WILLYS TAKES OVER 60,000 TO CIRCUS

Entertains Employes of Overland Company and Their Families Three Days.

BARNUM & BAILEY CIRCUS

Host to ottom people our-quarter of the entire population of Tel-To-John X. Willys, presalent of the Willes-Overland company of Toledo I entertained for those days July 37. 28 and 29, the families of the 17. 500 employes of the Willys Overland company and those of several other I dedo (actories associated with his his automobile plant, with six performances of the Barmun & Bailey

for their days everything was free bor three days excrything was free, from the tribets admitting their bear-ers to side shows, managerie tent and main attractions, even to car tickets to and from the circus. Each employe was presented with three admission tickets and six car fares. Sixty thousand admission tickets and 120,000 street car tickets were specially printed for the occasion and distributed.

tributed.

For three days have Overland and Willys-Knight flags wavel from the center poles of the big tops replacing for the first time the streamers of the Barnum & Bailey circus. Large Overland banners were spread across the entrances to the tents, inviting all the guests to a joyous good time.

Yellowstone Tour Marks Birth of New

Piloted by the Chalmers six-30, which blazed the Twin-Cities to Yellowstone route two months ago, eighty-live tourists in twenty-seven cars checked in at Gardiner on the evening of August 1 and enrolled as enthusiastic boosters of the National Park highway.

enthusiastic boosters of the National Park highway.

Most remarkable among the features of the four was the fact that many of the roads encountered had been laid down almost over night. When the Chalmers Pathfinder blazed the trail in May, detours for washouts were a matter of course. Yet six weeks later the big tour went through on schedule over 1,200 miles of road closely akin to boulevards. The Chalmers six-30, which piloted the lour and the entire distance averaged over twenty-three miles an hour for the trip, although no attempt was imade to register unusual speed.

Studebaker Makes

Where 11,000 men produced 37,000 cars in 1913, today 7,000 men are producing at the rate of 100,000 cars an-

ducing at the rate of 100,000 cars annually.

Such is the record in efficiency that has been obtained in the Studebaker factories. Between 1913 and the present date, as experts visiting the plants have observed, a veritable transformation has taken place.

One of the wonders of the automobile industry has been the advent of large production, which brought with it the advantages of quantity purchasing at lower prices, and made advisable the introduction of machines that were expensive in first cost, but more than paid for themselves within a year in the savings they effected.

Quantity production such as the Studebaker corporation employs not only permits of lower prices, but also better values. The overhead is cut down, due to the fact that it is distributed over a great number of cars. The overhead on the cost of building the present Studebaker models has been reduced to a low figure, being 50 per cent of what it was three years ago.

Packard Employes At Plattsburg Camp

Twenty-five office and factory employes of the Packard Motor Car company reported at Plattsburg, N. Y., Friday to take the full four weeks course in military training. They will receive their regular pay while at Plattsburg, and those who are en-titled to vacations will receive them

in addition.

A special effort has been made to select men who are litted to become good soldiers. Prophylaxis treatment against typhoid fever is given to the men at the factory before they start for the comment. for the camp.

The Packard company early in the

the fackard company early in the summer donated ten specially equipped trucks and a crew of twelvemen to look after them and drive them, for use at Plattsburg. These have been kept busy doing the heavy hauling for the camp and playing the part that the motor truck plays in actual warfare. actual warfare.

Goes to South America For Packard Motor Co.

Fred Cardway, who for many year-Fred Cardway, who for many years tas been prominently interested in romoting business intercourse between nations both in Europe and America, will leave early in Sentencer for an extended tour of South America. His visit to the principal contries of the southern continent will be in the interest of the Packard Motte. Car company.

Motor Car company.
He will sail from New York for Rio de Janeiro, taking with him a win six motor carriage and a Packard hamless truck. An expert driver and mechanic will accompany him. In South America overland travel will be the rule wherever practicable.



EVER HAVE A BLOW-OUT TWENTY MILES FROM HOME? Never again, if you equip your ear with Lee Puncture-Proof Pneumatic Tires— Guaranteed puncture-proof. 5,000 miles is the basis of adjustment, but 10,890 miles "on the original air" is a common report.

POWELL Automobile Supplies OMAHA 2051 Farnam

GOES WITH STANDARD MOTOR CAR CO.



