

# NEW GOOD ROADS PLANS HELPING SALES OF CARS

### Farmers as Well as Those Who Live in the City Motorizing to Be Prepared.

"The good roads legislation which is being received with enthusiasm in all parts of the United States is already having its effect upon the sale of motor cars," according to A. H. Ekbergh of the Omaha Auto Sales company.

"One of the most serious drawbacks in the sale of automobiles and trucks has been the conditions of the roads. Farmers and residents of the smaller cities are fast realizing the importance of good roads, not only from a standpoint of pleasure, but from the standpoint of efficiency and money making.

"Farmers and business men alike are beginning to plan way ahead in the purchase of their motor equipment and the fundamental reason for this foresight is the favorable action which is being taken in regard to the construction of permanent highways.

### Autos and Tractors.

"The top prices which have been received for farm produce have made the farmers realize the value of his time and it is no longer a question of 'Can I afford another automobile or truck,' but it is a question of whether he can afford to be without the proper motor equipment. Many farmers today own two or three automobiles as well as a truck and tractor.

"Without a doubt, the coming year will bring forth a shortage of motor equipment which will be a serious handicap to those who have hesitated to properly provide for transportation necessities."

### Kissel Speedster Fine for Dodging Policemen

A write-up worthy of a Brete Hart and one that indicates that the descendants of America's settlers have red blood in their veins is indicated by a clipping received by C. J. Dutton, local Kissel distributor from a western newspaper and is as follows:

"The Kissel custom-built speedster is shaped like a snub-nosed bullet and capable of going as if it had been shot from a gun. In color it is a 'fussy' car of light yellow with the low hang of a racer. To add to the sport of riding in it at top speed (somewhere around 100 miles an hour) it is equipped with two collapsible seats which can be pulled out over the running board, thus bringing its capacity up to four passengers. Its appeal is altogether youthful. An ambition to own one of these models is on the same plane with that of the brave young heroes who fight with each other for a 'chance to be the first 'over the top' in a trench raid. It's a fine car for dodging speed 'cops' or running 'income tax collectors.'"

### Production Is Not Yet Up to Its Normal Speed

"It is unquestionably a fact that the majority of the automobile factories have not reached their normal volume of production by any means," says Harry M. Jewett, president of the Paige-Detroit Motor Car company. "Consequently when the spring buying sets in about the first of April in earnest, as it does every year in most parts of the country, there is likely to be a shortage of cars, at least for a time."

### Breaker Point Adjustment.

Sometimes it becomes necessary to readjust the distance between the contact points of the breaker. The common error is that of setting these points too far apart; the proper distance is approximately one-fiftieth of an inch and this may be taken as the standard. Incidentally the width of the spark gaps has a great influence on the functioning of the ignition system.

### Cleaning Terminals

A strong solution of washing soda is the best agent for cleaning battery terminals that have become corroded. After drying the terminals should be coated with vasoline.

### Getting the Oil.

Motorists who buy oil by the barrel often experience difficulty in getting the comparatively thick flow from the small hole of the barrel, particularly in cold weather. An ingenious way to obviate this difficulty is to bore a hole in the head of the barrel to take the valve head from an old bicycle tire from which the base has been removed. The valve has flat sides, but two small wooden plugs will stop leakage and the barrel may now be pumped up with enough pressure to insure flow of the oil, an ordinary hand bicycle pump being used.

## Don't Overlook This Great Offer Guaranteed 5,000 Miles DOUBLE TREAD

Three 10 per cent less than anywhere and 100 per cent better in service and quality. WE SHIP SAME DAY WHEN YOU RECEIVE. RELINER FREE WITH EACH TIRE.

30x3	\$5.00
30x3 1/2	6.00
Tubes—Tubes—Tubes	
30x3	\$1.75
30x3 1/2	2.00

When ordering, send \$1.00 deposit for each tire, or save \$ per cent by sending all cash, subject to your approval. SATISFACTION GUARANTEED OR YOUR MONEY BACK. THIS NAME YOUR GUARANTEE EVERWEAR TIRE & RUBBER CO. 3925 Washington Blvd. Chicago, Ill., Dept. 5.

