

### HARDING ARRIVES TO EQUIP FACTORY

Secretary and Factory Superintendent Comes From Akron; Work Being Pushed.

E. E. Harding, secretary and factory superintendent of the Sprague Tire and Rubber company, arrived in Omaha last week from Akron, O. Omaha will now be the permanent residence of Mr. Harding and since his arrival here he and Mr. Sprague have been very busy figuring out the estimates which they have on hand for all of the machinery that will be needed in the factory of the Sprague Tire and Rubber company.

They have received estimates and bids from the leading manufacturers of the country who make machinery for tire factories and who equip such factories with every line of machinery needed—both standard and special equipment for building tires and tubes such as the Sprague Tire and Rubber company will use.

In a few days these estimates will all have been properly figured and determined upon and the necessary steps will be taken in placing the orders for all of the machinery with the customary initial payment which accompanies such orders.

The Sprague Tire and Rubber company will not lose one day in its operations and from this time forth the developments will be very rapid until the factory is completed, the machinery installed and the company is turning out a finished product, equal to that of any tire and tube now on the market.

### Lord Northcliffe Pleased With New Liberty Airplane

Alfred Harmsworth, Lord Northcliffe, editor and owner of the London Times and of several other British newspapers, perhaps the most notable figure in the world's journalism, visited Detroit October 16 in his capacity of civil head of the British war mission to the United States and witnessed the testing of two Liberty airplane motors at the Packard Motor Car company's factory.

Lord Northcliffe said that he is gratified at every preparation America is making for her part in the great war and he particularly praised American industries for their efforts and accomplishments.

"You are assured a splendid army of sufficient size," he said. "Your munitions will be adequate and your agricultural products of ample volume. America is making a mistake, however, in her program for building ships. She will require at least 6,000,000 tons of shipping, while the plans for ship construction are far less than that."

"Without the shipping tonnage necessary there will be no way to make adequate use of the facilities you are devising."

### More Electrical Trouble in Winter, Says the Expert

Cold weather cuts down the efficiency of the electric starting and lighting system, states R. C. Smith, manager of the Delco Exide service station, especially the battery. In winter most owners drive in the city where the streets are congested, driving is slow and many stops are made. Lights are used much more in winter than in summer, for the days are short and the nights longer, quite the reverse of summer conditions. The trouble in winter driving is that there is not the same opportunity to get car speed enough to do as much charging as in summer. It is up to each owner to see that the electrical energy in the storage battery is conserved. It is foolish for one to press the starting button and hold it down for two or three minutes with the engine so cold that gasoline cannot get into the tops of the cylinders. When you hold the starter button down for two or three minutes before the engine starts you take from the battery enough energy to require an hour or more driving of the car with the lights off before the battery will again be in the shape it was before the engine was started.

Suppose a man drives his car to work every day. He lives, we will say, four or five miles from his office. If he allows the starter motor to turn over for two minutes before the engine starts in the morning he has taken enough current from the battery to necessitate the car being driven about 15 or 16 miles per hour for 25 minutes to replace the charge. Normally he will drive to the office in about 25 minutes. He uses his lights going home, consuming half the charging current. The same thing takes place the next day and succeeding days, and each day the battery is being sapped of its life. Finally it goes dead and the owner wonders why. Never use the starter motor for more than half a minute. Provide some means for easy starting, prime the cylinders, choke the carbureter; heat the manifold; do something so the engine will start in half a minute or so.

### Wilson, Auto Dealer, Goes Into Dealing in Dogs

E. R. Wilson, one of the auto dealers on the Omaha row, has diverted some of his automobile energy along another channel. Raising blooded dogs is his "little pet hobby," and a fine exhibition of his skill along this line is now evident at his sales rooms on Farnam street.

Five registered Boston bull terriers are waddling around one corner of the sales room floor subject to the commanding voice of Brownie, their mother.

In addition to this, Wilson has two Russian wolf hounds, which have pedigrees a mile long. The father of these dogs is none other than Pskov of Titania and his birthplace was "somewhere in Russia."

### 300,000 Motors in War.

The Japanese government has just completed an investigation of the number of motor vehicles now in use by the armies at war, says the Power Wagon. It finds that the central powers have about 131,053 machings, including 100,000 owned by Germany, 30,000 by Austria-Hungary, 750 by Turkey and 300 by Bulgaria. The entente allies have 172,125, including 30,000 owned by England, 80,000 owned by France, 40,000 owned by Russia, 10,000 by Italy, 10,300 by Belgium, 1,700 by Roumania and 125 by Serbia.

