

AUTO MOBILES

FACTORY BRANCH OF METZ OPENED

Direct Factory Branch is Opened by New England Makers at 2056-58 Farnam.

N. C. MANLEY MADE MANAGER

The Metz company of Waltham, Mass., has opened a local salesroom and direct factory branch at 2056-58 Farnam street, where they are prepared to show and demonstrate their latest touring car and roadster models.

Few cars this year have made a bigger hit with the public than the new Metz touring model, popularly known as the Metz "25." It is a light car, graceful and pleasing in design and fitted with up-to-date equipment throughout, including electric starter and electric lights.

It did not make its official appearance until early in the present season, but in the brief space intervening it has already become a great favorite with discriminating buyers.

The Metz cars are made at Waltham, Mass., in the largest automobile manufacturing plant in the east, a plant which is literally filled with the highest type of specially designed automatic machinery, and in which approximately 1,500 skilled mechanics are employed.

It comprises upwards of fourteen acres of floor space and is continually being enlarged to make possible the company's increasing output, which is now running close to 100 cars per day.

Own Chief of Staff.

Charles H. Metz, president of the company, is his own chief of staff in the designing and engineering departments and in this respect occupies a unique position among the captains of industry of the automobile world.

He has surrounded himself with competent lieutenants in the various branches of the big business, which has grown from a modest beginning to an industry now involving many millions annually, but he has not lost touch with a single detail. The inspiration of his personality is everywhere to be seen and felt as a directing force, for he is a man with the courage of his convictions, and has won the confidence of those who have repeatedly seen him work out his original ideas in a practical manner.

The new 1916 model of the Metz "25" roadster is one of the most elaborately designed and equipped two-passenger cars yet produced, and bids fair to rival the popularity of the touring car. It is built on the same chassis as the latter, with the same liberal wheel base of 108 inches, and is listed at the same price, \$600, f. o. b. factory. It is so simple in operation that any woman can drive either of these models with perfect safety.

The local branch is in charge of Mr. N. C. Manley, who has long been identified with the Metz company as one of its leading salesmen and branch managers.

Overland Business

Abroad is Rapidly Increasing Daily

Since the beginning of the calendar year the shipments of the Willys-Overland company have shattered practically every existing record previously established. The production facilities of the big Toledo concern have been steadily increased, until now the shipments of a single day amount to more than the yearly output of Overland cars eight years ago.

Less than two months ago the average daily shipments reached the 400 mark, August 26, 500 cars were shipped. The average is now hovering around the 500 point. With four months still remaining, the present rate of increase in shipments will more than equal the prediction made by John N. Willys, president of the Overland company, in January to the effect that the Overland factory would be shipping 600 cars a day before the close of the year.

In referring to the tremendous demand for Overland cars, Mr. Willys points out the continually growing foreign business of his company.

"Our export shipments between January 1 and August 30 of this year amounted to 4,408 cars," declared Mr. Willys. "This is an increase of more than 27 per cent over the foreign shipments made during the corresponding period of time a year ago, when 3,466 cars were consigned to foreign countries."

"While our export business for the current year has shown a marked increase over previous years, the remarkable part of our success abroad is due largely to the fact that Overland cars meet the requirements of automobile buyers on the other side of the Atlantic as well as those in America, and is not the result of filling war orders from any of the foreign governments."

