

## MAP ROUTE FOR BIG TRUCK TRADE JOURNEY IN JULY

Omaha Distributors Enter Trucks in Run; Mileage Covered to Be Sufficient To Judge Cars.

The Motor Truck Tour Association organized by the truck men of Omaha last week has announced through O. A. Wilson, of Andrew Murphy & Son, the route which has been mapped for a truck trade tour. July 19th to 24th is the time set for the run and the mileage covered will be sufficient to prove the staying qualities of the various trucks.

According to Mr. Wilson, between 20 and 25 trucks will be entered in the run and about 15 Omaha truck distributors will make entries.

During the first day of the run, the truck convoy will pass through the following towns, Omaha, Papillion, Springfield, Louisville, Manley, Weeping Water, Aroca, Otoe City, Dunbar, stopping at Nebraska City for the night. During the second day, Julian, Auburn, Howe, Stella, Shubert, Verdun, stopping at Falls City for the night. On the third day, Salem, Dawson, Humboldt, Pawnee, Table Rock, Steiner, Tecumseh, Vesta, Crab Orchard, Filley, stopping at Beatrice for the night. Fourth day, Plymouth, De Witt, Crete, Dorchester, Friend, Exeter, Fairmont, McCool, stopping at York for the night. Fifth day, Benedict, Stromsburg, Osceola, Shelby,

Rising City, stopping at David City for the night. Sixth day, Union, Ulysses, Dwight, Valparaiso, Topeka, Weston, Wahoo, Ithaca, Ashland, Gretna, Millard, finishing at Omaha.

### Ralph Hitchcock Is New Secretary for LaFayette-Hayward

Ralph Hitchcock, formerly with the local Packard organization, has been appointed secretary of the LaFayette-Hayward company.

Hitchcock has been connected with the automobile industry since leaving school in 1908. Since that time he has been connected with the engineering department of three factories. In 1913 Hitchcock came to Omaha as a salesman and since that time has developed a considerable acquaintance among Omaha motorists.

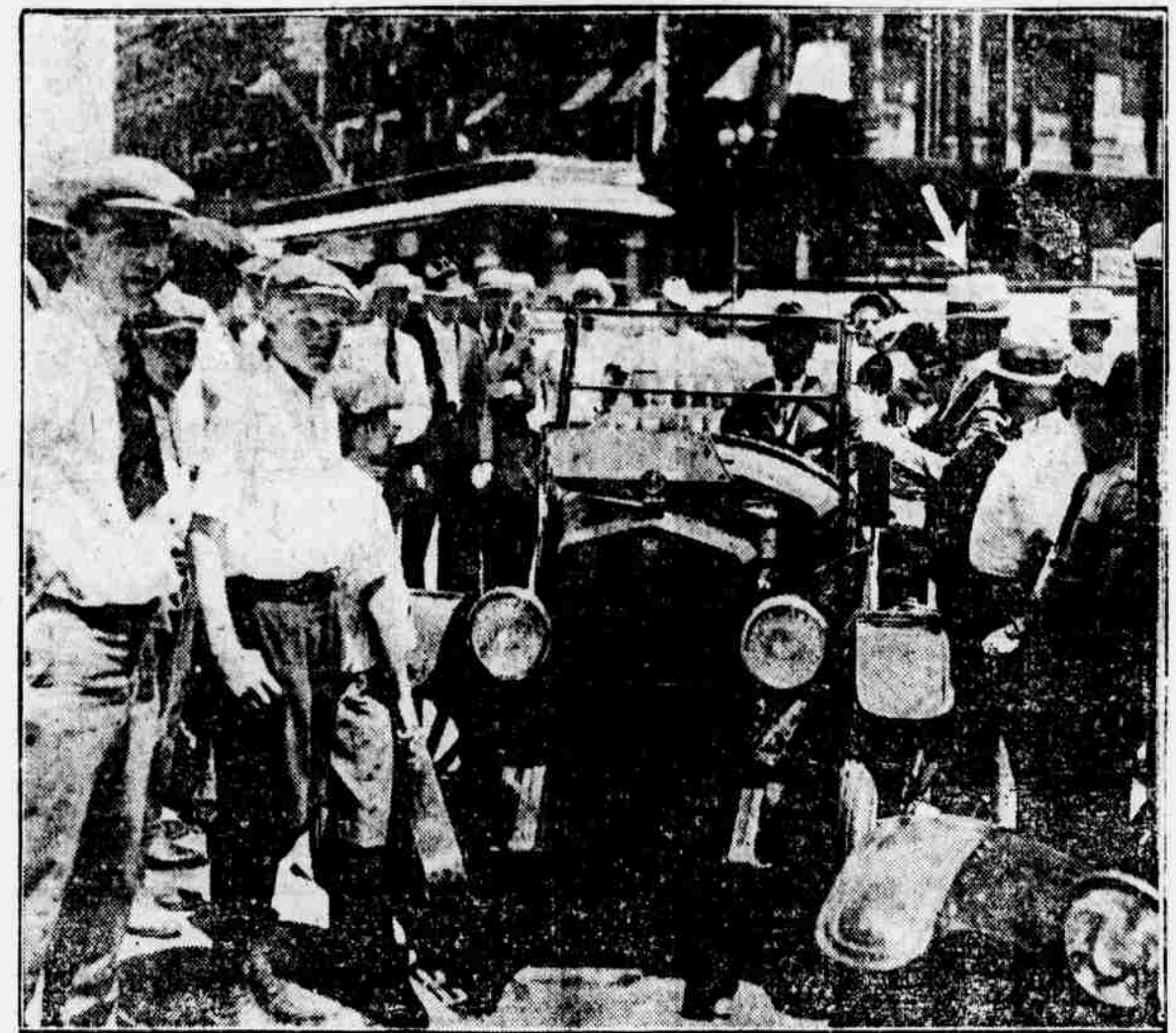
During the war Hitchcock served with the bureau of aircraft in the production department. During a recent convention of the LaFayette Motor company, Indianapolis, the LaFayette chassis was completely disassembled and inspected by various LaFayette distributors throughout the United States.

