

ENGINEER MUST BE PROPHET

Automobile Designs Must Anticipate Changes of Taste.

HEASLET ONE GOOD GUESSER

Studebaker Engineer Concocts Idea of Light Six and His Design Led Trend Toward Car Now Accepted Type.

To design a car which will always be ahead of the times, yet to avoid getting so far ahead as to lose touch with the market compass part of an automobile engineer's duties, as recently defined by a sales executive.

Automobile styles change. And the engineer who provides his concern with a really advanced design which is acceptable to the public must be animated by a high degree of foresight, as well as drafting skill.

The change which has taken place in the last two years among cars priced around \$2,000 and the active part taken in this change by Chief Engineer Heaslet of the Studebaker corporation comprise an excellent illustration.

Two years ago, four-cylinder cars, large and small, virtually monopolized the market at all prices below \$2,000. Existing "sixes" were large and unwieldy—costly to buy and to maintain. Mr. Heaslet had, after several years of experiment, determined that six-cylinder flexibility and smoothness could be manufactured into a car of popular price. He incorporated his ideas into the Studebaker "Six"—a car which at once cut 1,000 pounds off "Six" weight, and \$1,000 off "Six" price; a car whose sales equaled, in its first year, that of all other "Sixes" combined.

Foundation for New Car.

In its original form, this car rang the death knell of the heavy, high-priced "Four" which has since passed entirely from the scene. It also laid the foundation for an entirely new type of car, destined to play an important part in motoring history.

Of course, Studebaker has made the most of the early prestige, thus gained in the light "Six" field. The original model, much improved in electrical equipment, and equipped with a full floating axle, was sold in even greater numbers through the 1914 season. With even lighter weight, increased power, many refinements in detail and carrying an additional body style of five-passenger capacity, the present Heaslet-designed Studebaker "Six" continues still another step in advance. In price it remains lowest in its field. Increased production and manufacturing economies combining to place it on the market at \$1,385 for the five-passenger style, and \$1,460 for the seven.

An unusual feature of Mr. Heaslet's work on this car is the fact that he not only designed it but also, in his capacity as vice president in charge of engineering and production, actually supervised its manufacture, ensuring that his designs were faithfully reproduced in the finished cars.

Mitchell Motor Car Makes a Run that Establishes Record

The Mitchell motor car has added another record to the long list that it has heretofore held and a telegram received last night from Pittsburgh, Pa., sent to A. T. Stewart, manager of the Omaha Mitchell Motor Car company, tells the story.

At 12:30 o'clock yesterday the Mitchell car that started out from Pittsburgh on the 7,500-mile thirty-day reliability car test pulled up in front of the Pittsburgh Public Service station in perfect condition, with the bonnet seals unbroken, thus establishing a record. The speedometer showed that the car had traveled 7,534 miles. The car, as well as the seals were pronounced intact by the field inspector, Chief of Police Noble, his assistant, Mr. Mathew, Chief of Police Blatley and two members of the commission.

Out many miles west of Pittsburgh the car was met by a procession of twenty-five Mitchell machines, carrying officers of the Mitchell-Lewis automobile company, the William Hasley Motor company, the newspaper men of the city, automobile and car men. On the road the car that was just finishing the remarkable tour was given a tremendous ovation and another when it pulled up in front of the city building, where it was shown that the machine had substantiated every claim made by Engineer John T. Haines, who proved that the bonnet seals had not been broken on the trip.

Engineer Bates told the crowd that at the end of the trip the engine was running better and more smoothly than on the day the machine left the factory.

When the Mitchell car arrived in Pittsburgh, the downtown streets over which it passed were blocked thirty minutes by the enthusiastic people, the reception being described as a "regular blaze of glory." Drivers Hasley, Zerden and Barnett were cheered to the echo.

It so happened that a member of President Wilson's bodyguard was in Pittsburgh when the car arrived, and he immediately announced that after seeing what the light Mitchell 4 had done, tomorrow he would purchase for the president's own use a Mitchell 4.

The car that made the wonderful trip in record time and without having the seals broken will be a feature of the Pittsburgh automobile show, occupying the Mitchell booth.

KISSELKARS STAND FOR ALL THAT IS BEST IN CARS

"Kisselkars have always stood for all that was high class in motor car construction. With materials of the finest grade, made by workmen of the highest skill, modeled in excellent taste, with every comfort and convenience in equipment that money could afford, the Kissel Motor Car company has never departed from its original rule of furnishing in the Kisselcar the best automobile that could possibly be turned out for the money," says H. R. Noyes.