New Wide Tread Olds For Southern Trade

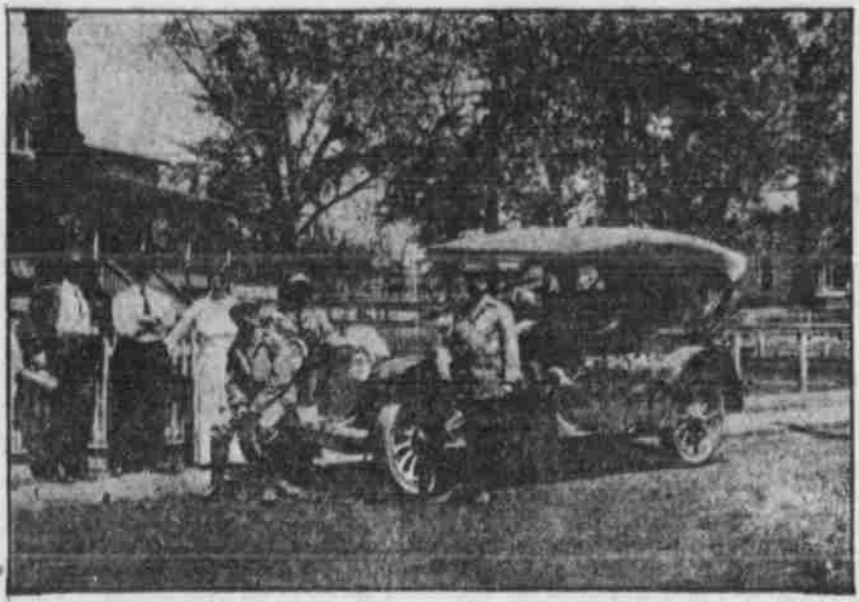
The Olds factory at Lansing, Mich., has opened an avenue for further trade expansion by arranging to supply wide tread cars to dealers in many points in the south and other sections of the country where such cars are considered necessary, owing to sand roads.

By the use of specially constructed wire wheels an extra width tread has been obtained and the usual modifications of the chassis by lengthening the axle shafts have thus been obviated. These wheels are finished in an attractive light red enamel.

A list price of \$1,525 for the four-cylinder Oldsmobile with wide tread equipment has been announced by the sales department—this price covering either the model 45 touring car or roadster.

Throat and Lung Troubles Quickly Relieved by Dr. King's New Discovery. In use over 40 years. Every home should keep a bottle for emergencies. All Druggists.—Advertisement.

Taking 12,000-Mile Auto Tour



Of all the hundreds of auto tourists who have stopped off in Omaha this season, none were more interesting than Dr. Hinkle and his friends, Mr. and Mrs. Otto, from Macon, Ga. They are now returning home from a tour, the objective of which was a visit to the California fairs, but which also embraced side trips to most every point of importance in the south and west. On the homeward journey the route is swinging across the north, and upon completion the trip will total nearly 12,000 miles.

Cone Clutch Runs in Oil in Maxwell, Good for Sore Neck

One of the few original mechanical features of the new automobile models, now gaining general circulation, is the use in the 1916 Maxwell of a cone clutch, snugly housed and running in a bath of ordinary lubricating oil.

Just why nobody ever produced this plan before is a problem over which engineers generally are now vainly calculating their souls. For the Maxwell plan has so many advantages that even the tyre machinery can readily appreciate its value.

Most important is the smoothness with which the oiled clutch can be engaged. It is almost impossible for even a deliberately "rough" driver to snap back the heads of his passengers by jangling the car forward after a stop. The oiled clutch cannot "grab," but must take hold gently, much to the comfort of those who ride behind it. An approach to this Maxwell smoothness has been found in some cone clutch cars, the clutch leathers of which have been laboriously soaked in neatfoot oil. The constant renewal of this supply has always been a burden, however, and few motorists have been conscientious in giving their car this attention.

Increase is Shown by Omaha Branch of Goodyear Tire Co.

Until the August report for 1915 was compiled the month of August, 1914, held the record of being the best month in the history of the Omaha branch of the Goodyear Tire and Rubber company.

"An unusual condition surrounded the tire business during August, 1914," says Joe M. Dine, branch manager. "Owing to the fact that heavy rubber shipments were made to Europe at the outbreak of the war, it was nearly impossible to get rubber in American markets, and as a consequence the tire market advanced nearly 50 per cent. We were fortunate in securing a very large quantity of rubber and thus enabled to reduce our price almost as soon as it was advanced. This gave us a decided advantage over our competitors and made our sales abnormally large during that period. With a considerable reduction in price starting us in the face this year it seemed almost impossible to equal the financial mark reached last year, but we did, and better. This is a remarkable showing considering the prevailing weather conditions."

A "For Sale" ad will turn second-hand furniture into cash.

BOOST NEBRASKA HIGHWAY

Motorists of State Planning to Start Movement for Building of Permanent Highway.

