

NEW MOTOR CAR COMPANY BRINGS PLANT TO OMAHA

Moore Corporation With Capital of Million Dollars to Build Two-Wheeled Cars in Gate City.

Another industry has been added to the manufacturing activities of Omaha in the selection of this point, last week, for the manufacturing of the Moore car, an innovation in motor circles.

The Moore corporation, with a capital of \$1,000,000, and which is now located at Indianapolis, will locate its factory here and begin the work of fabrication of its cars about October 1.

It will temporarily occupy half of the factory building erected at Twentieth and Boyd streets for the United States Carburetor company. W. G. Moore, inventor of the car, and president of the corporation, was in the city last week, and with Henry R. Gering of the United States Carburetor company, and J. M. Gillan, industrial director of the Chamber of Commerce, went out to the ground where the new factory is being erected.

"I selected Omaha," said Mr. Moore, "as a site for my new plant for a number of reasons. First, because of the commercial aggressiveness of the city, as shown in its immense weekly bank clearances; second, because of its splendid transportation and distribution facilities; third, because of the fact that it is being made the regional center of manufacture by many large eastern concerns; fourth because 50 per cent of its laboring population are home owners, testifying to the stability of its laboring supply; fifth, because of an almost complete absence in the city's history of serious labor troubles; and sixth, because the character of the population of Omaha insures a fine class of young men who can be trained in highly specialized industry, because of the educational facilities of the city, which insures intelligence."

Two-Wheeled Car.

Mr. Moore spent \$100,000 in perfecting the Moore car, which is a two-wheeled automobile, adapted from the motorcycle and light runabout motor car. A test machine has been in continuous service for two years and has demonstrated great efficiency. The little car is provided with 36-inch half-elliptic springs, bucket seat, with full spring upholstery, three speed gear shift, instrument board, shaft drive, unit power plant, generator and storage battery, electric light and other modern equipment.

All the running gear and machinery of the car is completely enclosed, and protects the driver and his clothes from oil and dirt. It is built as an ideal light auto-vehicle which is adapted to the needs of the business or professional man as a pleasure or business car. It is handsome in design and appearance, and because of the small wheels at the side can be started from a perfect stop, and may be controlled from the footboard while in motion, and the wheels let down for slow movement where traffic is crowded or the roadway is slippery.

The little car makes 65 miles to the gallon of gasoline and its upkeep cost is very small. It is built to retail at \$325.

The new company has already booked orders for 6,200 of the machines. It will have a large market for its output in Japan, China, the Argentine Republic, Spain and other countries where the city streets are narrow and congested, but where the engineering of this compact car will permit of its traffic through narrow and crowded thoroughfares. A number of Japanese orders are already booked.

Start October 1.

The company will commence the work of turning out cars for commercial purposes October 1, and at that time another unit, to duplicate the present building, will be commenced, and when completed will be occupied as a factory by the Moore corporation, which will employ 200 men at the start.

The entire car is protected by numerous patents, both of mechanism and design, in this country and abroad. It is thought the car will develop and expand the two-wheeled auto-vehicle business as it has never before been thought possible.

Y. M. C. A. Workers in J. S.

Army Camps Are Kept Busy

Camp Lee, Petersburg, Va., July 27.—An interesting report, reflecting the great war work being carried on by the Young Men's Christian association, covering activities at Camp Lee for the month of June, 1918, has just been made public by the committee in charge. In the educational department, 120 English and 91 French classes were conducted and 250 lectures were delivered. The recreation department report shows that 90,471 men participated in the various games and amusements, which were witnessed by 113,736 spectators.

More than 200 meetings were held by the religious department, the total attendance being 42,190 while 8,410 men attended the 119 bible classes conducted during the month. This department distributed 10,292 testaments in the thirty-day period.

