

## NEW I. H. C. TRUCKS ARE ON MARKET

Local Branch Has 1,000 and 1,500 Pound Delivery Trucks on Exhibit This Week.

### 2,000-POUND TRUCK OUT SOON

The International Harvester Company of America has added a new delivery truck to the line of International motor trucks—model E, of 1,500 pounds capacity. This is in addition to the model M, 1,000-pound truck.

Following the policy adopted by the International Harvester company with their other lines of machinery, these trucks have not been placed upon the market until they have passed the experimental stage, and have been found to be successful in every particular. The new model has many new changes, both from the standpoint of construction and appearance. One of the chief features is the sealed governor, which protects the governor of the truck against its abuse in the hands of reckless drivers. It also eliminates the possibility of speeding. The governor cuts down the gasoline supply when the truck reaches a certain speed.

The specifications of model E are as follows: Regular express body; inside dimensions, ninety inches long, forty-four inches wide, twelve inches deep, with sixing flare boards; capacity 1,500 pounds; 32-inch wheel base; I-head motor, equipped with sealed governor, twenty-horsepower, four-cycle, water-cooled, centrifugal pump, large vertical tube radiator and fan; crankshaft bearings babbit-lined; camshaft has phosphor bronze bearings. The crankshaft and connecting rods are high-grade steel, heat treated to give strength and endurance. Forced lubrication by means of a gear pump; double system of ignition, furnished by magneto and dry cells; chain drive; Hol-

ley, model H carburetor, 1 1/2-inch, with adjustable hot air supply, hand-control on steering wheel, also foot accelerator.

**Crankshaft Counter-Balanced.** Another feature which is a decided departure in the automobile industry is that the crankshaft is counter-balanced. Counter-balanced crankshafts have been accepted as mechanically correct and are used almost universally by the manufacturers of high speed steam engines.

The wheels are of the artillery type, 28-inch diameter outside tire, front wheel and rear with 2 1/2-inch E. A. E. standard, side flange, detachable tires. Each wheel is provided with two Timken roller bearings. An oiling plug eliminates the necessity of removing the wheel for oiling. Front axle I-beam type, carbon steel, heat treated. Rear axle is stock nickel steel, heat treated. Steering knuckle is nickel steel, heat treated. Front springs are half elliptic, 4 1/2 inches; rear springs full elliptic, 36 inches long by two inches wide, with an auxiliary cross spring 3 1/2 inches.

Right hand control, contracting hand brake on differential by foot pedal, internal expanding brakes on rear wheels operated by hand lever. Twelve-gallon gasoline tank.

The model "E" truck is furnished regularly with seat having divided folding, lazy-back, fenders, magneto, two gas headlights and Prest-O-Lite tank, three oil lamps, horn and tools. On special order the following can be furnished. Skid chains, glass windshield, storage battery, combined speedometer and odometer, cab top for seat or full length top and three-inch tires on rear wheels.

### KISSEL KAR MAKES LONG TOUR DURING THE WINTER

A Kissel Kar 48-six, equipped with a detachable sedan top, has just returned to Grand Rapids, Mich., after a 4,000-mile trip extending to Cheyenne, Wyo.; thence to Denver and Colorado Springs and back home over the Lincoln Highway. The owner of the car is John T. Bates of Grand Rapids.

## GOODYEAR HOPE REALIZED

S-V Truck Tire is Result of Eight Years of Research, Experiment and Tests.

### STAND UP UNDER HARD TRIALS

In its present campaign for the S-V tire, the Goodyear Tire and Rubber company's tire experts believe they have solved a problem that will help mightily in the development of the whole motor truck industry.

"Our offering is the result of eight years of research experiment and the hardest tests to which we could submit tires," says C. W. Martin, Jr., manager of the motor truck and tire department of the Goodyear Tire and Rubber company. "The story, to us in the heart of it is fascinating. To solve certain problems, Goodyear experimental experts have built twenty-nine different types of truck tires. In one type alone seventy-four different structures were built up and tried before we were satisfied as to the point we were interested in.

"All of our experiences have led to the present offering—the S-V truck tire for

heavy service. We have often tried them under every conceivable condition for a year and a half. Twenty-one hundred of these tires have been working, developing mileage and giving satisfaction in every part of the country. Now we are satisfied, and we offer it to the public.

#### Easily Applied.

"The S-V is a pressed on tire, and while it has the utmost security there is no tire more easily applied. There are no rights and lefts and it cannot be put on wrong. It is simplicity itself, weighs less because of the absence of loose parts and attachments—and best of all, it delivers the goods—giving greater mileage at lower cost than any tire we have ever seen. S-V tires keep the truck in commission, and our experience thus far makes it certain that they will have remarkable popularity and success."

