

Gossip Along the Automobile Row

W. T. Wilson, the local Davis & Grant distributor, entertains his friends with the weather interferes with the selling of cars.

The National Motor Vehicle company of Indianapolis has just sent out advance information covering two new models, one a six-cylinder car to sell at \$1,500 and the other a twelve-cylinder model to sell at \$1,850.

The Noyes Automobile company are also featuring Firestone tires. They inaugurated this plan about April 1 and their business has been very good.

Mr. Noyes returned check full of enthusiasm over this proposition and states that additional cars will be sold as fast as necessary to give prompt service anywhere within a radius of fifteen miles of Omaha.

Carl Changstrom of the Standard Motor Car company, local distributor for the Allen car, believes that he could get along just as well without a salesroom by using the loading platforms of the local freight depot.

One of the famous National racing cars, known as No. 8 and owned by the Tracy Bros., is now being put in condition for the Sioux City and Omaha race meets next month by Harry Parkey, who will drive it.

E. M. Reynolds, the local Sphinx distributor, has taken the salesroom at 215 Farnam and is having it remodeled. While he is not making any definite announcement as yet, he has gone so far as to say that for the 1916 season he will handle a six as well as an eight-cylinder car, and that the prices on both will be under the \$1,000 mark.

The bad weather of the last week has at least been very helpful to the tire repair business, according to Mr. Nygaard of the Omaha Tire Repair company. Since car owners cannot use their cars for pleasure during the rainy weather, they devote more time to putting their tires in condition for the good days that are coming and the result is that all of the tire repair men are working full capacity.

Guy Smith was probably the happiest man along automobile row last Thursday while he was busy unloading seven cars of the Hudson—makers of four cylinder cars and heavy sixes said, "Shun the Light Six. It is not safe." They said it would not stand up and that it was impractical.

Yet some of those who were most critical are today invading the Light Six cylinder field. There are now 31 makers in this class with cars listing at \$1,600 and under.

Practically every maker of a Six bought a sample Hudson. Now you are told: "This car is similar to the Hudson." "We use motors like the Hudson." "Our car is as good as the Hudson."

But will you risk your money on such a car? Isn't the dealer taking the car that 15,000 cars prove is a success.

You get that only when you get a Hudson. Even if the dealer says he has a hundred or two less than the Hudson—think what it means if the car is not as good!

The insurance feature should be considered. And what about service? Hudson being the first and 12,000 cars having been sold, Hudson got the best dealers.

There are dealers who know what the Hudson will do. They have prospered with the Hudson. That organization—vast and strong—

Now Just One Word About Prompt Action

1524 Hudsons were sold in March. There were only three Hudsons, on the average, left for each Hudson dealer.

That completes production of this model. Last year thousands waited from April till August for Hudsons. And on August first there were still 4000 unfiled orders.

If you delay you cannot buy a Hudson. The supply won't last.

But bright, happy spring days are making a brisk demand for Hudsons.

2563-67 Farnam St., Guy L. Smith.

How Far Will You Risk Your Money?

Will You Pay for the Manufacturer's Experiment of a New Motor Car?

That question confronts you today. The penalty of success is imitation.

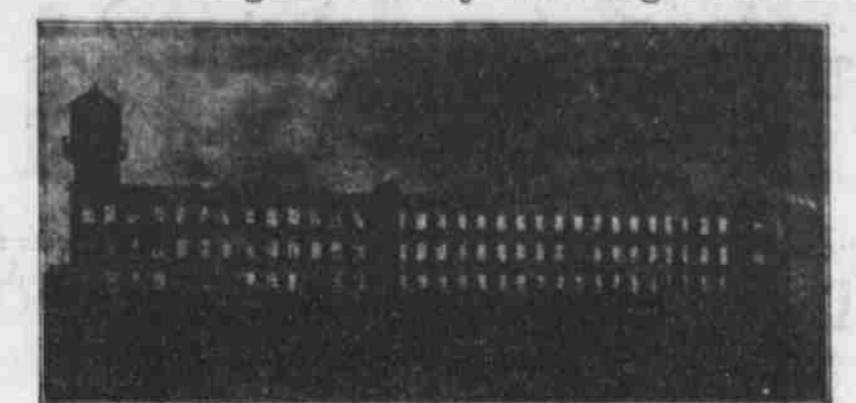
One year ago there was but one Light Weight Six—the Hudson—makers of four cylinder cars and heavy sixes said, "Shun the Light Six. It is not safe."

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Stearns-Knight Factory Working Overtime



The above picture of the Stearns-Knight factory was taken as the night foreman took charge of the plant without any interruption to the day's work.

