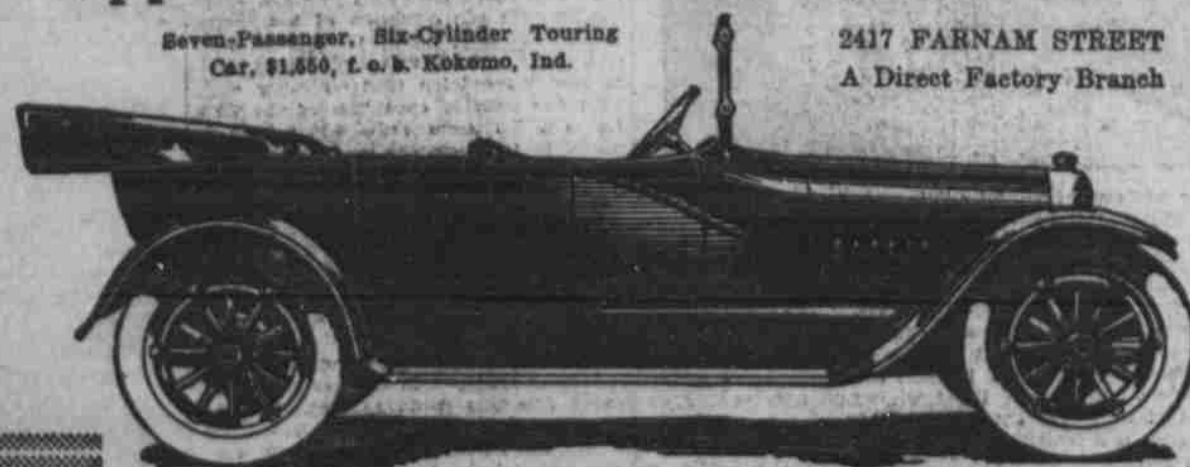
See this car; ride in it, and ask us about the NEW Four-Passenger Roadster.

Apperson Bros. Automobile Co., Kokomo, Indiana

**Apperson Motor Company of Omaha**

Seven-Passenger, Six-Cylinder Touring Car, \$1,550, f.o.b. Kokomo, Ind.

2417 FARNAM STREET  
A Direct Factory Branch



**Everybody reads Bee want ads**