

CHALMERS DEALERS ON A SPECIAL TRAIN

Salesmen from Oklahoma Territory to Go in Style to the Chicago Auto Show.

TO STOP IN ST. LOUIS

Filled to overflowing with automobile dealers of the southwest, a special train will leave Oklahoma City, January 27, to attend the National Automobile show in Chicago. The excursion of dealers is under the auspices of several Oklahoma City newspapers, and from the reservation already taken, promises to be the biggest single delegation attending the show. A stop over will be made in St. Louis, where the dealers will be guests of the Business Men's league and the St. Louis Automobile Manufacturers' association over Sunday.

Monday morning the dealers and distributors will be guests of the Oklahoma Farmer-Stockman at a breakfast given in one of the Chicago hotels. Hugh Chalmers will address the dealers on the future of the automobile industry.

Rubber Tires Put To Many Uses

Numerous accounts of the performance of Goodyear tires are brought to the notice of the Goodyear Tire and Rubber company, Akron, O. These recitals of Goodyear tire service rendered in multitudinous ways embrace a large field, a portion of which they were never intended to enter.

For instance, a Mexican peon was recently found wearing a pair of sandals, which he had fashioned from some pieces of Goodyear tires, which had survived an engagement between a detachment of Carranza soldiers and a band of raiders who had stolen an automobile.

Recently a newspaper in Galveston, whose power plant had been flooded after a severe storm, inaugurated the expedient of transmitting power to their big presses by applying a belt to the rear Goodyear tire of their delivery truck. This emergency measure enables them to continue their regular schedule.

Last summer a party of bathers at one of the northern resorts was discovered employing a Goodyear tube as a catapult to hurl themselves into the water, which allowed them to drop into the water much farther out than they could dive from the diving plank.

New Mechanical Device Will Save Gasoline

Announcement has just been made by Mr. Page of the Auto Accessory Sales company, 894 Brandeis building, that he has taken on the agency for the Myle-Mayker, a mechanical device designed for carburetors on Ford cars, which, it is claimed, will make a considerable saving in gasoline consumption.

The Myle-Mayker, unlike many gasoline savers, is not put upon the manifold, but instead it is put upon the carburetor proper and by the use of a metal hinge or "flutter" the air supply is adjusted by the suction of the engine. As the engine speeds the air supply is increased thereby, making a thin mixture.

The device can be put on in a few minutes without making any change to the carburetor, engine, manifold or any other part.

Mobile Starts to Clean House, Cavet First to Go

The Mobile Southern league club announces the sale of Pitcher Tiller (Pug) Cavet to the Nashville club. Cavet formerly pitched for the Detroit Tigers. His sale is part of the Mobile club's plan for a general house cleaning.

Francis Gets Cars By Personal Visit To Maxwell Factory

The importance of the exchange of ideas with the distributors of automobiles is evidenced by a recent conference called for by Walter E. Flanders, head of the Maxwell Motor corporation, Detroit, Mich.

Mr. Flanders recently requested all the distributors from the larger cities to come to Detroit to discuss conditions of the coming season. C. W. Francis of the C. W. Francis Auto company and C. J. Brokaw, district manager under the factory, went as delegates from Omaha.

While in Detroit the distributors were shown through the three new buildings recently constructed by the Maxwell Motor company. One of the buildings is nearly twelve blocks long, and, according to Francis, one can walk many miles up and down the different aisles inspecting the work. The new buildings will greatly facilitate production.

Francis succeeded in getting a large shipment of Sedans while in Detroit and they will come through immediately. In all probability they will reach here by Sunday.

Allen Making Own Closed Car Bodies

The manufacturers of automobiles today, because of such varying market conditions, is confronted in a large measure with the necessity of making in his own factories as many of the component parts of his machines as can be practically and economically produced by him. In keeping with this tendency, the Allen Motor company is now producing the bodies for its closed models in its body plant at Fostoria, O. The company contemplates the manufacture of bodies for its open models also in the near future.

Since its organization, the Allen Motor company has operated its own motor and transmission works in a model factory at Bucyrus, O. It has also manufactured all of its auto tops. All body finishing has been done at Fostoria, the excellence of this work being best attested by the popularity of the special color combinations offered in the classic cars, which are finished in the classic brown, gray or blue.

Studebaker Officials Deny the Story

In reply to an inquiry, the officials of the Studebaker corporation of South Bend, Ind., deny any connection whatever with the International India Rubber company. This latter company, it is asserted, is a corporation organized to manufacture and sell automobile tires, with its headquarters in South Bend, Ind., and is entirely independent of any association with the automobile manufacturers.

The Studebaker corporation is not and has not been interested at any time in the manufacture of tires, it is said. The officials state that no Studebakers connected with their company, to their knowledge, have any interest in the tire company, and are not interested in any way in the promotion of that company. As near as can be learned, the officials of the tire company are composed of men either residents or former residents of South Bend, including Peter E. Studebaker, who resides in Cincinnati and is not connected in any way with the Studebaker corporation.

