

**OMAHA MEN LAUNCH
NEW AUTO INDUSTRY**

Runyan Cushion Wheel Company Will Market Patented Invention.

INCORPORATE FOR \$100,000

Omaha is to have another new industry.

Six men last week filed articles of incorporation for the Runyan Cushion Wheel company. The offices will be in the Paxton block and the assembling plant, to be in this city, will employ forty men to start. The men behind the concern are A. L. Runyan, F. C. Burlingim, Hermann O. Wulff, D. R. Sowards, E. J. Conrad and John E. Von Dorn. Its incorporated value is \$100,000.

Four patents cover the type of wheel that will be manufactured. When A. L. Runyan, the inventor, got word last Tuesday that the last patent applied for had been granted by the federal office in Washington, D. C., he and his backers immediately decided to launch the enterprise.

Runyan cushion wheels have been described by scientists in big tire concerns and by engineers as the "last word" in saving repair bills and in absorbing vibration. The new cushion device combines all the advantages of the wheel cushion and pneumatic tire and can be attached to any standard tire equipment or any standard wheel. The cushion itself is 94 per cent para rubber, the most resilient and lasting commercial rubber known to science.

Reduces the Cost.
Circulars of the company state that the comparative cost of maintaining one and one-half-ton trucks for two years, one with solid tires and the other with cushion wheels, shows that cushion wheels save the owner \$300.

The invention not only is theoretically perfect, but it works well in practice. The rubber cushion on which the inner wheel rides carries the weight of the truck. This burden causes the rubber to flow and thus reduces the size of the air pocket compresses the air (giving a pneumatic effect) and increases the resiliency of the cushion. The cushion is completely protected from dirt and moisture by rubber side flanges on both sides of the wheel. These flanges contract and expand with every movement of the cushion, while the steel flanges absolutely prevent any lateral motion.

How It Works.
By absorbing constant vibration, which weakens the mechanical parts of a truck, the resilient rubber and air in the cushion cells give practical life insurance to the motive mechanism, thus reducing to the minimum all breakage and repair bills.

The six incorporators are optimistic about the future career of their company. A gauge of the nation's demand for something like cushion wheels shows that the Runyan invention will meet a long-felt want in the auto world. Omaha is invited to share in the optimism; because the prosperity of the company will mean the enlargement of the local plant and the resultant prosperity of that many more employes.

**Few Dodge Cars
Stored for Winter**

The "stored for the winter" tag on motor cars will be less in evidence throughout the country this year than ever before, according to the Murphy-O'Brien Auto company, Dodge Brothers' dealer in this city. There are several reasons. One is the unparalleled business activity now in prospect, which will require incessant use of the automobile for business men. Another is the growing impression that "the motor car made these days is good enough in any weather." Still another, and perhaps the most important, is the development of winter cars to the point where cost no longer conflicts with comfort.

In other words, the time has arrived when the average motor car owner will not hesitate between shivering through the winter in an open conveyance, or investing in year-around comfort by buying a winter car. The motorist has come to regard it as an actual economy. Tucked away in the warmth of an enclosed car on his way to the office, he no longer finds it necessary to devote the first half hour of his working time to "warming up." As one has put it: "I find wholesome pleasure even in defying the blustery winds; it puts me in a good mood for the morning."

**Hup Party Finds West
Capitals Very Far Apart**

One-half of the state capitals visited but only one-quarter of the tour completed, was the paradoxical situation which confronted the United America. Tour Hupmobile when it poked its radiator out of the fog of a North Dakota prairie into Bismark, the state capital. Between 5,000 and 6,000 miles of the 20,000-mile journey had been ticked off since the party left Washington, D. C., August 27 on a tour which includes all state capitals. Bismark was the twenty-fourth capital.

New Home of the Standard Motor Car Co.



**Teaching Owner to
Care for His Car**

"There are, in general, two broad methods of rendering service to the car owners," says Max Hagelstine, manager of the service department of the Studebaker corporation. "One of these methods is to lend assistance to the owner when his car needs attention. The other is for the manufacturer to do everything possible to keep troubles from occurring. This second plan, of course, can be made a success only by means of a constant and vigorous campaign on the part of the manufacturer." It is the method followed by the Studebaker corporation.

