

SOCIABILITY TOUR DATE SET

Denver Automobilists Will Start for Chicago on June 25.

OMAHA MEN WILL MEET THEM

Great Enthusiasm Has Been Aroused Throughout Nebraska and in Many Counties Roads Are Being Put in Shape.

The Denver Chamber of Commerce sociability tour, from Denver to Indianapolis and Chicago, going and returning by way of Omaha, has been postponed on account of the recent severe storms in Colorado. The Denver people have decided to start on June 25 instead of May 21, as originally planned.

Great enthusiasm has been aroused over this tour throughout Nebraska. County and township officials along the entire route have planned to drag the road and put it in the best possible condition.

The Commercial club of Omaha and the Omaha Auto Motor club expect to entertain the Denver people in Omaha, and a large number of the automobilists are going to Lincoln and Omaha west to meet and pilot them to Omaha.

Expert Gives Rules for Use of Tires

H. J. Cox, chief adjuster of the Good-year Tire and Rubber company at Akron, O., says that motorists are entirely too negligent in the care of tires. "A little attention would mean a saving of many tire bills in the course of a year," says Mr. Cox. Below are a few of his remedies:

- Don't wear out your extra tubes before using them. Don't carry them loose. Don't ignore cuts. They eventually destroy the tire if not promptly repaired. If you use chains be sure they are properly adjusted. Be sure your tires are large enough to carry car and passengers. Climber tires are ruined if run flat. Keep tires well inflated. Test them often with a good gauge. Use plenty of French chalk in the casing. It prevents friction. Always carry spare tires in a cover. Remember that underinflated tires are 25 per cent more expensive to run. Blowouts are usually due to overloading. Use nothing but air to inflate tires. Oil injures tubes. Be sure your front wheels run parallel. Driving wheels in deep ruts and street car tracks grinds the rubber off the side walls. Keep idle tires in a dark, cool place. Cleanse cuts and injuries thoroughly before repairing.

HOW TO CLEAN THE VARNISH OF YOUR AUTOMOBILE

Housewives learned long ago that the treatment of a piano case is an exceedingly important matter and that an ill-considered though well-meant cleaning process may ruin a most valuable piece of furniture. The case of automobile bodies is much the same problem as the cleaning of the piano case. The right process is simple, but the wrong processes are many and destructive. "It is extremely important," explains Floyd Frazer, foreman of the paint shop of the Jackson Automobile company, Jackson, Mich., "that no dust be wiped from the car with either a dry cloth or a wet one, no matter how soft. Particles of dust will inevitably scratch the varnish if rubbed against it. The only way to remove dust from the car is by washing. The car should be thoroughly showered with plenty of water before even a sponge is used. It is also well, if a car is new, to shower it thoroughly in water before starting out, if it is to be driven in rainy weather or over muddy roads. This will prevent spotting of the varnish from drops of mud or water."

HUNTING ANTELOPE IN AUTO NEW DIVERSION

Chasing antelope over Texas prairies with an automobile—and catching them alive—is a modern form of amusement practiced by George McIntire of Sterling City, Tex. Using a 1908 model, air-cooled Franklin in the pursuit, Mr. McIntire made his latest capture—a specimen of the beautiful species of antelope on May 5. Writing to the Franklin Automobile company's main office, Syracuse, N. Y., Mr. McIntire offers to send to Syracuse not only a photograph of the car, the antelope and the cowboy who threw the lariat, but will send the captive antelope provided the automobile owners care to keep the animal as a pet. It has been arranged, however, to place the antelope in the Dallas, Tex., zoo for the present.

In an attempt to run down an antelope a few days ago, Mr. McIntire broke the frame of the car. The frame of the Franklin being of resilient, shock-absorbing, woven-steel mesh and the car itself being light in weight, it is driven over the roughest country without danger to car or passengers.

CONVERTIBLE CAR BIDS FAIR TO BECOME POPULAR

The "two-purpose" or "convertible" car, is one of the promising innovations of the automobile year. The first thoroughly successful car of this type was shown in the Stevens-Duryea exhibit at the automobile show this spring, and the demand already indicates a high degree of popularity. Although the Stevens-Duryea people speak of their convertible phonon as a "two-purpose" car, it really can be used in three forms. It can be used as a closed car, quite as weather-proof as a Berlin-Limousine; or as a touring car with a top; or as an entirely open, touring car. And the mechanical ingenuity with which the top part of the body is designed makes any one of the three forms of the convertible a complete car in itself.

RAMBLE RCARS FOUND IN FOREIGN CLIMES

Americans who have traveled abroad know that the demand for Rambler cars by no means is confined to this country. If you were in Tokio you would see many "Great Country" and "Number One" models, or should you visit Stockholm the Rambler car would be found standing out conspicuously among other vehicles of Chinese construction.

In South America are many cars produced by the Rambler factory, this being particularly true of Montevideo and Buenos Aires. Rambler cars have been shipped also this year to London, England; Berlin, Germany; Toronto, Australia; Auckland, New Zealand; Wellington, New Zealand; to Manila, to Norway and in fact to every important place on the globe.

