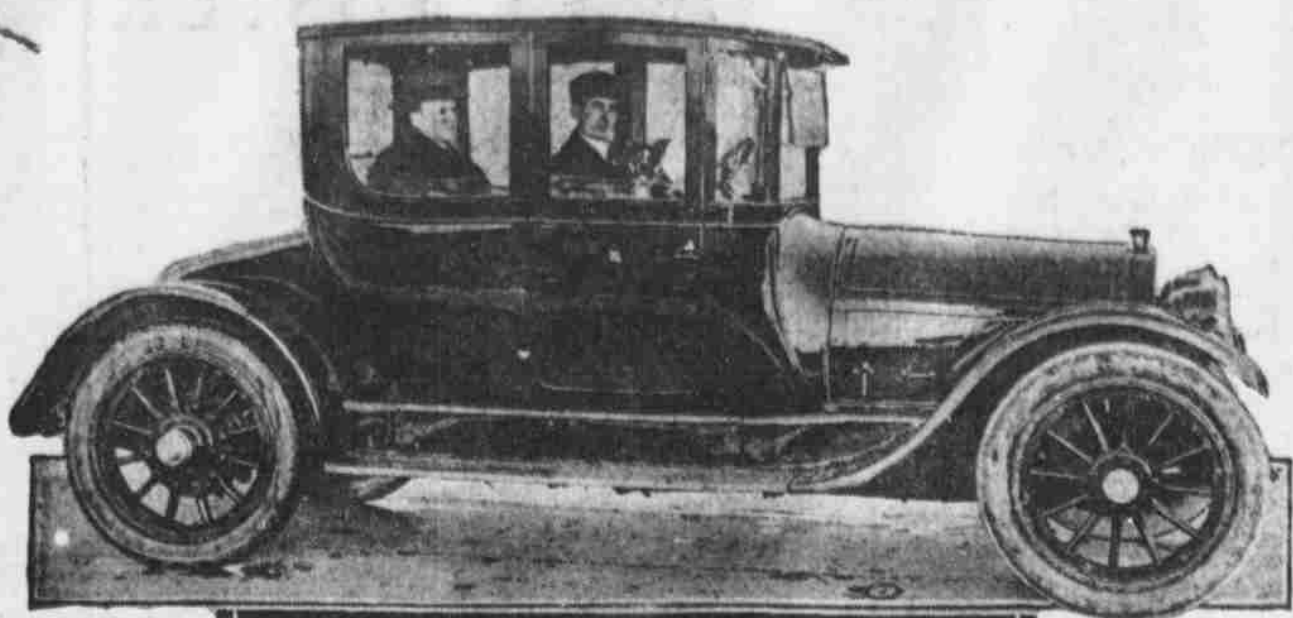


Even a Seat for the Dog in This Coupe



About the fanciest thing in a coupe in Omaha is owned by Dr. E. R. Tarry. Dr. Tarry has had his big six-cylinder Stevens, which formerly had a touring car body, remodeled, and so much of an innovation were his designs, he had to send the car to Racine, Wis., to have

the work done. The coupe contains a seat roomy enough for two people, in addition to the special seat for the driver and another special seat for the dog whose nose can be seen in the picture. The top of the coupe is not woodwork, as in the case of most

coupes, but is plate glass. Dr. Tarry plans several overland trips in his new coupe, and declares they will be much more comfortable than riding in Pullmans. The big Stevens has already been from the Atlantic to the Pacific on cross country junkets, and Tarry says it is good for many more.

Auto the Correct Thing for Christmas Gift, it is Said

Motor cars have figured as Christmas gifts in far greater numbers this year

than ever before, according to advices that have reached the Studebaker corporation. Many dealers have reported that purchasers specified Christmas morning deliveries for their new cars. In most cases the heads of the household kept the nature of their presentation a total secret and took their families by surprise. Close to 1,000 Studebaker automobiles were ordered during December, with

Christmas morning deliveries requested in each case. "The purchase of an automobile as a Christmas gift is directly in keeping with the new Christmas spirit," says L. J. Oliver, vice president and director of sales of the Studebaker corporation. "This new spirit is that of making Christmas last all the year round instead of only one day, and selecting gifts accordingly. "The automobile has come to be con-

sidered the most sensible gift of all, because the enjoyment and comfort and independence it gives are not confined to one day, but rather to a number of years." A Cough Medicine that Helps. Dr. King's New Discovery will help your cough or cold; keep a bottle at home for emergencies. 50c. At drugists. -Advertisement.

