

REO FIFTH—Price F. O. B. Factory, \$1,195

This price includes Mohair tops, curtains, Dusthood, Windshield, Speedometer, Electric side and rear lights—gas head lights, gas tank, starter, demountable rims with extra rim and brackets.

REO THE FIFTH Has the Up-to-Date Features which will be used on all cars in 1914, i. e.,

- Left Hand Drive, Electric Side and Rear Lights, Timphen Bearings, Oversized Tires, Center Control, Side Light Set in Dash, Demountable Rims, Large Brakes, Large Springs.

We Can Furnish This Car with Gray & Davis Electric Starter and Electric Lights at \$200 Extra.

Compare this with any car selling at \$1,800, and you will see that we are giving you as much value at a great deal less price.

DOTY & HATHAWAY, 2027-29 Farnam St., Omaha.

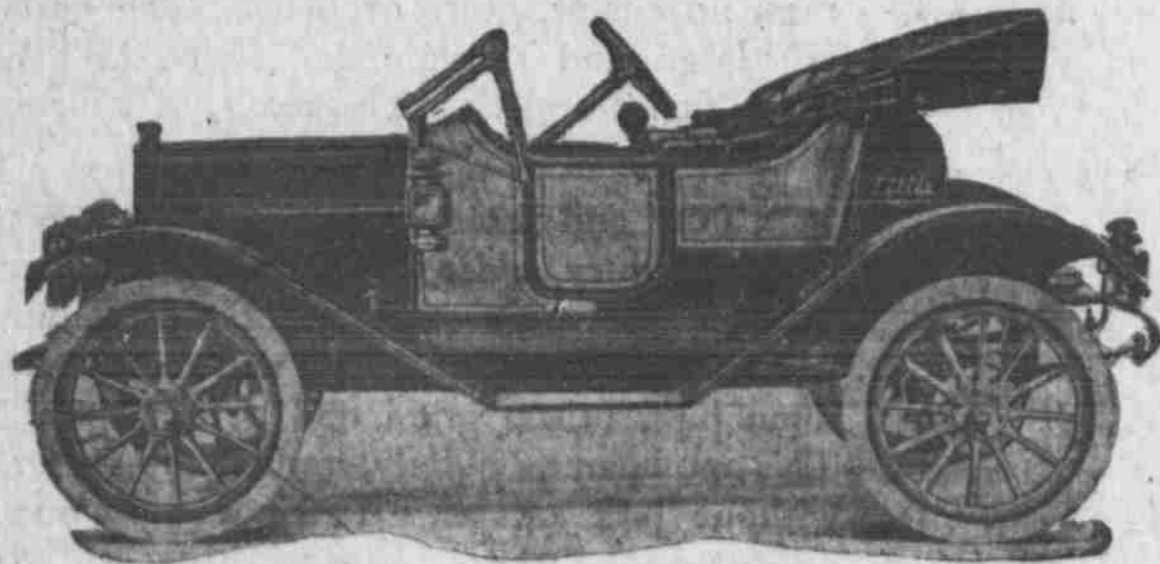


Six Cylinder, 36-h. p., \$1,285 f.o.b. Factory

Little Six, the car for the man who wants a stylish, classy, up-to-the-minute car with the quality and power, smooth running and riding qualities of the high priced cars. Fully equipped and electric lighted. Don't fail to see this car and get a ride in it.

Doty & Hathaway

2027-29 Farnam Street. Omaha, Nebraska



Little "4" Roadster, \$690, F. O. B. Factory

Little Four Roadster, the classiest of all roadsters. The car you want at a price you can afford to pay. So stylish, well built and well finished that owners of high priced cars are proud to use the Little "4" for their runabout work. Come in and see this wonderful roadster.

Doty & Hathaway

2027-29 Farnam Street. Omaha, Neb.

NEW LOCATION FOR PACKARD

Have Comfortable New Quarters at Twenty-Fourth and Farnam. SPECIALLY TRAINED MECHANICS. All of the Men Working Upon Cars Are First Given Schooling in the Factory and Must Know Every Part of Auto.

