FORDS TURNED OUT AT RATE OF 3,000 PER DAY

Normal Production Has Been Going on at Factory Since March; 525,000 for the Year.

Charles L. Gould, manager of the local branch of the Ford Motor company, has just returned from the Ford branch managers' convention held at the factory in Detroit, where 35 branch managers from all the assembly and service branches throughout the United States and the eight branch managers of the Ford Motor company of Canada have been in session for the last 10 days.

The fiscal year of the Ford Motor company ends July 31st, and this conventioin, preceding an anticipated twelve months of unequalled production and demand for Ford cars, is of exceptional importance to the Ford Motor company and to the automobile industry as a whole, since 28 Ford assembling plants were represented where the combined present production is 3,000 cars a day and which have over 9,600 employes.

The manufacturing effort of the company for the first six months of the present year was concentrated almost entirely upon the output of war materials, and it was not until March, 1919, that the production of Ford cars and Ford parts began to assume normal proportions. At the present time output is averaging 3,000 cars a day, and production for the year ending July 31, 1919, will be over 525,000 cars.

The production of 3,000 Ford cars a day has necessitated the development of departments at branch assembly plants and the Ford dealers organization to a point where many of these plants are assembling for the demands of the particular territories they serve an output of cars greater than the production of the average automobile factory.

New National Models Are Selling Strong Here

Among the cars which have been selling "strong" this season are the new National models, two of which are shown in the above picture. Although the National has been a favorite in this locality for a number of years, no concentrated effort has been made in selling these cars retail. The new National Car Sales corporation has turned a number of these cars in Omaha. The excellent mechanical construction and the beautiful interior finish of both the open and closed models have made an instant appeal to fastidious motorists. The indications are that many of the closed models will be operating on the streets of Omaha during the coming fall and winter season.

Suggest Society Against Cruelty to Motor Trucks

We have societies for the prevention of cruelty to Old Dobbin and the Old Gray Mare; but who ever thought of a society for the prevention of cruelty to motor trucks!

Well, that is just what is suggested by R. S. O'dell of the O'Dell-Hamilton company, distributors of Mack trucks.

"Just because a truck can't feel is no reason why it should not be handled with care," argued O'Dell with sympathetic fervor for the much abused, misused motor truck.

"The economy and efficiency of machinery lies in the way it is handled and treated. We need a society for the prevention of cruelty to our modern iron horses which feed on galoline, just as we did for the old consumers of hay and grain.

"Trucks need one kind of care in hot weather and another kind in cold weather.

"Straw hats are put on horses to protect them from the excessive heat of summer; but very often drivers will forget to see that there is sufficient water in the radiator and enough oil in the oiling system to lubricate the various bearing surfaces.

"In winter horses are sheltered from the cold in stables and given an extra amount of bedding; but very often a truck will be allowed to stand over night without the water being fully drained from the radiator.

"If the horse is neglected, the animal suffers pain, and our humane societies see to it that it is stopped. But, if the truck is mistreated, it feels no pain and no one gives it any sympathy. The owner gets a severe pinch in his purse, and may hold up his right hand and swear, 'Never again.' But that is about as far as it goes. Users in general go on year after year, paying out large bills incurred through ignorance, carelessness and indifference.

"We need a society to educate users of motor trucks to their proper care, winter and summer, and in all kinds of weather. It will mean longer life for all trucks, greater efficiency and economy, better service and greater satisfaction in every way," said O'Dell as he hit his fist on the table to clinch the argument.

Owner Must Watch Danger Point of Auto Battery

One thing that a good many automobile owners can't understand about batteries is the way they hang on and keep giving service right up to the minute when they refuse to work at all.

"These folks reason," says Elmer Rosengren, local Willard service station dealer, "that the light ought to get a little weaker and start a little slower unit the battery gradually wears out.

"Sometimes a battery acts that way, but another one may keep right on working until it is actually ready to fall to pieces. When the cells are opened up for inspection, the active material is in some cases so broken up that it will not hold together. This may be due either to old age or abuse. Of course, we never open up a battery without the owner's consent, but a battery in this condition could not last a great while and might go out of service at any time on the road.

"Most car owners are anxious to know the truth about their batteries and prefer to have a brand new battery when they know their old one is approaching the deadline."

Prohibition Prevents Carrying Out of Will

Portland, Ore., Aug. 9.—Now that July has come and gone, one provision of the will of the late Gustave Glaser cannot be complied with.

