

DECORATIONS FOR SHOW FROM ORIENT

Alternate Strips of Black, Orange and White Will Predominate in Color Scheme.

LIGHTING EFFECTS ARE NEW

Oriental, with a tendency toward the Japanese, is the way the decorations for the Omaha Auto show at the Auditorium February 21 to 24 are described.

George Laler, who has charge of the decorating, has just returned from a trip to the east, where he visited three of the big shows to get a few pointers.

The lighting of the Auditorium remains a mystery. Beyond a vague assertion that it will be a new scheme, never before tried at any show any place in the country, officers of the show association are prone to sidestep questioning on this subject.

Twenty girls are now at work making the decorations for the show and starting the night of February 18 100 girls will go to work at the Auditorium, working at night, until the morning the show opens.

George Reim Leads Field as Booster for Omaha Auto Show

Unanimously elect George Reim, Cadillac agent for Omaha and Nebraska, an exalted ruler of the "Majal Order of Omaha Automobile Show boosters, Reim certainly leads the field when it comes to boosting the local auto show.

New York may have a great motor show and some say Chicago has the greatest. But no amount of argument can make Reim believe either of these shows has anything on Omaha. He can advance more reasons why the Omaha show is better and more profusely than he better than a stump speaker can advance that his candidate is the logical man for a soft political office with no work and a juicy salary.

With the 1916 show but a week away Reim is fairly outdoing himself in the line of boosting. There isn't a Cadillac agent, owner or driver that doesn't believe the auto show is Omaha's greatest event. Reim believes it and says it, and when Reim says a thing he has a manner of saying it that makes you believe implicitly that he knows whereof he speaks.

Reim declares his Cadillac exhibit will be the best ever, just as the show will be the best ever. He looks for the greatest attendance in history at the display and the greatest sale of Cadillac cars. If every auto dealer was as ardent a booster for Omaha and the Auto show as Reim is, New York and Chicago would have to admit the superiority of Omaha without the sign of a scarp.

Thirty-Nine Lose Cars in Fire and Buick Makes Sales

"Everybody who wants a motor car wants a Buick," is the way the Buick Motor company jumped before the public recently. Instantly after automobile men began to utter and state and scoff and guffaw. Then the hilarity ceased.

The largest garage at Lander, Wyoming caught fire and thirty-four automobiles were completely destroyed. On the day following the fire twenty-two of the owners who lost cars placed orders for new models. Of these twenty-two, nineteen purchased Buicks. The list of those who bought new Buicks with the models which they purchased follows:

Peter Welch, D-58 Arthur Croft, D-45 Bob Bragg, D-53 F. Batcher, D-54 H. Beard, D-52 E. Cour, D-46 F. Bryner, D-52 Mr. Beck, D-52 E. J. Young, D-48 C. T. Hale, D-45 Ray Young, D-54 Mr. Bartlett, D-45 C. Cooper, D-48 W. Cook, D-45 Lella Reed, D-45 Wm. McFee, D-45 Dr. Godfrey, D-45 A. D. Laine, D-45 F. Pyschburg, D-45.

Of these nineteen, Messrs. Welch, Beard, Brower, Young and Cooper owned Buicks that were destroyed in the fire, and they ordered new cars of the same make as the ones destroyed. The others, however, owned cars of other makes than Buicks. Everyone knows that an automobile is taxed to the utmost when it is put in service in mountainous country. While some of these cars will probably be used only in town, yet the majority of them will be used over the entire state of Wyoming. This country is the Buick car show that the people in the best believe that when better automobiles are built, Buick will build them.

MOTORCYCLES FOR RURAL ROUTE MAIL DELIVERY

Victor H. Ross, the local Harley-Davidson distributor, has received word that the postmaster general has authorized postal delivery regulations to permit the motorcycle to be used by rural route carriers when equipped with a motor of not less than sixty cubic inch cylinder displacement, have a permanently attached side van with tread adjustable to fifty-six inches and waterproof body not less than forty-two inches long, twenty-four inches wide and eighteen inches deep.

