

MUSTER MOTOR CAR FOR ARMY SERVICE

General Wood Proposes Plan for Organization of Car Owners for Nation's Defense.

INSTRUCTION FOR OFFICERS

General Leonard Wood, U. S. A., expounds a plan for the organization of motor vehicle owners for military defense. The plan of the commander-in-chief of the United States army, based on long experience with older forms of transportation and in the various experiments which the government has made with motor equipment, contemplates the organization of military instruction camps in all parts of the country, to which the millions of motorists would go with their vehicles and receive instruction from regular army officers. General Wood advocated that the different motorists be grouped according to make of car, rather than geographically, as uniformity of mechanical details is of great importance in the strenuous service of the battlefield.

Method of Assigning.
Each car sent to such a training camp would be accompanied by its owner or his representative and the several additional men, according to the passenger capacity of the machine, so that for every few hundred vehicles there would be a regiment of men. Transport trucks, armored scouting cars, ambulances and machine guns would be assigned to each motor regiment.

General Wood made a special plea for standardization of motor truck parts, and especially of tire sizes. He also urged that road commissions see that all bridges on main roads be of sufficient strength to sustain the weight of heavily laden vehicles, pointing out that, through no fault of the vehicles, the motor gun troop which ran the 400 miles from New York to Plattsburg required four days for the trip because of the frequent detours necessary to avoid weak bridges. Many of these had to be bolstered up and some completely rebuilt before the heavy apparatus could make the passage safely.

Rubber Tires Necessary.
It has been found that the field guns, which were towed by the motor trucks, suffered from the vibration induced by their steel tires, while the men who rode on them found it exceedingly fatiguing, as well as difficult to cling to their seats. Rubber tires have to be fitted to both guns and caissons for motor service.

Average Life of Motor Car in War Zone Thirty Days

"The life of the average motor car," says a writer from the war zone, "is less than thirty days." Not referring to destruction by shot and shell, but to wear and tear—the inability of the car to hold up under hard service over rough roads.

Here for the first time, the automobile world is finding out what happens when a motor car is driven by men who cannot spare a thought for the car, but only for the service they get out of it.

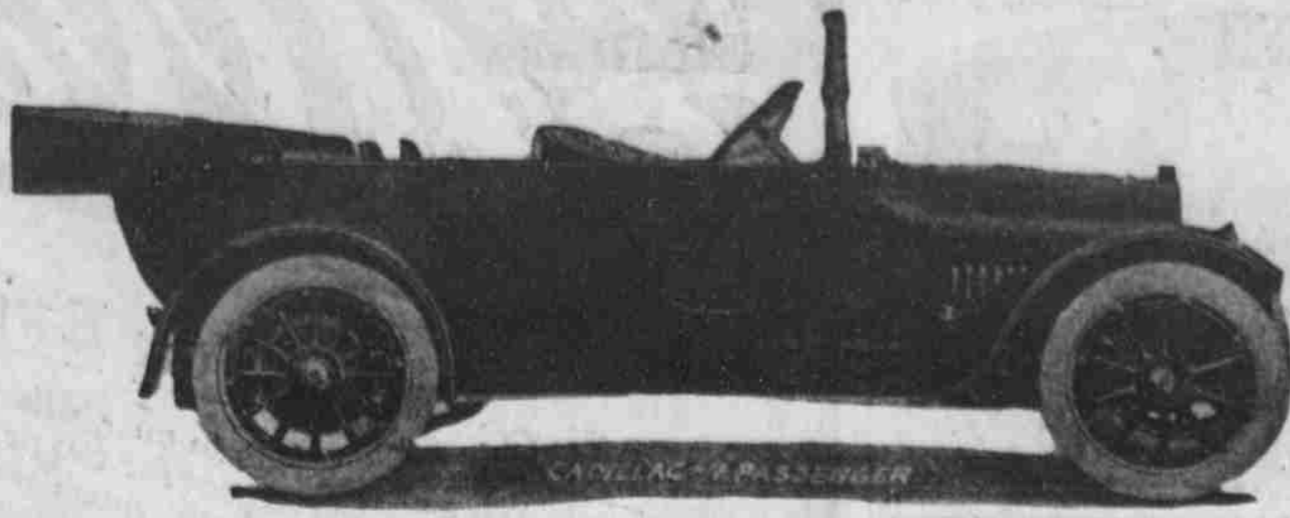
The biggest problem the motorist faces today is wear and tear and depreciation. Last year these two items alone cost the car owners of America \$200,000,000.

Your average owner hesitates to demand from his car all the service he has a right to expect. He is always favoring the engine, the tires, the complex system of parts and plumbing.

Taking all possible care, he still faces an unreasonable depreciation. Car owners, patient and a bit timid at first, are asking in more insistent terms than ever—What will the car do and what will it cost in upkeep and depreciation?

