

## AIRPLANE EXHIBIT TO BE INTERESTING

Big Aero Show Will Have All Motors From War Front and Many New Ones Besides.

While the first Pan-American Aeronautics exposition—held in Grand Central palace, New York City, last February, under the auspices of the Aero Club of America—was a most successful exposition financially, patriotically and otherwise, it will scarcely compare with the colossal exposition of aircraft and parts which the same organization will promote in the same building next February 16 to 23.

Following the automobile show closely, the aeronautic exposition is receiving the support of the automobile and motor accessory industries; for these two important industries practically dovetail with the interests manufacturing aircraft.

### Working Full Blast.

Automobile factories are now turning out new motors to be mounted in aeroplanes; tire companies are furnishing the material for balloons and aeroplane wings; numerous accessory factories are turning out ignition, carburetion and self-starting mechanisms for the fighters in the skies.

All of the foreign motors manufactured under license in this country have been used on the battle front for a long time, and aeroplanes equipped with them have been shot down and have fallen into the enemy's hands, so that engineering features of the allies' machines are largely known by the Germans, and vice versa, for the allies have brought down every type of German and Austrian machine. Some of the engines of these have been in this country for some time, and were studied by the committee responsible for the Liberty motor, which is to be built in Detroit.

### Armored Car Attracts Much Attention at Los Angeles Show

In the tent at the main entrance of the Los Angeles automobile show last week the British tank and King eight armored car were the recipients of a world of attention.

The armored car was sent from Washington, D. C., by the United States marine corps to arouse interest in marine recruiting, and, according to Captain Swain, it has served its purpose well, for much interest has already been aroused.

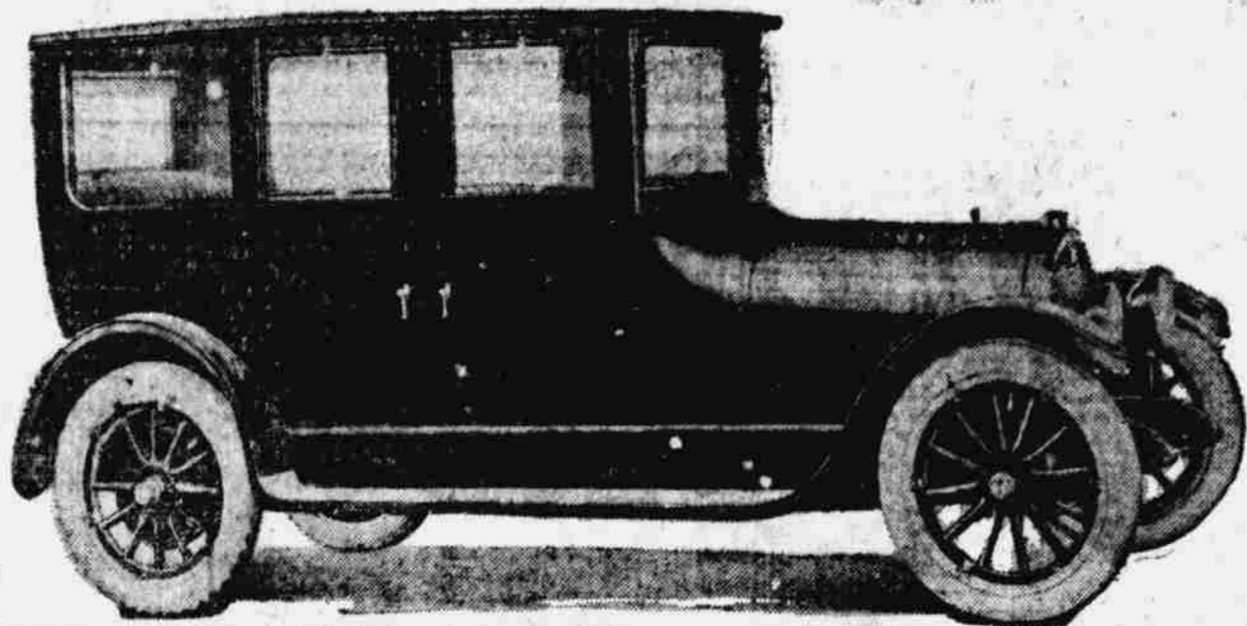
The armored car is built of one four-inch armor plate and cannot be damaged by any sort of rifle fire. Every vulnerable part of the car is protected by this armor plate. The lamps, radiator, driver and revolving turret are all protected by armor plate. Wire wheels are used because two-thirds of each wheel can be shot away and still the car can be operated.

