

WILLARD BATTERY PROVES A STICKLER

Test by King People at Sheephead Bay Track Brings Out Staying Qualities.

A. A. OFFICIALS THERE

A unique test was recently staged by the King Motor car company at Sheephead Bay track. The test was made with a stock car. The object was to run continuously until some part of the car broke down or 10,000 miles had been covered, or two weeks' time had elapsed.

Elmer Rosengren of the Nebraska Storage Battery company calls attention to the fact that one of the accessories on the car, which consisted entirely of standard equipment, was a Willard storage battery used in connection with the starting, lighting and ignition system.

During the entire two weeks' run the engine was not stopped and the car itself was only stopped in order to replenish oil, gasoline, water and tires. Lights were left burning almost continuously. The headlights and an additional spotlight furnished illumination at night for the car to be guided around the track.

Engine Never Stops.

If the storage battery had refused to perform its functions properly the engine would have stopped and the test would have been ruined. But nothing of the kind happened. Occasionally a gravity reading was taken and water was added three times. While this addition of water was unnecessary, it was a means of playing safe and making sure of battery performance.

After the test was completed one of the battery cells was torn down and inspected. This was done in the presence of S. E. Edwards, chairman of the test, and also a member of the American Automobile association contest committee, as well as Messrs. Shipper and Elsnor of the same committee. The battery proved to be in perfect condition. Plates and separators were unharmed by the long run, which covered 10,850 miles during the two weeks.

The average speed was nearly forty miles per hour. A test of this kind is equivalent to the amount of driving done by the average car owner in two years' time.

Dr. Bell's Pine-Tar-Honey. For your cold and bronchial cough use Dr. Bell's Pine-Tar-Honey. It cuts the phlegm, relieves congestion. Only 35c. All druggists.—Advertisement.

Packard Cars Are Chosen for Wilson

A rather unusual compliment was paid to a Detroit automobile this week on the occasion of President Wilson's visit to Detroit in connection with the world's salesmanship congress.

The arrangements for the presidential parade were made by a committee consisting largely of automobile manufacturers, who decided unanimously that the Packard was the logical choice of cars to convey the presidential party and members of the reception committee. This decision was reached without any suggestion from the Packard company and resulted in five "twin sixes" being placed at the head of the parade. The incident has some significance as showing the broad-minded spirit of the Detroit automobile men.

Ryan Will Handle Ross Car in Omaha

Arrangements were made this week for the distribution of the Ross "eight" in the Omaha territory. This car will be handled by the Ryan Motor company of Lincoln, Neb., who at the present time have a salesroom at 2520 Farnam street.

The Ross eight is the creation of a man named Ross, who has been associated in an engineering capacity with numerous automobile manufacturing concerns. It is Mr. Ross' idea of the kind of a car he would build for his personal use.

D. C. Bothwell, who has been in charge of the Ryan Motor car interests in Omaha since early this year, will direct the sales of the Ross in this section.

Allen Car Crosses Nebraska "On High"

R. M. Dale of the German-American Life Insurance company started out last Saturday with a brand new Allen car for a trip to Denver and Cheyenne. Writing from Chappell, Neb., he states that he arrived there in fine shape—484 miles—and never had to shift out of high gear once.

Mr. Dale is spending a few days at Chappell, and will continue his journey from there on to Denver and Cheyenne.

Pelton Visits White And Franklin Factories

H. Pelton spent last week visiting the White and Franklin factories. The Franklin people are just putting a new model on the market which gives favorable promise of a large increase in business.

The principal changes include a change in the body lines and the addition of several refinements.

OAKLAND PLANNING ADDITION TO PLANT

General Motors Company Will Have Another Solid Block for Factory.

NOW WORKING TO CAPACITY

Announcement has been made by Fred W. Warner, Pontiac, Mich., general manager of the Oakland Motor Car company, that plans for a large addition to the plant had been approved and building operations on an extensive scale will begin as soon as the buildings on the old Studebaker site have been removed.

In addition to the four acres comprised in the Studebaker site, recently bought by the General Motors company, President Durant authorized the purchase of eleven additional parcels, which will give the company another solid block, extending from Oakland Avenue north to Howard street. Contracts for the work will call for completion of the additional buildings by October 1.

The new buildings will be occupied by a machine shop and additional assembly departments, which the Oakland company is compelled to add in order to bring the output up to a point which will approach the demand for their new models, particularly the six-cylinder car, which has proved to be one of the sensational features of the year in motordom.

July 1, the Oakland company had contracts for the sale and delivery of several thousand cars over and above the total output of the fiscal year, with agencies and branch managers insistently demanding a larger appropriation. In view of the fact that the present plant has been worked to capacity without supplying the trade it became evident that a large addition to its output would have to be accomplished immediately if the new business offered was to be accepted and the disappointment of agents and customers was to be avoided.

King Makes a Good Run to Kansas City

At 2:30 Friday morning a King "eight" piloted by W. L. Killy of the Noyes-Killy Motor company, with A. H. Ellis as observer, left Omaha for Kansas City, Mo., the object of the run being to demonstrate the efficiency of the motor in a non-stop run; also to determine the gasoline and oil consumption.

The King eight was routed over the river road, which is known to be

very hilly most of the way. With this thought in mind Killy determined not only to keep the motor running but to negotiate all the hills on high gear.

