

KING IN THE LEAD OF MOTOR PROGRESS

W. L. Killy Says This Car Has Always Pointed Way When it Came to Bringing About Improvements.

The trail of progress in the motor car business brings to light many interesting facts and stories, asserts W. L. Killy of the Noyes-Killy Motor company, King distributors, and along the trail one will find the following notes of interest regarding the progress of the King.

These statements are always of more or less interest to me because they call to mind a summary of achievements and advances made.

In October, 1914, after several years of building successful "Fours," the King Motor Car company announced the world's first popular-priced eight-cylinder automobile—and the second American car of that engine type. Today there are more eight-cylinder Kings in operation the world over than any other "Eight" save one.

Throughout America, and in fifty-two foreign lands, in every climate and over all kinds of roads, this pioneer "Eight" is giving complete satisfaction. The company has never had a "war order," yet in England alone there are 270 Kings in private service—and American automobiles have been barred from that market since March, 1916.

The United States marine corps after a long series of rigid official tests adopted the standard King chassis for armored car use. The remarkable power and stability shown by the King in these tests attracted the attention of the War department, and recently the United States government specified the King chassis for most of its latest war machines.

The King was first in America with cantilever springs, en bloc motor, center control, left-side drive—and in all these leads was followed by practically the entire industry. So has the popular-priced "Eight," launched by the King, been the leader of many worthy competitors.

Last year gave many triumphs to the King Eight, all made with stock cars. Ten thousand eight hundred and fifty miles without stopping the motor was the great official American Automobile association record. Nine hundred and eighty-seven miles from Los Angeles to Los Angeles via San Francisco sealed in high gear; the climbing of tortuous Mount Wilson in the same manner; a 1,700-mile high gear trip through the length of California, and the spectacular dash up Mount Diablo, winning the Tribune high gear trophy, are four Pacific coast feats. Five hundred and forty-four miles sealed in "high" was a New York exploit. The first high gear ascent of Lookout mountain was made by a woman driver in a King Eight, and the volcano at Hilo, Hawaiian Islands, was also topped by this car in "high."

An official American Automobile association economy test from Pittsburgh to Milwaukee, under actual touring conditions, brought further honors to the King. To these records ten other notable achievements have been added to prove the King's "road mastery."

Packard Reorganizes Its Export Department

The year before the war began European manufacturers exported \$80,000,000 worth of motor vehicles, passenger cars and trucks to South America, Africa, Australia and the far east. Within the last few months the United States has been beginning to get its share of this business.

In line with this development, the Packard Motor Car company has reorganized its export department, with Fred Cardway as manager. Cardway last winter made a trip to South America and surveyed the possible market for American automobiles. He established dealerships for Packard cars in Rio de Janeiro, Buenos Ayres and Montevideo. On the same trip some dealerships in the West Indies were organized.

"Since America's entry into the war the Packard's business has shown a substantial increase," says Cardway. "Spain leads all foreign countries in the amount of Packard sales, though

KERENSKY LED RUSSIAN DRIVE—The brilliant drive in Galicia, the news of which sent a wave of patriotic rejoicing throughout revolutionary Russia, was led by Minister of War Kerensky in person.



MINISTER OF WAR KERENSKY

Brazil and Argentina are making rapid strides. In the last few months the West Indian countries have been sending in orders for both trucks and passenger cars.

Auburn Car Is Built For the Hardest Service

"Though one or two motor car manufacturers have pointed with pride to examples of extremely long service given by their product, the industry as a whole has not yet realized the significance of long life in automobiles," says A. S. Avery of the Auburn Auto company, Omaha.

"Of course only the manufacturer who has been in business quite a while is really in position to show cars that have given years of service before wearing out. Up to now the main concern has been to get out something new, to keep up with the developments in engineering.

"But now that the automobile has become pretty well developed and standardized, it should be, and undoubtedly will be, the aim of manufacturers to build cars for length of service and to take pride in a product that is good for ten years of operation.

"There can be no doubt that automobile prices touched bottom more than a year ago. The price increases made necessary by war prices of material and labor will not be reduced after the war. If declines in material costs take place, I believe that car makers will simply build better cars and maintain prices at about the present level.

"It has always been the Auburn policy to build substantially and for long service. As manufacturers we have always believed in sound construction and engineering that, while keeping abreast of real developments, at the same time avoided mere novelty or theoretical departures. This sounds a little bit old-fashioned, I know, but anyone that looks at the Auburn Six will find that it is as modern and up-to-the-minute as any car made.

"The great number of parts and the real complexity of the automobile as a piece of mechanism will always offer unusual possibilities for wear, but manufacturers must meet the problem. Buyers will more and more demand cars good for long service. Even if they do not care to use a car more than a year or two before selling it, they are becoming aware of the fact that the used car value depends upon the service that the car can still be expected to give."

RAILROAD BUILT IN DODGE PLANT

Narrow Gauge Line Installed in Factory to Cut Down the Enormous Cost of Trucking.

Only a comparatively small percentage of America's motor wise public has any idea of the bearing which the arrangement of a motor car factory has upon the ultimate price of the car. Next to equipment and purchasing power, factory layout is probably the most important factor in determining the price at which the manufacturer can place his car upon the market.

The cardinal principle in the arrangement of a motor car factory—or any other factory—is to make it possible for the raw material to enter at one point and travel in as straight a line as possible through the various processes of manufacture.

Only a short time ago the Lehigh Valley railroad built the Tunkhannock viaduct at a cost of \$12,000,000 to shorten the tracks only three miles and to reduce the curvature in the roadbed. On the same principal progressive motor car manufacturers are spending thousands of dollars in rearranging the position of their machinery and installing conveyors in order that the raw material may travel the path to completion in as straight a line as possible.