Here is the hardest test an automobile was ever put to—a practical demonstration of what a Franklin car can do, and of the great efficiency of Franklin's direct-air-cooling. At 5:56 o'clock on Wednesday afternoon, August 4, a Franklin car arrived in San Francisco at the finish—after a run of 500 miles on low gear from Walla Walla, Wash., all the way without once stopping the engine.

New Beauty Shown by George Reim



CADILLAC PASSENGER

High and second gears were removed from the car, and the transmission sealed before the start; and the car officially inspected and affidavit made by technical observers in San Francisco. Running time, eight-three hours and forty minutes—over ten miles an hour. The route was the hardest possible, and was purposely chosen as an additional test of the dependability of the Franklin car—through the John Day River Gorge, the Harney Desert in South Oregon, the Sierran mountains and the Barney Pass in California.

Wants to Drive Car From Coast to Coast Without Bite to Eat

Automobile manufacturers have received some interesting and unique propositions from persons who want to make automobile trips across the country. The climax is believed to be reached by Otto Nordbo of Chicago, who proposes to drive an eight-cylinder King from New York to San Francisco without eating.

Basins his contention for seriousness in being able to do this on the fact that he has fasted thirty days without ill effect. Nordbo believes he can "demonstrate the perfect mechanism of the King by showing how even a starving man could manipulate it."

Would Rent Motor Cars by the Week

There has been formed in California a company as a co-partnership, with the idea of renting cars to all members of the association on such terms as to bring the pleasure of motoring within the means of any person earning a salary of \$5 or more per week. According to the plans of the two partners, A. L. Whitmer and W. H. Wright, any person of good reputation and good standing may use one of the cars of the association with all the privileges of a private owner—but on a rental basis.

A membership in this association consists of a nominal deposit being placed with the association to guarantee against any breakage through negligence of the renter driving and the payment of any unforeseen expenses that may arise. When one obtains a membership in the association he is entitled to the privilege of taking out any time of the day or night, and for week-end and weekly trips, a new model 1914 car, fully equipped with tires, oil and gas, and using as if it were his own.

If one is desirous of becoming a member of the association, and is not proficient in handling a car, the association has drivers who are there solely for the purpose of teaching the inexperienced. The association also will furnish information on tours all over the state.

Literally Speaking.
"Uncle Mose aspired to the elective office of justice of the peace in the 'black bottom' part of town. One bar there was to his preference; he could neither read nor write. His master advised him to go to the commissioner of elections and ask whether he was eligible. Mose went and returned.
"What did he tell you, Mose?" inquired the master.
"It's all right, sah," answered Mose, "dat ren'leman suitinly was kind; yas, sah. He tol' me Ah was elig'ble 'to dat office."—New York Evening Post.

Reim Goes to the Cadillac Dealers' Meet at Chicago

George T. Reim and several of the leading Cadillac representatives recently held a conference at Chicago to determine upon policies for the coming season.

The introduction of the winter cars has caused the Cadillac people to make more elaborate and extensive plans for the winter, and all indications point toward a profitable winter season.

"The Chicago representative," says Mr. Reim, "is securing the lead in the high-class car field. They have already sold twenty limousines and have contracted for 300."

Mr. Reim called attention to one fact which shows the importance of the

Omaha field. The Cadillac company of Omaha received a "Brougham" demonstrator ahead of the Chicago representative.

Advertising was one of the things which Mr. Reim had under consideration in Chicago. "I am an advocate of clean advertising," said Mr. Reim, "and heartily approve the slogan, 'Truth,' adopted by the advertising men at the convention held in Chicago this spring. While in Chicago, I made arrangements to get some art drawings which are being used in Chicago, and I intend to use them here. Too much attention cannot be paid to the attractiveness of advertising. I believe an advertiser will secure better results by spending some additional money for individual cuts and drawings. There is no reason why individualities can not be characterized in advertisements."

Be Want Ads Produce Results.

Railroads Propose To Add to Demurrage On Auto Shipments

The total output of automobiles from all factories during the last few months has resulted in record shipments and is more than double the same period last year. This has brought an unusual drain on the supply of automobile cars as there is only a limited number of box cars or so-called automobile cars in service with door openings suitable for handling automobiles. To accomplish the handling of this traffic as fast as the machines are completed at the factories the railroads are dependent on the prompt return to the manufacturing points of the cars containing shipments.

The traffic department of the National Automobile Chamber of Commerce is bringing continual pressure on the railroads to keep the automobile equipment in active service and confined to the handling of automobiles, insisting particularly that railroads throughout the country return these cars to manufacturing territory promptly. They are being met with the statement by the railroads that dealers frequently fail to unload the machines on arrival and use these automobile cars for weeks and months for storage purposes at the regular demurrage rate of \$1 per day.

There is now a scarcity of automobile cars at the shipping points and if this continues and results in an extensive car shortage the result to the manufacturers and dealers through inability to make shipments will be very serious.