The following telegram from W. L. Killy, dated Inez hotel, Kansas City, Mo., July 21, outlines the result of the trip:

"Left our salesroom 2:30, arrived here 12:30. Made perfect score, never

any doubt about making everything on high. Car in perfect condition, never raised the hood from the time we left Omaha. Stopped thirty minutes for breakfast and fifteen to

change tires on account of puncture, but motor never stopped running; roads rough, a trifle over eleven miles to gallon of gasoline; two quarts oil. A. H. Ellis, observer."



Model 75 B

\$ 635
Roadster \$620
F.O.B. TOLEDO.

31½
Horsepower

An Unparalleled Victory

About a month ago we announced to the world our newest value—the \$635 Overland.

In twenty-four hours and from every state in the Union we had received more orders than we could fill in several weeks.

So we immediately increased the production—filled the orders and notified our dealers not to push the model too hard as we were going night and day to catch up with orders.

Before the end of the first week orders were pouring in so rapidly that we decided to again increase the production so that there would be no disappointments.

But still bales of business continued to flood the factory.

Now we are shipping 500 of the new cars every single day and are fairly breaking our backs to keep pace with the great demand that now looks as if it never would cease.

We anticipated a great success, but we did not look for such a daily avalanche of definite shipping orders.

Such is public opinion—the strongest force, the greatest asset, in the world.

Never before has any automobile enjoyed such an unparalleled victory.

Step in and see this extraordinary car yourself today.

Willis-Overland, Inc., Omaha Branch
SALES ROOM 2043-47 Farnam St. PHONE Douglas 3290 SERVICE STATION 20th and Harney Sts.

The Willys-Overland Company, Toledo, Ohio
"Made in U. S. A."



4 cylinder 24 blue motor
3 1/2 bore x 4 stroke
4-inch tires; non-skids on rear
Cantilever rear springs

Streamline body
Electric lights
Electric starter
Magnetic speedometer
Complete equipment

SAXON

Strength Economy Service

THE new-style beauty of Saxon "Six" will delight you. So will its feature attractions. And so will its equipment. But look below these refinements. In the hidden parts you will find further worth. After months of use and miles of travel it is the sub-surface quality that will win your deepest admiration.

When can we give you a demonstration to prove the true worth of this splendid "Six"?

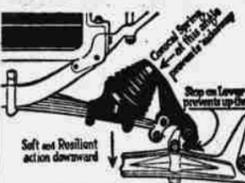
NOYES-KILLY MOTOR CO.,
Distributors.
2066-68 Farnam Street, Omaha.



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for Ford Cars

"Recognized as the Best"



Soft and brilliant action downward

THREE EXCLUSIVE PATENTED FEATURES

EASY STEERING SAFE DRIVING

100,000 Ford owners testify to the superiority of the HASSLER.

\$15 Per set of Four Fully Guaranteed

Hundreds of corporations, firms and municipalities are using five to fifty sets each on their entire fleets of Ford cars.

Ask for a Demonstration

HAAS SUPPLY CO.
112 So. 10th Street,
OMAHA.
Phone Doug. 602.

BUY—Instead of Being Sold a Car

There is a big difference. In the first instance you get what YOU want, and in the second you take what somebody else thinks you ought to have.

You're the man who pays for the car, and who is going to run it. You know what you intend doing with it, and what conditions it must meet. So, look into it for yourself, have it demonstrated, and be sure it does meet the conditions in every way.

METZ Cars are bought, not sold. They so completely fill every demand of the light car prospect—they operate so easily and surely under all road conditions—they are so economical in the consumption of oil and gasoline—their upkeep cost is almost nothing—and they give heavy car riding comfort, at light car cost.

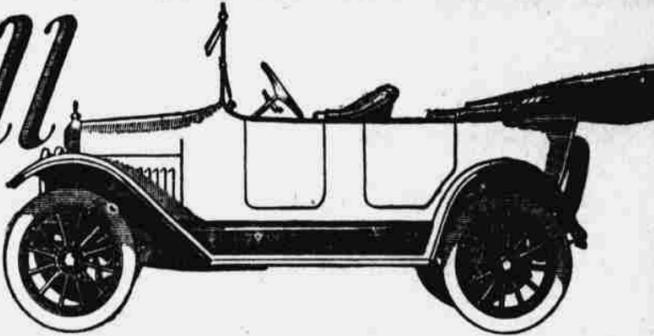
Look into a METZ—study the METZ—test the METZ—and apply the METZ IN ACTION directly to your own needs. That's the way to find out how thoroughly the METZ satisfies in every way. IT'S THE IDEAL LIGHT CAR.

Call us on the 'phone for a demonstration, or write for catalogue showing both Roadster and Touring Car—but do one or the other today.

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Phone Douglas 6157

Maxwell

\$ 595



QUALITY in construction, design, finish, appearance—a really high class motor car—that is your first and last impression of the Maxwell.

In first cost it is several hundred dollars less than any other car offering the same quality and advantages.

In operation—the cost of gasoline and tires is so low it means the utmost economy.

This combination should make you consider the Maxwell—should mean that you will buy it if you really want value. Let us prove these statements.

Touring Car \$595; Roadster \$580; Cabriolet \$865; Town Car \$915; Sedan \$985.
Fully equipped, including electric starter and lights. All prices f. o. b. Detroit.

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