

PRODUCTION OF DORTS INCREASES

Demand for Staunch Little Car Shows No Indication of Abating.

QUALITY NOT SACRIFICED

The manner in which the Dort Motor Car company has increased the factory output time and again to meet the demand for the Dort car has been a source of wonder in the automobile world. There are several factors which make it possible for the company to expand as rapidly as it has been compelled to do in the last year.

The Dort Motor Car company is an outgrowth of the Durant-Dort Carriage company, makers of the famous Blue Ribbon buggies. Just as rapidly as the Dort company needed more factory space, it has taken over parts of the carriage company's plant. Since these buildings are already ideal for vehicle manufacturing, little time has been necessary to equip and alter them for the manufacture of Dort motor cars. Thus the expense of putting up new buildings has been eliminated and the price of the car has been kept down.

Bought Before Rise. Large purchases of materials before the great rise in prices has saved much money for the Dort company and the purchasers of Dort cars. Some manufacturers have lowered the quality of their materials. The Dort has not. Every part of the Dort is of the highest quality, tested and found right; the standard of class has been maintained, and will be under any condition.

"Probably no other light car has attained the popularity of the Dort in this and other sections of the country in so short a time," says W. E. Fosher, local distributor. "Our salesmen report a constantly increasing demand for the staunch little car. The people have recognized the big value of the Dort."

February Shows Big Increase for Paige

February showed an extraordinary increase of business for the Paige-Detroit Motor Car company over the total business of the same month last year. The increase in the number of cars built and delivered was 137 per cent for that single month over the February, 1915, record.

Comparing the total number of cars built and delivered during the one month, February, 1916, with the total number of cars built and shipped during the entire twelve months of the company's first season, five years ago, is even a more striking commentary on the extraordinary development and growth of the Paige. This comparison shows that the business for February, 1916, was 137 per cent greater than the business of all twelve months of the first year added together. And if we compare the business of the first February with the same month in 1914, the increase is 1,644 per cent.

LOCAL MANAGER OF THE FISK TIRE COMPANY.



JOHN LIONBERGER.

REO HAS CAR SHORTAGE

Sales Manager Says the Situation is the Worst Ever Encountered.

DEALERS TAKE INITIATIVE

"Things are getting to a pretty pass when the dealers take matters into their own hands and begin to run the factory," says R. C. Rueshaw, sales manager of the Reo Motor company. "That isn't precisely what is happening, but the other day when I got back to the factory from lunch, I thought for a few minutes that condition had come about."

"As I walked into my office I noticed a bag that looked familiar to me, and the initials, 'A. W. M.', looked still more familiar. 'My goodness! Is Meyer here?' I asked my co-defendant, Harry Lee. 'I'll bet he wants a trainload of cars, so I guess I'd better beat it.'"

"He not only wants a trainload," replied Lee, "but he's out in the factory getting them."

"That looked more serious, so I hot-footed it out to the factory, and after traversing miles of slush and stumbling over what seemed to be millions of tons of materials, I finally arrived at the shipping platform. Sure enough, there was Meyer, insisting that every car, as it was loaded, be routed for Buffalo."

"I remonstrated with him, but he insisted that he had, through personal pull, managed to have some forty samples sent to the Reo factory, and he was there to see that every one of them was returned to Buffalo—protesting he had given his personal word to the president of the New York Central to that effect."

"This car shortage situation is the worst thing we have ever gone up against," continued the Reo sales manager. "Seems as if the shortage of material ought to be enough to contend with, but to be unable to ship the cars after they are made at the same time that every prominent distributor insists that his territory would take the factory output, is enough to grow hairs on the head of any sales manager."

Read Bee Want Ads for profit. Use them for results.

DEVELOP UNIQUE IDEA

Goodrich Tire People Have Big "Homecoming" at Their Akron Plant.

VISITORS ENTERTAINED ROYAL

A new idea in the relationship between the executives and field men in the sales organization of a great corporation was successfully developed at the general sales conference of the B. F. Goodrich company at Akron, O., March 2 and 3. By association together in a fraternal, good fellowship way, without any reference to experiences of the daily routine, a spirit of unity and co-operation was developed, the effects of which will be permanent in stimulating new loyalty to the Goodrich idea in production and marketing of rubber goods.

The 1916 Goodrich "homecoming," in the nature of a big family reunion, was attended by 400 salesmen working in territories from Denver to Maine and from Florida to the Canadian border. They represented the organizations of fifteen branches, those at New York, Philadelphia, Boston, Pittsburgh, Omaha, Buffalo, Detroit, Cleveland, Chicago, Kansas City, St. Louis, Minneapolis, Indianapolis, Atlanta and Cincinnati. They traveled at and returned from Akron in four special trains.

In many ways this was the largest and most distinctive sales conference ever held by the Goodrich company. Conferences are held frequently during the year. But here was a gathering of all these specialized units of the sales organization, and from every section of the country, with the exception of the Pacific coast territories. Then branch managers stayed at home. They sent their field men with freedom to express themselves without fear or favor of the "boss."

