

Business College Students Get Practical Notion of Commercial Methods



THOUSAND STUDENTS FROM BOYLE'S COLLEGE, WHO RECENTLY MADE A JOURNEY THROUGH THE M. E. SMITH COMPANY PLANT.

AUTO SUPPLY HOUSE OPENS

Arthur Storz Company to Hold Reception All This Week.

SOUVENIRS FOR THE WOMEN

Company Has Large Quarters and is Prepared to Do a Large Business—Saleswomen to Be Sent Out.

The company will be held all this week at the Arthur Storz Auto Supply company, 208 Franklin street. Large premiums will be given to all women visiting the store, and a combination Prestolite key and opener will be given to the winners.

The company was incorporated the first of last month at 208 Franklin street. The president, Hal M. Brady, vice president, Donald D. Troup, secretary and treasurer, all three are prominent young men of Omaha and capable of handling the business.

The company will carry a complete line of automobile supplies. Chief among these are Federal tires, Edison battery, Rayfield carburetor, Wolfess oil, Packard oil and Stewart speedometer. The company will also carry a full line of motorcycle supplies.

There are 1,000 square feet of floor space in the building. The front portion is taken up by the sales and display rooms and the office. The decorations and system of lighting is one of the attractive features. The shipping department is in the back part of the shop. The basement is used as store rooms. The tire store room is well equipped with racks, which will hold 1,000 or 1,500 castings, or a stock of about 20,000.

Will Repair Tires. Back of the main store a tire repair department has been erected by the company. Instead of sending tires back to the factory they will all be repaired here, saving the owner much expense and time.

Gray Bonnet Taxi Line Equips Cars with Shovels. To maintain service during the recent winter has been a serious problem to the taxi companies. Their cars are quite different from that of the private car, which goes only where its owner wants it to go, taking only the good roads. The taxis must go anywhere and everywhere it is ordered and at a moment's notice.

To help cope with present conditions each car of the Gray Bonnet Taxi line carries a large scoop shovel strapped to the running board. If one is stuck in the snow the driver dig it out. It has been necessary to use the shovel, too, on more than one occasion. This concern is occupying its new quarters on upper Franklin street, having moved in early last week. The same telephone number, 7-12-12, is retained.

Goldman Hearing Has Come to an End

The hearing of Lieutenant Colonel H. J. Goldman of the Twelfth cavalry, Fort Robinson, Neb., before the army retirement board came to an end yesterday in the army headquarters building. Colonel Goldman's case was taken under advisement and a decision will be made later on. All of the proceedings of the board were kept secret, and the findings of the board will in all probability be announced through the War department at Washington.

Colonel Goldman would not speak about his case, although he said that it now seemed to him as though he would not be relieved. The specific charges against him was that he is "eccentric" to such a degree as to render him incapable of handling troops. Officers from Fort Robinson were brought here last week to testify as to the "eccentricities," and it is understood that the majority testified in his favor.

When first called before the board Colonel Goldman said that he was the victim of epiphany and that his retirement was asked because he was not liked by some of the younger officers.

If you have anything to exchange advertise in The Bee Want Ad column.

Will Talk Ouster Case Next Monday

With the date for the proposed ouster of Caldwell & Drake county building contract, only two days away, the Board of County Commissioners is conducted as to whether it will exercise its ouster threat. A meeting to decide will be held Monday morning at 11 o'clock.

Uses Auto to Hunt Ducks



DR. LOUIS C. DROST, NORTH PLATTE.

POINTERS ON CARE OF CARS

Attention to Details Spells Pleasure and Economy.

NEED OF CAREFUL DRIVING

Intelligence at the Wheel and Plenty of Oil Saves Repair Bills and Prolongs Life of the Machine.

The modern automobile is a marvelous mechanism, and engineering skill and refinement in design have enabled it to withstand a tremendous amount of strain, but the best-built car can suffer abuse at the hands of a careless driver that may cut its life practically in half. The man who would own a durable car need not necessarily search the market for the best machine; but whatever car he does purchase must be driven with due regard to the strains to which the motor, clutch, and transmission are subjected.

