

CLUB SERVICE IS PLEASING

Motorists Appreciate Information
Handed Out on Omaha Day at
the State Fair.

AFTER HOURS REPORTS USEFUL

"The motorists of Omaha appreciated the club information service last Thursday, Omaha day at the state fair, when nearly 500 cars bedecked in banners and flags left for Lincoln from the club room," said Secretary Powell in speaking of the big success of Omaha day at the fair. "Whether all this happy bunch went to the big dingles I do not know, but I do know that they were highly pleased with the treatment at the club."

"Our after hours service is a distinct feature of this club," remarked President George in talking about the club advantages. "After 6 o'clock in the evening the members of the club can call Harney 4083 and receive the day's report on road conditions the same as if he were calling the club room. Every evening Assistant Secretary Smith takes a copy of the day's road reports and places same over his home telephone so that the many telephone calls receive the same prompt service as during office hours."

A writer in an eastern journal, in an exhaustive account of a motor trip from New York to San Francisco, placed particular stress on prohibitive speed regulations through the western states as the reason why eastern tourists prefer motoring in Europe to travel over their own country. The writer was, however, good enough to tell the truth about our roads, saying that in average weather Nebraska and Iowa roads were very good.

King Ak of the realm of Quivers received generous advertising at the hands of the Automobile club on Omaha day at the state fair, when over 500 pennants were pinned on cars bound for the Nebraska capital.

The club's scope of interest in good roads extends throughout all Nebraska and Iowa. We recently took up a complaint lodged by tourists of a bad stretch of road in the western part of the state. The club wrote the Commercial club of that town and the latter assured us of prompt co-operation in fixing the road. The club thanked us for calling its attention to the matter.

Complaints filed with the club covering glass thrown on the street, or obstructions littering the streets or alleys, have received prompt action.

"The roads through Iowa are the best I have struck since leaving Ohio," is the splendid endorsement meted out to Iowa's highways by an eastern tourist who stopped off in Omaha last week.

The Mechanician

Oiling and Greasing.

Too much cannot be said regarding the proper care of an automobile. Neglect is one of the prime factors in the numerous ills which automobile men are constantly confronted with. If an automobile owner will map out a simple, regular system for oiling and greasing his car his satisfaction will reach the maximum and his troubles the minimum. His car will be 90 per cent efficient and his worries decreased to a considerable extent.

A very effective system of oiling and greasing which will prove satisfactory, even to one having little knowledge of a car, is outlined hereafter. The front end of a car, including the front axle, should be well greased once to every 300 or 400 miles of travel. Neglect at these points will soon produce noise. The same attention should be given to the rear spring joints. The rear axle gear-set and transmission gears should be inspected and lubricated at least once to each 300 miles of travel. In this connection one should bear in mind that there are many inferior greases on the market and attention should be paid to the proper selection of materials.

The clutch shifting parts and brake joints should be kept well oiled at all times. In oiling the magneto or other ignition devices one should bear in mind the functions which these parts perform. Too liberal a use of oil at these points will often cause trouble and in some cases put the ignition out of commission. Two or three drops of oil once in every 2,000 miles will be sufficient. This rule may also be applied to the car of the starter.

Motors having water pumps should be given attention at this point. The grease cups should be kept filled with hard grease and given a turn every day or two providing the car is in constant use. In oiling the motor itself great care should be exercised in using oils of the proper weight. It is a very good idea to keep a close tab on the oil gauge and the oil feeders. Oftentimes the feeders become clogged, or they may run too freely. This is a waste on the one hand and a serious neglect on the other.

All moving joints exposed to the dust and dirt should receive constant care as to oiling. Dry spring leaves can be lubricated by separating the leaves and allowing a mixture of graphite and oil to run between them.

Wheel bearings should be packed with Hard Oil at least once in every 3,000 miles. Much care should be used in greasing the steering gear and all connecting parts. A fairly soft grease should be used on the steering knuckles, as any binding here will make steering difficult.

