

AUTOMOBILES

VELIE CUTS PRICE HALF A THOUSAND

Remarkable Reduction Made in the Cost of One of the Best Known Automobiles.

NO ESSENTIALS ARE OMITTED

Automobilists have been watching and waiting for the announcement of the Velie Motor Vehicle company of Moline, Ill., for some time. It was generally known that the Velie company would build a lower-priced Six than the present "Blitwell" model at \$1,595, but the real interest centered in the specifications and features of the new car, as the Velie is well known for its high quality, and the smaller Six would be no exception to that standard.

The new Velie "Blitwell" has been announced and at a price of \$1,095, which, in itself places the Velie company in a new field, which is seldom touched, in that a quality car of known merit and backing may be secured at a price within the reach of all buyers in the \$1,000 class.

Large and Roomy.

The new Velie is large and roomy—115-inch wheelbase, four-inch tires—ample room for five passengers with every attention paid to the comfort and convenience of the driver. The motor is a six-cylinder, forty-horsepower Continental—the latest type, with removable cylinder-head—without question the most accessible, powerful and sturdy motor on the market today. A unit power plant is used with multiple dry disk clutch and three-speed selective type transmission. The Hitchhike type of drive is continued through a rear axle of floating type, with spiral bevel gears, all readily accessible and enclosed in a pressed steel housing.

At \$1,095 one would expect something to be left off, or the car quality reduced, but the new Velie is complete in every respect; \$300 lower in price than the former Velie model, with every desirable equipment. One-man top, quick adjustable side curtains, speedometer, dash lamp, portable lamp, endless demountable rims, push button starter, and, of course, tires and incidental appliances.

Over half a century building machinery and vehicles has taught the Velie company the best manufacturing methods. How to paint and how to select materials that will stand up and give good service. The finish of the new car is perfect. "Mirror" finish it is called and deserves the name. The car shows an abundance of power and operates smoothly and quietly on high or low throttle, with an instant and sensational acceleration.

All Want Cars. George H. Lloyd, sales manager of the company, said, "We have already been approached by our larger dealers, who enthusiastically want to contract for practically our entire output. But our plan is that of a general distribution. We want the new Velie to go everywhere—to be placed in comparison with other similar-priced cars on the market today, that all may become acquainted with what real Velie quality means."

"A great opportunity is offered one good dealer in such unoccupied territories as we have at this time, and an equal opportunity is offered the buyer to secure the greatest value for the money invested."

"Dealers are now receiving their demonstrators and general deliveries will begin in July. It will repay every buyer to see the new Velie 'Blitwell' model before making any selection, as the car must be seen to be fully appreciated."

Latest Eight-Cylinder Arrives in Omaha

The Mitchell factory at Racine has just shipped to their dealers the first sample of their new eight-cylinder model, and Omaha was among the first to get one. The car is now on exhibition at the sales room, 2054 Farnam, and is sharing honors with the new model, the Mitchell 16-8. The motor is of the staggered type, with a lot of good new features, and the public is invited to come and look over this new model.

OILING IS REAL RACING PROBLEM FOR DRIVERS

Performance and endurance of a racing car depends upon the lubrication of its driving parts. The lubrication of the motor especially is a most important point for the driver or his mechanic to watch. Statistics show that lubrication troubles have been responsible for the withdrawal of a great number of cars that had to quit the track when their drivers were traveling along with the speed and consistency that put the big prize almost within their grasp, when suddenly they were reduced to 'also rans' because the lubrication went bad," says Louis Schwitzer, chief and production manager of the Empire Automobile company and winner of the first race on the Speedway.

COLE ONLY CAR TO CLIMB INDIAN HILL ON HIGH

Word has just been received at the Cole factory that a new eight-cylinder car climbed Indian Hill, near Madisonville, Cincinnati, O., on high gear. The car made the climb while being driven from the factory to Huntington, W. Va., by E. V. Carter of the latter city. This is the first time, so far as can be ascertained, that any car has climbed this hill on high gear. For fear the facts might be doubted Mr. Carter has made a sworn statement before a notary vouching for its truth, which he mailed to the Cole company and which is now held by that concern.