## Gen. Zapata, Mexican Bandit Chief, at Bay in Mountain Retreat



General Emiliano Zapata

Gen. Emiliano Zapata, the noted Mexican bandit chief, who for more than 10 years has terrorized the State of Morelos, south of Mexico City, has been driven into the mountains with nearly 200 followers, and his capture by Gen. Pablo Gonzales, commander of the government forces, is expected any day, according to a report from Mexico City. Zapata and his followers practically controlled the entire State of Morelos for years. But the campaign conducted by General Gonzales has been successful and the state is again under control of government troops.

### Removing Dust from Motor

A painter's brush that is thick and soft will be found better than waste for removing the dust from the motor. There are so many small projections that waste is generally a cause of bad language and little else.

## AUTOS CHEAPER NOW HERE THAN FOUR YEARS AGO

### Answer Depends on Market Value of Buyer's Own Production; Advance Less Than Wheat.

"Automobiles that have not been priced fictitiously are cheaper today than they were four years ago," says Walter S. Johnson of the Mid-City Motor Supply company. "This statement sounds like a paradox because there have been some advances in that period. As a matter of fact these advances were not in proportion to the cost of labor and materials.

"The price tag on a car today as compared with the price on the same car four years ago does not tell the true story. To get a fair idea of the present price there are vital facts to be considered. These relate to the average individual's earning power—the price he can get for the things he sells to make a living and the amount of the commodity he makes which he must exchange in the open market for the article he wishes to purchase.

"The best illustration I can think of to explain this point is found in the business of the farmer. The latter's wages, or buying power, lie in his crops or their market value. The staple article on the American farm is wheat. In 1914, or about four years ago, the farmer received 90 cents a bushel for wheat. Therefore, if he wished to buy a car, then sold for say, \$1,050, he, practically speaking, paid about 116 bushels of wheat for it.

"Today if the car costs him as much as \$1,555 he has to pay only about 700 bushels of wheat for it because wheat today is valued at \$2.26 a bushel. In other words while the car has apparently gone up 50 per cent, it costs the farmer only 60 per cent as much as it did four years ago."

### On Vulcanizing.

In vulcanizing casings, which it is not always necessary to remove from the wheel, three layers of cement should be applied, each one being allowed to dry. The cut should be filled not quite level with the surface with scraps of rubber supplied for the purpose. If the hole is filled too full the rubber is likely to expand and run over the surface which has not been prepared and this thin film will soon peel off. When fixing a sand pocket care must be taken to fill the hole where the sand found entrance, which may be a foot away from the pocket as finally developed.

## Huge Shipment of Rubber Is Moving in a Special Train

One of the greatest shipments of rubber ever received in America in a single lot is proceeding across country from San Francisco to Detroit in a special train of 26 cars. The weight of the shipment is 2,240,000 pounds.

The rubber is consigned to the Morgan & Wright tire plant of the United States Rubber company. It arrived in San Francisco from Singapore on the Siberia Maru on March 1, and represents part of the large accumulations of crude rubber held back in the Far East by the embargo on importations.

### New Company Organized to Handle the Davis Car

A new automobile company has just been organized, called the Cavanaugh-Stockham Motor Co., located at 215 South Fourteenth street to handle the Davis Motor car. Both Frank P. Cavanaugh and A. W. Stockham are well known throughout the territory. Mr. Cavanaugh has been in the automobile business for several years in Chicago and Omaha. Mr. Stockham has been in the automobile business in Wyoming and is also well known throughout the state as being in the grain and lumber business.

The 1919 Davis Motor car is a complete new car which greatly attracted the crowds at both the Chicago and New York shows.

### Kenworthy to Enter Roamer Racer in Sweepstakes

C. V. Kenworthy, Chicago Roamer distributor, has purchased Eddie Hearne's Roamer racer and will enter it in the Indianapolis 500-mile sweepstakes.

This car is a Roamer equipped with a Duesenberg motor capable of clipping off 116 miles an hour. In former races it has been identified as number 45.

