

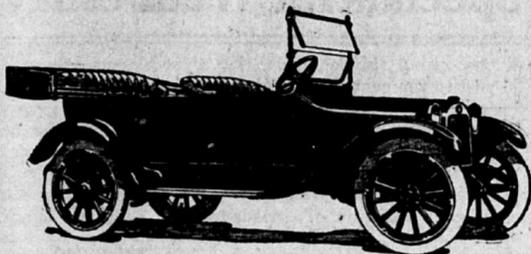
AUTOMOBILE SECTION

DODGE BROTHERS MOTOR CAR

Satisfying the demand which the goodness of the car creates is still our one great problem.

Dodge Brothers works are attaining the proportions of a city in themselves, but the demand grows in excess of the expansion.

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



\$810 Delivered

Ayer Manufacturing Company

Phone 886 723-725 Main St.

Willard

Looking for Facts?



There are a lot of things you ought to know about the electrical system on your motor car. We'll give you a booklet full of valuable suggestions.

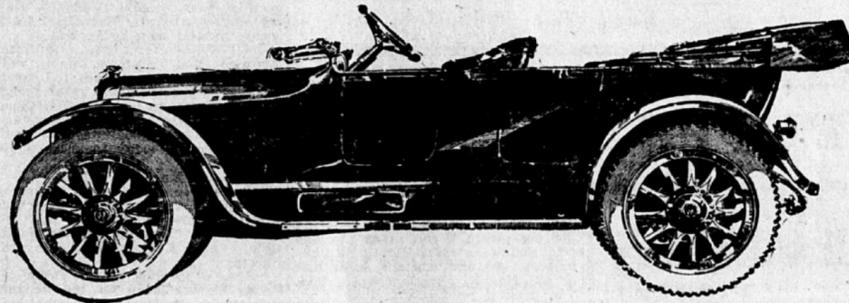
Keokuk Electric & Battery Shop

WILLARD SERVICE STATION
1001 Jonnson St., Keokuk, Ia.
Free inspection of any battery at any time

Willys-Knight

\$1125

f. o. b. Toledo



Model 84 B

See the Sensational Willys-Knight Motor at the Fall Celebration

This is the motor that appeals to every true economist. For it improves with use—the longer it runs, the smoother, the sweeter and more powerful it becomes.

The sliding sleeve valves of the Willys-Knight motor get smoother and smoother. Each 1000 miles you run adds to its economy and efficiency.

No Willys-Knight motor has ever worn out. No carbon troubles, no pounding, no banging, no valve grinding.

A Willys-Knight will be on display at Keokuk's Fall Celebration, in front of the Keokuk National Bank.

Be sure to see it. Ask us to explain its operation to you.

OVERLAND-IRWIN CO.

1019-1021 Main

Phone 882

FEW HINTS FOR WOMEN MOTORISTS

[Chicago Record-Herald.] Milady has already realized the importance of the automobile in connection with shopping tours, social calls, etc., but motoring as a means of recreation is the thing in which she is vitally interested today.

On the boulevard's glossy pavements, or the country's rutty roads, you can find innumerable women motorists, piloting their cars with the skill and determination of a past master.

But therein lies a tale. Invariably skill and determination precluded the possibility of real joy and comfort from an afternoon's drive. Stiffened muscles, cramped fingers and other minor ailments were the result; consequently, no recreation. Why? Simply because automobiles are not built to fit the individual. As the individual cannot be built to fit the automobile, there is only one alternative. Analyze the car and yourself and find a remedy.

From one of the great sisterhood of women motorists comes this question, says the Woman's Home Companion, "I have a car. I drive rather slowly, but still get tired, especially on long runs. Can you tell me how to drive without getting tired?"

The answer follows: There are three simple "secrets" of driving all day without getting tired out by night:

First: Have your machine fit your body. Have the seat the right height,

the distance from pedals to seat such that they can be operated without discomfort, the foot throttle of such height and stiffness of spring that it does not require a continual muscular strain to operate it.

Second: Learn to drive so that it is a pleasure and not a nervous strain. This sounds much like saying, "The way not to get tired is not to get tired," but it goes deeper than that. No one can drive all day unwearyed if the nervous tension of anxiety and fear is high. Drive with a firm but not tight grip on the wheel. Drive relaxed, comfortably on the seat.

