

NOBBY CORD TIRE FOR TRUCKS HAS SAVING POWER

Meets Eight Requirements in Which the Solid Trucks Were Found to Be Lacking.

The Pneumatic Truck Tire. In 1909 the development department of the United States Tire company commenced an investigation of the possibilities of a pneumatic truck tire. In 1910 they experimented with many casings, endeavoring to get the most perfect tire. And in July, 1911, the first pneumatic truck tires in the world were made at the Detroit plant of the United States Tire company.

These tires were placed on a Reliance truck belonging to the Detroit factory. This old Reliance truck has been running on "Nobby" tread tires since that day and giving satisfactory service at the Kitchener plant of the Dominion Tire company, the Canadian subsidiary of the United States Tire company. The truck is now on a tour of 5,000 miles throughout the United States, having been in Omaha the early part of last week enroute to Kansas City.

First to sense the need for a pneumatic tire for trucks; first to supply that need; through experiment, development and improvement, first to incorporate every betterment in pneumatic truck tire construction—the "Nobby Cord" truck tire of today is the result—and holds the place of "first" among pneumatic truck tires.

Air Cushion Needed.

A decade ago the engineers of the United States Tire company looking forward to the truck tire of the future, could "feel" the coming trend of the pneumatic type. Producing solid truck tires at this time, the experts could see their deficiencies in certain classes of truck operation as well as their excellence in others.

The goal of the United States Tire company was to produce for truck owners a tire that would meet at least eight requirements, in which the solid type was lacking.

1. Less operating expense.
2. Increase in speed—meaning an enlargement of the hauling radius.
3. Reduction in mechanical repairs and vibrations.
4. Decrease in gasoline consumption.
5. Decrease in fuel consumption.
6. Greater traction.
7. Elimination of breakages.
8. Less deterioration.

Every one of these requirements has been achieved in the "Nobby" cord truck tire.

The motor truck is a business investment. It must produce a profit and the more work it is capable of doing the greater this profit will be.

With the pneumatic tire equipment the earning power of the truck is enlarged because these tires give greater speed, convenience, safety of cargoes, less vibration, more mileage per gallon of gas and less oil consumption.

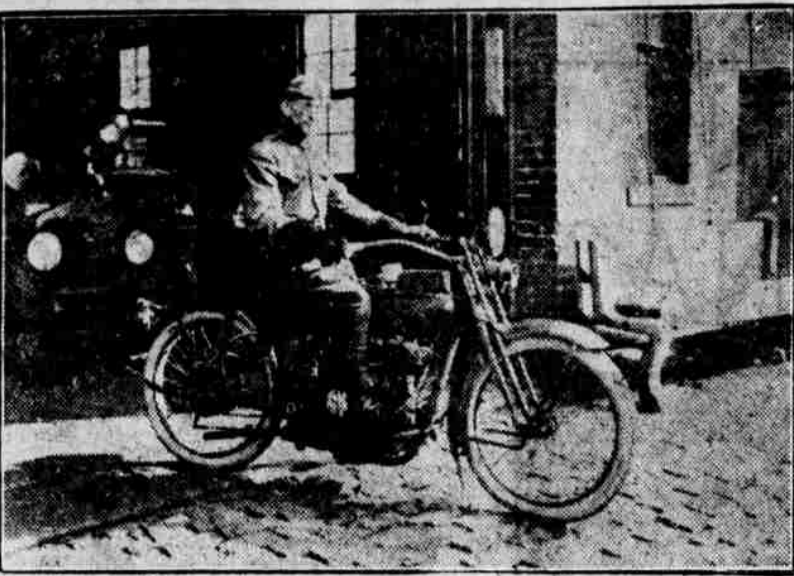
All of these advantages of the pneumatic tire are facts proved by the acid test—the verdict of truck owners.

Every tire user, especially one who knows that phenomenal mileage on one tire in an isolated case means absolutely nothing; but when an entire set renders 15, 20, 25, yes, in some instances 36,000 miles, it proves something. It proves that all "Nobby Cord" pneumatic Truck Tires are made to stand hard usage.

Cleaning the Muffler.

In cleaning the muffler, after the part has been disassembled and the parts cleaned with kerosene, it is well to go over all the holes designed to break up the gas with a sharp punch or fine taper reamer, to make sure that these holes have not been reduced in size by the accumulations of burned oil or carbon.

Officers Have New Mounts



Like the U. S. Army—Standard equipment for Omaha's finest. vet. officer Trapp leaving on an emergency call.