## ESSEX WINS OWN WAY ON MERITS; NOT BY BOOSTS

### Builders Put Out the Car and Leave the Verdict Entirely to the Public.

"One of the most notable things about the Essex is the way in which it has sprung into popularity without a word being said in its praise by the makers," said Guy L. Smith. "No extravagant claims of any kind were made for the newcomer. The builders were so confident of its worth that they were entirely ready to leave the final verdict to the public. In this connection, the following article printed in Automobile Topics is interesting:

"The Essex is not only a car but a type, that will bear close study. Its lines are graceful and attractive, its bodywork well put up and comfortable, while it is equipped in every detail according to the purchaser's requirements.

"Mechanically it is built along lines of safety, in the sense that there is nothing experimental about it. On the other hand, its great winning characteristic is performance. In this it excels many cars of much higher price and more pretentious aspect.

"Hence, in its introduction, Essex dealers were urged to return to the old system of demonstration before purchase. There are cars that demonstration will not help sell. The Essex is not one of these. Add to this fact that its appearance is enough to pull a good share of attention on the prospective buyers' part, and enough has been said to indicate that for a new comer its prospects are uncommonly bright.

In fact, having nothing in the way of reputation to live down, but much in its favor, it seems to be a product that competitors will have to reckon with seriously."

## PRACTICAL PARAGRAPHS

By S. P. LaDue  
Air Hose Trouble.

When there is any suspicion that the engine driven tire pump is forcing oil through the hose, examine the end of the hose. Usually this hose has a rubber lining, and if oil is being pumped this rubber lining quickly becomes soft, perhaps so much so that it will not hold to the nipple. In cheap hose it is difficult to get the nipple in again, even with the use of wire as binding, the first operation of the pump blowing the hose away from its connection. The cure lies in getting a good grade of hose or in having the pump piston and rings examined for leakage.

### Thermostatic Control.

It is only recently that the important contribution to engine efficiency of the so-called thermostatic control has come to be generally understood. With a thermostatic control in the water line the engine is almost instantly brought to an efficient working temperature. Many car makers are now fitting thermostatic control as stock equipment, but even on the car not so provided the owner can now install a device of this kind himself. For a man who wants maximum engine efficiency this is a valuable hint.

### Pump Lubrication

In repacking the gland of a water circulating pump use plenty of graphite with the packing. The spindle is seldom sufficiently lubricated and the graphite will go a long way toward remedying this. Glycerine in the cooling water, which is used in connection with alcohol as an anti-freeze medium, seems, incidentally, to help lubricate the pump.

### Single Plate Clutch Adjustment

Friction wear in the single plate clutch may be remedied by throwing out the clutch, slackening the adjustment bolts; tap either of them

clockwise in the slot on cover, perhaps a quarter or half an inch, thus shifting the ring which carries the levers and rollers to new seats on thicker sections of the thrust ring, thus compensating for the wear.

Colors. The color of the motor car is generally a case of "every man to his taste," but it is a fact that the dark colors are generally more lasting. This is caused by the physical characteristics of the color varnish, which has a base of gum. Now, the dark gum is more serviceable than the light shades, and the dark varnishes are derived from the dark gums. The lighter colors call for lighter varnishes and the wearing qualities are decreased.



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## What's a Battery Expert?

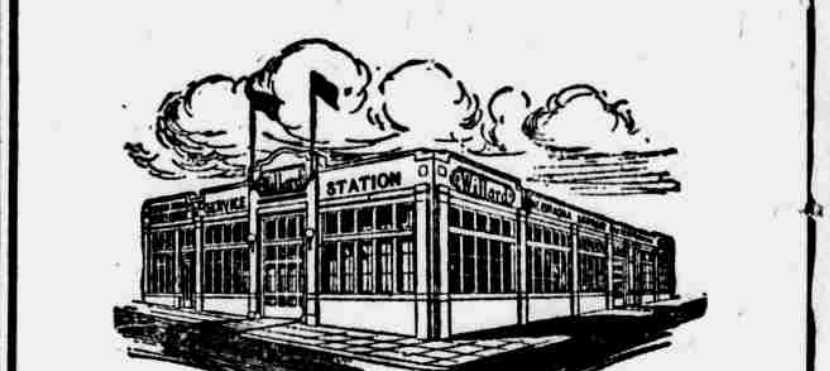
Expert: "One who has special skill, experience or knowledge."

