

### HINTS FOR WOMEN DRIVERS BY EXPERT

Miss Claire Rochester Tells the Best Way to Prepare for Long Touring Trip.

#### SHE ADVISES COLD CREAM

Miss Claire Rochester, Orpheum star and champion woman transcontinental auto driver, who recently established a record run for women from New York to San Francisco in an Apperson Roadplane, tells women motorists things to observe in touring via the automobile.

"Before you start on tours be sure you are prepared. Preparedness is the real watchword for the motorist.

"Forget beauty in yourself and your car. Wear men's pants as they are made in aviation suits. You will know why later.

"Know your motor and what it will do; what is under the hood is the all-important factor.

"Shock absorbers are indispensable and will keep you well and drive away fatigue.

"Get tires that are standard and have accomplishment records.

"Cold cream is absolutely indispensable.

"Apply the cream lavishly. It will aid a comfortable tan.

"Beware the gasoline bandit. Keep your tank filled and on long tours carry reserve cans on your running boards.

"Watch your water tank as you do your gasoline tank. It is just as important.

"Watch out for mudholes. Coast into them with your engine racing.

The minute you slip into one use all your power in first to force you out of them. Using power while going into mudholes drives you into the hole as a pile driver drives a pile into the bottom of the sea.

"Don't drive when too sleepy. Take a fifteen-minute nap and try it again.

"Eat all the wholesome food you can enjoy."

### Studebaker Sells More in 8 Months Than All Last Year

For the first eight months of 1916, ending August 31, sales of Studebaker cars exceeded the record for the entire year of 1915, according to figures just announced by L. J. Ollier, vice president and director of sales of the Studebaker corporation.

In number of cars, 48,750 Studebakers were sold from January 1 to August 31 of this year, as compared with 47,040 for the whole of last year, a gain of 1,710.

At the present rate, 1916 sales will be 55.4 per cent greater than in 1915, or 73,125 cars this year, compared with 47,040 last year, a gain of 26,085.

As a matter of fact, however, the balance in favor of 1916 will be greater than the estimate just given, for the Studebaker output is being steadily increased and the sales for the last four months of this year promise to be larger, in proportion, than for the first eight months of the year.

### Nebraska Speeding Along on High Speed

C. J. Brokaw, district salesman for the Maxwell, together with three of his dealers, made a special trip to the Detroit factory last week to get a shipment of 120 carloads of Maxwells into his territory. This is about 500 per cent over the regular allotment of the three dealers.

The three dealers were C. W. Francis of the C. W. Francis Auto company, Omaha; J. D. Callis of the Iowa Auto Sales company, Sioux City, Ia., and C. E. Engstrom of Engstrom Motor Car company, Holdrege, Neb. They got what they went after, 720 automobiles, and in addition the Maxwell factory put them on the honor roll.

According to the local organization 400 Maxwell cars have been placed in Omaha during the last year.

This record is due to the concerted efforts of the C. W. Francis organization. Expressed in the terms of the Maxwell factory, "Francis has a sales organization which is always in season."

### KEROSENE FUEL IS COMING.

Expert Believes Days of Gasoline as Motor Power Are Numbered.

The widespread efforts to perfect devices which will make the use of kerosene as automobile fuel practicable are responsible for the following editorial in The Automobile:

"The stimulus given to the use of kerosene in internal combustion engines on both sides of the Atlantic simultaneously cannot fail to have a great effect on the automobile industry.

The rising price of gasoline in America has made it almost impossible to operate a tractor on the lighter fuel; many tractors are now running on kerosene, and devices are appearing which will function well in passenger car service.

"In England government control of gasoline has almost shut off the supply from passenger car users and has restricted the commercial vehicle supply greatly, so that a man must burn kerosene in his engine or allow his machine to lie idle. The inventive genius of two great engineering nations is thus concentrated on the one problem.

"It is not an easy problem in many ways, but it is no harder than many others that have been solved, and there is reason to feel confident that the days of gasoline are numbered; at least for gasoline as the commonest automobile fuel. So many inventors are so near the kerosene carburetor that will do everything that can be done with gasoline that perfection cannot be far off. A little merging of patent interests, a little give and take between the inventors and a little really sympathetic interest on the part of motor car manufacturers are needed. Given these three things and the problem is solved.

"If the matter is not tackled promptly and squarely the European industries will steal another march on the American trade."

