

## BUS TRAVERSES ENTIRE COUNTRY

### Makes Flawless Transcontinental Tour

After completing its double coast-to-coast run, the Reo transcontinental sedan bus—first motor vehicle of its kind to make the run across the entire continent—was sent to Atlantic City for the annual convention of the American Electric Railway association, October 6 to 11.

There the big Reo bus took part in a regular reunion. Among the people attending the Atlantic City convention were a number of traction officials and bus operators who had been passengers in the bus over various parts of its long route. During the trip, 636 people had ridden in the Reo, and apparently all of them were in Atlantic City, for the number of traction company officials and bus men who came around to see how the car looked after its strenuous journey and identified themselves as passengers was almost unbelievably large.

Men who had never seen the Reo transcontinental bus were fairly astounded at the facts presented concerning its trail-blazing run. They could hardly dovelail these facts with the evident good condition in which they saw the car.

When the bus returned to the Reo factory at Lansing after crossing the continent twice, it had traveled 9,305 miles. A period of fifty-seven days was taken in making this trip, although a few days were taken for rest for the crew.

An average of 175.3 miles per day was maintained for all running days and a gasoline mileage of 9.4 miles to the gallon established. The longest continuous run was 303 miles between Kansas City and St. Louis, and the next longest, 275 miles between Phoenix and Douglas, Ariz. On these two runs a mileage of 11.9 miles to the gallon of gasoline was maintained.

The front tires on the bus were not changed during the entire trip and they brought back to Lansing the same air that they carried on their departure. The sum total of tire trouble experienced on the run was five punctures.

Mechanical difficulties were correspondingly light. When the bus was inspected before being sent to Atlantic City not a single check in the body finish nor a noisy joint could be found.

### Amazing Development in Electrical Industries

A survey of the electrical industry shows that at the end of 1923 there were in the United States:

- 9,689,000 homes having central station electric service.
- 1,896,000 stores and offices using electricity from central stations.
- 429,500 industrial establishments using electricity from central stations.
- 5,600 electricity central station companies supplying energy for light and power.
- 110 holding companies owning and operating groups of central stations.
- 44 state commissions regulating and supervising public utilities in their respective states.
- 3,500 manufacturers of electrical machinery and appliances.
- 14,137 stores selling electrical merchandise and other goods.
- 1,500 exclusive electrical specialty stores.
- 12,000 electrical contractor dealers.

### Radio Talks for Tots This Saturday Evening

Mrs. William de Mille of Evanston, who is conducting, with Mrs. Edwin Ellis, the Junior Kindergarten in Mrs. Ellis' home, Indian Hill road, Winnetka, will tell stories over the Tribune radio (station W.G.N.) during Skeezeix Hour, 5:30 to 5:50 Saturday afternoon, November 15.

The program, which is under the direction of the National Kindergarten and Elementary college, will include children's songs and stories, and Mrs. de Mille will give the answers to the riddles which were given last Saturday.

## NEW DEVICE FOR THE ROAD TESTS

### Paige-Detroit Company Has Invention

Apparatus designed originally for "trouble-shooting" in the hands of repair men and used car appraisers is being used by engineers of the Paige-Detroit Motor Car Company for experimental work with remarkable success.

The device consists of an elevated stand with drums on which the rear wheels of a motor car may revolve. Besides a prony brake to show the horsepower delivered at the rear wheels, equipment includes instruments to show the engine torque, revolutions per minute, slippage of working charge past pistons, gasoline consumption, oil dilution, cylinder compression and other desired information.

While many advantages are apparent of this X-ray method of measuring motor car performance and discovering anything that may be wrong, it remained for Paige engineers to use the apparatus as a means of improving automobile construction.

These factory experts have found it far more reliable in a road test in trying out new carburetors, ignition systems, oil and water pumps, lubricants and other items. The Wasson motor check, as it is called, give the observer a much better chance to study effects accurately than by any other method. With it every road condition except wind resistance can be duplicated.

The engineer starts out to learn various facts about a motor's economy under various speeds and loads. With the test it is possible in a very short time to make a chart of results given by different carburetors and to determine the best device as well as the best adjustment. Similarly, they are experimenting to get the best acceleration and greatest torque and horsepower from Paige and


Jewett engines, to eliminate vibration points, and in other ways to increase the already fine performing qualities of these power plants.

It is well known among automobile men that about 25 per cent of the power developed by a motor is lost through chassis friction. Paige engineers are using the test in an attempt to reduce this, just as they are experimenting to increase engine efficiency. The motor check also is being used to keep production cars up to an established standard.

### 1881 IN AMERICA—AND NOW

The five largest electric signs on Broadway, New York, contain 36,000 Mazda lamps, more than the number

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used in the entire United States in 1881. They, however, consume only one-fourth as much electric current, and give twice the volume of light as all the lamps in the nation in 1881.

### New Trier Students Pose For School Photo Record

Pictures of all the students at New Trier high school have been completed and are being filed with the

school records. These pictures were taken last week at the rate of 150 an hour, by a special process.

"A picture of each student is kept with the scholastic, athletic and social activity record so that when transcripts are to be filed with universities, it is possible to give the personal qualities of the student," stated Wesley Brown of the New Trier high school faculty, "as some universities have requested such information."

