

BIG MEN CHANGE IN AUTOMOBILE WORLD

D. C. Durland Becomes President of Mitchell Company and R. C. Rueschaw Vice President.

Automobile circles were intensely interested in the announcement emanating from Racine, Wis., today that Otis C. Friend, president of the Mitchell Motors company, had resigned. Mr. Friend's future plans, which were perfected before his resignation, have not yet been announced.

Equal interest arose from the simultaneous announcement that Mr. Friend's successor, as president of the Mitchell company, would be D. C. Durland, for 23 years associated in the active management of the General Electric company or companies acquired by the General Electric company.

Goes to Mitchell.

Further surprise to all automobile circles was the added announcement that R. C. Rueschaw had resigned as a director in, and sales manager of, the Reo Motor Car company, and has become vice president of the Mitchell company, to be associated with Mr. Durland in the general management of the Mitchell company.

The alignments thus brought about by change in activities of three men so important in the automobile world indeed constituted a trio of announcements of more than ordinary interest.

Mr. Durland, who, on December 1, assumes the office of president of the Mitchell company, graduated from Princeton university in 1894 with the degree of electrical engineer, and has since been continuously connected with the General Electric company and predecessor corporations.

By far the most surprising news to the automobile world, however, is the resignation of Mr. Rueschaw as a director in, and sales manager of, the Reo Motor Car company.

Mr. Rueschaw has been connected in an executive capacity with the Reo company practically since its inception, having come with the company a year after its organization in 1904.

Mr. Rueschaw has long been considered one of automobile industry's most active and prominent figures, so that his leaving the Reo company occasions the widest interest among all those in any way connected with motor manufacture or sales.

Rubber Companies of City To Operate Hereafter as One

Consolidation of the United States Rubber company interests in Omaha into one gigantic organization which will operate as the United States Rubber company, Omaha branch, has been announced to take effect January 1, 1918.

William McAdam, present manager of the United States Rubber company, is to become general manager of the consolidated stores, while A. A. McClure, present manager of the American Hand Sewed Shoe company, and the Interstate Rubber company, two of the rubber companies absorbed, will take the portfolios of associate manager of the Omaha branch.

The entire personnel of all of the organization will be retained when the consolidation is effected.

The home of the United States Rubber company will be at the new building erected at Ninth and Douglas streets.

The consolidation when completed, it is declared by General Manager McAdam will be the largest branch organization of the United States Rubber company in the country and will operate the largest store used exclusively for the conduct of their business.

Henry Ford Is Making Tractors for the Allies

Henry Ford informed friends at the Detroit Athletic club in Detroit, the other day that he had just notified France that that country could have 12,000 Ford tractors. He is now working on from 6,000 to 7,000 for England, and all of these will have to be delivered before America's demand is met.

Mr. Ford said that he was taking advantage of the present fine weather in making tests, and that in a short time, several tractors would be moved to the south for test work there. He laughingly said that he was 54 years old, but believed that in his present condition he was capable of running farther and running faster than any 34-year-old man in Detroit.

As indicating the work he is doing, he told of rising at 6 o'clock Wednesday morning and of following 11 tractor cars over the fields. He rode on many of these, and at the close of the morning's test, knew everything that was to be known regarding the work of each. Mr. Ford said that all of his tractors were being fitted to create their own light for night work. The other night a test was made with one of them, and it plowed an acre in 65 minutes.

Motorists Will Not Brook Delay From the Battery

"In most every respect the owner of a motor car is like all other human beings," said Elmer Rosengren of the Willard.

"He will go into a crowded store and wait until all the other customers ahead of him are served and not get angry about it. He will stand in line at the box office of a theater and accept seats in the last row without feeling that he has been imposed upon. But when it comes to his motor car and any service connected with it here is a different story.

"A great many car owners are unreasonable in their demands for service and feel slighted if an employee of the service station does not always wait on them immediately. There are times when slight delays are unavoidable. However, such delays are the exception rather than the rule. Every service station is trying to treat every customer the same and to keep all of them happy. This is the Willard policy."

Not Letup in the Buying Of Autos This Fall

"Evidence of a letup in automobile buying is not apparent yet," asserts R. W. Hayward of the McIntyre-Hayward Motor company, "although due predictions have been made."

Free Automobile Rides For Everyone For the Asking

Auto Man Devises Clever Plan To Acquaint Everyone With the Franklin Automobile.