"The new job of the new 'W' four is the entire line in the production of automobiles, production and manufacturing economies. Such a car was an im-

LOCAL MANAGER FOR THE GRANT AUTOMOBILE.



W. T. WILSON

J. T. Adams of Findlay, O., assistant sales manager of the Grant Motor company, is in Omaha and seems well pleased to have placed their line with Mr. W. T. Wilson. Mr. Wilson is an old-timer in the auto business and was on the "Road" up to a year ago. At that time he sold out with the intention of leaving Nebraska. He has traveled extensively for the last year and has decided to go back into the automobile business in this city. All Mr. Wilson had to say was that Nebraska has the five stars that illuminate the avenues to prosperity—corn, wheat, hogs, beef and alfalfa. W. T. Wilson is now located at 1910 Farnam street.

bility four years ago, even a year ago such a car could not have been produced for the money. Improved facilities and increased production have made it possible to deliver this remarkable value."

Motorcycle Notes.

Three employees of the Ford Automobile company of Detroit, J. O'Donnell, A. Michael and Irvin Bertram, are making a motorcycle trip through the east.

Entries for the annual Grand Prize 500-mile motorcycle race to be held at Savannah, Ga., on Thanksgiving Day, will close on November 15.

Since the first of January there has been an increase of 1,088 motorcycles registered in Massachusetts over the corresponding period of last year.

Al Stratton, who won the recent century motorcycle event at the Milwaukee State Fair park, used the entire 100 miles without a tire change or even a stop for fuel.

EIGHT CYLINDERS ATTRACT

American Engineers Investigate European Eight Models.

CADILLAC THE INCENTIVE

Appearance of Eight-Cylinder Machine on American Market Arouses Curiosity as to Performance.

That American manufacturers of motor cars have been paying close attention to the performance of eight-cylinder cars in Europe, and that this interest has been intensified since the announcement of the eight-cylinder Cadillac, is stated in a recent issue of one of the leading automobile publications.

This periodical says that during the last six months the demand from Detroit motor car makers for European experimental-high efficiency cars has indicated that considerable study is being applied to this important subject, while orders from the same place since the new Cadillac has been revealed threaten to deplete the available stock of eight-cylinder cars, which had already been decreased by the European war.

This statement occurs in the course of a long article by a prominent engineer on the advantages of the eight-cylinder motor for automobiles. The author states that, excepting the small four-cylinder engine for low-powered cars, the eight will be the ultimate type of automobile motor. He bases this belief on the superior flexibility, thermal efficiency, power per pound of motor weight, and durability of the eight. He cites, as proof that this type is most durable, the fact that after 22,000 miles of service, an eight-cylinder motor showed all wearing surfaces in good condition, with but slight wear on the cam and valve mechanism.

Engine Stands Up.

It is asserted that the action of this engine and its condition after hard use are good arguments for the adoption of the eight-cylinder design. It had seen three years of service, and the author, who is an engineer, and who inspected the torn-down motor carefully, says its condition was as good as that of a standard American four-cylinder after only one season of similar service.

This engineer sums up the advantages of the eight-cylinder V-type engine by pointing out that it permits equal angular distribution of power impulses; its superior turning movement and more equalized torque permit a smaller engine to be used for the same work; it has a short, rigid, self-counterbalanced crankshaft and light reciprocating parts; it has immunity from critical or vibrating speeds, and it does not take more space or in-

Green for the Big Automobile Speedway

The automobile racing speedway, which will be built in East Omaha by a newly organized company of local men, under the direction of Jack Prince, was recognized by real estate men at Wednesday's meeting of the exchange, as a most promising advertiser for Omaha.

Green for the Big Automobile Speedway

W. H. Green pointed out that it is scarcely an overstatement to say that the city has not so much favorable publicity at such small expense, as through the national-wide press reports of speed records broken on an Omaha speedway. He cited the wide fame of Indianapolis and other cities, resulting from auto races. On motion of the exchange, Jack Prince has been invited to be the guest of the real estate men at next Wednesday's meeting of the exchange, when he will outline the speedway project to them.