He willed: "I do give and bequeath unto the German veterens (Verband Deutscher Veteran der Nord Pazifik Staaten) the sum of $50 to enable them to participate at my funeral with their flags and to have after the funeral a solemn draught in the true German fashion."

Manager of Fisk Co. To Go Into Business For Hiself In Omaha

The tire buying public of Omaha and vicinity will be interested to learn of the change in the selling policy of the Fisk Rubber Co. In the past the Fisk Rubber Co. has maintained tire service stations at all their branches and sold direct to the consumer as well as to the dealer. Under the new policy they will be wholesale only and will discontinue their service station and all road service.

John H. Lionberger, who has been manager of the Omaha branch for nine years and who is undoubtedly one of the best known and most experienced tire men in the west, is severing his connection with the company and will engage in the retail and wholesale business of tires on his own account. His many friends and customers will be pleased to learn that he has leased a fine new building at 2220 Harney street, where he will be have one of the finest and largest tire service stations in the world.

Fisk and all standard tires will be sold. Road service will be continued and improved. Harvey Jones, formerly manager of the Lincoln branch of the Fisk Rubber Co., and J. W. Goehring, former manager of the Atlantic branch of the same company, will be associated with Mr. Lionberger in the new firm, which will be known as the John Lionberger Tire Co. The Fisk service station will not be closed to the public until the John Lionberger Tire Co.'s place is ready, which will be between August 15 and September 1.

No Need of Long Wheel Base if Springs Are Set on Auto Right

"How long should a car's wheel base be"

This question is a good deal like the famous old Lincoln question: "How long should a man's legs be?"—to which the father of the Union replied: "Long enough to reach the ground."

Engineers pretty generally agree now that there is nothing gained by extravagant wheel base; that wheel base is merely a device which an engineer falls back on when the purchasing department refuses to buy him the right grade of springs; and that the real way to get easy riding is to engineer your chassis correctly.

"A notable case of easy riding without restoring to extravagant wheel base is found in the new Allen five-passenger car. This car seats five passengers with absolute comfort, and takes rough going as smoothly as the largest car built. Its secret lies partially in the way its weight is carried, but the largest percentage of its smoothness comes from the long, free, lazy 56-inch springs.

Peterson-Hayward Motor Co. Takes Over Jordan Auto Agency

The Peterson-Hayward Motor Co. has recently concluded arrangements with the Jordan Motor Car Co. for the distribution of Jordan cars in Nebraska and western Iowa. Several of these cars are now on display at the sales room of the Peterson-Hayward Motor Co.

Both R. W. Peterson and J. A. Kavanaugh, are especially pleased with the new models and already several sales have been made since the arrival of these cars.

The Jordan, although a comparatively new car, has won its laurels purely on the merit of its construction. Ned Jordan, who is at the head of the Jordan factory, is one of the best known men in the automobile business. His enthusiasm regarding the industry has enabled him to turn out a car which is said to be far superior to many autos selling at higher prices.

Out-State Weddings Are Illegal in Wisconsin

Chicago, Ill., Aug. 9.—Young couples from within the boundaries of the Badger state can come to Waukegan or other Illinois points and get married, if they wish, but they are liable to get into a peck of trouble when they return to Wisconsin and start keeping house. The eugenic law of Wisconsin has been held legal, and the judge ruled that marriage of Wisconsin couples performed outside the state to ecape complying with the law are illegal in Wisconsin.

Clothes Better Than Checks.

Pottsville, Pa., Aug. 9.—Whether styles change by the hour, day or year was of no consequence to Miss Frances Foulk, a pretty 19-year-old girl of Frackville, who stocked up a five years supply of clothing, shoes and other feminine accessories in her home. Neither did she have any compunction it is alleged, about sending worthless checks to the Philadelphia business houses for goods. However the recipients of the checks did offer strenous disapproval and as a result Frances is being held under $300 bail for trial at the October session of the United States district court at Philadelphia.

FRANKLIN CAR MADE EACH SEVEN MINUTES OF DAY

Night Shift of 500 Men Put to Work to Try to Keep Up With Demand.

Syracuse, N. Y., Aug. 9.—Construction of a new $500,000 addition to its present works, opening of another large building as a body factory, leasing of many thousand square feet of additional storage space, and the immediate employment of one night shift of 500 men with the possible addition of another, are changes set in motion today by the Franklin Automobile company.