After having their quarters at Fortieth and Farnam wiped out of existence by the Easter tornado, the Orr Motor Sales company used barns, work shops and plumbing establishments for a few weeks to keep their business in the handling of Packard cars going. By May 1, a little more than a month after the tornado, they were permanently located in the spacious new quarters at 2415-18 Farnam street.

The building is equipped with a sprinkling system for fire protection. There are eleven pipes extending the entire length of the building just below the ceiling. Each pipe is equipped with nine jets sealed with wax. The heat of a fire in the building would immediately melt the wax so that the ninety-nine jets would automatically begin spraying the entire space in the building with water.

This equipment for automatic fire protection is a feature that is pleasing to many of the customers who store their cars with the Orr company. The car storage capacity of the building is thirty-five cars.

A Packard Plant. The Orr Motor Sales company is primarily a Packard service plant. The machinists are all Packard-trained men.

During the month of May alone, when the company had just located in the new quarters, they delivered six new Packard cars.

H. F. Orr, who devotes all his time to the selling of the pleasure cars, is a graduate of the Packard plant. He formerly worked a year and a half in the factory as a mechanic.

C. L. Shedd, manager of the truck department, was formerly with the truck sales department at Detroit three years, after which he was with the agency there and made an enviable record in the sale of Packard trucks.

After he left the Packard factory in Detroit, Mr. Orr went to the Cleveland agency for a time and from there came to Omaha. The present company started business in Omaha only a year ago this month. They shared the building at Fortieth and Farnam streets with the Electric Garage company.

New Location.

After the tornado they were at a loss for a location until 2415-18 Farnam street was available. They built a large partition in the northwest quarter of the building, thus cutting off a nice space for a machine shop.

Facing the south, this company presents almost a whole front of glass, as the front is one succession of plate glass windows. The offices are in the southwest corner of the building, but with both the southwest and the northwest corners of the building out for office and repair shop, respectively, there is still left one of the largest garages in the city. Besides keeping a large stock of Packard motor cars and trucks on hand for sale and demonstration, the garage has a capacity for the storage of thirty-five cars.

A great many prominent car owners in the city are taking advantage of the facilities offered here to store their cars. Well-Trained Mechanics. The company prides itself on the fact that every man in the shop is a Packard-trained man. They do not employ machinists who have received their mechanical training in any and all shops, but men who have worked where the Packard is made, who know the Packard from one end to the other, who are handy with the Packard and every detail of it is no men without this specific training can be.

This company, scarcely a year of age, sustained some heavy losses in the wreckage of the tornado, when the whole top of the building they occupied was blown away. They are overcoming those losses and are optimistic. They are not even speaking of the losses, but are looking ahead at what the future holds for them rather than backward at what the past has done to them.

FORD COMPANY'S EXECUTIVE ENCOURAGES GOOD ROADS

James Couzens, secretary and treasurer of the Ford Motor company, has shown his practical support of the good roads movement by coming to the rescue of the road commission of Wayne county, in which Detroit is situated, and purchasing \$250,000 worth of bonds so that the road work in the county would not be held up this year for lack of funds.

Wayne county voted several years ago to bond the county for \$2,000,000 with which to construct good roads, and as a result some of the finest roads in the world have been built radiating from Detroit. This spring there remained unissued \$500,000 in bonds, the proceeds of which were to be used in finishing up the work. But as the bonds pay only 4 per cent and investors were looking for a larger return, the commissioners found it impossible to dispose of the bonds through the ordinary channels.

When the commission was about to give up work because of a lack of funds, Mr. Couzens, who, in addition to his activity in the Ford company, is president of the Detroit Board of Commerce, stepped in and took the entire issue to assure the completion of the road work this year.

Packard Shipments Heavy. Shipments of Packard vehicles in May make the largest total for any single month in the history of the Packard Motor Car company. Motor carriages and trucks representing a value of \$3,375,945 were delivered to purchasers. This sum, compared with the best previous record of \$2,718,796, made in April of this year, shows an increase of almost \$600,000. The total business for the two months was approximately \$6,000,000.