Cost Counts, Too. Time is not the only factor to be considered, however. The cost of trucking has assumed such proportions in most factories that experts are putting forth much effort to reduce it to a necessary minimum. In Dodge Brothers' works at Detroit, for example, a complete industrial rail-

way has been installed to reduce trucking costs.

The system, which is of the narrow gauge type, practically encircles the huge plant and runs through most of the ground floor departments. Almost 8,400 feet of track have been installed and 5,000 more will be laid as soon as several new buildings are completed. The rolling stock consists of three locomotives and 108 flat cars, all of which were manufactured in Dodge Brothers' works.

Use Gas Engine. After testing and discarding several plans and finding it impossible to adopt the electrical system due to the presence of a large number of traveling cranes, Dodge Brothers decided to employ a locomotive of their own design. They installed a Dodge Brothers engine, an exact duplicate of the one used in Dodge Brothers motor car, and by a simple gear arrangement made it possible to drive the locomotive forward and backward at three speeds.

The locomotives are equal to heavy tasks. In one instance seventeen cars of curled hair, aluminum castings and steel products, weighing a trifle over 90,000 pounds, were moved from a standstill without any indication of great effort.

The locomotives run on regular schedules and transport an enormous amount of material each day at a cost much lower than is possible by hand or even electric trucking.

Omahans to Buy Unique Types of Dorris Roadsters

Another surprising announcement in the high-priced car field is expected soon from H. H. Cannon, factory representative of the Dorris Motor Car company, regarding a prominent distributor for the Dorris line.

Although Dorris cars are in the high-priced car field, selling activities in this section have been brisk. Mr. Cannon leaves next week for the Dorris factory with two retail prospects who are hankering for unique roadster designs. The Dorris

KRAMER BEATEN BY SPENCER—Frank L. Kramer, who lost the national cycling championship, when he was defeated by Arthur Spencer, of Toronto, in the two-mile titular race at the Velodrome, Newark, N. J.



FRANK KRAMER

people have turned out some very clever specially designed bodies and Omahans will have an opportunity to judge the workmanship first hand in the near future.

SOLVES THE TASK OF HOUSING EMPLOYEES

Firestone Tire and Rubber Company Lays Out Ideal City at Akron, O., for Workers.

Finding homes and providing entertainment for its 13,000 employes in "the city of standing room only" is the task set for itself by the Firestone Tire and Rubber company of Akron, Ohio.

Hundreds of new workers pouring into the city which has "run away from itself" as one magazine writer describes it, has presented a gigantic problem in housing. The Firestone company early saw the difficulties of getting men to stay at their jobs unless they were given clean, pleasant places to live, and immediately set about the solution of the problem. A huge allotment has been opened by the company not far from the plant, and lots are sold to employes on easy payments at low prices. A house may be built at cost by the employe and paid for 5 per cent down and 1 per cent a month.

Many Are Attracted.

But this does not take care of the hundreds of employes who are constantly coming to Akron from distant cities, attracted by the eight-hour day and ideal working conditions. Many of these men have no money when they arrive and frequently leave their families behind until they can forward them money to pay their transportation.

For these workers the company has built a little village of temporary homes on ground surrounding its plant. In this village, where the dwellers live a simple life, there are accommodations for 1,600. The community

is governed by the strictest sanitary and police regulations enforced by the villagers themselves.

For entertainment and recreation, there is the \$350,000 club house with bowling alleys, swimming pool, showers, reading rooms and auditorium. During the recent campaign for Red Cross funds in Akron the employes of the office presented a two-act operetta in the club house and turned the proceeds, \$1,000, into the Red Cross fund. A moving picture show is given once a week free to the employes in the club house auditorium.

Hudson Super-Sixes Are Favorites With Tourists

"More people are touring America this year than ever before," said Guy L. Smith. "This is due in a measure to a larger ownership of automobiles, but I think even more than that is the awakened interest Americans have in their own country since the declaration of war.

"This really surprising activity in touring has had the effect of greatly stimulating sales. The Hudson Motor Car company within the past month was forced to again enlarge production. And they are selling cars as fast as they can be made.

"Undoubtedly the Hudson Super-six is favored by tourists above all other cars, because of its hill-climbing abilities and endurance qualities.

"The Hudson Super-six has established its supremacy indisputably by such performances as driving twice across America in one continuous trip in ten days and twenty-one hours, breaking the transcontinental record in both directions; by driving 1,819 miles; by the non-stop record of 403 miles in twenty-four hours, beating the next best performance by 317 miles, made by a Hudson Super-six Special, beating the next best performance by more than 100 miles."

Persistent Advertising is the Road to Success.

Ford

THE UNIVERSAL CAR

Beware of "Bogus" Parts

Owners of Ford cars are advised to beware of counterfeit parts. If your car needs adjustment—take it to the authorized Ford agency in your locality, where you will find a reliable service station, with the complete mechanical equipment and the necessary tools to give the highest quality Ford service obtainable.

All the Ford parts used by Ford agents are manufactured and supplied by the Ford Motor Company. If your car requires the replacement of any part or parts, is in need of repairs—don't experiment. The agents listed below are ready to give you prompt attention. So take your Ford car where satisfaction and economy are sure.

Ford Cars—Runabout \$345; Touring Car \$360; Coupelet \$505; Town Car \$595; Sedan \$645, all f. o. b. Detroit.

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HOLMES-ADKINS MOTOR CO.	4917 So. 24th St.	South 420
McCAFFREY MOTOR CO.	10th and Howard Sts.	Douglas 3500

NICHOLAS-RICE MOTOR CO.	20th and Ames Ave.	Colfax 149
SAMPLE-HART MOTOR CO.	18th and Burt	Tyler 513
UNIVERSAL MOTOR CO.	2562 Leavenworth	Tyler 886

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