

Roosevelt Breaks Non-Stop Records; Runs for 441 Hours

A Marmon built Roosevelt straight-eight sedan has broken all records for non-stop running. Kept going continuously for 441 hours this car was stopped only when a small cyclone struck Indianapolis and closed the great performance.

The Roosevelt which made this great record on the Indianapolis Speedway was stock in every mechanical detail and was completely equipped "ready for the road" with two extra wire wheels, tires, tubes and covers, shock absorbers, bumpers front and rear, and trunk rack.

The car, after being picked at random from the final assembly line in the Marmon-Roosevelt factory by American Automobile Association offi-

cials, was entered in the test equipped exactly as if it were to be delivered to a purchaser who ordered a car with regular wire wheel equipment.

Every record for non-stop performance of automotive vehicles, including airplanes, had been safely passed shortly after the end of the first week. All records are subject, of course, to verification of the A. A. A. Contest Board and the International Association of Recognized Automobile Clubs, after the completion of the test.

The engine in the car is a standard Roosevelt straight-eight with a piston displacement of 201.9 cubic inches and a bore and stroke of $2\frac{3}{4} \times 4\frac{1}{4}$ inches, developing 70 horsepower at 3200 revolutions per minute. The crankshaft main bearings are five in number, each $2\frac{1}{8}$ inches in diameter, bronze backed and babbitt faced. The duplex down draught manifold, developed by Marmon engineers and standard equipment

on all Marmon-built engines, was an important factor in the steady performance of the car.

W. T. Wersted of Winnetka is the Marmon, Roosevelt dealer.

PARTS BUSINESS STRONG

The automotive parts and accessory industry had another satisfactory month in May, with business running well ahead of previous years, according to the Motor and Equipment Association. An expected seasonal slowing up in operation made its appearance, but the decline from the record April level was a moderate one.

BIG GAS TAX COLLECTION

Gasoline tax collections in Nebraska for May totaled \$737,000 as reported by the State Collection Bureau, a record total. A total of 656 companies reported. Tax collections to date, from April 1, 1925, exceed \$15,500,000.

Pierce-Arrow Has School at Factory Teaching Service

The automobile service man today is as well informed in his particular profession as is the lawyer, the Physician or surgeon—and no longer works in a hit and miss manner, according to James G. Barber of Evanston North Shore Pierce-Arrow dealer.

One of the leading forces behind the development of modern service station methods has been the Pierce-Arrow Motor Car Company. In keeping with the company's desire that every owner of a Pierce-Arrow car have at his command the assured ability to maintain his car at the highest point of satisfactory service, this organization has established a training school for Pierce-Arrow service men at the factories in Buffalo, New York.

The service training school is under the supervision of the Service Division, Engineering Department of the Pierce-Arrow Motor Car Company. Trained engineers, men who helped design and build the new Pierce-Arrow Straight Eight, instruct and supervise the work of the classes. During the course on instruction each student is afforded an opportunity to disassemble and assemble each unit of the Pierce-Arrow straight-eight engine, and to make a thorough study of the chassis and unit construction of the car.

During the classes, demonstration of various service equipment are given and instructions as to setup and operation of a modern service plant.

Ford's Detroit Factory Now Is Employing 118,000

With the automobile business in a highly prosperous condition and other industries in excellent shape, employment in the Detroit area, generally speaking, is very satisfactory, and business men are expressing themselves as satisfied with present conditions.

As an example of the employment situation, a report was received from the Ford Motor Company yesterday to the effect that 118,000 were employed at the plants of that company in this district.

The peak year for the Ford Model T was in 1925, when 108,000 were employed. Now with the very heavy production of the Model A ten thousand more are required to take care of the enormous output of the company.

It is reported that the company at the present time employs approximately 100,000 men in its plants throughout the world.

Other motor car plants report like conditions as regards employment.

Wilmette B. and E. Enters Novel Tire Sales Race

A sale contest, novel in promotional lines, is being held by the Goodyear company, according to announcement made by the Wilmette Battery and Electric company of Wilmette, local Goodyear tire dealer. The contest known as the Goodyear Zeppelin Race began last Monday, the participants being the dealers through the country.

A mythical Zeppelin has been assigned to each dealer as in the race which was started at Akron O., and which finishes at Los Angeles on Saturday night. The winners of prizes will be judged by sales volume. In other words each sale of a tire or tube by a dealer carries his Zeppelin so many miles toward the goal.

During the weeks to follow, the airships are scheduled to "moor" at various other Goodyear factories and plantations through the world, including Litchfield, Arizona, Gadsden, Alabama, Australia, Sumatra, England, Massachusetts and Canada. The finish will be in Akron.

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