TAKE POWER FROM MOTORS ON BLOCK

Reo Company Uses Power Generated by Engines While They Are Being Tested.

MAKE TEST BY DYNAMO METER

"Seems like an awfully expensive equipment," said a Reo dealer on a recent visit to the factory, when shown into the engine and chassis testing department. "It does look like it," said the Reo guide.

"As a matter of fact our sales department tells us it is one of the most economical features of our plant. What seems to be extravagant in fact really proves to be very cheap when it comes to selling the product. You know, we make automobiles to sell, not to keep."

"The electrical equipment in this department is probably the most expensive you will find in any automobile factory in the world, but you will notice we are installing still more.

"Every Reo motor and every Reo rear axle, every transmission, and every chassis—each individual one—is subjected to the most rigid and precise dynamometer. Not only the power of the motor to the efficiency of the transmission mechanism clean back to the tires is tested here and accurately recorded by electrical instruments.

"It is not as extravagant as it looks, however," continued the Reo man, "for if you will notice from each of these dynamometers runs a set of wires and if you will come over into the next room I will show you where we utilize power that is generated by Reo motors Four and Sixes during their several hours of test."

In an adjoining room they found two big generators. "Here," said the Reo man, "you will see that we are generating over 400 horse power on an average. At times, it runs twice that. Aside from the slight loss in the lines, we put all the power developed by fifty or 100 motors, as the case may be, that are on the testing blocks, into our lines and utilize it to run the factory. If all the motors were running to full capacity of course we would generate a good deal more, but our policy is to run the generator for several hours at a slow speed and gradually, as it limbers up increase its speed and power output until we finally develop its maximum."

Saxon Company Reports a Great Winter Business

"Thirteen hundred per cent ahead of last December" is the report of business made by the Saxon Motor Car corporation. The January schedule calls for 2,500 cars.

At the New York show, which opens next Friday night, the Saxon corporation is planning a jubilee and celebration of the winter business, and also of the fact that the Saxon exhibit which two years ago occupied an obscure corner of the fourth floor is now one of the features of the main floor at the Grand Central Palace.

Space at the show is awarded in accordance with volume of business done. Consequently the arrival of the Saxon on the main floor is tangible evidence of the growth of the company, which now ranks sixth among Detroit makers and ninth among all automobile manufacturers in number of cars produced. One feature of the Saxon jubilee will be a banquet at which hundreds of dealers will be present from all over the country.

Sales Manager Getzinger says that the Saxon district manager for the Pacific coast put 500 cars into his territory in December. F. L. Dubroy, the San Francisco distributor, received a trainload of twenty-three freight cars of Saxons early in December, and expects to move another trainload by the middle of January. The Saxon dealer in Philadelphia ordered eight carloads of Saxons for delivery to customers Christmas morning. The Northwest and all the Missouri valley report large business. Business is fine in the southwest. The Dallas dealer has taken over 200 cars within the last month. The Texas district manager, C. L. McNulty, has arranged to bring fifty Texas dealers to the Chicago auto show, occupying part of a special train.

According to Mr. Getzinger, the Saxon business is about equally divided between the six-cylinder cars and the four-cylinder roadsters. The new six roadster is proving a very popular model.

VANDEBILT CUP RACE RETURNS TO NEW YORK

America's eleventh Vanderbilt cup race will see the passing of the first and most famous of American road races. Since 1910, when the event was taken away from Long Island and lost the support of the New York City fans, W. K. Vanderbilt, the donor, has been disgusted with the way the cup race has been kicked around and handed. Vanderbilt has changed the deed of gift that will make the Sleepers-Bay speedway stage the eleventh annual race on its track, May 13, for a distance of more than 200 miles.

Automobiles in Good Favor with Majority of Farmers

Said B. G. Koether, general sales manager of the Hyatt Roller Bearing company: "A trip to any small town in any farming community on any Saturday afternoon will prove that people on the farms are buying cars."

"A representative of ours had occasion to be in Pleasantville, Kan., a village of 1,300 inhabitants, a short time ago. It was Saturday afternoon and he counted seventy-two motor cars parked in one block on the main business street. In the same block there were fourteen vehicles drawn by horses. The machines were the property of farmers, who had driven to town to do their Saturday shopping.