### Cole Eight Price to Be Boosted \$200 January 1

An increase of more than \$200 to the list price of the Cole Eight will go into effect on or before January 1, 1918. This was definitely decided upon at a recent meeting of the Cole Motor Car company officials, when they met for the express purpose of reviewing the material situation, the shortage of which has compelled practically every automobile manufacturing concern in the country to raise the price of its product.

"We had no other alternative than to act as we did," said J. J. Cole, head of the Indianapolis concern, in referring to the price advance. "Personally, I would much rather have held to our present prices for the coming year, had such a thing been practical or possible."

## New Apperson Eight-Cylinder Seven Passenger Sedan.



This is one of the classiest jobs that was ever exhibited in Omaha. The body of the Springfield type, and so constructed so that the glass windows will drop down into the sides of the body and when desired they can be entirely removed and placed in holders provided for that purpose in the front seats. The side pillars are also removable so that for summer driving you have an open touring model with a permanent top and clear vision along the entire length of both sides.

These models are brought out on the eight-cylinder chassis only.

This car is now on exhibition in the sales room of the Apperson Motor company, 2060-62 Farnam street.

## Gain Weight by Reducing Cost Of Living Over Dollar Per Week

Ever since the call came from Washington to protect the food supply, the Goodyear Tire and Rubber company of Akron, O., has lent every effort toward co-operation with the government authorities in the conservation of food. Fortunately, at the time of the government's injunction, the company had just acquired a large tract of land surrounding a lake that was to be nucleus of a large reservoir to furnish the factory's water supply.

So a large tract was planted with vegetables and grains, and a portion of the resulting crop utilized by the company's three restaurants for employees, and the remainder sold to the employees, at less than market prices. But the co-operative efforts of the company did not end here, for a new departure in experimentation to show the way to lower costs of living was launched in the inauguration of the Goodyear Diet Squad. The squad consisted of 12 employees, six men and six women, each representing a different weight class, who conducted the test to determine whether or not living costs could be reduced and bodily health maintained, through a more systematic choice of foods.

For the first week the squad was allowed no choice in the selection of food. The company's dietitian had worked out a series of menus, based on the caloric value of the foods used. There was no appeal from this menu.

At the end of the first week each individual was weighed and general physical condition noted. Then the squad was turned loose for the second week to select whatever foods looked best. At the end of the second week the weights and physical condition were again taken and compared with those of the first week, and the results announced, that other Goodyear employees might adopt the menus used, and thereby reduce their food costs, and at the same time conserve the nation's food supply.

The test proved a complete vindication for the application of conservation methods, from the standpoint of both health and economy. A compilation of results showed that during the first week, with the food prescribed by the dietitian, the squad gained in weight and maintained normal health, at a cost of \$3.25 per person. At the end of the second week, with each person selecting his own food, the squad lost in weight, at a cost of \$4.28 per person.

So the test demonstrated that Goodyear employees may reduce their food costs more than \$1 a week.

through a wiser choice of foods, with no impairment of health, and aid greatly in food conservation.

### Chalmers Sales Increase 200 Per Cent in Sixty Days

Detroit, Nov. 24.—The great white winged Chalmers plant is today in the wakening stage of a big push that is sounding echoes in every nook and corner of the country.

Steadily overcoming difficulties, enthusiastically adapting itself to the progressive spirit of a new-born management, and buoyed with a quickened pulse of confidence; the Chalmers organization is sweeping forward in a tide of great activity.

Despite existing conditions and contrary to the precedent of the so-called winter season, there were more Chalmers cars sold in the United States last month than during any month of October in the life of the company.

In conjunction with this sensational sales record for the month of October, comes a statement showing the volume of Chalmers sales from coast to coast to have increased 200 per cent in the last 60 days.

Simultaneous with these signs of selling vigor, distributors representing big cities from 40 states have just concluded a spirited inaugural conference with the new Chalmers management.

