

THE WONDERFUL RECORD

Made by the Ford Model T in winning the World-Herald's Endurance Run against a field of the highest priced cars made in America conclusively proves the claims we have advanced for it.

During the past two years we have sold 110 Ford Model T's. Every car is today giving the same satisfaction that has made the Ford the car for those who want the best, regardless of price. There is a reason.



In this city we can show you Ford cars that have run upwards of 35,000 miles. They are still running every day and proving conclusively that vanadium steel and light weight guarantee lasting ability on country roads.

Nothing happens in the mechanical world haphazard or because of luck. When a piece of machinery stands up and goes through work that another by its side cannot, there must necessarily be a reason for the performance. It was so in the World-Herald Endurance Run last week. The Ford Model T did not withstand the long grind because of any peculiar dispensation of Providence but because its light weight and sturdy construction made its wonderful performance possible. We can better show you the individual reasons for its successful run by taking them up one at a time, which we have done below:

1. Nothing will so quickly affect the delicate adjustments of an automobile engine or loosen up fenders, spring clips, etc., as the constant running over ruts in the road at a rapid rate. Heavy cars are unable to stop as easily as lighter ones, because of the increased momentum caused by their weight. The Ford No. 5 stopped easily and quickly when it approached a rut, ran over the bad place easily, and quickly picked up its speed and was off in the lead again in a moments time. The heavier cars, because of their weight, were unable to stop quickly before an approaching rut, hit it with a jar and a bump, and the damaged tires, loose fenders and creaking joints told the story at the evenings control.

2. Between Grand Island and North Platte the road contains so many sharp corners that it seems like turning at every section line. Here Ford light weight again demonstrated its superiority over the heavier built cars. In going around a sharp turn the heavy weight of the car naturally swings outward—the heavier the car the more strain on the wheels, springs and rods. In this part of the trip one of the common causes for penalties was strained wheels and axles. The heaviest cars suffered the most. The Ford lost not a single point. Again we point to the superiority of Ford light weight. One other significant fact to be noted is the tire trouble experienced

by the several cars. Heat and sand will do as much as natural wear to cause blowouts and general deterioration of tires. Especially was this noted during the last stage of the trip when the road lay through deep burning sand and the sun was so hot that it was almost unbearable for the drivers. Tire after tire blew out during the afternoon and it seemed like there was no time when there was not some machine out of the running because of tire trouble. It will be noted from records of the run that the heavier cars had much more trouble in this respect than the lighter ones. The heavy weight on the tire coupled with the weak condition of the rubber caused by the hot sand, seemed to be more than an ordinary tire could stand. One of the heavier cars had seven blowouts during the afternoon. Other cars had like trouble in almost the same proportion as their weight. **THE FORD DID NOT HAVE A SINGLE BLOWOUT OR PUNCTURE DURING THE ENTIRE TRIP,** yet it went over the same roads in the same time as the other cars. We point to this as another proof of the superiority of Ford light weight.

4. The Ford was declared the winner of the race and it was the smallest and lightest car entered. The technical committee after a critical examination found but fourteen points against it, as compared with some of the heavier cars. In justice to the car we want to tell you what these points were. At Lexington the Ford was standing still in the road when a large, heavy car skidded and came crashing into it in the rear. The impact threw the Ford into the rear on another car with such force that the forward car was pushed five feet. The collision broke one lamp, loosened front wheel and damaged the fenders, for which the Ford was penalized fourteen points. The Ford lost not one point in the entire race, making a perfect score as far as road work was concerned. The only thing that the technical committee could find worthy of penalization was the damage done to the Ford when run into by a larger and heavier car.

GOTTBERG AUTO CO., Columbus, Neb.

Leigh Route No. 1.
Mr. and Mrs. Delbert Tegoff and Mrs. John Mosier of Leigh, were visiting at Henry Mosier's Sunday.
The young people of the community enjoyed a dance at the home of Rudolph Wardeman Saturday evening.
The affair was well attended and every one reports a grand time.
Mel Lemmy is busy doing his side this week.
A good sized crowd of friends and neighbors gathered at the home of Fred Jenney Sunday afternoon to spend a few social hours together.
Gus Herenmann shipped a cartload of hogs to the Omaha market last week.
Alvin Barnhart and wife made an automobile trip to Columbus Tuesday.
Gus Herenmann and his mother at-

tended the fair at Madison last week.
Fred Wahl has returned from Lincoln, where he has been visiting his mother, Mrs. Louis Sluents.
Andrew and Theodor Brugger of Portland, Oregon, were visiting old time friends and neighbors here Sunday.
Will Metzger spent several days last week visiting at Crete.
Erick and Otto Wardemann and Henry Englehart were among those from this vicinity to attend the fair at Madison.
Rudolph Johannes has rented a farm near Creston for the coming year, and he and Herman have been busy plowing for wheat the past week.
Edward Holman was in Columbus on business Friday.
Ernest Rosene, son of John Rosene,