"This widespread ownership of automobiles by farmers means that the people on the farms have the money to buy motor cars, and that automobile construction has been developed so it no longer is necessary to have a repair shop around the corner.

"The perfecting of such vital parts of a motor car as the bearings and the motor has done much to bring about the general use of automobiles. Hyatt roller bearings require no adjustment and no attention. The only care they need is occasional oiling.

"I was told a few days ago that 35 per cent of the farmers in the country own automobiles; that 49 per cent of those purchased during the last twelve months and that 22 per cent of those not now owners are in the market for cars."

Gossip Along the Automobile Row

Joe M. Dine, manager of the Good-year Rubber company, spent last week at the factory in Akron and from there went to Sheldon, Ia., to spend Christmas with his brother.

W. S. Rutherford, branch manager of the Goodrich Tire company, will spend the holidays at Kansas City. Rutherford and several friends have planned to do some hunting on one of his father-in-law's farms during the few days' vacation.

George L. Dingman of the W. L. Huffman Automobile company sales department, left for Sioux City, Thursday morning to accompany Mr. Huffman on a high-speed drive to Sioux City. Mr. Dingman will spend several days in Sioux City, writing dealers' sales contracts on the new six-20.

W. L. Huffman Automobile company has received another big shipment of Chalmers' six-20's and the temporary salesmen was a scene of great activity. Many dealers received their demonstrators from this allotment, and were to be seen driving away with that "six-20 smile."

The remodeling work is progressing very rapidly on the new sales room of the W. L. Huffman Automobile company at 2325-25 Farnam street. The new stock room, which is designed to care for the largest stock of Chalmers and Hupmobile parts ever carried by a distributor, is the most complete in the city. Separate drawers are provided for each individual part, the numbers on the outside of these corresponding with the numbers on the cars. In the stock file, where a complete record of the contents is kept, the Huffman company contemplates carrying a stock of Chalmers repair parts to take care of all the territory controlled by Omaha, Lincoln, Sioux City, Mitchell and Sioux Falls, South Dakota branches.

Killy Will Attend National Auto Show

W. L. Killy of the Noyes-Killy Motor company left Friday for Kansas City, where he will spend Christmas with his father. From there Mr. Killy will go to Detroit, Mich., where the Saxon factory is located. Before returning to Omaha, Mr. Killy will visit both the New York and Chicago auto shows.

Heard At the Omaha Automobile Club

Indiana, according to a Mr. Armstrong, who was formerly secretary of one of the state's progressive road clubs, spends as much money as any state for good roads, permanent roads. "But," says Armstrong, "they are continually patching and patching the roads. Brick is now greatly in favor there, because of the permanence, without maintenance expense. Douglas county should make no mistake about the material used in hard surfacing its main highways. Use brick."

Knocking "He's got carbon in his pistons," remarked a club member, referring to a prospective member who, after using the club's 1,231 direction signs and the road reports from the information bureau, said the automobile club did him no good. Knocking, eh?

The Reply Appreciative. "I took but two or three little trips around Omaha this year," said a club member to Secretary Clarke Powell, "but my car, nevertheless, was very busy in the meantime with my family. And I want to thank the automobile club for their reliable road reports and touring information furnished the women folk."

How Carriage Woke Up. Carriage is a medium sized town in Missouri. They had been "stuck in the mud" for years down there. One day they organized a "365-Day Good Roads Club." Permanent roads became a reality. Farmers came to town in "all kinds" of weather. Business was average every day. The citizens pricked up their ears. They immediately started plans for more miles of permanent paving.

Keeping the Dollars Home. Here's an extract from a letter written by a farmer down south which speaks volumes for good roads: "—and he had been contemplating sending away to Chicago for an important piece of machinery, but the roads being paved he went to town, and John, he found exactly what he wanted right in our own, and bought."

Many entalogue house dollars have had their wings clipped and are unable to fly outside the home district when good roads lead to town. Isn't that logic?

"Speak for Yourself, John." "I enjoyed my car more than any summer I can remember," said a club member to Secretary Powell, "and I don't mind saying the club's signs and information paved the way. But, do you know, I have never said a word to friends of mine about the fine things the club gives. But, believe me, I am going to be the best little booster you've got during 1916." Them's lovely words!