Rules Are Handicapped.

Just to show what a handicap foot ball rules are at times. One of the greatest punners, the Griffin game has ever known, working with the Crimson squad and yet Harvard is not allowed to play him. His name is Driskley, first name Charles.

### New Franklin Car Saves 'Gas' Without Lessening Power

Discussing the high price of automobile fuel, the Wall Street Journal says:

"In the end, probably, automobilists will be able to go twice as far on 25 cent gasoline as they were able to go on 12 1/2 cent gasoline. Science will equalize things.

That is precisely the basis upon which Franklin cars have always been designed. The latest type, series 9, further develops this development to the extent of 20 per cent greater economy than obtained in the preceding model, which set a world's record for miles per gallon a year ago.

The Franklin company's contention is that there can be no solution of the gasoline problem, satisfactory to everybody, except by promotion of efficiency in the use of gasoline.

Putting the proposition of economical operation of motor cars into actual practice, the company has reduced the weight of the Franklin car 400 pounds without sacrificing anything in the matter of passenger size or strength. The weight of series 9 is 2,280 pounds, fully equipped.

A six-cylinder engine, with smaller cylinders, is a natural result of the further development of the Franklin. It means greater economy, and for the car as a whole, greater ability is obtained by the marked reduction in weight.

Scientific redesigning and the policy of sparing no expense in the purchase of materials are the methods by which a car 400 pounds lighter than series 8 has been produced.

### Standard Motor Co. Leases Big Block

Carl Changstrom of the Standard Motor Car company announces that he has closed a lease for the building formerly occupied by the Storz Auto Supply company at 2020 Farnam street.

The building is to be entirely remodeled for the automobile business and made as convenient as any salesroom in the city. In speaking of this move, Mr. Changstrom said, "We are not very much for putting on shows, but it has come to a point where we must have more room to take care of our growing trade.

"This new location will also give us better facilities for service, to which we are devoting a great deal of attention. A competent force of men will be in charge to look after the different lines of cars which we handle."

This announcement comes partly as a result of the taking of the Jeffrey and Empire line by the Standard Motor Car company. The arrival of a number of both models is expected during the week.

Whisper the News. Managers of boxes being quiet and mild-mannered beings. It is only whispered softly that Georges Carpentier, the French heavyweight champion, and Lew Darcy, the Australian batter, are to visit your Uncle Samuel in the near future.

### CARE MAKES FOR FUEL ECONOMY

With Proper Attention to Details the Average Motorist Can Cut Bills.

#### CHIEF SOURCE OF WASTE

The high cost of gasoline may in most cases be offset by the car owner if he will carefully go over his car and assure himself that all its parts are working to their best efficiency.

There are many factors that contribute to the waste of gasoline; if these are taken care of the cost a mile of gasoline may be so reduced that the fuel will not be any higher than in previous years, when it cost half what it costs now.

Poor carburetion is the principal source of waste, and even in the modern cars poor designs of manifold and carburetors exist to an unfortunate degree, but of course to a greater extent on the older cars. To correct this condition it is often necessary to change the carburetor and sometimes the manifold, according to a letter from Kingston Forbes to Motor Age. The carburetor manufacturer should be consulted, and when possible see the service engineer, and if he advises a change it will pay to do it.

Be sure that a competent man adjusts the carburetor, and instruct him to set it for economy and not maximum power, for that will use more fuel and constitute a waste under average conditions. Don't let the engine run for any length of time when you are not driving, for this quickly burns up fuel.

To get the maximum power and economy out of the motor all the bearing and connecting rods must be properly fitted; the valves must be kept in good condition and properly ground in. See that the stems are fitting properly and not worn, for this would admit air in the engine and spoil the carburetor adjustment. The valves should be carefully adjusted. See that the piston and rings are in good condition and do not leak, as the compression pressure must be maintained.

Take Care of Ignition. The ignition must be properly taken care of, seeing that the spark plugs have the right gaps and are clean; have the breaker points, or spark regulator, and timing set so that a good spark is obtained, as a good spark means a lot in gasoline economy. The clutch should be examined to see that it has the proper spring attachment and that it does not slip, as the slipping clutch means wasted power. If the car is running along a level road and the clutch is thrown out it will run for some distance before it finally comes to a stop. If it were not for the friction in different bearings, wind and road resistance, the car would continue traveling.

