

ESSEX CAR PUT TO SEVERE TEST IN HIGH GEAR

Driven Over 1,372 Miles of Rough Roads Under Eye of Special Observers.

Locked in high gear, a stock Essex touring car has just completed the most remarkable demonstration of automobile endurance ever planned or undertaken in Vermont, according to word just received by Guy L. Smith.

"Driven by E. W. Williams of Bennington, Vt., the Essex covered 1,372 miles under the eyes of official observers. Throughout the trip not a single mechanical adjustment of any kind was necessary. At night the car was left in charge of the police at the towns visited.

"The road taken covered most of the main highways of Vermont and some in New Hampshire. The two biggest grades surmounted were the Searsburg mountain climb between Brattleboro and Bennington and Union Hill in Brattleboro. The Searsburg mountain rises from an elevation of 1,750 feet above the sea level to 2,350 feet in a distance of one and one-tenth miles. The Union Hill shows a rise of 100 feet in two-tenths of a mile.

"The gasoline used averaged 16.8 miles per gallon, which is considered a wonderful record because of the bad road conditions encountered and the steepness of the grades surmounted. Three-quarters of the journey was made over roads soaked with heavy rains. Only once on the journey did the oil indicator get low enough to permit the addition of a quart of oil. Two quarts of water were added to the supply in the radiator during the test.

"At the end of the run, which occupied a little over two weeks, the official observer reported that 'if there is any difference, the car showed more power than it did at the beginning.'

Racine Rubber Firm To Build Houses for Use of Its Employees

Two hundred modern houses will be built by the Racine Rubber company for the employees of their factories at Racine, Wis. The contract has been awarded to the William Adams company, Chicago contractors, and plans have been made to start the work at once.

In describing this proposed housing development, Horace DeLisser, president of the Racine Rubber company, stated that they recently purchased a 60-acre tract of land situated in Racine near to the company's plants, and this will be used exclusively for employees' houses. It is the purpose of the company to

The Alley Garage



MACK EASED OUT FROM A SIDE STREET RIGHT IN FRONT OF A BIG CAR WITH WORN OUT BREAK LININGS GOING AT ABOUT 25 MILES

develop this property into an attractive residential park. The 60-acre tract has been laid out in lots 40x100 feet and the houses, with modern improvements, will be built upon these lots in double-detached style. Each 40x100 lot, according to the plans, will take care of two houses and permit of an open space of ground all around them which can be used as a lawn.

Push Out Your Clutch When Starting Motor

"Why push out the clutch?" A good many people ask this question, says Elmer Rosengren of the Nebraska Storage Battery company. "What's the use of pushing out the clutch when you start your motor, as long as the shift lever is in neutral and there is practically no load on the engine?" The question sounds like a logical one, but as a matter of fact it is based on a wrong supposition. There is really a considerable load on the engine, just on account of the shaft and gears that must be turned. Just try this test if you want to see how much this load amounts to.

Turn your engine over by hand some morning with the clutch in. Then have someone hold the clutch pedal down or fasten it down with blocks and try it again. If you turn the engine over rapidly you'll see that there is quite a difference and the lead is much greater when the engine spins at the rate the starting motor turns it. It pays to keep in mind the fact that thickened oil has a very definite braking action and this action is very greatly lessened when you push down on your clutch pedal.

Liberty Auto Exhibits Increase at County Fairs

That the automobile visits with farm machinery in attracting the attention of state and county fair visitors in various parts of the country is verified by reports received by the Liberty Motor Car company of Detroit from the large number of their dealers who conducted Liberty exhibits at fairs this fall. J. E. Fields, director of sales, has this to say of the interesting facts collected. "Our dealers have been

unusually persistent in their efforts to secure a large supply of literature for various fairs this fall. On investigation, we found that twice as many of our dealers were exhibiting as during any previous year. Evidently they considered these fairs a productive opportunity. And there is every reason to believe that this is true, not only in the case of the Liberty, but of practically every other motor car manufactured. "It is safe to say that during the past two years or more the amount of attention which fair visitors devoted to automobiles has been, if anything, greater than that paid to farm machinery, judging from the statements of our people. Even in states which are primarily agricultural is this true."

In Towing.

When it becomes necessary to employ a team of horses to pull a car out of the mud or sand, the ultimate humiliation in any event, be careful to use as long a tow rope as possible. Not only does this permit the team to get a better footing, but it allows the engine to be used to help the animals without fear of sudden lunging forward into the team.

CHEVROLET TO OPEN FACTORY BRANCH ON ROW

To Have Extensive Service Facilities for Chevrolet Owners in New Farnam Street Store.

In order to more efficiently serve the ever-increasing number of Chevrolet owners in Omaha and vicinity, the Chevrolet Motor company has recently completed arrangements for the establishment of a direct factory branch in this city which will be located at 2215 Farnam street.