Chief credit for the success of the convention is due W. O. Rutherford, general sales manager of the Goodrich company, who sounded the keynote at the opening session Thursday, presided as toastmaster at the convention banquet and made the closing address.

Thursday afternoon the visiting salesmen were organized into twenty groups, each of which was conducted on a trip through the great Goodrich factories. The climax of good fellowship was reached in the banquet and informal entertainment of Thursday night. A feature was the variety of vaudeville acts, in which department heads assumed leading roles. Addresses were made by E. C. Shaw, second vice president, and C. B. Raymond, secretary. Mr. Raymond reviewed the history of the beginnings and development of the Goodrich company since its founding in Akron in 1839 by Dr. R. P. Goodrich. The company was incorporated in 1890, and the first branches, those at New York and Chicago, were established in 1893. During the entertainment a four-page convention extra newspaper, printed specially for the event, was distributed and at the close moving pictures taken during the day of convention activities were shown.

Friday was taken up with a program of addresses and talks by factory sales executives. Addresses were made by E. C. Tibbitts, advertising manager; J. C. Lawrence, head of the credit department; and Dr. W. C. Geer, head of the development department.

Saxon Dealer Is Enthusiastic Over Rural Conditions

Any doubts that the keynote of this season's automobile show is business, rather than just a display, have been dispelled by the Omaha automobile show, according to W. L. Kelly, general manager of the Noyes-Killy Motor company, who has just closed a number of sales following the show.

"While the New York and Chicago shows recently demonstrated to me the remarkable business that will be done by the motor car industry during 1916, and while they were marked by stupendous wholesale orders for automobiles, the Omaha show was needed to prove conclusively that the results of the other two displays were not bubbles, inflated eastern war prosperity and the wealth of the big manufacturing and financial centers," said Mr. Kelly.

"Omaha's show draws mostly from the rural dealers and the farmers in the center of this country's great corn belt. It is a meeting that gets close to the soil and the business that it develops comes from the furrows of the plow and not from the quotations on the ticker. That Omaha could bring together 150 Saxon dealers, who contracted for all the cars we can supply them, is in my opinion the soundest indication of the wonderful prosperity of the year for the automobile."

"The Omaha show simply backs up the prediction made after the larger ones. This will be a tremendous year in the motor car world. The Saxon Motor car company has orders upon orders and it is traveling at full steam to keep up with the requests for cars. I am told that other companies are in a similar state, and I again say that it is not an attempt to raise a 'bear' tale when I express the belief that the end of the year is likely to see a shortage in motor cars due to the remarkable increase in the demand."

Britisher Says Eight Cylinders Is the Limit

With the gradual increase from time to time in the number of cylinders in the automobile power plant one of the questions occasionally heard is, "where is it going to stop?"

Writing on this subject in the Autocar Imperial Year Book, published in London, W. G. Aston, an English engineer, comments in these words:

"It may now be asked why not continue to multiply cylinders and gain an even better result. The answer to this is very simple. Eight cylinders are only two more than six, and the improvements which they produce are very marked. Now the next size of engine would be twelve-cylinder, or half again as many cylinders, which would not possibly give 50 per cent better result, and so on. A glance at the torque curves will show that as the cylinders are increased the difference in the characteristics of the curves tends to become less marked. Drawn on the same scale, the curves of a sixteen-cylinder engine would hardly be distinguishable from the twelve, and twelve scarcely distinguishable from those of the eight. For ordinary purposes, therefore, the eight may be considered to be the ideal as well as the practical maximum, for motor car work at all events."

FISK TIRES HAVE FINE NEW PLANT

Recently Constructed Buildings at Chicopee Falls, Mass., Are Ultra-Modern.

PERFECT WORKING CONDITIONS

That industrial preparedness is the policy of the manufacturers of Fisk tires is easily believable by anyone who has lately visited their plant at Chicopee Falls, Mass. Few people who have not seen the new additions realize the great size to which it has grown. New buildings, to such extent as to completely overshadow the present factories and office buildings, have been completed. With twenty buildings and twenty-nine acres of floor space the establishment is one of the manufacturing show places of New England. One factory alone is over 600 feet long, 100 feet wide and its floors provide more than 300,000 feet of floor space. A great warehouse, complete general office building and several other structures are included in the new group.

The administration building is impressive in its architectural beauty and its size. It is built of stone and tapestry brick and has seven floors. Its broad stone steps and great glass and copper marbles prepare one for the perfection of the interior arrangement. There are nearly two acres of floor space in this building, divided into private and general offices, directors' and reception rooms, general and private dining rooms, a modern kitchen, checking and dressing rooms, sound-proof bookkeeping, tabulating, telegraph and telephone offices.

While the idea of simplicity has been followed in arranging and furnishing the general offices, no effort has been spared to provide every modern facility for perfect working conditions. The interior finish is in hardwood, old English style. The offices have plastic flooring, paneled dados and glass front partitions and non-detracting lighting is employed throughout. The building has two passenger elevators.