### BEAUTY OF BODY LINES MARKS THE 1915 DESIGNS

One of the most distinguishing features of the cars that are being exhibited this year is the marked beauty of body lines. Aside from any striking colors the lines of the bodies will mark a new epoch in American automobile design.

## Farmers Manifest Interest in Eight-Cylinder Machines

"As over 75 per cent of our output is sold to farmers, we have been keenly interested in the attitude of farmer motor car buyers toward eight-cylinder motors," says Claude S. Briggs, president of the Briggs-Detroit company of Detroit, which recently announced a five-passenger "Eight" at \$1,250.

"Farmers are conservative when it comes to buying an automobile, and being well posted on mechanical matters, their approval or disapproval is a very vital factor in our business.

"Believing that perhaps the farmer would be slow to accept the 'Eight' we based our plans on a limited demand from farmer buyers and a big demand from city purchasers.

"We hit the nail on the head so far as the cities were concerned, but we made a bad guess on the farmer, who has taken to the 'Eight' with an entirely unlooked for enthusiasm, as shown by the results of the shows at New York and Chicago. "Most of the territory assigned by us

at these shows was to dealers whose business is mostly with farmers, and who, in the aggregate, would have placed orders with us for more than twice the number of 'Eights' we can build this season, had we allowed them to do so.

"Farmers have been quick to realize the advantages of the 'Eight,' especially for sections where heavy roads and bad hills prevail. The absence of vibration increases very materially the life of the working parts of the car, and where the automobile is subjected to hard service on account of bad roads or hills, this factor is most important."

Mr. Briggs states that quantity shipments of Detroitter "Eights" will begin in February.

## Haynes Discovers Alloy Like Steel

"A few years ago an alloy was discovered by Elwood Haynes, inventor of the gasoline automobile, which possesses unique and characteristic properties," states C. J. Corkhill, of the Nebraska-Haynes Auto Sales company, distributors in this territory for the Haynes. "In strength it stands close to steel, while in

its resistance to atmospheric influences and acids it resembles the so-called noble metals. This alloy was christened Stellite by Mr. Haynes—the name being derived from the latin word Stella, meaning a star—because the alloy when once polished always shines."

## Cadillac Equipped With Chain Treads

The Cadillac Motor Car company of Detroit, Mich., equips the rear wheels of every Cadillac with anti-skid tires. This is done to give Cadillac owners protection against skidding and economical tire service.

The Cadillac company has been famous in the automobile industry as a concern that tests every piece of equipment placed upon its car before adopting it. The fact that the "Chain Tread" tire is used as rear wheel equipment on the Cadillac is mute and incontrovertible testimony to the merits of "Chain Treads."

A retail shoe concern of Chicago has used a motorcycle in working out a novel advertising scheme. Mounted on the two-wheeler is a traveling showcase in which the latest models of shoes are displayed. The motorcycle is also used for practical delivery purposes.

## ONE ELECTRICAL AUTO EXPERT VERSUS FOUR FAIRLY GOOD MECHANICS

Everybody appreciates the demand for thoroughly trained Automobile Mechanics. Manufacturers are turning out more than 700,000 new cars this year that must be kept in running order. This means that thousands of new men each year must be trained for this work.

The demand for AMERICAN AUTO COLLEGE graduates is growing greater each year. We admit that many schools turn out four times as many students as we do. Our aim, however, is not to be the largest school, but to be the most thorough. For the best training there is no other quite as good as the

**AMERICAN AUTO COLLEGE**  
2053 Farnam St., Omaha, Neb.  
"Right on Automobile Row"

## Los Angeles-Phoenix Road Race

### Moving Pictures

to be shown at the

## Henshaw Cafe

Week commencing February 15th to 20th—from 6:30 to 8 p. m. and 10:30 to 12 p. m. every evening.

**POWELL SUPPLY COMPANY OMAHA**

"Puncture-Proof, Yet Pneumatic"

**LEE Tires**

are the only Pneumatic Tires carrying a definite printed guarantee against puncture.

Thousands of Enthusiastic Users in Omaha and Surrounding Territory

See These Tires at Our Store During the Show. Write Us for Descriptive Booklets and Prices.

Make Your Headquarters at Powell's During the Show

**POWELL SUPPLY COMPANY OMAHA**

# ANNOUNCING COLE 8

## It is a Standardized Eight Containing Every One of the Standard Cole Units

IT is the product of more than a year's exhaustive research and development on the part of the best eight-cylinder engineering brains in the automobile industry.

Weights less than 3,500 pounds with 126-inch wheel base and roomy comfort for seven people.

Northway unit power plant with 3 1/2-inch bore by 4 1/2-inch stroke, 346.4 cylinder displacement, all moving shafts enclosed.

