

CLEVELAND AUTO LETS CONTRACTS FOR BUILDINGS

Mammoth Plant to Be in Operation by July and Turning Out Cars at Rate of 150 Per Day.

Of more than ordinary importance is the announcement of the letting of contracts for the plant of the new Cleveland Automobile company to be erected on its recently acquired 19-acre tract at the intersection of Euclid avenue and London road, Cleveland, O. This large building, 600 feet long, 80 feet wide, 4 stories high, of concrete and brick construction, with handsome brick and cut stone front, facing Euclid avenue, initiates the new period of post-war business enterprise, so far as Cleveland is concerned. It ushers in what is predicted to be one of the most prosperous and expansive eras in Cleveland building and manufacturing history. It is the forerunner and advance agent of swiftly growing business confidence. It indicates that in the opinion of some of Cleveland's ablest business men the time has arrived for action. That is why, to business men in all lines, the matter is of extraordinary interest.

Contracts call for completion of the plant, including two smaller buildings to be used as independent heating plant and timekeeper's offices, prior to July 1, and it is the expectation of those concerned that the plant will actually be in operation and producing Cleveland automobiles at the rate 150 cars daily before that time. Five acres of floor space, every foot of it laid out for fast production of high grade cars by J. R. Hall, for seven years in charge of Chrysler Motor Car company production, will be available on the plant's completion, for the carrying out of what is said to be the most ambitious first-year program ever attempted in the automobile industry.

Plant to Be Modern.
In every sense the plant will be a model of efficiency. From start to finish the plan of continuous progression will be utilized in its most highly developed form. An endless conveyor system will keep the gradually assembled cars moving continuously toward completion, every operation planned to consume the least possible time consistent with high grade manufacture. Always the workmen will perform the same identical operations and thus secure precision with speed. At the end of the conveyor system, what started as a frame will be a completed automobile, ready for adjustment and test.

Tracks of the Nickel Plate railroad pass through the rear of the property and two private switches, each 1,200 feet long, lead directly alongside two separate and distinct loading platforms, respectively 600 feet and 800 feet in length. Accommodations will thus be provided for the loading and unloading of 25 60-foot freight cars at once, if necessary. Adequate shipping facilities are of the utmost importance in the handling of large production and when it is recalled that the carrying out of the Cleveland Automobile company's schedule means the receiving of raw materials for any number of completed cars in excess of 3,000 per month, it will be appreciated just what this addition to Cleveland's industries means. From 1,200 to 1,400 workmen will be employed.

McGeorge Consulting Engineer.
Ernest McGeorge has been retained as consulting engineer in charge of building operations. Pending completion of the factory buildings, the temporary general offices of the Cleveland Automobile company are at the Hollenden hotel, Cleveland, where several suits have been combined to provide the necessary facilities.

Naturally, throughout the country there has been a widespread interest in the car to be manufactured. For over two years rumors of its appearance have circulated throughout the automobile trade. And now this is actually announced, though no details of its construction or even its price have been given, hundreds of dealers have written, telegraphed and even come personally to Cleveland to make application for the representation of the "Cleveland" in their territory. Of this interest is based upon the personal of the new corporation, which is made up entirely of men whose reputation and achievements are well known to every worth-while motor car dealer in the country. And it is also based upon faith in the engineering ability of J. V. Whitbeck, designer of the Chandler Six, and since its foundation, chief engineer of the Chandler Motor Car company, who is now president of the Cleveland Automobile company and responsible for the design of the new car.

As to Prices.
Quantity production on the scale planned for the Cleveland naturally presages a price lower than is usual for high quality cars, hence a moderate price is expected as the natural concomitant of the situation. Incidentally, because of the thorough testing out the car has undergone and the final settlement of details of construction, it is in production can be started without the usual delays.

To this end appointment of factory executives has been practically completed and orders for materials are now being placed. Organization is more important than capital in the automobile business, or any other business, is the dictum of one of the world's largest financiers and because the Cleveland Automobile company has both organization and ample capital there is strong assurance of success from the start. The head of each department has had several years of experience in the automobile industry, and every executive has also long been engaged in the manufacture and marketing of high grade motor cars on a large scale.

Financing Complete.
Incorporated with a capital stock consisting of 14,000 shares of preferred stock with a par value of \$1,400,000 and an equal number of shares of common stock without par

Young Omaha Major Returns from Army; Was in Southern Camp



Major Nye F. Morehouse

Major Nye F. Morehouse has just returned from Camp Green, N. C. He entered Fort Snelling training camp and at the end of three months received a commission as captain of infantry and was later assigned to Leon Springs, Tex., and Camp Hancock, Ga., but was shortly transferred to Camp Green, N. C., where, in a short time, he was promoted to major.

He is a son of B. F. Morehouse of Fremont, Neb. His wife and daughter, Harriet, will temporarily reside at Fremont. Major Morehouse is of the firm of McLaughlin, Neely & Morehouse, attorneys, Capt. Charles F. McLaughlin, senior member of this firm, now with the Third army of occupation in France, is awaiting transportation at Brest.

Kissel Line of Motors of Mechanical Merit

In speaking of the new Kissel custom-built jobs on which Kissel Motor Car company is concentrating this year, C. J. Dutton, local Kissel distributor, says: "The Kissel line of motor cars has always been regarded as possessing unusual mechanical merit and perfection of engineering design, but not until the last year have these elements of excellence been clothed in body designs of the most unique and beautiful character, justifying the trade name of 'custom-built,' because of their resemblance to those cars usually exhibited at the importer's salons."



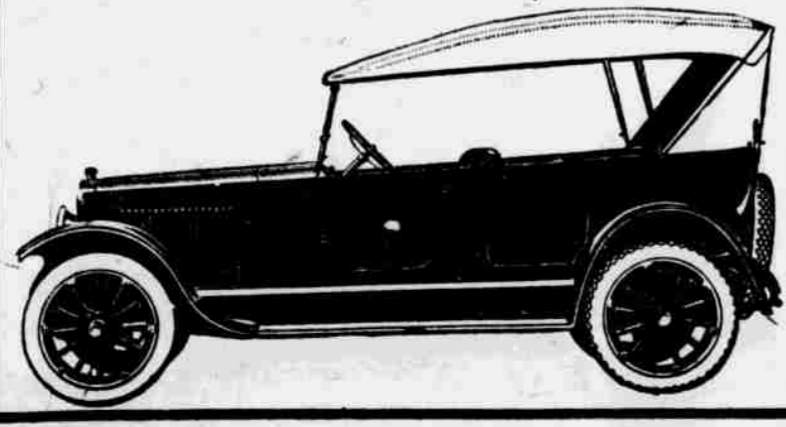
The Sensation of the Omaha Automobile Show and the First Car Sold

THE Paterson Six is the purchase for the buyer who desires to satisfy a discriminating taste at a reasonable cost.

Paterson policy for ten years has been perfection rather than volume production. It is apparent in the distinctive design, better finish and perfectly co-ordinated units.

Pride of ownership and lasting satisfaction are assured purchasers of Paterson cars.

Nebraska Paterson Auto Co.
New Location
2046 Farnam St. Omaha Phone Douglas 7582
235 No. 10th St., Lincoln.



ANTI-FREEZE TO BE REMOVED IN SPRING FROM CAR

Some Have the Wrong Impression That Alcohol Will Evaporate; System Should Be Flushed.

The Nebraska Buick Auto company offers the following timely suggestions on the care of passenger cars:
After driving a car all winter in a climate which makes necessary the use of anti-freeze solution, the cooling system should be cleaned out thoroughly before the warm weather comes on. This is a simple task and in many cases a necessary one, because it seems that no matter what kind of an anti-freeze solution is used a certain amount of sediment is bound to settle in parts of the system or adhere to the cylinder and radiator walls in such a manner as to interfere to a greater or less extent with efficient operation of the cooling system. Add to this the sediment that always results from heating water in any kind of a vessel from a tea kettle to a steam boiler, and the reason for cleaning the cooling system is quite apparent.

Many methods of cleaning the cooling system have been suggested from time to time by various people, but some of them are questionable because there is danger of injuring the radiator on account of the caustic chemicals used. The following method can be recommended as being absolutely safe and at the same time will give the cooling system a thorough flushing that will remove practically all loose, foreign matter.

Drain the System.
First, drain the system by means of the pet-cock in the bottom of the radiator. Then turn a hose in the filler cap of the radiator to admit a moderate stream of water. Next start the motor and let it idle at a fairly good rate of speed, leaving the pet-cock in the bottom of the radiator open all the time. This will not only flush out the water jackets and the radiator, but because of the fact that the motor is running the water pump will be kept in action and will send a good stream of water all through the system, flushing it out thoroughly. After this is done, examine the hose connections from the cylinders to the radiator to see that they are in good condition. It sometimes happens that anti-freeze solution will have a bad effect on the inside of the hose, while from the outside it will be apparently as good as ever. A fairly reliable test is to press the hose firmly between the fingers. If it seems good and firm it is probably in good condition. If it is weak and flabby it may be sucked together from the force of the water pressure and either partially or completely cut off from the circulation of the water.

Some drivers seem to think that simple anti-freeze solutions made from water and alcohol do not need to be removed, assuming that the alcohol will evaporate in time and the addition of water will be sufficient. This is not true, because while the alcohol will evaporate, the sediment will remain. As a matter of fact, the cooling system should be flushed out once or twice a season, whether anti-freeze solution is used or not.

Cole Aero Eight Runs Away From Rivals in All Racing Events

Automobile racing events of the last 18 months have been confined, because of the war, to Cuba and South America. These have been more or less of an impromptu nature but the results, nevertheless, have been gratifying to certain American manufacturers. The competition was largely between stock cars.

The reports from these races disclose that the Cole Aero-Eight, manufactured by the Cole Motor Car company of Indianapolis, was a most consistent winner. During the racing season in Cuba and South America countries the Cole Aero-Eight shattered one record after another.

One of its most notable feats was the lowering of the dirt track record at Oriental park, Havana. The Cole Aero-Eight clipped three seconds per lap off the record established by Bob Burnam in his Blitzen-Benz a few years back. The feat was the more remarkable when it is considered that the Cole Aero-Eight was a stock car while that driven by Burnam was a special built racing model.

Good Truck Drivers Save Much in Cost of Operation

"I predict that soon universities and colleges will offer courses in truck mechanics and operation," says Mr. Crumbliss of the Crumbliss-Van Doren Auto company, Velie distributors. "In fact, there have already been several practical schooling in how to care for and operate motor trucks to the drivers of prospective or new owners."

"You would be surprised how scientific motor truck operation has become. It started when owners in checking up their drivers found that while some handled their trucks at an unusually low operating expense, other drivers, more experienced, took these same trucks out and troubled their upkeep over the same routes."

Few Cars in Omaha Are Put in Storage During the Winter

"The open winter that we have enjoyed this year has been a great stimulant of automobile sales," said Carl Changstrom of the Standard Motor Car company. "I cannot recall a winter when automobiles have been more generally used than during the past four months. Fewer cars have been put in winter storage this year than ever before in the history of the automobile. The weather men, in fact, tell us that we have had 38 per cent

the better of the winter averages this year, and when you beat the average on the weather to that extent, the automobile dealer has good reason for rejoicing."

Standard Steel Buys Hershell-Spillman Motor

According to a telegram received yesterday by Harvey Miller of the Keystone Motors company, the Standard Steel Car company, manufacturers of the Standard 8, have purchased the patents, rights, tools, dyes, etc., for the Hershell-Spillman eight-cylinder motor. The equipment is being shipped to the plant of the Standard Steel Car company for the purpose of manufacturing their own engines.

ANNOUNCEMENT The Entry of Noyes-Killy Motor Co.

Into the Retail Field in Omaha and Vicinity March 1st, 1919.

Select Your Lexington or Saxon Now

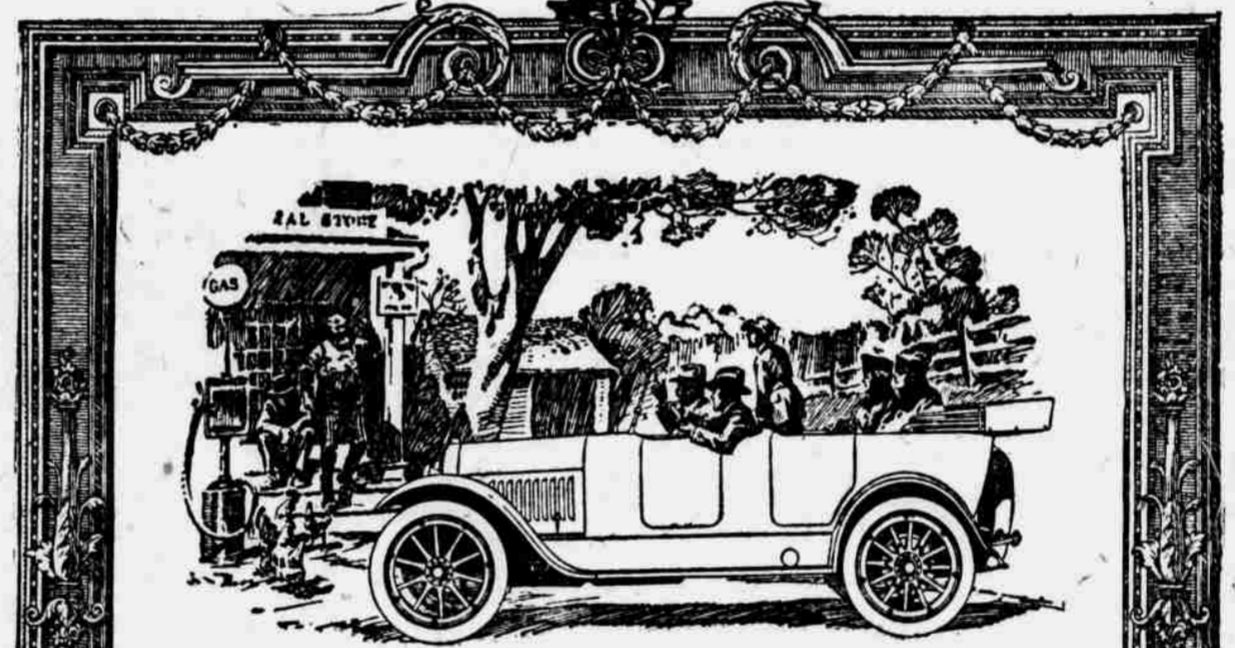
All 1919 Models Available. One of the Best Shops and Service Stations in the City. Complete Stock of Parts for Both Cars.

SURE OF SERVICE
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The Right Way Garage
ANDERSON CO.,
1713 Cuming Street.
Phone Tyler 4013W
Omaha, Neb.
Your Car Repaired by Men Who Know

Petition for Withdrawal of Bankruptcy Suit Filed

A petition for withdrawal of the bankruptcy suit against Earl W. Hart of Lincoln was filed this morning in the federal court. The O'Brien company and E. Beaten, two of three creditors, claimed they did not authorize the use of their names in the case. Judge Woodrough will conduct a hearing next week. The sheriff in Council Bluffs is holding an automobile belonging to Hart pending the outcome of the suit.



The lower the grade of gas the easier it is for a Hot Spot Chalmers

THE great engineers of the automobile industry are discussing nowadays the low grade gas situation more often than the number of cylinders a car should have.

Not long ago one of them said that automobile engines would have to be redesigned to use the inferior gas of today.

This the Chalmers engineers did when they built into the great Chalmers engine the now famous Hot Spot and Ram's-horn manifold.

These two devices convert low grade gas into high power.

For any engineer will tell you there are more thermal units or power in a gallon of low grade kerosene gas than there is in a high test gas.

The Hot Spot puts the gas in shape for power results. It breaks up into tiny vapor molecules the gas—so fine that it really becomes "dry".

Then the Ram's-horn drives it to the cylinders by the quickest route ever devised and when the explosions come there is so little power to escape through the exhaust as to be well nigh negligible.

One short ride in a present day Chalmers will tell you the story far more eloquently than the English language can express it.

Western Motor Car Co.
Distributors.
2047-49 Farnam St. OMAHA

Lexington
MINUTE MAN SIX
A Sound Investment
NEVER in the history of the motor car industry has the company behind the car been more important than at the present time. Lexington is backed by one of the strongest manufacturing groups in the world and represents today, the combined best efforts of many experts. Let us demonstrate this new Minute Man Six Touring Car.

NOYES-KILLY MOTOR CO.
2066 FARNAM, Douglas 7461.

Lexington Motor Company, Connersville, Ind., U. S. A.

THE DIXIE FLYER

Now that the Auto Show is Over Let's Have A Show Down

Now that the confusion of the Auto Show is over let's take time to consider the cars individually.

Let's look under the hood of the Dixie and see the extreme simplicity of the motor construction. You will be convinced that the construction of the Dixie Lycoming Motor means an absolute saving in fuel and repairs.

Let's look at the frame, the body, the upholstery and the other features. Then let us take you for a ride. The ride will prove our statements. It will convince you that the Dixie is made by men who know road conditions and how to combat them.

Check These Brief Specifications
Motor—Dixie Lycoming hi speed, 30 H. P., 4-cylinder.
Clutch—Borg and Beck—multiple disc.
Front Axle—Drop forged "I" beam section ball bearing.
Rear Axle—Full floating, Bower roller bearings, spiral bevel drive.

DEALERS
Some Good Territory Open. Let Us Show You the Car and Explain Our Proposition

\$1095 f. o. b. factory

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Frost-Bemis Motor Co. 14th and P Sts. Lincoln

