

Eliminate Vibration - In Motor Designed For New LaFayette

The latest result of automotive engineers' struggle to remove vibration from automobile motors is con-

tained in the eight cylinder LaFayette engine. D. McCall White, designer of the LaFayette, has given his newest creation five main bearings instead of the orthodox three. The crankshaft is a hollowed drop forging of large diameter and as every crank throw and connecting rod is located between two main bearings, the rigidity of the shaft is so nearly perfect as practically to

eliminate vibration of all engine speeds. The V motor throughout is remarkable for its lack of complexity and newness of parts. While the A. C. C. rating is 33.8, this power plant develops in excess of 90 H. P. at 2,750 R. P. M. and produces high power from very low engine speeds over an unusually wide range-up to 3,600 R. P. M.



Let us offer a little timely advice—Don't be misled or misinformed regarding the Cadillac situation.

Long before Christmas, this year, our supply of Cadillac enclosed cars will be delivered. Then it will be a case of waiting thirty, sixty or even ninety days for delivery.

We urge you to anticipate your wants now. Cadillac distributors do not exaggerate conditions concerning the supply of Cadillacs. We say:

"Buy Now for Christmas"

J. H. HANSEN CADILLAC CO.
OMAHA LINCOLN

Red Arrow Essex Makes Fast Time On Fremont Trip

Emergency Run of 41 Miles Over Choppy Roads Accomplished by Amateur Driver in One Hour.

The Red Arrow Essex cars, which have traveled to and fro across the continent and been put to numerous grueling tests for speed and endurance, have several times been detailed to perform important missions such as carrying government mail and serving in other utility roles.

The car pictured above, now in the hands of Guy L. Smith, was pressed into service recently to make an emergency 41-mile trip at a very fast clip.

This car was driven by a man who makes no claim to being an expert driver and the 41 miles was driven in one hour. The return trip after dark took one hour and thirty minutes. A number of detours were necessary, both coming and going, and the roads, generally speaking, were very rough and choppy.

According to Guy L. Smith this is conclusive proof that an Essex will make records even when handled by men who have never driven an Essex car before.

Oldsmobile Company Trade Is Increasing During Dull Period

"We feel that the progress made by the Nebraska Oldsmobile company during the past three years is worthy of attention," asserts J. R. O'Neal, general manager of the company.

"Even during the period when many dealers are complaining about business slowness our business has kept up a steady pace, increasing year by year and month by month. In fact our business has outgrown our present quarters to such an extent that we are erecting a \$300,000 home, which will be ready some time very soon."

"Several things have been responsible for our success, particularly during the past few months. First, our price was not advanced materially during the era of price advances. This fact kept the public confidence within our grasp at all times. It has been our policy, too, to provide excellent service facilities and maintain a harmonious organization, trained to treat all customers in the same manner as we would expect to be treated when we are the customer."

"These things have been largely responsible for our steady retail and wholesale business. They are responsible for the necessity for larger quarters even during a dull period."

Stunt Flying Is New Advertising Scheme Of Motor Salesman

A unique way of thrilling those who would be thrilled and advertising to those who are receptive has been in vogue this week at the Grant headquarters.

Brooks, an aviator with numerous hours of flying to his credit and a careless regard for his remaining days, has undertaken to provide the thrills while an equally daring salesman from the Grant organization, (we think his rent must be due) has been bombarding the city of Omaha with literature regarding the Grant automobile.

Mahoney, the salesman, claims to have had numerous pleasant experiences in circling the various skyscrapers of Omaha. He said he went so close to some of the windows that he could almost read the mail on the desks. And smiles from pretty maidens were so numerous as to tempt him to make a second trip.

"Klimbing Kate" Shod With Miller Tires

In southern California there is a passenger touring car which has been called "Klimbing Kate." In its travels the car has covered a considerable portion of California, particularly in the mountain section.

Besides two round trips up the coast, the car has visited Lake Tahoe three times, been to Big Bear Valley once, and made a very strenuous trip through the Sequoia national park.

"In 'Kate's' travels she is shod with Miller tires—the original equipment. The car has crossed the Sierra Nevadas at least seven times at altitudes of from 7,000 to 8,000 feet. Adding together the various altitudes at the summits crossed, and taking into consideration only those that have exceeded 4,000 feet, we have a total altitude record of approximately 30 miles.