Last Year's Automobile Hero



HARRY KNIGHT, Driver in the Big Indianapolis Race Last Year, Who Deliberately Ditched His Lexington Car Rather than Hit Spectators Crossing the Track—Was Awarded a Hero Medal.

New Highway Laws May Be Enacted Here

The legislative committee of the Nebraska State Automobile association is preparing three measures to be introduced at the next session of the legislature. First there is a provision for a state highway commission, and it follows as a natural sequence that there must be state aid in construction and maintenance. Another law will be one permitting the use of convicts on the roads, a plan followed most successfully, principally in the south, though also being adopted quite generally in the west. Even New Jersey's legislature adopted a law permitting the use of convicts in road building. The particular reason why the Nebraska law is starting this early is because they intend to consult with legislative candidates, and will only support those who believe in up-to-date highway laws.

BIG CONCERNS BUYING AUTOS FOR THEIR EMPLOYEES

After a thorough test of all the runabouts on the market, the Western Electric company has placed an order with the United States Motor company for fifty standard Brush runabouts for use by the New England Telephone and Telegraph company. The company has also purchased for their division superintendent at Boston, a Stoddard-Dayton four passenger Baybrook torpedo, another product of the United States Motor company. The New England Telephone and Telegraph company is one of the largest users of the Stoddard truck, which is also a product of the United States Motor company, having purchased twenty Sampsons in the past year and ordered more for early delivery.

The D. E. Johnson company, manufacturers of a line of stock and poultry preparations, 154 North 16th street, Omaha, have bought Ford cars for the use of their traveling salesmen in this territory. They have ten salesmen on the road, and have come to the conclusion that their business can be greatly increased by the use of the Ford.

It is impossible to damage the gears of a Maxwell automobile. A guide prevents any application of power until the

gears are properly meshed. That is why the harsh clashing of gears is never heard in a Maxwell car.

Originally the six cylinder motor was made only in high power sizes and the reason for building it was simply the demand for greater power and speed. But users of high grade cars soon desired only moderate power and carrying capacity demanded the six, as is shown by the fact that a company like the Peerless makes three different sizes. In the days when the six was developed there was much racing between specially built machines and multiply cylinder motors were constructed to compete in some particular event. In Europe, for instance, the Darracq company built an eight cylinder car which went up the longest, steepest hill in France at eighty-nine miles an hour and took the money.

BICYCLE AND CARRIAGE MEN IN THE AUTO GAME

"Although the motor car industry has often been regarded as an outgrowth of the bicycle 'game' and it is a fact that many of the men in it have had bicycle experience, it is true that almost equally large drafts have been made on the ranks of the carriage manufacturers," said a representative of the Peerless Motor Car company recently. "Such names as Studebaker, Durant and Vaux, known in the horse vehicle world, have attained prominence in connection with automobiles. Many of the men who work in the big factories are former carriage makers. While the old bicycle men have devoted themselves chiefly to the mechanical or sales departments the carriage men have taken up the bodies."

CRAWFORD BANKER IS SATISFIED WITH CAR

There is no place in the sandhills were an Oakland car, will not go, according to John Schwablin, president of the First National bank of Crawford, who was a visitor at the McIntire Auto company last Wednesday. He has driven an Oakland car for four years and says it is in as good running order as the day he bought it. He says the next car he is going to buy will be an Oakland, but not until the one he is using now is worn out, and he did not say when that would be.

Buying Public is Much More Skeptical

"An analysis of questions asked of automobile salesmen in 1900 Maxwell agencies throughout the country, when put into composite form, shows that public interest in motor cars is focused chiefly in the matter of lasting qualities, low cost of maintenance, simplicity and freedom from tire trouble," said L. E. Doty, local manager of the United States Motor company. "These requisites would seem to define the car which will endure longest in public estimation and they are the elements which have dominated the design of Maxwell cars from the beginning."

MANY PROMINENT MEN DRIVING SILENT KNIGHTS

Many men of prominence in the financial and mercantile world are among the recent purchasers of Columbia Knight

motor cars, showing an increasing recognition of the reputation which the Silent Knight engine has earned abroad and is establishing in this country. Among those who now own Columbia Knight cars are Grant R. Schley, Anthony H. Brady, E. D. Durkee, H. Runkel, H. A. Pomeroy, Judge A. C. Parker, Thomas A. Buckner, James McCrea, A. L. Salt, General W. F. Lansing, John L. Waterbury, James Montgomery Flagg, Francis P. Garvan, F. C. Donald, Thomas Rodd, E. J. Corbett, Archibald A. Welch and Hugh Boyd.

MILLIONS FOR ELECTRIC CARS

Electricians Put Out sanguine Estimates of Investment Totals.

That within another year the amount of money invested in electric vehicles may reach \$50,000,000 is the suggestion contained in a report to be made next month at Seattle, when the National Electric

Light association meets for its thirty-fifth annual convention. T. C. Martin, chairman of the committee on progress, has been looking into the matter and finds \$10,000,000 invested in electric trucks and \$20,000,000 in electric pleasure vehicles. These figures, he says, may easily be doubled within a year.