Furthermore, the American Railway association has gathered voluminous statements showing these delays in unloading automobiles at various points and proposes to establish an extra demurrage charge of \$5 per day on automobile shipments to force the release of cars.

HOOSIER CLUB STARTED TO BOOM GOOD ROAD MOVEMENT

An organization to be known as the Hoosier State Automobile association has

been incorporated by prominent citizens of Indianapolis, most of them members of the Hoosier Motor club, for the purpose of organizing motorists and good roads enthusiasts throughout the state into local clubs. It will be affiliated with the American Automobile association.

LEE Tires

PNEUMATIC NON-SKID PUNCTURE-PROOF

THESE PNEUMATIC Tires yield amazing mileage and are guaranteed

Puncture Proof

Let us show you their construction or send you our descriptive booklet entitled "PNEUMATIC YET PUNCTURE PROOF."

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GREETINGS: from---

Regal, the Leader of the Motor World

—to—

King Ak, and all His Ak-Sar-Ben Hosts

It is entirely fitting that Old King Ak should be welcomed by the Regal—it takes a Queen to greet a King. But, though the Regal has all the good qualities of the Royal family, it is no august personage. So the Regal awaits in state and is ready to receive all visiting hosts. While you are here see the Regal; remember, too, that--

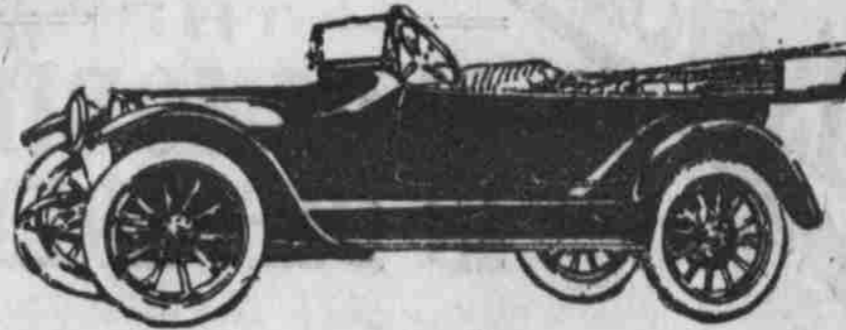
Before You Buy, Ride in a Regal.

FACTS

About Regal Light Four

Whether you buy a car for pleasure or for business it must be reliable and practical.

On an even footing with reliability comes practicability. In other words, the cost of maintenance. We claim both for the Regal light four. Consider this seriously before purchasing.



Regal De Luxe Eight

FACTS

About Regal De Luxe Eight

- 1—115-inch Wheelbase.
- 2—Famous Dynaco Electric Lighting and Starting System.
- 3—Genuine Cantilever Rear Springs.
- 4—Powerful, Accessible Eight Cylinder Motor.
- 5—Attractive Streamline Design.
- 6—Gasoline Tank Mounted in the Rear of Car.
- 7—Genuine Leather Upholstering.
- 8—One-man Mohair Top.
- 9—Roomy Driving Compartment and Tonneau.
- 10—Demountable Rims.

We hold the winning hand in the motor game today--look at these winning cards; Regal, the queen, and--

Four-of-a-Kind--That are Different!

Regal Light Four

A sturdy, dependable, roomy four-cylinder car that will stand up and give service year in and year out. It is fully equipped, 108-in. wheelbase, 30x3 1/2-in. tires, non-skid on rear, demountable rims, one-man mohair top, clear-vision ventilating built-in windshield, Stewart Speedometer, electric lights, electric horn, and the famous Dynaco non-stallable electric starting system. You are through paying for equipment when you pay the initial price. Touring Car or Roadster, at

\$650

F. O. B. Detroit.

Regal Standard Four

A high quality car from radiator to tail lamp. Powerful motor (3 1/2 x 5), beautiful streamline design, roomy tonneau and driving compartment, long wheelbase, genuine leather upholstery, 32x4-inch tires, non-skid on rear, Stewart vacuum feed gasoline system, Dynaco non-stallable electric starting and lighting system -- a practical car for the man who must have an automobile to meet all his needs. Touring Car or Roadster, at

\$985

F. O. B. Detroit.

Regal Coupe

Here is a car with as many uses as there are business and pleasure hours in the day and evening.

The demand for coupes for winter driving is becoming greater every year. Wherever the REGAL coupe goes it has that unmistakable air of distinction. It ideally meets business and professional requirements because it is a real automobile.

\$1250

F. O. B. Detroit.

Regal De Luxe Eight

Its vibrationless flexible motor, its ability to pick up and get away the instant you touch your foot to the accelerator will captivate you. This, like the other two Regals, is a serviceable quality car at a moderate price. Let our representative take you for a spin, the car will prove by its performance that it is the one you should buy. Touring Car or Roadster, fully equipped,

\$1200

F. O. B. Detroit.

To the Country Dealer we suggest that you get in quick for your share of territory. Make our office your headquarters when you come to Omaha

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