Gowdy Wins Auto. "Hank" Gowdy, the super-hero of last year's "World's Champion" ball series is the latest Boston Brave to hit the Kinsler sign in the Fenway park. "Hank" is the third Brave to accomplish this feat and thereby add \$25 to his perfectly legitimate income.

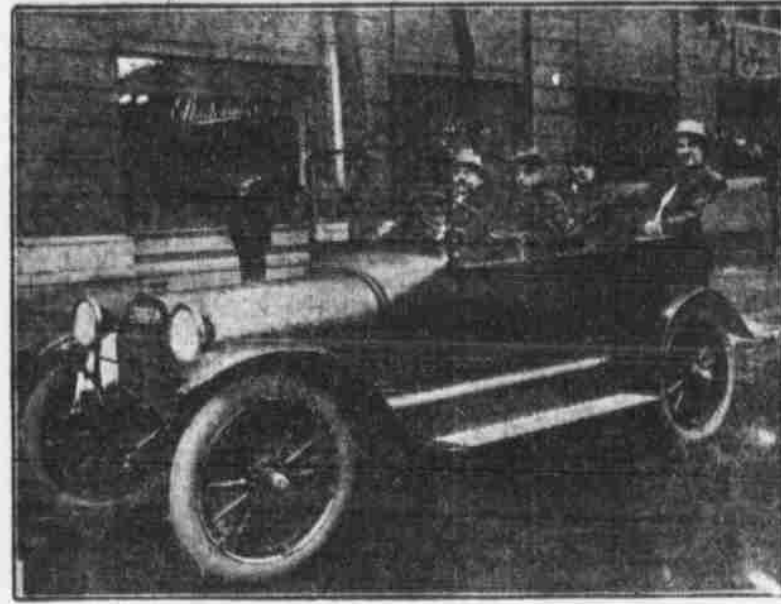
Hitchcock Quits Moline and Joins Apperson Force

Ralph Hitchcock has switched his allegiance from the Moline Knight company to J. H. De Jong, agent here for the Apperson. Hitchcock was a member of the sales force of the Moline company for several years and is considered one of the best automobile salesmen in the city.

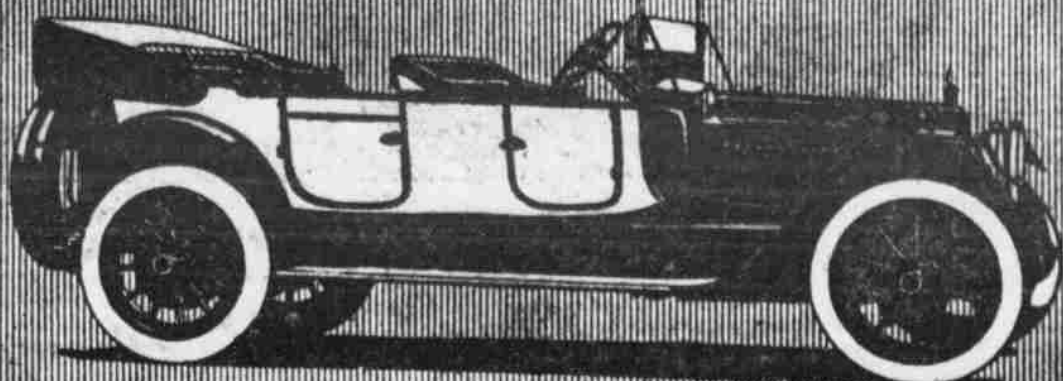
Take Out Mitchell Sixes Despite Mud

Mitchell cars keep going out, notwithstanding the rain and mud of the last week. The new 16-8's brought hundreds of visitors to the salesroom, and the following took out cars: Otto Sprecht, Louisville; John Gauer, Cedar Creek; Schlentz Bros., David City; C. Medinger, Bellwood; William D. Gabel, North Bend; Claude Divine, North Bend; G. F. Phanbeck, Millard, all light sixes. Orders for the 14-6's were left by A. H. Beason, Audubon, Ia.; Lars Gundersen, Minden, Neb.; W. G. Armstrong, Broken Bow, Neb.; E. F. Mockett, Lincoln, Neb.; Ben Bizer, Council Bluffs, Ia., and F. H. Beebe, Beetsown, Ia.