OMAHA AUTOMOBILE CLUB NEWS

A permanent highway across Nebraska is the objective desire of all good roads enthusiasts. Overland touring is "in its infancy. There is a great fascination in traveling by automobile and the chief advantage lies in the fact that you can go when you please without the usual worry over timetables and schedules. Nebraska has all the advantages in its favor; a broad level stretch, no hills, good town stops, and with splendid natural scenery. If Nebraska does not build a permanent highway, Kansas will take up the proposition and the result will be that 90 per cent of future overland touring will go through the state of Kansas.

The average opinion would be that the recent year of persistent rainy spells and the resulting hardships to tourists will put a damper on overland touring. The opposite view seems to be the average among tourists. To the motorist who loves his motoring the bitter with the sweet is naturally expected and this year's hardships have not seemingly dampened the enthusiasm of the tourists who have already made the trip. Overland touring is bound to increase and with the increase of travel will come a rivalry between state roads paralleling the distance. This rivalry will promote improvements and the tourist will gain in the end.

One of the prettiest stretches of road is the Blue line from Tilden, to Neligh, Neb. There is just enough sand in the soil to give you good running over a practically level road.

The Meridian road from Columbus north as far as Humphrey is kept in good shape and is nearly level, but north of Humphrey it is quite hilly.

The sandpits down around Louisville offer some good fishing to the motorists who cannot get away to go to the northern lakes. Crappies and bass are biting good down there and the run is an easy one.

"I never imagined a thing like that would interest me," said a business man, after running down to the state fisheries below Gretna. "Why, I enjoyed the sights fine and it was quite a revelation. Baked fish sounds better than ever to me now." If you haven't been to the fisheries, you are missing something interesting. The trip there is via the Omaha-Lincoln-Denver route to Gretna and then south nine miles.

Local motorists who have never taken the trip through the fruit section around Council Bluffs are due for a surprise when they go there. Council Bluffs as a grape and apple section ranks near the top and the beautiful and productive vineyards and orchards are a sight at this time of the year with their load of fruit.

The club has received assurances from towns along the Spirit Lake Air Line, running from Denison north that the highway will be remarked in places where the mark is missing.

To-day There Isn't a New Reo Automobile —of Any Model—For Sale in the World!

SO FAR AS WE CAN ascertain that is the condition; and second hand Reos, two years old, command prices higher than new cars of other makes that formerly tried to compete with the Reos at similar prices.

YES! READ THAT AGAIN! You'll get it all the second time!

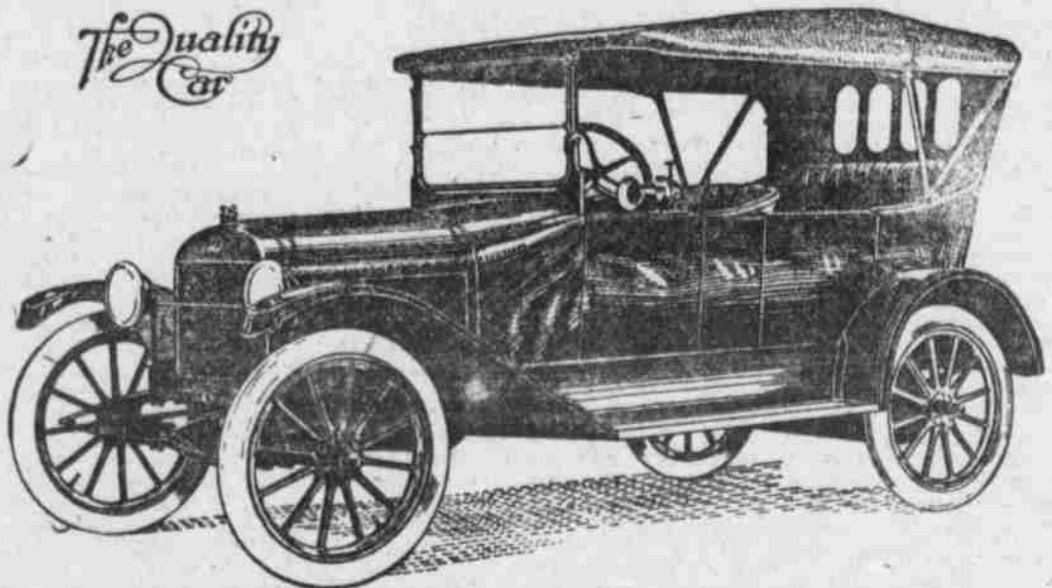
THOUSANDS of tardy buyers—who either discounted or failed to heed our warnings have had to be disappointed. It's futile now to say "We Told You So."

