

### AITKIN WINS RACE ON GOODYEAR TIRES

Five First to Finish Flash to Victory with the Famous Cord Tires.

#### CLASSIC BRAKES RECORD

The Harkness gold trophy race at Sheepshead Bay October 28, recorded another wonderful achievement for Goodyear cord tires. With eight cars in a field of twenty-one starters, the first five cars to flash over the line winners bore Goodyear cord tire equipment.

In such terrific speed contests as the Harkness race interest is centered largely in the tires. A treacherous tire may cost a small fortune in prize money. So racing drivers select their tires with great care. That so many of them have adopted Goodyear cords is significant of the confidence reposed in them.

Johnny Aitken, one of the well-known stars in the automobile racing firmament, who has been winning consistently with his Peugeot, put another twinkle in his diadem by winning the Harkness gold trophy and establishing a new American record for 100 miles in 56 minutes and 37 seconds, an average speed of 105.86 miles per hour. This clips 20 seconds from the best previous record.

Wins \$5,250. Incidentally, Aitken annexed the purse of \$4,000 and \$1,250 in lap prizes, and regained the lead in points over Dario Resta for 1916 championship honors.

The first fifty-four miles of the race saw a beautiful contest between Aitken and Resta. Watching each other's movements closely, neither permitted even a trifling advantage, until Resta was forced to the pits to replace a tire. A precious 20 seconds was lost here which probably cost him the race, for in attempting to regain his former position, his crank shaft broke and he retired from the race at the sixty-fourth mile.

Went 110 Miles. Although the official record shows a speed of 105.86 miles per hour, expert timers several times detected Aitken's car making intermediate miles at a speed better than 110 miles per hour.

Eight seconds behind the meteoric Aitken, Frank Galvin, at the wheel of a Premier, stormed across the tiny electric time recording wire, winning the second prize of \$2,500. In rapid succession followed Howard Wilcox, Pete Henderson and Earl De Vore, all on Goodyear cord tires.

### Elgin Six Blazes Way Across State

During the early part of the nineteenth century, when locomotives were introduced in Europe, one of the great rulers determined that he personally would lay out the first road. A counsel of engineers was summoned. The emperor called for two things—a map of his dominion and a measuring stick. He placed the rule on the map and proceeded to draw straight lines from city to city. The much astonished gathering of engineers responded: "But, your majesty, that will be impossible, owing to the uneven lay of the land. Marshes and tremendous hills will be encountered." To construct a railway over such a straight route was deemed impossible. But the railway was built just the same.

A similar incident occurred recently in the office of the Elgin Motor Car corporation at Chicago. A map of Minnesota was consulted, with the result that it was decided to command an Elgin Six to make a cross-country run through the wilds of northwestern Minnesota. A pencil mark was drawn on the map from Little Falls to Stockwood and return—a distance of 400 miles.

At first the route was thought impossible as well as impassable. The trail led through some of the prettiest and roughest portions of that big state. After leaving Deer, Minn., the route covered the beautiful Rush, Star and Pelican lake regions, just south of the White Earth Indian reservation.

The entire 400-mile-run was made with an average speed of 29.4 miles per hour, through creeks, gumbo mud and over steep hills, where no roads were visible. Not an adjustment or breakdown marred the entire run. Everybody was happy and hungry when the six-cylinders purred their return way into the outskirts of Little Falls.

### Franklin Plant Is to Be Enlarged

H. H. Franklin, president of the Franklin Automobile company, Syracuse, N. Y., has just made public plans for the immediate enlargement of the company's plant to an extent involving the investment of \$1,000,000. Three extra floors, to cost \$500,000, with machinery installed, are to be added to a three-story reinforced concrete building at present under construction, the cost of which, fully equipped, also amounts to \$500,000.

This, the fifth factory addition within a year, will, when completed, add six acres of floor space to Franklin manufacturing facilities, and will bring the total area to sixteen acres. During the 1915-1916 season the Franklin factory has shown an expansion of 150 per cent, or an increase from six and one-half acres to sixteen acres of floor space, the largest building development in the company's history.

July 1, 1915, the capacity of the Franklin plant was 4,000 cars annually. With three of the five new additions now in use, the company is producing at the rate of 10,000 cars a year. The factory output will reach 15,000 cars a year when all the new facilities are in operation.

### 100,000 Cars Made In First 22 Months

Dodge Brothers recently turned out car No. 100,000 and the event was celebrated at the big plant in Detroit by taking motion pictures of the final assembly of the car.

Dodge Brothers have been reticent in making public production figures, and with the exception of those in the trade who were close to the situation, hardly anyone realized that this concern had had such an astonishing growth. Dodge Brothers produced their first car on a commercial basis on December 4, 1914, and by reaching 100,000 now in less than two years they establish an entirely new record in the motor car industry.

The concern is now producing on a large scale and the sixty odd acres of floor space of the plant are being added to by the construction of new buildings.

The evidence of the great growth of the company is further emphasized by the fact that when the drawings for position in the automobile shows of 1916 at New York and Chicago were made recently, Dodge Brothers were found in fourth place in the industry in volume of business. This was an advance in one year from eighth place to fourth place.

