

# AUTOMOBILES

### BELGIANS ARE STILL A FORCE

John N. Willys Says They Are Still to Be Reckoned With.

### WILL MAKE THEMSELVES FELT

Auto Manufacturer Was in France When War Was Declared and Witnessed Mobilization of French Troops.

The Belgian army is still a force to be considered in the European war, according to John N. Willys, president of the Willys-Overland company of Toledo, who arrived in New York aboard the White Star liner Olympic, last Saturday morning. Mr. Willys was in Paris shortly before the actual opening of hostilities, and witnessed the mobilization of French troops.

"One of our London representatives returned from Brussels shortly before we sailed from Liverpool," says Mr. Willys. "He stated that the conditions in Belgium were terrible and were rapidly growing worse. He was one of five guests who remained at the large Palace hotel, in Brussels, after the German invasion had started."

"Before he left the hotel was turned into a hospital and was greatly overcrowded with dying and wounded soldiers, both German and Belgian. He declared that the carnage was much more terrible than people who had not been on the field could imagine."

"Although the Belgians are at present massed at Antwerp, it is believed that as soon as the Germans start their southern and western march the Belgians will make themselves felt. Their war department purchased 200 Overland cars to be used in transporting their troops."

### Declares War Will Not Ultimately Be a Hindrance to Trade

M. J. Budlong, president of the Packard Motor company of New York, said in a recent interview that he was confident that the sale of high-grade American cars would suffer very little as a result of the European war.

"The war has naturally affected business in New York more than it has in the west, and the automobile industry has quite naturally suffered more heavily than commerce in staple necessities," said Mr. Budlong. "But that injury cannot be very great or permanent. Even now, with the war only a few weeks old, I notice evidence of much freer buying than prevailed with the opening of the struggle."

"The capacity of the United States for adjusting itself to intense situations will prevent business stagnation, now that the first great shock of Europe's terrible tragedy is over."

### FORTY CARS OF CRUDE RUBBER FOR GOODYEAR CO.

The largest quantity of high grade crude rubber ever received in New York, and then shipped in train load to any one firm, left New York Wednesday over the Baltimore & Ohio railroad, its destination being the factory of the Goodyear Tire and Rubber company at Akron, O. Forty cars were in the train, and before leaving Staten Island, where the train was made up, the cars were decorated with banners bearing the inscription: "Finest grade crude rubber, for the Goodyear Tire and Rubber company, Akron, O."

It was, incidentally, the largest single shipment of this kind ever handled by the Baltimore & Ohio, and panoramic photos of the train were made for the Goodyear and the railway, to commemorate the event.

The Minnehaha, sailing from London, which brought much of this crude rubber to America, carried the largest rubber cargo in the history of the industry.

The series of events marks the working out of the plan that enabled Goodyear to announce recently that there are "no war prices" on Goodyear tires. The company, by acting quickly when the war panic started, picked up through its men in London, the pick of the crude rubber supply in that market—at approximately June prices, and before other rubber buyers forced the price up.

### BOSTONIANS THINK HIGHWAY BENEFITS THIS STATE MOST

The Boston Evening News is of the opinion that the Lincoln Highway is to be of more benefit to Nebraska than to any other state through which it will pass. H. B. Waldron, Nebraska consul for the highway, has received a clipping from the Boston Evening News, giving the following from the question box:

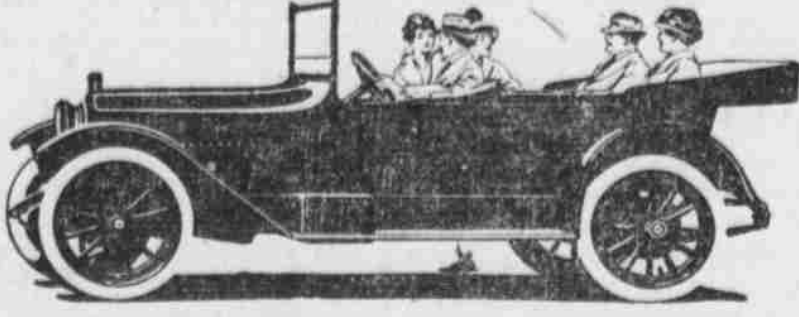
"Where does the Lincoln Highway start and end? What states does it pass through?" M. L. B. Ans.—The Highway is a proposed transcontinental road which will connect the Atlantic coast with the Pacific, being of more benefit to Nebraska than any other state. It begins just outside New York City and ends at Oakland, Cal., passing through the intervening states almost in a straight line.

Just how the editor of the Boston News figures out that the Lincoln Highway is of more benefit to Nebraska than any other state is not revealed.

A 100-mile motorcycle meet will be held at the Milwaukee State Fair grounds on October 4.

