

WILLYS TAKES OVER 60,000 TO CIRCUS

Entertains Employees of Overland Company and Their Families Three Days.

EARNUM & BAILEY CIRCUS

Host to 60,000 people one-quarter of the entire population of Toledo...

For three days everything was free, from the tickets admitting their families to side shows...

For three days huge Overland and Willys-Knight flags waved from the center poles of the big tops...

Yellowstone Tour Marks Birth of New Scenic Auto Route

Piloted by the Chalmers six-30, which blazed the Twin-Cities to Yellowstone route two months ago...

Most remarkable among the features of the tour was the fact that many of the roads encountered had been laid down almost overnight...

Studebaker Makes Efficiency Record

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

Such is the record in efficiency that has been obtained in the Studebaker factories.

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...

Quantity production such as the Studebaker corporation employs not only permits of lower prices, but also better values.

Packard Employees At Plattsburg Camp

Twenty-five office and factory employees of the Packard Motor Car company reported at Plattsburg, N. Y., Friday to take the full four weeks' course in military training.

A special effort has been made to select men who are fitted to become good soldiers.

The Packard company early in the summer donated ten specially equipped trucks and a crew of twelve men to look after them and drive them, for use at Plattsburg.

Goes to South America For Packard Motor Co.

Fred Cardway, who for many years has been prominently interested in promoting business intercourse between nations both in Europe and America, will leave early in September for an extended tour of South America.

He will sail from New York for Rio de Janeiro, taking with him a six-cylinder motor carriage and a Packard chauffeur.

LEE Tires

Never again, if you equip your car with Lee Pneumatic Tires—Guaranteed puncture-proof.

POWELL Automobile Supplies

GOES WITH STANDARD MOTOR CAR CO.



FRED HAWKISON

Announcement has just been made to the effect that Fred Hawkison has joined the ranks of the Standard Motor Car company distributors for Allen cars.

Hawkison will act as traveling representative and will have charge of both the automobile and tractor business of the Standard Motor Car company.

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.

There are two other Cole models equipped with the new Cole-Springfield body. One is known as the Tour-coupe, selling for \$2,195, and the other is the Cole Towncar, listed at \$2,495.

"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."

Feel Stuffy? Irritable? Dissatisfied? Your liver is the cause. Clean out your system with Dr. King's New Life Pills.

New Executive of Jeffery Company Plans Big Output

Plans have been launched to multiply 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 to C. W. Nash.

From the moment of his entrance into the automobile industry, Mr. Nash has enjoyed a success verging on the phenomenal.

"The policy of this company will be to increase the production as fast as is consistent with quality," Mr. Nash said.

Mr. Nash's friends, those closest to him, say he never acts upon untested, vague theories.

Paige Fairfield Shows Mettle in Endurance Tests

Paige men are pointing to two recent achievements that throw a flood of light on the mechanical qualities of Paige cars.

The Detroiters' experience covered long road tours that took him to New York, Philadelphia, Atlantic City and other eastern points, and then back to Detroit.

The other achievement was the well-known mountain climbing stunt of a Paige Fairfield "six-40"—the car that battled with blizzards, snow, 40 per cent grades and numerous other obstacles in its ascent of Mount Hood, Ore.

Fricke and Post to Manage Ryan Branch

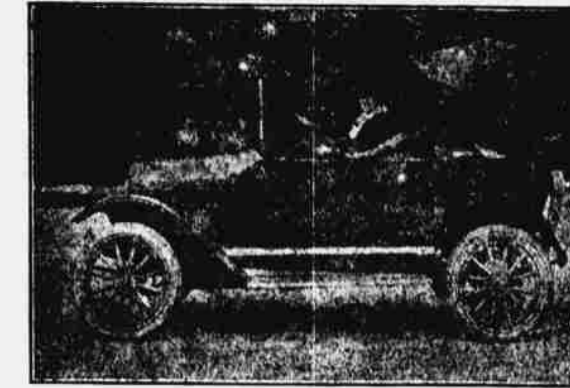
Announcement has just been made by the Ryan Motor company of Lincoln and Omaha to the effect that Earl Fricke and Earl Post will have charge of the Omaha business.

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

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 tonsillitis and complications resulting from diseased tonsils.

Julie Ring Rides in a Maxwell Car



Julie Ring has more claim to fame than merely being the little sister of Blanche Ring. Julie has made an enviable record as a vaudeville and musical comedy star.