Mr. Martin's report will describe a new method of determining the real efficiency of an electric vehicle by issuing to private garage consumers a card that will enable them to find out "where they are at." A feature of this card, which includes columns for setting down the hours and rate of charging, energy consumption, specific gravity, miles run, etc., is the absence of any space for recording the voltmeter readings at the beginning and end of the changing operation. The voltage indicated by a battery, says Mr. Martin, is at best only inferential of the energy yet remaining in the plates, and although this method is generally used as a convenient index to indicate the condition of the cells, many cases of battery abuse are on record whose cause can be traced to the fact that voltmeter readings

alone were relied on by inexperienced persons for indication of when to cease charging.

In other cases where complaints have been made by garage owners that their charging costs were running unduly heavy battery experts have been dispatched to the spot only to find that in the effort to bring a given battery up to its prescribed end of charge voltage the attendant was putting about twice as many kilowatt hours into the cells as they properly needed; not only wasting energy and casting unfair reflections on the cost of running the car, but also working damage to the plates.—New York Herald.

Horns While You Wait

Jimmy, aged 3, and George, aged 1, who lived in the city, were making their first visit with their sister in the country. They were much interested in the farm animals, especially in "Muley," the hornless cow. "George," said Jimmy, "wouldn't you like to see the muley cow stick out her horns?"

Overland advertisement featuring the text 'What Proves the Value of a Car?' and 'It is actually amazing and almost insulting to see the large number of automobiles on the American market which strive to get your attention and prove their worth by constantly featuring some one, more or less, unimportant feature, such as a rim or a starter. These things are absolutely trivial. When you buy a suit of clothes do you buy it because of some new fangled pockets or buttons? No. You purchase fundamentals—material, fit, cut, style and tailoring. The value of an automobile is arrived at on the same basis. Rims and guards, color schemes, etc., should be considered last. Fundamentals establish values. With automobiles it's the speed, power, capacity, construction, service, comfort and appearance you should look to. While the Overland is the most modernly equipped and finely appointed car made, it is these basic fundamentals which we have always pointed to as exceptional value. A case in point is our Model 60 priced at \$1200. The important things about this car—the things that really count—are fundamentals that cannot be purchased elsewhere for less than \$1500. It has a big powerful thirty-five horsepower motor which can easily take you fifty miles an hour if you so desire. It seats five large people with comfort. The chassis is big and strong; made of the best materials the world produces. It is practically indestructible. All of our special steels are rigidly inspected and thoroughly tested in our own laboratories. The axles are drop forged in our own plants. The frame is of pressed steel and has a single drop. The rear system is unusually rugged. The finely cut and accurate gears are made of Vanadium steel. The transmission is of the selective type three speeds' and 'Our \$1200 (Model 60) car gives you every identical practical thing found in any \$1500 car made. Investigate and see. Our dealer is at your service. Handsome catalogue on request.' Includes an image of the Overland Center Control mechanism and a large illustration of the Model 60 car at the bottom.

Ford advertisement featuring the Ford logo and the text 'John Ruskin says that beauty is "that which is adequate"—that which completely fulfills its purpose. Measured by this standard the Ford is the most beautiful car in all the world—another reason why we are forced to make seventy-five thousand of them this year. All Fords are Model Ts—all alike except the bodies. The two passenger runabout costs \$530—the five passenger touring car \$630—the delivery car \$700—the town car \$800—f. o. b. Detroit, completely equipped. Get latest catalogue from Ford Motor Company, 1218 Hursey St., Omaha, Neb. Phone Douglas 4500.'

Jericho advertisement featuring the text 'THE Ear Splitting Blast of the ordinary Barbaric Horn has caused many an Automobile accident! To avoid accidents use Jericho ONE TONE Horn or Jubilee CHIME TONE Horn. Warns Without Offense. Jericho is the only certain, reliable, efficient economical horn for your automobile. Jericho conforms to all the requirements of your city ordinances. Jericho is better than any bulb horn because its warning is always distinct whatever the tumult of traffic. Jericho is better than any electrical horn, for the first cost ends expense. Nothing more for batteries. Jericho is better than any other exhaust horn, for it operates with the foot and NEVER CLOGS. Any motor car agency, accessory dealer or garage will equip your car with Jericho or Jubilee—and the bill will be less than \$10. Randall-Faichney Co. BOSTON, MASS.'

Advertisement for a car with the text 'The "two-purpose" or "convertible" car, is one of the promising innovations of the automobile year. The first thoroughly successful car of this type was shown in the Stevens-Duryea exhibit at the automobile show this spring, and the demand already indicates a high degree of popularity. Although the Stevens-Duryea people speak of their convertible phonon as a "two-purpose" car, it really can be used in three forms. It can be used as a closed car, quite as weather-proof as a Berlin-Limousine; or as a touring car with a top; or as an entirely open, touring car. And the mechanical ingenuity with which the top part of the body is designed makes any one of the three forms of the convertible a complete car in itself.'