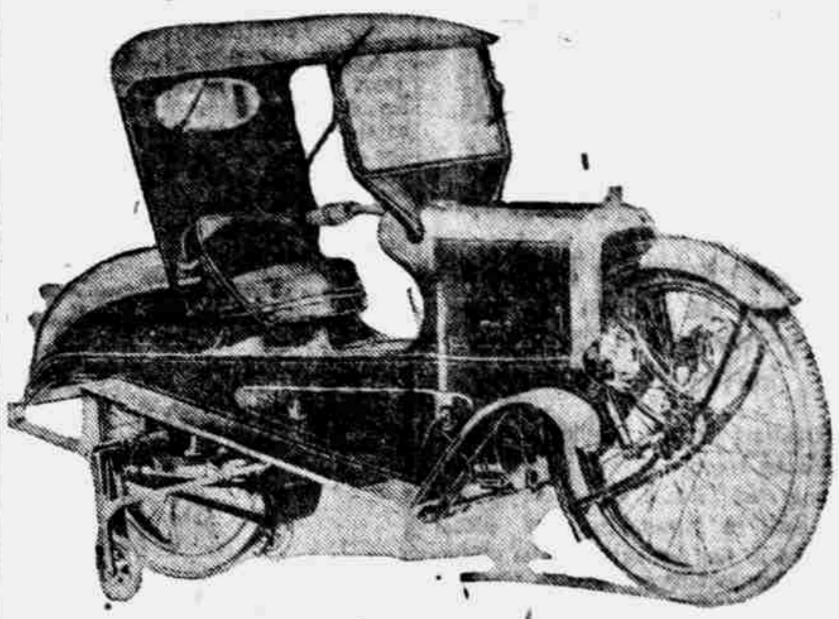
The social department reported the holding of 125 entertainments, attended by 48,433 persons. More than 100,000 persons witnessed the 146 motion picture shows given during the month. The number of letters and post cards written in the Y. M. C. A. buildings was 543,139 and the money orders sold amounted to \$54,323.84.

Plans have been approved and the contract let for the erection of a new Y. M. C. A. building at the remount station here. The structure will be ready for use within the next three weeks. At present the "Y" is serving the remount men from a tent.

African Native Chiefs Be-

come Exporters of Cocoa
Four native chiefs in British West Africa are going into business as cocoa exporters. They are taking over the trade of the German firms in West Africa who used to send cocoa to England.

New Motorcycle Runabout to Be Manufactured Here



Many New Members Are Joining Omaha Auto Club At Special Rate

"The board of directors of the Omaha Auto club passed on 64 new members at the regular Wednesday meeting," states W. B. Cheek, president of the club. "We have a special rate of \$8.00 this month to the end of the year which is drawing in hundreds of new members. The club is doing much to facilitate intercity and interstate traffic and saving time, money and worry for the car owner. The fact that a man is a car owner eliminates all excuse for not becoming a member of this club."

"Cutouts and some of the strident, shrieking horns and sirens should be abolished. Quite a few of the trucks are equipped with a harsh, loud, piercing shriek of a horn and it seems to be more of a plating for some drivers than a warning signal, as we have noticed drivers shriek this class of horn for a quarter of a minute at a time. Dentists, surgeons and doctors complain that in delicate operations in their offices the patient is suddenly made nervous and jumpy by one of these hell-shrieks from a truck."

New members elected are:

- Harry L. Keen.
- W. S. Zittle.
- H. C. Lott.
- Dr. Newell Jorga.
- Dave Rosenstock.
- G. E. Akers.
- C. H. Harper.
- J. C. Becker.
- H. Glenn Moran.
- W. T. Smith.
- Fred C. Mower.
- R. C. Martin.
- V. Frank Vacha.
- George H. Lee.
- James O'Brien.
- J. F. Kayler.
- J. H. Bennett.
- S. W. Wilson.
- F. E. Randall.
- J. J. Dodds.
- J. E. Carnal.
- Joseph Langfeller.
- M. E. Watter Hooker.
- J. R. McPhail.
- Herman Ube.
- C. A. Frisk.
- Ed Nolan.
- Charles Z. Gould.
- V. B. Stark.
- Dr. Christensen.
- R. S. Baker.
- R. J. McClenahan.
- H. A. Rickenbach.
- John R. Webster.
- W. F. McCaffrey.
- Allen H. Dudley.
- Wm. Zetman.
- W. F. Hoeker.
- Dr. J. H. Miramok.
- D. S. Hoffman.
- Ray C. Kingsley.
- R. D. Shirley.
- E. J. Hammeraley.
- Lloyd Powell.
- H. B. Riggs.
- V. W. Boyles.
- W. W. Hoagland.
- A. T. Elmer.
- H. E. Hyland.
- Thomas H. Lindley.
- C. N. Saltzger.
- A. Menahic.
- D. E. Bradshaw.
- R. V. Cole.
- Clyde Kels.
- Walter Hooker.
- Frank W. Hale.
- J. H. Beveridge.
- O. C. Pickrell.
- Lucey C. Frenzer.
- W. H. Barnett.
- H. Fisher.
- E. S. Guyer.
- C. C. Shimer.

