

### OLD FRIENDS MEET ON BATTLE FRONT

Employes of Federal Rubber Company Find Each Other Again When Two Are Taken Prisoners.

New evidence that, after all, the world is a very small place, comes almost daily to the surface, and the following incident illustrative of this saying is a rather unusual and decidedly interesting echo from the world's great battle front.

It is the case of three men, all foreign-born, and who in the natural course of events are thrown together in one of the great industrial plants of this country. One is an Italian, Dominick Gregorio, who came to this country before the beginning of the war to seek his fortune. The other two men are Austrians. All three found employment at the plant of the Federal Rubber company, Cudahy, Wis., and became fast friends. Now Dominick was the sole support of an aged mother, whom he left behind in sunny Italy, and when subsequently there came a letter telling of the mother's declining health and the need for the presence and comfort of her son, Dominick dutifully packed his worldly belongings, bade his friends a hasty farewell and sailed for home.

At the opening of the war Dominick responded to his country's call and went to the front. Some time later, when Garcia was captured and prisoners were being brought in from the enemy's lines, among the first were Dominick's old friends, the two Austrians. In a letter to another friend at the Federal Rubber company's plant Dominick said he was very glad to meet his old friends, even though strictly speaking they were his enemies, and in the hearty handshaking that followed the reunion of these three men there was no evidence of war, or strife, or enmity, and each expressed regret that through the fortunes or misfortunes of war they, as old-time friends, had been obliged to shoot at each other.

### Ford Advises Car Owners To Have Motors Overhauled

Most motor car owners consider all-the-year driving as a matter of course and would as soon think of stopping eating in the winter as putting their cars away on account of cold weather.

Spring, however, does have some significance for automobilists. It means that the days of long drives through the country are almost at hand and every driver, whether experienced or a novice, wants his car in the best possible shape to take advantage of the good roads. The time to make ready is before the roads are in shape.

Even though the car has been giving consistent satisfaction all winter, it is a good idea to go carefully over the tires, in search of worn or weak spots.

The Ford company is advising Ford owners to take their cars to the nearest Ford agency and service station for a spring overhauling. In every branch city there are several authorized Ford agencies, while 10,000 more are scattered over the United States.

### Liberty Cars Much in Evidence on Streets Here

The handsome gray Liberty cars with the yellow wheels are becoming very much in evidence on the streets of Omaha. The W. M. Clement Motors company has reported several sales in Omaha during the week.

### Bailey Differential Is Planning Record Business

A fitting example of the confidence felt by larger manufacturers in general business conditions, despite the war situation, is found in the activities of the Bailey Non-Stall Differential corporation of Chicago. Under the general management of J. E. Duffield and with big financial backing the company is organizing a selling force of men of long experience and is preparing for a first year's production which would make a most creditable showing for a much older concern.

The chief claim to distinction, on the part of the Bailey differential, according to its makers, is that it enables passenger cars, trucks and tractors to travel through mud, sand and snow and out of ditches where machines with bevel differentials would stall. This is because the Bailey product gives a positive drive to both wheels on the straightaway and when one wheel gets into trouble all of the power of the motor is thrown to the other wheel. Neither wheel can travel slower than the motor and because this type of differential eliminates spinning the skidding is greatly reduced.

### Original Velle Car Is Secured by the Factory

Sometime ago we told the story of the original Velle car built in the early days of the industry, a car whose whereabouts was unknown, but which had been discovered in the hands of J. G. Reuter, a commission merchant of Peoria, Ill.

"Old Maud's" mileage has caused the death of three speedometers, but it has valiantly held its course in spite of the on-rush of new and wonderfully improved models and never felt the need of a towline in its entire career.

Some days ago the Peoria Velle dealer sold Mr. Reuter a late model Velle Biltwel Six and obtained possession of "Maud" for the factory. The car was driven overland to Moline without a mishap or delay and now rests serenely in the showroom; an interesting evidence of the wonderful progress made in automobile building these years.

### Overland Uses 12,000,000 Gallons of Oil a Year

Approximately 12,000,000 gallons of fuel and lubricating oil are consumed yearly at the Willys-Overland factories in Toledo to operate and lubricate machinery and in the building and testing of its product, according to J. R. Jamison, local Willys-Overland branch manager.

Six million gallons of fuel oil are consumed each year in the heat treating and forge shops. Two thousand barrels of motor oil are used every twelve months. Six thousand gallons of screw-cutting oil for machinery are consumed. Six tank cars—35,000 gallons—of cylinder oil for dynamometer tests are used each month.

Road testing and operation of the cars in the factory's garage required 700,000 gallons of gasoline in 1916.