Riding Comfort and Less Grief Features Of Milburn Electric

Automobile owners and dealers all agree that to the average motorist the greatest appreciation of the motor car comes from its comfortable riding qualities and its ease of operation.

It is a well known fact that the ordinary car owner is not a mechanic; he understands little about the fine points of an automobile engine and he has but few opportunities to indulge in any great bursts of speed.

There is no motor car made as easy to drive as the modern electric. Two operations in the electric and you have reached the same state of progress as with 13 operations in the ordinary gas car. There is no possibility of confusion, of doing the wrong thing at the wrong time. Accidents, many of which are caused by irresponsible drivers stepping on the accelerator instead of the brake pedal are impossible in the electric car.

Honors Old Tires That Did Him Good Service

How conditions have changed with regard to tire performance finds an illustration in the case of Hope Brewer of Atholmer, B. C. Not so many years ago tires were anathema, and few words of praise came their way. Nowadays tire users find so much satisfaction in their tires that they are continually boasting of them to their friends. Mr. Brewer is so proud of two United States nobby treads that gave him good service that he has hung them up in his garage as trophies of many years of pleasurable motoring.

On one of these tires Mr. Brewer got a mileage of 18,850 and on the other 19,700. The mileage record was noteworthy, but not so much so as the number of years they gave service. The tires were part of the equipment of a car which Mr. Brewer bought in 1912. One of the tires ran until the end of 1918, and the other has just ended its usefulness.

Nobby treads are a favorite tire in many sections, especially where roads are none too good.

MAXWELL TRUCK MAKES RECORD ON LONG TOUR

Overloads, Muddy Fields or Slippery Hills Fail to Stop This Sturdy Truck.

The lightest, lowest priced one and one-half ton entry in the national motor truck development tour which ended at Milwaukee several weeks ago after traveling over 3,000 miles through the six richest farming states of the middle west, made the best average for consumption of gasoline, oil and water, according to F. O. Clough, sales manager for Western Motor Car company. It traveled the same rough roads and carried its share of the overloads from soft fields as the other participants. The truck was a Maxwell.

A stock of one and one-half ton trucks was taken from production without preliminary "tuning up" and placed in the long demonstration tour in competition with the best in

ESSEX MAKES NEW RECORD ON MOTOR CAR PRODUCTION

Starting Less Than a Year Ago the 20,000th Was Turned Out Last Month.

What has been hailed by engineers as the greatest production record in the history of the automobile industry was completed on Monday, October 27, when the 20,000th Essex motor was swung from the engine assembly line to the test block in the Hudson factory in Detroit.

Cleaning Brass Castings.

Brass castings may be cleaned of greasy deposits by boiling them in potash or lye.

Auto Is Changing All the Habits of the Farmers for Buying

"In nearly every community, no matter how small, the local business men admit that the automobile is rapidly changing the buying habits of the rural public," says Walter S. Johnson, Stephen distributor of the Mid-City Motor Supply company.

Luxury and Endurance.

"Built to the highest quality standards, the Essex combined the luxury, performance and endurance of the most costly cars on the market with the utmost economy of operation," said Guy L. Smith, local dealer. "It filled a real transportation need. From the very first its wonderful performance held the attention of the motoring world."

Traynor Delivers All The Cars He Can Secure

"It is impossible to keep cars on our sale rooms floor," says Lon J. Traynor, Cole 8 dealer. "We are delivering all the factory can furnish us. Open cars, roadsters, closed cars, anything at all. We recently delivered two very pretty jobs in the city of Omaha, one seven-passenger finished grey, to Thomas T. Warren, a bond and investment broker, and a five-passenger sport model to J. A. Whalen."

Auto Club Notes

George B. Harrison, one of the members of the Omaha Automobile club, found it interesting during the touring season to make a note of each automobile from outside Nebraska or Iowa, jotting down the name of the state as he noticed it. He happened to see nearly 100 cars from 27 different states and his casual check makes it evident that automobile tourists visit Omaha from the four corners of the country.

His list of number of cars observed from different states is as follows: Maine, 1; Vermont, 1; Massachusetts, 4; Connecticut, 1; New York, 6; New Jersey, 2; Ohio, 1; Florida, 1; Alabama, 1; Mississippi, 1; Louisiana, 1; Tennessee, 1; Indiana, 2; Michigan, 4; Wisconsin, 1; Illinois, 8; Minnesota, 4; South Dakota, 3; Montana, 1; Wyoming, 3; Missouri, 7; Kansas, 9; Oklahoma, 3; Colorado, 5; Oregon, 1; California, 11; Texas, 4.