### Allen Auto Motor Used To Run Ferris Wheel

A unique service for an automobile motor has just been called to the attention of the Allen Motor company, in which the engine taken from an Allen car, has been used to operate a Ferris wheel for several seasons just past.

The change from the motor car chassis to the portable engine frame was made by H. Wertalla, who operates a Ferris wheel at a great many of the fairs and expositions in western states.

Practically no change was made in the motor itself to adapt it to this unusual work, excepting that a governor was mounted upon the generator shaft to control the speed.

Arrangements for special water supply were also made, inasmuch as the motor was standing still and a radiator could not be depended upon under such conditions.

According to Mr. Wertalla, the motor performs its duty with complete satisfaction, absolutely no trouble being encountered regardless of the fact that it was moved from one city to another on an average of once every ten days during the two years that it has been used in this fashion.

### King Expert Tells Sleuths of Autos

Detroit, Mich., Nov. 4.—Irvin D. Rocap, technical expert for the King Motor Car company, recently gave a lecture on car identification to 200 traffic officers and 350 detective sergeants in Chicago, which is to be duplicated in cities in many sections of the country.

The lecture in Chicago was given under the direction of Captain Collins and Chief Healey of the police department, in an effort to lessen the number of stolen cars. During the last twelve months 2,300 cars have been stolen in Chicago, of which more than 700 have never been recovered, and it was to educate the police in all the methods of car identification that Mr. Rocap directed his lecture. His instructions met with the approval of the chief of the department, who has ordered a number of pamphlets printed incorporating the lectures and also an identification book devised by Mr. Rocap which bears suggestions for gathering sufficient information about stolen machines to insure their identity if found.

In the last week the King company has had requests from Los Angeles, Louisville, Philadelphia, Denver, Minneapolis and Milwaukee for lectures similar to the one given in Chicago, and Mr. Rocap, commencing October 30, at Los Angeles, will make a tour of these and other cities desiring to include police schools in their departments.

### "Vic" Roos Called to Confer With Harley-Davidson Men

Victor H. Roos is going to the Harley-Davidson plant at Milwaukee. The factory there has called in its largest dealers to complete plans in establishing special service branches throughout the United States. These stations will carry stock large enough to supply other dealers in their respective territory.

Mr. Roos has been chosen to serve in this capacity in this part of the west and his already large stock of parts will be increased accordingly. These stations also will render such expert service that otherwise would require factory attention.

After this convention he will go to Chicago to attend the annual motorcycle show.

Traveling salesmen who call on motorcycle stores in all parts of the United States are unanimous that there are no more attractive motorcycle salesrooms than the new store that Roos has nearly completed.

### Murphy-O'Brien Company Gets Satisfying Letter

Murphy-O'Brien Auto company recently sold a Dodge Bros. winter car to Mr. M. M. Wilson, recently of Omaha, who has taken up residence in Springfield, Mass.

Mr. Wilson upon his arrival in Springfield, writes the local Dodge Bros. dealer, the following letter: "I have driven the Dodge five-passenger winter 167, bought from you some few weeks ago, over 5,000 miles, without a bit of trouble, in sand up to axle, forded streams and climbed the steepest mountains, in some cases where other large cars could not go. After reaching Springfield, Mass., I washed it and it looks as good as the day it came from the factory.

"This car, being one of the first that came from the factory, as well as being a closed car making a cross-country trip, we were somewhat of a curiosity.

"I am satisfied with my buy."

**Delco Exide Service**  
Phone Douglas 3097.

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That is a term applied to Delco Exide Equipment, and the reason is that it represents the best word in ignition.

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2024 Farnam St. Omaha, Neb.

### BRISCOE CAR AGAIN MAKES NEW RECORD

With Ben Hammond at Wheel Car Pounds Steadily Up Mount Diablo.

#### SPED AROUND THE CURVES

In a sensational dash from Oakland to the summit of Mount Diablo, a distance of thirty-three miles, to an elevation of 3,869 feet above sea level, in fifty-five minutes flat, a four-cylinder Briscoe touring car, driven by Ben Hammond, has again brought the championship title for this gruelling course back to the Briscoe camp. Hammond and his peppery mount raced from Oakland to the summit of the mountains last Sunday and chopped four minutes off the previous record.

Hammond was accompanied by three observers and he gave them the thrill of their lives by roaring up the thirty-three miles of winding mountain grades and when the Briscoe flashed across the summit in fifty-five minutes, elapsed time, there was a rousing cheer.

**Briscoe's Second Record.** Sunday's great dash marked the second time that Hammond has broken the record and incidentally the Briscoe camp again is in possession of the two trophies that go with the shattering of the speed mark.

Because of its length, grades and winding, twisting road, the Mount Diablo course is one of the most rigorous demonstration courses in California and the record has been attacked frequently.

