

SUBSTITUTE FOR LEATHER IS FOUND

Textan Now Used for Making Soles for Shoes and Is Said to Give Satisfaction.

DOES NOT INJURE FEET

For several years past there has been an alarming and constantly increasing shortage of leather and a threatened increase in prices of men's, women's and children's shoes. This has been especially true of the leather which is used for providing soles.

As a consequence, there has been a steady advance in the prices of shoes, and it began to look some time ago as if there might come a day when shoes would rank as a luxury to be reserved for the rich alone.

In Place of Leather. Recognizing the danger, specialists in the B. F. Goodrich laboratories set to work for the purpose of developing a material that would take the place of leather for shoe soles. Their efforts have resulted in the production of a composition that is called Textan.

"Exhaustive tests conducted under the most exacting conditions," says W. S. Rutherford, branch manager of the B. F. Goodrich company, "have brought out the fact that Textan not only takes the place of leather for soles, but that it is superior in every way to the best oak-tanned sole leather that has ever been used in shoe-making."

Wears Longer Than Leather. "Textan wears much longer than sole leather of the highest grade; it keeps its shape; it takes on a polish, just as the best leather does, making the new composition suitable for use upon dress shoes, as well as on those that are intended for everyday wear, and it is waterproof."

In other respects, Textan is actually superior to leather, for instance, it is so pliable that one does not find it necessary to break in a pair of shoes that are soled with Textan; then, too, Textan has a velvety clinging quality which makes walking easier, and it does not wear slippery.

Does Not Burn the Feet. "The composition of Textan is such that, although it consists largely of rubber, it does not draw or burn the feet, and it is made in white, black and tan, so that it can be put on shoes of any kind."

Heretofore, soles that were made of rubber or other compositions were put on men's and boys' shoes mostly. Textan is suitable for women's and children's shoes—the daintiest and most expensive as well as the heavier kinds.

Sand Hills Easy For the Hupp

The following letter was received at the Hupp branch, signed by C. I. Day of Chadron, Neb., who recently made a 200-mile drive through the sand hills:

"I drove 200 miles yesterday through sand hills, etc. It was very warm and, as much as I have driven in this sand-hill country, and many different cars, I never saw any car do the work as easy as this Hupp. It worked perfectly, pulling the worst sand without getting hot. In fact, the more I drive it the more I keep thinking what a perfect car it is."

New Wheel Will Take Up Shock and Use Solid Tires

The problem of combining the solid rubber tire with an appliance which will absorb the jar occasioned by fast driving and rough roads seems to have been quite satisfactorily solved by the American Resilient Wheel company of Chicago.

By a system of springs, which are arranged in a slightly enlarged hub cap, the jar resulting from the use of solid rubber tires is reduced to a minimum. There is a noticeable lessening of shock in encountering road ruts, bumps, street car tracks, etc.

C. S. Voorhies, who has the state agency for this new wheel, claims that the invention will mark the passing of a milestone in motor transportation.

L. Harrington, the inventor, has been in Omaha for the past week completing arrangements for distribution. Mr. Harrington has been connected with numerous large institutions throughout the country, among which is the Edison company of East Orange, N. J., and has several inventions marked to his credit.

Cadillac Wins Hard Run Over Rough Mountain Road

Word has been received by George F. Reim, president of the Cadillac company of Omaha, to the effect that the Cadillac hung another record to its credit in Colorado the Fourth of July.

The event took shape in a road race from Denver to Laramie, Wyo. There were twenty-one entries and the distance covered was 132 miles. The route included some pretty rough roads, also mountain climbing, but in spite of this the Cadillac piloted by Harold Brinker averaged forty-four miles per hour, beating all previous records. The nearest competitor reached the goal eighteen minutes after the arrival of the Cadillac.

Dr. King's New Life Pills. Regular bowel movement is essential to your health. Take Dr. King's New Life Pills and have a daily movement. All druggists. 25c.—Advertisement.

Read Bee Want Ads for profit. Use them for results.