If the bearings are tight they create friction, and this uses power to overcome it, and uses more fuel, so it is seen that the bearings in all parts of the car must be as free as practicable and be properly lubricated. The clutch shifting yoke needs frequent oiling, and must be set so that it is not dragging and so causing friction.

The gearset should have a medium weight oil and not grease or any other fibrous compound; likewise, the rear axle should have a heavy grease put in it, as this consumes considerable power. The wheel bearings need frequent attention to see that they are lubricated properly. A frequent loss of power is in dragging brakes. Have these properly adjusted so that they are free and do not bear on the brake drums at all.

Coast Down Grades. The tires are friction makers, as their grip on the road drives the car. Tire friction must be kept to a minimum by having them properly inflated. To keep the tires inflated to their required pressure is most essential, as it means both tire and fuel economy. The tires as designed give the maximum amount of traction with the minimum amount of resistance or friction when they are properly inflated.

When the car is driven in hilly districts quite a saving is made in gasoline, by stopping the motor when going down grade, at the same time, of course, keeping the clutch released. It is also a good idea to test the car for coasting from time to time on the same grade, so it will be readily seen if everything is working freely. Modern carburetion and attention to the details outlined will go a long way toward offsetting the present high price of gasoline.

registrations taper off somewhat toward the close of the year. "The average of 40 per cent prevails throughout all states."

### King Eight Makes Mileage Record in Non-Motor Stop Run

The latest achievement of the eight-cylinder King in car owner's service tests was accomplished in a non-motor stop run between Washington and Baltimore, hailing the popular motor car as herculean in motordom. For 326 continuous hours this eight-cylinder King traveled day and night, rolling off mileage between the two cities. The test was finally halted because of exhaustion on the part of the drivers, the speedometer recording 6,384 miles.

The test was staged by the King dealers in Baltimore and Washington with newspaper men from these two cities keeping constant vigil as observers.

When the car was sent out on this "breakdown test" from Washington by Congressman Britton of Illinois it was the object to run seven days and nights without stopping the motor over a circuitous route between Baltimore and Washington, a distance of eighty-five miles, thirty of which were in traffic of both cities and fifty-five miles over country highways. In all cases passengers were carried. The record sheets showing that at times there were two, then other time three, four, five, six and seven people in the car. The feat was a duplication over the Baltimore-Washington highway of the non-motor stop record trip of the King on the Sheepshead bay track under the official sanction and supervision of the American Automobile association. That greater

increase in automobile demand is about normal.

"One hears much these days of the automobile industry. Wonder is expressed that the demand for cars is increasing so rapidly and dire predictions are made by the uninformed, that there must come a break sooner or later."

Sales Manager F. E. Bradfield of the Velie Motor Vehicle company, continued his argument as follows: "Take the new registrations of each state by years, deduct therefrom the percentage of cars which have served their usefulness, and statistics will show a steady yearly increase of cars in use, approximating 40 per cent.

"In 1915 the increase was 39.6 per cent, and for the first six months of 1916, 21 per cent, or approximately 40 per cent on a yearly basis since

mileage was not made was due to the amount of mileage through Baltimore and Washington traffic.

### Collins and McFarland To Sell Apperson and Grant

Harry M. Collins and O. B. McFarland made arrangements last week to take over the retail sales end of the Apperson Motor company and will control the sale of Grant and Apperson cars in Douglas county, Sargy county and Council Bluffs.

Collins and McFarland are both well and favorably known in Omaha, having been connected with the retail force of the C. W. Francis organization for some time.

In speaking of the new venture, Francis expressed regret over the loss of the men. "They are both good automobile men and capable of handling an organization of their own," said Francis. "I'm glad to see them get into business for themselves."

The new firm will be known as the Collins-McFarland Co.

Peach at Michigan. The Michigan foot ball coaches have a Peach among their material for end position.

Becker Slugging Ball. Beak Becker, the old Giant-Philly punter, now with Kansas City, is ripping the ball seams with the aid of his war club.

### Harroun Motors Plans Announced

Detroit, Mich., Sept. 23.—Negotiations which have been in progress for months have come to a focus in the filing of articles by the Harroun Motors corporation, which has been formed to build and market a sensational new car designed by Ray Harroun, former international race champion, but more recently chief engineer of the Maxwell Motor company.

