

### LIE A-BED O. K., BUT HARD ON THE AUTO

Does Not Help Machine to Speed It Up When Chilled From Cold Night.

"It's great to lie a-bed these cool, brisk mornings," said John W. Bate, vice president of the Mitchell Motors Company, Inc., "wink at the clock and turn over for just 15 minutes' more sleep."

"Even the busiest and most active of us must admit that, but—the great trouble with the average automobile driver is that he stretches 15 minutes into 30, hustles through a once-over shave, grabs a hasty breakfast, jumps into his car, which has stood all night in a cold garage and races his engine for all it's worth, thinking that he'll get it warmed up quickly and be on his way to the office."

**Do Not Heat Quickly.**  
"That's all right as far as it goes; but this same 'average man' never stops to think of the damage that can be done by racing his engine in an attempt to heat it quickly."

"Every car owner wants to make his car go farther and last longer at the minimum upkeep expense. Here are a couple of facts that he ought to keep before him every morning when he steps on the starter button:

"1. When a motor stand all night, the oil, of course, runs off the cylinder walls and bearings, down into the crank case. Consequently it's going to take a few minutes to properly lubricate these parts."

"2. The best way to warm a motor is to let it run slowly for three or four minutes. By doing that you give the oil a chance to work up onto the cylinder walls, pistons and bearings."

**Wastes Gas and Oil.**  
"If every motorist will only be careful about this one thing," said Mr. Bate, "we will find there will be a considerable saving in gasoline and oil, and a reduction in repair bills. Racing a motor causes excessive waste of gasoline and oil, and, in time, might cause irreparable damage."

"The patriotic thing to do, of course, is to be as economical of gasoline and oil as you are of meat and potatoes. It's the easiest thing to do, the best thing to do, and the cheapest thing to do."

**Goodyear People Hosts At Three Banquets**

The Goodyear Tire and Rubber company through Joe M. Dine, branch

### GOES TO BLUFFS AS FORD DISTRIBUTOR.



G. L. McFayden

Among the recent changes and promotions in Omaha automobile circles is the appointment of G. L. McFayden as Council Bluffs distributor for the Ford Motor Car company.

For some time McFayden has been connected with the Ford branch in Omaha as sales manager and this new "plum" comes as a reward for an excellent record in the capacity of sales manager.

manager, has been the host at three banquets during the last week.

Monday a banquet was given to over 175 shoe dealers from various parts of this territory. Tuesday the tire dealers under the jurisdiction of the Omaha branch, were entertained and Wednesday the road men traveling out of the Omaha branch had their fling. These banquets were all held at the Rome hotel.

H. S. Quine and Mr. Griffin from the factory at Akron gave very interesting talks which were illustrated by stereopticon views. These views took the shoe dealers through the various stages of producing Neolin soles, which are one of the latest Goodyear achievements. Neolin is neither rubber nor leather, but is a synthetic substance which bids fair to put leather soles in the pages of history.

Persistent Advertising Is the Road to Success.

### R. P. Bishop Joins Nash Motors Company

Announcement has been made by C. B. Voorhis, general sales manager of the Nash Motors company, Kenosha, Wis., of the appointment of R. P. Bishop to the post of assistant sales manager. Mr. Bishop has just resigned the position of general sales manager of the King Motor Car company, Detroit, to join the Nash organization.

"An unusually wide and varied experience in the motor car industry fits Mr. Bishop particularly well for his new work," says Mr. Voorhis. "There are few executives in the automobile world who enjoy a wider acquaintance among dealers and distributors."

In 1909 Bishop joined the Buick company as a member of the cost department, and was not long in winning promotion to the management of the department in plant No. 4. Subsequently he took charge of one entire

division of the Buick cost department. Later, after three months on the road, he took charge of sales for the Cutting Motor Car company of Jackson, Mich. He remained with this company until 1914, when he joined the King Motor Car company, Detroit, as special representative. Appointment as assistant sales manager came early in 1915, which was soon followed by promotion to the office of general sales manager. This latter position he held until his recent selection as assistant head of the fast growing Nash sales organization.