This tremendous expansion policy is the result of a determined effort to lift the production of Franklin cars to keep pace with the increasing demand and to a point where the yearly output will be 18,000 completed cars, or one car about every seven minutes of each working day.

Ground was broken today for the new 7-story, reinforced concrete manufacturing building, an addition to the present works, as the first step in the expansion program. The actual building operations will cost $400,000, exclusive of any equipment and the contractors have tackled a tremendous construction problem in agreeing to have the building ready for occupancy before January 1.

Leaking Tube.

Sometimes an inner tube receives a puncture big enough to allow the tire to become reflexed after a brief interval but not visible to the naked eye. When this happens in the garage the bucket of water tells the tale at once, but on the road about the only way of locating the leak is to inflate the tube and hold successive portions of it close down to the dust along the surface of the road. When the puncture is brought into this position the outpuff of air will ruffle the dust and indicate the position of the leak.

Speckled Varnish.

The varnish on the new car frequently becomes speckled after its first encounter with a rainstorm. These spots are hard to get off, but a treatment of raw linseed ail and salt and malt vinegar applied with plenty of elbow grease will come as near turning the trick as anything.

Hubby Slept in Clothes.

Columbus, Ohio, Aug. 9.—Letitia Henson could stand for a lot of things from her husband, Henry, but when Henry insisted on going to bed with his clothes on and spitting on the floor, Letitia says in her divorce petition that it was more than she could bear.

America Has One Auto To Each 18 Persons; Much Less In Europe

"To obtain an inkling of the important part the automobile plays in both the social and business life of the United States it is only necessary to compare the number of cars with the total population of the four principal countries of the world," says W. R. Nichols of the W. R. Nichols Motor Co.

"In the United States there is one automobile to every 18 persons; in Great Britain one car to every 225 persons; in France, one car to every 400 people, and Italy and Belgium, one to every 840 people, or, taking all the cars in the four European countries named above, there was at the beginning of the war a total of 350,000 motor vehicles, or one to every 353 persons. This is all the more remarkable when you consider that the population of the United States at that time was 110,000,000 as compared to a total foreign population of 127,000,000 people."

For Cleaning Contact Points.

It is sometimes difficult to find a really satisfactory agent for cleaning the contact points of ignition apparatus or the surface of a commutator on a starting motor or a lighting dynamo. There is something known as "cuttlefish paper," which is finer than the finest quality of sandpaper and which is very well adapted to this operation. Cuttlefish paper is not regularly carried by hardware stores, but it may be obtained from dental supply houses.

Home Made Cement.

Four parts of iron filings, two of lime and a fifth part of common salt mixed to a paste with vinegar make an excellent cement for spark plugs, for connecting pipes, etc. When carefully mixed this cement will stand compression and heat and can be air-dried.

Bluing Metal.

The car owner who does his own repair work sometimes finds it necessary to "blue" small bright objects, such as screws. This may be done by placing them on a piece of sheet iron and holding them over a fire until they assume the desired color.

To Clean Spark Plugs.

An excellent method of cleaning spark plugs, or in fact any mica surface, is to wash them first in a 10 per cent solution of acetic acid, which is an infallible solvent of grease and carbon deposits. The plugs should then be washed off with gasoline and finally dried by rubbing them with a cloth.

Sam's Alibi Was Good.

Aurora, Ill., Aug. 9.—"Judge, you should tell me why I should do my father-in-law the favor of burning his store when he has good insurance and I don't like him." Samuel Minnus of Chicago asked Justice Dutton when he was arraigned charged with arson. Minnus was charged with firing his father-in-law's store because he advised his daughter against withdrawing a divorce suit. The judge freed Minnus.

Truck Tires Keeping Pace With Development of Car

One of the first rubber companies to apply itself to the problem of producing tires for the modern motor truck—the most efficient carrier since the locomotive, was The Goodyear Tire & Rubber Co., Akron, O. In the evolution of the pneumatic truck tire, this company with its extensive research facilities, has played a most prominent part.

In many respects the introduction of the motor truck has not been unlike that of the locomotive some 90 years ago. When the locomotive was ushered in to a wondering and incredulous world, its sponsors entertained fanciful visions of its future importance as a carrier, but their "iron horse" was still little more than a giant toy. Road conditions absolutely prohibited its use. Then followed a period during which the steel track was perfected.

First the rails were of hardwood strips, then ribbons of iron were placed on these wooden rails, next all-iron rails, a little later a light "T" rail and now the heavy rail of today.