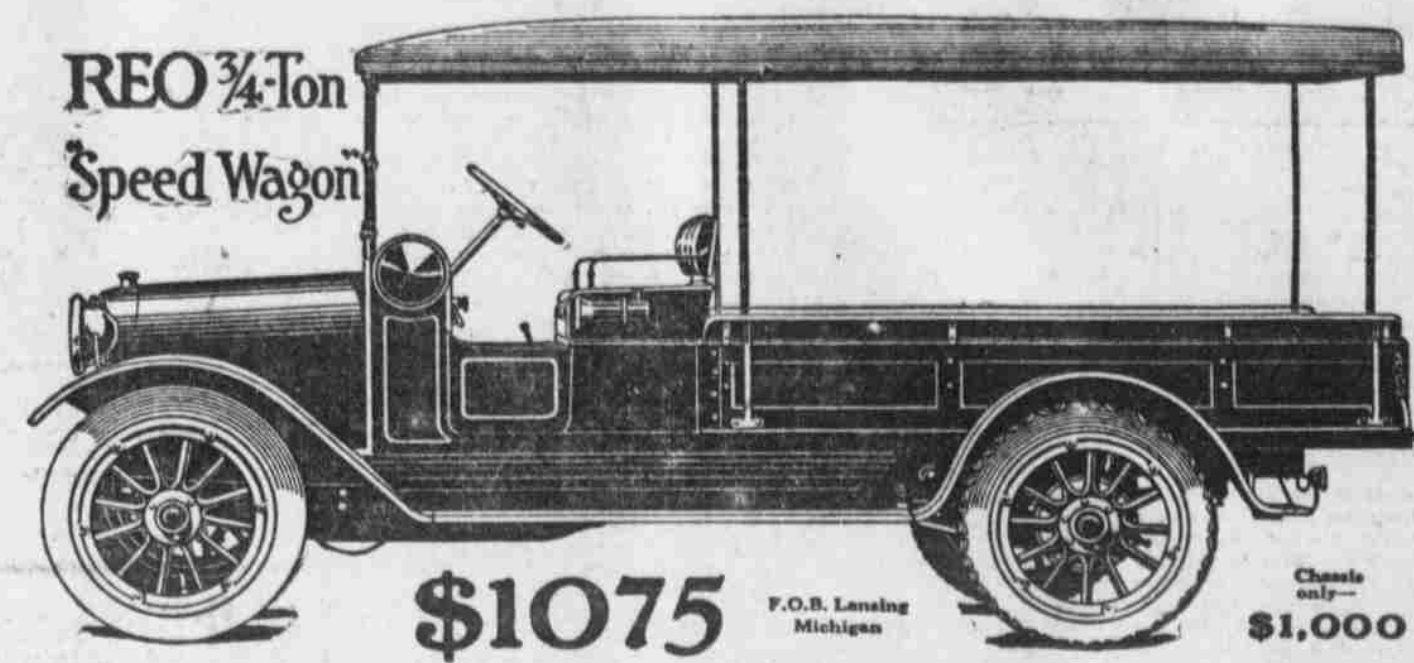
Dayton's 25-Mile Brick Road. One of the most perfect roads a tourist could wish for is the fine twenty-five-mile brick pavement out of Dayton, O. They are sold for the "man who threw the first brick."

What Good Roads Mean. The best incentive for good roads we have heard is the following: "Go where you want to go, not only when the roads are dry."

"Getting a Reputation." "Will you please send us a photo of your sign card and a writup of your excellent work the last year. We believe your splendid work will influence southern clubs in making the roads." The above was received from two large motor magazines during the last week. The club sign work is known all over the country.

Goodyear Tires In the War Zone

A former employee of the Goodyear Tire and Rubber company, now a soldier in Europe, writes: "I had an unusual experience in the trenches. I was out one night trying to locate a sniper, who was thought to be operating in the rear of our lines. Coming to a path behind a ledge about 20 yards from our front line of trenches, I passed my hand lightly over it to search for fresh tracks, and found the well defined imprint of a Goodyear all-weather tread tire. We have seen many Goodyear tires here, but lying out in the mud on an inky black night, lining the trail of a Goodyear seemed to us like meeting an old friend."



