

U.S. BUYS 3,000 MORE PACKARD 3-TON TRUCKS

Makes Total of 4,800 of These Which the Government Has Ordered in Last Ten Days.

Three thousand three-ton chainless trucks have just been ordered by the United States war department from the Packard Motor Car company. This is the second quantity order placed by the government with the Packard within ten days and brings the total of the two orders up to 4,800 trucks, representing a money value of more than \$16,000,000.

"This is a big task the government has laid on us," said President Alvan Macaulay, "but it is met with an equally big demonstration of loyal determination among the executives of our manufacturing division, the superintendents and foremen and the workmen of the truck factory to see the job through on time.

"We of the Packard feel that the placing of this order is a distinct indication of Detroit's importance in the government's plan for successful prosecution of the war. The center of the world's motor industry is to be, judging from these orders, the center of America's war transportation industry. That means a great deal when you stop to consider that this war is primarily a war of machines, food and transportation."

New Motor Company Branch To Be Opened on Auto Row

Announcement was made last week to the effect that the Baker R. & L. Motor Car company have opened a branch in Omaha which will be in charge of Paul Doane, who is well known to the electric car trade of Omaha.

Mr. Doane is very much disappointed over the inability of the Baker people to furnish him with an Owen-Magnetic demonstrator. The demand for this car so far exceeds the supply that demonstrators have only been furnished to one or two cities in the United States.

The Owen-Magnetic is an engineering achievement which does away completely with the gears in the car and makes it possible to go from low speed to high with absolutely no noticeable change in the action of the motor as it gains speed.

Motor Car Brakes Must Be Efficient for Safety

"With the great number of automobiles now in every day use," said H. Pelton, Marmon distributor, "one of the most vital demands made upon the automobile engineer, is that the motor car's brakes are efficient, and that they can be applied with ease.

"Many times a day the driver of an automobile is called upon to meet unexpected emergencies, in which he trusts his life and the lives of the other occupants of the car to the brakes. At a critical moment no feature is more important.

"Marmon engineers have developed a brake system with a margin of safety hard to find in cars regardless of price."

HILL CLIMBING ON HIGH HARD ON CARS

Figures Show How Much Better it Is to Shift Gears as They Are Indented.

The high-gear hill-climber is first cousin to the scorcher, and both are bound to become wiser as time goes on, asserts R. O. Allen, writing in the current issue of American Motorist on the folly of driving motor cars up steep hills in high gear solely for boasting purposes.

Continuing, Mr. Allen says: "I fully understand that the modern automobile is made to climb almost anything but trees. But I wish to demonstrate that to climb a steep hill on the high gear imposes the hardest kind of work not only on the engine, but also on every other part of the car. The low gear ratios are provided for hill climbing and they should be used for it.

"It may be well here to consider a little more carefully the amount of work performed by an automobile climbing a gradient on, say, a gear ratio of three to one. A ratio of three to one revolutions of the rear wheels is produced by three revolutions of the engine shaft. With the lower gear ratio, the intermediate and the low, the number of engine revolutions becomes still greater as compared to the number of road wheel revolutions.

By One Explosion.

"It is not difficult to compute with exactness the distance which a car is propelled by one explosion in the engine cylinder and the power consumed in hill climbing. The circumference of a thirty-two-inch wheel is approximately 100 inches, and in covering one mile the wheels revolve 633 times. With the motor turning over three times as fast as the road wheels, it will require 1,899 revolutions of the gear shaft to propel the car one mile. Thus, if such a car should proceed at the rate of thirty miles per hour, approximately 950 engine revolutions per minute are required. With two power strokes at every revolution there are 1,900 revolutions per mile and each explosion propels the car one foot and four and a half inches.

Hard on Cars.

"This estimate assumes that the car be propelled over level ground. To mount a hill simply means that grade resistance is added to the various frictional and other stresses. An automobile weighing 2,000 pounds climbing a hill 200 feet high (measured vertically) simply performs the task of overcoming the action of gravity or lifting, and the calculation of the power required to do this must involve the factors from which the horsepower unit is derived. To lift 2,000 pounds 200 feet high in one minute is the same thing as lifting 2,000 x 200—400,000 pounds one foot high in one minute. Theoretically, then, the lifting of 2,000 pounds 200 feet high requires 400,000—33,000—12.12 horsepower, and the losses through friction, air resistance, etc., consume the remainder of the theoretical horsepower output.

"From all of this it must become apparent that rushing up a steep hill on the high gear must subject any car to enormous stresses, which are likely to affect the life and service of the car to a considerable degree. Gear shifting is not a cumbersome task, and the mounting of gradients will

not be attended by harm if the gears are put to the use for which they were intended by the automobile designer."

Warm Weather Battery Hints by the Expert

Elmer Rosengren of the Nebraska Storage Battery company is advising car owners on the essential points of warm weather attention to batteries. Probably the most important of these is water. During the summer a storage battery should receive pure distilled water at intervals of a week or ten days. This is necessary because of the evaporation of the solution which gives the battery its life. If this solution is allowed to leave a portion of the battery plates exposed to the air, these plates will deteriorate and the life of the battery will be greatly shortened.