CORD TIRES PROVIDE FOR MORE COMFORT IN RIDING

Now that Cord tires, by providing increased riding comfort, have won their way into favor with motorists, and are furnished as standard equipment on some makes of cars, the observations of G. M.

Uses Motorcycle in Mountains to Get Material for His Lecture

To run short of gasoline eighty miles from a base of supply, 200 miles from railroad line, and in the midst of the great forest of the Kaibab National park in northern Arizona was the unique experience of Dr. R. W. Taylor, who lectures at the Young Men's Christian association auditorium Tuesday evening. The lecture will be illustrated with colored pictures of many points of more than ordinary interest and will be entitled "From the Yellowstone to the Grand Canyon." Dr. Taylor has made eight different trips to this wonderful region and the pictures shown are new and of wonderful beauty. He uses a motorcycle in order to travel the narrow trails and frightful roads of this region which balk the automobile. The average price of a gallon of gasoline in this part of the far west, Utah and Arizona, is 75 cents a gallon, but on several occasions Dr. Taylor relates that he would have been glad to pay twice that amount for this necessary article.



DR. R. W. TAYLOR.

SIX DIPLOMATS BUY HUDSON SUPER-SIX

American Minister to Portugal is Among Those Who Selects Powerful Car for His Use.

SOLD AT THE NEW YORK SHOW

The most notable sale of the New York automobile show was that of eight Hudson Super-Six sedans to six diplomats stationed in Portugal, and two members of one of the most aristocratic families in Lisbon. The sale of the eight cars was a single transaction. The cars were purchased by the following persons: Their excellencies, Dr. P. Regis de Oliveira, Brazilian ambassador; P. Botkin, Russian minister; A. Van der Goes, Dutch minister; B. C. Segastua, Argentinian minister; Colonel Thomas H. Hreb, American minister, all of whom have their official residence in Lisbon; W. H. Stuve, American consul, Porto, Portugal; and Senhores Fernando Pinto Basto and Eduardo Pinto Basto, wealthy and aristocratic residents of Lisbon.

Because of the high station in official and social life occupied by these men only cars of distinction were considered. An ambassador or a minister representing a foreign country must have a car in keeping with the dignity of his position. This narrowed the choice to a few all-weather summer residences in the mountains. This car of great power was another vital consideration. Roominess, beauty of exterior and interior, high grade workmanship and materials, and the reputation and standing of the company for stability and service were other factors involved.

As the expert who looked over the field of American cars for them reported the Super-Six as best suited to their purposes, Colonel Birch, while on a visit to his home in Huntington, N. J., went to New York to view the automobile show. There he confirmed the selection of the eight Super-Sixes. Colonel Birch is a member of the widely known Birch family, which for years has been makers of fine carriages. It was his expert knowledge of materials, especially leather, that led him to confirm the expert's selection.

Plan Long Distance Pop-Pop Race on the Omaha Motor Track

A long distance motorcycle race of 100 or 120 miles to be held on the Omaha Automobile speedway is a contemplated plan of Jack Prince, builder of the speedway. Prince is figuring on holding the event some time in June.

The local automobile speedway would be a splendid place for long point-to-point races, declares Prince. The track, being a mile and a quarter, is in full view of the spectators. Every point of the riding surface can be seen from the grandstand. Also the boards with the high pitched curves are more conducive to speed than the flat and dangerous dirt tracks. It is estimated the gas bills could make well over 100 miles an hour.

FORD SUPPLY STORE TO HAVE A BRANCH HOUSE

The Auto Accessory company, who operate the Ford supply store at 2300 Farnam street, will open a branch store on Sixteenth and Cumular streets, opposite the new assembly plant of the Ford Motor company. They will be ready for business about March 15, and by this arrangement country customers and purchasers of new Ford cars can secure their extras and equipment without driving all the way up town to the old store.