Those witnessing the assembly of this car declare that the LaFayette is truly a scientifically built car, and, according to all theories of automobile engineers, it should render excellent service.

Caterpillar tractors will be employed in the lumbering districts of Valdivia, Chile, and probably be the solution of the difficulty in moving heavy timber during the rainy season which often lasts for nine months.

The United States is 50 days ahead in the production of gasoline.

## Essex Makes Trial Run on Gallon of Gas



In order to dispel any doubt which may remain in the minds of skeptical motorists regarding the mileage which the Essex automobile will

cover on a gallon of gasoline, Guy L. Smith, Hudson and Essex distributor, arranged to have one of Omaha's prominent men, whose integrity is unquestioned, buy the gasoline and measure a gallon which was used in Friday's gasoline record run.

Strange to say, Friday's record was the best of the week, in spite of the fact that the asphalt pavements were very soft and, too, in spite of the fact that it was necessary to negotiate a very steep hill in order to

avoid a collision. The above picture shows Robert S. Trimble, president of the Omaha Chamber of Commerce, filling the certified gallon tank on the Essex car making a record of 36.5 miles Friday, July 2. The review of the Essex records made during the week shows consistent performance. Monday's record was 30 1/2 miles to the gallon; Tuesday, 31.9 miles to the gallon; Wednesday, 34.2 miles to the gallon; Thursday, 35.8 miles to the gallon and Friday, 36.5 miles to the gallon.

### AUTO COMPANY EQUIPPED FOR RICH AND POOR

Security Motor Company Has Automobiles of Different Makes for Different Pocketbooks.

Being equipped to meet all corners is the policy of the Security Motor company, according to a recent assertion of Manager Charles R. Gardner. "It seems just as logical to me to have a variety of motor cars to select from as it does for a clothing merchant to have different grades of clothing ranging from moderate priced clothing to better grades of clothing."

"The automobile business, in a sense, is similar to the clothing business. The clothing merchant has inexpensive clothing which perhaps serves the purpose just as well as expensive clothing. Individual tastes and fancies are not catered to in the cheaper grades of clothing. This same condition exists in the case of the automobile. We have the inexpensive car designed to meet the requirements of the man who is seeking motor transportation at a minimum cost, then a car built by a manufacturer who has taken into consideration more of the details which appeal either from a standpoint of appearance or from the standpoint of consistent performance."

Next comes the car with an appeal to the motorist who is inclined toward originality. A man who takes a great deal of pride in having a car which will meet more extraordinary conditions. A car which includes numerous inside finished details and par excellent coach work.

In choosing our cars, we have kept these things in mind and we believe that our lines of automobile will appeal to the average motorist. We have the Premier, Velle, and Skelton. One of these models is most certain to come within reach of every man's purse."

### J. H. Hansen Holds Picnic and Barbecue At McCann's Lake

The J. H. Hansen Cadillac picnic and barbecue, which was held at McCann's lake, Valley, Neb., Saturday afternoon, June 26, was a real feast and a success from every angle, according to Mr. Hansen.

All sorts of athletic games, including swimming and fishing, were arranged and the Hansen crowd had a virtual monopoly on McCann's lake until late in the evening.

This picnic is part of a program which Mr. Hansen has inaugurated to show his appreciation of the local support which all members of his organization are giving.

He feels that aside from getting an immense amount of personal pleasure from organization gatherings of this sort, they serve to make all employees feel a personal as well as a business interest in each other.

### Franklin Makes Immense Mileage on Gallon of Gas

At the Chamber of Commerce Friday noon, Clark Powell, just for information, asked H. Pelton what was in fact the greatest mileage ever secured from one gallon of gasoline. Mr. Pelton's answer of 80 miles was astonishing to other members who were enjoying their luncheon at the same table. This record was made in 1917 when the Franklin company put on a national contest for the purpose of obtaining certified results. The New Haven, Conn., dealer made the greatest mileage, which was 82.2 miles on one gallon.