FRED HAWKINSON

Announcement has just been made to the effect that Fred Hawkinson has joined the ranks of the Standard Motor Car company distributers for

the care
Hawkinson will act as traveling
opposentative and will have charge both the automobile and tractor siness of the Standard Motor Car

Scenic Auto Route Cole Company on Market With All-Year 'Round Model

The Cole Motor Car company has announced an all-year-round type of eight-cylinder car that bids fair to revolutionize the building of medium-priced motor vehicles. The Cole-1 Springfield body is designed to give the owner all the advantages of both 1 a luxurious touring car and a costly limonsine in one car, which sells for \$2.195. This car, which is a seven-passenger automobile, is called the Cole-Springfield Toursedan.

York, Philadelphia, Atlantic City and other eastern points, and then back to Detroit. The radiator cap, when he left Detroit, was screwed down tight with a Stillson wrench and could only be removed with the same tool—a task that was performed just wice in the time specified. In each instance the radiator took only about a quart of water.

The other achievement was the well-known mountain climbian. pringfield Toursedan.

There are two other Cole models equipped with the new Cole-Spring-field body. One is known as the Tourcoupe, selling for \$2.195, and the other is the Cole Towncar, listed at \$2.495. "The Cole-Springfield Eight' is merely another the in the manufacture."

debaker Makes

Efficiency Record

The Cole-Springfield 'Eight' is merely another step in the manufacture of automobiles to satisfy the buying public and give motor car purchasers the greatest possible value for their money," said A. F. Knoblock, general manager, "We have added it to the Cole line, because it completely fills a want long left by the motoring gublic for a really practical and sensible, all-weather, all-purpose car. "Besides its weather advantages, one of its most important features lies in the fact that there is absolutely nothing about the body to warp, ration of the wonders of the automondustry has been the advent of production, which brought with advantages of quantity puring at lower prices, and made ade the introduction of machines were expensive in first and successful and the present and its adds a most striking, graceful and beautiful appearance to the car. "For rain or snow or extreme cold, the cole-Springfield bady is ideal."

"For rain or snow or extreme cold, the Cole-Springfield body is ideal. For hot, stuffy days when relief can only be found in driving through the open air, this car, open at all sides, is un-surpassed for comfort. It's the car which was used so attractively in the winter time."

Feel Stuffy? Irritable? Dissatisfied? Your liver is the cause. Clean out your system with Dr. King's New Life Pills. You will feel fine. 25c. All druggists.—Adv.

New Executive of Jeffery Company Plans Big Output

Plans have been launched to multi-ply as rapidly as possible both the pleasure car and the truck output of the Thomas B Jeffery company of Kenosha, Wis, which recently changed ownership C W Nash, foremost among the purchasers and the company's new chief executive, is now located at the big works person-ally directing the steps toward its expansion.

expansion From the moment of his entrance From the moment of his entrance acto the automobile industry. Mr. Nash has enoved a success verging on the phenomenal. He is known far and wide at one of the biggest men in the business, and those infiniate with him predict a wonderful future in store for the Jeffery organization. "The policy of this company will be to increase the production as fast as is consistent with quality." Mr. Nash said. "We shall also improve, if that is possible, the quality of Jeffery cars and trucks."

cars and trucks."
Mr. Nash's friends, those closest to Mr. Aash's friends, those closest to him, say he never acts upon untested, vague theories. He is pratical from his crown to his soles, and is thor-oughly versed in every phase of man-ufacturing technique. All automoble-dom is expecting big things of the leffery company under his manage-ment.

Paige Fairfield Shows Mettle in **Endurance Tests**

Paige men are pointing to two re-cent achievements that throw a flood of light on the mechanical qualities of Paige cars. This summer a well-known Detroit owner drove his Paige Fairfield for at least twelve weeks and for a distance of about 5,000 miles with only two quarts of water required for the radiator in addition to the initial filling.

The Detroiter's experience covered long road tours that took him to New

long road tours that took him to New York, Philadelphia, Atlantic City and

well-known mountain climbing stunt of a Paige Fairheld "Six 46"—the car that battled with blizzards, snow, 40 per cent grades and numerous other obstacles in its ascent of Mount Hood, Ore, reaching a point on the mountain side three miles beyond that attained by any other car. by any other car.