Every Willard expert must have all three when it comes to handling batteries.

Our experience immediately tells us where your battery troubles lie; our knowledge tells you what needs to be done; and our skill insures a workmanlike job.

We're at your service.

We want to tell you about Threaded Rubber, too, and give you a copy of the booklet, "A Mark with a Meaning for You."



Nebraska Storage Battery Co.  
20TH AND HARNEY STREETS

## Do You Wish To Be State Distributor For the World's Very Best Tractor?

The Nelson Tractor, about to be put on the market by Nelson Blower and Furnace Company of Boston, Massachusetts

Applicant must have resources and organization big enough for a big proposition. Mr. W. Oliver Craig, special representative, will be in Omaha within a few days to interview applicants. Apply now by letter to Mr. Craig, care of The Bee.

## Yesterday a good Maxwell — Today a Better One

THAT is the policy of the Maxwell Motor Company. It began five years ago on a single chassis plan and today 300,000 Maxwells have been built on this program.

Not 300,000 Maxwells identically alike—for that would be admitting that the car has never improved in five years' time.

More than 1000 refinements have been made in the Maxwell.

But the original chassis plan was not changed. It has simply grown better as the days went by.

The logic of building one thing and thus building it well is too clear, too sound, too emphatic in results to argue against.

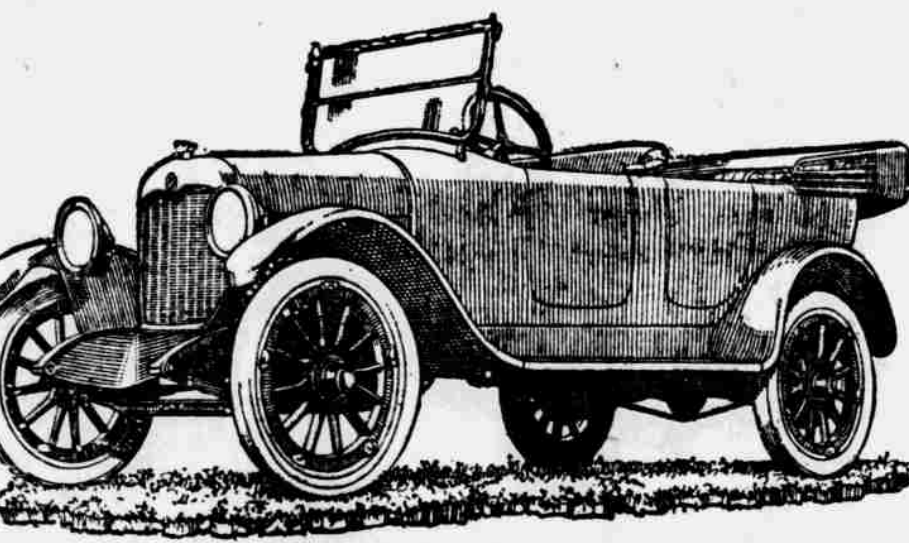
Like any fine piece of machinery the Maxwell seems to improve with age.

It runs on and on without end. We have never heard of a Maxwell salvaged.

There is no car with a better road ability record. And it saves many a thrifty dollar by shying at the repair shop.