Mr. McIntyre, the local distributor, states that his factory has been working twenty-four hours a day for some time and the prospects are that this condition will continue indefinitely.

company, who have recently inaugurated a free tire service in Omaha, has just returned from a trip to Kansas City.

While there he visited the Gustin-Bacon Manufacturing company, who are conducting a tire service of this kind. They are now operating eight service cars and a fleet of motorcycles and are averaging nearly 100 calls per day.

The Gustin-Bacon company attribute their success largely to the service of Firestone tires which they are featuring.

The Master Sales company has opened a new salesroom and laboratory at 205-20 Farnam street and installed the most modern machinery used in winding coils and armatures, as well as instruments for recalibrating ammeters and voltmeters.

While this company is engaged in jobbing all kinds of electrical supplies for motor cars their laboratory is especially equipped for repairing and rebuilding electric starting, lighting and ignition systems of all kinds.

The work is in charge of John Parkhurst, who is a past master at things electrical, and motorists who inspect this new plant will find it very interesting as it is the first of its kind here.

The Master car is also handled on a very large scale. Dick Stewart of the Mitchell Motor company is very optimistic over the outlook for business as quickly as the rain lets up for a few days.

in talking of the comparative value of automobiles during the last two years, Mr. Stewart said: "It is strange, but nevertheless a fact, that our Mitchell line today at several hundred dollars less price than several years ago, is a much better built car. This is due to the fact that better steels are available today at much lower cost to the manufacturer than they were several years ago."

When the use of the very highest grade steels and other materials was restricted almost exclusively to the builders of high-priced cars, the manufacturers have also learned that through the use of the higher-grade metals that the weight of their cars can be materially reduced without impairing the service or endurance of the cars.

In fact this construction has a tendency to lengthen the life of all motor cars.

The Fred C. Huffman Automobile company has just received an eight-cylinder Detroit unit power plant which they are exhibiting in their salesroom.

This motor is not specially built for exhibition purposes, but is a standard stock motor and its object is to give those who are interested in eight-cylinder cars an opportunity to pass judgment on it where all parts are accessible.

While the motor only arrived Friday afternoon, it has already attracted large crowds and it will probably be necessary to continue the exhibition for the next ten days.

There is no part that cannot be subjected to the closest examination, and in this fact it is evident that the manufacturer has thoroughly perfected every detail before adopting this type of motor.

While the experimental work has been going on for the last two years, it was not adopted by the Briggs-Detroit company until last January and was announced simultaneously with several other of the new type motors.

No Luncheon Monday.—No luncheon will be served Monday at the Commercial club. This being Memorial day and a legal holiday, the club will give this recognition.

New Era of Motor Design is Here

Several years ago, to get more power, the rule was to use more cubic inches of piston displacement, but it has seemed less necessary each succeeding year to do this.

Cubic space within the cylinders is no longer the sole criterion of the horse power that can be developed by a gasoline motor.

The new method is to increase the speed of the motor. If 1,000 revolutions of the crank shaft per minute was once the most effective speed, it may be that today the most effective speed is from two to three times the former speed.

This accounts for the possibility of getting greater speed out of a motor of 60 cubic inch displacement than was once possible to obtain from one twice that size.

The ability of a motor to consume an explosive mixture composed of gasoline vapor and air is the best indication of the horse power of such a motor.

It is the explosive mixture that generates the power, matters of engineering design, of course, being prime considerations.

Body design has been a factor in bringing the speed of the 36-inch motor up to and ahead of that of the 60-inch type. Wind resistance is a tremendous factor when speeds approaching 100 miles an hour are obtained.

In some racing cars it takes over ninety horse power to overcome the wind resistance at such speeds and less than ten horse power to propel the car.

The fronts of the cars now are so designed as to cut down the front area, but it is also very important to have the rear end equally carefully planned.

Study the lines of a fish and you will find that the tail is more tapered than the head, yet without doubt the body of the fish is fashioned to give the maximum speed.

Higher crankshaft speeds are being obtained in the motors today in various ways. To begin with, the pistons are smaller. This means less weight and it is possible to run them at higher speeds.

Bearings have been improved so that higher speeds are possible. Lubrication has been improved and these improvements have made it possible to operate at higher speeds.

The circulation of cooling water has been bettered, so that in short, the 30-cubic inch motor of today is a considerably more potent power creator than its larger brothers of four or five years ago.

Thus, continued high motor speeds can be maintained for longer periods. The speeds possible with our 36-inch motor today are not all due directly to the motor; the improvements have been carried all through the chassis.

Today we have 30-inch motors in cars weighing less than 2,000 pounds, whereas four or five years ago we had 48-inch motors in cars weighing 2,800 pounds or more.