### Hudson Super-Six Picked By All the Contestants

"Instancing the distinctiveness of Hudson Super-Six design and its familiarity to the motoring world, 100 per cent of the dealers who took part in the car-name contest, conducted in the motor review of Leslie's Weekly, picked out the Hudson correctly," said Guy L. Smith, local dealer. "The cars were all so arranged in the photograph layout that all names or distinguishing marks not directly associated with the design of the car itself were eliminated. Yet the Hudson was picked by every participant in the contest."

### To Use Autos to Come to Sunday School Convention

Many of the delegates to the Nebraska Sunday school convention in Omaha, June 19 to 21, will come in automobiles. Six "auto caravans," containing 150 to 200 automobiles each, have been arranged for. One will be headed by a band.

It will be the golden jubilee convention. The Nebraska Sunday School association was organized at the First Baptist church, Omaha, in 1867.

Sessions will be held in the city Auditorium. There is to be a jubilee procession from the Auditorium to the birthplace of the association on Thursday evening. A denominational dinner will be held Wednesday noon.

A pageant of religious education will be another feature of the convention. About 500 people will be required to produce the various episodes depicting the story of religious education from the old Jewish family to the modern Sunday school.

It will be a "mass convention" open to any who desire to come. It is not necessary to be a delegate.

### Hupp Stands Test Well When Put to Hard Task

"It is interesting to note in the Summary Booklet of 1916 Automobile Contests, recently issued by the contest board of the American Automobile association, the numerous tests that automobiles have been put to," asserts G. H. Houlston, manager of the Hupmobile Company of Nebraska.

"Just by way of comparison, look at the Hupp records, covering the Albany to Buffalo economy run and the Fort George hill climb trial. The Fort George Hill is one of the stiffest climbs in the country. Many cars do not attempt to climb it even on low gear. The Hupmobile went up this hill on high gear and was doing better than fifteen miles an hour at the top. This was the touring car, stock and standard in every particular, without special adjustments of any kind and very much overloaded."

### Orr Sales Co. Holds the Lead in Division "B"

This is jubilee week at the office of the Orr Motor Sales company and marks the winning of first place in the Lincoln Highway sweepstakes, a sales race extending figuratively from San Francisco to New York City, thence by water to Galveston, Tex.

Out of a possible score of 206 points, the Orr Motor Sales company heads Division "B" in the race, having reached the 121-point mark. The original plan set 100 points as the finish, but some of the contestants soon passed their quota of cars and insisted upon more racing. The fast ones in Division "B" are Omaha, Atlanta, Ga.; Indianapolis, Ind., and Seattle, Wash. Omaha leads them all by a good margin and Mr. Orr says they will keep the lead.

### Finds Prosperity All Over the Commonwealth

J. H. De Jong, manager of the Apperson Motor company, spent last week traveling through the rural districts in Nebraska and reports a good outlook for this season. Many of the farmers are too busy with the farm work to do much of anything else, but they all seem to be in good spirits and prosperity is evident.

### Standard Motor Car Co. Sells Indiana Trucks

Announcement has just been made to the effect that the Standard Motor Car company has taken on the agency for the Indiana truck, manufactured by the Indiana Truck company of Marion, Ind. The territory controlled from Omaha will embrace Nebraska and western Iowa.

### LAHM'S RETURN IS DELIGHT TO ARMY

May Prepage Opening of Aviation School at Fort Omaha for Instruction of Flying Corps.

The return of Major Frank P. Lahm to Fort Omaha to take charge of the army balloon school there is hailed with delight by officers and men. In addition to being an efficient soldier, he is regarded as one of the most expert aviators in the army flying corps.

Major Lahm is no stranger in Omaha, having passed several months here a few years ago. He had charge of the aviation work soon after the balloon house at Fort Omaha was completed and remained until transferred to the aeroplane service.

It is understood that the coming of Major Lahm does not mean that aeroplanes will be immediately added to the equipment at Fort Omaha. However, it is expected that later on they will come and that instructions in operating this class of flying machines will be given.

The observation balloon that was sent up from Fort Omaha at 7 o'clock this morning landed at Pacific Junction, Ia., making a clean flight of twenty-five miles in a little more than an hour. The bag was in charge of Lieutenant Davidson and as it passed over the city was seen by hundreds of early risers. It maintained a height of about 1,000 feet most of the time.

### Maxwell Engineer Advises Stock Stuff in Economy Run

"Do not change any of the regular factory equipment or adjustments in the stock Maxwell car and you will be certain of the greatest measure of success."

This injunction is the paramount note in a list of instructions for 2,000 or more Maxwell dealers who next month are to travel over roads everywhere in the United States and Canada in a national proof demonstration of Maxwell upkeep economy, participating in a contest for \$5,000 in cash prizes, with a silver and gold championship cup to be awarded by the Maxwell Motor Sales corporation. The event is to be known as the national Maxwell gasoline economy proof day.