Battery Advice Too Common, Service Station Man Says

"Battery advice is free," says Elmer Reengren of the Nebraska Storage Battery company, "and like all free products it is a drug on the market. It is estimated that if a car owner would try to do all the things suggested by the trade papers, the car builders and the battery manufacturers, he would have no time to drive, to attend to business or keep up a speaking acquaintance with his family."

"As a matter of fact, a battery does not need a great deal of care, and the average driver gets good results by putting in a little water every week or so, and making regular calls at the service station."

Acid Proof Wood

When the storage battery is carried in a wooden box there is always trouble from the acid slopping over and eating the wooden box. Wood may be made proof against acid by painting with a mixture of six parts wood tar and twelve parts resin. These ingredients are melted together in an iron kettle, after which eight parts of finely powdered brick dust are stirred in. The surfaces are first thoroughly cleaned and then pointed with this mixture warm.

Record-Breaking Essex



Texas Woman Has Touring Record

Mrs. H. J. Lutchter, 80, Recently Completed 300,000 Miles of Travel in Auto.

In her 80th year, Mrs. H. J. Lutchter of Orange, Tex., who for many months of the year virtually "lives" in a Pierce-Arrow, recently completed more than 300,000 miles of touring. Early in October she arrived in New York after having been on the road since June.

"My only regret is that I must take a train back to Texas," she said, "but I must be back in time to celebrate my 80th birthday anniversary in my own home. I have been in all but five states of the union besides traveling by motor through five countries of Europe."

"And next year I plan to tour again in Europe with my grandson, who plans to attend the International Rotary conference at Edinburgh, Scotland."

On her next European trip Mrs. Lutchter intends to take her largest Pierce-Arrow, which recently was equipped with a new sedan body.

"I used to say I never would tour in a closed car," said Mrs. Lutchter, "but during the last two or three years I have had such delightful and pleasant trips in my closed car, that I much prefer it for touring. And I notice an increasing number of closed automobiles on the road. With this type of car I can have it as warm or as cool as I desire and I also have protection from dust and rain."

Mrs. Lutchter's touring record is the more remarkable when it is realized that few men have traveled as far as has this woman of advanced years.

Making a Magnet

It is possible to magnetize a file by taking about a dozen turns of a strand of the cord to which a lighted electric bulb is attached. This will give enough magnetism to the file to permit of its use for picking up small parts, screws, nuts, etc., that have fallen into inaccessible places.

Parking of unattended motor cars on Fifth avenue and other main traffic streets is forbidden in New York City.

Cadillac Plans For Busy Season

Advertising Manager on Tour Of West Proves Supply Unable to Keep Up to Demand.

John A. Cleary, advertising manager and sales promotional manager for the Cadillac Motor company of Detroit, was a guest of the local Cadillac organization Friday. Mr. Cleary has been making a tour of the central-west in an effort to gather data regarding the prospects for the coming season.

At the luncheon given in his honor at the Athletic club, Friday noon, Mr. Cleary went into detail in regard to the various problems which confront the manufacturers today. In the case of the Cadillac there is little or no anxiety regarding the future business.

Mr. Cleary was armed with statistical information which pointed out quite clearly that there was no likelihood of the supply of Cadillacs catching up with the demand. Naturally the factories take advantage of the winter months to catch up on production and to get their dealers' stock in shape for summer business. This condition exists each winter. In Mr. Cleary's opinion, however, Cadillac dealers need have no fear regarding the future.

Douglas Motors Moved

The Douglas Motor company has moved its general sales headquarters to 2416 Farnam street.

Road Conditions

Lincoln Highway (West)—A little rough, but passable in comfort. O. L. D.—Rough to Gretna; fair to Lincoln; good from Lincoln west. King of Trails—Rough from South Omaha to Fort Crook; fair from there to Plattsmouth and Nebraska City.

Washington Highway (North)—Rough for a mile or two out of Florence; generally fair. Blue Grass Trail—To Red Oak, good.

White Pole Trail—To Des Moines, excellent condition. Custer Battlefield Highway—To Sioux City, rough.