The Studebaker corporation, it is asserted, is well known throughout the country as manufacturer of automobiles and wagons, and does not want the public to become confused in receiving the impression that it is connected in any way with the tire company.

Norwegian Champ.
Oscar Matheson, the Norwegian who holds the world's ice skating championship, is to tour this country meeting all comers in speed contests. Matheson recently entered the professional ranks after making all his world's records as an amateur.

ADVANTAGES OF THE STORAGE BATTERIES

Power Carried in Reserve to Be Turned Loose and Applied When Most Needed.

SOMETHING ON EFFICIENCY

R. C. Smith, manager, Delco Exide Service station, states that power can be stored in a number of ways.

It can be stored in a steel spring, in a compressed air tank or in a storage battery.

In the storing of power for future use, we consider several things.

We want this power easily and quickly available when needed, and we want to be able to use the power that we store for as many different purposes as possible. The amount of power or energy we can store in a given space is also very important.

Power stored in a steel spring can be used to operate a clock, while power stored in a compressed air tank can be used for operating a water system. But the range of work for power stored in either of these two ways is very limited. The same power stored in a storage battery as electric energy, gives us power that we can use at will in almost any way desired.

The electric storage battery has been adopted by the engineering world as the best known method for storing power.

If giant steel springs or flywheels could be successfully and cheaply used to store power and this power

could be converted, people would do so. Some small idea of the efficiency and power of the Exide storage battery is shown by comparison to a steel spring.

It would take a steel spring, weighing sixty-eight tons to store as much power as is stored in an eighty-ampere hour battery when it is charged.

It would take a steel spring, weighing more than any automobile ever built, to take the place of the modern electric starter, which depends absolutely on the storage battery for power.

New Mitchell Six Shatters Record

Thursday, October 19 S. J. Murphy and Hal M. Harris, sales manager of the Cameron-Barkley company of Jacksonville, Fla., started out in one of John W. Bate's Mitchell Juniors to break a record to Tampa that had stood unbroken for over a year.

The sand stretch of something over 170 miles without a break is what has held off every high speed motor for a long time.

Leaving Jacksonville in a brand new stock car just delivered and with no preliminary tuning up the trip was made via Acala in exactly ten hours and forty-five minutes.

The best previous record over this route between these two points was made in eleven hours and fifty-eight minutes, the distance being 273 miles.

Plays Better All the Time.
It is said that Francis Outmet is playing some wonderful golf these days, which shows that Francis is one hard luck golfer. The better he plays the harder it will be to convince the powers that he is not a pro.

Milburn Light Electrics Meet With Approval

The first shipment of Milburn "Light Electrics" reached Omaha last week, and, according to G. E. Douglas, they are meeting with approval among electric car fans, in spite of the fact that the car made its Omaha debut only a few days ago.

The new model is quite striking in appearance. The wheel base is three inches longer than that of any other electric. This, together with the low-hung body, gives it a smart racy appearance.

Among the new features is a twenty-five-cell, seventeen-plate Philadelphia battery which is credited with furnishing as much power as the forty-cell, thirteen-plate battery usually used in electrics.

Douglas says the car hasn't a competitor on the hills and that after a thorough investigation, both here and at the factory, he is satisfied that it is all the factory claims for it.

Play Exhibition Games.
The Cincinnati Reds and the Washington Americans will play a series of exhibition games during the training season next spring.

The Franklin Enclosed Cars



Franklin Enclosed. Weight, 2500 Pounds. Price, \$2700.

EACH year, enclosed cars represent a bigger and bigger proportion of all Franklin Cars sold.

The owner's investment in an enclosed car is not materially greater than in an open car.

The running cost is little, if any, more.

Franklin Enclosed Cars mean twelve-months-in-the-year service, in city or country.

Dismiss from your mind the fact that the average enclosed car is essentially a winter car. See how perfectly the ventilating system of the Franklin Enclosed Cars, their scientific light weight, flexibility, easy handling, safety and economy, adapt these cars for summer driving and touring.

Whether or not you are thinking of a new car any time soon, by all means get acquainted with the utility of Franklin Enclosed Cars.

FRANKLIN MOTOR CAR CO.
Omaha
R-U-2-B-1 of 60
2205 Farnam St. Phone D 1712.



How About Your Storage Battery—Will It Freeze?

We will store your battery this winter and have it in good condition next spring. Better Be Safe Than Sorry.

Free Battery Inspection
Delco Exide Service Station
2024 Farnam St., Omaha. Ph. D. 3697.



Milburn Light Electric

An Unqualified Success
That is the verdict handed down by every purchaser of the new Milburn Brougham—by everyone who has ever ridden in it. It is a success in that it combines beauty with efficiency—safety with power—comfort with economy.

No other electric can give you anything more worth while at any price, yet the Milburn Brougham costs only \$1685. It is the lowest priced electric in the world. Let us prove to you why it is the greatest.