WE ARE SORRY—but we did the best we could to make enough Reos to go around. Impossible!

ONLY THING YOU CAN DO now is wait for the new Reos. Announcement of the new models and sensational new prices, next Sunday, Sept. 12—everywhere.

AND HEREAFTER—Remember Always: "When you see it in a Reo Ad it's true"

Reo Motor Car Company, Lansing, Michigan



METZ "25"

1916 MODEL

\$600.00 COMPLETELY EQUIPPED

Including Electric Starter and Electric Lights

Now On Exhibition

at 2056-2058 Farnam Street

where the Metz Company has opened a Direct Factory Branch, in order to better serve the people of Omaha and vicinity.

COME in and see this fine 1916 model of the new Metz Touring Car, the car that gives you so much in automobile value and at a price so attractive. It has all the leading features and up-to-date refinements which make for real pleasure and comfort in motoring. Elegantly finished—unsurpassed for reliable road performance—economical to operate—remarkable hill-climbing ability—absolute freedom from gear or clutch trouble—these are some of its points which appeal to you specially. And it is so simple in operation that any woman can drive it with perfect safety.

Superior Equipment

In addition to electric starter and electric lights, equipment includes plate glass rain vision built-in wind shield, instant one-man top, full elliptic springs front and rear, 25 h. p. water cooled motor.

Large wheels and tires, built-in gasoline gauge, speedometer, signal horn, jack, tools, etc. Left hand drive, center control seven speeds forward, standard tread, 108-inch wheel base.

Metz "25" Roadster, 1916 Model

THE new 1916 model of the Metz Roadster wins your admiration at a glance. It is delightfully pleasing and graceful in design, being built on same chassis as the Touring Car, with 108-inch wheel base, and carries identical equipment throughout, including electric starter and electric lights. As a two-passenger pleasure car, this new model leaves nothing to be wished for; and there is nothing superior to it for the business or professional man who wants a powerful, easily handled, and particularly stylish runabout. Price, \$600, f. o. b. factory.

Call and see these cars. Let us demonstrate them to you—or write for illustrated literature

METZ COMPANY, 2056-2058 Farnam Street, OMAHA

Factory: Waltham, Mass.

SAXON ROADSTER \$395

Ask any Saxon driver

"Absolutely the finest two-passenger car at anywhere near the price"—that's the verdict of Saxon owners everywhere on their Saxon Roadsters.

From all over the country come such statements as these:

"The Saxon Roadster is certainly a wonderful car. We prefer to ride in it rather than in large cars."
E. A. Scott, New York.

"My Saxon is most satisfactory. Its simplicity and size make it especially convenient for a woman to handle."
Cora A. Buckus, Detroit.

"The more I drive the Saxon the better I like it. Last week I made a 150 mile trip with it at an actual expense of \$1.35."
H. C. Schultz, Concordia, Mo.

"I have driven the car for thousands of miles and have yet to see the hill it would not take on high."
C. B. Adams, Murfreesboro, N. C.

"It is a perfect charm, smooth running and an easy rider. Greatest small car I ever sat in."
J. F. Jarrard, Greensburg, Ind.

High speed motor, 15 h. p.; sliding gear transmission; Timken axles; vanadium steel cantilever springs. (Electric starting and lighting system, \$50 extra.)

Saxon Roadster, \$395 **Saxon "Six" \$785**

Saxon Motor Company, Detroit

Secure this valuable agency for your territory at once.

NOYES-KILLY MOTOR CO., Distributors

2066-68 Farnam St., Omaha, Neb.

AN INVESTMENT THAT PAYS BIG DIVIDENDS A BEE WANT AD