NEW EIGHT CYLINDER CADILLAC EXCITES WONDER

Remarkable occurrences are being reported from the cities which are receiving their first allotment of the eight-cylinder Cadillac cars.

These reports agree in one conclusion, to wit: That never since the advent of the first motor car has there been such an outpouring of people to inspect an automobile.

In Cleveland more than a thousand inquirers visited the Cadillac show rooms the day the car arrived. Every succeeding day has witnessed an attendance and an intensity of interest unprecedented in that city.

Chicagoans turned out in such numbers that traffic was generalized in the vicinity of the Cadillac show rooms, and blue coats finally found it necessary to take charge of the crowds in front of the doors.

In New York, similar scenes were enacted, the show rooms being crowded to their capacity for several days in succession. Two days of continuous rain merely reduced the crowd to proportions extraordinary for an automobile sales room.

There is not the slightest doubt that the interest in the eight-cylinder Cadillac is nation-wide and that "spirits from other cities to which the car has been shipped will equal and probably surpass those already received."

Croup and Cough Remedy.
Dr. King's New Discovery gives almost instant relief. First dose helps. Best remedy for coughs, colds and lung troubles. 50 cents and \$1.00. All druggists. Advertisement.

INVADING RESIDENT DISTRICT

Auto Filling Stations Are Becoming Numerous Out Around Homes.

Views as to Desirability

Dealers Generally Assert that Building Now Going Up Are Not Undesirable as a General Rule.

Invasion of the residence districts by auto filling stations is causing comment among real estate men. Practically all of them agree so far as their business is concerned, the filling stations are assets, rather than disadvantages to a neighborhood.

Vacant lots, which previously have harbored weeds, tin cans and groups of "For Sale" signs, have been improved, with handsome office booths, cement or cinder driveways and grass sodding, with the opening of the filling stations in residence neighborhoods, says one real estate man.

"The stations, with such improvements and with bright lights at night, attract much attention from passersby and serve to emphasize the neighborhoods as good locations. I expect that any property for sale nearby will get more consideration from prospective buyers, than before the filling station was put in."

Another agent, who does not want his name used, declares that from a standpoint of civic beauty, a filling station on a lot is much better than the same lot unimproved.

A canvass of a number of real estate men indicates that they approve of the policy of the oil companies, in making the stations attractive in appearance.

One of the stations, in the West Farnam district, is said to have a five-year lease on its location, with an option for five years more. The other stations are also secure in their present locations for a term of years, or else have bought the sites outright.

Four Houses Sold.
Four houses were sold by the Vogel Realty agency last week as follows: Arthur Morales, six-room cottage, 2603 Pratt street; Hannah M. Goodrich, nine-room house, 2534 Caldwell street; F. L. Barnett, seven-room house, 1649 North Twenty-second street; Elder McCunn, five-room cottage, 477 Franklin street.

Sell Box Factory Site.
Yesterday Norris & Norris completed a truckage deal for the old box factory site at Tenth and Seward, with a frontage on Tenth street of 150 feet by 150 on Seward street. They will put in a supply of lumber and building material.

See Want Ads Are the Best Business Boosters.

Headley Asserts Omahans Fortunate

Enthusiasm over conditions in Omaha and Nebraska, as compared with those elsewhere, marked the informal address of M. O. Headley at last week's regular meeting and luncheon of the Real Estate exchange at the Commercial club. He was formerly a member of the Kloke-Headley Real Estate company here, and has recently returned to enter business in Omaha, after an absence spent in Portland, Ore. This city looks mighty good to him, he asserted.

Headley asserted that Omahans and Nebraskans are wonderfully fortunate to be living at this time in a part of the country where war influences and business uncertainty seem to have such a comparatively small effect.



This institution is the only one in the central west with separate buildings situated in their own ample grounds, yet entirely distinct, and rendering it possible to classify cases. The one building being fitted for and devoted to the treatment of non-contagious and non-mental diseases, no others being admitted, the other Rest Cottage being designed for and devoted to the exclusive treatment of select mental cases requiring for a time watchful care and special nursing.

Grant Cars

ELECTRIC LIGHTED
ELECTRIC STARTED

Price \$530 Omaha

Dealers who want the agency of a small car, with all the latest improvements and the same easy riding qualities that you find in \$2,500.00 to \$3,000.00 cars should get in touch with us.