Recognition of the value of comment and advertising has been brought to light in a very forceful manner recently by the Franklin Automobile company of Syracuse, N. Y., through the planning of a unique campaign to set people talking about the Franklin. Incidentally the plan will give everyone who desires first-hand knowledge of the car an opportunity to satisfy the desire without cost and without obligation of any sort.

For two weeks, starting November 26, any man, woman or child who wishes to have a ride in a Franklin may gratify the desire by simply calling the Franklin Motor Car company and making their wishes known. No attempt will be made to burden people with a sales canvass and no obligation of any sort is assumed. It is the wish of the company to acquaint as many people as possible with the Franklin car and its performance. In other words, it is a publicity scheme, and the Franklin Motor Car company will welcome all persons who wish to ride.

Prizes are to be given to the salesman who demonstrate the car to the greatest number of people. These prizes will not be awarded as a consideration for sales made, but rather as a consideration for the greatest number of people who are made familiar with the Franklin car, the sole object of the contest being to get the Franklin before as many people as possible.

Franklin Unique.

The Franklin is one of the most unusual cars on the motor so far as construction is concerned. The air-cooled motor eliminates the water radiator and does away with countless parts. One of the chief aims of the manufacturers has been the elimination of weight, which has been accomplished to a marked degree through their original design and construction. These are the things that the Franklin dealers all over the country want to explain to people so that every man, woman and child will know where and why the Franklin is different. It's a huge publicity campaign and will be participated in by dealers all over the United States.

Although this contest does not start until the week of November 26, appointments can be made any time now for a ride.

Bihler Moves Into His New Modern Quarters

Albert E. Bihler, Inc., has moved into its new quarters at 1114-16-18 Dodge street, which location is designed to give Omaha one of the most comprehensive garage and repair shops.

Bihler, who is more or less of an inventive genius, has associated with himself a corps of men trained in all branches of automobile and truck work and has constructed a building which will allow a full display of their knowledge and service.

The new firm, aside from doing all manner of repair work, radiator and tire included, will sell Service and Stewart trucks. They feel very optimistic regarding this feature of their work and hope to do a flourishing business in this territory.

Ohio Auto Men Pay Visit to the Gate City

J. L. Zisner, district sales manager of the Westcott Motor Car company, Springfield, O., and R. A. Droege, manager of the service department of the Allen Motor company, Fostoria, O., were guests of Carl Changstrom of the Standard Motor Car company last Saturday.

The Diamond Motor Sales company of Benton, Ill., has just made a trip from St. Louis to Benton, which is 120 miles, through sand, dirt, rough roads, averaging over 20 miles to a gallon of gasoline in an Olympian car with five passengers.

It Would Take Some Graveyard To Care for Barney's Old Mounts

Barney Oldfield, who this season has celebrated his 16th year as an automobile race driver by campaigning a novel mount featured by an inclosed egg-shaped body, has seen many of his racing cars carried to the highest crest of fame and then dropped to the trough of obscurity. Most of the cars that Barney drove in the golden yesterday, when he was hailed as an absolute monarch of the dirt tracks, have passed to the realm of remembered things. They are mechanical ghosts. No more is the triumphant song of their motors and the arrogant bark of their exhaust heard.

If there were a graveyard for racing cars, Oldfield would have to bury his discarded mounts. Having a big heart and being somewhat of a sentimentalist, he probably would mark the

last resting place of these steel thoroughbreds of the past with tombstones, carved with the following inscriptions:

"The 999. My first car, at the wheel of which I became famous."
"The Bullet. Fast while it lasted, but not strong enough to stand the awful punishment."

"The Green Dragon. Laureled-crowned on the dirt track and on the stage. Record breaker extraordinary and co-star with Elsie Janis and Barney Oldfield in the musical comedy, 'The Vanderbilt Cup.'"
"The Darracq. Winner of the first Vanderbilt Cup race."

There is one of Barney's old cars, however, that is not ready for interment. That car is famous Old Glory, built for Oldfield in 1909 by the National Motor & Vehicle Corporation

of Indianapolis, and having the American flag painted on each side of the hood. Old Glory is just as fast and sturdy today as when the veteran American race driver rode to fame in it. The car is owned by Robert J. Gill, an attorney of Baltimore, and rules the boulevards of Maryland's metropolis and the highways adjacent to that romantic city.

Nap Lajoie Waits to Hear Summons for Big Show

Nap Lajoie is wondering what he'll do next year. He is at his Cleveland home waiting for the mailman to knock at the door and bring him some news. He has read that remark about the man who manufactures superior mouse traps, and he is confident that a path will be worn to his doorway ere long. It is reported that several big league teams would like to get him as a player. It is also rumored that the Cardinals will make him an offer to succeed Miller Huggins.