When completed, this new store with its splendid appointments and extensive service facilities for Chevrolet owners will be one of the finest automobile sales quarters in this section of the country.

Through this direct factory branch, the citizens of Omaha and vicinity will now be able to do business direct with the Chevrolet factory and factory representatives. This will insure all Chevrolet customers the most careful and courteous treatment in all dealings.

In speaking of the new Chevrolet branch, Mr. E. W. Fuhr, who has recently been appointed manager, said "We are here to serve you, to satisfy you and thereby build up the Chevrolet business in this community."

New Ajax Factories Are Located at Jackson, Mich.

Horace DeLisser, president of Ajax Rubber company, Inc., has just announced the purchase by the Ajax Rubber company, Inc., of 110 acres of land in Jackson, Mich.

On this newly acquired property, new Ajax factories, to cost approximately \$2,500,000, will be erected. Work will be started at once as the present production facilities of the Ajax company are being strained to the limit in an effort to keep pace with the ever-growing demand for Ajax tires and Ajax tubes.

The new plant when completed will enable the Ajax Rubber company practically to double its output. The Chamber of Commerce of the city of Jackson has completed arrangements for providing 600 new houses in Jackson. These will all be reserved for occupancy by Ajax employees and their families. Work on the new houses will begin at once. They will be ready for occupancy upon the completion of the new plant.

Breaks Long Vow For Son.

London.—"When I was 25 years of age I made a very solemn vow that I would never become surety again—not even for my own father," said James Picknell, 62, when asked to become surety in \$150 for the good behavior of his son, James, 30, charged with theft. He reconsidered the matter and agreed to become surety, but it was discovered he was not worth the amount.

Victor Roos Adds Tire Department to His Growing Business



VICTOR H. ROOS.

Another step in the expansion of his business has been taken by Victor H. Roos, who is known as "The Cycle Man," having been active as distributor for Harley-Davidson motorcycles and bicycles for a number of years.

The new branch added by Mr. Roos consists of a complete stock of Stronghold tires and tubes. Mr. Roos has contracted for the exclusive sale in Omaha for these tires, which are manufactured by the Rubber Products company of Akron, O., a concern of large responsibility and 21 years of manufacturing experience of rubber products.

"The construction of these tires compares favorably with the highest grades of tire and although the price is not the highest, it does not sell for a price as low as the average cheap tire," says Mr. Roos, "for I do not believe in selling an article which is not of the highest quality and which I cannot recommend to my friends."

Mr. Roos has now a complete stock of Stronghold tires and tubes of all sizes and treads, both fabric and cord, and quite a number of sales have already been made to Omaha concerns who have been waiting for the Rubber Products Manufacturing company to come back from the service of Uncle Sam.

Wants Mexico to Extend Recognition to the Poles

Mexico City, Oct. 4.—P. F. Salukowski, reported by newspapers here to stand high in the councils of the Polish government, has arrived in Mexico City on what is said to be a diplomatic mission looking toward recognition of the Polish republic by Mexico. Use The Bee Want Ad columns to rent that vacant room.

Kokomo Rubber Firm Organizes Force In State In Short Time

The Kokomo Rubber company branch, recently established here, has been making great headway in organizing its sales force in this territory. According to A. L. Ream, manager of the Omaha branch, at least two-thirds of the state has been organized and approximately 85 dealers are now pushing Kokomo tires.

The Kokomo people have really made a record in organizing the state. Their Omaha branch was opened on August 4 and through the efforts of Mr. Ream and his territory men, A. W. Franke, who has charge of the western part of the

state, and George Glenn, who has charge of the eastern part of the state, this exceptional showing has been made.

Well Known Salesman of Tires Joins Sprague Firm

J. C. Cunningham, one of Omaha's best known tire salesmen, has left Fisk to connect with the Sprague Tire & Rubber company, a city salesman. Cunningham has been with the Fisk people six years and knows the inside of the tire situation in Omaha, as well as any other individual.

He began his duties for the Sprague company this week. "I believe the automobile drivers are gradually swinging to the idea of quality in tires, as in everything else," said Cunningham. "The Sprague tire certainly is a quality tire in every respect."

Willard

"T. R." Insulation Beats Re-insulation

"T. R." stands for "Threaded Rubber" of course—the insulation found only in Willard Batteries with the red trade-mark. The insulation that lasts as long as the plates, so that 90% of those who buy The Red Trade-Marked Willard have no re-insulation bills to pay.

There's a lot more of interest to you on this battery question. Come in and talk it over.

Nebraska Storage Battery Co.

20th and Harney. Phone Tyler 2920.



Announcing the Re-Appointment of Noyes-Killy Motor Company

AS DISTRIBUTORS FOR OMAHA AND SURROUNDING TERRITORY FOR THE

KING 8

The reunion of the Noyes-Killy Motor Car Company with the King Motor Car Company is, in truth, a two-sided testimonial.