By this I do not mean that the driver's mind must be continually upon his motor and the work that it is doing, for upon smooth level stretches of road he may almost forget that such a thing as a power plant exists. But when a hill is to be mounted, the careful driver must be on his guard, ready to engage a lower speed the moment the motor begins to labor. Too many drivers are anxious to demonstrate how steep a hill their cars can climb on the high speed, and this practice results in strains, particularly in the motor, that, while probably not apparent immediately, are certain to affect the service of the car as a whole in the long run. As soon as my motor ceases to maintain a steady pull when ascending a hill, I know it is overloaded and change to a lower gear before there is opportunity for a single "knock" to be heard in the cylinders. It is far better that an amateur should err on the side of safety, and even though he may not be able to boast that his car "did epoch-and-such-a-thing on the 'high,'" he may have the satisfaction of knowing that he has not abused his machine and that he will be compensated in efficient service for whatever he may have lost in pride of performance. It must be remembered that a motor overloaded to the point where it begins to knock induces severe strains, not only on the moving parts of the engine itself, but on the clutch, differential, and transmission, as well.

Another point about which I am careful when driving my car is the manipulation of the clutch. If the clutch is engaged too quickly the sudden application of power to its plates or other friction surfaces, to the transmission, shafts, universal joints, and differential—to say nothing of the tires—may seriously weaken any or all of these parts and eventually result in rapid deterioration of the whole chassis. This sudden application of the power is doubly harmful to a motor-car in that, in addition to the strains already mentioned as imposed on the driving shafts and gears, the sudden load impacts a severe shock to the connecting rods and crank shaft of the engine. Even though the clutch may be properly adjusted and in the best of condition, the sudden release of its pedal

cheaper than repairs, and it is far better that every friction surface of the car should be over-lubricated than that any bearing or rubbing surface should receive too scant a supply. Too much is better than too little, and even though the cylinders and pistons should become badly sooted, the removal of this carbon is cheaper than the renewal of several parts of the motor. While the general use of high-grade lubricants is important, it is particularly necessary that the best oil obtainable should be used in the cylinders—and this is a feature of motor-car operation about which I am very careful. To obtain the best of service from a car, friction must be reduced to a minimum and such a condition cannot be secured by the use of unsuitable grades of cylinder oil.

Before starting on a run, I always make it a point to assure myself that there is a sufficient amount of oil in the reservoir and that the radiator and circulating system are filled with water. This last precaution is exceedingly important, for to operate a water-cooled engine as to allow a bearing or piston to run without oil. The expert can determine by the sound of the motor or the steam from the radiator that the water in the cooling system is becoming

low, but the ordinary driver should not wait until any of these symptoms makes its appearance. Even though the motor should be stopped before usual, "sliding" takes place between the piston and cylinder walls, the surfaces may have become badly scored, resulting in permanent damage unless expensive repairs or replacements are made.

The tire manufacturers are perfectly correct in saying that a tire should be kept pumped to its proper pressure if the maximum mileage is to be obtained. This pressure is about twenty pounds per square inch of diameter of cross-section, and consequently an eighty-pound pressure per square inch should be carried by a four-inch tire. I do not pump my tires as hard as this, however, for the reason that such a pressure reduces the cushioning effect of the air to such an extent that the car "rides hard" and drives rapidly over rough roads, and greater shocks are communicated to the chassis. The less severe the shocks transmitted to a car, the more efficient will be its service and the longer will it run without repairs.—Joseph Tracy in Country Life in America.

Persistent Advertising is the Road to Big Returns.

SHOW AUTOS CARNIVAL WEEK

Local Dealers Will Display 1913 Models to Visitors Next Fall.

PREPARE FOR DEMONSTRATION

All Salesrooms Along Row Will Be Attractively Decorated and Display Will Be Big Display Feature in Itself.

Omaha automobile dealers will hold open house during Ak-Sar-Ben. This was decided upon at a meeting of the directors of the Automobile show association and all the dealers are enthusiastic over the new proposition. The annual show will be held as usual in February.

The dealers are doing this specially for the dealers in this territory. Many come in during Ak-Sar-Ben week and visit along the row. The 1913 models of cars will be here for this display, and the contracts with the agents in the territory can be drawn up.

All the salesrooms will be beautifully

decorated, and demonstrations will be given by the dealers. This is a great advantage to the agents in the territory as they will be able to see the new models early in the fall and will be able to contract for the cars in the territory. In the past the new models never arrived in here before the show time.

Show Will Be Improved. The show next year will be much larger and better than ever before. This show was a grand success, but the association is not satisfied to stop here, but is determined to make it better each year. Clarke Powell of the Powell Supply company was elected manager. This is the eighth year he has filled this position and has managed the exhibitions in a very successful way.