ELECTRIC GARAGE CO.
40th and Farnam Sts. Harney 304
G. E. Douglas
The Milburn Wagon Company
Established 1908 Toledo, Ohio
Automobile Division

Brougham \$1685
J. A. B. Toledo

REO

The Most Suitable Gift Possible Would be That New Reo the Fifth She Has Wished for So Long

FOR SEVERAL REASONS this will be not only the ideal Christmas gift, but this is the ideal time to buy a Reo.

FOR ONE THING—though you need not let on to her—you will derive just as much pleasure from it as she will. Not more—that would be impossible.

ANOTHER REASON is that you have been promising for a long time to sell the "old boat" and get her a new car—one that will be more in keeping with her social position, her needs and her tastes.

AND YOU KNOW that of all the cars that are made, she prefers Reo the Fifth—for she can drive it herself. Many of her women friends drive Reos—and they've told her, of course, of its wonderful simplicity of control "just like an electric," and of its dependability.

THAT ABSOLUTE FREEDOM from the "pesky little troubles" that vex most motorists, and which are so distasteful—so unthinkable—to a woman driver, makes Reo the Fifth first choice of the most discriminating buyer.

THE THIRD REASON has to do with the second—that is, the selling of the "old boat," to advantage. **DOUBTLESS YOU'VE LEARNED** that you can get more for your old used car yourself than a dealer can—so it's really folly to "trade it in."

THE IDEAL TIME to sell a used car is in January or February—just when the big spring rush is setting in—when all good, desirable makes of cars are so hopelessly over-sold it is impossible to get immediate delivery for "love or money" and when a "trade in" is almost out of the question.

THEN'S THE TIME to advertise your used car.

P. S.—OF COURSE, IF TOO MANY dotting husbands or fathers or brothers act on this suggestion, we may not be able to deliver all the Reos Christmas morning "in the flesh." In that case, a certificate of acceptance of your order will suit her almost as well—and better than anything else. And we'll tell her precisely when she may expect her Reo—freight service alone excepted. For, you know what that is—most uncertain. However, if you are one of the first, we will fill the order promptly.

Reo Motor Car Co., Lansing, Michigan

Jones-Opper Co.,
Omaha, Nebraska
Distributors Eastern and Northern Nebraska and Western Iowa.
A. H. Jones
Hastings, Nebraska
Distributors Southern and Western Nebraska and Northwestern Kansas.

Reo the Fifth
Five Passenger Touring
\$875

"THE GOLD STANDARD OF VALUES"

All prices are f. o. b. Lansing, Mich.

Athletes Change Names, Cobb is the New Monicker

An amateur base ball player in Cleveland was burdened with the name of Kopalinski. It was too long to get in the box scores in full and Kop also said his teammates made fun of the name, so he petitioned the court to change his name. Consent was given and he took the name of Cobb. It's a grand name in base ball and all that, but why should any American boy be ashamed of the name Kopalinski?

Shubert Attends Firestone Meeting

December 12, 13 and 14 marked the dates of the Firestone Office Managers' convention at Akron, O. This convention is the first of its kind held by the Firestone people for office managers exclusively. H. W. Shubert, recently appointed office manager of the Omaha branch, went as the Omaha delegate.

SAXON ROADSTER

Greatest value low-priced car

Strictly speaking Saxon Roadster is the greatest value low-priced car on the market. It is absolutely unequalled in the number and quality of the equipment and conveniences it carries. Note them carefully—best two-unit starting and lighting system built; new style body, big, roomy and comfortable; demountable rims with 30-inch by 3-inch tires; new style top with Grecian rear bow; electric horn; tire carrier; speedometer; new design carburetor that gives greater efficiency and easier starting; three speed transmission; Timken axles; Hyatt quiet bearings; Saxon high-speed motor of unusual power, speed, smoothness, flexibility and coolness; ventilating windshield; and twenty further refinements. Saxon Roadster \$495 f. o. b. Detroit.

Noyes-Killy Motor Company
2066-68 Farnam Street Omaha Distributors



Weather or No

Starting and lighting a motor car is hard work for a battery, especially when your motor is cold and stiff.

Whatever your driving conditions, now's the time to be more careful than ever. Pure water, regular inspection, and a knowledge of your electrical system are necessities in any climate.

Expert Willard Service is a winter-worry preventive. We'll tell you how to keep your battery in proper condition and give you a booklet on winter care.

Nebraska Storage Battery Co.

2203 Farnam St., Omaha. Phone Doug. 5102.

We'll be glad to test your battery at any time
Willard Storage Batteries are for sale by car dealers, garages and all Willard Service Stations and Factory Branches.

Says Little Ampere:
Your storage battery doesn't need a fur overcoat if you take the advice of a Willard-trained expert.

Willard STORAGE BATTERY

"THE GOLD STANDARD OF VALUES"