This meeting was surrounded by developments that have marked it, in the opinion of many, as an epoch maker in the relations between manufacturer and dealer.

In place of an understanding dictated and sealed by the factory directors, T. J. Toner, director of sales, in a broad, straightforward manner, presented the claims and necessities of the management and at the same time solicited the suggestions and counsel of the men that market the car.

### Olympian Sets New Record for Coasting

All known coasting records were broken September 8 by J. S. Parenti, manager of the Olympian Motor Sales company, Pittsburgh, Pa., when he coasted more than one mile in an Olympian stock car. The test was witnessed by two East Liberty business men and three Pittsburgh newspaper automobile editors, so that the record was official.

The test was made under severe handicap, against a head wind and it was necessary to cross car tracks several times. Regardless of this the

# PAIGE

The Most Beautiful Car in America

## You Will Need The Three Features

If your new enclosed car is a Paige, you will enjoy summer motor efficiency on the coldest day in winter.

Three remarkable engineering features eliminate all "starting troubles" and insure perfect combustion in the cylinders, no matter what the temperature may be.

Ask our dealer to tell you about these features in detail. They are found in combination only with the Paige.

Esses "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; Glandala "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.

## "He Takes an Interest in My Tires"

The other day two motorists were asked this question:

"What does your tire dealer do for you—aside from selling you tires?"

One said, "Nothing; he just takes my money and says 'Thank you.'"

The other said, "He takes an interest in the way my tires wear."

Here is the whole story of the retail tire business:

The second dealer runs a Goodyear Service Station. He sells tires that are built right to give the most mileage and then he takes pains to show the customer all the little mileage-gaining tricks of the trade.

He knows no more about tires than the other dealer does but he gives every customer the benefit of all he knows. And he trains his helpers to do just what he does—take an interest.

You will find that it pays you to buy Goodyear Tires from one of us Goodyear Service Station Dealers.

You will find the tires and the service both are better.



The Sign of the Goodyear Service Station Dealer

## The Goodyear Tire & Rubber Co.

Akron, Ohio

HOLMES-ADKINS CO.,  
4911-15 South 24th St.—Phone South 420.  
NATIONAL AUTO SCHOOL,  
2814 North 20th St.—Phone Webster 5943.  
THE MOTOR SUPPLY CO.,  
1917 Farnam St.—Phone Douglas 7895.  
THE NOVELTY REPAIR CO.,  
4809 South 24th St.—Phone South 1404.

NEBRASKA SERVICE GARAGE,  
218-20 South 19th St.—Phone Douglas 7390.  
CHAS. W. WALKER GARAGE CO.,  
Fontenelle Garage—Auditorium Garage,  
and C. W. Walker Garage, 36th and Farnam Sts.  
THE TIRE SHOP  
2518 Farnam St.—Phone Douglas 4878.  
ORR MOTOR SALES CO.,  
P-card Show Room.

## Two Submarine KINGS

Proving that you can't keep a good car down

**CHINA**  
HONGKONG, JULY 16, 1917

King Eight Touring Car (No. 6720) sent to European Russia via Vladivostok in munition ship—Steamer wrecked off Chinese coast—After three months in salt water and eaten by corrosive acids from explosives, King car was raised and sold at auction—Purchased by an English Merchant, (name on request) of Hongkong, who, though inexperienced mechanically, took car to pieces with aid of coolie, labelling each part, and re-assembled—Car ran perfectly on first trial Mr. says: "The engine and its parts are perfect, no car could possibly run better, this after three months in salt water mixed with all sorts of ammunition chemicals."

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.

**SOUTH AFRICA**  
KING WILLIAMS TOWN, JULY 24, 1917

"The King car which I used as demonstrator has just finished a trip to Cape Town and back without any mechanical trouble or adjustments whatever, the only thing that happened is that the top of one rear spring bolt has come off. Some of the rivers crossed were full and the water rose to the height of the headlamps and radiator, but the car went through without stopping and is in perfect condition after the 1300 mile trip, most of it being done in rainy weather. The tires also are worn very, very little when one takes into consideration the state of the roads travelled. South African roads are by no means billiard tables.

A. VERNON EVERITT

*The Car of No Regrets*