Fricke and Post to Manage Ryan Branch

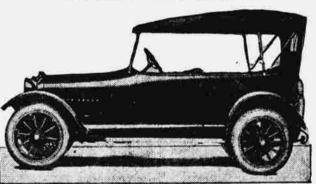
Announcement has just been made by the Ryan Motor company of Lin-coln and Omaha to the effect that Karl Fricke and Earl Post will have charge of the Omaha business. Fricke and Post have been in the automobile business with Ryan at Lincoln for business with Ryan at Lincoln for some time and Ryan regards them as

winners.
Fricke, by the way, is the lad who piloted Stevens from Omaha to North Platte on the Mormon coast-to-coast

S. A. Fossler, Lincoln Newspaper Man, is Dead

Lincoln, Neb., Aug. 12.—Sherley A. Fossler, assistant city editor of the Nebraska State Journal and Lincoln Daily News and son of Prof. L. A. Fossler of the University of Nebraska, died at 7 o'clock this morning after two weeks' illness with tonsilitis and complications resulting from diseased tonsils.

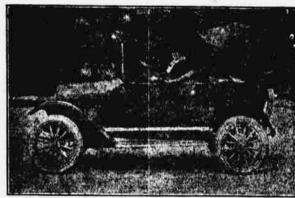
New Model Velie "Biltwell"



CAR NOW SEEN IN OMAHA ATTRACTS ATTENTION OF ALL.



Julie Ring Rides in a Maxwell Car



Juha Ring has more claim to fame than merely being the little sister of Victoria, a car made specially tor live Blanche Ring. Julie has made an entity between the formal and an entity of the sister of the start. He takents amusement is motoring and the accompanying picture gives a fair idea of how she has been spending the live adway that Mr. Delear has had of how she has been spending the live adway that Mr. Delear has had of how she has been spending the live promise to turn out several smar folf-season" these hot summer lar robs for professional folks.

Three Ancient Autos Are Brought Into Limelight

Three old Haynes cars, built before the beginning of the twentieth sentury, offer some interesting comparisons. These are cars which have been offered for the new Haynes "Light Twelve," which the Haynes Automobile company announced would be given for the oldest car now in service.

J. A. Melntyre of the Melntyre autocompany relates an interesting happening which concerns one of his Strains-Knight enhesists.

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J. D. Melntyre of the Melntyre autocompany relates an in

and the three cars resemble each other, yet no two are the same. In the embryonic stages of the automobile industry, every car had enough improvements for a present day new model. Each car is built to accommodate four presents and enough. model. Each car is built to accommodate four passengers, and in appearance they are typical of the time when the automobile was more a horseless carriage and less a motor conveyance. Each is in fact an old fashioned surrey, reinforced in frame, and provided with its own means of locomodom by a two-cylinder opposed motor. tion by a two-cylinder opposed motor in place under the rear seat and ar-tached to the rear axle by a drive

New Factory Manager for Briscoe Motor Company

Announcement has been made by Production Manager S. H. Humphrey of the Briscoe Motor corporation of the appointment of A, C. Leverton formerly general superintendent of the Chalmers company, as factory manager. Mr. Leverton is well known in automobile manufacturing circles and is a man who has won a name for himself in the production end.

2203 Farnam St.

Stearns Keeps On Despite Fact That Its Fan is Spiked

chib emblem. In his haste to get out where he could step on the accelerator Mr. Owner neglected to notice how long the bolts were which fastened the Automobile club emblem to his radiator.

After driving 600 miles with the thermometer at 95 degrees to 100 degrees to the owner came in to see Machine to the country came in to see Machine the owner came in the see Machine the see that the see that

standard, but he couldn't find out what was the matter.

L'pon looking under the hood the first thing they noticed was a long bolt from the Automobile club emblem which completely blocked the fan.

All in all, the man felt pretty happy when he realized that the Stearns Knight cooling system was perfect enough to keep the car running in good shape during the extreme hot weather with the fan spiked.

Firestone Manager Says Business is Looking Up

"Things are looking up," said Mr. Rudisell, branch manager of the Firestone Tire company, "If we have another season like this I'm going to

There's no gloom for

the fellow who does as

much as he can for his

battery and lets us do

Phone Doug. 5102.