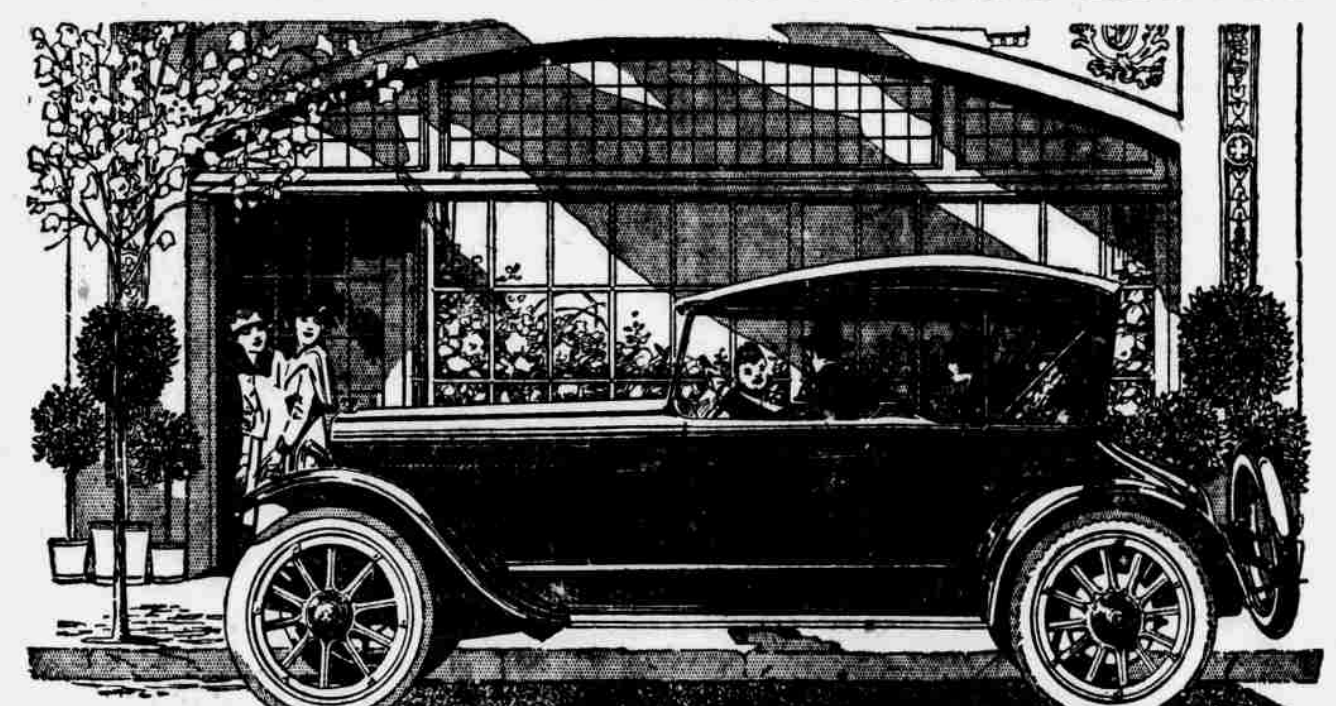
This Maxwell you see today is not a new Maxwell; though many persons have thought so. It has been so much improved in appearance that our contemporaries in the trade repeatedly refer to it as the new Maxwell.

However, good looks have not in any way handicapped its running. And the latter is the main thing, after all, in a motor car.



Mid-City Motor & Supply Co. Distributors. 2216-18 Farnam St. Omaha, Neb.

## CHANDLER SIX \$1795 Famous For Its Marvelous Motor



Illustrating the new series Chandler four-passenger roadster

## The Most Closely Priced Fine Car

NOW that you are ready to buy that new car, try to find one that gives you so much in mechanical excellence and in beauty and comfort of bodies at so fair a price as does the Chandler Six.

Search the whole market if you wish. Search for such a motor. Search for such a sturdy chassis. Search for such features of essential equipment: Bosch magneto for sure ignition, silent chain drive for motor shafts—three chains running in constant spray of oil, solid cast aluminum motor base extending from frame to frame, annular ball bearings to carry the power back to the rear wheels with the minimum loss through friction.

The Chandler is the most closely priced fine car in the American market. A determined Chandler policy, pursued now for nearly six years, has made it so.

When you really know the Chandler Six, no "competitive" car will interest you. Cars for which you are asked to pay more will not interest you.

No other car, in the whole medium-priced field, offers you such a motor. No other offers you such features of essential, high-grade design and equipment.

Six handsome bodies are mounted on the one famous Chandler chassis. The Chandler leads today just as distinctly as in the years past. And now, entering its greatest year,

Chandler is Back to \$1795. Asking you to pay more wouldn't give you more. To mark up the price doesn't make a car better. The Chandler is sold at a closer price than any other fine car. You can prove this by your own comparisons.

SIX SPLENDID BODY TYPES  
Seven-Passenger Touring Car, \$1795 Four-Passenger Roadster, \$1795  
Four-Passenger Dispatch Car, \$1875  
Convertible Sedan, \$2495 Convertible Coupe, \$2395 Limousine, \$3095  
All prices f. o. b. Cleveland

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