Another point to consider is the hydrometer test to determine specific gravity of the solution. This test should always average 1.280 and in cases where the car owner does not want to make the test himself, he can have it done free of charge at the Willard service station. If the battery is allowed to go below the gravity mentioned, it will gradually run down and refuse to turn over a starting motor or operate the electric lights.

REPUBLIC MOTOR TRUCK BAND COMES

Musical Aggregation on Tour of Country in Omaha Monday and Tuesday, Playing on Streets.

There is a decisive thrill to the shrill boom boom of a marching band, but with all a band without the performing drum major is greatly lacking.

The Republic Motor Truck company's band, coming here Monday and Tuesday, on a tour of the United States, has all—even the high-hatted drum major with his twirling wand.

Headed by the Republic band of fifty pieces and decorated Republic trucks, furnished by the manufacturers, the Republic parade will pass through the downtown district.

The first feature of the parade will doubtless be that of the expert drum major of the band, S. A. Crone, whose work of the past deserves more than mere mention. During his career he has made for himself a reputation by the work he did in the New Ulm band, the Second Minnesota infan-

try cavalry band, Cole Brothers' band, the Fifteenth cavalry band and of the United States army, the St. James band and the Sherman-Kelly band.

In the Republic band Crone's training of the past is reflected and the military discipline he maintains among his boys creates an impressive spectacle.

The band will play at the Market Monday from 10:30 to 11:30 a. m.; court house, noon to 1:30 p. m., and at the Ak-Sar-Ben Den in the evening. Tuesday it will be at the Commercial club at noon and at the court house in the evening.

Studebaker Prices Are To Advance September 15

"The increased cost of materials and labor has finally forced us to announce an increase in prices of all models," says L. J. Ollier, vice president and director of sales of the Studebaker corporation. "But this increase will not become effective until September 15.

"It has always been a hard and fast Studebaker policy to give the customer the benefit of low prices as long as possible and I want to make it clear that we are increasing prices only in proportion with the increase in the cost of manufacturing Studebaker cars under prevailing conditions."

Exhaustive Tests Are Made Of Roads by War Department

A great deal of significance is attached to the activities of the War department, not only in adopting the road maps and logs prepared by the national touring bureau of the B. F. Goodrich Rubber company, but in conducting military tours of the strategic roads which will be available in quickly transporting supplies. One of the most recent tests was made by Captain O. R. Bird, quartermaster's department, United States army, who shattered all Los Angeles to Salt Lake City records in his dash over the new Arrowhead trail in the remarkable time of thirty-four hours and fourteen minutes. The Silvertown equipped Oldsmobile driven by C. H. Bigelow contained Captain Bird, a sergeant and a corporal, constituting a regulation military patrol, and again proved that the new Arrowhead trail is the shortest route between Salt Lake City and Los Angeles. The old record of fifty-five hours held by Barney Oldfield was made over another route.

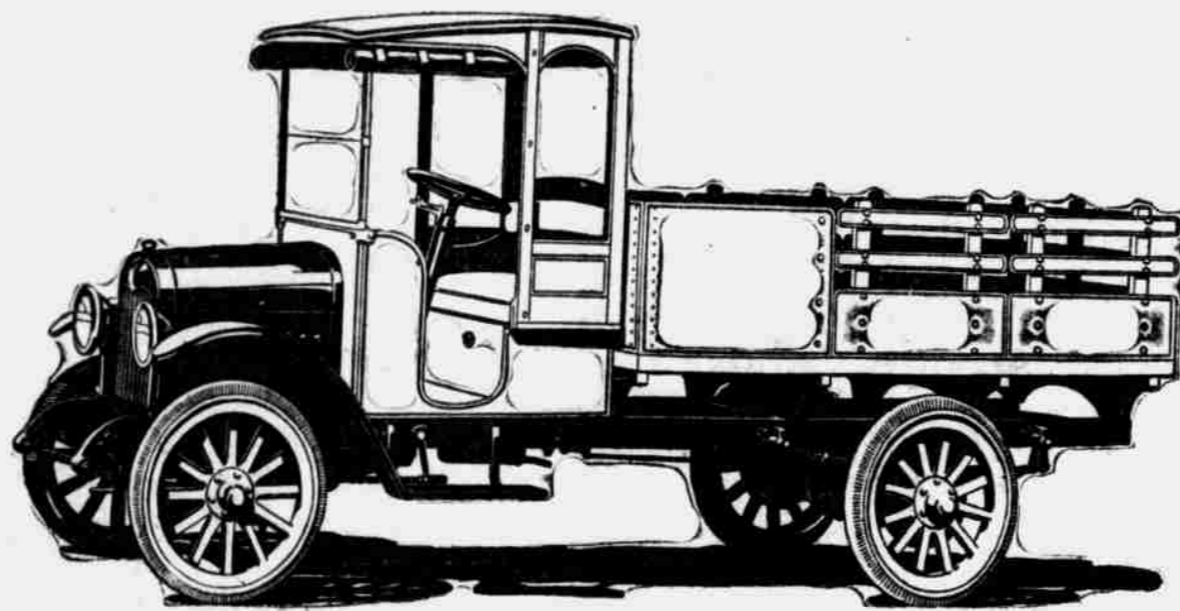
Since the War department has decided to purchase 70,000 trucks for the transportation of troops and supplies, military officials are busily engaged choosing the best available routes between advantageous points.