The national average was 40.3 miles. Here at Omaha the Franklin touring car was driven to Fremont, Neb., on one gallon of gasoline.

### SALE OF AUTOS IN COUNTRY IS ALMOST NORMAL

Business Picking Up Says Charles Hannon of Western Motor Car Co.

Country automobile business, according to Charles Hannon, jr., of the Western Motor Car Co., showed decided improvement last week. In fact, Mr. Hannon felt that the past week was almost up to normal.

This seems to indicate that country bankers are beginning to realize the vital necessity of keeping this branch of transportation going full blast.

Conditions, so far as discounting automobile paper is concerned, seem to be relieved in a good many localities.

Another important factor is the stimulus which the automobile business received last week in a recent rain which helped corn tremendously.

### Essex Car Makes New Record In Run From Norfolk to This City

To cap the climax of the national Essex week, F. D. Burnett, Essex distributor at Norfolk, Neb., hung up a record for the fastest time made by an automobile between Norfolk and Omaha.

In spite of heavy roads in many places and two detours, adding approximately six miles to the distance between Norfolk and Omaha, Burnett made the 131.6 miles in two hours and 56 minutes, according to official Western Union timing. This beats Burnett's record made in the fall of 1917. At that time Burnett made the run from Norfolk to Omaha in a Hudson Super-six in three hours and 26 minutes.

A very interesting fact in connection with the record established Saturday was brought to light when Burnett announced the fact that the car which he drove to Omaha making this record of two hours and 56 minutes was his Essex demonstrator, which had been in service since May 26, 1919. This car at the present time has 11,000 miles to its credit.

### Essex Makes 1,778 Miles On 100-Hour Nonstop Run

The Essex 100 hour nonmotor stop run which was conducted on the sales floor of the Guy L. Smith Motor company, finished Friday afternoon at 4 o'clock, after completing 1778.8 miles. The record on the 100 hour car which has been traveling the open roads of Iowa and Nebraska was not available at the time this story was written.

One of the interesting facts in regard to the 100-hour Essex on the show room floor was that the motor was cool enough to hold your hand on after completing this hard task. This motor averaged better than 17.8 miles per hour during the 100 hours, so no attempt was made to keep the motor cool through idling or any other means.

### SAVE by reducing gas consumption.



GILL PISTON RING CO. S. E. Cor. 20th and Farnam OMAHA, NEB.

## "Be A Packard Owner"

# REMOVAL SALE

Starts Wednesday Morning, July 7th

We will move into our new building about August 1st. Every used car and truck must be sold before that date.

### All Our Exchanged Packards

Have been completely OVERHAULED  
Have been completely RE-PAINTED  
Have been completely RE-TIRED  
Have been completely RE-TOPPED  
GUARANTEED SAME AS NEW.

One 1st series Touring Car.

Four 2nd series Touring Cars.

Two 3rd series Touring Cars.

Two Cadillac Model "57" Touring Cars.

One Winton Touring Car.

One Franklin Coupe.

One Chevrolet Touring Car.

One Moline Knight Touring Car.

One Stutz "Bearcat" Roadster.

## TRUCKS

Packards - Republics - G. M. C.  
Denby - Master - Little Grant

TERMS TO RESPONSIBLE PARTIES

"Ask the Man Who Owns One"

## Packard Omaha Company

3016 Harney Street

TELEPHONE HARNEY 10

## ANNOUNCEMENT!



THE SPLENDID success of the steady increase of sales and repeat orders on the LIBERTY SIX AUTOMOBILE has compelled us to move to larger quarters. So we have taken over the building at 2054 Farnam St., directly across the street from the POWELL SUPPLY CO., where our Sales and Service will be handled and with this new location we have much better facilities for our Service and show room, where we have on display our different models of LIBERTY CARS.

We invite you and your friends to visit with us at our new home.

## Omaha Liberty Auto Co.

WM. McCOLLUM, General Manager

2054 Farnam St.

Tel. Douglas 3483

BEE WANT ADS BRING RESULTS

## WESTCOTT

The Car with a Longer Life



BACK OF ALL automobiles we must depend on the sincerity of the makers. Westcott manufacturers have put the best they can buy into this supreme car. A talk with any Westcott owner will satisfy you that "long life" is not merely a talking point but a very real fact. You'll hear some unusual experiences in mileage and service if you'll investigate.

### Standard Motor Car Co.

CARL CHANGSTROM, Pres.  
2020 Farnam Street Omaha, Neb.  
Quality Cars and Square Dealing. Our Sixth Year.

## DODGE BROTHERS BUSINESS CAR

It is hard to imagine a business needing delivery at all which could not profitably use a car so even in service and so economical in cost.

### O'BRIEN-DAVIS-CORP. AUTO CO.

OMAHA, NEB.  
1814-1818 FARNAM ST.  
TYLER 123

COUNCIL BLUFFS IA  
103 SO. MAIN ST.  
COUNCIL BLUFFS 631