The adaptation of the motor truck to present day traffic uses has been accomplished by conquering just as trying conditions as those confronting the locomotive of nearly a century ago. Gas makes the giant go, but without a suitable track of tires—of rubber, the sap of a tree—its commercial advantages would be limited.

The first trucks were fitted with solid tires, for at that time no other tires were available. But the Goodyear company began immediately to develop a tire that would permit the motor truck to branch out into a broader field of service. The advantages of pneumatic equipment were apparent and now thousands of truck owners are adopting them for use in every conceivable kind of service.

DISTILLATE

We are now ready to accept orders for Furnace Distillate, to be delivered over the Winter months. A phone call will bring our salesman.

OMAHA OILS

"Best in the Long Run"

Omaha Refining Company

City Sales Department

5th St. and Avenue H (East Omaha). Phone Webster 900

When Cadillac Meets Cadillac

Have you ever noticed the pleasant look, the interested wave of the hand when one Cadillac owner meets another on the road? There is a look in the eye of each as though he thoroughly understands and appreciates how pleased the other owner is with his car.

There is a reason for this understanding between Cadillac owners when they meet, because every Cadillac owner knows the complete satisfaction that he and his family are enjoying from the use of their Cadillac. He knows that the other owner had good judgment when he decided on a Cadillac. He knows what everybody says about Cadillac, particularly now the boys who return from "over there," and stability, permanence of satisfactory performance, is but one of the reasons for that keen look of interest between the owners of Cadillac cars.

Conditions at the factory are slowly becoming better, and deliveries of Cadillac cars may very soon increase.

The type of car you desire may become available, so why not order now? We have filled orders in the same rotation as they were received, and we thank our customers for their patience and assure them that they will not regret having waited for their Cadillacs. Those who ordered first, naturally receive delivery first.

Order your Cadillac now for Fall delivery. Or, better still, see us and find out what type and size of Cadillac will be available first.

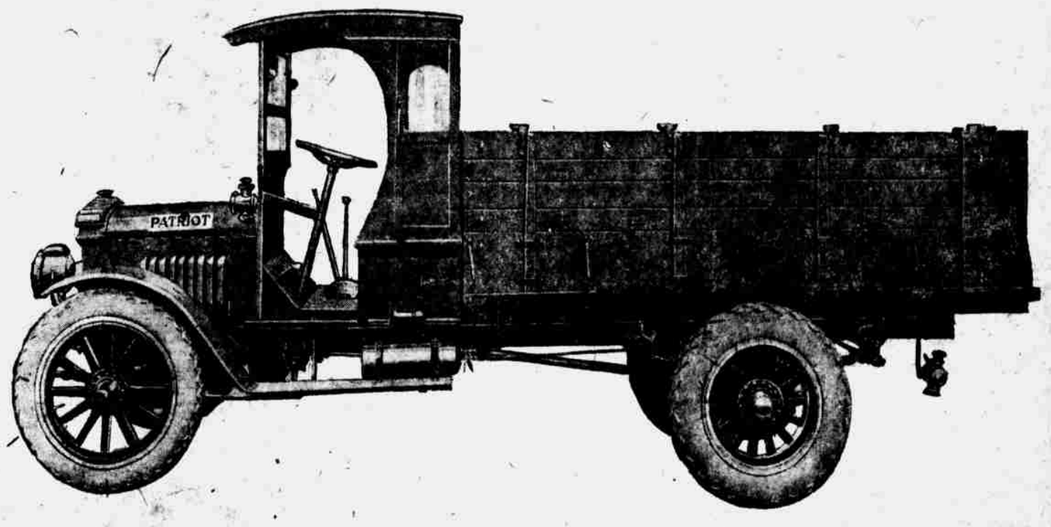
J. H. Hansen Cadillac Co.

J. H. HANSEN, President.

Omaha Lincoln

PATRIOT

America's FIRST Farm Truck



Built for Country Roads :-: Built for Farm Loads

Patriot Trucks are built in one of the largest factories in the United States devoted exclusively to the production of Motor Trucks, and are sold on the basis of actual performance.

The attitude of the Hebb Motors Company and of every one of its distributors is identical—"Our interest only begins when we deliver the truck."

Another reason why the Patriot is the logical truck for the western buyer is the fact that the Patriot factory is located within easy reach, outside of the freight-congested manufacturing centers—where quick action can be secured, if service or repairs should ever be required.

Write for Circulars and Full Information

Hebb Motors Company

Manufacturers

Lincoln, - - - Nebraska