had the misfortune last Sunday to fall from a horse he was riding, and had his leg broken, just above the ankle. He is getting along as well as can be expected.
Henry Seaford went to Columbus one day last week, and when he returned he was in possession of a brand new automobile.
Inselman Brothers are threshing what little grain the hail left.
Monroe.
Rev. W. J. Prunrose, of Prunrose, preached in the Presbyterian church Sunday morning and evening.
Mr. and Mrs. Robert Stullinger passed through here Saturday enroute for Omaha.
Big hail game in town Saturday afternoon.
Arthur Hollingshead left Monday evening for Lincoln where he will attend the Wesleyan University.
Mrs. Lottie McWilliams and daughter Ruth, of Genoa have been visiting her grandmother, Mrs. W. W. Mannington.
Miss Fannie Matson left Monday for Kearney where she will attend the state normal.
Mr. and Mrs. L. Franklin left Monday for Iowa, where they will visit with Mrs. Franklin's parents.
Misses Warden and Mahood went to Columbus, and Miss Richards to Genoa, to spend Sunday at home.
The stork left a baby boy at the home of Mr. and Mrs. Otis Pickett.
Joe Conklin was a guest of C. O. Hart last Sunday.
Mrs. E. A. Gerrard and sister, Mrs. Lizzie Weeks returned from a visit in Salem, South Dakota.
Mrs. Pearl Rockhold returned to her home in Ord, after an extended visit with her parents, Mr. and Mrs. Gillespie.
Mr. and Mrs. Howard Hill and daughter Genevieve, and Mr. and Mrs. Neal Hollingshead and daughter Corriean were Genoa visitors Saturday evening.
D. W. Ziegler left for Norfolk Monday evening.
Arthur Hollingshead was in Genoa Saturday.
Mr. and Mrs. J. Will Campbell were visiting friends in St. Edward Saturday.
Rev. Daugherty is receiving a visit from his brother from England this week.
Mrs. W. W. Ladd and daughter

We Beg to Announce
To Our Customers and Patrons that on Saturday
September 23, we will be Closed, Account of Holiday
—The Chicago Store—



A Friend on the Farm

The farm would be an isolated place without a telephone. When there is produce to market or when sickness comes, the telephone is the farmer's ready messenger and servant.
The Bell Telephone makes neighbors of distant country families, bringing them together as in a small community. It serves a thousand needs that result in saving time and money.

Nebraska Telephone Co.
C. I. MARTZ, Commercial Mgr.

Elaine are visiting Mrs. Ladd's mother and sister Mrs. Jencks and Mrs. Daek.
Isaiah Lightner is attending a meeting of Friends in Illinois.
Miss Mable McWilliams went to Genoa Thursday.
Three automobile loads of officer from Boone county visited the Monroe schools Thursday. They were making investigations in regard to consolidated school districts, of which ours is one.
Ben McDonald was visiting in Stanton last week.
Mrs. Ruth Kenyon left the last of the week for Milwaukee Wisconsin to attend the National convention for rural mail carriers.
Dr. E. H. Naumann, dentist.
320 ACRES.
The Johnson guardian sale of 320 acres takes place at Albion, Nebraska, next Tuesday. For further information confer with
C. M. Gruenther.

THE WAY OUT THERE
"She must be from Reno"
"What makes you think so?"
"I heard him ask her how long she had ever been single at one time"

Millinery opening. Whose? Stires'. When? Thursday, Friday and Saturday, Sept. 21, 22 and 23. Be sure to attend.

For Rent—A large light, airy room for rent to a lady. Six dollars. Inquire at this office.

NOTICE.
Paul Borts will take notice that on the 11th day of September, 1911, Wm. O'Brien, Justice of the Peace of Platte county, Nebraska, issued an order of attachment for the sum of \$40.00 in an action pending before him, wherein Frank Borts is plaintiff and Paul Borts is defendant, that notice of said attachment was served upon the Chicago, Burlington & Quincy Railroad Co. and property consisting of money and wages in the sum of \$25.00 has been attached and garnished under said order. Said notice was continued to the 25th day of October, 1911, at 9 o'clock a. m., for defendant to appear and answer.
Dated, Sept. 14, 1911.
FRANK BORTS, Plaintiff.



SHOES FOR YOUNG MEN

SHOES that really possess distinctiveness, style and snap. The kind young men should wear

for they are young men's shoes that possess all of these qualities, and we have a splendid assortment of them; shoes that are truly different from the ordinary kind that lend to your appearance. We can fit you with such shoes, giving you distinctiveness, style and wearing quality. : : :

Satisfying Shoe Store

REECE SHOE CO.
510 West Thirteenth Street