The Harroun Motors is a Delaware corporation with a capital stock of \$10,000,000. Large financial interests in New York, Philadelphia and Chicago have underwritten the stock issue.

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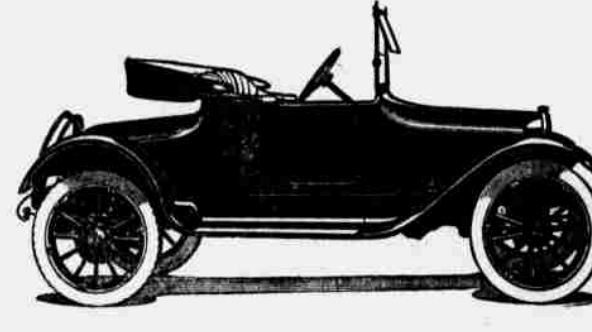
**DODGE BROTHERS**  
MOTOR CAR

The dealer's sincere and implicit confidence in this car must have impressed you.

You will find this so wherever you go. All of Dodge Brothers dealers may not say the same thing about the car, but it is obvious that they think the same thing.

It will pay you to visit us and examine this car

The gasoline consumption is unusually low. The tire mileage is unusually high. The price of the Touring Car or Roadster complete is \$785 (f. o. b. Detroit.)



**MURPHY-O'BRIEN AUTO CO.,**  
1814-18 Farnam St. Omaha, Neb.  
Phone Tyler 123.

**ONLY 14 CHALMERS CARS PER DEALER ARE LEFT IN THE GREAT \$56,000,000 "RUN"**

I am but one of 1600 Chalmers Dealers. There are only 20,000 of the 3400 r. p. m. Chalmers left. So if I had to take my chance on an even allotment among the 1600, I'd probably get only 14 more of them.

The run on this car has been mastodonic. I'm lucky to have one left, because the Chalmers Company set out to build only \$22,000,000 worth last fall.

These were all built and delivered before the first day of summer came.

Then we got the Chalmers executives to add 10,000. These were pretty well cleared up before the first day of September.

Now we have just got them to build 20,000 more—making 48,000 of the 3400 r. p. m. Chalmers all told—just \$56,000,000 worth of one model.

So you see it has been like a regular "run" on a bank. Only instead of a bank it has been a car. And a truly magnificent car, too.

I attribute the "run" to the wonderful quality in the car.

I find men and women are buying better and better cars every day. Just go down among your acquaintances and note how many of them are driving better cars than they used to.

Probably 75 per cent of my sales have been to people who have owned lower priced cars. There's a peculiar and interesting kind of a pride in owning a regular car. A man said to me the other day:

"I bought a 'price' car a year ago. It was a one-year car. It looked fine and drove well for a while. I got 10,000 miles out of her, but she couldn't stand the racket. I'm all done trying to buy price tags. I used to say I'd never pay more than a certain sum for a pair of shoes.

"I ventured \$2 beyond the price one day and, thoroughly to my surprise, I got such a better fit, so much more comfort, so much more in looks, and so much more in wear, that I just figured I'd been a blame fool all these years.

"It's the same way with cars. You get just about what you pay for in a cheap car. It's like advice. I'm paying \$300 more for this Chalmers than I paid for my old car. But I can see right away I'm really getting \$500 more in car and quality. Besides I'm driving a regular thoroughbred."

There are lots of men like my friend. People don't shop around much in buying meat for the home. A rib roast is a rib roast. If one butcher has rib roast at 2 cents a pound less than the other, it's safe to venture that it's 2 cents a pound inferior meat.

Quality—and the quality scale of life—that is what the American people are seeking today as never before, in my casual observation.

And a great help is a quality car like the 3400 r. p. m. Chalmers. Forget that the price is only \$1090 Detroit. The price is not determined by the President of the Company, nor by the Chief Engineer. The price is determined by cost accountants. That accounts for the odd figure \$1090.

The sum of \$1,000,000 has been added to Chalmers factory equipment since the birth of the 3400 r. p. m. Chalmers about a year ago. Added why? Just to make each car a little better than the one that went out the factory door ahead of it.

P. S.—To remind you—the Chalmers Company is building 20,000 more of them. This model will be continued without change in design into next season.

*R. W. Craig*

**R. W. Craig, Inc.**  
1512-14 Farnam Street  
Phone Douglas 7888  
Omaha