

FORD CAR MAKES LONG TRIP

Arrives in Omaha After Trip from Dexter, N. M.

PLOWS THROUGH DEEP MUD

Even Encounters Cloudburst, Which Falls to Hinder Little Machine in Its Difficult Over-land Tour.

W. S. Brown of Dexter, N. M., arrived in Omaha recently after driving a model "T" five-passenger Ford 1,150 miles over roads which would be almost impassable for a mule team, let alone a motor car.

In speaking of the trip Mr. Brown says that if anyone had told him beforehand that any car would stand the strain to which his Ford was subjected on this trip, he would not have believed it, and if he had known the conditions to be encountered he certainly would never have started. The roads were very bad, practically the entire 1,150 miles from Dexter to Omaha, and for day after day they plowed through mud hubs deep. In one place the road was hardly more than a cow path, and they covered fifty-four miles without seeing a sign of a human habitation.

Encounter Cloudburst. In another section, which had been visited the night before by a cloudburst, they were compelled to go through mile after mile of knee-deep gumbo. At this point, another car which had been traveling with them, was forced to give up, and the roads were so bad that they were only able to cover this day about fifty miles and most of this with the car running in low gear. Four rivers were forded en route, including the Arkansas, Cimarron and two smaller ones.

Twenty Miles to Gallon. Mr. Brown says that their motor was not touched during the whole trip and that they averaged about twenty miles to a gallon of gasoline. He was accompanied on the trip by his wife and son, and in addition to the passengers the car carried about 450 pounds of baggage.

The car used on this trip had already been run 50,000 miles, but an examination made at the local Ford branch upon its arrival here showed it to be in excellent shape, and with a few minor adjustments ready for another trip of the same kind.

Auto Truck, Tried as an Experiment, Becomes Necessity

In the early spring of last year, the Sullivan Ice company purchased a five-ton Pierce-Arrow truck for the purpose of releasing four or five of our teams, then employed in the wholesale trade, to the retail and short haul end of our business," said J. P. Sullivan, president of the company.

"It was a complete failure, so we immediately placed our order for another Pierce-Arrow truck. When I say that the truck was a failure, I mean that it did not release the five teams as we had planned, for as soon as the large wholesale fish packing houses, car refrigerating firms and others in the neighborhood saw how easily we were able to fill rush orders for large quantities, the orders came in so fast that we had to put the teams all back and order another truck. "Even with the help of the two five-ton trucks, both of which replace five teams and ten men, we have found it necessary to order a third truck—a two-ton Pierce-Arrow."

Two-Door Kissel Kar Proving Popular

The Kissel Motor Car company says that it has yet to hear from an owner who is not thoroughly satisfied with the new two-door body. They are especially enthusiastic over the smooth and graceful appearance of the car, due to the unbroken surface from "bonnet" to "midships." It is conceded generally that this construction affords better lines than is possible with four doors. The Kissels say that the two-door type is selling equally with their four-door models.

A "Dreamy" Automobile. A western dealer contributed a new adjective to automobile advertising when, in waxing enthusiastic over the Studebaker "six," he described it in display type as "dreamy automobile."

Crowds Interested in New Eight-Cylinder Cadillac



The new eight-cylinder Cadillac is surely heating up automobile row. If you do not believe it, just look at the above photograph taken Saturday morning in front of the Cadillac company garage. The crowd of onlookers was so large The Bee photographer could not get a picture of the machine so he de-

cid to just show the crowd. You can see the machine by calling at Mr. Reim's place of business on automobile row. This is the newest type of automobile—the machine that is creating a sensation wherever it is seen. The new eight-cylinder Cadillac is being shown in Omaha by George Reim, the local agent, and is regarded by automobile men as a

new standard in the motor industry. "The V-type-eight is going to be the automobile industry what the electric starter was," is the prediction of Mr. Reim. Owners of other makes of machines, prospective buyers and persons generally interested in automobiles are keeping the Cadillac showroom crowded, so great is the interest in the car.

Firestones Help Driver Cooper at Fresno Race Meet

Earl Cooper has been enthroned in the esteem of Fresno race fans since the last competition there. When the Fresno Agricultural association announced that Cooper would drive in their track meet, motorists gathered from miles around to have a look at this daring driver in action.