Bee Want Ads Produce Results.



Over Big Cottonwood Canyon in Utah in a

KING

EIGHT CYLINDER

On the High Gear

WITH all gears sealed so only the high speed was available for use an eight cylinder KING made the tough 18 mile continuous pull from Salt Lake City to Brighton, Utah, through Cottonwood Canyon—grades averaging from 16.1% to 22.2%. Another record in the long string of KING achievements to prove flexibility, reliability and durability. You may never want to do this but pride of ownership calls for you—having the confidence to know the car you drive CAN.

King prices have not been increased. Telegraph advice just received states a substantial increase must be made soon. Buy now and save \$200.

NOYES-KILLY MOTOR CO.

Omaha Factory Distributors.

PAIGE

The Most Beautiful Car in America

Three Features

- The new Paige enclosed cars will start **instantly** and run **smoothly** in zero weather.
- Three new engineering features are responsible for this magic. And remember, please, they are found in combination only on the Paige.
- Come in and let us lay the proofs before you.

Essex "Six-55" 7-passenger \$1775; Coupe "Six-55" 4-passenger \$2850; Town Car "Six-55" 7-passenger \$3230; Limousine "Six-55" 7-passenger \$3230; Sedan "Six-55" 7-passenger \$2850; Brooklands 4-passenger \$1795; Sedan "Six-39" 5-passenger \$1925; Linwood "Six-39" 5-passenger \$1330; Glendale "Six-39" Chummy Roadster \$1330; Dartmoor "Six-39" 2 or 3-passenger \$1330. All Prices f. o. b. Detroit.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICH.

MURPHY-O'BRIEN AUTO COMPANY

1814-18 Farnam St. Omaha, Neb. Phone Tyler 123.
DEALERS—Some Good Territory Available for Dealers.



One Good Reason for Battery Care

Every year more and more cars depend on the battery for ignition.

This is one of the greatest testimonials to the Willard dependability.

It's also a big reason for preserving that dependability by proper care of the battery.

For if the spark fails there's "nothing doing."

If the starter fails, you can use the crank. If a lamp burns out you can replace it. But if the battery fails it means, "get a rope."

It's our business to help you avoid that possibility and with Willard quality and Willard Service it's easy. Stop in and we'll put you wise.

Nebraska Storage Battery Co.

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Authorized Willard Service Station.

Willard

STORAGE BATTERY

SERVICE STATION

At Last-- A Practical Hand Hoist Dump Truck



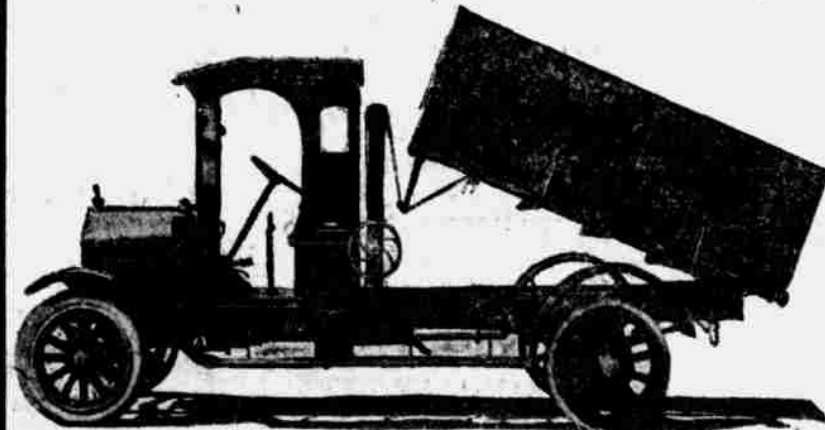
We have had designed a practical farm body, which is used with the Little Giant Chassis.

This is a dump body and the hoist is so constructed that it can be worked easily by hand. This eliminates an expensive pneumatic hoist and serves every farm need.

Little Giant Chassis can't be beat. They are built by the Chicago Pneumatic Tool Co., a \$12,000,000 concern. A concern well able to build the best.

The Duntly Pneumatic Gas Generator, an exclusive Little Giant feature, guarantees a saving of 50% in fuel consumption.

Implement Dealers should be especially interested in this as it is a practical solution of the farmer's needs.



Haarmann-Locke Motor Co.

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