A distinctly foreign type of full-flowing body design, with divided front seats, disappearing auxiliary seats, and beautiful rounded one-man top of pleasing design. Turkish upholstery of long grained, hand-buffed, genuine leather.

The very latest simplified Delco starting, ignition and lighting equipment built into the motor—now absolutely standard.

Latest type accessible Timken axle with extra large,

noiseless helical bevel gears and powerful, quiet brakes. Extra large driving shafts and bearings.

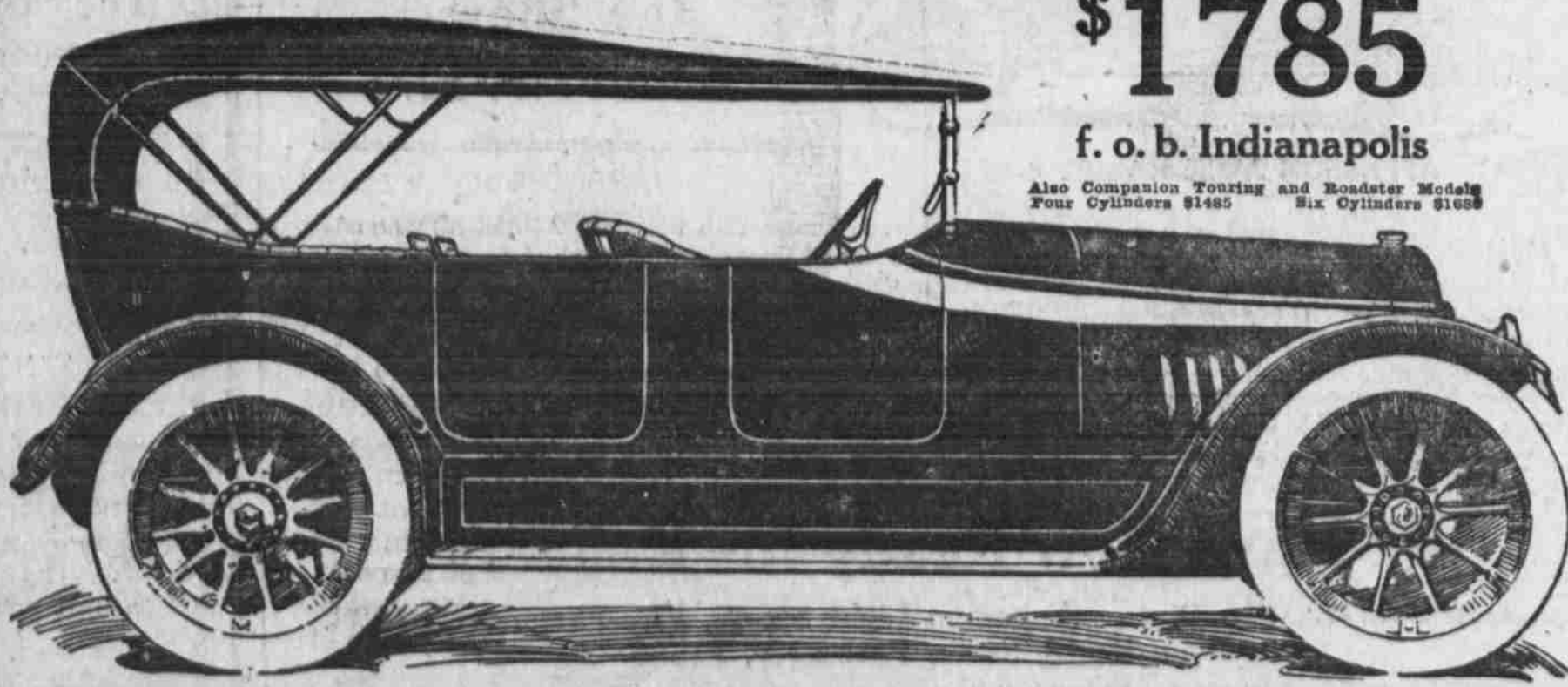
Detroit Steel Products self-lubricating springs in connection with the Cole new straight drive suspension, makes it hold the road quietly and comfortably.

The above Cole units are the product of America's greatest motor car specialists—the BEST. All the Engineering Boards of these specialists, with their immense factory organizations of world renown, have united with the Cole Board of Engineers to produce the Cole Eight. This combination of industrial and engineering brains has established a standard of dependability which is as vital to owners as to dealers nowadays.

**\$1785**

f. o. b. Indianapolis

Also Companion Touring and Roadster Models  
Four Cylinders \$1485 Six Cylinders \$1685



COLE MOTOR CAR COMPANY, INDIANAPOLIS, U. S. A.

Traynor Automobile Co., 2512-2514 Farnam Street, Omaha, Neb., Space 15—Territory available for Live Dealers.