Three Triple Plays. In a recent inter-department baseball game, played between employees of the Studebaker corporation at Detroit plants, infielder Otto Moeck of the tool designing department made three unassisted triple plays—a performance believed to be a world's record.

### New Hupmobile Has Appeared



THE CADILLAC COMPANY OF OMAHA HAS BEEN APPOINTED AGENT FOR THIS SECTION OF THE COUNTRY FOR THE SALE OF THE HUPMOBILE.

### Johnny Robertson is Made City Sales Manager for Smith

John E. Robertson, formerly connected with the sales forces of the Ford Motor company and the Cartercar company, has been made city sales manager by Guy J. Smith, local agent for Hudson cars. Mr. Robertson is one of the most popular automobile men on the row and his large acquaintance reaches well out into all of the territory adjacent to Omaha as he has spent considerable of his time on the road. Robertson has taken up his new duties and can be heard almost any time talking of the estimable qualities of the Hudson sixes.

### Apperson Bros. Enter Popular Price Field—Add Two Cars to Line

Apperson Brothers Automobile company of Kokomo, have added to their line a light four and a light six cylinder model. Both cars will be produced in quantities and sold at popular prices. The building of these two models is an innovation for this company, for they have devoted years to the production of high-powered cars, and the new four and six are being manufactured in answer to a demand made by those who have desired an Apperson, but wanted a medium powered, popular priced car. The bodies of both new cars are of stream line design, and the many features for which Apperson cars have long been famous are incorporated in these models.

Like all Apperson cars, these two new models were designed by Elmer and Edgar Apperson. The price of the light four is \$1,785, with full equipment, and the four is \$1,685, fully equipped. The company builds in addition to these cars other fours and sixes, ranging in price from \$1,550 to \$2,350. In a three-mile race between a motor-cycle and an aeroplane, recently held at Portland, Ore., the two-wheeler came out winner.

### TESTS BALANCE OF MOTOR

Studebaker Dealer Mounts Machine on Four Sets of Scales

### FINDS WEIGHT ON EACH WHEEL

Rear Wheel Heavier in Empty Car, but Driver in Front Seat, Oil, Gas and Water Make Equilibrium Nearly Perfect.

With increasing frequency during the last two years, automobile salesmen have been called on to answer the question, "How much does it weigh?"

Buyers, especially those who have had motoring experience, have become intensely alive to the importance of weight and its proportion to power. They realize that, to a great extent, comfort, ease of steering, and the economical maintenance of their cars in gasoline, oil and tires depends on the absence of undue bulk and the even distribution of the car's weight.

Nor can all prospective buyers be converted without a visit to the scales.

As a lesson to his own staff, as well as a confirmation of printed information, Warner M. Batesman, Studebaker dealer at San Diego, Cal., pushed the weight question home in a conclusive manner by securing four sets of scales and placing one under each wheel of the first five-passenger Studebaker "four" he received. So interesting was the result that Mr. Batesman later transferred the scales and the car to his show window, as a lesson to motorists and a demonstration not only of lightness, but also of the perfect balance attained in a modern type of American design.

The scales showed the total weight of the car to be 2,372½ pounds—a result which amply made good the claim of unusual lightness for the car. The heaviest load fell on the right wheel, the scale supporting which registered 625½ pounds.

The rear load was 625, the right front 332 and the left front 102 pounds. The sum of the two right-hand weights was 1,151½; of the left 1,181; the right side being slightly heavier, due to the

### location of the large storage battery under the front seat on that side.

These weights were taken, of course, without the presence of a driver on the front seat and without supplies of gasoline, oil and water, all of which are supported largely by the front wheels. With these additions, and with a driver of average size at the wheel, it was found that the weights developed an almost perfect balance, all four wheels weighing practically the same.

Fully as striking a result is scored by the Studebaker "six" which, like the "four," has been designed with a careful regard to lightness and weight equalization.

### Maxwell Man Looks for Southern Trade

After a week's trip through the south, during which he had an opportunity to size up the conditions in the southern states, C. E. Stebbins, acting sales manager of the Maxwell Motor company, returned to Detroit much pleased with the prospects for the 1915 Maxwell in the south. "The car is in great demand," said he. "Plantation owners and farmers, especially, seem attracted to the new model as an all around business and pleasure car."

Asked as to general business conditions, Mr. Stebbins replied: "There was a time a few weeks ago when a drought looked certain. Then the European war came, and cotton growers and plantation owners generally were somewhat discouraged over the outlook, but the effects of the war are not as bad as were expected. The rains have come and now bumper crops are almost a certainty. We expect to do a record business in the south in the coming year."

### SUPPLY COMPANY SEES NO LETUP IN ITS BUSINESS

During the last week the Western Automobile Supply company has had one of the busiest weeks in the history of its business. The friends of W. N. Lockwood will undoubtedly be pleased to see him back on his old territory with the Western Automobile Supply company.