Goes to School to Learn How to Repair His Auto

On a sisal plantation about twenty miles from Manila, Philippine Islands, there stands a \$5,000 motor car broken down. It will continue to stand there until its owner, James S. Miller, who incidentally owns the plantation, completes a course in motor mechanics and goes back and finds out what is the matter with it.

Mr. Miller's return to this country revives a mystery story which was prevalent in Lancaster county some twenty years ago. Miller's home was formerly about three miles from Lincoln, but when still a young boy he became dissatisfied with a life of toil and poverty and left home to seek his fortune. He finally wound up in Manila and made a fortune in sugar. He didn't write home for a long time and when he did write his folks had all moved away and he was unable to get any trace of them. Friends of his saw his name in Kansas City papers as attending the Rahe Auto school of that city and are now endeavoring to locate the other members of the family.

Up to date Mr. Miller has not been able to locate either of his two brothers or his mother, who were alive at the time of his disappearance, but he hopes to get word of them soon.



Maxwell

"The World's Greatest Motor Truck Value"

Never was a commercial vehicle of the same sturdy, high quality and proved construction offered to the public at anywhere near the price.

Before it was considered fit to bear the MAXWELL name the MAXWELL truck was tested for 19,000 miles, over all sorts of roads, under every kind of weather condition. At the end of the gruelling test MAXWELL factory officials were satisfied to present it to the commercial world.

The MAXWELL truck is qualified by every standard to occupy the foremost position in its field. Not a feature has been overlooked, either in construction or organization, to make it stand out as the greatest commercial vehicle value ever produced.

The MAXWELL truck is equipped with the famous Timken-David Brown worm and gear drive. The worm drive is generally conceded to be the most efficient and successful power transmission designed for a truck of one-ton capacity. It is expensive to build, but is unquestionably more efficient in continuous, hard service.

The MAXWELL truck is equipped with Timken roller bearings throughout front and rear axles. The Timken reputation for sterling quality is unquestioned.

The MAXWELL truck is electrically equipped. Electric lights, generator and storage battery of standard make are part of the regular equipment, assuring greater efficiency on the part of the operator and in every respect proving more satisfactory than any other system.

The MAXWELL truck is equipped with a motor, modified to meet the requirements of heavy service, one that has been tried and proved in more than 150,000 MAXWELL passenger cars. It develops 33 4-5-horse power on brake test and is unusually economical in the use of gasoline and oil.

Let us demonstrate the sterling qualities of the MAXWELL truck in actual service. Let us become a part of your business until you are thoroughly satisfied that our claims to supremacy are justified.

Immediate deliveries to a limited number. Demonstrations in the order of application.



PRICES:

- One-Ton Truck Chassis \$865
- With Cab and Windshield . . . \$900
- With Stake Body, Cab and Windshield \$950
- With Box Body, Cab and Windshield \$950
- With Open Express Body, Integral Cab, Side Curtains and Windshield \$995
- With Panel Body, Integral Cab, Side Curtains, and Windshield \$1015

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Midwest Motor and Supply Co.

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"The Home of Satisfaction"

Satisfaction Guaranteed ON USED CARS

The Murphy-O'Brien Auto Co. have adopted a new policy of selling used cars. A guarantee accompanies every Dodge Brothers and Paige car we sell. We assume responsibility for defective parts and give the purchaser every assurance of satisfaction. This is something new in the automobile industry—a most radical change from the policy employed by all dealers in used cars.

Heretofore the purchaser has assumed all the risk. He has had to depend on his own judgment, or "luck." He could never be sure he would not have a big repair bill tacked on to the original purchase price. We are going to change this. We are going to insure you—to guarantee you will be satisfied. We believe this is only fair—that the man who spends his money for a used car is entitled to the same attention and consideration that is given to the purchaser of a new car.

SEVEN DAYS' TRIAL

Come down and pick out your car. We'll tell you everything we know about it. Then try it for seven days. If, at the end of that time, you are in any way dissatisfied, bring the car back and every cent of your money will be cheerfully refunded.

That's all there is to it. There is no red tape.

In a week's time you will know whether the car is as represented—and that is what the trial is for—to determine if you are satisfied. Then, as a further assurance of satisfaction, we will give a

30-Day Mechanical Guarantee

We give, for a period of 30 days, the same guarantee as to the mechanical soundness of the used car that we give with new cars. Thus we assume all risk.

We believe the prospective purchaser of used cars will appreciate this new policy. We know we will derive a vast amount of satisfaction if we can say on December 31, 1917, "We know that everyone who has purchased a car, any description, from the Murphy-O'Brien Co. is satisfied."

Come in and talk it over. Now is the logical time to purchase, as prices are low.

USED CAR DEPARTMENT

Murphy-O'Brien Auto Co.

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