Friction a Bugaboo To the Racing Men

Friction is a bugaboo of the noted racing drivers, perhaps even more so than it is the bane of the pleasure or commercial driver's peace of mind. That's because so much depends on everything being in top-notch trim when the speed boys start out to smash past performances.

Dario Resta snaps his fingers at Old Man Friction. So do Joe Christens, Barney Oldfield, Eddie Rickbacher, Eddie O'Donnell, Wilbur D'Alene, Tom Alley and a host of other well known racing drivers. They're wise to the fact that the way to practically put a quietus on friction is to lubricate with Dixon's graphite automobile lubricants. They've been using Dixon's and winning races.

John Smith is complacently reeling off the miles in his car, happy as a bear in a honey barrel. His car is lubricated with Dixon's and that gives him the ear-to-ear grin without a friction cloud on his horizon of happiness.

Tom Jones can take a tip from friend Smith and reap the benefits of friction freedom by tuning 'er up with Dixon's throughout.

Families of Briscoe Employees In Guard to Be on Payroll

Chicago, July 8.—Benjamin Briscoe, president of the Briscoe Motor corporation, arrived in Chicago today and gave out the news that families of soldier employees of the ten factories of the corporation are to be placed on the company's payroll during the guardmen's service to their country in Mexico. Their positions will also be held open for them until they return.

The concern employs several thousand persons, not alone in Jackson, but in other parts of the United States, and all are to come under the ruling.

Haynes Auto People Add Another Addition to Factory

The Haynes Automobile company, Kokomo, Ind., is starting the sixth factory addition built during the last year. The new building, a two-story structure to house the repair department, will bring this year's increase in floor space to a total of 180,000 square feet.

Sensation When Premier Springs Its Surprise Car

"Quietly and without flourish, during the last seven months there has been developing in Indianapolis an automobile organization that promises to do much toward establishing the Indiana capital permanently as the second greatest automobile producing center in America—which is only another way of saying that Indianapolis is soon to be the second biggest producer of motor cars in the world," said R. S. Ellis, district manager of the Premier, who is at the Paxton for a few days.

"The Premier Motor Corporation, with an authorized capitalization of \$2,500,000, a factory which contains over 300,000 square feet of floor space and a corps of as high-grade specialists as there are in the entire motor car industry, is soon to announce a car that is destined to create a furor wherever motor cars are known.

"New sensational features are said to be planned in the car, and those who have seen the working model state flatly that it is without a doubt one of the handsomest cars ever produced. One single feature of the new car is said to be even more revolutionary than was the electric starter.

"We are going to be able to sell all the cars we can build and we are planning for a production of 10,000 cars in 1917. We hope to deliver 3,200 cars between now and the first of the year."

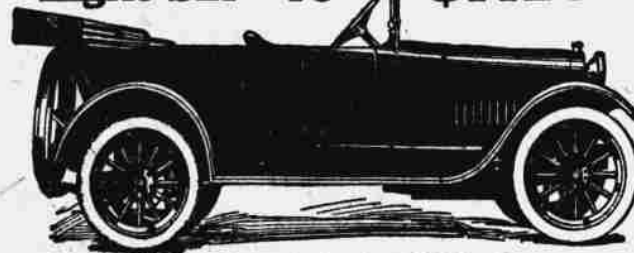
Buy Now and Save Money Is H. M. Jewett's Advice

"The coming season will not disclose any sensational novelties along mechanical lines in automobile construction," says Harry M. Jewett, president of the Paige-Detroit Motor Car company. "In view of past achievements in the world of me-

chanics, however, it would be foolish to say there will be no more innovations or inventions. A genius may arise some day with a practical idea for motor cars that in its way will be as astonishing as flying or wireless telegraphy. But I can say that the general principles of motor power as applied to automobiles, and as exemplified in the six-cylinder car, are going to be standard for some time to come. Certainly there is not likely to be any radical engineering departures or changes in design this season.