The warehouse, directly back of the new office building, is made of reinforced concrete, with brick panels, and is equipped at each end with fire towers. Prism glass is used in the windows, affording the best of lighting facilities.

The mill building, constructed of brick and steel, is more than 200 feet long and has six floors. It is one of the largest single mills in this part of the country and one of the best lighted, 90 per cent of its wall surface being of prism glass. To provide necessary transit between the various buildings of the plant a system of tunnels and bridges has been constructed.

The entire new plant will be furnished and occupied within a few weeks and the manufacturing capacity will be at once more than doubled. The growth in the demand for Fisk tires has made these buildings necessary and already tentative plans are being made for further construction.

BUICK CUT-AWAY CHASSIS TO BE EXHIBITED HERE

The Nebraska Buick Auto company has just received from the factory a working model cut-away chassis, which will be shown at the salesroom, 1914 Farnam street, this week. A representative will be in attendance for the purpose of showing

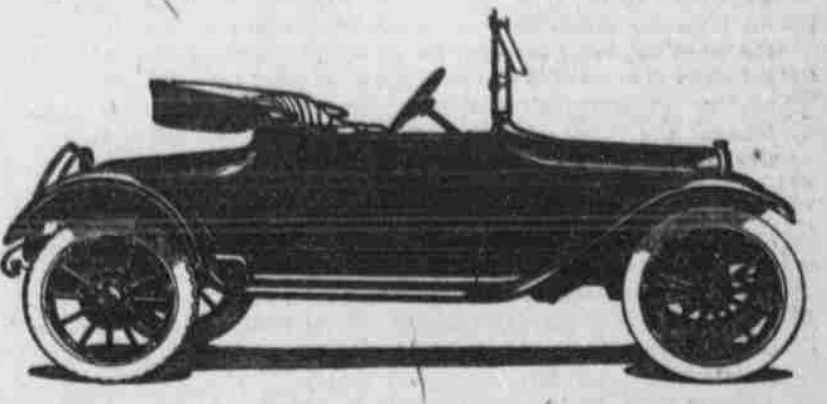
ing the present and future Buick car owners just how to care for their cars in an economical manner. This method of schooling the layman, as adopted by Lee Huff, has met with the greatest approval in other large cities where it has been offered. A large class is expected at each day's school, and if the weather permits an evening class will be held.

DODGE BROTHERS ROADSTER

How thoroughly pleasing it is you will best appreciate by trying to find some one detail you would care to have changed.

The lines of the car are striking, and the enameled finish holds its lustre for a long period. There is just the right depth, just the right width and just the right tilt to the seats. Everything you have to touch with hand or foot is within easy reach. The compartment at the rear is unusually spacious.

The motor is 26-35 horsepower. The price of the Touring Car or Roadster complete is \$785 (f. o. b. Detroit.)



Murphy-O'Brien Auto Co. 1814-16-18 Farnam St. Phone Tyler 123

Willard

All Ready!



Before you take your car out on the road, look well to your storage battery. Bring it to us and we'll tell you what it needs for Spring.

Nebraska Storage Battery Co. 2503 Farnam St.—Tel. Doug. 5102.

Free inspection of any battery at any time



ALL that you want,—all that you can hope for.

- in ease.
- in range of efficiency.
- in smoothness.
- in quietness.
- in flexibility.
- in quick acceleration.
- in hill climbing.

—these and all the things which make for luxurious motoring, the Cadillac owner enjoys to a degree which only the Eight-Cylinder Cadillac provides.

Cadillac Company of Omaha

2060-64 Farnam Street GEO. F. REIM, President Phone Douglas 4225

Twentieth Century Farmer Omaha

HERE is a great institution in Omaha about which more folks should know. It is one of the nation's great farm weeklies—the Twentieth Century Farmer.

It carries weekly messages of instruction and inspiration to the best farm homes in the Missouri Valley—yes, they're the best in America.

It has aided these farmers to more intelligently, and, therefore, more profitably direct their efforts.

To a certain extent, the superior farming methods of Missouri Valley farmers, which have made them independently prosperous and which have further shown a mighty effect in the wonderful development of the territory's metropolis—Omaha—and other cities nearby, is due to the influence exerted week after week for the past sixteen years by the Twentieth Century Farmer.

A crop failure in the Missouri Valley would be a serious calamity and would produce hard times in spite of everything the city and town people might do, which shows how dependent you are on the farmer.

But, a crop failure in this territory is now practically impossible.

Why? Because the farmers have learned to practice rotation of crops, and even if one crop failed, some other would yield well. They have learned how to conserve the moisture; they have learned better methods of preparing the soil, planting, cultivating, etc.

How did the farmers learn about crop rotation, etc? Through the Twentieth Century Farmer.

This publication has celebrated but sixteen birthdays—yet in that short time it has grown from a very unassuming paper to one of vast circulation and tremendous influence.

112,000 Copies Every Wednesday