The Standard Small Car

Here is the most economical Automobile built. Giving the advantage of 30 miles to the gallon of gas, and embodies the highest qualities of materials and having such beautiful lines as to compel admiration wherever seen.

The Grant is standard throughout—56-inch tread—Four Cylinder Motor—Cone Clutch—Sliding Gear Transmission—Two Speeds Forward and One Reverse—Shaft Driven—Floating Rear Axle—Full Elliptic Springs, and is **FULLY EQUIPPED**

You can compete with any dealer with any car made in the United States if you have the agency for this car.

W. T. Wilson Automobile Co.

1910 Farnam Street, Omaha, Neb.
Write for territory and descriptive matter.



THE Airship escort to the Great Mitchell 7500 Mile World's Record Car as it entered Chicago, October 19th, 1914, completing over 6,000 miles of the run. Chief of Police Gleason has just inspected the seals and found them intact.

The World's Record Long Distance, Daily Run, Mitchell Sealed Bonnet Car Completed Its Long Run in Pittsburgh Friday, October 23rd, 1914

WHEN the stock Mitchell 1915 Light Four Reliability Run Car arrived in Pittsburgh Friday, Oct. 23rd, 1914, Automobile history was made.

A new World's long Distance and Daily Run Record was hung up for a Sealed Bonnet Four Cylinder car.

This beautiful light car had run 7500 miles or 250 miles per day for 30 consecutive days with sealed bonnet or hood. Think of it. Here's a light car—35 horsepower—four cylinder—high speed motor that since September 23rd, 1914 had gone from Chicago, Illinois to Portland, Maine—New York City, N. Y., Washington, D. C., Wheeling, W. Va., Pittsburgh, Pa., St. Louis, Mo., Kansas City, Mo., Omaha, Neb., Minneapolis, Minn., Milwaukee, Wis., Chicago and finally Pittsburgh.

Half the Continent had been circled in 30 days. In all 21 states were traversed. Desperate conditions of roads and weather had been encountered—Rains, Wash-outs, reconstructed roads—crushed stones—mountain declivities, hub-deep sand and sticky clays. At one stage 65 miles had to be made on low speed, and this marvelous engine did it without overheating in the least degree—the radiator was cool.

The progress of this World's Record Car resembled a tour of triumph—everywhere Mitchell enthusiasts—and there are some 35,000 owners of Mitchell Cars scattered over this country—Civil officials and Government officers welcomed its arrival and acclaimed its prodigious achievement. In Chicago an air ship escorted it around town.

When the car arrived in Pittsburgh it was inspected—the seals were found unbroken and the car revealed itself to be in superb condition.

A Stock Car

Now this is just an ordinary "Stock Car"—in no way different from Mitchell Cars on Exhibit in our dealers' Show rooms.

Mitchell-Lewis Motor Co. Racine, Wis. U.S.A.

MITCHELL MOTOR CO. OMAHA 2050 Farnam Street

THE MITCHELL LINE FOR 1915

- Mitchell Light Four—2 or 5 passengers—4 cylinders—35 h. p.—116 in. wheel base—34x4 tires.....\$1,250
- Mitchell Light Four—4 passengers—same as above.....\$1,300
- Mitchell Special Six—2 or 5 passengers—6 cylinders—50 h. p.—132 in. wheel base—36x4 tires.....\$1,895
- Mitchell Special Six—4 passengers—same above.....\$1,995
- Mitchell Six De Luxe—7 passengers—6 cylinders—144 in. wheel base—60 horse power—37x5 tires.....\$2,350

F. O. B. Racine

1915 **Mitchell** LIGHT FOUR \$1250



80 years of faithful service to the American public

If You Want to Save Money on Tires

A millionaire can afford to buy tires on a price basis—but the man who wants the utmost in tire value had better buy



MARATHON TIRES

Built to meet a demand—not competition. Marathon Tires are not made in a hurry. They are built slowly and carefully by hand and wrap cured.

Guaranteed for 5000 miles. The price is a little higher because it costs more to make Marathon Tires the way they are made. And nobody ever heard of a Marathon user who was disappointed. Angle non-skid and in smooth treads. All sizes—for all styles of rims.

Cheaper Tires are made—we know Better Tires—can't be

The Marathon Tire & Rubber Co. Cuyahoga Falls, O.

Akron Rubber and Supply Co., DISTRIBUTORS 2522 Farnam St. Phone Doug. 2366 Omaha, Neb.