Cheer Up!

the rest.

Nebraska Storage Battery Co.

Free inspection of any battery at any time

As Good As It Looks

will not find a better-designed car at any price.

\$625

including electric starting and light-

ing and exceptionally full equipment

You'll like the car-come in and look it over.

A. KOPPENHAVER-Distributor

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Phone Douglas 100

fectly balanced car.

2429 Farnam St.

MANAGEMENTAL

get a whole string of automobiles." Rudisell is now the proud possessor of a Davis 4-passenger Clover Lear roadster. This is the first of these models to reach thirdia and it cer-tainly is "snappy looking."

No Need of Spark Control When Delco Automatic is Used

that may be strong the send control which is a sometal with the gasoline seed on rosest around with the gasoline seed on rosest around with the gasoline seed on rosest around without will be a thing set the past.

The Dubre prough have now for tested the automatic past advance to such a degree that it will over some all but conditions due to mechanical trouble in the motion common amove troubles which requires a success action in the motion of the sport are ware. This will impain the resources of the success action in the motion of the sport are ware. This will impain the resources of the success action in the motion of the sport are ware. This will impain the resources of the success action in the motion of the sport are ware their favorities as the first will a sport are ware with a single Michelin user which are talked with a single Michelin user which had a grievance, or who was not attached with a single Michelin user which are talked with a single Michelin user which had a grievance, or who was not attached with a single Michelin user which had a grievance, or who was not attached with a single Michelin user which had a grievance, or who was not attached with a continue and the present years of the tire. is much as it climinates cannot which requires the constant attention of a notorist. Smith across that their hispection, vision and enable motorsis to determine when their motor is out of order, and suggests it not only as a means of getting the best possible results from the automatic

Makes Tour to East

In speaking of the Cadillac Longee

says there was absolutely no mechan-ical trouble. The "joy killers" con-sisted of replacing a spark plug and

Michelin Tires Are In Great Demand by Automobile Owners

Mr. Glasson of the Omaha Auto Supply company, who have recently taken on the Michelin line, says that the demand for Michelin tres and takes not only exceeds all expectations, but is actually larger than the

Latteres can accommodate.

R a small head representative Machelin has an immense number of the Paragraphic screen, claim. Machelin has an immense number of followers, who have been having off-that in a laser time the sent reprint very time because their favorite was not

Special Heels for Women

Who Drive the Automobile

Superficial transfers would be apt to assume that the woman who drives het own car must be "well heeled," but driving a car has been found to be very hard on a woman's shoes, and the reverse has heretofore been the case. The constant changing of the position of the text resulting in scuffing the heel and counter.

Makes Tour to East

In Cadillac Eight

E. H. Lougee of Conneil Buffs, accompanied by his wife; E. D. Platnet, a nephew, and Mrs. Cox have just returned from an extended east ern motor trip which has convinced them that there are no flies on the Cadillac eight.

The trip, which registered 6,000 miles, was made over the Limesh human via New York City, From there the party went to Boston and various eastern cities Quine a lengthy tour was made in the White mountains.

Lace The constant changing of the good in the resultant counter. However, thanks to the ingenuity of a Los Angeles institution, it is now possible for the woman who drives to be "well heeled" sarrorically, as well as financially.

C. H. Woollel company, proprietors of the Bootery, Los Angeles, retailers of smart shoes for women, have perfected and patented a little device from their custom department known as Johnson's auto heel protector, which affords perfect protection for both heel and counter. It slips on and off very easily and is held in place by an elastic band in front of heel and accurate.

Here's a College Youth That Connie Overlooke J

ical trouble. The "joy killers" consisted of replacing a spark plug and repairing two punctures. Aside from this no trouble of any kind was experienced.

Lougee says he met a number of Nebraska tourists en route, prominent among them Judge McHugh and wite, who were visiting Albany, N. Y.

Head Colline Overtooke J. Had Colline Overtooke J. Edwin Goodridge, a pitcher, who made his mark with Amherst college, has been taken on by the Pirates for a trial. He bails from Fitchburg, Mass. It's home town. He is a right-hander, among them Judge McHugh and wite, who were visiting Albany, N. Y.



DELCO-EXIDE Service Station 2024 Farnam St. Phone Doug. 3697. R. C. SMITH, Mgr.