### Rubber Important in Shipbuilding Program

The complete shipbuilding program as announced by the government shipping board, covering contracts already awarded and those under negotiation, provides for a total of 1,272 ships with a tonnage of 8,000,000 and representing an investment of \$1,250,000,000. To ascertain our total national mer-

chant marine strength as it will appear at the completion of this program 5,000,000 tons may be added to cover enemy ships seized, tonnage registered for foreign trade and commandeered ships now building for private use. So that before long the total American tonnage will be 13,000,000, placing us a good second among the nations of the world. In this extensive program the Goodyear Tire and Rubber company is playing an important part by furnishing fire hose, sheet packing and port and hatch rubber, asserts Joe M. Dine, local branch manager. These Goodyear products are of the greatest importance in shipbuilding and have long been standard on many of the larger steamship lines.

### Novice Makes Long Trip With His Marmon 34

With no knowledge of a motor car other than that gained by a few months' driving, and with nothing in the way of extras other than a few

cigars, A. B. Apperson, vice president of the United States Fuel company, recently arrived at Los Angeles from Salt Lake City after a trip of 2,500 miles through the mountains of Colorado in his Marmon 34. Over that lap of the journey covering San Francisco to Los Angeles, he drove the distance in 16 hours and 10 minutes.

"Before I made this trip I thought a man had to be more or less of a mechanic to take such a long jaunt as this," said the coal magnate, "but honestly, it was a cinch. We had some pretty bad roads, and in the mountains of Colorado some stiff grades, but all I had to do was sit at the wheel, handle the car properly, and occasionally put in gas and water. How about oil? Well, I used so little it was hardly worth talking about; two quarts from Salt Lake to Los Angeles. We encountered bad roads in Nevada, and the first day out of Salt Lake City we ran into a blinding sand storm, and with sand blowing 50 to 60 miles an hour we covered 260 miles for the day."

### West New Manager of Stewart-Warner Station

Announcement was recently made of the appointment of G. E. West as manager of the Stewart-Warner Omaha branch to succeed Mort Zucker, who has managed both the Omaha and Des Moines branches.

### Fix Prices For Bituminous Coal Throughout Michigan

Washington, Oct. 27.—The fuel administration announced today a scale of bituminous coal prices for Michigan and made price changes in certain fields of Montana, Arkansas, Illinois and Missouri. The Michigan prices are: Run of mine, \$3.15 a ton; prepared sizes, \$3.60; slack or screenings, \$2.20.

# PAIGE

*"The Most Beautiful Car in America"*

## Introducing a Motor That Was Developed by the War

For eight years now, the general public and the automobile industry have learned to expect great things of the Paige-Detroit Motor Car Company. Each one of our annual announcements has proved to be unusually significant. Each one of these announcements has created history in a very definite way, and the motor car buyer has invariably been the gainer.

This year, we confidently predict, will prove no exception to the rule. We have produced a car that must inevitably revolutionize the trend of thought and practice in the six cylinder field. Coming directly to the point, we have produced what we sincerely believe to be a *perfect* motor car.

It will probably be your first impulse to condemn this statement as extravagant and altogether unprovable. We ask you, however, to consider a straightforward statement of the facts. You will then be in position to accept or reject our claims after a thorough investigation of the car itself.

We would first remind you that internal combustion motors have been under the scientific microscope for the past three years. The European war necessitated immediate development in all fields of engineering, and the gasoline engine has received more attention than any other type of power plant.

It was quickly recognized that tractors, trucks and aeroplanes *must* be developed to their utmost efficiency. The best brains of two continents were focused on the problem. American engineers—including two of our own—worked night and day just behind the battle line in France.

Then—slowly but surely—came the results.