MOTION PICTURES FOR AUTO MEN AT HENSHAW

Entertaining first-run motion pictures at the Henshaw hotel will be one of the side attractions for visitors during the Auto show, beginning February 21. Beside photoplays, comedies and news pictorials, some movies of good roads and auto features will also be shown on special nights.

PALM BEACH NET TOURNAMENT WILL BE HELD THIS MONTH

The annual tennis tournament at Palm Beach is scheduled to commence on Saturday, February 20. The winning of this tournament carries with it the championship of Florida. The present holder of the title is George Church and previous champions have been Reals Wright and Teddy Fell.

DONOVAN IS STRONG FOR OUTFIELDER GILHOOLEY

Manager Donovan of the New Yorks is very strong for outfielder Gilhooley. He thinks well of the youngster, and says that if he had some of Kauff's confidence in his own ability he would have been a star long ago.

AUTOS INCREASING FAST IN NEBRASKA

Over Eighteen Thousand More Licenses Issued in 1915 Than for the Previous Year.

BUT ONE COUNTY SHOWS LOSS

(From a Staff Correspondent.) LINCOLN, Feb. 12.—(Special.)—According to the records in the office of Secretary of State Pool, automobile licenses were issued to 18,448 more automobile owners in 1915, than there were in the year previous. Every county in the state showed a considerable percentage of increase with the exception of Thomas county, which dropped from fourteen to thirteen.

Douglas county showed an increase of 2,647 to 4,404. Lancaster from 2,452 to 3,025. But four counties in Nebraska in 1914 showed the number of automobiles running over the 1,000 mark. Douglas, Lancaster, Platte and York, but in 1915 there were seventeen counties running over the 1,000 mark. Besides those of 1914, Adams, Butler, Custer, Dodge, Gage, Hall, Hamilton, Madison, Otoe, Polk, Saunders, Seward and Washington were added. Arthur county had the least number in 1914, nine automobiles being credited to the little county, but in 1915 it had run the number up to seventeen, leaving Thomas on the bottom of the list. Banner county ran up four times as many, jumping from twenty-eight to 111.

List by Counties.

County	1914	1915	County	1914	1915
Adams	218	1,182	Johnson	425	823
Antelope	548	740	Kearney	37	489
Arthur	9	17	Lincoln	26	121
Banner	28	111	Keya Paha	36	127
Boone	17	21	Kimball	61	112
Box Butte	301	381	Knox	20	309
Brown	187	334	Lancaster	2,452	3,025
Burt	29	129	Lincoln	444	741
Butler	10	10	Loup	58	61
Cass	217	344	Madison	84	181
Chadron	87	102	McPherson	25	31
Chase	226	344	Merrick	128	618
Cherry	208	320	Morrill	37	254
Cheyenne	231	373	Nemaha	62	73
Clay	20	23	North Platte	495	779
Colfax	512	872	Polk	519	619
Columbia	579	861	Rock	25	116
Custer	87	102	Saline	42	57
Dakota	212	361	Seward	14	167
Dawson	185	292	St. Paul	1,041	1,318
Deuel	32	106	Thayer	215	420
Dix	285	448	Washington	664	813
Dodge	294	423	Webster	23	116
Dundy	307	466	York	1,041	1,215
Fillmore	273	329	Jefferson	414	542
Franklin	317	431	Totals	40,898	53,146
Gage	274	461			
Gardner	880	1,234			
Garfield	41	113			
Gosper	101	133			
Grant	24	31			
Greely	276	312			
Hall	175	191			
Hamilton	23	10			
Harrison	65	134			
Hayes	96	125			
Holt	492	623			
Hooker	21	25			
Howard	51	84			
Jefferson	414	542			

DELIVERY AT ONCE FOR THE DORT CARS

W. E. Foshier Says There Will Be No Delay in Getting Autos to Customers.

AN EXCLUSIVE LIGHT CAR

The Foshier Motor company, distributor for the Dort in this territory, promises immediate deliveries of the sensational little car. There is no doubt that motorists here will demand a large number of Dorts for immediate and early spring delivery.