Such attention will necessitate a little expenditure of time, but it will be an effort well directed and will insure greater efficiency, longer life to the mechanics and a sweeter running car.

PULLMAN AUTOMOBILES ARE EXPORTED IN BIG NUMBERS

Pullman automobiles have been exported for the last ten years, but this season's shipments to the foreign trade have many times exceeded the total previous output. A trainload of automobiles, boxed, is leaving the factory each week for the English market alone. Shipments are also going to Central and South America, Canada, Australia and practically every point where automobiles are in use.

At this time where there is a struggle among American manufacturers to obtain a foothold abroad, it is asserted that the Pullman has not only the necessary mechanical requisites for the foreign market, but all those refinements in detail of design, finish and appointments which appeal so strong to those accustomed to the best European product.

McManus to Manage
the Detroit Office of
Erwin & Wasey Co.

Motor car advertising circles were given a stir on September 1, when it was announced that Theodore F. McManus, of Detroit, one of the best known advertising men in the United States, had joined the Erwin & Wasey company of Chicago.

The surprising part of the announcement was that, in addition to directing his old accounts, Mr. McManus would devote a considerable portion of his time to the advertising campaigns of the Goodyear Tire and Rubber company, of Akron, O., whose advertising in the future will be placed through the Chicago and Detroit offices of the Erwin & Wasey company.

Charles R. Erwin, one of the best known advertising men in Chicago, is president of the company, which was formed some eighteen months ago. His principal associates are Louis R. Wasey and W. T. Jefferson, both of whom have won big reputations in the middle western advertising fields. With the affiliation of Mr. McManus the company becomes one of the strongest agencies in the country and will place more than \$2,000,000 in business annually through the Detroit office alone.

SMITH ANNOUNCES ARRIVAL
OF HUDSON TOURING SEDAN

A beautiful car exhibited on automobile row by Guy L. Smith, is the new Hudson touring sedan. It represents the highest degree of designing, finish and art of the automobile builder. The car is complete in detail of equipment, finish, luxury and comfort, upholstered in imported gray English Bedford cord cloth, and the lining of the sides and top is of the same material.

It seats seven passengers and has the divided front seats, permitting the passengers changing from any seat to any other seat without getting out of the car. Auxiliary seats folding in to the backs of the front seats, are entirely out of the way when not in use. As a whole, this is said to be one of the finest and most complete cars ever shown in Omaha. In this model, the combination is complete, for two cars all in one can be purchased for a sum considerably less than two cars, and is within the reach of all motor car owners.

This new touring sedan, which is a refinement of both the open and closed car types, is mounted on the standard Hudson Six-40 chassis, which gives it ample power for any and all kinds of work it may be called upon to perform.

Perhaps more than any other type of car the touring sedan possesses an individuality. It stands for something that reaches the imagination of most buyers. Everyone has noticed the increasing habit of users to drive their cars with the top raised. Thousands of cars go the year round without the top ever being lowered. It is being realized that the raised top is a protection from the sun, wind, dirt and other annoyances and that the occupants of the car prefer to ride with the top up. That there is less strain on the eyes from sun and dust, and that for cross-country touring it is usually preferable to driving with an open car.

This is particularly true, when this car can be combined with the big advantage of the rigid disc standard, and the perfect

fitting windows that are possible with this new type Hudson.

For winter driving this car, with the sides closed, is as perfect as a limousine. No crevice is found for snow or rain to enter. The car is always warm and comfortable. It looks and feels like a limousine.

Spark Boys Plant
Safety First Signs
Along Auto Routes

The Sparks boys. They're due in the city most any day now. When you see a strange-looking automobile, travel-stained but still hitting on all four cylinders, make up your mind that the boys have arrived.

They've been all the way to San Francisco, over the Lincoln Highway, looking for the trip down the coast to Los Angeles, marking every dangerous spot with a "Safety First-Sound Spartan" road sign.