Old weaknesses were routed out and discarded for all time. Changes in design were suggested, applied and adopted. Constant experiment and tireless scientific research would not be denied—and, before long, entirely new principles and standards were firmly established.

The old orthodox gasoline motor was dead—older than yesterday's newspaper. A new King had been crowned in the engineering world. The wheel of progress had turned.

It was at this point that the Paige-Detroit Motor Car Company made a prompt decision. *Paige power plants must be brought up to the current day—the current hour—of engineering efficiency. Good as our old motors had been, they were not good enough when science afforded anything better.*

So, without quibble\* or compromise, we started at the very beginning and produced an entirely new design. Just what changes were made and just *how* they were made would require a small volume in the telling. But it is *results* that you are interested in and these we can lay before you.

In power, flexibility, quietness and economy of operation, the new Paige Essex Model "Six-55" is, we believe, the most remarkable car on the American market.

The last irregularity of the power impulses has been done away with. The car travels evenly, smoothly and sweetly at every speed. As a consequence, vibration has been reduced to the absolute minimum. One no longer rides in a Paige—he floats.

The slightest depression of the accelerator pedal brings an immediate and truly amazing result. It can only be compared to the unleashing of mighty, hidden forces. With no sense of laboring effort—no "bucking" or side sway—the Essex sweeps ahead into its full stride with the speedometer needle frantically attempting to keep pace.

Despite its tremendous power, however, this new motor is anything but a glutton for fuel. An improved system of carburetion utilizes every last atom of gasoline energy, and repeated factory tests have shown economy records that surpass anything accomplished by earlier Paige cars.

To sum it all up, scientific distribution of weight, scientific alignment of working parts, scientific designing of all chassis units—these are the great factors that have united to make the Paige a superb mechanical product. These, indeed, are the factors that distinguish between the old standards of engineering and the new.

And now there remains but one thing more to be said. The Essex Model, as a *whole*, is strictly in keeping with its wonderful power plant.

We started out with the deliberate intention of producing a *perfect* motor car—and we have accomplished just that result. From tire carrier to headlights, the Essex is flawless. There are no crudities, no hidden weaknesses, no "compromises."

So far as beauty and elegance are concerned you, of course, know what to expect. "The Most Beautiful Car in America" speaks for itself. It is an exquisite creation—an artistic achievement as well as a mechanical masterpiece.

Essex "Six-55" seven-passenger	\$1775	Limwood "Six-39" five-passenger	\$1330
Coupe "Six-55" 4-passenger	\$2850	Glendale "Six-39" Chummy Roadster	\$1330
Town Car "Six-55" seven-passenger	\$3230	Dartmoor "Six-39" 2 or 3-passenger	\$1330
Limousine "Six-55" seven-passenger	\$3230	Sedan "Six-39" five-passenger	\$1925
Sedan "Six-55" seven-passenger	\$2850		
Brooklands four-passenger	\$1795		

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

## MURPHY-O'BRIEN AUTO COMPANY

1814-18 Farnam St. Omaha, Neb. Phone Tyler 123.

DEALERS—Some Good Territory Available for Dealers.

# Exide

## Battery Service

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—All cars

Don't wait 'til a battery shows signs of trouble and you'll never have battery trouble.

All makes—All cars

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THE GIANT THAT LIVES IN A BOX

## As You Like It

Touring Car or Sedan

### Drive With a Smile

It will cost you but a few dollars to convert your touring car into a snug sedan. One that is weather-proof and water-proof. There is no longer any excuse for being exposed to unpleasant weather conditions.

Let us put one of our custom-made tops on your car. They fit snug, won't rattle, windows can be raised and lowered at will and center posts taken out. They are handsome, weather-proof tops.

If you want quality insist that your Radiator Covers, Lap Robes and Tire Covers bear this trade mark.

**Omaha Auto Top Company**  
Phone Douglas 3861. 15th and Leavenworth Sts.