Champion Jess Willard Travels Luxuriously



Jess Willard, crowned world's champion of the fist arena at Havana, has signed up with a wild west show as being more to his liking with its outdoor life than the close, stuffy atmosphere of a theater. It's the free, pure air that Jess wants—it helped him to win from Jack Johnson—for he was "broncho-buster" before he ever dreamed of being a ring hero. Willard has also taken to automobiling and carries with him en route a six-cylinder Studebaker touring car which he learned to admire and desire while training in Cuba for his battle.



Packard

Why You Want a "Twin Six"

- Faster pick-up and greater hill-climbing ability.**
- Greater range of activity on high gear.**
- Continuous flow of power, giving greater smoothness at all speeds.**
- A new measure of economy in gasoline, oil and tires.**
- Greater convenience due to accessibility of electrical units and valve mechanism.**
- Less wear in the bearings and consequent reduction in repair bills.**
- Shorter turning radius.**
- The bridge builder's factor of safety.**
- A new measure of motor values and motoring enjoyment.**
- A demonstration will revise your ideas of motor car sufficiency.**

The Twin Six is built in two sizes—the "1-35" with a wheelbase of 135 inches, the "1-25" with a wheelbase of 125 inches.

Packard "1-35," with any open body . . . \$2980
Packard "1-25," with any open body . . . \$2600
S. O. B. DETROIT

Orr Motor Sales Company
Farnam and Fortieth Streets, Omaha, Nebraska

- the motor is 30-35 h.p. cast en bloc.
- it has full-floating rear axle.
- the wheelbase is 110 inches.

The price of the car complete is \$785
f. o. b. Detroit

DODGE BROTHERS
MOTOR CAR

"—rides like a Pullman"

You are conscious of a "let down" in tension, of a freedom from strain—when you ride in a Chalmers New Six-40.

The new type of spring suspension is responsible for this.

It goes over bumps and bad roads like a Pullman glides over a crossing.

And it takes corners with the free and easy swing of an aeroplane.

The new high speed, long stroke, valve-in-head motor with overhead camshaft gives this car the power of a locomotive; makes it run with a wonderful smoothness. It gets away like a racer.

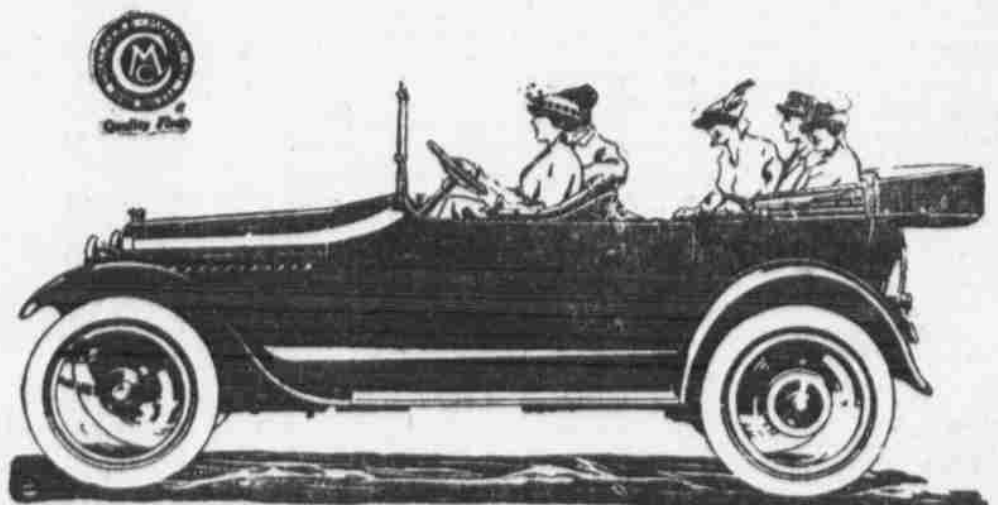
Come in and let us show you this New Six and explain its new and important features.



Chalmers

NEW SIX-40

\$1400



Stewart-Toozer Motor Co.
2048-52 Farnam Street Omaha Nebraska.
Telephone Douglas 138
Let your next car be a Chalmers

**AN INVESTMENT THAT PAYS BIG DIVIDENDS
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