"I think this is indicative of a widespread touring habit that will assist itself upon motor car owners in this country and which has a big significance for Omaha," he writes to J. L. Haskin, secretary of the Automobile club. "The gypsy in all of us can be responded to when we take a car out for a vacation, and extended short tours will be fashionable in this country and increase rapidly as the good roads are paved."

Cadillac President Looks Into Next Year

"One of the reasons why so many people are disappointed in getting the things they want and need, is that they do not prepare," said R. H. Collins, president of the Cadillac Motor Car company, in discussing the motor car outlook for 1920. "The fact that I knew I would want a rifle in November, caused me to order it last spring. As a result, I was not disappointed. I got the rifle when I wanted it."

"Neither the Cadillac company nor its distributors want to be placed in the position of disappointing so many people as were unable to provide themselves with our cars this year. It may be remembered that a year ago, immediately following the armistice, this company announced that it would resume normal production of motor cars as rapidly as conditions would permit. At the same time, we expressed our belief that it would not be possible to build in 1919 all the Cadillac cars the world would want."

"The prediction was well-founded as many people can testify. During the last few months our distributors have been compelled to decline many orders for motor cars, simply because the forehand buyers had already placed orders sufficient to absorb the year's production. It appears now to be reasonably certain that the same conditions will obtain next year. Undoubtedly the Cadillac's war record has measurably heightened the public's appreciation of the car, which means that the Cadillac market is much wider than heretofore—and even before the war it never was fully supplied. We can do no more than present the facts as we see them."

Why Distilled Water Is Best for the Battery

Putting ordinary water in a battery is a good deal like putting dirty ice in a refrigerator. Once or twice may do no harm, but the trouble piles up and everything happens at once.

"When a storage battery is built," says Elmer Rosengen of the Willard Service station, "it has in it all the elements necessary to insure satisfactory operation. Nothing can get out of it except the water that evaporates, and nothing can get into it unless it is contained in some form in the water that you add. If the water that you put in every week or so to make up for the amount that evaporates contains ever so little iron in any form or other substance this will remain in the battery. A little more is put in each time, and soon there is enough to interfere with proper action, and your battery wears out much more rapidly than it should."

"If distilled water only is added there is no chance of foreign substances working their way in and consequently the battery plates will give better and longer service."

Tops.

Mohair tops should be cleaned frequently by dusting off and brushing briskly with a stiff brush. On the other hand, pantosote tops are best cleaned with a soft brush dipped in water in which a little ammonia has been placed, after which the top should be rubbed dry. Pantosote curtains may be treated in the same way. Do not use gasoline or kerosene to clean the tops.

Overland 4

Tested 250,000 Miles
Three-Point Cantilever Springs
Greatest Improvement Since
Pneumatic Tires

OVERLAND 4 has been put through the most thorough and severe test possible. 250,000 miles of mountain trails, desert sand, heat, cold, mud and dust, demonstrated the quality of every part of the car long before we began manufacturing.

This remarkable test showed conclusively that Three-Point Cantilever Springs, exclusive with Overland, are the greatest improvement in riding comfort since the introduction of pneumatic tires.

They protect the car from road shocks and prolong the life of every part.
They enable the wheels to hold better to the road. They give greater comfort under all road conditions.

They do away almost entirely with side sway and rebound which twist and rack the car.

Diagonal attachment of the Three-Point Springs at both ends of a 130-inch Spring-base gives the steadiness and smooth riding of the heavy car of long wheelbase.

Equipment is complete from Auto-Lite Starting and Lighting System to Marshall Divan Spring Upholstery.

Come in and see this car. Ask for Booklet. Overland 4 Touring, \$845; Roadster, \$845; Coupe, \$1325; Sedan, \$1375; Prices f. o. b. Toledo. Price subject to change without notice.

100 inch Wheelbase

Omaha VAN BRUNT AUTOMOBILE CO. Council Bluffs
732-4 Farnam St. Distributors Western Iowa and Eastern Nebraska. 18-20-22 Fourth St.
Some territory available. Wire or write quick.

Cards on the Table

You can't make any storage battery last forever—that's a fact.

You've got to keep it filled with water and test it, just like a tire has to be kept filled with air, or it will cost you money.

Some day—if you have an ordinary battery—it's sure to have to be re-insulated, no matter who made it.

But—if you'll buy a Willard Battery with Threaded Rubber Insulation, you'll get clear away from the biggest cause of battery troubles. The insulation will probably last as long as the plates.

Drop in and ask us any question you can think of. We're here to give you the kind of help, service and advice that make friends.

Nebraska Storage Battery Co.
20th and Harney. Phone Tyler 2920.