Gossip Along the Automobile Row

W. T. Wilson, the local Davis & Grant distributor, entertains his friends with his violin when 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 $1,690, and the other a twelve-cylinder model to sell at $1,990.

The Noyes Automobile company are also featuring Firestone tires. They inaugurated this plan about April 1 and their business has been rapidly increasing. Their tire repair plant in connection is one of the best equipped in the state and is in charge of competent repair men.

Mr. Noyes returned chock full of enthusiasm over this proposition and states that additional service cars will be added just as fast as necessary to give patrons instant service anywhere within a radius of fifteen miles of Omaha. He was accompanied to Kansas City by F. C. Rudisill, local manager of the Firestone Tire and Rubber company.

Many of the local dealers are taking advantage of the bad weather of the last week by attending the races at Indianapolis. The Omaha delegation includes W. L. Huffman, Fred C. Huffman, Jack Traynor, George McVicker, L. R. Jamison, and no doubt a few others who waited until the eleventh hour.

The last week has brought out several startling announcements of prominent manufacturers regarding radical changes in their 1916 models over the 1915 product. Doubtless others of a similar nature will be announced in the near future, as a great many of the large producers of motor cars have thus far given no inkling of what they have in store for the new season.

Carl Changstrom of the Standard Motor Car company, local distributors for the Allen car, believes that he could get along just as well without a salesroom by using the unloading platforms of the local freight depots. Last week he received three carloads of Allen cars, which were driven off by dealers and owners without even a glimpse of their Omaha headquarters.

One of the famous National racing cars, known as No. 8 and owned by the Traynor Bros., is now being put in condition for the Sioux City and Omaha race meets next month by Harry Parkey, who will drive it. If this car and driver maintain their past record they will not only bring added fame to Omaha, but some substantial prize money as well.

E. M. Reynolds, the local Sphinx distributer, has taken the salesroom at 2106 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 carloads of Hudson cars. There were exactly thirty-four cars in this one shipment and Mr. Smith considers himself very fortunate in being able to secure this number of cars at a time when the big distributors all over the country are clamoring for cars. It only emphasizes the importance of Omaha as a distributing center.

Manager Bowie of the Murphy-O'Brien Auto company is anxiously awaiting favorable news from T. J. O'Brien and Bert Murphy, who have gone to the Paige and Dodge factories at Detroit in quest of more cars. The local salesroom has continued to look vacant for the last month, in spite of the fact that shipments have been rather heavy. The July sales together with the dealer's demands have been more than Mr. Bowie has been able to meet.

H. B. Noyes of the Noyes Automobile 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.

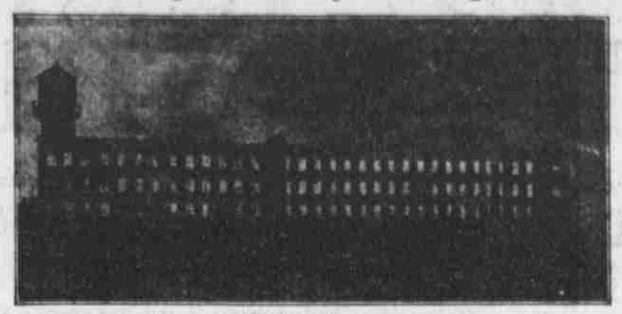
The Master Sales company has opened a new salesroom and laboratory at 2418-20 Farnam street and installed the most modern machinery used in winding coils and armatures, as well as instruments for recalibrating ammeters and voltmeters. While this company is engaged in jobbing all kinds of electrical supplies 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 carburetor 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 Detroiter 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-Detroiter company until last January and was announced simultaneously with several other of the new type motors.

No Luncheons 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.

Stearns-Knight Factory Working Overtime



The above picture of the Sterns-Knight factory was taken as the night force took charge of the plant without any interruption to the day's work. Mr. McIntyre, the local distributer, 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.

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 300 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 300-inch motor up to and ahead of that of the 600-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 300-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 300-inch motors today are not all due directly to the motor; the improvements have been carried all through the chassis. Today we have 300-inch motors in cars weighing less than 2,000 pounds, whereas four or five years ago we had 450-inch motors in cars weighing 3,800 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 300-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 and 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.