The one-mile dirt track did not offer ideal conditions for speedy driving, but as his car flew around the turns, throwing sand into the faces of onlookers, the air was rent with shouts of admiration for his perfect control. Cooper won the fifty-mile event in 6:47 without a stop, breaking the track record.

Cooper was the only contestant to finish with a perfect score on tires. His Firestones, the only ones in the race, causing him no trouble whatever.

KENDALL HAS LARGEST ROADSTER IN THIS CITY

The Stewart-Tosser Motor company has just delivered to C. C. Kendall a Pierce-Arrow "48" roadster. This car is the largest roadster that is on the streets of Omaha, and is a car of refinement and beauty as well as durability. "The car is a French gray in color, with a maroon stripe," Mr. Kendall expects to drive this car to California within the next two or three weeks.

The Pierce-Arrow Motor Car company has recently closed a contract with the French government for the delivery of 300 Pierce-Arrow trucks to be equipped for military services. This goes to show that the automobile is one of the necessities nowadays in war as well as in peace.

F. C. Hill, who has been selling Stevens-Duryea cars for the last year, has now associated himself with the Stewart-Tosser Motor company and will look after the selling of Pierce-Arrow cars.

KISSEL KAR DESIGNS FIRST DETACHABLE SEDAN TOP

The Kissel Kar was the first car to carry a detachable Sedan top, according to H. S. Daniels, publicity manager of the Kissel Motor company, despite contradictions by other concerns. The idea was not patentable, declares Mr. Daniels, and other companies are making the detachable Sedan, but he is insistent that the Kissel Kar designers patterned the first one and should be given credit for the "new and happy idea."

Saxon Lowest Price Light Delivery Car On American Market

The Saxon Motor company has entered the light delivery field with the lowest-priced delivery car of standard design ever produced. Of 400 pounds carrying capacity (in addition to the driver's weight), the Saxon delivery car is priced at \$286.

This new delivery car has such features of standard design as a powerful four-cylinder motor, sliding gear transmission, dry plate clutch, shaft drive and standard tread. The top of the body is fitted with storm curtains which may be lowered so as to protect the load in inclement weather. The loading platform is low, making it convenient for the driver to handle goods.

Further conveniences are provided by placing the ignition switch and carburetor adjustment on a leather-covered instrument board in the dash, and by making the spark control automatic.

According to Lawrence Moore, director of sales, much attention has been given by the Saxon engineers to securing simplicity of control and operation, so that inexperienced drivers may have no difficulty in operating this vehicle.

"The new Saxon delivery car is designed for the thousands who need motor delivery in their business, yet who have always thought of motor delivery cars as being expensive," says Mr. Moore. "After a long period of experimenting we have produced a delivery car which costs no more than a good horse and wagon, and at the same time has every advantage over horse delivery in point of distance covered, new business possible to handle, mile for mile economy, and dependability."

DRIVES KISSELKAR MANY MILES WITHOUT REPAIRS

Charles S. Dean of Troy, N. Y., has driven his seven-passenger KisselKar "48-Six" 5,000 miles since July 1. Mr. Dean is connected with one of the big shirt and collar industries of Troy and uses his car constantly, both for business and pleasure. Up to date Mr. Dean has not had to have an important adjustment made and declares he has the best car in Troy.

Go to Kansas City. Mrs. Mary Welsh, the assistant manager and auditor of the Nebraska Haynes Automobile company of Omaha is in Kansas City for a few days checking up and auditing the books of the branch agency which the Haynes company has in Kansas City.

Cartercar Shows Power by Pulling Big Tractor Engine

J. I. Christner, a resident of Tioga, Ill., had heard his neighbors tell time and again of the power of their automobiles. Mr. Christner, who owns a Cartercar, said nothing while all this talk was going on, but on October 2, when the men of the countryside of south Hancock county had gathered for a "threshing bee" he resolved to show them a few things.

Just before the Big Garr-Scott tractor started up after the noon hour, Mr. Christner drove his Cartercar around in front of it. He pulled a log chain out of the tonneau, fastened one end of it to the front axle of the tractor, the other to the rear axle of his automobile, then climbed behind the wheel.