Mexican Bandits Cut Off Hands of Brother Captives

Scores of Young Men, Victims of Rebel Barbarity, Are Forced Into Lives of Beggary.

By LOUIS P. KIRBY, International News Service Staff Correspondent.

Mexico City, Mex., Oct. 16.—Scores of young men, some of them little more than boys, with both hands cut off, are living reminders of the barbarities practiced during the recent revolutions in Mexico. They are condemned to a life of beggary, and are among the multitude of beggars soliciting alms in the streets of this city and elsewhere throughout the country.

They were mutilated by bands of brigands calling themselves revolutionists. The most active of the bandit-rebels in the work of mutilation it is said, were the Zapatistas.

It was the usual thing to hang captured members of an enemy force. The men whose hands were cut off were usually laborers engaged in the work of repairing damage to the railroads and other property wrought by the rebels.

When the railroad track was torn up the government would send bands of laborers to make repairs. Some of these laborers fell into the hands of the rebels. Many in addition to having both hands cut off lost both ears under the knives of their captors.

Without hands the unfortunate men have been unable to earn a living by labor. It is even impossible for them to receive alms in the usual way, and the charitable must drop their gifts into the pockets of the mendicants.

As most of these maimed men are young, their appeals for aid will probably keep fresh in mind the horrors of the revolutions for many years to come.

Don't Use a Reamer. Never use a reamer on the inside of a pipe. The scale inside a pipe caused by the flux in welding or brazing is as hard as glass and will turn the edge of any reamer that was ever made.



Oldsmobile

15,000 MILES ON TIRES

50% Greater Fuel Efficiency

Zero-Balance Roadability

Less Annual Depreciation

Traynor Auto Co.

2200 Farnam Street

Phone Douglas 5268

OLD SMOBILE
Six \$1450

F. O. B. Factory



You may look up and down the columns of your newspaper until your eyes are weary,

BUT

You won't find a better car for the money than the Olds.

Even considering recent price reductions no car has reached the Oldsmobile class yet!

Think it over. \$1450 F. O. B. factory for a perfected and beautiful SIX.

Nebraska

Oldsmobile

Company

J. R. O'Neal, Gen. Mgr.
2559 Farnam Street
Phone Tyler 1770

DODGE BROTHERS BUSINESS CAR

Merchants count it an investment where returns are actual and provable.

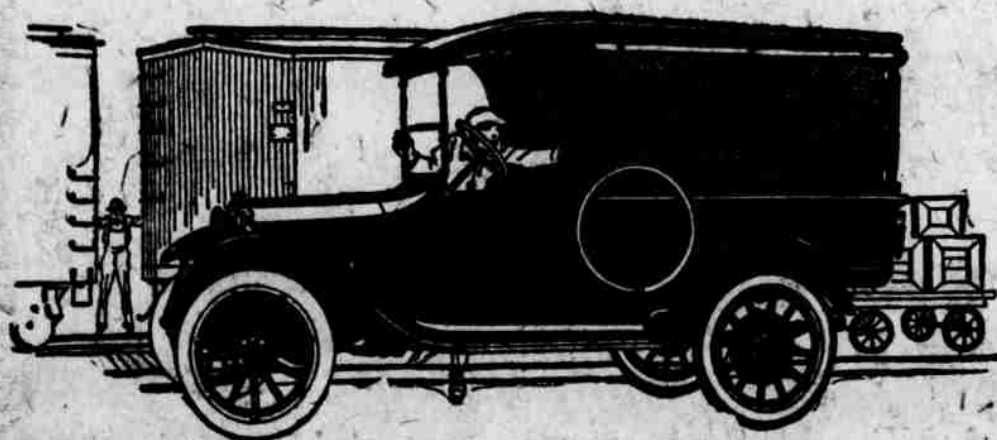
The expense of maintenance is comparatively insignificant.

The gasoline consumption is unusually low
The tire mileage is unusually high

O'BRIEN-DAVIS-EDD AUTO CO.

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

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



REO

The Acme of Simplicity

Do you realize that you hear very, very few complaints about mechanical trouble from Reo owners.

That's because the construction is simple and accessible as well as perfected.

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.

