HIGHER PRICE NO CAUSE FOR WORRY

Noyes-Killy Company Feels No Apprehension in Advance in Price of Saxon Cars.

HIGH QUALITY IS MAINTAINED

The following letter from the Saxon factory to Noyes-Killy Motor company, indicates that the Saxon people will maintain quality of car, but the advance in price is causing no worry whatsoever at the Omaha office:

"This confirms our telegram announcing the increase in the list price of the six-cylinder car, both touring and roadster types, to $815.

"For your information we have considered this increase in price advisable because of greatly increased prices in materials and higher cost of doing business all along the line, owing to material and freight car shortages.

"The Saxon "Six" thoroughly worked out and refined as it stands today, is easily worth $815 in comparison with other automobile values. Every dealer realizes this fact. Every present owner realizes it.

"Point out to prospective buyers that this is the only car on the market at anywhere near its price with the following features:

Six-cylinder motor, Saxon design, manufactured by Continental Motor company.

Rayfield carburetor, admitted the best made.

Atwater Kent ignition, above criticism.

Timken axles, helical bevel drivegear, Full Timken bearing equipment throughout chassis.

Honeycomb type Fedders radiator.

Two-unit starting and lighting system, made by Wagner.

"Judging from our service department records we feel safe in saying that the Saxon "Six" today is more thoroughly free from anything in the nature of chronic mechanical troubles than any popular priced automobile on the market. It will render a high quality of service to the owner under all conditions over a very long period of time, and with the minimum amount of trouble and expense. In short, it is good from end to end, and it is goodness, rather than merely price which stabilizes a car in the market and insures for it a large and steadily increasing volume of sales."

Auto Tires This Year Will Show Big Improvements

"We have entered the season of 1916 with more extensive improvements in automobile tires than in any season for several years," says Joe M. Dine, branch manager of the Goodyear Tire and Rubber company.

"The entire line of Goodyear tires, from the smallest to the largest, has been improved by reinforcement of fabric and rubber in the side walls, rendering them even less liable than formerly to side-wall injury.

"Our 30x3 and 30x3½ sizes are now made larger and stronger, the former being 20 per cent and the latter 10 per cent larger than heretofore. These improvements were made with the idea of offering the greatest possible value to the users of those sizes, that they might enjoy the same degree of freedom from tire trouble as users of larger sizes.

"To meet the demand for greater resiliency and shock-absorbing qualities in tire equipment in the commercial car field we are now offering large pneumatics ranging in size from 36x6 to 42x9. This new tire has many advantages over dual pneumatics. The maintenance of equal air pressure in duals has long been a problem, which is solved most satisfactorily in the large pneumatic."

Motorist Pulls Out of Mud with Storage Battery

While demonstrating a new car a salesman for the Charles (S. C.) Motor Sales company, got into a pretty mess. He might have been there yet if the Willard storage battery on the car hadn't come to his assistance.

County roads aren't always boulevards, as this man soon discovered. The car performed beautifully until it was driven into mud and water so deep that the motor stalled. Water came in through the carburetor air intake and starting again was impossible.

Luckily for himself and his prospect the demonstrator wasn't afraid to try something. He ran the motor from the Willard starting battery, slipped into low gear and pulled the car entirely out of the mudhole with the electric motive power. Afterwards he said that while he wouldn't recommend car owners using their batteries in this way, at the same time he was mighty glad he had a battery as good as he did.

Conductor Mistakes Salesman for U. S. Secret Service Man

A certain salesman, representing a large rubber company, was recently mistaken by a railroad conductor for a united States secret service official, this misapprehension being caused by a pin carrying the seal of his company which the salesman was wearing.

The salesman in question was sitting in the rear seat of a day coach. When the conductor reached him he looked at the lapel of the salesman's coat, punched his ticket and then asked him where he expected to find his next victim.

The salesman, who represented the United States Tire company, states that for the life of him he could not imagine why the conductor chose to class dealers who sell such remarkably good tires as "victims." Or, in fact, why a railroad official should show such interest in United States tires, because no railroad uses "Nobby" or "Chain Treads" on any of its rolling.

FIFTEEN MAKES OF CARS USING "DELCO" SYSTEM

Smith, the "Delco" man who recently moved his service station into larger quarters, has been displaying a picture from a magazine with much pride.

"This," says Smith, "is one reason why we moved. Fifteen leading makes of automobiles are using our equipment. Prominent among these cars are the Hudson, Cadillac, Packard, Buick, Oakland and Pathfinder. At the rate of speed these cars are selling the inspection of our starting, lighting and ignition systems keep us busy."

Gipsy with Ultra-Modern Ideas Heads for Coast in Gaudy Chariot

Long before the first robin dares set foot on northern soil John Floris, a South American gypsy, and band of coworkers, living in a small cottage 'n West Indianapolis, will have started for the Pacific slope over the old National road in a motor-propelled palace that will make the main ticket wagon of the Barnum & Bailey circus look like a country hotel bus.

This resplendent domicile is built on a Buick D-4 one-ton truck chassis which is equipped with a Buick valve-in-head thirty-seven-horse power motor and mounted on pneumatic tires, and was built expressly for Mr. Floris. It is the first car of the kind ever turned out in this country, for indeed the genial and progressive Mr. Floris is the first of his kind to discard the horse for the motor car. While this nomadic vehicle is not equipped with quite all of the conveniences of the modern apartment, it has all the latest motor appliances and will be far and away ahead of anything in gypsy rolling stock that will hit the road in the spring.