Shouting to the engineer to put the big tractor in gear, Mr. Christner started his car. It moved forward slightly, then precipitately pulled the great engine ten feet. To prove that it was not an accident, he repeated the performance five or six times.

The tractor, as equipped weighed about 16,000 pounds, besides the water it carried.

Just so his word could not be doubted whenever he chose to tell about the power of his car, Mr. Christner had a picture taken and secured the sworn affidavits of seventeen spectators.

Mitchell Makes a Big Display at the Atlantic Auto Show

The Cass County Automobile company held a fine exhibit of 1915 models of automobiles at Atlantic, Ia., during the last half of last week which attracted a great deal of attention and there was a very large attendance. The Mitchell Motor Car company of Omaha had three carloads of Mitchells on the floor, similar in type to the famous Seal Bonnet car, which was in Omaha recently. The exhibit of the Mitchell car aggregated a total of over \$20,000 in automobile values. Mr. J. T. Stewart of the local Mitchell agency was in personal attendance during the days of the exhibit and reports that much good was done and that several orders were taken during the exhibition for new cars. All the very latest models of Mitchells were shown.

See Want Ads Are Famous as Result-Getters.

H. B. Joy Deplores Attacks Made by Some on Business

"The federal reserve banking system should not be pressed into operation until the units are at least partially organized to transact business," declared Henry B. Joy, president of the Packard Motor Car company, upon his return to Detroit from Chicago, where he attended a meeting of the board of the Chicago reserve bank. He added that the federal reserve situation is developing favorably and that it will not greatly change existing conditions.

Mr. Joy deplored the attacks upon industry and prosperity made by politicians. "These attacks, along with unwise legislation," he said, "are far more serious than any conditions arising from the European war, and will last much longer. It is strange that the people will listen to attacks upon big business and constructive wealth when their welfare depends upon the welfare of those companies, and their savings are invested in those companies by the banks and insurance companies, into which go their surplus earnings to make provision for their old age or disability, and for their widows and children."

The Want Ad Columns of The Bee Are Read Daily by People in Search of Advertised Opportunities.

Comes to Detroit From Australia For Dodge Agency

After traveling 10,000 miles on the chance of securing the sales rights for the new car which Dodge Bros. will market next month, S. A. Cheney of Adelaide, South Australia, has announced his intention of staying in Detroit until his mission is successfully accomplished.

"Lots of dealers in my country are awaiting the arrival of Dodge Bros. traveling men, but I went there one better by packing up and leaving on the first steamer," said Mr. Cheney, who formerly was sales manager for Duncan & Fraser, big Australian distributors of American and European automobiles. Mr. Cheney states that the sales of American cars, which have formerly led all others in Australia, have had a big increase since the beginning of the European war. The many excellent service depots established by American manufacturers has helped the sale of American cars, as has their reputation for standing up on the rough roads of the island continent.

He predicts a big sale for popular priced American cars in his country during the coming year, and if successful in obtaining an agency for Dodge Bros. new car he intends placing large initial orders with the Detroit concern.

Car owners from out of town tell us that while we tour they have difficulty in securing Batavia Tires in this vicinity. This is because for over four years distributors in New England and the Middle Eastern States have absorbed our entire output.

But this year we have tripled our production and can furnish any one in this city the name of a dealer carrying our full line of high-grade automobile tires, including Red and Gray Pure Gum Tubes, motor cycle and Ford sizes at attractive prices.

Sold under warranty and adjusted on a 4000 mile basis. This is 14 per cent. greater protection than is usually offered.

DEALERS and JOBBERS If you have a quality market and depend on the service rather than the price argument, tell us the territory you actively cover, your volume of business in tires for the last twelve months and learn our proposition.

BATAVIA RUBBER CO. FACTORY AND MAIN OFFICE, BATAVIA, - - New York

THE OMAHA BEE—THE HOME PAPER.

Advertisement for KisselKar featuring an illustration of the car and text describing its features and availability at Noyes Auto Co., 2206 Farnam St., Omaha, Neb.



Have You Had a Ride in the New Eight Cylinder Cadillac?

CADILLAC COMPANY OF OMAHA Geo. F. Reim, Pres.