### Banner Year for the U. S. Truck Tires Is Predicted

Sales of United States solid truck tires reached new peak points during the first quarter of this year. Compared with the same months of former years, all previous records have been eclipsed, according to an announcement made today by C. J. Welch, manager of the truck tire department of the United States Tire company.

During the three months ending March 31, an increase of 127 per cent over the sales of the corresponding period of 1916 are noted.

Persistent Advertising Is the Road To Success.

# Scripps-Booth

## Endurance

ENDURANCE is simply sustained power. Endurance in the Scripps-Booth does not depend on mere size or weight.

It is the product of lightness, plus concentrated strength, plus co-ordination of parts, plus control. Scripps-Booth endurance is the highly specialized, harmonized strength of Science.

Excess weight in a motor car secures ease by holding the car down on the road.

Scripps-Booth attains ease by scientific balance.

Scripps-Booth lightness is actually converted into luxury.

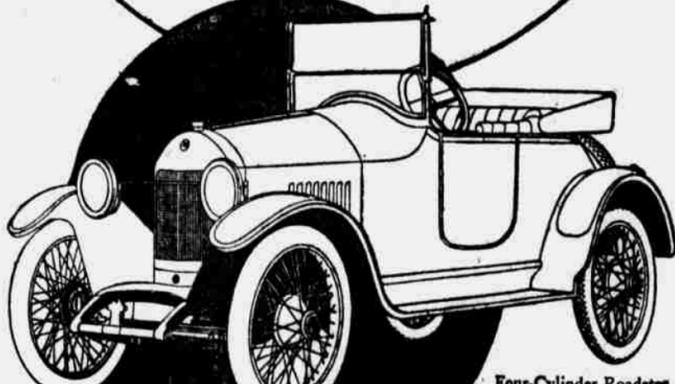
Every ounce of Scripps-Booth energy counts—every minute it is in action.

It is not wasted in overcoming dead weight.

Scripps-Booth lightness conserves energy. It has always energy to spare.

W. M. CLEMENT MOTORS CO.,  
2514 Farnam St., Omaha, Neb.  
Phone Douglas 5218.

- Four-Cylinder Roadster . . . \$ 935
- Four-Cylinder Coupe . . . 1450
- Eight-Cylinder Four-Passenger . . . 1285
- Eight-Cylinder Town Car . . . 2575



Four-Cylinder Roadster

# COLE

## The Cole Obligation To The Public

Only by Serving the Public Well Are We Entitled to Large and Permanent Success.

This vital principle has been the cornerstone upon which we have builded the substantial Cole growth.

It is the Cole obligation to the public.

All of our efforts after our car is sold must concentrate on satisfaction to the owner, just as all the skill, all the thought, all the resources, all the time at our command are concentrated on the perfection of the car while it is building.

We invite you to investigate our methods—to find out for yourself that we realize, and are prepared to meet the Cole Obligation to the Public, great though it is.

### Prices

- Seven Passenger Cole Eight Touring Car . . . \$1795
- Cole Eight Tuxedo Roadster . . . 1795
- Four Passenger Cole-Springfield Tourcoupe . . . 2295
- Seven Passenger Four-Door Tourvedan . . . 2495

Prices f. o. b. factory  
Subject to change without notice

### TRAYNOR AUTOMOBILE CO.,

Retail Distributors  
2210 Farnam St Phone Douglas 5268.

Cole Motor Car Company  
Indianapolis, U. S. A.

DE BROWN AUTO SALES CO.,  
Wholesale Distributors for Iowa and Northern Nebraska.  
Some Good Territory Open for Live Dealers.  
2210 Farnam Street, Omaha, Neb.  
1414 Locust Street, Des Moines, Ia.



Seven Passenger Touring Car

Three Passenger Roadster

## Always Ascendant—Always Ahead

THE remarkable success of the KING EIGHT is the latest and greatest proof of the continuing rightness of KING engineering and the steadfast honesty of KING construction and policy.

The KING EIGHT'S success has surpassed the most sanguine hopes of its builders, and thousands of KING EIGHTS, all over America and in forty-nine foreign lands, are daily teaching motorists what they should NOW expect from an automobile.

The KING Chassis as offered to the public is a continuation of a year's manufacture to which have been added various body types—Touring, Foursome, Roadster and Sedan—with graceful, stylish lines and rich coach work that quietly bespeak the splendid quality of the machinery they cover and compare most favorably with cars of much higher price.

- 7-Passenger Touring . . . \$1585
- 4-Passenger Foursome . . . \$1585
- 3-Passenger Roadster . . . \$1585
- 7-Passenger Sedan . . . \$2150
- Wire Wheels, \$100 Extra.
- All Prices f. o. b. Detroit.

We cannot guarantee that these prices will not change.

## Noyes-Killy Motor Co.

Omaha Distributor



Four Passenger Foursome