The Greater Glide For '17

Light Six "40" \$1125 f.o.b. Peoria



High-Grade Features Throughout

Beauty, Speed, Power and Economical Upkeep

A Car of 100% Efficiency

DEALERS as well as the motoring public will judge this new Glide by the general efficiency standard. It is a beautiful model, but it must be a consistent performer—else its beauty is only skin deep—and it would fail to deliver. Handsome is as handsome does. We submit its specifications for the critical analysis of the men who sell cars and those who buy them. Upon these we ask for your consideration of its superior value as a car of the first class.

Note These Features—What Others Offer Them?

Rutenber High-Speed 3½5 Motor, Rayfield Carburetor, 12-Plate Dry Multiple Disc Clutch, Goodyear 34x4 Tires—rears non-skid, Spicer Dust-proof, Self-Oiling, Universal Joints, Spiral Bevel Driving Gears, Pressed Steel Rear Axle Housing, Brown-Lipe Differential, Hotchkiss Drive, Two-Bulb Headlights.

Nickel Steel Transmission Gears in Aluminum Case, Stewart-Warner Vacuum Gasoline Feed System, Westinghouse Ignition System, Westinghouse Starter—Bendix Drive, 16-in. Steering Wheel, Rain-Visor Windshield—integral with body, Wheel Base 119 inches, Weight 2700 Pounds.

Where We Could Have Saved

We could have bought transmissions much cheaper than the Brown-Lipe, or a Brown-Lipe with malleable iron case. But this would have added weight. So we have an aluminum case, at a greater cost. Another differential than Brown-Lipe would have saved money. So would other universal joints than Spicer. We might have used a malleable-boxed rear axle in place of pressed steel. Or straight-tooth gears instead of spiral bevel. We could have designed a body of the common type instead of our beautiful, yacht-like streamline and could have made a great saving there. But our aim is to build a thoroughly good car at a medium price. In this we have been successful beyond our expectations.



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Free inspection of any battery at any time

Allen

\$795

F. O. B. FOSTORIA

—And Still They Come For 1917

No weathervane ever did more accurate forecasting than the 1917 Allen announcement.

Its effect in orders was instantaneous and positive. Already the factory realizes that even the greatly increased production already under way will not be sufficient to meet the 1917 demand which the last three weeks have indicated.

We are more convinced than ever, that the equal of the Allen, does not exist in cars under \$1,000. Note these points:

- 37 H. P. 3½ motor
- 55 inch underlung rear springs
- Full floating rear axle
- 12 inch wheelbase
- Weight 2300 pounds

STANDARD MOTOR CAR CO.

CHAS. CHANGSTROM, Mgr.
2010 FARNAM STREET, OMAHA, NEB.
Distributors for Southwestern Iowa, Nebraska and Wyoming.
Phone Douglas 1705.

THE ALLEN MOTOR COMPANY, FOSTORIA, OHIO

Factory Address:

Overland

TRADE MARK REG.

Factory Branch for Omaha

From now on this community will be served by a Direct Factory Branch of Willys-Overland, Inc., Toledo, Ohio.

Our reason for establishing the Omaha Factory Branch is our desire more intimately to study, understand and serve the needs of the owners of Overland and Willys-Knight cars in Omaha and vicinity.

We want more people in this community to own and drive Overland and Willys-Knight cars.

And our aim is to so serve such owners that they will continue to own and drive Overlands and Willys-Knights on down through the years.

In other words we are coming into Omaha to establish the permanence of our already large business here and hereabouts, and to make that business larger on the merits of our cars and our service.

The present Overland quarters at 2043 and 2047 Farnam Street will be used as a salesroom and for new car deliveries.

The former Ford location at the corner of 20th and Harney Streets has been leased for a Service Station, repair shop, used car salesroom and general offices.

Mr. J. R. Jamison is manager.

Mr. Jamison would like to meet personally every Overland and Willys-Knight owner in Omaha and vicinity.

Come in and see him.

Get acquainted now.

Mr. Jamison is here to make our service a vital factor in your satisfaction in your car.

Knowing you personally will enable him better to adapt our service to your individual needs.

Willys-Overland, Inc., Omaha Branch

Sales Room

2043-47 Farnam St.

Service Station

20th and Harney Streets