### NEW STANDARD IN THE CLOSED AUTOS

Hudson Machine Now Designed That Affords Comfort To Occupants in the Winter.

"Hudson this year has set a new standard in closed cars. The new series, models of which we have just received, are more beautiful than ever," says Guy L. Smith.

"This year there are several changes in the design of the limousine, the town car and the landaulets. The body lines show many refinements over last year's models. There is a squareness to the coach that makes the car exceptionally attractive and different. Then too, the small coach lights have been lowered until they set just opposite the door handles. The are square in conformity with the body and much smaller than those in last year's car. The rear fenders are longer.

**Upholstery the Same.**  
"The upholstery is of the same type as last year, although many new and richly colored fabrics have been added to the list to select from. There is a dignity and richness in this year's car that is even more pronounced than in last year's.

"Dome lights have been adopted and the lighting is much improved. A dictograph has been installed for communication with the chauffeur. The switch button, which controls it, makes it possible for the chauffeur to hear only the conversation that is directed to him.

**Heater in the Floor.**  
"A heater has also been installed in the floor so that on cold days, by utilizing the heat of the motor, the occupants can have the same even temperature in their Hudson that is maintained in their own homes.

"Arm cushions as well as foot cushions have been provided. Not a single detail has been overlooked by the craftsmen who designed these bodies."

### New Paige Motor to Make Winter Driving Practical

The days are fast approaching when the motorist, starting to his office in the morning and observing that the mercury has had a sinking spell over night, will wonder if the "old bus" is going to behave itself, or whether it will stage its usual exhibition of reluctance and obstinacy.

The Paige enclosed models built on the "Six-55" chassis have three mechanical features that eliminate all these difficulties. They are an electrical gasoline heater, a superheated manifold and a valve-polishing device. The electrical gasoline heater is an ingenious application of the electrical cooking utensil idea. It insures warm gasoline in the carburetor.

Warm fuel means instantaneous action. You put your starting device in operation and the response in the engine is immediate. The motor is at work promptly and you are off without any churning or drain on the batteries.

### Fall Riding Is Now Robbed of All Discomforts

"Fall riding has been robbed of its discomforts, and is increasing rapidly," said George M. Dickson, president of the factory building, National Six and Twelve cylinder cars. "Such cars as the convertible touring sedan make it possible for owners to start in a true touring car, irrespective of what the unstable gods of the autumn winds may bring. Without leaving the car or stopping it, it is changed into a perfect sedan, defying chill winds, rain or cold. Its unusual ease in handling, excess of power and light weight—despite its body—overcome, too, many of the late season road conditions."

### Apperson Factory Man Spends Saturday in Omaha

Walter S. Beers, service representative of Apperson Brothers Automobile company, spent Saturday with the local representatives.

### Autos Play Big Part in Developing Arizona

"Arizona, with its 340,000 souls and a war wealth little thought of, is going to play an important part in the motor car market this year," says H. C. Bradford of the King Motor Car company. "In two months the state registrations have increased over 2,000 and the sale of automobiles is on the increase.

"Standing ninth, July 1, among the states of the union, automobiles per capita on January 1 will tell a different story, with Arizona up closer to the top.

"And there is no state today that needs automobiles more to carry on the natural development under way than Arizona, the state of sand trails, poor roads and long distances, with infrequent railroad accommodations. The automobile is faster than the saddle and its use is absolutely necessary to eliminate distance in the wonderful development on in this state."

"Already the state, which has the

most scenic highway in the country between Phoenix and Globe, is clamoring for good roads and there are over 18,700 boosters, good motor car owners, who are backing the project."

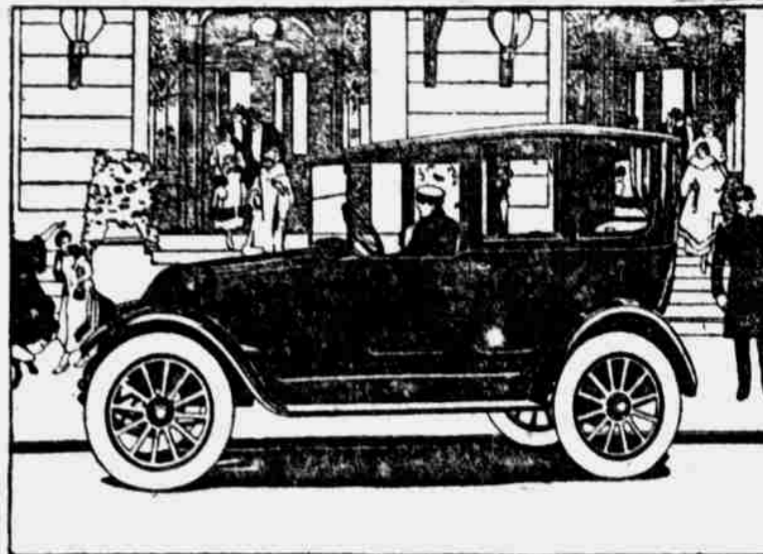
### Allen Has Perfect Score in Kansas Stock Car Run

According to a telegram received by Carl Changstrom, of the Standard Motor Car company, Allen distributors, the Allen is carrying away most of the honors in a stock car run held by the Kansas City auto dealers.

This stock car run is an annual event for the Kansas City dealers and cars are judged and graded on their general performance.

A telegram from Wichita, Kan., on the fourth day out says that the Allen reached this point with a perfect score and will be the pacemaker on the way back to Kansas City. From Winfield to Wellington, Kan., a distance of 16 miles, the Allen maintained an average speed of 54 miles per hour.

## The Franklin Enclosed Cars



The First Time the Advantages of a Light Limousine Appear in a Fine Car

**IF YOU** want to get a new idea of limousine usefulness, we have something to show you in the Franklin.

This car gets away from big-ness. It is just the size to be handy, comfortable, economical, safe.

The kind of a limousine that you would not hesitate to use for any purpose. A good car for the country club, for social doings or for the usual drive these brisk days.

The rear seat accommodates three people; there are also emergency folding seats for two people. When only one person occupies the compartment, that

"lost" feeling common with bigger cars is avoided altogether.

The Franklin Limousine weighs no more than most touring cars. It is easy on tires and gasoline. Its size makes it a car of real roadability.

The Franklin Limousine is a car of all seasons; no dust and dirt; complete protection from rain or snow; breeze that you can control as you like.

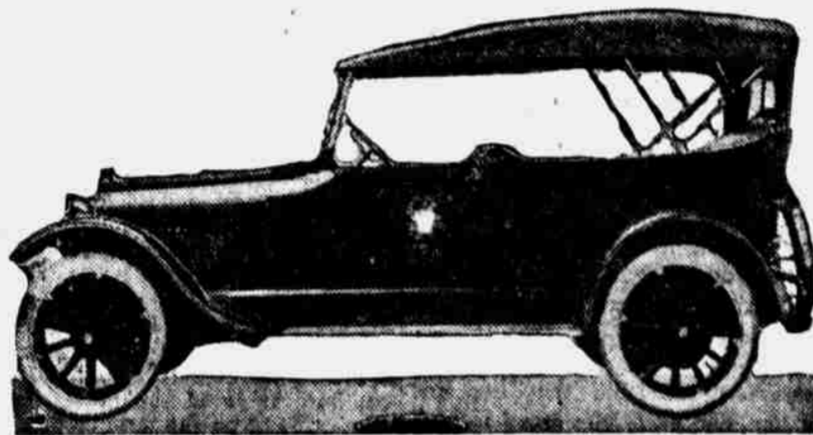
The reliability of direct air cooling—no water to freeze in winter or boil in summer—adds to the pleasure of Franklin Limousine service.

The car is now being shown at our salesroom.

**FRANKLIN MOTOR CAR CO.**

2205 Farnam St. Phone Douglas 1712.  
R-U-2-B-1-of-60

## CHANDLER SIX



Watch this space for facts about Chandler cars that the buying public should know

THE CHANDLER SIX along with such cars as Pierce-Arrow, Locomobile, Winton, White, Stutz, Mercer, has high tension magneto ignition.

In THE CHANDLER SIX your ignition troubles are at an end.

- 7-passenger Touring Car, \$1595
- 4-passenger Roadster, \$1595
- 7-passenger Convertible Sedan, (Fisher Built), \$2295
- 4-passenger Convertible Coupe, (Fisher Built), \$2195
- Luxurious Limousine, \$2895
- (All Prices f. o. b. Cleveland, Ohio.)

**Omaha Chandler Company**  
2520 Farnam Street.—R. L. ALLEY, Mgr.

**Card-Adams Motor Co.**  
1640 "O" Street, Lincoln, Nebraska.

Some Good Territory Open for Live Dealers.

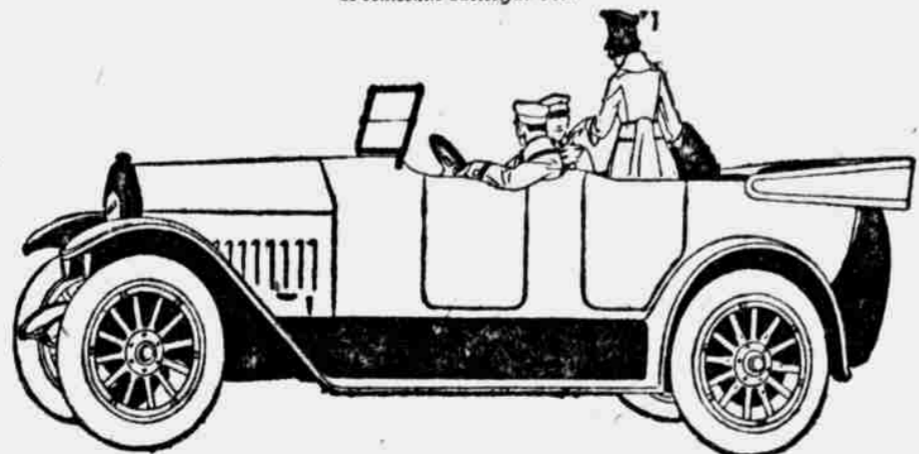
## National Airplane Type Motor

Under ordinary conditions, this powerful twelve-cylinder National serves with surprising ease. Yet it is only the strenuous situation that can reveal its full merit. Put to such a test, we believe that it will out perform any genuinely "stock" car in the world. And it is very economical, both of tires and fuel.

### Complete Range of Body Styles in Both Six & Twelve Cylinder Models

7-Passenger Touring Car, 4-Passenger Sport Phaeton, 4-Passenger Roadster, Convertible Sedan  
The Six Sedan \$2820, The Twelve Sedan \$3420  
Open Car Prices—The Six \$1995, The Twelve \$2595  
Government's War Revenue Tax Extra Charge

**NATIONAL MOTOR CAR & VEHICLE CORP., INDIANAPOLIS**  
Seventeenth Successful Year



**THE T. G. NORTHWALL CO.,**

911 FARNAM ST., OMAHA, NEB.  
LUTE MORSE, Lincoln, Neb. S. R. NELSON, Atlantic, Ia.  
DEAN FOS, York, Neb. OSCAR CARLSON CO., Danneberg, Neb.  
HELD AUTO CO., Columbus, Neb. FRANK BLAKENEY, Falls City, Neb.

# MAXWELL

Most Miles per Gallon

Most Miles on Tires

We used to say:

"The Maxwell's real greatness is on the inside—the mechanical parts you can't see."

But the wonderful new 1918 Maxwell has just been delivered to us.

Now we've changed our tune.

Today we say:

"The Maxwell is great inside and out—great in EVERY POSSIBLE way."

Always the most efficient—most economical light car built, the Maxwell now has:—

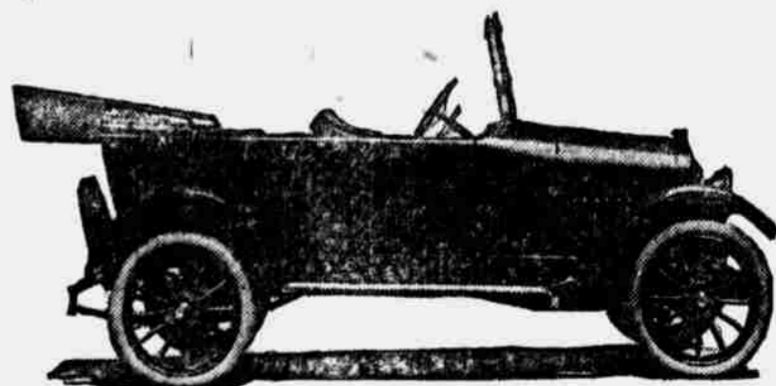
A 6-inch longer wheel base, making it larger and roomier.

Heavier and more rigid frames—6 inches, instead of 3 inches deep—and yet is 50 pounds lighter.

Compensating underslung rear springs—the last word in spring suspension at any price.

A sloped windshield—style of body equal to the highest priced cars.

Friends, the 1918 Maxwell is the best looking, best built car for the money we ever saw!



Touring Car \$745

Roadster \$745; Coupe \$1095; Berline \$1095; Sedan \$1095. All prices f. o. b. Detroit

## Midwest Motor & Supply Co.

Distributors

2216-18 Farnam St., Omaha, Neb. Phone Tyler 2462.