The reduction in weight has been accomplished by better materials, and better design of the many parts entering into the car. The reduction in weight has meant higher speeds with a given motor capacity.

The Indianapolis race will be more or less epoch-making in that it will be America's first great 200-inch race. Europe has had its races of small motors for several seasons, its 183-inch race two years ago being the real high-water mark in racing with small motors.

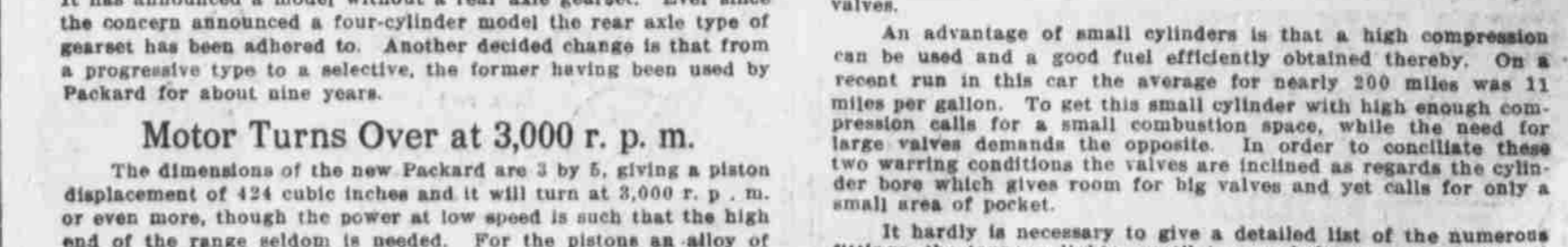
Highly developed chassis and bodies. Several American builders have tackled the problem this year in a commendable manner and the results of Indianapolis will be watched with particular interest.

Stop that Cough—Now. When you catch cold or begin to cough take Dr. Bell's Pine-Tar-Honey. It penetrates the throat and lungs. All drug-gists.—Advertisement.

Reproduced From MOTOR AGE May 27, 1915.

Packard Is World Innovation in Touring Car Production

Twin Six Has a 3 by 5 Motor—Rear Axle Gearset Discontinued.



PACKARD TWIN SIX UNIT POWER PLANT WHICH HAS A 3 BY 5 MOTOR, DISC CLUTCH AND THREE-SPEED GEARSET. THIS MARKS THE DEPARTURE OF THIS CONCERN FROM THE REAR AXLE GEARSET CONSTRUCTION WHICH IT HAS ADHERED TO FOR MANY YEARS. THE TWELVE CYLINDERS ARE IN BLOCKS OF SIX SET AT 60 DEGREES.

PARALLELING in importance the 500-mile race at Indianapolis, is the announcement just made by the Packard Motor Car Co. that it will market a twelve-cylinder model for 1916, leaving the former sizes to rest peacefully in the discard.

Packard's bold announcement is the first of its kind ever made in the world and it marks a decided step toward America's supremacy in the field of motor car engineering.

Twelves have been constructed before this, but never has a concern perfected such a motor so as to make it practical for use in regular stock models.

There have been many rumors concerning the Packard intentions for the coming year and a car with twelve cylinders has been anticipated in many quarters.

PACKARD TWELVE ATTRACTIONS

Cylinders set at 60 degrees. One camshaft with twenty-four cams. One carburetor in the V. Thermostat water control. Two wheelbase lengths, 125 and 135 inches. Side-by-side connecting rods. Delco ignition, Bijur starter. Unit power plant displaces former construction.

Compare this little piston weight with that in the Packard six-38. This car has a motor displacement of 414 cubic inches or only 10 less than the present model, but each piston weighs 4 pounds 2 ounces and the total reciprocating mass 5 pounds 3 ounces.

To appreciate this smoothness in combination with high power it is essential to ride in the car. All that one can say is that the twelve is an attempt to combine the advantages of six and eight and to simultaneously eliminate many of the disadvantages of both.

To what extent the attempt has succeeded is a matter for each man to decide for himself, but for large engines, a very short experience with the twelve on the road is sufficient to prove to the average motorist that there is much more in the system than anyone would have imagined.

The Packard motor has two block castings of six cylinders, each set on an aluminum crank-case at 60 degrees, so as to give the best torque which is obtained with even intervals between the explosions.

The valves, operated by a single camshaft, are located between the cylinders in ordinary L-head fashion, but they are remarkably accessible, because the narrowness of the 60 degree V motor allows the generator and starting motor and the other attachments to be mounted alongside the engine just as in an ordinary four.

This clears the valves of all obstruction and the carburetor is placed high enough to be ideal for accessibility in itself and quite out of the way of the valves.

ORR MOTOR SALES COMPANY

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