



GIVES TIPS TO AID WINTER MOTORIST

Chas. Manager Here Makes Suggestions in Answer to Way to Make Winter Driving Real Pleasure.

As cold weather approaches, many automobile owners are asking what to do to get the best results from their cars. Others, although knowing what to do, neglect doing the little things that would prevent trouble at a most inconvenient time.

To help the motorist who wants to know what to do Charles W. Tucker, manager of the Nebraska Oldsmobile company, has offered some suggestions which will add to the joys of motoring in fall and winter. Here are some of his hints:

Use Nonfreeze Solution.

As freezing weather approaches, fill the radiator with nonfreezing solution. A mixture of one-third 188-proof alcohol and two-thirds water will do until the dead of winter, when the solution should be altered to two-fifths alcohol and three-fifths water. A few table-spoons of glycerin added prevents rapid evaporation of the alcohol, which, being more volatile than water, must be replenished at the rate of about a half pint a week for the average car.

Never hold a lighted match or candle to the cap to find out if the radiator is full.

Watch the battery closely in cold weather. A fully charged battery will not freeze, but a partially charged one is likely to. This will ruin or seriously damage it.

Tire chains not only prevent skidding, but keep the car from stalling in heavy snow.

A windshield cleaner should be installed directly in front of the steering wheel. Its use will materially lessen the liability of collision on stormy days.

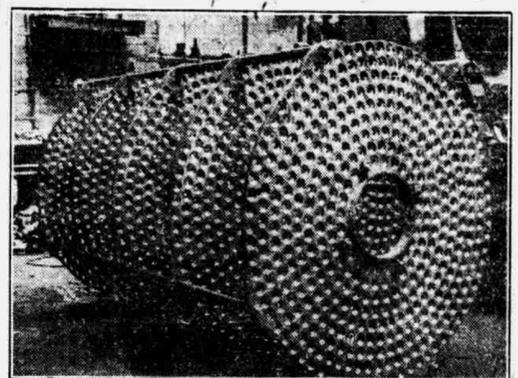
Prime the Motor.

As cold weather comes, the starting system is put to more severe strain. Don't persist in turning the motor with the starter when there is not the usual response. The better way is to get out of the car, open the hood and prime the motor through the pet-cocks.

This is rarely necessary in the newer models, but older cars, equipped with slow revolving starters, often give trouble when the cylinders are cold.

Be sure that the lubricating oil in the motor does not get thick when cold weather arrives. It is best to use a thinner grade of oil in winter. The advice of experts employed by

Omaha Engineer Is Now Constructing Machine Which Will Reduce Low Grade Mineral Oils to High-Test Gasoline



PART OF THE MACHINE TO CUT COST OF GASOLINE.

oil companies is usually free for the asking and should be secured. Wash your car after it has been out in the snow, sleet or rain if you would retain its luster and lengthen its life.

New Hupmobile Model Arrives on Auto Row

Under the present conditions and with the threatened arbitrary reduction by the government of from 40 to 75 per cent in the output of passenger automobiles the coming year, unusual interest centers around the bringing out of a new model and the reception of that model by its distributors and dealers.

It is significant that when the Hupp Motor Car corporation announced its new model at a convention held in Detroit, the distributors representing every section of the country received the announcement with an enthusiasm equal to that shown in years past.

The new model Hupmobile, the Series "R," can be taken as an indication of what all passenger car manufacturers are striving for in the production of this season's models. It is a light car and therefore conserves materials for which the government now has a demand. It will show better than a 24 per cent increase in miles per gallon of fuel and therein further conserves a most needed article. On account of its light weight, tire mileage will be increased and rubber and fabric conserved.

New Invention Saves in Cost of Fuel for Trucks

"In present war times when prices of everything are doubling and trebling, it is refreshing to learn of an invention that is actually reducing costs. But that is what the Duntley Hydro Pneumatic Generator is doing wherever installed," says Mr. Locke of the Haarmann-Locke Motor company, 2429 Farnam street, Omaha, Neb. "In fact, the device has proven so successful in burning low grade fuels that the use of gasoline by motor trucks will soon be a thing of the past."

Irwin Bros., provisioners, 807 South State street, Chicago, who are provisioning the Great Lakes Naval station, are using two Little Giant trucks equipped with Duntley Hydro Pneumatic generators, for hauling meat to Lake Bluff.

"The machines are operated on a mixture of 60 per cent kerosene and 40 per cent gasoline and make about 35 per cent greater mileage than obtained from the trucks before the Duntley generators were installed."

"These trucks are accustomed to make the round trip to Lake Bluff, or 80 miles, on eight gallons of the mixture of 60-40 at an average of 10 miles per gallon, costing them approximately \$1.06 per trip for fuel. In operating the car around the city they obtain an average of 12 miles per gallon."

That extra room will pay your coal bill. Rent it through a Bee Want Ad.

"The problem of discovering a process by which the low-grade mineral oils might be reduced to a product suitable for use in automobiles has required many years of study and the expenditure of considerable sums of money. Crude oil contains on an average not more than 25 per cent of gasoline with 20 per cent of solid matter, composed of paraffine or asphaltic base," said Walter Johnson, Omaha engineer, who has devised a plan for cheap fuel. "The remaining parts are composed of kerosene and distillate. This kerosene and distillate is produced in such large quantities that most of it is used in competition with coal, and therefore must sell as fuel oil."

"The shortage of gasoline, made so by the increased number of automobiles, must be adulterated with kero-

sene to supply the demand. This adulteration has placed an oil on the market which has the effect of carbonizing the automobile, which every auto owner knows.