Potato Hill Philosophy. About the only thing the poor can enjoy as much as the rich is love. Out of every ten statements made by the average man he will finally deny seven of them.

When a love letter is read in court, every man thinks he wouldn't write one that good. Perhaps the hardest blow of all to a woman is to see her figure go, whether it is by the fat or the lean route.—E. W. Howe's Monthly.

We Guarantee Every Rambler for Ten Thousand Miles

Subject to the conditions of our signed guarantee which we will give with each car

Ten thousand miles! Think what it means!

Step into the Rambler in New York and journey across four states to Chicago. Take your bearings and strike due west across seven states to the Golden Gate.

Run down the Coast to Los Angeles. Turn back over the mountains and on through eight hundred miles of desert to El Paso. Then on to New Orleans and back, by way of Atlanta, through eight states to the city of New York.

Strike out again cross country for Chicago. Then drive your car straightway across the American continent to San Francisco. Yet you have not exhausted the ten thousand mile Rambler guarantee backed by a company of known stability.

We give this guarantee to prove to you our unbounded confidence in every single part that goes into every Rambler car.

The first Rambler Cross Country that left the factory made a three thousand mile test trip through nine states, over the mountains of Pennsylvania to New York, Albany, Boston and back to the factory.

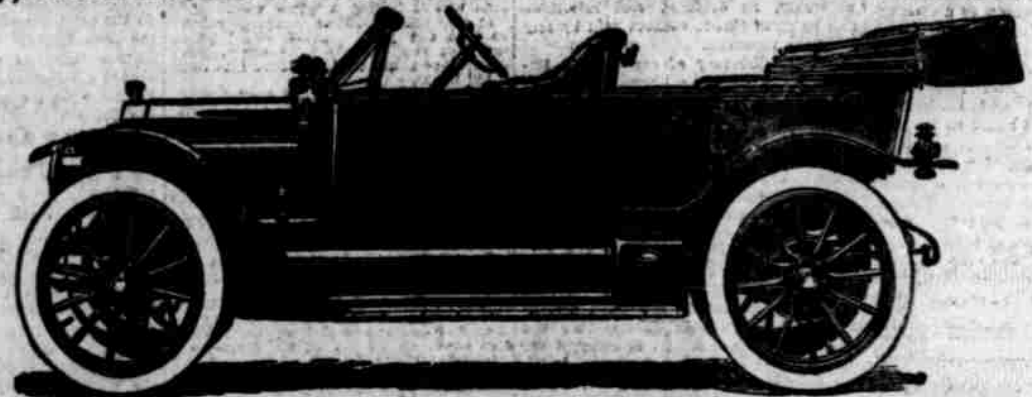
Since then the fame of the Cross Country has spread, and its service has extended to every state in the Union, to every province of Canada, to Mexico, to Australia, South America, Europe and the Orient.

Everywhere this Rambler has gone its performance has strengthened our confidence in its ability to fulfill this guarantee. That is why we do not hesitate to give it.

Eleven years of success in motor car building has so established the stability of this company in manufacturing and financial resources as to make definitely known the responsibility back of this guarantee.

Such a car with this guarantee, backed by such a company whose liberal policy is so widely known, are the reasons why you should have a Rambler.

Just sit down and write us a postal or send the coupon, asking for the catalog. It tells all about the Cross Country and the other 1912 Rambler models.



The Rambler Cross Country—\$1650

Equipment — Bosch duplex ignition, fine large, black and nickel headlights with gas tank. Black and nickel side and tail oil lamps; large tool box; tool roll with complete tool outfit. Roomy, folding robe rack; foot rest, jack, pump and tire kit. Top with envelope, \$20—wind shield, \$35—demountable wheel, less tire, with brackets and tools, \$30—gas operated self-starter, \$50.

The Thomas B. Jeffery Company

Main Office and Factory, Kenosha, Wisconsin. We endorse the Rambler new Ten Thousand Mile Guarantee, and desire to assure the public that this liberal policy is backed by our own responsibility and local facilities for serving you.

RAMBLER MOTOR CAR CO. 2052-2054 Farnam Street Omaha, Neb.

Cut out this coupon, sign your name and address and mail to the Rambler factory at once. THE THOMAS B. JEFFERY COMPANY, Kenosha, Wisconsin. Gentlemen—Please send me your catalog describing in detail the Cross Country and other Rambler Models for 1912. Name: Address: