

New Record for Production Set By Cadillac Co.

Manufacturing and Delivering Most Cars in Its History, Yet Can't Overtake Orders.

By R. H. COLLINS, President and General Manager, Cadillac Motor Car Company. That numerous groups of persons whose vocation apparently consists in seeking every opportunity to "view with alarm" has been recently concentrating its entire attention on the automobile business.

The way the situation looks to the cheerless eyes of these despondent folk, the automobile industry is "facing its most desperate crisis" and "confronting its most hopeless problem."

They have discovered to their own satisfaction—and they announce their discovery with unholly glee—that the automobile industry has positively reached its long-looked-for saturation point.

These propagandists of calamity would have the automobile manufacturers shut down their works and the automobile merchants close their doors against the ruin which they see impending.

Industry Best in Years. They have spread their gloomy gospel so industriously that the first question of every visitor coming to Detroit is:

"What's the matter with the automobile business?"

As manufacturers, we answer for ourselves that production and shipping conditions are so much better than they have been for a long time that we are daily establishing new records in the manufacture and delivery of Cadillac cars.

Last month's production was the largest August output of automobiles in the 17 years' history of the Cadillac Motor Car company.

For more than two months we have maintained a daily high-water mark of production, with a very noticeable increase of efficiency throughout all our plants.

Way Behind Orders. And in spite of this record-breaking production we have not been able to catch up with our orders.

Notwithstanding we are delivering more automobiles than ever before in our history, we cannot succeed in supplying cars quickly enough to satisfy the men and women all over the country who want to own Cadillacs.

Certainly, the manufacturers, distributors and buyers of Cadillac cars are not aware that anything is wrong with the automobile business.

We see no need to "view with alarm." For us this is a time to "point with pride," as it should be for every manufacturer who regards himself as a trustee bound to give a full dollar's worth of value to the men who make and sell the product and the people who buy it, and a fair measure of profit to the owners of the business.

Owners' Service Department. A few nights back all the lights on my car went out, the starter would not work, seemed to stick, but the horn was all right and the motor would run. The shop here told me the battery was weak and the generator was not adjusted right.

What adjustment is there on a generator? What do you think caused the trouble?

A. No doubt a "dead" battery, or one that is so weak that it cannot supply current for anything but horn and ignition. The mechanic may have been right in saying the generator needed adjusting, for he concluded the charging rate was too low for your driving. The generator adjustment he referred to was the third brush adjustment, in which one brush is shifted to increase or decrease the charging rate.

Q. How can I stop the brakes on my car from squeaking every time I stop?

A. Good lining properly applied won't squeak. Cheap lining usually squeaks, especially when it is very dry. Squirt a little kerosene over the lining surface.

Q. I am about to trade a new car and want to get wire wheels, but from what I hear they are liable to come off the axles. Is there any danger of this?

A. A "smart" owner probably told you that. Wire wheels will come off if they are put on as they ought to be. The locking device must be drawn up tight and then you never have to worry.

Practical Paragraphs. Convenient Tongs. It is possible to make a pair of tongs that are convenient for removing nuts, etc., from the mud pan by plating the ends of two pieces of number 9 wire each 30 inches long. Five inches from the end a hole is drilled through each wire and through these holes a bolt is thrust and fitted with nut. This completes the tongs, which will be found invaluable for picking small objects out of the mud pan or from around the motor, etc.

Ball Bearing Adjustment. Ball bearings must not be adjusted so that they are too tight or cramped. A small amount of looseness is necessary. When bearings are fitted with adjusting nuts the nuts should first be made tight and then backed off until the bearings turn freely. Since the bearings are very sensitive to adjustment, a slight change in the position of the adjustment nut will make a lot of difference in the adjusting of the bearing.

Cold Air and Missing. In some cars it is possible for cold air blowing on the inlet manifold to cause so much condensation that the forward cylinder will develop habitual missing. This may be cured by fitting a metal shield in such a way as to deflect the air from the manifold at that position.

About Keyways. When a keyway becomes worn the best thought of the owner is to file the channels larger and fit a larger key. To do this often weakens the metal seriously and it may be found that a preferable way is to weld new metal into the old slot and then cut a new keyway to fit the old key.

How to Clean Spark Plugs. The best method of cleaning spark plugs that have become fouled with oil is to boil them in a solution of washing soda and

Omaha Motor Truck Co. Recapitalized



JOE D. CULLIS, SKOGSLUND PHOTO

J. D. Cullis, president of the Affordable Motor Truck corporation, has returned to Omaha for a short visit after having spent the last several months in New York reorganizing and recapitalizing the company. The new capitalization in this company is \$1,000,000. The original plant of the Affordable Motor Truck corporation, manufacturer of the Affordable Speed Truck unit, is located in Omaha and the purpose of Mr. Cullis' visit here is to re-establish the local plant on a full production basis. Additional plants are also operating in Williamsport, Pa., and Newark, N. J.

With the reorganization of this company its quality of production has been greatly improved up to a point where it now increases the hauling capacity of the Ford car 100 per cent.

The Affordable Truck units are now used in practically every part of the world, the export business of this company having greatly increased during the past six months.

Insulation as Important As Auto Battery Plates

"It seems strange to many, even in the automobile trade," says Elmer Rosen, general service station dealer, "that insulation should be as important as battery plates, yet such is the case. Plates cannot continue to take charge and supply current unless they are each adequately protected against the neighboring plates on either side."

"A great part of the difficulty in manufacturing satisfactory battery insulation results from the fact that the insulation must permit current to pass freely yet must completely insulate one set of plates from the other."

"Threaded rubber insulation has become popular among car builders and users because it has such a rare combination of desirable qualities."

Miss de Milhau, wearer of the Croix de Guerre, is a motorcycle speed cop in Southampton, L. I. In 1916 Miss de Milhau went to France with a motor ambulance equipped for work in the war zone.

Auto Users Have Power to Cure Gas Shortage

Drivers Wasting 10 to 50 Per Cent of Fuel by Over-Rich Mixture, Says Omaha Packard Dealer.

"The gasoline shortage, which is sending prices up and causing talk of putting automobile owners on rations, can be cured by the auto users themselves if they will take a little trouble," says William A. Hurst, president of the Packard Omaha company, local distributor of Packard cars. "Hundreds of drivers are wasting gas every mile by feeding their engines too rich a mixture, and it is not too much to say that if this could be stopped there would be a surplus instead of a shortage of gasoline."

"There are a good many reasons for this waste. A rich mixture makes it easier to start an auto, especially in cold weather. Last winter a good many drivers set their carburetors with this in mind, and they have not taken the trouble to thin the mixture during the warm weather. But even in the cold weather they were using too much gas, except in starting, and spending a good deal of wasted money just for the sake of that little convenience. Probably few of them knew how much it did cost, and would be startled if told that it amounted to from 10 to 50 per cent of their gas bills."

"Gasoline Economizers." "The apparent success of the so-called 'gasoline economizers' is proof of this. These 'economizers' are mostly made of naphthalene, which is the same stuff as moth balls, and after examining a good many of them the United States Bureau of Standards reports that they do not save gasoline at all. Yet there are hundreds of people who will tell you that they have increased their mileage from 15 per cent to 100 per cent since they used the stuff."

"They have, too, but it was not because of the 'economizers.'"

"Moth Balls" Not Necessary. "The secret is in the instructions which go with these patent 'moth balls.' Those instructions are always very careful and explicit, and advise the adjustment of the carburetor so as to reduce the proportion of gasoline to air, and of course, increase the mileage per gallon just so much. Drivers can prove this for themselves if they will follow the instructions about the carburetor, and then throw the naphthalene stuff into the sewer. They will get just as good mileage."

"A good many people do not know just what is the most efficient setting for their carburetor, and all ways have the mixture a little too rich to be on the safe side. If these people will come to the service station at 3016 Harney street, we will be glad to show them just how their carburetors should be adjusted. Of course this is not confined to Packard owners. The saving of gasoline is a matter of great importance to every one, and we are glad to do our share."

W. E. Gannaway of Kansas City, Mo., is the only legless automobile driver in the United States.

First Winton Built in 1896 Had Wire Wheels



The tremendous changes which have been made in automobile construction during the past quarter-century are apparent from this photograph of the first Winton automobile, manufactured in Cleveland in 1896. Compared with the Wintons of today the machine appears antiquated.

The only things about the machine which have a modern appearance are the wire wheels and tires. The wheels appear much the same as those now in use, even though the present day wire wheels are commonly supposed to be a modern innovation in car equipment.

Although the tires used on the machine look like those in use at present, they are in reality as antiquated in design and construction as the machine itself. They were the first tires built by the B. F. Goodrich Rubber Co., and had more than a dozen plies of fabric and treads an inch and a quarter thick.

The tires were built at the request of Alexander Winton, president of the Winton company, and Goodrich tires have been standard equipment for every model of Winton cars since then. In a letter to the Goodrich company recently, Mr. Winton said:

"The first automobile tire made in America by the Goodrich company was at my special request for use on the first Winton automobile manufactured in 1896. Six years later you also furnished us with the first clincher tire made in this country."

"It is a matter of personal pride that my original choice of tires should have proved to be one of such universal satisfaction as Goodrich."

New Franklin Prices. In keeping with recent reductions in the price of New Franklin automobiles, H. Pelton, Omaha distributor, has made corresponding reductions in the prices quoted in his "double discount" used car sale.

The complete price list has been revised in accordance with the current prices of cars. Where reductions have been announced corresponding reductions have been made in used car prices.

In regard to Marmon prices, Pelton asserts that no reductions will be made. A telegram from W. C. Marmon, president of the Nordyke & Marmon Co., states positively that no reductions in Marmon prices will be made. President Marmon further asserts that they stand ready to prove to all interested that the percentage of profit on Marmon cars is now considerably below that of competing lines.

Cylinder Head Wrench. It is possible to make a special wrench for the back cylinder head and rocker arm assembly cap screws on six cylinder engines by reversing the handle of an open end wrench designed for use on the Ford fly-wheel.

Cole Eight Engine Is Easy to Work On

Accessibility to All Parts Is Big Feature Attracting Automobile Buyers.

In these days when motor car economy is of vital importance, the accessibility of the various parts of motor car make distinct appeal to the car owner who gives his car the general attention it requires, or to the garage repairman, because either way it means a distinct saving in the hours of labor put in a car. Accessibility has always been one of the big features of the Cole Aero-Eight motor. For example, the first Cole Eight engine had removable cylinder heads, an advancement in design which today has been generally adopted in the automobile industry.

Other features of the original Cole were integrally counter balanced crankshaft and exterior water pump, aluminum pistons, heated intake manifold—in fact, many fundamental features now incorporated in practically all motors.

The design of the cylinder blocks of the new Cole Aero-Eight engine, set at angles of 45 degrees, gives a clear valve alley between the two sets of cylinders, in which is housed the carburetor, easy of access; the wiring manifolds are so arranged that they may be reached without effort.

The distributor, the generator, in fact every subsidiary unit of the engine is within easy reach, should adjustment be necessary.

Kerosene Will Cut Valve Stem Carbon. A very simple way of cleaning valve stems which are under suspicion of harboring carbon deposits is to inject a little kerosene in the air valve of a carburetor while the engine is running. In this way a little of the kerosene finds its way down the valve stems and softens and washes off the carbon. It is no bad idea to do this once a month or so.

In Panama there are 1,401 motor vehicles registered in the Canal Zone.

New Manager In Omaha For Davenport Tire



J. W. DILLRANCE

Announcement was made recently to the effect that J. W. Dillrance had taken over the management of the Davenport Tire and Rubber company, located at the Davenport garage.

Dillrance was at one time manager of the Farnam Tire and Rubber company, Omaha, and later associated with Kopac Bros. as a special representative.

The Davenport Tire and Rubber company are selling Republic Tire and Automobile Accessories. A 100-ton tire press has recently been installed to press on solid truck tires.

Deflating Tubes. A cotter pin is useful on occasion to help deflating an inner tube that has been punctured by a nail or in such a way that it still holds the air. The cotter is compressed with pliers, and the end is passed through the tube wall, after which it is allowed to spring open. This opens up a large hole to permit the air to pass out quickly.

A total of 48,692 motor vehicles were in service with the American expeditionary force. Of this number there were 8,000 passenger cars and 26,000 trucks.

Traction Waves Keep Auto Tires Rolling Up Hill

Under - Inflation Increases Burden and Wear, Miller Rubber Company Man Says.

"A curious thing about tires is that they continually roll up hill, asserts Robert C. Burlan, manager of the Miller Rubber company, Omaha branch. 'This is due to what is scientifically termed 'traction wave,' but what is popularly called 'bulge.' Both terms mean the expansion of that portion of the elastic carcass of the tire, which by weight and forward pull, is forced just ahead of road contact."

In motion, the tire is continually attempting to run over this traction wave which, just ahead always eludes it. Incidentally under-inflation increases the wave.

On a plain road, the wave runs round and round, and round the tire. But a tread design with a backbone ribbed or cogged, has been found effective in dividing and in breaking it off each side, according to Miller tire men. Some treads are cogged; some are smooth, some indented, but a purpose of all of them is to provide maximum traction to overcome this wave.

The tread must provide also for minimum road resistance, for minimum injury to the carcass underneath and for maximum road wear. Like the soles of shoes, a tread must absorb direct wear. Different kinds of service have their individual effects. Scuffing, skidding, spinning, tearing effects of rough roads—all these have a tendency to promote rapid wear.

When a tread is torn or badly worn it should be taken to a competent tire surgeon. He will tell whether it is worth a repair.

It has been estimated that the saturation point of automobiles will not be reached until the world has 30,000,000 cars. Today it has approximately 10,000,000, of which the United States has 7,800,000.

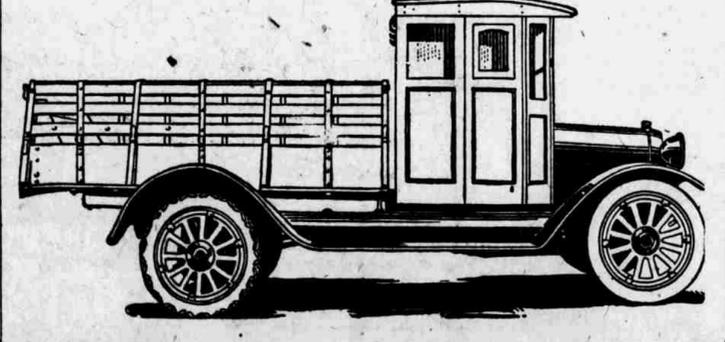
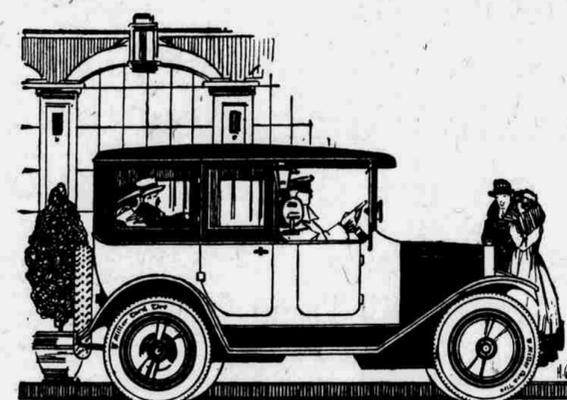
REO

Reo Speedwagons are just as different from competing trucks as this advertisement is from our competitors' advertising.

Mark this statement as the truth and go to your nearest Reo dealer for a detailed explanation. Let him tell you why.

A. H. Jones Co.
HASTINGS, NEB.
Distributor for Southern and Western Nebraska.

Jones-Opper Co.
OMAHA, NEB.
Distributor for Eastern and Northern Nebraska and Western Iowa.

Million-Mile Road Tests to Prove Tires

Men are everywhere telling remarkable tales about Miller Tire mileage now. Don't let those tales mislead you. It is true that Miller Cords, in countless cases, yield 20,000 to 25,000 miles. But other men, under differing conditions, get 10,000 to 12,000 miles. Miller Tires are uniform—that's their great distinction. But conditions are not uniform. Over-size or under-size, care, load and road affect the service greatly.

A Thousand Tires

We wear out at our factory a thousand tires yearly, to compare Miller mileage with all rival tires. These are rear-tire tests, and conditions are extreme. We use under-size and over-loads, to get a quick comparison. In one set of tests, on Miller Cords, we average 15,000 miles. In another—with under-size tires on heavy cars—we average 10,000 miles.

Must Excel Others

We run these test tires some ten million miles a year. But not to get mileage figures. We test the Millers against their rivals, under similar conditions. And the object is to see that Millers maintain their supremacy.

Miller Tires

The Most Talked-about Tires in America

Cords or Fabrics Gearing-to-the-Road Registered U. S. Patent Office

THE MILLER RUBBER COMPANY

WHOLESALE ONLY 2220 Farnam, Omaha. ROBT. C. BURLAN, Mgr. Phone Douglas 8924.

MILLER SERVICE DEALERS

<p>—OMAHA—</p> <p>DOWNTOWN</p> <p>COMBINATION TIRE MFG. CO., 1504 Cass Street. Telephone Douglas 3872.</p> <p>CUMING TIRE REPAIR CO., 1512 Cuming Street. Telephone Douglas 3944.</p> <p>LATTA TIRE COMPANY, 619 So. 16th Street. Telephone Douglas 3235.</p> <p>J. B. WHITLEY, U. S. Vulcanizing Co., 229 So. 13th Street. Telephone Douglas 4602.</p>	<p>WEST SIDE</p> <p>CENTER STREET GARAGE, 5840 Center Street. Telephone Walnut 977.</p> <p>DUNDEE GARAGE, 4918 Dodge Street. Telephone Walnut 584.</p> <p>LEAVENWORTH HEIGHTS GARAGE, 4322 Leavenworth Street. Telephone Walnut 4743.</p> <p>NORTH SIDE</p> <p>HENTER & LOWE, Bulck Service Station, 3529 No. 16th Street. Webster 624.</p> <p>SCHOLLMAN BROS. HARDWARE CO., 414 No. 24th Street. Telephone Colfax 42.</p>	<p>SOUTH SIDE</p> <p>RELIABLE TIRE & REPAIR CO., 4715 So. 24th Street. Telephone South 4194.</p> <p>COUNCIL BLUFFS</p> <p>LAND & MCKINLEY, 37 South Main Street. Telephone 769.</p> <p>LAINSON & ROBERTS COMPANY, 29 Fourth Street. Telephone 4685.</p> <p>ROY WILSON GARAGE, 15th and Broadway. Phone 4430.</p>
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