Three old Haynes cars, built before the beginning of the twentieth century, offer some interesting comparisons.

All 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.

After driving 600 miles with the thermometer at 95 degrees to 100 degrees, the owner came in to see Mac. Said the car didn't seem quite up to standard, but he couldn't find out what was the matter.

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.

Stearns Keeps On Despite Fact That Its Fan is Spiked

J. A. McIntyre of the McIntyre Auto company relates an interesting happening which concerns one of his Stearns-Knight enthusiasts.

Upon purchasing his car the Stearns-Knight owner straightway lied himself to the Automobile club to purchase a shining Automobile club emblem.

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.

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 tires and tubes, not only exceeds all expectations, but is actually larger than the factories can accommodate.

No Need of Spark Control When Delco Automatic is Used

The Delco automatic spark advance to such a degree that it will overcome all bad conditions due to mechanical trouble in the motor.

There is a very decided advantage in the automatic spark advance, inasmuch as it eliminates a matter which requires the constant attention of a motorist.

Makes Tour to East In Cadillac Eight

F. H. Lougee of Council Bluffs, accompanied by his wife, E. D. Platner, a nephew, and Mrs. Cox have just returned from an extended eastern 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 Lincoln highway to New York City. From there the party went to Boston and various eastern cities. Quite a lengthy tour was made in the White mountains.

Here's a College Youth That Connie Overlooked

Edwin Goodridge, a pitcher, who made his mark with Amherst college, has been taken on by the Pirates for a trial. He hails from Pittsburg, Mass., which is Manager Jim Callahan's home town.

Special Heels for Women Who Drive the Automobile

Superficial thinkers would be apt to assume that the woman who drives her 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.

However, thanks to the ingenuity of a Los Angeles institution, it is now possible for the woman who drives to be "well heeled" sartorially, as well as financially.

C. H. Woolfelt 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 across instep.

A Knockout Trouble

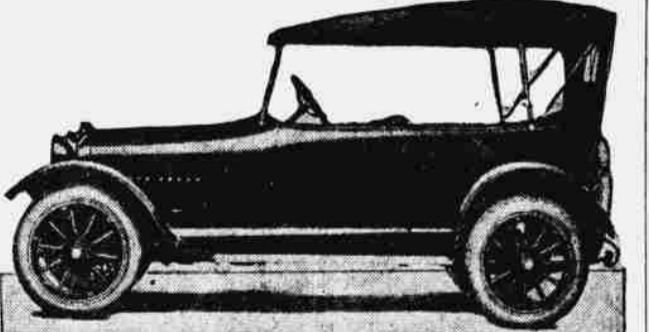


Exide Starting & Lighting Battery Service

DON'T put up with any little "Devil of a Doubt" in your starting battery—you don't have to. An "Exide" Battery is "the giant that lives in a box." It will make a reality of that reliable service about which you've dreamed.

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

New Model Velie "Biltwell"



CAR NOW SEEN IN OMAHA ATTRACTS ATTENTION OF ALL.

TEMCO Shock Absorbers for FORD Cars NOW \$10.00 Complete Set of Four

The original shock absorber for Ford Cars—The only one which combines these three big features—Longer, stronger, double Helical Springs of Genuine Crucible Vanadium Steel—Radius Links to give side-sway—Telescoping Dust caps to permit longer springs and yet clear the fender rods.

Willard Cheer Up!

There's no gloom for the fellow who does as much as he can for his battery and lets us do the rest.

Nebraska Storage Battery Co.

Omaha 2203 Farnam St. Phone Doug. 5102. Free inspection of any battery at any time

BRISCOE "The Best-liked Car in the Country"

As Good As It Looks Individual beauty and mechanical efficiency combine to make the Briscoe Twenty-four a perfectly balanced car.

The Briscoe-line body of this latest creation adds emphasis to Benjamin Briscoe's statement that beauty is not a matter of dollars and cents—you will not find a better-designed car at any price.

And the Briscoe-built power-plant is a tried and tested motor which won fame in the 1915 Briscoe—a \$785 car. Many owners write us they are getting in excess of 28 miles to the gallon of gasoline.

\$625 Including electric starting and lighting and exceptionally full equipment

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

Briscoe Nebraska Car Co.

A. KOPPENHAVER—Distributor 2429 Farnam St. Phone Douglas 100 Omaha, Neb.

Sure to Endure

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QUIET BEARINGS

for Automobiles