Studebaker Wins in Russia. Russians make their automobile show a competitive test of beauty and merit. At Warsaw's recent sporting and industrial exhibition, a Studebaker "5" was the winner of the coveted medal.

MOTORING GREATEST SPORT

Harry Radford Says it Beats Base Ball for Real Enjoyment.

LEADS IN CITY AND COUNTRY

Farmers Are Purchasing Cars for No Other Reason Than to Give Families Some of the Real Joys of Life.

This is the time of the year when everyone thinks of vacations and sports. Some are for this, some for that form of recreation, but more people each year are taking up motoring as a method of relaxing from their business cares. "Motoring is the greatest American sport, regardless of what people may say about base ball," said Mr. Harry R. Radford, vice president and general manager of the Cartercar company, Pontiac, Mich. "All over the country," continued Mr. Radford, "you see hundreds, yes thousands of enthusiastic motorists who take no other outings except in their cars. Just stop to think of the great number of people who take little pleasure drives almost every evening. No other pastime can give such continual, such restful pleasure as a motor car. Motoring is a sport, in every sense of the word, but at the same time the advantage of owning a motor car is because it is worth recreation.

"Out on the farm is where the pleasure of driving a motor car is especially appreciated. I have been surprised at the great number of farmers who have purchased cars for no other reason, they said, than because a car is nice for their families to ride in. They do not seem to think of the economical advantages when they buy, the opportunities for mere pleasure overshadowing every other feature of owning a car. Out on a farm the people have little else to enjoy except their cars. They are not in touch with base ball, and their work prevents them from such pleasures as fishing and picnicking, which they are supposed to enjoy. But, with a car they can take short drives each evening after a hard day's work, and it brightens them up and makes them happy with their lot. In fact it makes country life really worth living.

"And we can carry this comparison even to the city," concluded Mr. Radford. "Let us take the man who has a family and owns an ordinary touring car. Perhaps he likes base ball, and although his family may not share his enthusiasm, he will go once or twice a week. But what does he do with his car? Almost every evening he is seen on the street with his entire family enjoying the cool evening air. And on Saturday afternoons and Sundays he takes short tours into the country. He uses his car for pleasure about ten times for every once he goes to a ball game.

"I really think that motoring is far more worthy of being called the national sport than base ball."

Faster the Engine Whirls the Greater Power is Developed

Power is about the most mysterious thing a purchaser gets when he pays his money for an automobile. We hear nowadays a great deal of talk about power, horsepower ratings, computation of horsepower, and other such vague and indefinite generalities.

Certainly the power of a motor—or, in other words, the work a motor will do—is one of the most important things a man buys with his car. A motor without sufficient power is practically worthless. A motor with too much power is expensive to maintain, hard on tires, uselessly extravagant.

The purchaser of a car, then, should take into consideration the use to which he expects to put the car, the character of the country in which it is to be driven. No man would buy a roadster for a family pleasure car, or a limousine for cross country touring. No man should buy a car either overpowered or underpowered for the purpose for which he wants a car.

The method of measuring power in this country is not standardized. Nearly every manufacturer has his own system of computing horsepower, and horsepower ratings are extremely vague. It seems to me that every purchaser of a car should know, first, that there is only one way definitely to measure one horsepower—that is, by lifting 33,000 pounds one foot per minute. One horsepower in an engine is the capability of doing the work equal to lifting 33,000 pounds one foot per minute.

It is evident, therefore, that the faster a man or an engine or a piece of machinery works, the more power it develops. This is particularly true of the high speed gas engine. An engine developing a certain horsepower at 300 revolutions per minute, will develop very much more at 1,000 revolutions per minute, and still more at 1,500 revolutions per minute. If properly designed, its horsepower development will be still greater at higher speeds. The purchaser of a car, therefore, should know something about how horsepower is rated, so that he may know whether he is getting the power needed for the work his car is to do.

INTERNATIONAL TRUCK WINS RELIABILITY CONTEST

Manager W. J. Flint of the International Harvester company is feeling quite elated over the showing made by the International truck in the 253 miles reliability motor truck contest conducted by the Washington Post, under the American Automobile Association rules.

The International finished with a perfect road score, winning a trophy, also went through the final technical test, including break, transmission, counter shaft, clutch and motor test which was made, after the run, with the same splendid showing.

The run was made over Maryland and Pennsylvania roads (including the hills) and the truck loaded with freight to its rated capacity, and that, coupled with this remarkable record, only twenty-four gallons of gasoline and three pints of lubricant was consumed, twelve miles to the gallon of gasoline.

The six cars finishing with perfect score were the Malo, Wilcox, McIntyre, White, International and White.

Canadian Government Buys Cars. After a long series of tests in which many American and foreign cars competed, the Canadian government has bought a fleet of Studebaker "5" roadsters for use of dominion officials at Regina and in the service of the north-west mounted police.

AUTOMOBILES TRUCKS, TIRES, ACCESSORIES DIRECTORY GASOLINE CARS.

- ABBOTT-DETROIT—Traynor Automobile Company, 2512-14 Farnam Street.
APPERSON "JACK RABBIT"—Apperson Jack Rabbit Auto Company, 1204 Farnam Street.
ARTHUR STORZ AUTO SUPPLY CO.—2020 Farnam Street.
AUBURN—Omaha Auburn Auto Company, W. T. Wilson, 2559 Farnam Street.
BUICK—Nebraska Buick Auto Company, Lee Huff Mgr., 1912-14-16 Farnam Street.
CADILLAC—Cadillac Company of Omaha, G. F. Reim, Pres., 2054-6-8 Farnam Street.
CARTERCAR—Cartercar Nebraska Company, W. E. Foshier, Pres., 2115 Farnam Street.
CHALMERS—Stewart-Toozer Motor Company, George E. Toozer, 2044-6-8 Farnam Street.
CHEVIOLET—Doty & Hathaway, 2027 Farnam Street.
COLE—Cole Motor Company, 1910 Farnam Street.
DETROITER—The T. G. Northwall Company, 912-14 Jones Street.
READNOUGHT MOLINE—Moline Automobile Company, D. M. Beal, Mgr., 2421 Farnam Street.
EMPIRE—Western Auto Sales & Mfg. Company, A. W. Gilman, Pres., 1915-23 Harney Street.
FORD—Ford Motor Company, 20th and Harney Streets.
FRANKLIN—Guy L. Smith, 2205-7 Farnam Street.
HUDSON—Guy L. Smith, 2205-7 Farnam Street.
IMPERIAL—Bradley, Merriam & Smith, 700 South Main St., Council Bluffs, Iowa.
JACKSON—Pioneer Implement Company, 1000 South Main St., Council Bluffs, Iowa.
LEXINGTON—E. R. Wilson Auto Company, 2429 Farnam Street.
LITTLE—Doty & Hathaway, 2027-29 Farnam Street.
LOCOMOBILE—Drummond Motor Company, 26th and Farnam Streets.
LOZIER—Mitchell Motor Company, J. T. Sewart, 2050 Farnam Street.
MARION—Marion Auto Company, C. W. McDonald, 2101 Farnam Street.
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MASON—Twin City Auto Company, 1102-14 South Main St., Council Bluffs, Iowa.
MAXWELL—United Motor Omaha Company, J. M. Opper, Dist. Mgr., 1122 Farnam Street.
MIDLAND—Freeland Auto Company, J. A. Freeland, 1113 Farnam Street.
McFARLAN "SIX"—Electric Garage Company, 40th and Farnam Streets.
MICHIGAN—Michigan Auto Company, E. V. Abbott, O. D. Aldrich, 1117 Farnam Street.
NATIONAL—Traynor Automobile Co., 2512-14 Farnam Street.
OKLAND—McIntyre Automobile Company, 2203 Farnam Street.
OVERLAND—Van Brunt Automobile Company, 2010 Farnam St., Omaha, 18-20-22 4th St., Council Bluffs.
OHIO—Ohio Motor Car Co., Chas. E. Grisinger, Phillip B. Day, 2417-19 Farnam St.