"For the fact that billions of gallons of oil in the form of kerosene, distillate and the asphaltic base are burned annually in steam boilers and for similar purposes, such waste of oil constantly going on in commerce is robbing the civilized world of a product that may be used with greater advantage in the future, if a process might be discovered by which to reduce the lower grades of oil to a product suitable for auto use. If such a process be possible the oil now being used in furnaces and steam boilers would rise sufficiently in price to make the use of it prohibitive in steam boilers, and reduce it all to auto fuel oil."

"The question will naturally arise, why would the use of oil be discontinued in steam boilers and furnaces. Steam boilers for generating power have a very low efficiency when compared with the gas engine. But the development of a clean oil from kerosene and distillate would drive from the market the present adulterated gasoline. This was the subject before this engineer five years ago, and with-

in that time a process has been sought for the solution of the problem. We have seen fit to call the new product 'Electroline' because electricity is the principal agent by which the oil is extracted from the low-grade mineral oils.

"On consideration, any person will find that gasoline, kerosene and distillate is composed of molecules, large and small, and of various sizes. When these oils pass through the carburetor to take up enough air by which combustion is effected the larger molecules do not burn entirely, and the residue is discharged in the form of smoke.

"Suppose you take a piece of coal, six inches square. The surface would be less than 220 inches. But if you saw that cube into inch blocks, the surface on those blocks is just six times as great as on the six-inch cube. This gives the air more surface in combustion. Why break coal into small pieces to get a quick fire? It is just so with the burning of the molecules of oil—if the molecules may be broken down into atoms the air comes in such close contact that the combustion is more complete.

"In refining mineral oils by my process the first step is the breaking of the molecules to the finest possible state which releases all solid matter

and carbon, the resulting product being what we call 'Electroline.' The process may be worked at a very low cost of refining, not more than 1 cent per gallon, and the 'Electroline' has one-third greater mileage than gasoline. By this process the oil is entirely broken down, and in the distillation gives a new chemical product."

The inventor has built two small machines since January, 1917, and tried out the oil in many ways. A new large machine is now in process of construction which will have a capacity of 50,000 gallons (1,000 barrels) in twenty-four hours. As soon as the large machine is tested to remedy any small defects, many more machines will be made and placed in operation. All rights are protected in the patent office. "Electroline" is a superior oil in any respect to gasoline; it is as clear as water, not being filtered in any way. The large machine is now almost complete.

One of the best drives out of Omaha for your Sunday jaunt is the Omaha-Benson-Elkhorn road. Go straight west through Benson, following carline and Auto club signs. Outside of a half-mile of old paving, this road is in boulevard shape. Take this trip Sunday.



SAVE \$200

BY ORDERING YOUR CAR WHILE PRESENT ALLOTMENT LASTS

THIS LETTER TELLS ITS OWN STORY

October 16th, 1917

Cole Distributors and Dealers:

This will serve to formally notify you of our intention to advance the list price of the Cole Eight about the first of January at least \$200.00.

Under the circumstances we will do all we can to assist you in protecting your requirements by adding a few cars to your present allotment if ordered immediately.

We will not go into details as to the reasons for the advance, except to say that there will be no important mechanical changes in the car, the chassis remaining practically the same as it is in present production.

Yours very truly,
COLE MOTOR CAR COMPANY

In the light of the above outlined conditions it is necessary for us all to act quickly.

We intend to protect all of our patrons we can by ordering an extra allotment of cars immediately.

The number will be limited at best

and only those ordering cars at once can feel secure.

So do not delay. Place your order at once.

For after this special limited allotment of Cole Eights is gone your car will cost at least \$200 more.

Let us reserve your Cole Eight for you now and help you save \$200 on the price of your car.

<p>Four-Door Tour sedan Prices</p> <p>7-passenger with divided front seats . . . \$2595 7-passenger with solid front seats . . . \$2695 6-passenger with 6 seats in tonneau . . . \$2795</p>	<p>Prices Other Cole 8 Models</p> <p>7-passenger touring car . . . \$1995 4-passenger Tuxedo roadster . . . \$1995 4-passenger Tourcoupe . . . \$2455</p>
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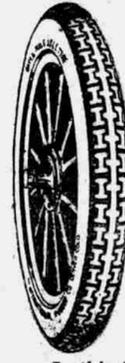
All prices f. o. b. factory and subject to change without notice

DE BROWN AUTO SALES CO.

Wholesale Distributors for Iowa and Northern Nebraska.
Some Good Territory Open for Live Dealers.
2210 Farnam St., Omaha, Nebraska.
1414 Locust St., Des Moines, Iowa.

TRAYNOR AUTOMOBILE CO.

Retail Distributors.
2210 Farnam Street. Phone Douglas 5268.



ANNOUNCING THE GATES HALF-SOLE TIRES

The Real Solution For Half Soling Tires

In this formal announcement of our opening we merely wish to ask that you come in and see what the Gates Half-Sole Tire really is. You will find it the real solution to re-treading your old tires—making it possible to get from 5,000 to 10,000 more miles from them.

Your tire comes into our plant worn and scarred from service, and we deliver it back to you—the same tire—made oversize, with a brand new, non-

skid tread of fresh rubber. Not a square inch of your old tire will be in sight, and you will not be able to tell it from a new tire.

There are on record instances where owners have driven as high as 23,000 miles on Gates Half-Sole Tires.

We have adopted the slogan of Service and Good Workmanship and you will find us well able to back this slogan.

The Gates Half-Sole Tire has been successful in every community where it has been sold.

We Absolutely Guarantee 3500 Miles Puncture-Proof Wear on Gates Half-Sole Tire

Telephone Douglas 3854.

GATES HALF-SOLE TIRES

SERVICE STATION

2522 Farnam Street, Omaha, Neb.

E. M. SPERARD, Mgr. G. B. ATWATER, Sales Mgr.