Probably no car on the market has been received with as much enthusiasm as the 1916 Dort touring car. "Jack" Mansfield, sales manager of the Dort company, recently wrote the local distributors that more than 2,500 Dort cars were sold during the New York show and nearly as many at the Chicago show.

"New York people know motor cars," said Mr. Mansfield, "and they have to be pretty thoroughly convinced before they buy. But it didn't take them long to see that they wanted the Dort."

The Dort is best described as an "exclusive light car." It has sturdiness, dependability, comfort and refinements such as no other light car possesses. The Dort has all the advantages of the light car with the good points of the big car. The power in the Dort motor is nothing short of marvelous and as to refinements and beautiful lines—they are evident at a glance.

Heard at the Omaha Automobile Club

One of the most important moves of the Omaha Automobile club has made in the recent state-wide campaign to interest Nebraska towns in marking their roads. The club has met with splendid success so far. Below are some of the towns that are very keen on this subject and have written the local club:

Lookon Bow—The Public Service club is much interested in the subject and will see that our roads are marked.

Madison—We have done a great deal in marking our roads and upon your suggestion more will be done in the spring.

Exeter—We will certainly fall in line with this good work.

Kearney—We realize the importance of marked roads and shall give the work special attention the coming year. Will mail a map showing roads marked.

Lincoln—It is our intention to mark the roads forty miles in every direction from Lincoln. Will guarantee you hearty co-operation in this work.

Nebraska City—Your road marking campaign is an excellent idea and you can count on us with you.

Omaha—There is no auto club here, but I will be pleased to take the responsibility myself of seeing that the roads are marked.—G. C. Haven, cashier.

Chester—Thank you for calling our attention to this and will put up some good signs in the spring.

Alliance—Glad to hear from your worthy organization. Alliance has the best marked roads in the western half of the state, but will continue to improve them.

Giantsa—There is no club here, but will be glad to do all I can personally.—E. L. Grass.

Columbus—Will most certainly co-operate with the Omaha Automobile club in this splendid movement.

Clark—Very good idea and will help all we can.

Friend—You have a very good plan and feel sure all towns will help.

Clay Center—A very good move and we will do all possible.

Crawford—Together with the Alliance club we have marked roads clear into South Dakota.

Clarkson—We are planning some few roads and will take occasion to mark them.

Gering—You are to be commended on the splendid work you are doing. We will work together with the Scott's Bluff people in this respect.

Freemont—We promise a hearty co-operation of our club in the spring in marking roads in Dodge county.

Norfolk—Will be glad to co-operate with you. Will mark roads within a radius of forty miles of Norfolk. Will send you a map. Thanks for calling our attention to this.

Geneva—Fillmore county is right with you in this important move.

Brook—As there is no auto club here, I will personally assume the task of signing the highways.—E. C. Yoni, cashier.

Superior—Many of our roads are marked, but as per your letter will get busy again.

Tecumseh—Omaha-Topeka road is marked across the county, but will get busy on others.

Racing Cars Move More Smoothly in Their Second Year

Though there are exceptions to the rule, race cars generally perform at their best during their second year. The Maxwells in their 1915 form raced virtually without opportunity for experiment, being taken direct from the Maxwell factory to the heat of battle on the speedways. It is believed that a season of experience at high speeds has suggested many ways in which they can be made even minor detail, they can be made even faster than before.

In these matters Rickenbacher will have the advantage of counsel from Ray Harroun, former international champion driver, who designed the cars and supervised their construction at the Maxwell plants a year ago.

Improvements and service parts for the cars will be built at the Maxwell Motor company's machine shops in Detroit.

Automobile Leapfrog.

A motorist returning homebound to Santa Ana, Cal., at a good rate of speed, suddenly found his path blocked. He turned sharply to the side, climbed a pile of loose dirt and leaped a four-foot irrigation ditch, winding up in a farm yard from which he found an easy path back to the road again. All Santa Ana went out the next day to see the tracks made by his Maxwell car.