In elaborating upon the details of the Studebaker plan, Mr. Hagelstine continued:

"One of the original and aggressive methods we pursue to eliminate car trouble, and give the owner the greatest possible service and economy from his automobile is through pamphlets, issued regularly. These pamphlets, or bulletins, are called 'Studebaker Service.' They are supplied to every Studebaker owner. They are written in a simple and direct style so as to be clear to the owner, whether he is an expert mechanic or not.

"Each of the bulletins covers a single subject. Each is brief and requires but little time to read that the owner is not likely to put it aside for future reference." One of the bulletins, for instance, has been on the subject of lubrication, another on tuning up the motor, another on ignition, still another on proper driving and its relation to economy, and so on. Aside from the helpful suggestions offered in these bulletins, their general effect is to make the owner take greater pride in his car and better care of it than he otherwise would."

**Scripps-Booth Welcomed
Warmly to Omaha Family**

Although the Scripps-Booth is but a debutante in Omaha, it is creating a great deal of favorable comment and its local backer, W. M. Clement is exceedingly well pleased with the outlook.

The Scripps-Booth is built in a four and an eight-cylinder type touring car and roadster. The body lines are of unique design bearing out the coveted class and distinctiveness sought by so many buyers.

The body is built very low, giving the appearance of a racer. However, there is ample room for each passenger and all the comforts of larger models are provided.

**First Batch of Cloverleaf
Roadsters Reach Omaha**

According to C. E. Miller, manager of the Nebraska Glide Automobile company, they are to receive this week their first shipment of Cloverleaf roadsters. Owing to the inability of the factory to furnish sufficient roadsters to supply the demand, this is the first of these models to reach Omaha.

**Pathfinder Twelve Wins
Another Non-Stop Run**

Word was received by the Toozer-Gerspacher Motor company during the week to the effect that Al Hughson, driving a Pathfinder twelve-cylinder car, won the "450-inch piston displacement class" race up Giant's Despair Mill at Wilkesbarre, Pa. This was a non-stop run.

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FOR MOTOR BOATS

**Bert Murphy Pulls
Fly Stuff on Woman
Whose Car Stalls**

Bert Murphy is a member of the firm of Murphy-O'Brien. Murphy-O'Brien sell Paige cars. Bert Murphy is Irish. You have heard much of Irish wit. Then lend an ear.

Bert was piloting a Paige through the down town streets when he came to an intersection where he held up to allow a woman driving a rival car to cross ahead of him. The woman also came to a stop and in so doing killed her engine. Bert waved her ahead, but she found trouble in making the self-starter work and after a couple of minutes' toil while Murphy waited patiently, she gave it up and signalled Bert to proceed. Bert started up and went ahead. Just as he passed the fair driver in her motionless car he called, "Why don't you buy an automobile; get a Paige."

**Overland Cars Figure
In Flying Fox Hunts**

Did you ever hear of a "flying fox drive" in automobiles? It isn't likely that you have, for such events are not in vogue in the United States. This sport is more

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**"Anything You Can Ship,"
Is Reo Man's Stock Order**

In speaking of the winter car movement now on foot in Omaha, J. W. Opper of the Jones-Opper company asserts that they are among the dealers who will push winter types of cars. A shipment of the four-cylinder Winter Top Reo will be here soon. Opper states that business is still running at top notch and that the lateness of the season makes no apparent difference. The Jones-Opper company have a standing order at the Reo factory for "anything they can ship" bearing the Reo name. This includes fours and sixes, both touring cars and roadsters, trucks and winter models. "We can't get enough of anything," says Opper.

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or less peculiar to Australia, particularly the east coast near Brisbane, Queensland.
The Overland and Willys-Knight dealer at Brisbane recently sent word to the Overland factory at Toledo O., of an extended fox drive by "Overland hunting parties," in which tens of thousands of these creatures were exterminated. Some of these

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