Broaden Your Territory— Increase Your Business

NO MATTER WHAT YOUR LINE—whether a manufacturer or a wholesaler; a supply house, retailer or contractor in the city; farmer—specializing in dairy stock or a general agriculturalist; no matter which of a thousand lines of commercial activity you are engaged in—no matter which of a thousand problems of quick transportation confront you—one or both of these Reo Motor Trucks will meet your conditions. SERVICE IS PARAMOUNT in modern business—the facilities to deliver promptly and with dispatch the articles your customers need—whether the product of the farm or factory or the daily order from the store. OF COURSE SOME LINES of business call for more than one type of motor truck—one of great carrying capacity to handle the in-coming tonnage, and delivery from the central warehouse to the various distributing points—from which the smaller loads are handled by lighter, faster trucks to destination. SUCH USERS FIND that a combination of the two Reo models is ideal—one or more of the 2-ton trucks and several 1500-pound Speed Wagons.

2-Ton Reo. THEN THERE ARE others who require only one type of truck. MANUFACTURERS, WHOLESALERS and Jobbers of heavy or bulky articles are partial to the 2-ton Reo. COMMERCIAL DAIRYMEN all over America use this powerful, reliable Reo—and are unanimously enthusiastic over its performance and its extremely low cost of up-keep. IT IS A COMMON THING for a dairyman to carry 60 to 80 10-gallon cans of milk on this truck—a load of nearly twice its rated (2-ton) capacity. SOME BIG CONCERNS in metropolitan centers, who use fleets of motor trucks, tell us that they rely on their Reos as confidently as on railway time-tables—the Reos are even more accurate on the schedule. AND AS FOR UP-KEEP—why, we wish you could talk to every owner of a 2-ton Reo. You'd hear figures that, did we use them in an ad, would be incredible to you, much as you value the word of Reo. IN SIX MONTHS—yes, in less time than that—this Reo will pay for itself. And when you realize—when you've proven to yourself by your own figures how much lower is the maintenance cost and how much greater the efficiency—you'll wonder how you delayed so long in making the change. CONCERNING BODIES: There are so many lines of business to which Reo motor trucks are applicable, and these call for such diversity in bodies, it is impossible for any manufacturer to make them all. YOU CAN HAVE ANY KIND OF BODY to fit either of these chassis made by your local wagon maker—or we will furnish you blueprints and photos and refer you to reliable concerns who will do it for you.

3/4-Ton Reo. THERE HAS LONG BEEN an insistent and a widespread demand for a motor truck of greater celerity than that of which the heavy-duty types are capable. YET IT TOOK LONGER to develop a practical motor truck of this type and for this service. LOAD IS A PROBLEM—but, that was solved years ago—the 2-ton Reo, for example. SPEED IS ANOTHER and more difficult problem—but that too was solved in the pleasure car. BUT LOAD PLUS SPEED—there was a problem over which the world's leading automobile engineers pondered long and earnestly. Reo engineers worked on this for several years before we were willing to offer the result to Reo customers. WE FIRST TRIED IT OUT thoroughly, in our own work at Lansing and in various other lines of business there. We carried a ton of castings at speeds up to 30 miles per hour—week after week—month after month—and she stood the gaff. PNEUMATIC TIRES IS THE ANSWER to this kind of service—they make speed, with loads up to three-quarters of a ton, possible and practical. TODAY THERE ARE SEVERAL HUNDRED of this model in operation in almost every town and in every class of work. And, without exception, they are making good. OF COURSE WE PUT the usual Reo factor of safety, "50 per cent over-size in all vital parts" in this as in every other Reo Motor Vehicle. TIRES TOO ARE 50 PER CENT LARGER than is necessary to carry the normal load. So, when on occasion, you find it necessary or desirable to overload this "speed wagon" don't worry—it's a Reo and it will stand it.

IF ALL ELSE WERE EQUAL—quality of the product, and price, and the guarantee back of it (and we think you'll agree there's no other guarantee quite so good as Reo's)—still good business would dictate a Reo Motor Truck in preference to any other. ON SERVICE GROUNDS REO IS THE BEST BUY. More than 1500 dealers handle Reos and so, no matter where you may be, always there's a Reo representative at hand ready, willing—yes, eager—to give you any service or instantly supply any part you may need.

REO MOTOR TRUCK COMPANY, LANSING, MICHIGAN. JONES-OPPER CO., Distributors, 2043-45 FARNAM ST., OMAHA, NEB.



Advertisement for Willard batteries, featuring a cartoon character and text: "Cutting Quite A Figure. The way our service has grown in popularity strengthens our belief that motor car owners want the best in starting and lighting. Nebraska Storage Battery Co., 2203 Farnam St. Tel. Doug. 5102. Free inspection of any battery at any time."