The first real speed shown on the hill was by a Franklin driven by Will Dandy. An Oakland Six, driven by Alden McElrath, came along next and officially set the mark at eighty minutes. Charles Freser, driving a Chevrolet four-ninety, pulled it down to sixty-six and a half minutes, and then Ben Hammond in a Briscoe shaved it to sixty-one minutes.

Several weeks ago Fraser in his Chevrolet went after the record again and succeeded in taking two minutes off the Briscoe's time.

#### Lowers Record Again.

Not to be outdone, Hammond came back in a four-cylinder Briscoe and carrying four passengers snorted up the tortuous climb in four minutes faster time, bringing the record down to fifty-five minutes, which is lightning fast considering the rise to an elevation of 3,869 feet and the numerous curves that must be taken at high speed.

The news of the record-breaking run was a source of gratification to Colonel C. L. Hewes, manager, and Forest Arnold, sales manager of the Pacific Kiesel Kar branch.

### Grand Opera Star Buys Another Mitchell Six

The Metropolitan grand opera star, Anna Fittzu, after owning and driving one of the famous Mitchell "Six of '16" for over nine months, has just purchased a new Mitchell landaulett for her personal use.

After an experience of nine months with that famous, easy riding "Six of '16" through the strenuous grand opera season, with nerves on edge and forced to make every minute's leisure count in rest, in order to recuperate, Miss Fittzu has just bought another Mitchell, for on her early drives through the invigorating morning air, and on her hurry trips from theater to home, she finds the same restful comfort as at home tucked away in her own divan.

### Reim Has New Idea for Selling His Used Cars

George F. Reim of the Cadillac company of Omaha is putting into effect a unique plan for marketing his used cars and at the same time assisting his dealers to sell their old cars.

Mr. Reim is sending out to all his dealers a complete list of the used cars he has on hand, quoting the prices and is receiving from each dealer his list of used cars.

"We can help the dealers dispose of many of their used cars by this plan," said Mr. Reim, "and I figure that they will be able to help us in the same way. With the lists of the entire local Cadillac organization at hand we can surely satisfy any used car prospect who may come in looking for a high-grade car at a low price."

### Pennsylvania Rubber Company's Sale Directors

General Manager Lewis of the Pennsylvania Rubber company announces the appointment of the following sales directors, who will be in full executive control of the various districts:

Eastern territory, G. C. McCullough; southern district, D. D. F. Yard; central states, James Q. Goudie; the west, C. F. Kent; Pacific coast, James F. Madden.

Vice President Charles M. Du Puy, who established the branches in both Pittsburgh and Philadelphia, will as heretofore take personal charge of the Pennsylvania district.

### Wilson and Hughes in Goodrich Window Display

The B. F. Goodrich company has arranged an attractive window display, which is directed to cash in on the political issue so much in the minds of all voters.

Each of the presidential candidates has his picture in the center of a tire and the two tires are set off by an America flag. Between the two tires is a card saying, "One thing which they both agree upon—Goodrich Silverton tires."

**Tenney Is Fired.** Manager Fred Tenney of the Newark International league team has been given the gate. Newark fans complained that Fred used some sort of an antiquated system of pitching that caused the team to run backwards.

## SAXON "SIX"

A BIG TOURING CAR FOR FIVE PEOPLE

Consider the many ways Saxon "Six" excels

- It is not in one way alone that Saxon "Six" surpasses other cars.
- In every phase of performance you'll find it matchless.
- In pulling power on hills and through heavy going, in high-gear work, and in acceleration it duplicates the ability of costly cars.
- By constant betterment the power-flow has been made smoother and more supple than ever before.
- And in achieving this continuous power-flow, vibration has been virtually eliminated.
- So that now Saxon "Six" has longer life—a greater period in which its efficiency remains unimpaired through wear.

As nearly as can be estimated its endurance is somewhere around 20% greater than any other car in its class.

And the economy of Saxon "Six" in gasoline has kept pace with its other abilities.

206 stock model Saxon "Sixes" recently ran 300 miles apiece without stopping and averaged 23.5 miles per gallon of gasoline.

Judging from present day sales it will be hard to get prompt deliveries on Saxon "Sixes" before long. For the demand is practically abreast of production now.

So we urge you to come in at once.

Saxon "Six" is \$815 f. o. b. Detroit.

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# HAYNES

AMERICA'S GREATEST "LIGHT SIX"

You pay no premium for enjoying the wonderful driving qualities of the Haynes "Light Six"—and that's a mighty important thing to consider in these days of high gasoline.

What other six that approaches the power and character of the Haynes can boast (or rather show proof of) such averages as: 16 to 22 miles per gallon of gasoline, 6,000 miles to the set of tires, 400 miles to the quart of oil?

The wonderful combination of distinctive appearance, great power, flexibility and economy of upkeep—is the reason for the amazing popularity of the Haynes "Light Six," and just the reasons why you will be a Haynes booster, when you are fully conversant with the facts.

Phone us, or drop in for a talk and a demonstration

PRICES  
of new series America's Greatest "Light Six":  
4-Pass. Roadster.....\$1,585  
4-Pass. Touring Car.....\$1,485  
1-Pass. Touring Car.....\$1,585

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