Now they're on their way to New York City over the National Old Trails road, as far as Washington. When they finally return to the Sparks-Wilmington plant, Jackson, Mich., late this fall, they will have crossed the continent over two of the biggest transcontinental arteries of travel, and the nation will be safeguarded at every hazardous turn with the Spartan Safety warning.

William Sparks, the boys' father and general manager of The Sparks-Wilmington company, designed the signs which the boys are placing. He was the first man in the automobile industry to take up the safety first idea in a big way. Mayor Sparks has long believed that all roads should be marked to give adequate warning to motorists. His two sons have gone a long way in the accomplishment of this idea.

SMALLER PENNSYLVANIA
TIRES REDUCED IN PRICE

Announcement of a substantial voluntary downward revision of prices on the smaller popular sizes of Pennsylvania Oilproof Vacuum Cup tires is made by the Pennsylvania Rubber company.

This action, according to the announcement, is entirely independent of market conditions at large. It is more or less in the nature of a dividend, or profit-sharing plan, to the users of Vacuum Cup tires, and results from an expansion of the company's volume of business to double the proportions of that of last year.

Fleharty Watches
Auto Go Into Creek

City Solicitor Fleharty had an exciting experience seven miles west of Fremont on his return trip in an automobile from a hunting trip near Ericson, Neb. Nearing a bridge in his car he was following a Mr. Russell and party of four, in another car. The Ford party's machine missed the edge of the bridge and plunged fifteen feet to the bottom of a creek. The car turned on its side and the occupants escaped with a few scratches.

Mr. and Mrs. Fleharty tarried long enough to help the unfortunate motorists out of their plight. The Russell automobile was damaged, but the victims were able to proceed under their own power to the nearest repair shop.

Tenant Give Gate. Manager Clifford Blankenship of the St. Louis City team of the Pacific Coast league has released Tom Tennant, veteran first baseman of the team.

Gossip
Along the
Automobile Row

W. L. Huffman has spent the larger part of the week at the Hummobile exhibit at Lincoln and reports unusual interest manifested in the 1915 Hummobile.

"It's a mighty easy thing to unload a carload of cars these days," said W. M. Clement of the W. L. Huffman Automobile company, because just the minute the agents learn of the arrival of a carload of Hummobiles they are promptly on deck and volunteer their service to go down and unload the car. One day last week a car was so unloaded and we only saw one of the cars, as the dealers drove three out of town from the depot platform.

T. M. Bromwell, sales manager of the Oldsmobile sales company, in attendance at the Nebraska State fair at Lincoln this week, reports much activity in the automobile line, having closed up a number of contracts, also reporting a number of retail sales. Taking it all in all, Mr. Bromwell states that it is one of the most successful fairs he ever attended.

A number of Marion light trucks were delivered this week by the Fred C. Hullman Motor Car company to waiting dealers. This finishes the Marion car shortage, as Mr. Huffman stated he had finally caught up with deliveries and was now in a position to make immediate deliveries on touring cars. Mr. Huffman set his mark high this fall on the sale of Marions and the way they have been moving promises to reach his expectations.

N. F. Ernst, who for three years held the position of branch manager of the Metz company at Union, N. Y., has been appointed assistant manager of the Omaha branch. Mr. Ernst has been with the Metz people since the inception of the business.

The Akron Marathon Tire company has recently installed a service station in Omaha and will do repair work on tires. The main idea in this work is to accommodate Marathon tire users, but the service will not be limited to that extent.

George G. McVicker was among the automobile men who attended the state fair and boosted their cars in that vicinity. Mr. McVicker was especially anxious to tell them all about the new Empire "Six," which he believes to be a winner. This is the first "Six" the Empire people have produced, but McVicker says it is the best yet.

Dunn is Satisfied. Jack Dunn, who transferred his International league club from Baltimore to Richmond, says that he is well satisfied with conditions at the Virginia capital.

Russell is Sold. Manager Dunn of the Richmond team last week announced the sale of Allen Russell, pitcher, to the New York American league club.