Motormen Get Bonus for Electricity They Conserve

To encourage tramway motormen to be economical in power consumption, the London county council has prepared a bonus scheme under which drivers are to get 50 per cent of the value of the electricity they are able to save.

Mistake of Perkins.

Speaking at a dinner, Senator William B. King, of Utah, referred to the little mistake that one is liable to make, and told the following story:

"Some time ago, Perkins had a private telephone installed between his place of business and his home. Even as he was trying it out for the first time a business friend from an adjacent town entered the office.

"'Glad to see you, old boy!' effusively greeted Perkins. 'When did you break in? You must go home with me for dinner. I will call up my wife and tell her you are coming. This is a private phone I have just had put in. One of the best I ever stacked up against. Clear and distinct as a bell.'

"'Mary, dear,' continued Perkins, speaking over the new instrument, 'my old friend Smith is coming home with me for dinner.' Now then, old man, said he, quickly turning to Smith and handing him the phone. 'Just put your ear to the receiver and listen to its wonderful distinctness.'

"'Is that so?' was the startling response that the intended guest heard. 'Well, just ask your old friend Smith if he thinks we run a hotel.'—Salt Lake Tribune.

SOUTH DROPS ONE CROP SYSTEM; IS FEEDING ITSELF

Necessities of War Force the Southerners to Vary Crops to Provide Food for the People.

Dallas, Tex., July 27.—The south has dropped the one-crop system and is beginning to feed itself and help the rest of the nation, thus putting an end to the story about a Texas farmer who bought his beans in Boston, his furniture in Grand Rapids, his food in Kansas City and raised only cotton and a pack of hungry dogs.

The war, according to authorities, has done more than years of advice in bringing about the present situation in the south, where large quantities of food now are being raised. The immediate and important effect, members of agricultural departments say, is the sharp decrease in the drain on the north and west, which now permits of greater overseas shipments from those sections.

Raise More Wheat.

Fixed government prices, insuring a fair return, encouraged planting. Agents of the agricultural departments and agricultural schools pointed out to the southern farmer the benefits of a varied crop, and the excellent weather brought crops that authorities say will result in still greater acreage of wheat and oats next year. The ideal weather resulted in an early harvest.

Texas, Georgia, Alabama, Louisiana, North Carolina, Florida and Virginia will harvest greatly diversified food crops this year. One striking result is shown in a shipping report from Alabama. Until four years ago from 17 counties in the state not a single carload of hogs was shipped. In the year ending April 1, 1918, hogs to fill 2,352 were sent from the same counties. The value of the hogs now

growing in these counties was estimated at \$4,000,000. Formerly the section raised little except cotton.

A summary recently issued by the federal reserve bank for the Eleventh Federal Reserve district dwelt on the prosperity following the planting of a varied crop in the largest state in the union.

"Authorities whom we consider entirely conservative, estimate the Texas wheat crop from 8,000,000 to 12,000,000 bushels and the oats crop at approximately 50,000,000 bushels," the report said. "The yield is greatly curtailed on account of unfavorable conditions in the Panhandle section, where, in normal times, the grain is extensively produced. In more favored parts of Texas, the north, northeast and central portions, the yield is far above normal. The acreage sown in peanuts and other feed crops in all sections of the Eleventh Federal Reserve district has been unusually large and correspondents advise these crops are doing nicely."

"Some sections of west Texas which

for two years and more have suffered a terrific drought, almost completely demoralizing the cattle business, are again coming into their own.

"The outlook in the cattle industry has shown much improvement in the last month," the report continues. "A large area of the range country has received fine rains and there is a better feeling among cattle and sheep men. It is still very dry in portions of New Mexico and the cattle interests are suffering. In the Panhandle section of Texas conditions are much improved. Recent rains have made plenty of grass and the shipping of cattle to pasture in other sections is no longer necessary."

The fruit crop has been good, peaches in particular being plentiful.

No Back Door.

A crowded elevator stopped with a shudder at the fifth floor of one of the large office buildings in the city. The operator called "out mine." No one volunteered to follow his suggestion, however, and a crowd was waiting to get on. "Step back in the car, please," said the operator as the crowd

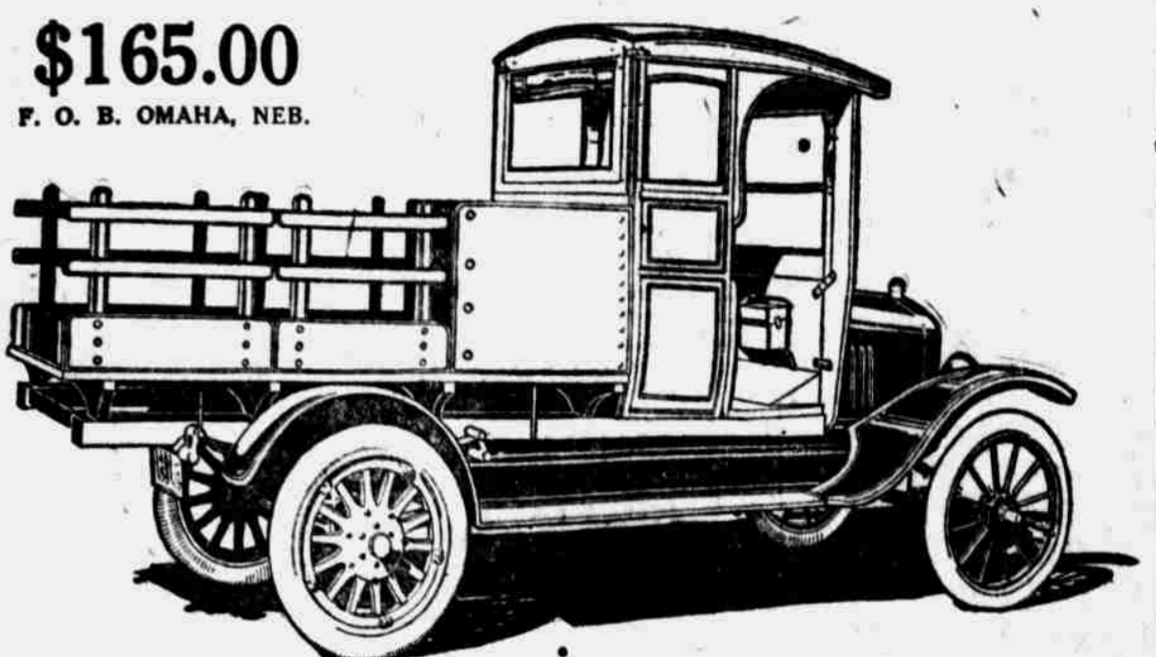
on nine started to push its way in. When all but one had squeezed in, and the operator had repeated his request, a small boy poked up in a compressed sounding voice, "Say, mister, there isn't no back door to this car."—Indianapolis News.

Motorists Fined for New Roads.

The state of Illinois is planning to construct 4,000 miles of highways for the benefit of motorists and to make the motorists pay for them.

"With due regard to the efforts which have been made along this line by the state of Illinois," says a writer in Engineering and Contracting, "it has remained for the state of Illinois to present the first comprehensive scheme of highway construction based on a complete abandonment of the old methods of financing highway construction (the poll tax and the property tax) and to propose a new adjustment of the burden of construction and maintenance costs, the distribution of this burden being made through a graduated license fee collected from all motor vehicle users. Of course, the automobile license is nothing new. But the use of license as a means of collecting the entire cost both of constructing and maintaining a large highway system is new and deserves the careful consideration and the thoughtful study of all who are interested in highway development."

The local roads will still be maintained by the taxation of adjacent property and by the poll tax.