It proves conclusively the belief and estimation in which one company is held by the other. For three years and up to the Summer of 1918, the Noyes-Killy Motor Company were "King 8" distributors for the territory for which they have again contracted.

The lapse of one year, during which time the "King 8" was not represented in Omaha by the Noyes-Killy Company, did not prove entirely unfruitful. First, it emphasized to the King Motor Car Company that in losing the Noyes-Killy Company they lost a very valuable representative; second, it proved to the Noyes-Killy Company that in losing the "King 8" they lost a very reputable and salable motor car.

So it is with no little pride on both sides that this announcement is made. Already the Noyes-Killy Company are planning to extend their scope of service to present and future King owners. In addition to Omaha Sales and Service, they will shortly open a Sales Room and Service Station at Lincoln, Nebraska, and are at present dis-



THE ROAD-KING—The Latest King Model.

tributors for the "King 8" for Kansas and Missouri territory, with headquarters at Kansas City.

The "King" is one of the two makes which introduced the eight-cylinder car in this country. Since the appearance of the first "King," it has made friends and made good in this and in fifty-six foreign lands.

Today the car is better than ever. From long experience in dealing with owners, who are discriminating and particular, we are able to say with confidence, that the "King 8" will satisfy you no matter what qualifications. It will more than satisfy your desire for power, and it has more speed than you will ever care to use. It is always first in the get-away. When it comes to hill-ability and high gear flexibility, and riding and driving comfort, a demonstration will tell you more than all we could say or write on these particular points. For a car of its size and weight, the "King" is surprisingly economical

on oil, gasoline and tires. As Mr. Killy so aptly put it a few days ago, "The 'King' is the best eight-cylinder car on the market today for general-all around use."

You are cordially invited to inspect the latest "King" models, which are now on display at the Farnam Show Rooms.

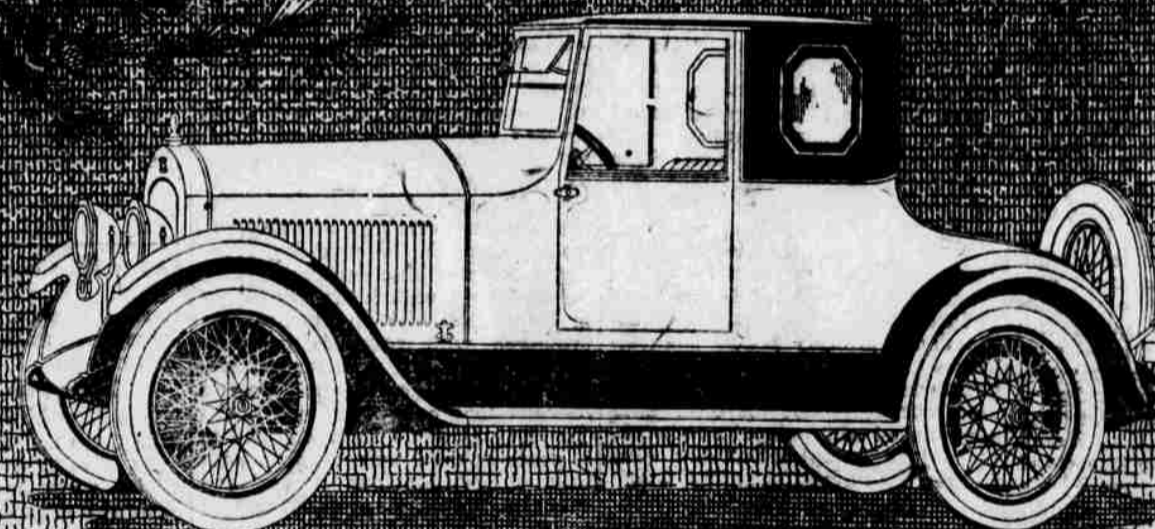
King Motor Car Company, Detroit

Noyes-Killy Motor Company

2066-68 Farnam Street

1721 West McCon Street, Kansas City, Mo.

Lincoln, Neb.



Cole Aero-EIGHT

The Aero-EIGHT has the restraint of true art. Its boldness is tempered by a whimsical touch of the unconventional. It is refreshingly different without being flamboyant, and though it appeals instantly to the connoisseur, it is equally as impressive to the most casual observer. It is a creation of peculiar fascination for those seeking the exclusive and the new.

Prices guaranteed against reduction during 1919

DeBrown Auto Sales Co. Wholesale Distributors for Iowa and Northern Nebraska. Some Good Territory Open for Live Dealers. 2210 Farnam St., Omaha, Nebraska. 1414 Locust St., Des Moines, Iowa.

Traynor Automobile Co. Retail Distributors. 2210 Farnam St. Phone—Douglas 5268.

Cole Motor Car Company, Indianapolis, U. S. A.

There's a Touch of Tomorrow in All Cole Does Today