Butler All-Steel Garage
Portable, cheapest, easiest to put up, attractive in appearance. Has a fully fire-proof safe. Is a ready-made building on any place. 10x14 feet for small car. Ask for booklet and prices on larger sizes. BUTLER MFG. CO., 223 1/2 1st St., Kansas City, Mo.



The Car You Can Always Use

The newest Kissel idea—a four passenger Roadster with a Detachable Coupe Top—is ready for delivery. It is an added feature of the ALL-YEAR line—one of the happiest of the many delightful surprises to come from the Kissel factory this year. When you see it you'll say what we said:—"Here at last is the ideal car."

Roadster Seating Four

A roadster to seat four passengers—the typical American family—and at the same time suitable for one man to drive in his business or professional duties. Style—beauty—utility—a jimdandy in looks and smartness and at the same time the most practical car you ever saw.

Coupe Top for Winter

You know about the ALL-YEAR car—the big Kissel success of last year.

Well, here is the latest development of that clever plan—a Roadster with Detachable Coupe Top—complete—comfortable—luxurious and totally free from any earmark of a makeshift.

The ALL-YEAR Roadster and Coupe are mounted either on the 32-FOUR, 34-FOUR or 42-SIX chassis—the greatest values on the American market—each every inch a car.

KISSELKAR

Every Inch a Car

Have you seen the new KisselKars? If not, do not fail to look them over at the first opportunity. Alongside so many cars built to fit a price, they are a refreshing contrast in appearance, finish—and particularly in mechanical worth.

KisselKars are MANUFACTURED cars—distinctive in looks and equally so in structural excellence—therefore in value. Prices \$1,050 to \$2,000. See them today.

We are closing our 1916 contracts with agents NOW. This is a very desirable and attractive proposition. Write us or come and see us at once.

NOYES-KILLY MOTOR CO. Distributors

2066-68 Farnam Street

OMAHA, NEBRASKA

PULLMAN \$740



14 Years Building Quality Cars

SPECIFICATIONS:

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| Motor —4-cylinder, 34x44. | Springs —Front, semi-elliptic; rear, full cantilever; hung on shackles. |
| Oiling —Force feed and splash system with sight feed on dash. | Wheel Base —114 inches. |
| Radiator —Large honeycomb. | Tires —31x4; non-skid. |
| Ignition —Dixie high tension magneto. | Top —One-man easy folding; quick acting curtains, carried in rear under top. |
| Transmission —Selective sliding gear, cane handle. | Lighting —Electric, with dimming attachment. |
| Clutch —Multiple disc. | Starting —Electric. |
| Axles —Front, solid drop forged; I-beam. Rear, full floating. | Horn —Electric. |
| Upholstery —Full fine quality leather. | Gasoline Tank —Carried in cowl; capacity 10½ gallons; provided with gauge. |
| Steering Wheel —17 inches. | |