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Day or Night

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AF-FORD-ABLE IS DIFFERENT

The distinguishing marks in Af-Ford-Able unit construction lie in rear axle and the specially built hub. Through scientific construction the entire weight of the truck and load is transferred from the Ford axle and housing. By providing an extra set of large ball bearings which rotate outside the Ford axle housing all friction and strain is taken from the Ford bearings. Two strong steel braces extending the entire length of the axle prevent breaking of the rear axle housing, keep the wheels from spreading and hold the entire axle in perfect shape at all times. This construction provides a full floating rear axle.

ASK FOR A DEMONSTRATION

You can't fully appreciate Af-Ford-Able unit construction unless you see the unit. Get in touch with your dealer and have him demonstrate its superior points.

DEALERS!

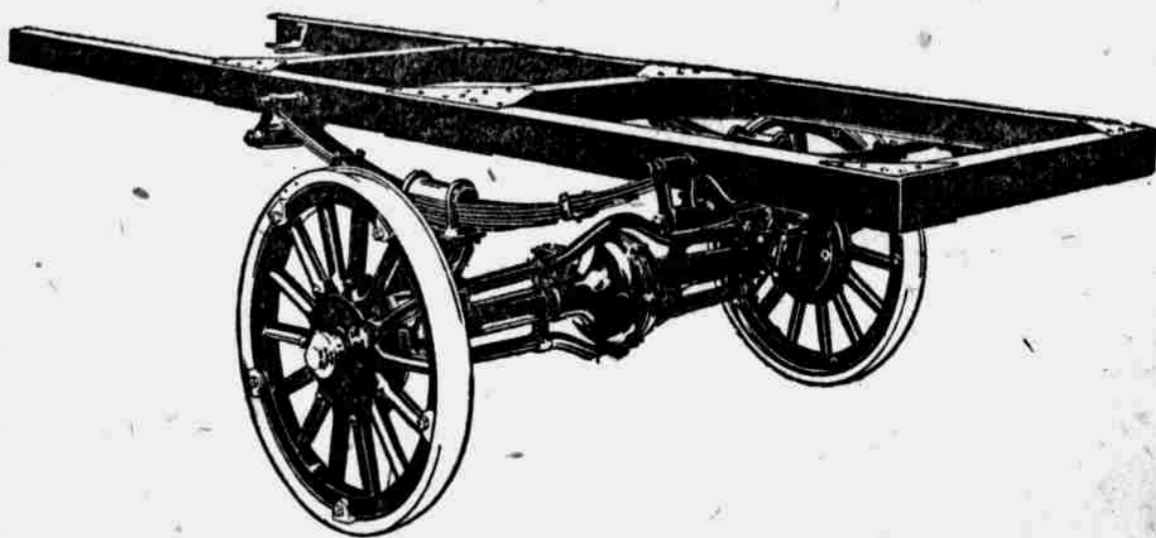
If you want a truck that you can sell to everybody—a truck that can be operated profitably in all lines of business, in commercial work and on the farm, get in touch with us today.

MECHANIC NOT REQUIRED

You can attach the Af-Ford-Able unit to any Ford in very few minutes without drilling a single hole or disturbing the construction of your Ford. Thus you will carry your load on a full floating axle. This will give you a speedy, economical and efficient truck for carrying one ton.

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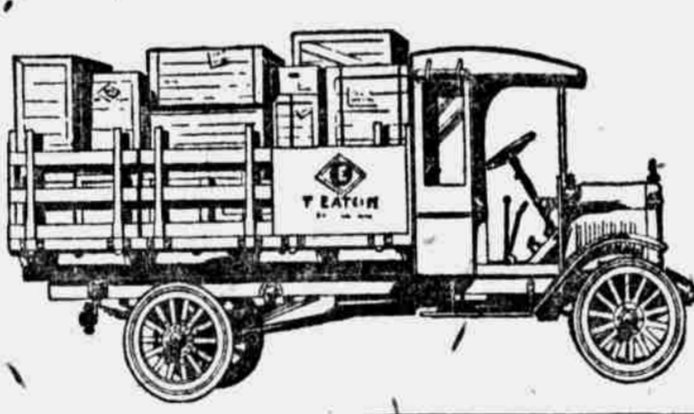
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