Third: Have a steering wheel which turns easily—a matter of adjustment and lubrication, plus hard tires—levers and pedals which do not require an abnormal outlay of strength and a motor in such condition that you are not continually worried lest "something happen."

One bit of suggestion which seems to work well with all kinds of women drivers who are weary at the end of a fifty-mile jaunt is this. Stop. Get out of the car. Stretch. Take a little walk. Forget the car for ten minutes, and relax. It sounds too simple to be effective, but do it every hour in a long run and see the difference when the run is over.

Finally, don't set a time to arrive.

Omar on the Road. A good road underneath the motor's prow.

A big twin-six, a thermo tank, and thou—

Hittin' her up two hundred miles per day.

Oh wilderness were paradise enough!

—Record-Herald.

1917 TO BE RECORD MOTOR CAR YEAR

That the year 1917 will be by far the greatest in the history of the motor car business is the assumption of an Indianapolis manufacturer. "Conditions are in precisely the right laboratory co-relation to produce a record breaking motor car year," he says.

"In the first place, no nation in the history of the world has ever had the purchasing power that America now enjoys. Our gold reserve has reached almost unthinkable proportions. The balance of trade is excessively in our favor. Everyone with something to sell is selling it—at a profit. Labor is being well taken care of and is sharing in the great national prosperity dividends. For the first time in our national existence our prosperity is not an artificial or political prosperity. It is based on the soil of America and on the gold in American banks and on the quality of American brains and production. We are at last on the right track, and no line of commercial endeavor will be so responsive to its opportunity as the American motor car industry. I repeat that 1917 will be the biggest motor car year that we have ever seen—by far the biggest."

St. Joe is all dolled up for the fashion show, fashion parade and auto pageant looked for this week. A "beauty contest" was eliminated from the week's festivities, owing to the difficulty in securing sufficient help to record the entries.

Autumn Calendar of the Auto World

Sept. 29—Track meet, Trenton, N. J.

Sept. 30—Vincent Astor cup race, Sheepshead Bay speedway, New York.

Oct. 7—Annual fall interclub reliability match between teams from the Chicago Automobile club, Chicago Athletic association and South Shore Country club.

Oct. 7—Giant's Despair hill climb, Wilkesbarre, Pa.

Oct. 7—Speedway races, Omaha, Neb.

Oct. 14—Speedway races, Chicago.

Oct. 19—Speedway races, Indianapolis, Ind.

Oct. 21—Track meet, Kalamazoo, Mich.

Oct. 23-27—Inspection tour of Cincinnati-Chattanooga section of the Dixie highway.

Nov. 18—Vanderbilt cup race, Santa Monica, Cal.

Nov. 18—Grand prize cup race, Santa Monica, Cal.

Nov. 30—Speedway races, Los Angeles, Cal.

Several Kansas towns, disliking the dust of non-resident autoists, are building brick street crossings a foot wide above the level, thus providing a series of hard bumps for speeders.

HOW STEEL IS TESTED TO ASCERTAIN HARDNESS

Small Steel Ball is Pressed into Piece to Be Tested by Wonderful Machine.

Machines and devices for testing the materials that go into automobiles are being constantly developed and improved.

In testing a piece of steel it is placed in the machine and a small steel ball of great hardness is pressed into the piece to be tested. By the pressure exerted, which is indicated on a gauge, and by the dimensions of the impression made on the piece, the operator is able to make comparison with certain standard figures and arrive at the exact hardness of the steel tested.

This method of testing steel has largely superseded the old method whereby small steel balls were dropped on the test piece and the height of the rebound indicated the hardness of the steel.

Both the machines are the inventions of J. A. Brinell, a Swedish engineer, who has a wonderful reputation because of his knowledge of steel and its composition.

During the first half of September eighty motor cars, valued at \$62,259, were stolen in Philadelphia. Only twenty-one had been recovered in the same time. The police record for eight months show 722 cars stolen and 598 recovered. Auto stealing is a thriving business all over the country.

Out in Utah, states the Engineering Record, is a 50-mile road across the Great Salt Lake desert on ground so level that a spirit level cannot detect

DRESS UP Your Automobile

and protect the fine finish on your car with:

O-SO-EZY

Automobile and Furniture Polish. O-So-Ezy is good for old and new cars. Recommended by twenty-nine motor car companies.

25c to \$2.50 Per Can

Merriam's Hardware Store

any grade, and the road is built on a straight line. The road was built at the rate of a mile a day, and the whole cost of the road is only \$26,000.