The Nokol Guarantee Is Bonded by the Fidelity and Casualty Company

## The Nokol Guarantee

Nokol is guaranteed. It gives guarantees of combustion efficiency approached by no other home-heating device—85% by the Orsat Test.

Before Nokol is installed a careful survey is made of your heating plant. And where Nokol is installed it is guaranteed to keep your home heated to within 2 degrees of the temperature you like in weather 10 degrees below zero, automatically, without attention.

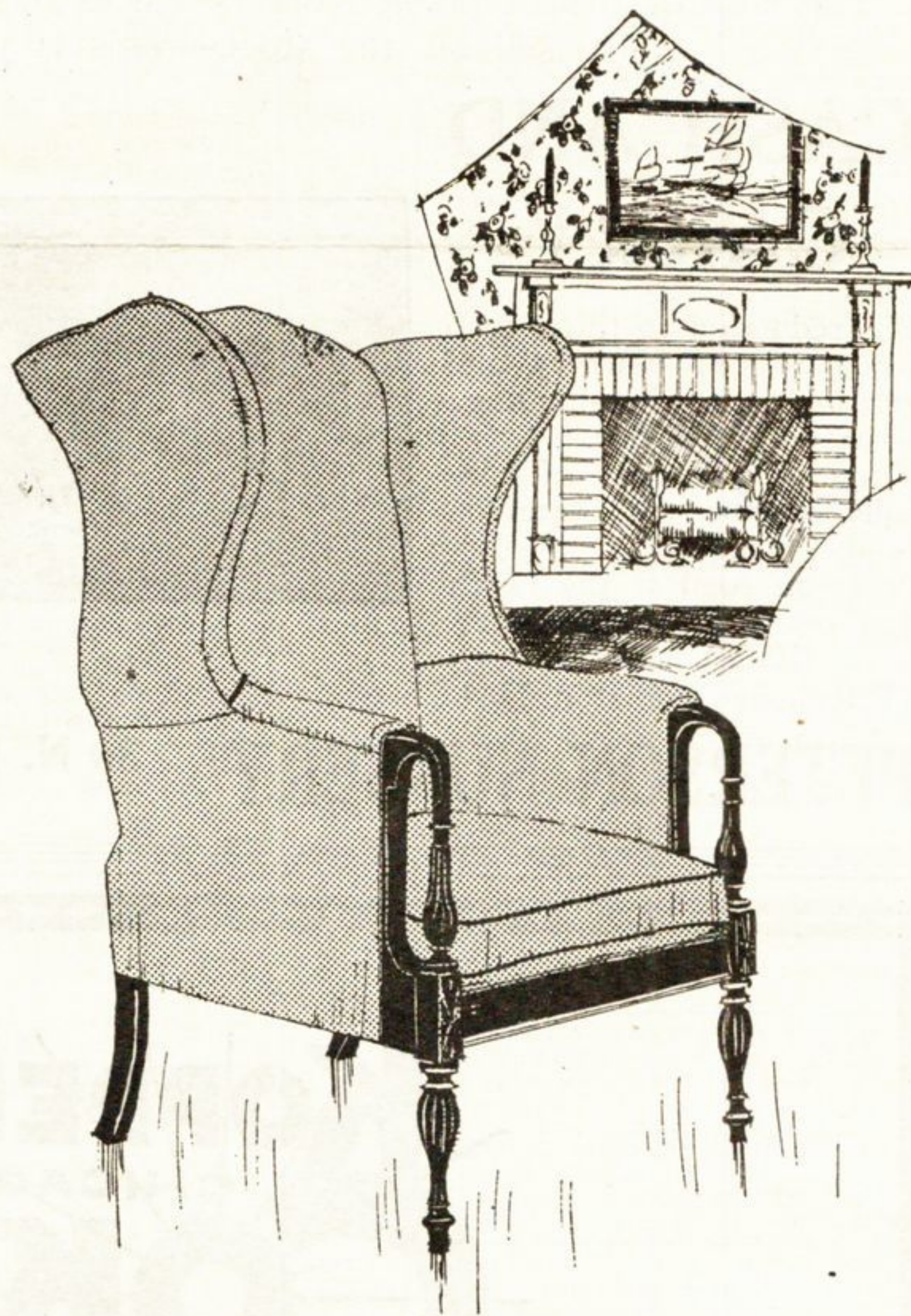
The Nokol guarantee is bonded by the Fidelity and Casualty Company of New York, a \$30,000,000 insurance company. This corporation issues a policy to the buyer with every Nokol sold.

Finally Nokol is guaranteed by six years of success with its owners. Today there are more than 20,000 of them who couldn't be driven back to coal.

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## Announcement

**WE wish to announce the opening of our new addition in the rear of our present store.**

**The new space has been filled with carefully selected furniture of the very latest style and design. The next time you are in Evanston drop in and inspect our new quarters and new stock.**

**One visit to the Brown-Umlandt store in Evanston will make you want to come again. You will find many unusual things that make furnishings individual and different.**

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**Gasoline and Oils  
Tires, Tubes,  
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Hood, General,  
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Ridge and Wilmette Aves.,  
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