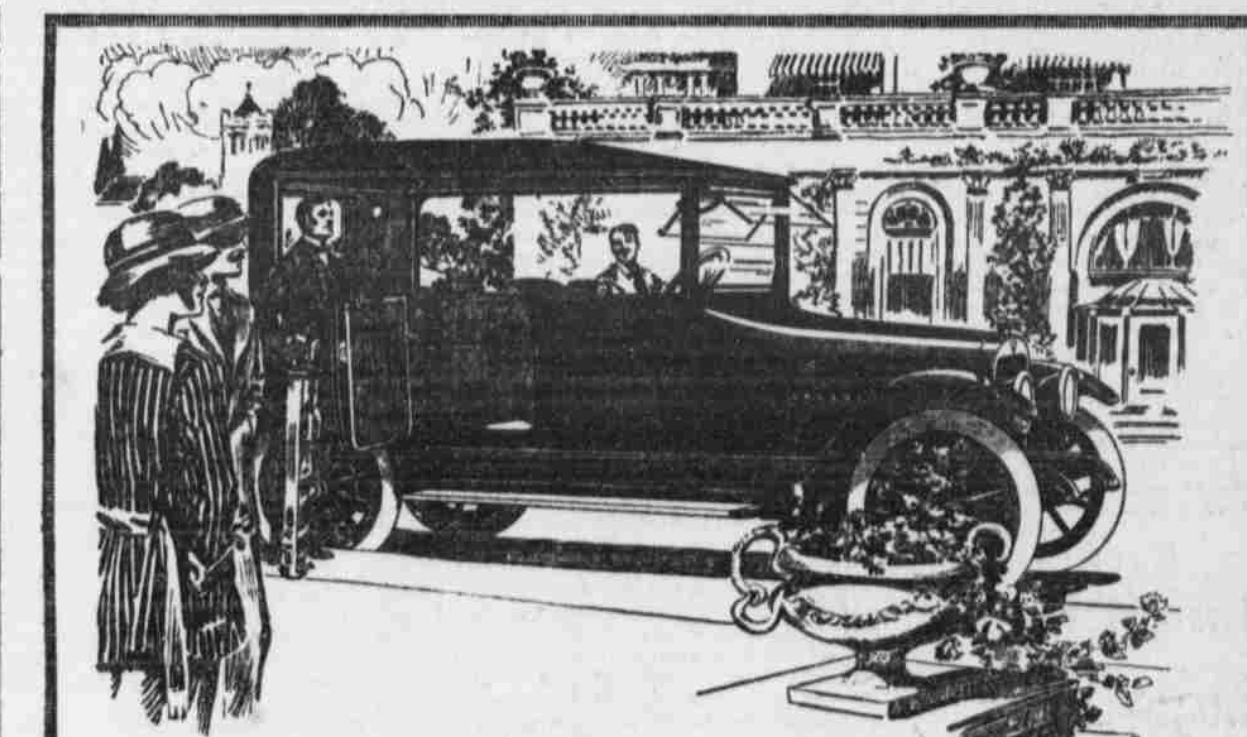
Regular Equipment—Self-starter, generator, electric head and tail lights, electric horn, windshield, one-man top with dust boot, quick, acting curtains, speedometer, demountable rims, one extra rim, pump, jack, tire irons, tire repair outfit, and full kit of tools.

Immediate Delivery

T. G. Northwall Co.

OMAHA

SIoux CITY

Hudson's New Luxury Car
The Touring Sedan—For All Seasons

This latest Hudson conception will meet the desires of thousands. A Touring Car when the windows are down. Fixed top, open sides, unobstructed view. Not a sash or a brace in the way.

With the windows raised, a luxurious Sedan. And the change can be made in a minute. Women will find here all the elegance of the finest electric brougham. All will find in this one model a car for winter or summer, for touring or for town.

Other Closed Hudsons—Nothing Too Fine

For years Hudson designers have centered largely on bodies. That is, since they finished the new-type Hudson, which has won leading place among fine cars. We determined then to lead in body-building, too, particularly in luxurious closed bodies.

We brought to our aid coach builders of international repute. Our own designers worked out scores of conveniences.

Now Hudson closed bodies stand out as artistic masterpieces. A glance shows

their distinction. The details reveal a hundred pleasing surprises. Closed car luxury is here brought to its climax. Yet note Hudson prices. They will bring these envied comforts into ten-fold wider use.

Hudson dealers now have closed models on show. We urge early selection because all Hudson models are in over-demand this season.

For full descriptions write for Closed Car Catalog. HUDSON MOTOR CAR CO. DETROIT, MICH.

GUY L. SMITH
"SERVICE FIRST"



TOURING SEDAN

With windows up—the same car as pictured above. Price, \$1875, f. o. b. Detroit.



LIMOUSINE

A distinguished model, most luxurious. Extra seats face forward or backward, and disappear when not wanted. Price, \$2450, f. o. b. Detroit.



COUPE

For comfort on stormy days, yet open and delightful in summer. Seats four. Price, \$2000, f. o. b. Detroit.



CABRIOLET

Changes quickly from an open Roadster to a closed Coupe. Price, \$1850, f. o. b. Detroit.

Omaha, Neb.