Maxwell Plant for Canada.

The Maxwell Motor company of Canada has begun construction of a large factory building at Windsor, Ontario, where it will build in characteristically large quantities Maxwell cars for Dominion trade. Canadian dealers have been hurriedly supplied from Detroit. The Windsor city council donated a site for the plant.

Willard

You Can Count On It

When we take care of your storage battery there's no doubt of quality service. We have established ourselves as experts. Will you come in and be convinced?

Nebraska Storage Battery Co.
2203 Farnam St. Tel. Doug. 8102.

Free inspection of any battery at any time

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AUTOMOBILES
2047 Farnam Street

Willys
Six-Cylinder Motor

NEW SALES MANAGER OF THE GOODRICH TIRE COMPANY.



H. E. Raymond, second vice president of the B. F. Goodrich company of Akron, O., relinquished the office of general sales manager to W. O. Rutherford, at the January meeting of the company's board of directors, just concluded. Mr. Raymond will continue actively as vice president exercising general supervision over sales and advertising policies. The change was made necessary by the enormous increase in the Akron concern's business.

Mr. W. O. Rutherford, in charge of the Goodrich store in this city, gave out this information yesterday. "Mr. Rutherford will begin his new duties at once. The announcement of the change was made by the board of directors of the company after their meeting in Akron."

SAXON BUSINESS BREAKS RECORDS

Orders Received in January More Than Double Those of Best Previous Month.

AND IN A WINTER MONTH, TOO

Indicative of the remarkable prosperity of the automobile business in the January record of orders just announced by the Saxon Motor Car company. In the month just closed this company received orders for 6,732 cars for immediate shipment.

This breaks all previous Saxon records, the total number of orders received in January being more than double that of the best previous month—last May, when 3,215 were received. The showing is considered all the more remarkable when it is remembered that January is a winter month—ordinarily a dull period—while the

best previous month was in the heart of the spring selling season. The Chicago Automobile show brought in a total of 3,400 orders and the New York show 2,900. These orders were placed at the shows by dealers who this year attended the big metropolitan exhibits in greater numbers than ever before. When all other ways fail, try a Bess Want Ad.



Will Any Other Car Stand This Usage?

ONE REO DEALER habitually pulls off this stunt in demonstrating a Reo car to a prospective buyer.

HE DRIVES 15 MILES per hour ahead—and shifts in his reverse gears!

DOES THE REO STAND IT? Well he says he has used the same demonstrating car for a year now—done the trick hundreds (he estimates thousands) of times—and gears are today just as silent and apparently just as good as ever. So is the clutch.

BUT AFTER ALL it isn't so wonderful when you consider how Reo cars are made.

"50 PER CENT OVERSIZE" in all vital parts—that includes shafts and gears of course—makes the feat possible. Would, even if he hadn't the velvety Reo clutch.

THAT DOUBLES the factor of safety, for the you drop the Reo clutch in instantly, still there's no jerk. It takes hold softly—but holds when once fully engaged.

SO IF YOU ARE the one to whom he is demonstrating the Reo car, sitting beside him, you are surprised to find there's no jerk, no apparent strain when he does it.

CAR SEEMS TO come to a gradual, tho a quick, stop; then as softly reverses.

BUT WE DON'T believe there is another automobile on earth that will stand it—none but Reo.

AND THE REASON is in Reo design, Reo material and Reo construction.

BY THE WAY—let us remind you that the appreciation of Reo quality—Reo value—is so general, the factory is always away behind orders. So it is necessary to place your order long before you want a delivery.

DON'T DELAY—TODAY won't be a minute too soon.

Reo Motor Car Company
Lansing, Michigan
JONES-OPPER CO.
OMAHA, NEB.
Distributors Eastern and Northern Nebraska and Western Iowa.
A. H. JONES
HASTINGS, NEB.
Distributor Southern and Western Nebraska and Northwestern Kansas.

\$1250

The New REO "SIX"