The old, time-honored Romany love for gaudy paint and colored glass finds its fondest hopes more than realized in this newest thing in motor cars, and it will be a dull peasant, indeed, who will not stand awed and bewildered when this vermillion-hued gasoline wagon thunders through the sleepy towns and villages along the old National trail.

When asked in regard to his plans for the future the Latin featured and picturesque Mr. Floris replied in well-broken English, "Humph, we all carly start Californey, San Francissyco." Whereupon his jewelry-bedecked wife added, as she laid aside a big briar pipe, "Etaoin shrdlu cmfwyp okog."

A Regular Joiner.

The "troupe de Floris" will not be accompanied by a string of spavined trading stock on its tour to the coast. The personnel of the trip will include, besides the mother and father, seven very small children and three full-grown and well rounded "go-getters," who will disclose the past and reveal the future as the band winds its way toward the setting sun. John Floris comes from Valparaiso, Chile, and belongs to the Odd Fellows, the Masons, the Knights of Pythias and the Red Men.

WOMEN AND GOOD ROADS

Improved Highways Will Be Boon to Feminine Motorist Who Drives Her Own Car.

OPENS GREAT OUT-OF-DOORS

"Who has said a word about what good roads are going to do for women?" asks Charles Corkhill, manager of the Nebraska Haynes Auto Sales company.

"We have had dinned in our ears that good roads are going to profit the general public by cutting hauling costs, vivifying the country, booming real estate values, but no one has so much as intimated that good roads have benefits in store particularly for women. They might well feel that they have been slighted.

"Women and automobiles have been marked as born companions. A few women drove cars when they were cranked by hand. But since the advent of the self-starter, and improved steering devices, the connections between milady and her automobile have been especially close, for women may now take their cars and go where they please, so long as streets and roads are good.

"Just now few women venture taking their cars out over country roads alone. Thoroughfares outside city limits have offered rigors and discomforts that she is unwilling to put up with on a pleasure spin.

"Level and solid roads, kept up the year around, are going to place the sunshine and good air of the country at the feminine driver's pleasure every day in the week. Highway improvements will make a wholesomer woman by extending her touring radius in parts where she needs most to go."

CHANGSTROM BRANCHES OUT INTO TRACTOR FIELD

Charles Changstrom of the Standard Motor Car company is extending his motor business to take in the tractor field by annexing the distribution agency for the Peoria tractor in Nebraska, western Iowa and southern South Dakota.

The Peoria tractor is an "all purpose" machine that has become popular during the last few seasons through its performances in the many tests to which it has been subjected. It is a light weight, medium-sized tractor for the ordinary farm.

FIVE THOUSAND MOTOR LICENSES ARE ISSUED

That this year will beat 1915 in the matter of increased applications for automobile licenses is indicated by the fact that already 5,200 have been applied for. The high mark for 1915 was 6,000. The county treasurer handles the licenses.

HUGE ADDITION TO STUDEBAKER PLANTS

Demand for 1916 Cars Necessitates Building Million-Dollar Extensions at Detroit.

PLAN INCREASED PRODUCTION

As a move of preparedness for the 1916 demand for Studebaker cars, additions costing $1,000,000 have just been made to the Detroit factories of the Studebaker corporation. The work on these extensions, begun last October, is now practically completed and will enable the manufacturers of Studebaker cars to carry out their plans of producing 100,000 cars during this year.

With the completion of the increased plant facilities, the production schedule will shortly be jumped from 300 cars a day to 400, thus placing the Studebaker corporation as the largest builders of cars at or above the prices of the Studebaker Fours and Sixes.

Heavy Forgings Building.

Included in the plant extensions is an entirely new building for the manufacture of heavy forgings, such as six-throw crank shafts and front axles. In the heat treating and carbonizing departments, seven large double-chambered furnaces have been built to replace smaller types and increase production accordingly.

Seven forging machines for producing gear blanks are being added; the power plant is being increased by two 500 horsepower wtaer tube boilers; and a 2,000 horsepower low pressure turbine generator is being installed to be operated by exhaust steam available from the forge plant.

W. C. Rodd, construction engineer, and his staff submitted five different plans in an effort to arrive at an ideal layout for the production of 100,000 cars annually. The plan adopted is what is known as the "plant unit system," the arrangement being such that each piece of raw material is not only completed, but also subassembled in the same department before passing to the final assembly.

G. H. Houliston to Be Manager of Hupp Branch House Here

G. H. Houliston, formerly with the Lininger Implement company and with W. E. Foshier, has been appointed branch manager of the Hupp Motor Car company's Omaha branch.

Mr. Houliston will assume his new duties Monday and will be quartered for the present at 2064 Farnam street, with the McShane Motor company, local distributers for the "Hupp."

The establishment of a branch at Omaha marks the fourth move of this kind by the Hupp Motor Car company. They maintain other branches in New York city, Boston and Minneapolis. The future policy of the "Hupp" people will be to establish branch houses in towns of importance, where it is necessary to make a change from present dealers.

In speaking of Omaha territory, Oliver C. Hutchison, supervisor of branches for the "Hupp" company, made the assertion that Omaha ranked third or fourth in the United States as a distributing center for "Hupp" cars.

Hoff is Fired.

Chester Hoff, a pitcher, has been released unconditionally by the St. Louis Browns.