### Corkhill Tells of Superiority of the Haynes Automobile

"The thermo-syphon system of cooling is used in some cases when an attempt is made to cut down the selling price of a car, but it seems to me that it is not the most reliable system to meet all the conditions that the motor car is subjected to," said C. J. Corkhill of the Nebraska Haynes Auto Sales company, distributors in this territory for the Haynes. "America's first car." "The thermo-syphon system depends directly upon the difference in temperatures of the water at different points of the system. As the motor warms up, the hot water rises to the top and flows to the highest point of the system, which should be the top of the radiator, and the cooler water flows in from the bottom of the radiator and up through

the water jacket of the motor to take the place of the hot water."

### OMAHA'S DEMON SPEEDER WANTS TO GET INTO A RACE

"Joe" Dawson, brother of the famous Joe Dawson, who won the 500-mile race at Indianapolis in 1912 and driver for Dr. Edward Tarry, is anxious to test his ability as a driver of a racing machine, and he aspires to enter the speed trials at Sioux City next year. Dawson has been driving machines for several years and is as expert as his brother. Dr. Tarry probably will purchase a racing car for Dawson to drive so that he can enter unattached. Tarry attempted to buy the DeLage car, which won the Indianapolis race Decoration day, but the price was too high and he is now considering himself fortunate, as the Indianapolis race was all the motor had in it, the engine falling under the strain in every subsequent race.



## DODGE BROTHERS

Detroit

who have manufactured the vital parts for more than

# 500,000

motor cars will this Fall market a car bearing their own name.

**BRISCOE**

Announces **\$785** Completely Equipped 1915 Car at

Including electric self-starter, electric lights, generator, one-man mohair top and boot, wood or wire wheels, speedometer, high-tension magneto, windshield, etc.

**IN THE BRISCOE** you are offered a car not copied from a foreign design, but, in itself, an original foreign masterpiece. Benj. Briscoe has combined in this car all the refinements of European mechanical skill and artistry with American manufacturing efficiency.

No one knows more about American automobile construction methods than Benj. Briscoe. Everyone in the industry knows Briscoe, his record, and the many successes for which he is responsible.

Two years ago he went to Paris, taking with him two experienced automobile engineers. And in co-operation with prominent French and German designers the BRISCOE car was worked out at Billancourt, near Paris, after a most careful study of the best of several foreign practices. Cars were then brought to this country where Briscoe began their production, on a large scale, with infinite pains and fidelity to detail—and with alert discrimination as to the material used.

The BRISCOE has now been fairly launched upon the market as the finished product of several years of painstaking investigation and study—the concentrated effort of prominent engineers from three of the most famous automobile producing countries of the world.

It is the "first French car at an American price."

Over two hundred dealers are now handling it enthusiastically—and expressing their unqualified approval of its excellent performance and freedom from trouble.

It is the "car with the trouble left out"; a really well-built, high-grade small car—of as fine materials, of as assured reliability, as highly finished, and as thoroughly out of the ordinary low-value class, as the highest-priced large cars.

Note carefully the following features, boasted of in cars costing \$1100 to \$1400. You would demand them if you were paying \$1500 or \$2500. The BRISCOE has them—without additional charge:

French Chassis	Continental type front axle	Light weight, 1800 pounds	Gasoline tank under cowl	All bearings bronze lined
French line body designed by Carrosserie Internationale, Paris	Electric horn button on steering wheel	Luxurious upholstery	Molded fenders	with Babbit (not found in other cars under \$2,000)
107-inch wheel base	Alex. Tyre (Guaranteed 8000 miles)	Home comfort seats	Paint—Highest quality	Motor Blue L head type
Shocks center headlights	Tire brackets in rear	Chrome Vanadium Steel	Brewster Green	Long stroke high speed motor
Electric lights	Flush instrument board	One-man Mohair top and boot	Extra long, new alloy steel springs	Cylinders 3 1/8 x 5 1/8
Silent electric starter	Carrying carburetor, oil adjustment, speedometer, oil gauge and electric gauge	Perman curtains	Leather faced cone clutch	Transmission unit with motor
Wire wheels (wood optional)		Clear vision windshield	Safety first brakes	Perfectly balanced chassis
Full floating rear axle			High tension magneto	Speedometer on transmission shaft

The Briscoe plant equipment is in every respect equal to that owned by any automobile manufacturing concern. There are no tools nor processes, used by any other concern, that the BRISCOE COMPANY is not possessed of.

It is supervised by experts who have gone through the entire life of the industry. These men have not only been thoroughly trained in scientific calculation and the study of desirable automobile construction, but have as wide personal experience as any set of men in the industry.

**BRISCOE MOTOR COMPANY, INC., JACKSON, MICHIGAN**  
**Linger Implement Co., Briscoe Distributor**  
 6th and Pacific Street—Omaha, Nebraska